

Care and maintenance of buildings and streets

Overarching objective: To ensure ongoing investment in the conservation of the World Heritage Site (WHS)

	Action	Delivery Partner	Review	Monitoring	Cost	
Grants	1	Raise awareness on the availability of grants and on other services needed to do the work. Publish list of buildings that have received grants	Edinburgh World Heritage (EWH) Lead	Short Term	Review of reach (number, diversity of groups)	staff time
	2	Indicate the priorities for grants Ensure a joined up approach to deliver grants program	EWH Lead	Short Term	Review of status of grants and repair programme	Grants support + staff time
Research & Best Practice	3	Support and inform a research agenda which reflects and develops best practice in World Heritage management. Publish work and participate in national and international events	EWH Lead	Mid Term	Reflection on conservation practices in other WHS Engagement with world heritage community Link with universities	staff time
	4	Direct people to where archaeology research findings are published- Create map of the key discoveries	City of Edinburgh Council (CEC), Historic Environment Scotland (HES) Lead	Mid Term	Review percentage of applications/year Status of map	staff time
Treatment of public space and public realm	5	Raise awareness on the contribution that public realm makes to the Site and embed the understanding of the Conservation Areas Character Appraisals in decision making	EWH Lead	Mid Term	Review of status of implementation of public realm projects within the WHS (eg: setted streets)	staff time
	6	Advocate the use of the Street Design guidance and other relevant public realm guidance (lighting, advertising)	CEC Lead	Mid Term	Review of the use and success of public realm guidance (eg: Street Design Guidance)	staff time
	7	Develop guidance on appropriate use of public spaces	CEC Lead	Mid Term	Review of the use and success of public space calendar	staff time
Sustainable re-use of underused and unused buildings	8	Support maintenance of Buildings at Risk Register (BARR) and encourage the sustainable re-use of underused and unused buildings	HES, CEC, EWH	Mid Term	Review online content of BARR, review the success of restoring buildings before they go on the BARR	staff time
	9	Advocate for creative temporary solutions which encourage bringing buildings back into active use	CEC and HES Lead	Mid Term	Review of the CEC's request register for temporary use of buildings	staff time
Climate change and sustainability	10	Extend the energy efficiency programme with the aim of increasing energy efficiency in historic buildings	EWH and HES Lead	Mid Term	Review of grants and follow up of impact of projects on the ground	staff time
	11	Encourage walking and cycling within the WHS through actions outlined in the Active Travel Action Plan	CEC Lead	Mid Term	Review of walking and cycling figures Review of actions in place to achieve this	staff time
	12	Monitor air quality in the WHS	CEC Lead	Mid Term	Review of pollution indicators and work done to achieve this	staff time

Control & Guidance

Overarching objective: To improve tools that sustain the OUV of the World Heritage Site (WHS)

	Action	Delivery Partner	Review	Monitoring	Cost	
Planning process	13	Ensure that the Outstanding Universal Value of the WHS is taken into account in planning decisions and other relevant consents as material consideration	Historic Environment Scotland (HES), City of Edinburgh Council (CEC), Edinburgh World Heritage (EWH)	Short Term	Review of Committee reports to determine where OUV has influenced decision-making	staff time
	14	Review the conservation area character appraisal to ensure up to date information about the unique qualities of the area	CEC Lead	Mid Term	Review of the documents, Review of their use	staff time
Interpretation and engagement	15	Contribute to understanding of decision making by raising awareness around actions and planning decisions taken in the WHS	HES, CEC, EWH	Short Term/continuous	Review of quality of publication of social media content to establish good communication	staff time
	16	Audit of guidance available to owners in the WHS to identify gaps	HES, CEC, EWH	Mid Term	Review of online content	staff time
	17	Understand the user journey for owners and connect to the appropriate guidance	HES, CEC, EWH	Mid Term	Status of research on user journey	staff time
Advocacy	18	Integrate WH values in city-wide decision making about the future of the city	HES, CEC, EWH	Short Term	Review of city meeting partnerships and impact of WH issues on other strategies	staff time
	19	Promote and create opportunities for traditional skills events and advocate for the use of accredited craftsmen	EWH Lead	Mid Term	Review number, quality and diversity of events	staff time

Awareness of World Heritage Site status

Overarching objective: To coordinate the actions to ensure a broad level of understanding of the World Heritage Site (WHS)

