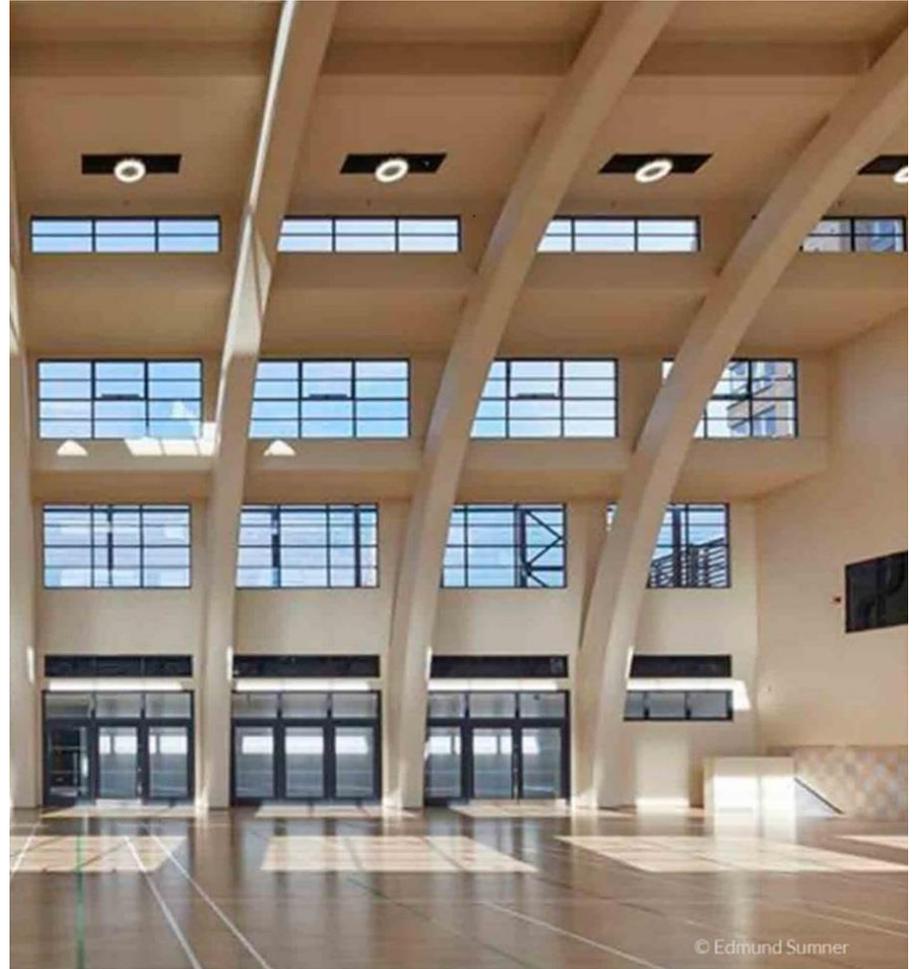


Delivering Good Places

A Historic England
Perspective

Ian Morrison,
Director of Planning
Historic England



Listed Poplar Baths, Tower Hamlets



Introduction

- Successful integration of new into old is one of the most contentious areas HE is involved in
- It's more and more likely: optimising the use of land/higher densities features strongly in NPPF
- And it's worth doing: our research shows mixed historic areas with 'grain' & 'grit' are more attractive to creative industries, etc.
- A review of old Civic Trust awards shows that people cannot always see through fashion to judge lasting quality
- Tastes change, but place-making is more than an issue of taste

HISTORIC ENGLAND IS THE PUBLIC BODY THAT LOOKS AFTER ENGLAND'S HISTORIC ENVIRONMENT. WE CHAMPION HISTORIC PLACES, HELPING PEOPLE UNDERSTAND, VALUE AND CARE FOR THEM.

What is our Starting Point?

‘Place’ is central to what we do:

- New NPPF provides good context
- ... but HE would have liked stronger links between design and heritage sections
- We are starting to implement our Place-making Strategy, which will bring a much stronger focus to our work to shape our rapidly changing environments
- We are restructuring, and ‘Place’ work will grow in importance



What is our Starting Point?

