



***Professor Barry Gilbertson***  
**Chairman**  
**City of Bath**  
**UNESCO World Heritage Site**



**Bath & North East  
Somerset Council**

# A G E N D A

- ◆ Who am I ? What is World Heritage ?
- ◆ World Heritage in Bath
- ◆ Inspiration, Issues and Ideas
- ◆ Greater community awareness
- ◆ Bath World Heritage Enhancement Fund
- ◆ Great Spas of Europe
- ◆ Your 'take-aways'
- ◆ *About 45-50 minutes followed by Q&A over drinks*

## Professor Barry Gilbertson



@barrygilbertson

- ❖ **City of Bath World Heritage Site**  
*Non-Executive Independent Chairman* July 2017
- ❖ **4 quoted company directorships**  
Austria, Canada (2) & UK  
Non-Executive Independent Chairman (or Director) 2011-2017
- ❖ **PricewaterhouseCoopers**  
Equity Partner 1996-2011
- ❖ **123<sup>rd</sup> RICS President** 2004/5
- ❖ **University of Bath : Governor on Council** 2014 to date
- ❖ **Northumbria University** 2003 to date
- ❖ **Royal Agricultural University** 2014 to date
- ❖ **Bank of England : Adviser** 2003 to 2014
- ❖ **United Nations** Real Estate Advisory Group 1998 to 2004
- ❖ **Georgian Group** Member for 30+ years
- ❖ **Bath Preservation Trust** Volunteer 2014 to date  
Former Trustee (1.5 Years only) and now completely independent

# An observation

*“As the internet, smart phones and technology clone the peoples of the world; as music and sport are increasingly international; as clothing becomes universal and; as travel and communication become easier and cheaper, ultimately only our **culture and heritage** remain to differentiate us.”*

Barry Gilbertson, October 2017

on the importance of *World Heritage* status for the City of Bath



# What is World Heritage?

- UNESCO : established in 1945  
*United Nations Educational, Scientific and Cultural Organisation*  
'Building peace in the minds of men & women'
- **An accreditation system – *an invitation to excel***
- Threat from Lake Nasser & Aswan Dam, Egypt, 1964-68  
First international conservation co-operation & cross-border funding  
**Temples of Abu Simbel** Built by King Ramses II in 1244-24 BC

