



Wrexham Heritage Strategy 2018 – 2028

*Making
Connections*

1. Introduction

1.1. Our heritage is a **'finite and irreplaceable resource'** it represents the sum of our and our ancestors shared experience; it provides both a sense of self and of community, understanding it provides lessons for the present and for the future. Heritage is also a significant economic driver, in Wales the sector supports close to 40,000 jobs, generates £749m and is twice the size, for example, of the agricultural sector. Heritage in turn is a major factor in the success of North Wales as a visitor destination, being judged recently by Lonely Planet as the World's 4th best place to visit.

1.2. **'Heritage is not just about conserving the past but also about how it can contribute to the future'** – so said Wrexham's first heritage strategy published in 2005 and it is as true now as it was then. The first strategy established an overall vision to: -

'To enable the full potential of our heritage to flourish, so that it can make the maximum possible contribution and enrich all aspects of life in the County Borough, for the benefit of local residents and visitors alike.'

1.3. However, since the last strategy was published, north east Wales has changed significantly. The economic earthquakes have led to the 'age of austerity' and unprecedented cut backs in public spending, which have impacted on non-statutory services like heritage. In Wrexham, we have seen the closure to the public of museums at Minera, Bersham Ironworks and Bersham Heritage Centre and even consideration given to the potential for

heritage services to be transferred away from local authority control.

1.4. Given this context, this new strategy, **Making Connections**, seeks to promote a heritage sector in Wrexham that is both resilient and sustainable, and which seeks to effectively utilise heritage as both a tool for economic regeneration and for engagement.

2. Why do we need a Heritage Strategy?

2.1. **Making Connections** is essentially about just that. There are a number of bodies, groups, individuals and societies that are passionate about Wrexham's heritage many are struggling with a lack of funding; of a sectoral sense of direction; perhaps even, of ambition. We believe that our heritage would benefit from a joined-up approach where groups and individuals cooperate to achieve common objectives, collectively seek beneficial opportunities and ultimately create a heritage that is not seen as a liability but as an asset that the whole community can enjoy, as well as provide a significant boost to the County Borough's economy.

2.2. The **Well-being of Future Generations Act** places a duty on public bodies in Wales, including Local Authorities to create a Wales with **'a vibrant Welsh culture and a thriving Welsh language'** and **'preserving Wales's historic environmental assets'** is seen as a key measure of success. The Wrexham Heritage Strategy then should be seen as Wrexham County Borough Council's response to the heritage aspects of this ground-breaking Welsh Government initiative.

2.3. At a basic level our aim is for the strategy to provide a 'direction of travel' for the County Borough's heritage services for the next decade, but further it aims to provide an aspirational template for the conservation, interpretation and promotion of the wider heritage and as a result more effectively utilise heritage as a driver for economic regeneration. Finally, and perhaps most importantly it aspires to encourage our diverse communities to engage with their heritage and to ensure that the services that promote that engagement are both sustainable and resilient.

3. The Heritage of the County Borough

3.1. Wrexham County Borough has evidence of human occupation going back to at least the Neolithic period (4000 to 2300 BCE), with the recently excavated occupation site at Borrass Quarry on the eastern outskirts of the town. The Bronze Age (2300 to 800BCE) is primarily attested by a distribution of round barrows or burial mounds mainly in the western uplands of the County Borough but with occasional examples elsewhere. Most notably from this period, a significant corpus of impressive gold work and related artefacts has been discovered in the north of the County Borough. As in other areas of north east Wales the Iron Age (800BCE to 43CE) is represented almost exclusively by hillforts of which the County Borough has notable examples at Bryn Alyn, Llay and Y Gardden, Ruabon.

3.2. The Roman occupation from 43CE until the 4th century CE has also left its mark, although our understanding of the Roman archaeology of north east

Wales is still very incomplete. The huge fortress for *Legio XX VV* at Chester



casts a long shadow over the Roman archaeology of this area, with known sites at Ffrith (just outside Wrexham County Borough), at Holt and at Plas Coch on the eastern edge of Wrexham. New and potentially significant sites are however being uncovered at Borrass Quarry, near Burton and possibly near Holt, which if confirmed would significantly change our understanding of this period.

3.3. In the historic periods, the character of

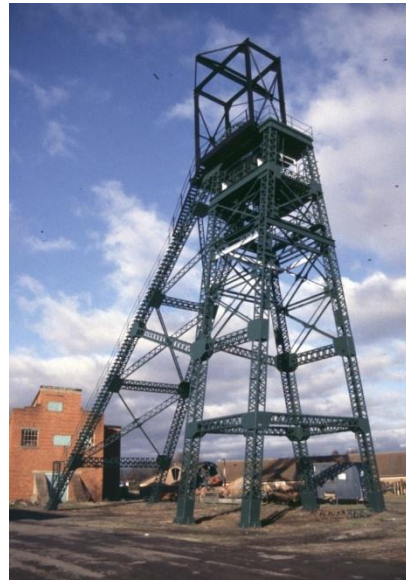


this part of Wales is dominated by its location on the border with England to the east. The notable presence of both Offa's and Wat's dykes crossing the County Borough attest to its disputed status whether Saxon, Welsh or Norman. The archaeology is dominated by defensive sites whether they are castles (notably at Holt, Chirk and Erddig); moated sites or dykes: Maelor Sesneg having one of the densest concentrations of such sites in the UK. The area also boasts a number of unusually fine churches, many of which benefitted from the patronage of Lady Margaret Beaufort, mother of King Henry VII.

