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Name: Rosie Byford	Organisation: Historic England	Date: 31 October 2019
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Fill in this template and send to LIS@gfirstlep.com

Thank you for taking the time to read our **Draft Local Industrial Strategy** for Gloucestershire, which has been developed using extensive evidence and engagement with stakeholders.

We would love to hear your views – especially on the following five questions.

Please send your feedback to LIS@gfirstlep.com by 31st October 2019.

Consultation questions:

1. How well does this draft strategy represent the challenges, opportunities and priorities for raising productivity and prosperity in Gloucestershire?

We are pleased to see the recognition in the draft strategy of the role that heritage and culture can play in building and sustaining a healthy and productive community – and achieving your goal of becoming a ‘magnet county’ (page 5).

Gloucestershire is a country rich in historic places. They delight and intrigue, they can be sources of prosperity and wellbeing, and heritage lies at their heart. Nationally, Historic England has seen that time and again, historic buildings, town and cityscapes, landscapes and our archaeological inheritance are the focus of a dramatic transformation for the better.

Those with the power to shape the places where we live, work and visit are increasingly recognising that heritage is the key that unlocks success. It creates value and sustains economic vitality, supporting jobs and attracting investment. Heritage provides a canvas for flourishing cultural activity and it helps build connected and healthy communities. It is the vital factor underpinning vibrant and successful places.

Your draft strategy also highlights the regeneration activity underway in the county, and the upcoming town centre heritage funding for Gloucester and Tewkesbury. Through our High Street Heritage Action Zones programme, Historic England will working with the councils, community groups and cultural organisations to support a four-year programme of physical improvements, community engagement and cultural activities. The programme will help to revive and repurpose existing spaces and make the high street more resilient. Up and down the country, people are re-imagining the places they love with the help of Historic England, using the power of heritage to unlock their value, socially and economically.

It is great to see that you have already captured high street heritage activity as part of a wider set of actions to address the impact of the changing role of city and town (page 82), and we are looking forward to being part of it.

2. What is the **most important** aspect of the draft strategy that we need to deliver to attract and retain young people in Gloucestershire?

We have focussed on questions 1 and 5

3. What is the **most important** aspect of the draft strategy that we need to deliver to raise productivity and prosperity for all people in the county?

We have focussed on questions 1 and 5

4. How should we develop Gloucestershire's Growth Hubs to help deliver the ambitions set out in the draft strategy?

We have focussed on questions 1 and 5

5. Which aspect of the draft strategy could you or your organisation help us to deliver?

Our support of place-making includes supporting communities and planning authorities. Through our advice, research and listing we help to develop knowledge and awareness of historic places, identify buildings and places that are 'special' and contribute to developing local and neighbourhood plans. We inspire change, broker co-operation, and help to navigate the sort of design, management and delivery issues that can only be addressed by the breadth of expertise, statutory locus, local knowledge and national perspective that defines us. We also provide financial support through our grants to support exemplary projects and tackle heritage at risk.

- 5.a. What could you do?

See above

- 5.b. What support would you need?

- 5.c. Do you have any additional insights or evidence to support the action needed?

See above