

# Walsall Heritage Strategy

2021-2026



## Action Plan



Walsall Council



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### **Introduction**

This **Action Plan** supports and forms part of the **Walsall Heritage Strategy 2021-2026**. Both documents form the **foundation from which future projects will develop**. Together they provide a framework for partners from the public, private, voluntary, charitable sectors, and of course, people and communities to work within, across the Borough and beyond as they develop their ideas and projects in partnership with the Council.

As set out in the Strategy, co-creation and collaboration lies at the heart of everything we are seeking to achieve; consequently this Action Plan does not set out every project and programme that will be delivered over the coming years, as these projects and programmes remain to be identified and developed with our many partners and communities.

This initial Action Plan is intended to start us on our way towards achieving the Vision, Ethos and Objectives set out in the Walsall Heritage Strategy 2021-2026. They are outlined below and expanded on in the main Strategy.

### **VISION**

This Strategy will:

***Unleash Walsall's creative spirit and industry to develop a resilient and distinctive heritage sector that drives a vibrant new future for the whole of our Borough and all of our communities.***

***Enable us all to celebrate our rich and diverse heritage by opening up access for everyone and bringing to life our shared and varied stories.***

***Make Walsall a place to be truly proud of and will create a positive and resilient legacy for the future.***

### **ETHOS**

In delivering this Vision and Strategy we will:

- 1. Work in partnership with communities, the third sector, and public and private sector partners within and outside of the Borough to deliver the Strategy by sharing knowledge, resources, skills and experience;***
- 2. Through a process of co-creation, pilot new ways of working with communities to identify, design and deliver projects and initiatives that will contribute to a more sustainable future;***
- 3. Listen to and hear what our communities and places, across the Borough, want and aspire to;***
- 4. Actively invite and listen to people to encourage participation and spread the benefits of engagement with heritage, moving beyond traditional audiences;***
- 5. Facilitate others to develop and deliver their ideas and priorities; and***
- 6. Remain flexible and responsive to changing region, national and global agendas to ensure the Strategy remains relevant and realistic.***



## Introduction

### **Objective 1: QUALITY OF LIFE AND WELLBEING**

**Maximise the contribution that our heritage makes to the quality of life and wellbeing of our communities by:**

- a) Embedding health and wellbeing outcomes at the heart of all heritage and conservation projects and programmes.
- b) Supporting and driving regeneration initiatives across the Borough to improve economic activity and outcomes.
- c) Prioritising interventions in communities with the greatest needs.
- d) Supporting in delivering skills, education and learning opportunities.
- e) Enabling active and inclusive volunteering across the Borough.

### **Objective 2: SENSE OF PLACE AND CELEBRATION**

**Enhance the contribution that the historic environment makes to the character and identity of the Borough and ensure it is accessible for all by:**

- a) Safeguarding and prioritising all aspects of Walsall's diverse natural, built and archaeological heritage.
- b) Focussing on overcoming cultural, social and physical barriers to celebrating and accessing heritage, in all its forms.
- c) Actively using Walsall's heritage when promoting and celebrating Walsall as a place to live work and invest.
- d) Embedding heritage into the heart of Walsall's and the wider Black Country's tourism and day visitor offer.
- e) Working with a broad range of partners to reveal, explore and celebrate the many histories of Walsall's diverse communities.
- f) Attracting and engaging with a diverse range of audiences from within and outside the Borough in a ways that reflect its creative spirit.



## Introduction

### **Objective 3: CLIMATE CHANGE**

**Unlock and enhance the role that Walsall's historic environment can play in mitigating and adapting to climate change by:**

- a) Improving knowledge and awareness of the inherent sustainability of historic buildings and assets and ensuring aspects such as embodied carbon are fully accounted for in assessing development opportunities.**
- b) Promoting the sustainable adaptation and maintenance of historic buildings to address climate change and mitigate against predicted impacts.**
- c) Improving the resilience of the Borough's green spaces and landscapes to the predicted impacts of climate change and supporting the Nature Recovery Network across the Black Country.**