‘Place’ is central to what we do:

- It is reflected in our new Corporate Plan
- We will be doing more public engagement work
- While our highly valued specialist conservation advice will continue, we will place greater focus on engagement in areas where we can have the most impact

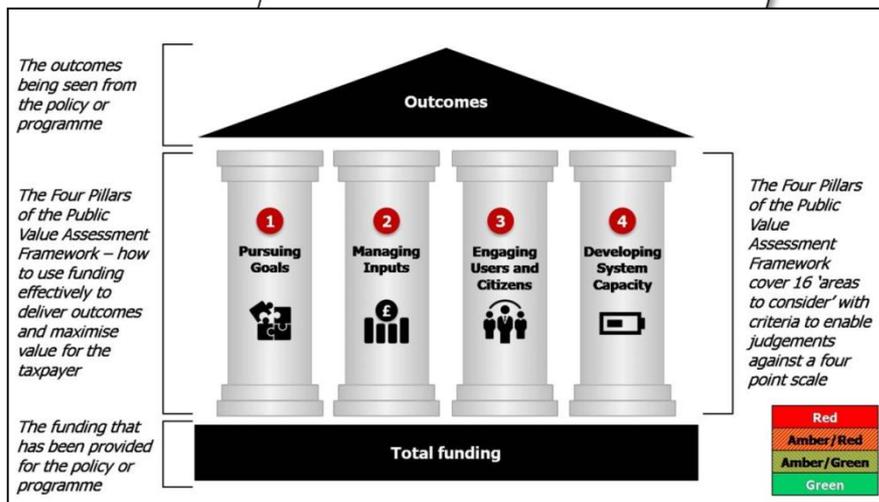


Doing Things Differently



Delivering better outcomes
for citizens:
practical steps for unlocking public
value

- Historic England is responding to the recommendations of the Barber report
- Now adopting a Public Value Assessment Framework in all that we do
- We have always supported place-making, but our focus has been predominantly on individual assets
- Now focusing on place, and on public value, with heritage the foundation for everything
- Some of the changes:
 - Casework review to increase our capacity
 - Reviewing our strategic engagement to better support LPA conservation leadership
 - Increased emphasis on understanding local markets and development economics
 - Greater contribution to discussions on good design: urban design skills
 - Proactive rather than reactive engagement



Getting the Public to Care



- “Keep it London” seeking to inform London Plan
- Aim is to get people to identify what is special to them about their city
- Campaign by HE – short film, portraits of residents, exhibition
- Developed a heritage walk app for 6 special and varied parts of London



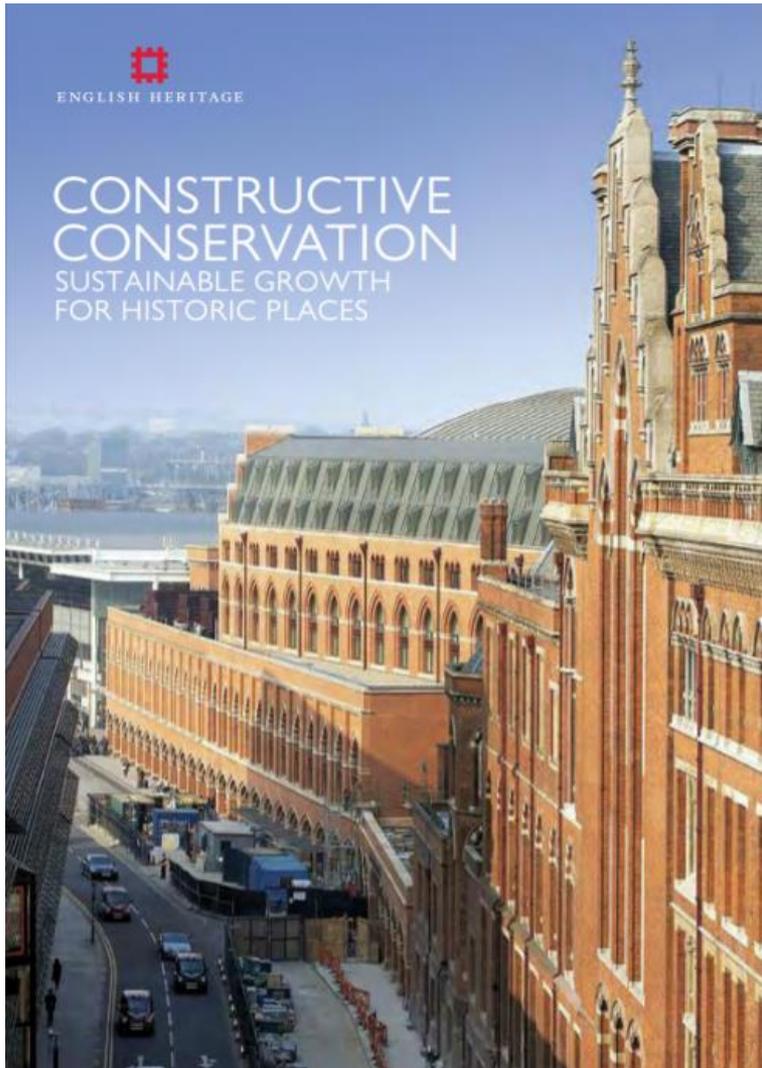
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People and Heritage