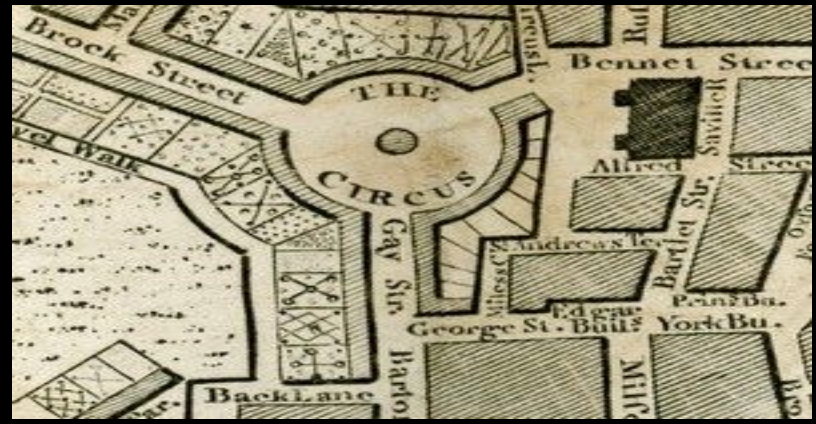


# Moving Ramses II





*‘Places of outstanding universal value  
to the whole of humanity’*



1073 sites worldwide...31 in UK

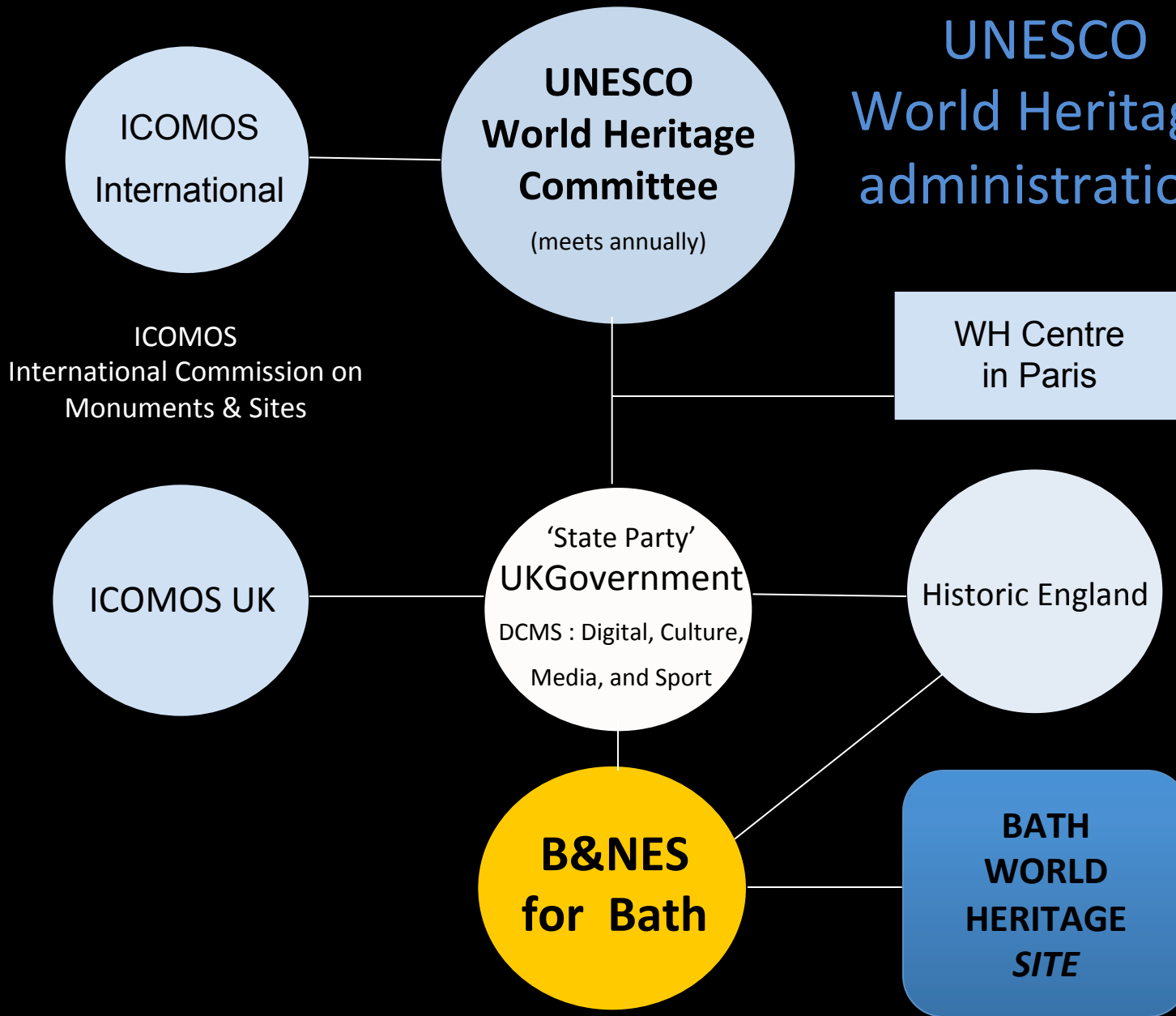
[www.whc.unesco.org/en/list](http://www.whc.unesco.org/en/list)