### **Objective 4: BUILDING RESILIENCE**

**Create and sustain a thriving and inclusive heritage sector founded on the principles of collaboration and partnership by:**

- a) Providing the opportunity for all stakeholders to contribute to the future of the Borough's heritage including council services, commercial, third and private sectors.**
- b) Publicising the value of heritage for people's health, wellbeing and economic future.**
- c) Supporting heritage-focussed organisations, projects and initiatives.**
- d) Promoting best practice and achievements in the heritage sector.**





The Action plan has been structured as follows:

- **Early Walsall Council Actions** - The first, and the most detailed set of actions are designed to provide a firm foundation for future heritage projects. They are ordered by priority and would be delivered by Walsall Council.
- **Catalyst Projects** - So called as they will drive us forward and get the ball rolling on heritage activity in the Borough, providing an impetus to future heritage activity. They are organised under the primary objective they support and will involve a broad range of partner organisations and communities.
- **Pipeline Projects** - A set of high-level, aspirational projects that could be taken forward in the early stages of the Strategy and can be further developed as and when opportunities arise. These are organised under the primary objective they support.
- **Ideas Board** - Documentation of all project ideas that have risen out of consultation, to be used as inspiration, many of which have gone on to inform the following actions and projects. They are organised as general and more specific projects and may go on to inform future work.



## Early Walsall Council Actions

These are a series of initial actions that will provide a firm foundation for the delivery of the Strategy. They will be led by Walsall Council and are essential in forming the basis for future heritage related activity. They are prioritised from High to Low in the order they appear, with the objective(s) they primarily contribute to also identified. It should be noted that many projects contribute to multiple objectives. Initial options for funding and support are also identified – these are continuing to be explored and developed.

Action/Project	Funding Avenues	Capacity	Timescale	Primary Objective(s)
<p><b>Support the establishment of a Heritage Forum</b></p> <ul style="list-style-type: none"> <li>To steer and support the delivery of the Strategy and ensure broad engagement from across the community.</li> <li>Establish an annual calendar of heritage events to benefit community groups by giving a framework for activity to engage residents in activities.</li> <li>The group will help to identify heritage projects, partnerships and funding whilst raising awareness.</li> <li>A professional stakeholder base will provide necessary resources for the long-term continuation of the Strategy, growing the sector and strengthening relationships with businesses and the people of Walsall.</li> <li>Pilot new approaches to engage young people with the Forum.</li> </ul>	<p>Currently resourced through National Lottery Heritage Fund grant support, external funding may be sought as activity develops over time.</p>	<p>Heritage Programme Officer</p>	<p>Spring 2022</p>	<p>4: Building Resilience</p>
<p><b>Create Monitoring and Management Framework</b></p> <ul style="list-style-type: none"> <li>To be used by Walsall Council, supported by the Heritage Forum, to ensure the continuation of successful and focused delivery of the Strategy. This will include periodic review of projects and engagement with communities to ensure relevancy and effectiveness of initiatives.</li> <li>Key performance indicators to be incorporated within all strategy actions' delivery and evaluation, accounting for and addressing inequality across the Borough e.g. health and wellbeing.</li> </ul>	<p>Currently resourced through National Lottery Heritage Fund grant support and wider Walsall Council.</p>	<p>Heritage Programme Officer/ Walsall Council Working Group</p>	<p>Spring 2022</p>	<p>4: Building Resilience</p>