I am London portraits



Being Positive About Re-use + Change

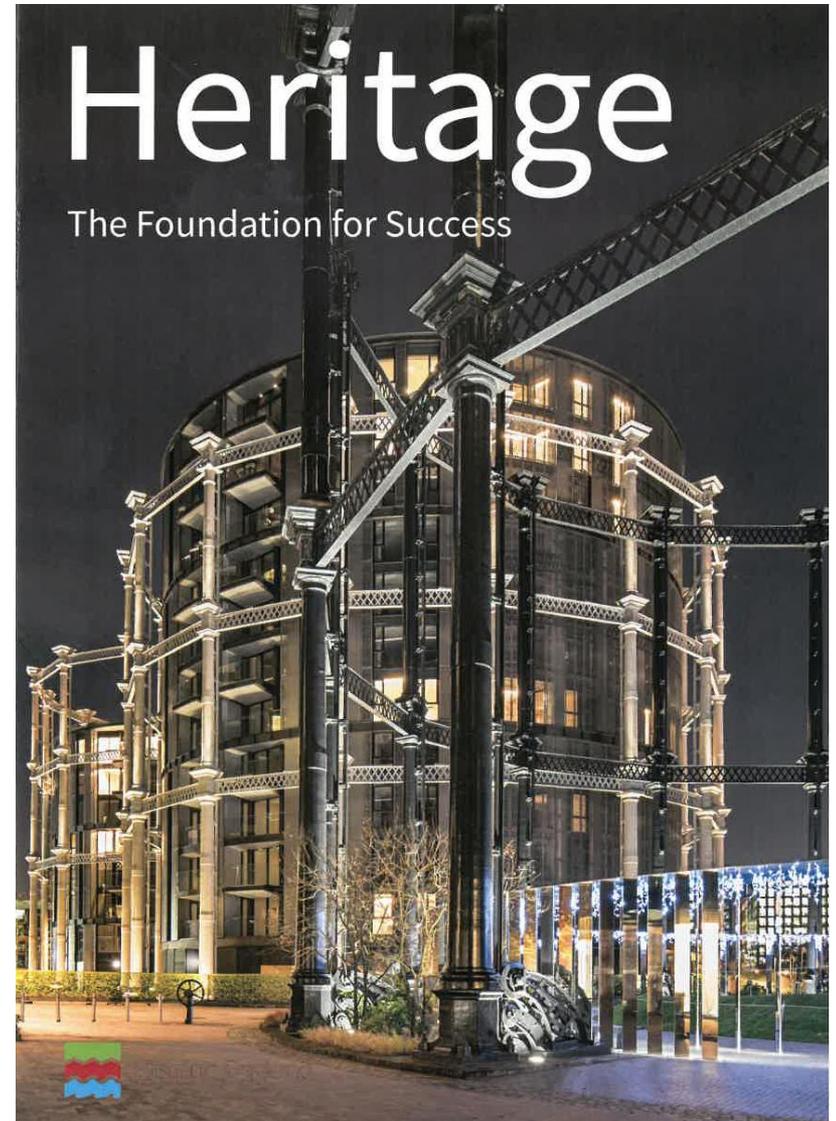


- We've been promoting the Constructive Conservation message for many years:
“the positive and collaborative approach to conservation that focuses on actively managing change. The aim is to recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment”