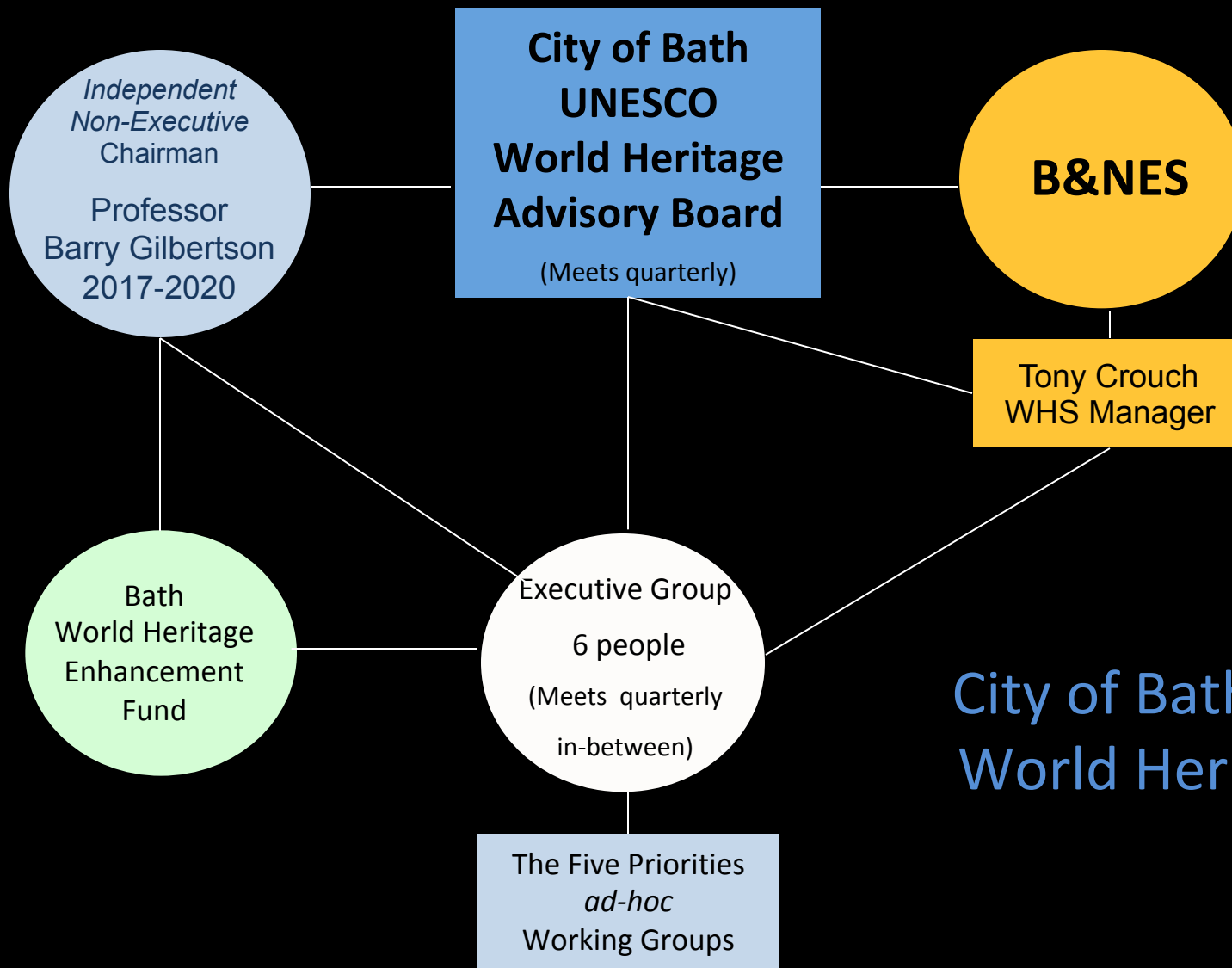
# The protection of World Cultural and Natural Heritage

- 1972 Convention ('the World Heritage Convention')
- First 12 WHS in 1978
- UK signed in 1984 ... Bath inscribed 1987
- 165 state parties have so far made a commitment to ...  
... ***'identify, protect, conserve, present & transmit'*** [or pass on]  
their World Heritage Sites to future generations
- The responsibility is then devolved *locally*...