## Early Walsall Council Actions

Action/Project	Funding Avenues	Capacity	Timescale	Primary Objective(s)
<p><b>Produce a Matchmaking and Funding Opportunities Guide</b></p> <ul style="list-style-type: none"> <li>To provide a simple 'where to start' resource for partners working in the Borough, as a signpost to online guidance, supporting organisations/ individuals and funding resources such as the Architectural Heritage Fund/Heritage Alliance managed Heritage Funding Directory and the Architectural Heritage Fund's Transforming Places through Heritage fund. The resource will advise users on their 'match' for both organisational support and possible funding resource. It will be updated annually.</li> </ul>	Currently resourced through National Lottery Heritage Fund grant support and wider Walsall Council.	Heritage Programme Officer	Summer 2022	2: Sense of Place and Celebration  4: Building Resilience
<p><b>Undertake Accessibility Review</b></p> <ul style="list-style-type: none"> <li>To review and assess heritage assets and services for cultural, social and physical barriers that may be compromising the access to organisations, sites and opportunities, affecting, people's perception of heritage. This will include reference to digital accessibility and improving access online. Ultimately, this will form proposals for addressing identified issues across the Borough.</li> </ul>	National Lottery Heritage Fund Arts Council England National Lottery Community Fund	Heritage Programme Officer/ Wider Walsall Council/External Consultants	Autumn 2022	1: Quality of Life and Wellbeing  2: Sense of Place and Celebration
<p><b>Integrate heritage activities within the new Council 'Proud' Transformation Programme and across services</b></p> <ul style="list-style-type: none"> <li>To enable heritage to become a key Council priority demonstrating cohesion between initiatives, maximising the promotion of heritage, increasing awareness, understanding and access to heritage giving communities a sense of involvement in wider Council initiatives.</li> </ul>	Currently resourced through National Lottery Heritage Fund grant support and wider Walsall Council.	Heritage Programme Officer/ Walsall Council Working Group	Winter 2021 - Ongoing	1: Quality of Life and Wellbeing  2: Sense of Place and Celebration





## Early Walsall Council Actions

Action/Project	Funding Avenues	Capacity	Timescale	Primary Objective(s)
<p><b>Create Heritage Opportunity Register</b></p> <ul style="list-style-type: none"> <li>To identify assets at risk including green spaces, historic buildings, living landscapes, canals, churchyards, archives and libraries, archaeology, and identify opportunities for enhancement, engagement, and/or reuse and evaluate their contribution to place, community and the economy.</li> </ul>	<p>National Lottery Heritage Fund Historic England Architectural Heritage Fund National Lottery Community Fund Arts Council England Wider Trusts and Foundations Wider Social Funders</p>	<p>Heritage Programme Officer/ Wider Walsall Council</p>	<p>Autumn 2022</p>	<p>2: Sense of Place and Celebration</p>
<p><b>Undertake Green Space Climate Review</b></p> <ul style="list-style-type: none"> <li>To identify opportunities to both address climate change and to ensure the resilience of greenspaces including parks, public spaces, living landscapes and canals and to maximise their role in the wider climate contribution.</li> </ul>	<p>Landfill funding e.g. Biffa Award Veolia Environmental Trust National Lottery Heritage Fund: Community Woodlands UK Community Renewal Fund Wider Trust and Foundations</p>	<p>Heritage Programme Officer/ Healthy Spaces/Clean and Green &amp; Leisure teams</p>	<p>Winter 2022</p>	<p>3: Climate Change  4: Building Resilience</p>
<p><b>Update local data and plans</b></p> <ul style="list-style-type: none"> <li>To update the Conservation Area Appraisals, Management Plans and the Local List to ensure their correct identification, management, possible use/reuse and contribution to place, community and the economy.</li> </ul>	<p>Historic England Ministry of Housing Communities and Local Government: Local Heritage List Campaign</p>	<p>Heritage Programme Officer/ Conservation Officer/Planning, Engineering &amp; Transportation/ External Consultants</p>	<p>Ongoing</p>	<p>2: Sense of Place and Celebration</p>



## Early Walsall Council Actions

Action/Project	Funding Avenues	Capacity	Timescale	Primary Objective(s)
<p><b>Embed Heritage Strategy into future Corporate Plans</b></p> <ul style="list-style-type: none"> <li>To ensure that heritage remains a priority in the growth of the Borough for people, businesses, communities and education, as part of Council services and to promote strategy cohesion.</li> </ul>	Currently resourced through National Lottery Heritage Fund grant support and wider Walsall Council	Heritage Programme Officer/ Wider Walsall Council	Ongoing	4: Building Resilience
<p><b>Develop Historic Building Guidance</b></p> <ul style="list-style-type: none"> <li>To ensure the appropriate adaption and maintenance of historic buildings and to provide property owners with maintenance and management advice and support, helping to safeguard and enhance heritage assets. To be updated periodically.</li> </ul>	Historic England	Heritage Programme Officer/ Conservation Officer/ Regeneration, Housing & Economy/External Consultants	Winter 2022	2: Sense of Place and Celebration  3: Climate Change