Heritage – The Foundation of Success

- 2018 publication of case studies
- Great places have heritage at their core
- Today's great place-makers are achieving this by incorporating old buildings, street patterns, traditional materials
- Examples demonstrate that it is not just high value areas where heritage can be successfully integrated into new developments

A few examples.....



Heritage – The Foundation of Success

Sunny Bank Mills, Leeds

- 300 jobs created in 70 businesses
- Cloth production ended in 2008
- Incremental regeneration to create employment centre and high quality commercial space
- Wide range of businesses including textile artists, designers, a play gym, café, art gallery, etc.
- Annual community festival draws thousands of visitors



Heritage – The Foundation of Success

Derby Cathedral Quarter

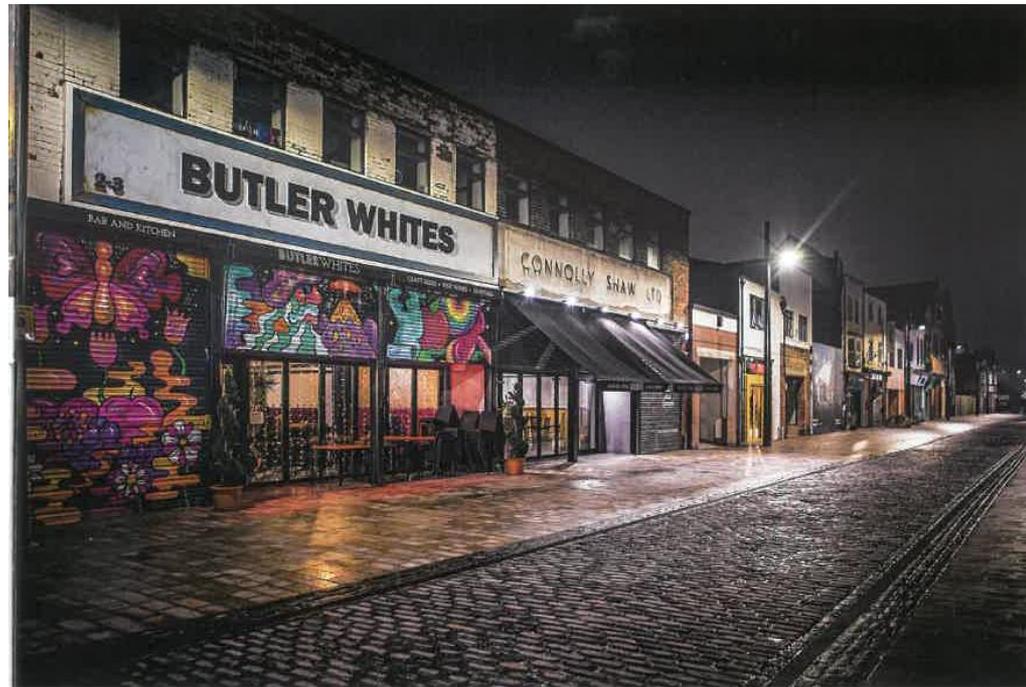
- 97 properties refurbished
- 42 new jobs
- 30,000sqft brought back into use
- Nine-year collaboration between HE, Derby City Council and local retailers turned around this struggling retail ‘conservation area at risk’
- Won Best City Location in the Great British High Street Awards



Heritage – The Foundation of Success

Fruit Market, Hull

- 109 homes
- 733 jobs 2013-24
- Part of Conservation Area; semi-derelict
- Now vibrant new district in repurposed industrial building
- New buildings knitted in to reinstated original grid



Heritage – The Foundation of Success

Grand Hotel, Birmingham

- 20,000 sq ft restored building at risk
- £4.5m GVA annually to local economy and £0.5m business rates
- £47m invested in this GII* C19th building to create 180 bed hotel including shops at ground floor



Transformative Change - Stanley Dock Liverpool

- Dock built 1848, main building – a former tobacco warehouse – built 1855; others by 1901
- Highly protected individually and within WHS
- WWII damage, empty for 30 years and out of centre
- From Jan 2013 hotel and events venue
- Work well underway on converting North warehouse (which faces hotel) into 538 apartments



Transformative Change - Stanley Dock Liverpool



Transformative Change - Stanley Dock Liverpool



Lost in a sea of modernity?