# UNESCO World Heritage administration





City of Bath UNESCO  
World Heritage Site

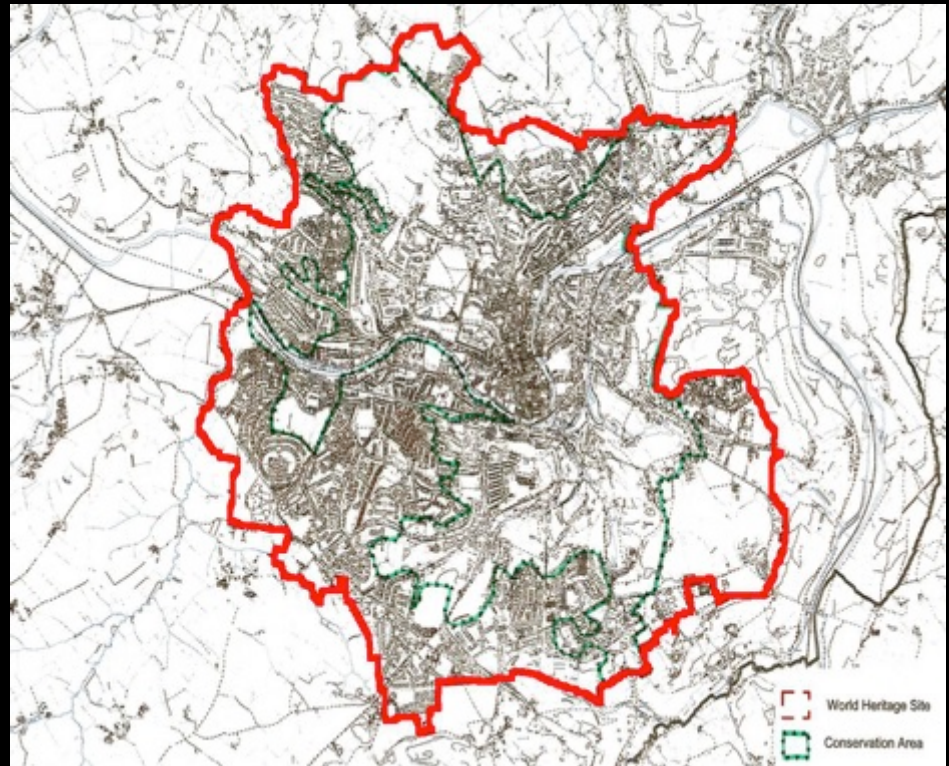
# City of Bath

Inscribed 12 December 1987

World Heritage Site of Outstanding Universal Value

## Key attributes of Bath's OUV

- Roman archaeology
- Hot Springs
- Georgian town planning
- Georgian architecture
- C18<sup>th</sup> Social ambitions
- Green setting of the City



# Worldwide Significance

Bath is considered  
SIGNIFICANT  
on a world stage  
*as the entire city  
is inscribed*

*Only other European City  
so inscribed is VENICE*





# City of Bath WHS Advisory Board

## GOVERNMENT

- UK Government : DCMS Digital, Culture, Media & Sport
- Bath & North East Somerset Council
- Bath Charter Trustees
- Avon Local Councils Association

## NATIONAL CONSERVATION

- Historic England
- ICOMOS UK
- National Trust

## EDUCATION

- University of Bath
- Bath Spa University
- Education and Engagement Advisers

## LOCAL BODIES

- **World Heritage Enhancement Fund**
- Bath Preservation Trust
- Federation of Bath Residents Associations
- Bath Chamber of Commerce
- Bath Business Improvement District
- Bath Tourism Plus (Visit Bath)
- Bathscape
- Mayor of Bath's Honorary Guides



**Advisory Board**  
(formerly Steering Group)  
established in 2001

*Independent and non-political*



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# Bath WHS : a few facts

- 29 square kilometres (about 11 square miles)
- c89,000 residents (including c25k students)
- 4 Scheduled Ancient Monuments
- c5,000 Listed Buildings : [Making Changes](#)  
*Highest concentration of Grade I and Grade II LBs outside London*
- 3 Hot Springs – see *Great Spas of Europe WH project*
- c1500 Planning + c700 LB applications pa  
*Highest number for any UK WHS*

*Almost unique ability to directly monetise  
Bath's World Heritage status, via the Roman Baths, etc*

# How many Grade 1 Listed Buildings in Widcombe



# 8 are Grade I, out of 272 listed buildings in Widcombe Ward

- 1-14 Widcombe Crescent
- East Wing & Porte Cochere, Prior Park
- Fountain at Widcombe Manor House
- Gates, Piers & Walls  
to South of Widcombe Manor
- Palladian Bridge, Prior Park
- Prior Park College  
Mansion & Link Arcades
- Terrace Balustrade to Forecourt,  
Widcombe Manor
- Widcombe Manor & Cottage





# Bath World Heritage Site Management Plan 2016-2022

- Why have a Plan ?
- Descriptions, Significance, Management, Issues, Challenges and Opportunities
- Implementation & Action Plan
- Valid issues are linked to *Objectives*
- Submitted to UNESCO 2016  
Adopted by B&NES in Council