## Catalyst Projects

A series of Catalyst Projects have been identified to propel us toward making Walsall a better place. They are intended to get the ball rolling, delivering the vision and meeting objectives after the foundation has been laid through the Early Walsall Council Actions. They will be the first step towards unleashing Walsall's creative spirit and industry and developing a resilient, thriving and inclusive heritage sector founded on the principles of collaboration and partnership.

Through these projects we will begin to unlock challenging sites, make the most of our green spaces and canals, uncover our individual and shared histories, diversify and expand our community organisations, share our skills, and open up access to our shared services.

Initially projects will be supported by Walsall Council giving further 'pipeline' projects and community led projects the chance to come to the fore over the coming years. Each project is organised under the primary objective it contributes to, with objectives that it supports also identified. Many projects contribute to multiple objectives and are all designed with resilience building and communities in mind.



## Objective 1: QUALITY OF LIFE AND WELLBEING

### 1. Uncover our Heritage

A series of dedicated community engagement projects with the aim of proactively inviting communities and individuals to build on Walsall's heritage together and develop a shared understanding of heritage. Projects will be fully inclusive, across a range of platforms and themes to encourage participation from a wide range of people from all backgrounds and of all ages, deepening our individual and collective understanding of our heritage and bringing people together.

Possible Partners	Key Outputs	Funding Avenues	Timescale	Priority	Supports Objectives
<ul style="list-style-type: none"> <li>Museums and galleries including The New Art Gallery Walsall, Walsall Leather Museum, Aldridge Transport Museum</li> <li>Social enterprises including Urban Hax, Kiondo, Walsall, Creative Factory and housing associations.</li> <li>Support bodies including Walsall for All, One Walsall, Creative Black Country, Walsall Cultural Compact, Groundwork WM</li> <li>Educational bodies including University of Wolverhampton, Walsall College.</li> <li>Wider community groups including Walsall Community Network, Walsall Green Spaces Forum, and local residents.</li> </ul>	<ul style="list-style-type: none"> <li>A series of community engagement projects resulting in a higher level of participation and increased knowledge of the wants and needs of the community.</li> <li>A developed network of organisations delivering heritage project, promoting future partnership working.</li> <li>Increased prominence of heritage opportunities for community focussed organisations across the Borough.</li> </ul>	Crowdfund Walsall Postcode Local Trust Tudor Trust Paul Hamlyn Foundation National Lottery Heritage Fund National Lottery Community Fund Arts Council England Wider Trusts and Foundations	2021-ongoing	High	2, 4

### 2. Develop capacity and representation of 'Friends of' and Community based organisations

Proactively reaching out through support organisations, education institutions and wider sectors to increase representation of currently under-represented groups across heritage-related groups. This may include 'Friends of' parks, historic buildings, archaeology sites, theatres etc. or wider community, arts, culture and sport. Activity will be monitored and developed to increase both digital and in-person opportunities to support new skills and enhance wellbeing.

Possible Partners	Key Outputs	Funding Avenues	Timescale	Priority	Supports Objectives
<ul style="list-style-type: none"> <li>Support organisations including Walsall for All, Walsall Community Network, One Walsall, Locality</li> <li>Community organisations including 'Friends of' parks groups, Walsall Green Spaces Forum, Walsall Community Network, and</li> <li>Wider resident groups</li> </ul>	<ul style="list-style-type: none"> <li>Increased participation and memberships, with a particular increase in those from currently under-represented groups.</li> <li>Increased capacity and resilience of community organisations.</li> <li>Increased volunteering, training and skills sharing opportunities for young people.</li> </ul>	National Lottery Heritage Fund National Lottery Community Fund Tudor Trust Esmée Fairbairn Foundation Paul Hamlyn Foundations Wider Trusts and Foundations	2021-ongoing	High	4





## Objective 2: SENSE OF PLACE AND CELEBRATION

### 3. Reimagining Walsall's Canals

A major project encompassing:

- Canal Area Action Plan to safeguard the network and to identify ways in which it can further contribute to Walsall's heritage, integrate with green spaces and contribute to the Nature Recovery Network.
- Community based projects to engage more people in the canal network resulting in a long term legacy of its heritage that is values, understanding and maintenance. It may include the 'adoption' of stretches of the canal by local neighbourhoods and communities.
- Promoting the canals as a destination rather than a route, through the promotion of leisure activities and canal-based learning activities.