- Huge change in an area can leave the few remaining historic elements looking rather lost - however well they are conserved
- Designed transition, and respect for context, are very important



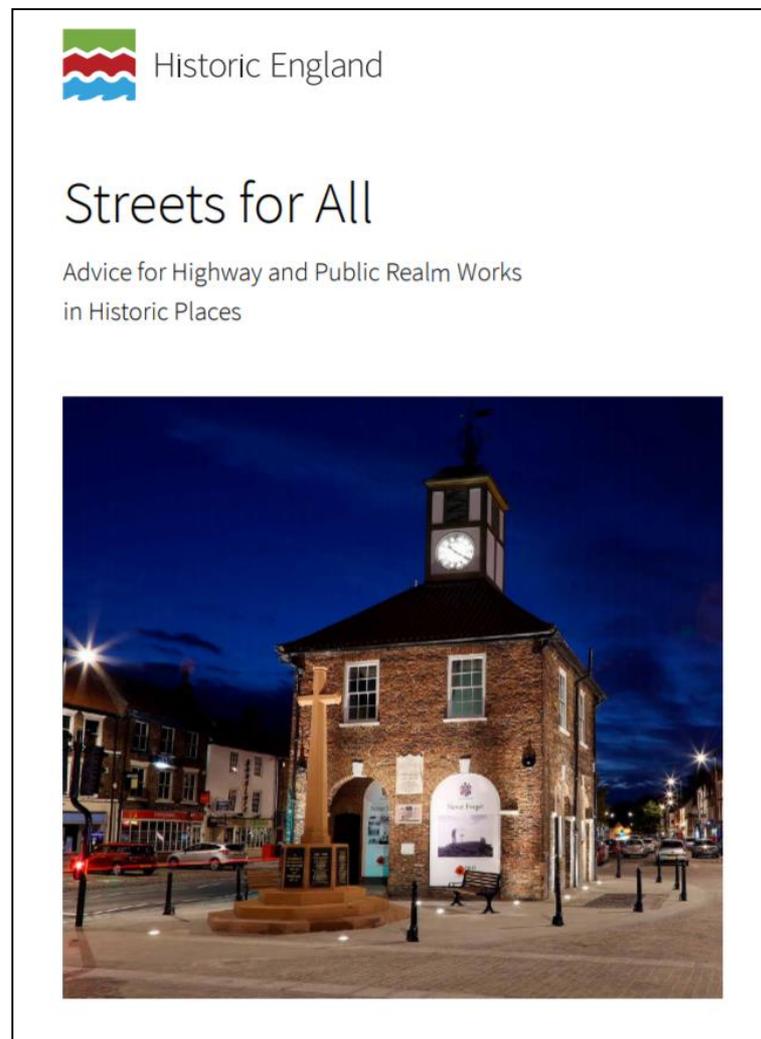
Detail is Important

Not just about the headlines:
detail is also important.

HE's 'Streets for All' reinforces
the importance of good quality
streetscapes.

The new NPPF recognises this
issue:

- The need to avoid street clutter and respect for local character and design standards (para. 110)



Detail is Important

And the need for developments to:

- Function well and add to the overall quality of the area
- Be visually attractive as a result of good architecture, layout and appropriate and effective landscaping
- Establish or maintain a strong sense of place (para. 127)