*Monitored via biennial Advisory Board Review*



# Bath WHS Management Plan 2016-2022

## Five Priorities

1. Managing Development
2. Transport
3. Public Realm
4. Interpretation & Education
5. Environmental Resilience

- **17 Objectives**  
*enhanced by 47 Actions,  
but no executive powers*
- *Ad-Hoc Working Groups*

*Perception : Discussion : Persuasion*

## Other important issues

- Conservation
- Funding
- Research
- Accessibility & Inclusivity
- Visitor Management
- Administrative Management

# What's IN & what's NOT

## *Scope of WHS Inscription*

- Bath's six attributes, defined in the *Outstanding Universal Values* when City of Bath inscribed on UNESCO World List 1987 and, *for example...*
- Traffic & Pollution
- Development
- Visitors
- Sustainable Tourism

# What's IN & what's NOT

## *Scope of WHS Inscription*

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*for example...*

- Traffic & Pollution
- Development
- Visitors
- Sustainable Tourism

- Simply put – not usual civic responsibilities or actions
- Nor, for example, in Bath, the gulls or wheelie bins
- However, legitimate concerns about street furniture proliferation, lack of litter bins, *uncollected waste* etc.





NAME REDACTED

Dumped by restaurants 24/7 in the conservation zone sponsored by @BathBID ignored by @bathnes. Risking pedestrians lives, Damaging other local business. Blighting the world heritage site. A health hazard for residents.



# Importance of Bath's World Heritage Status

- *First & Foremost = a responsibility*
- Protection  
Material consideration...viz: Sack of Bath
- Enhancement...making the City a better place
- Tourism...**4.5m visitors pa** — too many?  
Worth £400m 9,000 jobs 235 filming days  
Would they come anyway? Sustainability?
- Image & Visibility International profile
- Education and Awareness
- Civic Pride — **Putting Residents First**



# Importance of Bath's World Heritage Status

- *First & Foremost = a responsibility*
- Protection  
Material consideration...viz: Sack of Bath
- Enhancement...making the City a better place
- Tourism...**5.7m visitors pa** far too many?  
Worth £438m+ 9,358+ jobs    235+ filming days  
Would they come anyway?    Sustainability?
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# Bath is B&NES Golden Goose





# Some local quotes

- “More tourism, kills tourism”
- “Make traffic fit the city, not vice-versa”
- “Study the past to plan our future”
- “Putting Residents first”

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# Some local quotes

- “More tourism, kills tourism”
- “Make traffic fit the city, not vice-versa”
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However, the income generated by Bath's heritage economy is spread like jam throughout B&NES Council's towns & villages

*“Bath is a living, breathing, thriving city”*

Cllr Tim Warren, Leader, B&NES, October 2017

*“Council can no longer be a provider, but must be an enabler”*

## ISSUES

- Not enough focus on Bath WHS ?
- Target for *cultural tourism*
- Therefore potential revenue for the Council?
- Destination Management Plan :  
is *sustainable tourism* really achievable?
- Traffic : volumes, parking and coaches?
- Pollution?



# Residents versus Visitors



- AMSTERDAM
- 813,000 Residents  
versus
- 14 million Visitors
- 1 Resident to 17 Visitors

What about BATH ?

# Residents versus Visitors

- BATH c89,000 Residents
- Includes c25,000 students
- Leaves c64,000 residents paying Council Tax
- So, 64,000 residents are funding the wear and tear created by 5.7m visitors every year
- **1 resident to 89 visitors**



# Money, Money, Money

- Have successive Councils really spent enough on World Heritage... rather than just Heritage (viz Roman Baths) ?
- WHS Interpretation Centre in Archway project – big tick

## IDEAS

- Tourist Tax (or Heritage Levy per bedroom)
- Tourist Coach Congestion Charge
- Charge for Listed Building Consent applications
- Sponsorship of WHS events, projects and use of WHS in advertising
- Engage an incentivised World Heritage fund-raiser ?
- Commercial focus to support WHS initiatives

Increased *visibility* and *recognition* are essential for WHS  
and therefore an enabler for the Council  
as a potential revenue generator

[www.thebathadvantage.com](http://www.thebathadvantage.com)



# Above all

A top business school, in a world class  
university, in a world heritage city.



# World Heritage Emblem

Symbolizes inter-dependence  
of cultural and natural attributes intimately linked

***Square*** represents human skill & inspiration

***Circle*** represents nature



# Bath's only external visibility of WHS emblem?



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# No sign of WHS emblem on Council publications !