Possible Partners	Key Outputs	Funding Avenues	Timescale	Priority	Supports Objectives
<ul style="list-style-type: none"> <li>• Regional organisations including Canal and River Trust, Groundworks WM, The Wildlife Trust for Birmingham and the Black Country, West Midlands Combined Authority, Black Country LEP</li> <li>• Support organisations including One Walsall, Walsall for All, Walsall Community network</li> <li>• Wider community groups, 'Friends of' groups, local residents, local schools and colleges and universities</li> <li>• Wider community groups including Walsall Community Network Walsall Green Spaces Forum, and local residents.</li> </ul>	<ul style="list-style-type: none"> <li>• Canal Area Action Plan</li> <li>• Series of community projects</li> <li>• Series of school learning programmes</li> <li>• Promotional material for canal leisure</li> </ul>	National Lottery Heritage Fund Sport England Arts Council England Landfill funding e.g. Biffa Award Veolia Environmental Trust Crowdfund Walsall Wider Trusts and Foundations	Winter 2021-ongoing	High	1, 3, 4

### 4. Walsall in Pictures

Digitise up to 10,200 unique images, chosen for their representation and celebration of Walsall's rich heritage, and their historical relevance to a fascinating period of UK history. The project will pioneer the digital preservation of Walsall's cultural heritage and will sit under the town's ambitious new vision for sustainable growth. New employment and volunteering opportunities will be created, staff will be upskilled and environmental benefits will contribute to the Council's 2050 carbon neutrality target.

Possible Partners	Key Outputs	Funding Avenues	Timescale	Priority	Supports Objectives
<ul style="list-style-type: none"> <li>• Educational bodies including University of Wolverhampton, Walsall College and local schools.</li> <li>• Community groups, history societies and 'Friends of' groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Digitisation and increased accessibility of the Walsall Council Archives collection.</li> </ul>	National Archives National Lottery Heritage Fund	Winter 2021-ongoing	High	1, 2



## 5. Options and Feasibility Studies

To identify ways of safeguarding and enhancing assets particularly Heritage at Risk potentially identifying options for reuse, regeneration and enhancement and understanding of their overall contribution to place and people.

Possible Partners	Key Outputs	Funding Avenues	Timeline	Priority	Supports Objectives
<ul style="list-style-type: none"> <li>Property owners and developers across commercial, public and third sectors e.g. West Midlands Historic Buildings Trust, West Midlands Urban Community Homes.</li> <li>Sector organisations including Historic England and Homes England.</li> <li>Representative/support organisations including British Property Federations, Heritage Trust Network, Lichfield Diocese.</li> </ul>	<ul style="list-style-type: none"> <li>Options and Feasibility Studies to provide increased understanding of appropriate and effective options for these sites.</li> <li>Redundant/under-utilised sites delivering against wider social, economic and environmental outputs.</li> </ul>	National Lottery Heritage Fund Sport England Arts Council England Landfill funding e.g. Biffa Award Veolia Environmental Trust Crowdfund Walsall Wider Trusts and Foundations	Winter 2021-ongoing	Medium	3, 4

## 6. Options Appraisal for the Leather Museum/100 Trades Museum

To determine the best possible approach to begin to plan and develop an enhanced visitor attraction in either the same or new location(s).