Streets for All

Advice for Highway and Public Realm Works
in Historic Places





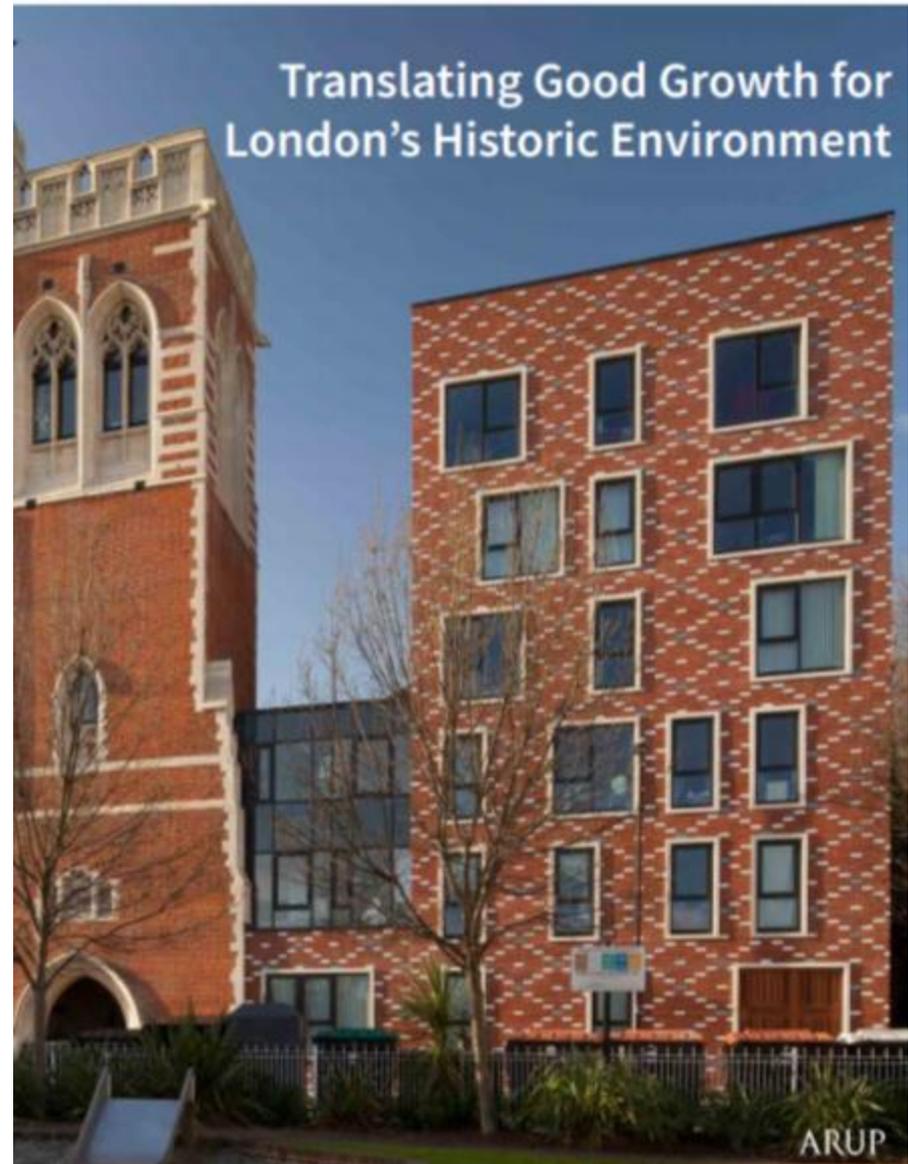
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Good Growth

- 2017 document highlighting recent heritage-sensitive schemes in London
- Demonstrates the important part heritage plays in economic growth, wellbeing and quality of life
- Messages apply equally outside London