# Good use of WHS emblem





# Bath's new Badges



# WHS *awareness-raising* talks

*“UNESCO World Heritage  
and its importance  
to the City of Bath”*

11/24

World Heritage Day  
Lower Lawn, Royal Crescent  
This Sunday, 22<sup>nd</sup> April 2018



# Bath's World Heritage Enhancement Fund

- Partnership established 2009
- World Heritage Site Steering Group, B&NES & Bath Preservation Trust
- Audited budget of around £30k per year



Many projects that the Council cannot reasonably 'afford' to fund or focus upon – great appreciation

# Leverage

- £195,000 income resulting in £600,000+ of *valuable* enhancement work
- 41 projects completed
- Many 'at risk' solutions
- Potential use of CIL money





# Watchman's Box Norfolk Crescent



Circa 1810. Grade II\* listed...repairs cost £7,259



# Roadside markers



19 of the 1827 Bath Turnpike markers have been worked upon

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# Incised street signs

49 completed, with further works planned



# 30 + Current projects

in hand or under consideration

Including...

- ✧ Wooden Setts from Saw Close
- ✧ Gravel Walk
- ✧ Hedgemoor Park Fountain
- ✧ Prior Park : Historic Cascade in the Dams Restoration
- ✧ Walcot Steps
- ✧ Firs Field Stone Mine project
- ✧ Admiral Lord Nelson walking trail
- ✧ St Michael's Church, Twerton
- ✧ Bronze Plaque review
- ✧ Chost Sign at The Porter Restaurant, George Street



*Just completed !*

World Heritage Site Enhancement Fund



Coat of many colours

More than 50 items of historic street furniture  
cleaned & re-painted, including 27 historic lamp posts

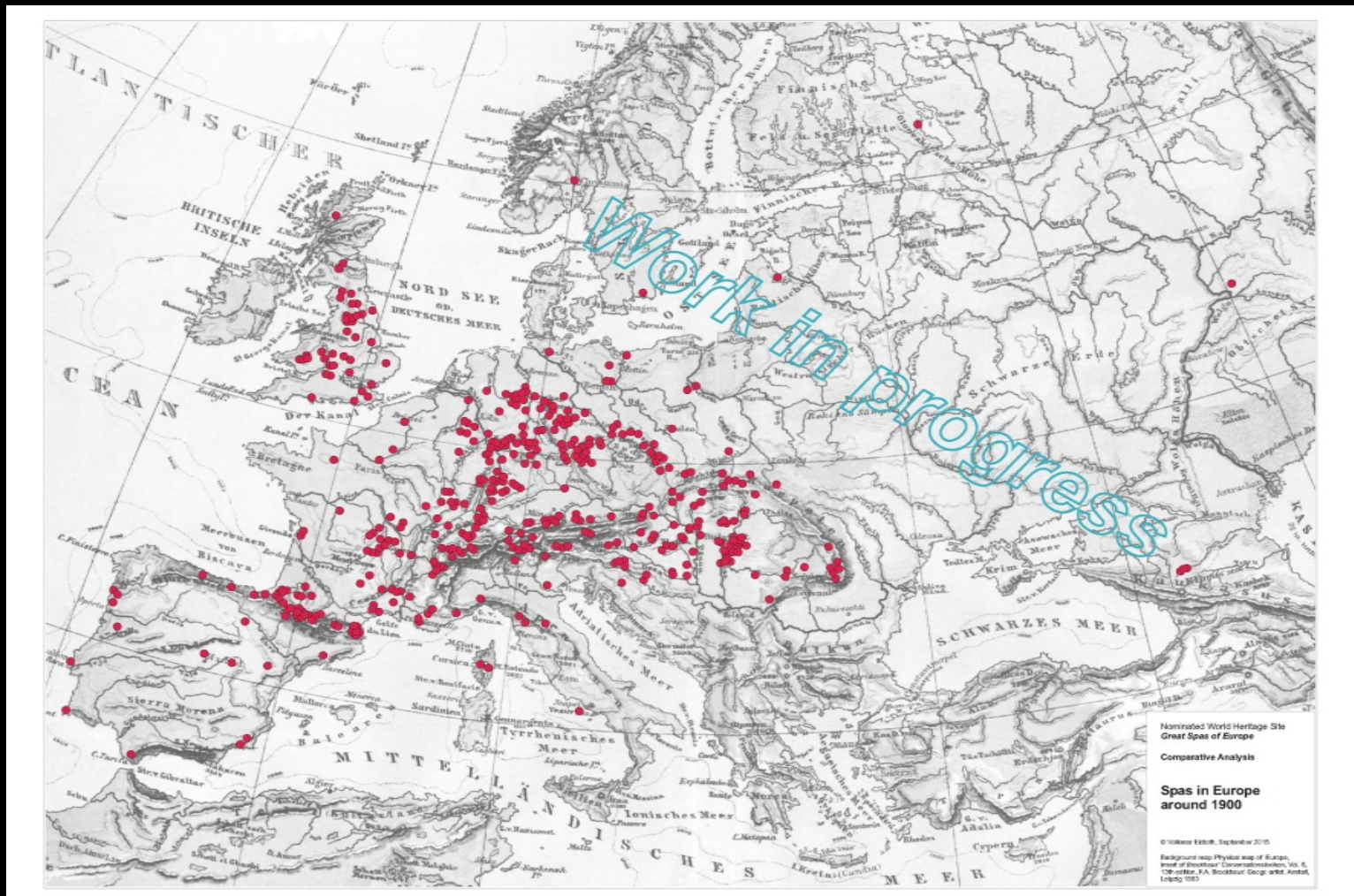
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# THE GREAT SPAS OF EUROPE