	Action	Delivery Partner	Review	Monitoring	Cost	
Interpretation and engagement	20	Clarify the qualities that make the WHS of Outstanding Universal Value and use as a tool to inform the understanding of the WHS	City of Edinburgh Council (CEC) Lead	Short Term	Production of table of "attributes" Review of its use and impact on decision making	staff time
	21	Produce a programme of themed events for residents and visitors	Edinburgh World Heritage (EWH) Lead	Short Term	Review number, quality and diversity of events	Staff time + budget for events
Communication	22	Publicise and crosspromote actions taken around the condition of the WHS	Historic Environment Scotland (HES), CEC, EWH	Short Term	Review of consistency and frequency of publications	staff time
	23	Establish strategy for interpretation of the Site, with potential for digital interpretation	HES, CEC, EWH	Mid Term	Review status of strategy	staff time + technical cost

Contribution of New Developments

Overarching objective: To ensure that development embraces the context of the World Heritage Site (WHS) and is of the highest quality in terms of architecture, design and materials

	Action	Delivery Partner	Review	Monitoring	Cost	
Planning process	24	Clarify the qualities that make the WHS of Outstanding Universal Value and produce guidance on their use in the planning process	Historic Environment Scotland (HES), City of Edinburgh Council (CEC), Edinburgh World Heritage (EWH)	Long Term	Status of attributes Status of guidance and use Training programme	staff time
	25	Develop a programme of training events and engagement to provide clarity on the unique context of the WHS	HES, CEC, EWH	Short Term	Awareness raising and training for councillors and practitioners	staff time
	26	Advocate the importance of the skyline study and provide guidance on its use	CEC Lead	Mid Term	Review of its use	staff time
Informing design quality	27	Produce research on appropriate materials for the WHS to inform guidance	HES, CEC, EWH	Mid Term	Review of status of the research	staff time
Influencing new development	28	Support and inform a research agenda on appropriate economic development which develops best practice in World Heritage management	HES, CEC, EWH	Long Term	Involvement in the right meetings and follow up actions	staff time
	29	Define and share a standard of development in the WHS	CEC Lead	Long Term	Involvement in the right meetings and follow up actions	staff time
	30	Produce place briefs for sites in the WHS	CEC Lead	Long Term	Quality/ Quantity	staff time

Visitor Management

Overarching objective: To advocate for sustainable tourism within the World Heritage Site (WHS) and the city

	Action		Delivery Partner	Review	Monitoring	Cost
Interpretation and engagement	31	Explain the value of WH to tourism industry and business community	Historic Environment Scotland (HES), City of Edinburgh Council (CEC), Edinburgh World Heritage (EWH)	Mid Term	Involvement in the right meetings and follow up actions	staff time
Research & Best Practice	32	Understand what sustainable tourism is and promote best practice	CEC Lead	Mid Term	Reflection on conservation practices in other WHS Engagement with world heritage community Link with universities	staff time
Operational management	33	Encourage street cleanliness through actions outlined in the Waste and Cleansing Improvement Plan	CEC Lead	Mid Term	Review of the success of the guidance in place	staff time
	34	Develop a supplementary guidance to support the mix of uses and a diverse social mix in the city centre	HES, CEC, EWH	Long Term	Status of the guidance	staff time

Influence and sense of control

Overarching objective: To sustain effective partnerships that support the management of the World Heritage Site (WHS)

	Action	Delivery Partner	Review	Monitoring	Cost	
Partnership working	35	Promote a more active role for stakeholders to help deliver the management of the WHS	Historic Environment Scotland (HES), City of Edinburgh Council (CEC), Edinburgh World Heritage (EWH)	Mid Term	Review the involvement of external stakeholders in delivering actions	staff time
	36	Develop a programme to engage and involve businesses in the management of the WHS	HES, CEC, EWH	Long Term	Engagement on WH issues with the Tourism/ Financial and Digital industries	staff time
	37	Involve relevant delivery partners to monitor the progress in the management of the site	HES, CEC, EWH	Short Term	Keep track of conversations with people and deliverables	staff time
Advocacy	38	Audit of the available information that assists the implementation of the management of the WHS to inform a research agenda	HES, CEC, EWH	Mid Term	Collation and storage of research data Collaborative research	staff time
Communication	39	Consult widely and provide clarity on how decisions were reached. Follow through with the consultations, be accountable for: (You said, we did)	CEC Lead	Short Term	Mid term review to establish improvement (revisit Place standard)	staff time