Historic England





Historic England

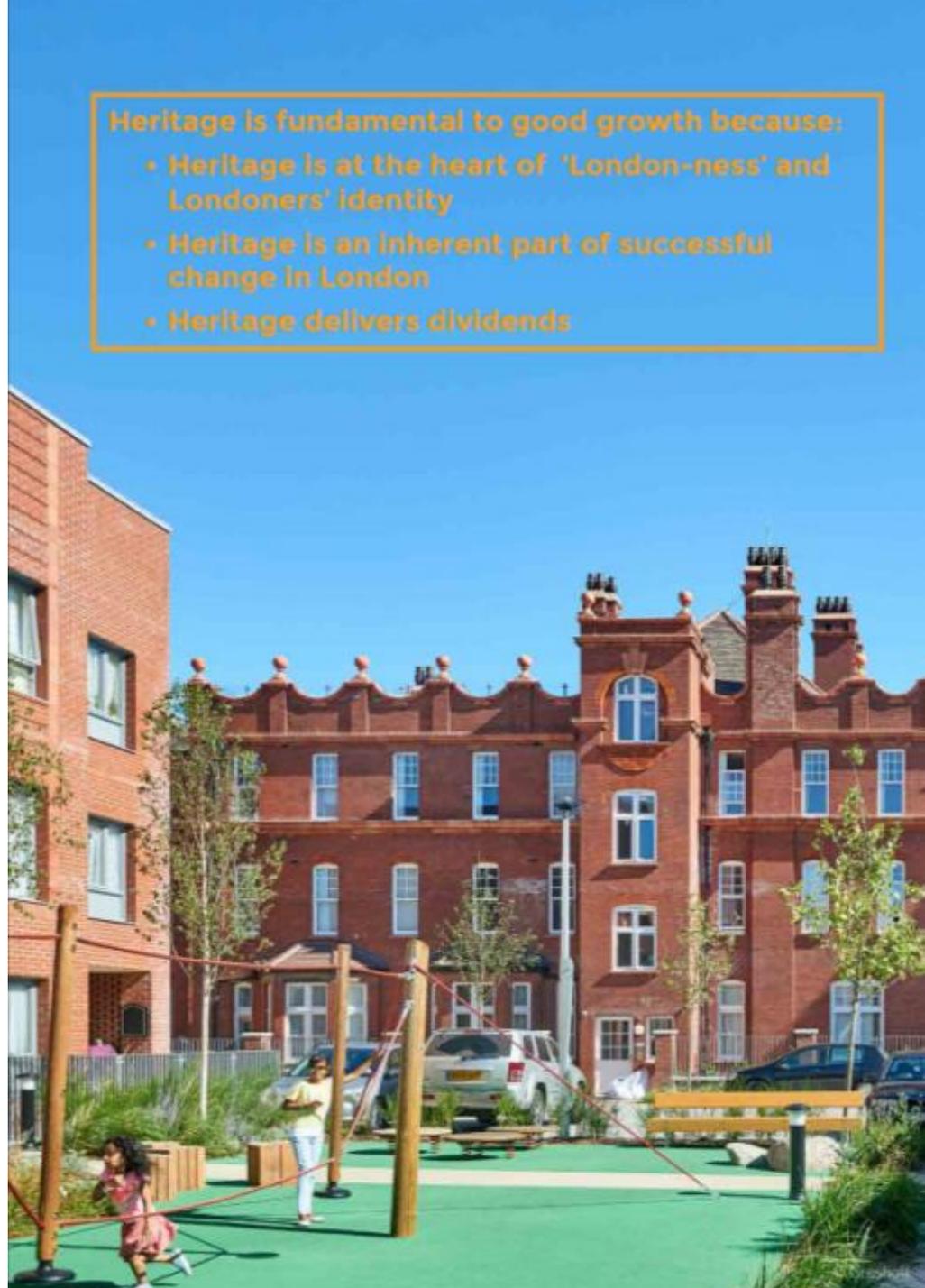
Good growth

Plaistow Hospital, Newham

- Locally valued heritage asset from 1901
- Not listed or in a CA
- Demolition of poor parts and addition of new structures to provide 168 homes at 106 buildings/ha with a high proportion of family and affordable homes

Heritage is fundamental to good growth because:

- Heritage is at the heart of 'London-ness' and Londoners' identity
- Heritage is an inherent part of successful change in London
- Heritage delivers dividends





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Good growth

Thrale Almshouses, Lewisham

- 1930s buildings largely retained
- Nine new dwellings
- Affordable houses provided
- Increased density without compromising quality