- Bader Lexicon of 1854 lists 652 main European spas
- Only a few rose to dominate and capture the market
- Only a few survive and keep their authenticity and integrity

# Great Spas of Europe

- |                   |         |
|-------------------|---------|
| 1. Baden Baden    | Germany |
| 2. Baden bei Wein | Austria |
| 3. Bad Ems        | Germany |
| 4. Bad Kissingen  | Germany |
| 5. Bath           | UK      |
| 6. Františkovy    | CZ      |
| 7. Karlovy Vary   | CZ      |
| 8. Mariánské      | CZ      |
| 9. Montecatini    | Italy   |
| 10. Spa           | Belgium |
| 11. Vichy         | France  |
- 
- |                 |         |
|-----------------|---------|
| 12. Bad Homburg | Germany |
| 13. Bad Ischl   | Austria |
| 14. Bad Pyrmont | Germany |
| 15. Luhacovice  | CZ      |
| 16. Wiesbaden   | Germany |



# Great Spas : *why bother ?*



- 'Top Table' of World Spas
- Bath's history is crucial
- Low cost *versus* High reward
- UNESCO World Heritage status is highly respected worldwide
- Impact of double WHS inscription cannot be underestimated
- Cultural *Visitors* spend money



# Continued Awareness...

- WHS Management Plan 2016-2022
- B&NES Policy platform up to date  
*Core Strategy, Placemaking Plan, Streetscape Manual, etc.*
- Only 2 Buildings on National 'At Risk' Register
- Record numbers of visitors to Bath (5.7m)
- Success in major Heritage Lottery Funding bids
- World Heritage Interpretation Centre
- 2<sup>nd</sup> World Heritage bid : Great Spas of Europe

***Remember WHS importance***  
*when thinking about Widcombe matters*



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# Your take-aways

World Heritage in Bath is significant & important...  
...for the City, its residents, businesses and visitors

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More and better use of the WHS emblem

WHS awareness raising talks

Join an ad-hoc working group

Fund-raising opportunities

# Your take-aways

World Heritage in Bath is significant & important...  
...for the City, its residents, businesses and visitors

More and better use of the WHS emblem  
WHS awareness raising talks

Join an ad-hoc working group

Fund-raising opportunities

*Some Council income raised by Bath's heritage  
should be budgeted back into the City  
to protect, preserve and promote  
our World Heritage assets & status  
for future generations*

and, finally...



*“We are not our past,  
but **World Heritage**  
is vitally **important** to the future  
of our beautiful **City of Bath**”*

Professor Barry Gilbertson

*Chairman’s Opening Statement*

*World Heritage Steering Group, July 2017*

*on the importance of World Heritage to The City of Bath*

# Thank You



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# Happy to take questions

*or by these contacts*



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