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**WHS ACTION PLAN 2017-2024**

**ENGAGE LIVERPOOL**

**AIM 3: CONNECT**

*Ensure that the entire WHS is accessible to everyone, with a high profile as a valued and fundamental element of the city’s cultural heritage.*

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| **A.** Established, integrated and effective avenues of communication between the World Heritage Site and organisations, working groups and communities active in the city |

**iii. Grow partnerships across local, national and international organisations engaged with management of the WHS**

* We have already done a lot of this work (two seminar series) and would need to consider what we might do in the future to support this (possible links with international partners including Head of Europe and North America Unit at UNESCO HQ Paris and the Mayor of Strasbourg).
* 2017 seminar series – 3 UNESCO speakers, from Israel, Paris, and Belgium. Management speakers including Edinburgh and national contacts at World Heritage UK and Historic England.
* 2018 seminar series – 3 UNESCO WHS Cities including WHS Coordinators from Strasbourg, Bordeaux and Hamburg plus architects/planners from those cities.
* Attending the WH Committee meetings and speaking at them in Krakow, Poland 2017 and Manama, Bahrain 2018 and interacting with UNESCO officials and UNESCO Ambassadors.

**B.** Higher levels of public pride and visitor awareness of the full breadth of the WHS, its Outstanding Universal Value, Attributes and Character Areas

**ii. Make information about the WHS widely available through accessible resources, including online and at key cultural hubs (e.g. libraries, museums)**

* 2017 and 2018 seminars all filmed and put online.
* Since 2016 reports about all the WHS Steering Group meetings have been available on our website.
* Social media activity, blogging and information sharing on the website and Grapevine email newsletter.
* For Urbingo – we brought practitioners from Vilnius, Lithunania, ran a public meeting (05.07.17) with over 50 people attending and series of community workshops to develop the game (30.08.17-02.09.17) with about 60 people taking part. Currently applying for HLF funding.

**C.** Improved levels of accessibility to the WHS and interconnectivity between the different character areas within it

**vi. Work with community organisations to develop outreach projects to encourage engagement in the World Heritage Site from under-represented audiences**

* Working with a number of organisations through the Urbingo project, including:
  + School Improvement Liverpool, Secondary History Lead
  + National Museums Liverpool
  + Heritage Schools Programme, Historic England
  + Hope University, Faculty of Education
  + Liverpool University, Archaeology Department
* Also with Wordscape, in a series of WHS events: 22.05.19 One Fine Day, Old Hall Street; 19.06.19 Central Library; 17.07.19 The Florrie.

**AIM 4: CAPITALISE**

*Maximise the benefits the WHS brings to the city, using it more effectively as a lever for investment and to promote Liverpool as a destination to live, visit, study and do business.*

**A.** A more active and celebrated role for the WHS in the city’s cultural offer, including how it markets and promotes itself as a place and cultural destination locally, nationally and internationally

**vii. Work with community organisations to develop outreach projects to encourage engagement in the World Heritage Site from under-represented audiences, particularly young people.**

* Promising feedback from our school contacts that Urbingo could work well alongside the history curriculum, and raise awareness of heritage amongst younger players.
* Ongoing discussions with School Improvement Liverpool about how heritage can be opened up for Liverpool pupils.
* Applying for Heritage Lottery Funding to develop the Urbingo game, in particular with an online/mobile app.
* Event with Heritage Schools Project, Historic England and the Education Dept at Liverpool Hope University at Albert Dock 18.06.19

**AIM 5: GOVERN**

*Resource and strengthen the management of the WHS and provide leadership that can secure it greater profile and influence in the city.*

**B.** Increased levels of public participation, engagement and representation in management of the WHS

**i. Create mechanisms, such as through an online portal and/or other means (e.g. surgeries) that allow for public representation to be made to the WHS Steering Group**

* Engage is interested in creating a page on our website, allowing people to comment on the WHS. And through which we could send messages through to Steering Group. We are not sure who’d use it! Currently there is no place where people can comment and it is vital that we signal that we have the capacity and the interest to promote citizen-WHS dialogue.
* Possibly a new option might somehow be attached to the Notices/Stakeholder Meeting Notes page of our website.

**ii. Undertake and/or encourage community outreach and participation concerning the future of the WHS, particularly regarding key decisions such as major developments, branding etc.**

* We have arranged to put on some meetings / events at which we encourage the public, right across the city, to come and discuss the future of WHS.
* With Wordscape we are running a series of WHS events:
  + 22.05.19 at One Fine Day, Old Hall Street called “Boundaries” about WHS expansion/reduction.
  + 19.06.19 from Central Library, a walking tour with Hidden Liverpool.
  + 17.07.19 at The Florrie with heritage campaigners from around the city looking for connections to the WHS.
* Undertake to explore events/meetings about the intangible assets of the WHS. Can the people of Liverpool ever feel like they *own* the WHS?

**C.** Higher levels of advocacy with a co-ordinated message for the WHS, its Outstanding Universal Value and Attributes, within and outside of the city

**iii. Produce guidance, standards and, if possible, requirements for higher levels of public consultation and engagement within the WHS**

* See separate document.

Taken from the LCC WHS Management Plan p70 (pdf) and p63 (actual) <http://regeneratingliverpool.com/wp-content/uploads/2017/07/PMD-486-Liverpool-WHS-Management-Plan-FINAL-VERSION-as-at-12-May-2017.pdf>