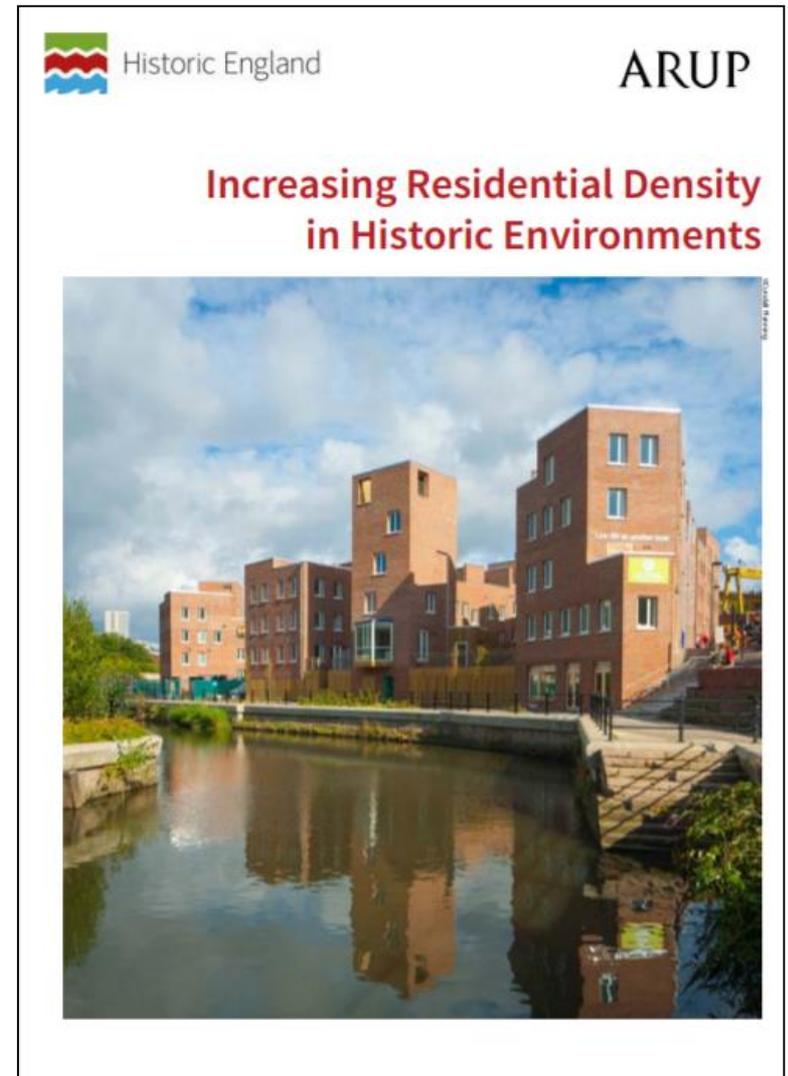


"The scheme bears a sense of visual unity with the new wings working hard to reference historic features while maintaining an overall character that is confidently but not threateningly contemporary."

Ike Ijeh, Charity Begins at Home, Building Magazine, February 2016

Increasing Residential Density

- Published 2018
- 10 case studies of successful schemes in sensitive areas
- 11 recommendations around design, policy, context, engagement and management issues.
- Available on website





Historic England

Not all growth is good growth





But it can be...

- New development is entirely possible, and indeed often desirable, in a historic context
- The NPPF is clear that:

Development should be sympathetic to local character and history...while not preventing or discouraging appropriate innovation or change (para. 127)

Great weight should be given to outstanding or innovative designs so long as they fit in with the overall form and layout of surroundings (para.131)



Adding vitality and reinforcing the bright colours of Bristol



The Standard for Great Places



- HE would have liked stronger links between design and heritage in NPPF
- But the NPPF sets a high bar in encouraging the creation of great places:

Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions

- **Making the most of these opportunities for improving areas is at heart of successful place-making**



Heritage is Key to Place-Making



HE research shows that:

- Historic places are more attractive to business and visitors
- Investment in historic places delivers substantial economic and environmental benefits
- Heritage sector employs more people (168,000) and generates more GVA (£11.9 Bn) than agriculture, forestry & fishing industries combined
- Investment in historic environment significantly improves the way people feel about places
- The greater the density of heritage, the better the performance of creative industries and the greater the specialisation towards creative industries