Possible Partners	Key Outputs	Funding Avenues	Timescale	Priority	Supports Objectives
<ul style="list-style-type: none"> <li>Sector organisations including Museums Association, West Midlands Museum Development.</li> <li>Tourism sector bodies including West Midlands Growth Company.</li> <li>Regional museums including Black Country Living Museum.</li> <li>Educational bodies including University of Wolverhampton, Walsall College and local schools.</li> </ul>	<ul style="list-style-type: none"> <li>Leather Museum/100 Trades Museum Options Study</li> </ul>	National Lottery Heritage Fund Wolfson Foundation Esmée Fairbairn Foundation The Clore Duffield Foundation Arts Council England Wider Trusts and Foundations	2022-ongoing	Medium	1



## Objective 3: CLIMATE CHANGE

### 7. Greenspace Audit and Options Studies

To identify what and where heritage projects can be delivered whilst supporting climate change initiatives, including parks, playing fields, churchyards, the canal network, nature reserves, green spaces and the built heritage within them to both safeguard and enhance their use for the community. This includes green space and natural assets across Walsall.

Possible Partners	Key Outputs	Funding Avenues	Timescale	Priority	Supports Objectives
<ul style="list-style-type: none"> <li>Canal and River Trust, The Wildlife Trust for Birmingham &amp; the Black Country, Walsall Green Spaces Forum, green spaces Friends groups, UNESCO Geopark.</li> </ul>	<ul style="list-style-type: none"> <li>Audits and Options Studies and an increased understanding of appropriate and effective options for these sites</li> <li>Sites unlocked with increased, sustainable usage delivering against wide ranging economic, environmental and wellbeing outcomes.</li> </ul>	National Lottery Heritage Fund National Lottery Community Fund John Ellerman Foundation Landfill funding e.g. Biffa Award Veolia Environmental Trust UK Community Renewal Fund Sport England Wider Trusts and Foundations MHCLG Towns Fund	2021-2022	High	1, 2

## Objective 4: BUILDING RESILIENCE

### 8. Skills Showcase

A platform and event(s) for creative industries, including current traders and makers, to market and grow their businesses and to encourage engagement in associated learning programmes and apprenticeships to help to keep alive Walsall's heritage and innovative spirit.

Possible Partners	Key Outputs	Funding Avenues	Timescale	Priority	Supports Objectives
<ul style="list-style-type: none"> <li>National bodies including Creative Industries Council, Princes Trust, Department for Work and Pensions/ Jobcentre Plus Walsall Borough.</li> <li>Regional bodies including Black Country Chamber of Commerce, Black Country LEP, West Midlands Combined Authority, Black Country Growth Hub.</li> <li>Educational bodies including University of Wolverhampton, Walsall College and local schools.</li> <li>Wider creative industries, local traders, craftsmen and makers.</li> </ul>	<ul style="list-style-type: none"> <li>Event(s) that result in increased awareness of local trades and higher levels of participation.</li> <li>Increased profile for Walsall as place for new and existing industries to feel supported and grow sustainably.</li> </ul>	Trade Associations Union funding Arts Council England Corporate Sponsorship Black Country LEP Wider Trusts and Foundations	Summer 2022-ongoing	Medium	1, 2



## Pipeline Projects

The following provides a set of high level, aspirational ‘pipeline’ projects that could be taken forward once the Catalyst Projects have gathered momentum and as and when funding opportunities arise.

Projects within each theme are ranked from **High** to **Low priority**, based on how essential and effective they are in delivering change across the Borough and how effectively they may contribute to the vision and objectives set out in Walsall Heritage Strategy Part Two: Delivering the Change.

A sense of cost has been identified on a scale of High (>£1m capital cost), Medium (sub £1m capital costs or low operational costs) and Low (sub £100k capital cost and/or minimal operational cost). This reflects in part the fact that more funding is available for capital rather than operational costs.

Each project is organised under the primary objective it contributes to, with objectives that it supports also identified. As with the Catalyst Project, the projects contribute to multiple objectives. They are associated with three themes **Built Heritage and the Environment**; **Green and Blue Infrastructure**; and **Archives, Museums and Intangible Cultural Heritage**.





## Pipeline Projects

<b>Objective 1: QUALITY OF LIFE AND WELLBEING</b>			
<b>Project</b>	<b>Theme</b>	<b>Priority / Cost</b>	<b>Supports Objectives</b>
<p><b>1. Active renewal of the ‘Uncover our Heritage’ Catalyst project</b> Ongoing consultation, review and renewal of the series of community engagement projects proposed in the ‘Uncover our Heritage’ Catalyst project resulting in continued relevance and increased participation in projects including continued partnerships with community and educational organisations.</p>	<b>Archives, Museums and Intangible Cultural Heritage</b>	High Priority/Low Cost	2, 4
<p><b>2. Supporting a Heritage Skills Factory</b> Support the delivery of programmes that support on the job training, apprenticeships and peer to peer learning from industry experts to promote up-skilling and to promote local businesses and traditional practices and trades. In partnership with schools, colleges, Black Country Skills Factory and the Black Country Careers Hub.</p>	<b>Archives, Museums and Intangible Cultural Heritage</b>	High Priority/Medium Cost	2, 4
<p><b>3. Creating Walsall Crafts and the Community Museum</b> Based on options appraisal for the Leather Museum/Town of 100 Trades Museum, create a new museum/community space to boost tourism and celebrate the new and historic crafts of Walsall and the wider region and how people shaped the Borough through trade. Involve community and educational organisations throughout the process.</p>	<b>Archives, Museums and Intangible Cultural Heritage</b>	Medium Priority/High Cost	2
<p><b>4. Digital Access and Awareness</b> Investigate options for the study of mobile data and internet usage in green and blue spaces to better understand visitation patterns and usage. Simultaneously, investigate the roll out of the Love Exploring App across green and blue spaces and develop the online presence of green and blue spaces to increase awareness. Actively engage with students to support design and delivery.</p>	<b>Green and Blue Infrastructure</b>	High Priority/Low Cost	2, 3



<b>Objective 2: SENSE OF PLACE AND CELEBRATION</b>			
<b>Project</b>	<b>Theme</b>	<b>Priority / Cost</b>	<b>Supports Objectives</b>
<p><b>5. Digitisation and Online Presence of Museums and Visitor Attractions</b> Support the digitisation of collections and archives, investigating opportunities for free digital access engaging with students and communities to support design and delivery. In addition, utilising collections and archives to create stronger marketing campaigns on various platforms to boost tourism.</p>	<b>Archives, Museums and Intangible Cultural Heritage</b>	High Priority/Medium Cost	1, 4
<p><b>6. Conservation and Design Awards</b> Support the establishments of a Conservation and Design Awards to raise the profile of conservation, heritage and design projects, highlighting positive development and engage the community in a 'People's Choice' award.</p>	<b>Built Heritage and the Environment</b>	Medium Priority/Low Cost	4
<p><b>7. Restoration and Reuse of Built Heritage and Publicly Owned Spaces in Town Centres</b> Support options and feasibility studies and subsequent restoration/ reuse of built heritage assets and public spaces across the Borough to increase understanding of appropriate options for safe and sustainable units for social and commercial activity.</p>	<b>Built Heritage and the Environment</b>	High Priority/High Cost	1, 2, 4
<p><b>8. Restoration and Reuse of Built Heritage in Green and Blue Spaces</b> Support options and feasibility studies and subsequent restoration/ reuse of built heritage assets in parks, along canals and greenspaces across the Borough. Re-use could facilitate community projects and small businesses particularly in relation to sports and outdoor leisure e.g. café, sports equipment hire, but also as new community hubs and exhibition spaces.</p>	<b>Built Heritage and the Environment</b>	High Priority/High Cost	1, 2, 4



## Pipeline Projects

<b>Objective 3: CLIMATE CHANGE</b>			
<b>Project</b>	<b>Theme</b>	<b>Priority / Cost</b>	<b>Supports Objectives</b>
<p><b>9. Green and Blue Infrastructure Improvements and Access</b> Support the improvement and restoration of green and blue spaces across the Borough including opening up access to more of the canal network as a major focus and priority.</p>	<b>Green and Blue Infrastructure</b>	High Priority/High Cost	1, 3
<b>Objective 4: BUILDING RESILIENCE</b>			
<b>Project</b>	<b>Theme</b>	<b>Priority / Cost</b>	<b>Supports Objectives</b>
<p><b>10. Develop New Links Across Education and Young People</b> In partnership with wider organisations, develop links with schools, colleges and universities to support in the design and delivery of projects. Providing valuable sector experience, students may be engaged from many fields of study including education, ecology, healthcare, architecture, archaeology, business studies, marketing and media production.</p>	<b>All Themes</b>	High Priority/Low Cost	1, 2, 3



## Ideas Board

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Research and consultation captured a lot of great ideas which have either been taken forward and formed into the vision, objectives and action plan, or are ready and waiting to be developed. Presented below is a broad range of many of the ideas stakeholders and community representatives came up with. They are either specific to a place or topic or are more general and thematic. Elements of these have already come through into the Catalyst Projects and/or the Pipeline Projects but are documented here ready for future action.

### Specific Ideas

- Study mobile data usage in greenspaces and town centres to better understand and tailor projects benefit from usage patterns.
- Roll out the Love Exploring app to more greenspaces to get more people exploring more places.
- Develop projects specifically with the Gypsy, Roma and Traveller community to promote social cohesion.
- Develop a project around the 100th anniversary of Borneo Street Allotments in 2022 to celebrate community gardens and engage new people.
- Develop projects that can link up with the Commonwealth Games in Birmingham 2022 and the British Art Show in Wolverhampton in 2022 to expand our reach across the region.
- Develop projects that relate to the UNESCO Black Country Geopark status including workshops, field trips, and tours and develop partnership with schools and community groups.
- Develop public art trails engaging artists from Walsall and the wider region.
- Develop projects to map local war memorials.
- Develop a Conservation Advisory Panel to provide support for the promotion and management of heritage and the historic environment.
- Projects to utilise the wharf area and the reinstatement of canal boat trips.
- Projects around the landmarks of local areas and sense of place, particularly focused on children and young people.
- Develop projects to capture people's memories of prominent, *at risk* buildings.

## General Ideas

- Work with communities, schools and colleges to develop and deliver more physical and digital heritage trails and to promote heritage to more people.
- Work with local businesses to establish workshops and retail units that promote a circular economy through repair, reuse, recycle enterprises to have a positive impact on climate change.
- Work with communities, schools and colleges to develop projects based on the vast range of languages spoken in Walsall to engage more people and enhance our understanding of the Borough's population.
- Improve the quality of, and access to green and blue spaces and make town centres more inviting and better for socialising.
- Work with local communities to develop cultural projects promoting local high streets as hubs of the community.
- Work with communities, schools, colleges, and galleries to develop arts and making projects with a heritage focus to develop our understanding of heritage and look at it in new ways.
- Develop community focused projects that 'give back' to residents, build trust and shift perceptions of heritage and the Borough.
- Work with schools and community groups to facilitate social mixing and promote social cohesion.
- Engage more with individuals, rather than broad surveys, to discover what is important to people. Have informal chats rather than preorganised large events to really connect and better understand people's wants and needs.
- Audit and review the use of community buildings and work with local communities to develop their full potential.
- Promote cultural development as critical to regeneration.
- Work with communities, developers and the council to deliver urban nature benefits across the Borough.
- Restore and create more natural sites and provide jobs and training in the sector, provide 'green skills' and training in carbon literacy.
- Support business sustainability to reduce costs, sustain jobs and expand into new markets.
- Work with communities, developers and the council to unlock the potential of publicly owned spaces.
- Repurpose town centre properties as hubs for volunteering and better social connections.
- Develop projects in partnerships with Palfrey Big Local and Mossley Big Local (part of One Walsall) to support the delivery of projects and services to voluntary, charitable and community organisations.



## Acknowledgements and More Information

Walsall Heritage Strategy was produced by **CBA** on behalf of Walsall Council in partnership with key stakeholders including individuals from local organisations and community groups.

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All documents can be accessed via [go.walsall.gov.uk](https://go.walsall.gov.uk)



**Walsall Council**



# Walsall Heritage Strategy

2021-2026



## Action Plan



Walsall Council