3.4. The planted English borough of Holt has probably the most important large settlement until the Black Death decimated the local population in the 14th Century. Wrexham's advantageous economic position 6 miles from the English border and on the edge of the Welsh uplands soon then took over as the preeminent settlement with its iconic local markets driving its economic prosperity.

3.5. The increased exploitation of the area's coal, iron, lead and clay resources from the 17th century onward led to the development of important regional industries. Most notable was the iron and steel industry, concentrated initially in an area from Bersham to Ruabon in the 17th and 18th centuries, but with later significant works particularly at Brymbo. Lead had been mined at Minera from, at least, the medieval period until the early 20th century and the clay resources within the coal measures were exploited for the important brick, tile and terracotta industry in the Ruabon area.

3.6. The Denbighshire coalfield boasted a



number of deep mines together with the distinctive communities that surrounded them notably at Gresford, Llay and Rhostyllen to name but a few. Bersham colliery was the last to close in 1986 following the end of steelmaking at Shotton steelworks on the coast.

3.7. Significant monuments of our industrial heritage include Bersham Ironworks and Brymbo Steelworks, both associated with the famous ironmaster



John Wilkinson. Minera Lead Mines has a number of surviving remains most notably at the City Engine House. Coal mining is best represented at Bersham colliery where the a virtually intact pithead survives consisting of a headframe, winding engine house and other former colliery buildings, including a bathhouse, now converted into an enterprise centre. There are also important remains at Plas Power, Penrhos and Wynnstay, Ruabon. Last but not least the area boasts the Pontcysyllte Aqueduct and Canal World Heritage Site which includes one of the UK's outstanding post-medieval structures: the aqueduct built by Thomas Telford which opened in 1805.

3.8. Sites and monuments though do not exist in isolation and are part of a rich palimpsest of historic landscapes. Whether hilltop or valley, rural or town; all of our landscapes are at least in part historic, sculptured by generations of human activity over successive centuries.

3.9. Wrexham has notable examples of surviving historic landscape in the form, for example, of the west Wrexham former 17th to 19th century industrial belt or the Maelor with its ridge and furrow and moated sites, remnants of late medieval settlement.

4. Current Position.

4.1. Wrexham County Borough Council Heritage Service was established in 1996 and operates and is responsible for a number of related services, sites and museums around the County Borough. The museum service is based at the County Borough Museum in Wrexham which is accredited under the Museum Accreditation scheme.

The scheme, administered in Wales by the Museums Archives and Libraries Division of the Welsh Government (MALD) ensures that accredited museums achieve nationally agreed standards in both collection care and



visitor facilities.

4.2. The museum is responsible for approximately 30,000 objects in its collection. The collections are predominantly social history based but with strong areas relating to the areas former major industries particularly coal; steel; and bricks, tiles & terracotta. There is also a growing archaeological collection including Brymbo Man an early Bronze Age burial discovered in Brymbo in 1958. With another notable collection relating to Welsh Football.

4.3. The museum has developed an excellent reputation for its temporary exhibition programme many of which

have been developed in partnership with **Amgueddfa Cymru National Museums Wales** and the **National Library of Wales** as well as the **British Museum**. The museum has a thriving volunteer cohort which undertakes a number of roles for the museum both in the galleries and behind the scenes, with some volunteers approaching donating over 1000 hours of their time. The museum organises a number of both formal and informal education activities, with around 1600 school children visiting the museum every year. Annual visitor figures for the museum vary between 35 and 50,000 depending on the exhibition programme and the museum has been shortlisted for the prestigious 'Family Friendly Museum' award twice!

4.4. In 2017 the Welsh Government announced its intention to commission a feasibility study into a possible **Welsh National Football Museum** to be established in North Wales and potentially in Wrexham. If the decision is taken to locate the museum in Wrexham, such a museum would significantly alter the heritage 'landscape' of the County Borough. There are no National museums in north east Wales and one could expect such a facility to attract in the order of 80 to 100,000 visitors, with a potential catchment covering most of the Principality. We currently await the Welsh Government's decision as to whether the museum will go ahead and if it does where it will be located.

4.5. The service is also responsible for Bersham Heritage Centre, Bersham Ironworks, the former Bersham Colliery, Minera Lead Mines, Penrhos Engine House, Kings Mill and Holt Castle. Revenue spending cuts in

recent years have led to the closure to the public of most of these site museums, with Bersham Heritage Centre now being used as a collections store.

4.6. The archive service is also based at the museum and holds archival collections collected since local government re-organisation in 1996.

4.7. The protection of the historic built environment is the responsibility of the Conservation Team working as part of the Local Planning Authority. The County Borough has a number of listed buildings and utilises a **Building at Risk Survey** to promote the conservation of buildings and structures with most need. The County Borough Council also has a dedicated annual capital budget to fund the conservation of Council owned buildings and structures.

4.8. Other Council departments also have responsibility for ancient or historic monuments located on Council land; examples include a fine section of Offa's Dyke adjacent to the crematorium at Pentrebychan and the remains of a Bronze Age barrow next to St. Joseph's High School in Wrexham.

4.9. **Cadw**, the Welsh Government body charged with conserving the nation's heritage has no guardianship monuments within the County Borough, although they are an important source of grant aid for conservation works on scheduled monuments.

4.10. The **National Trust** operates two major sites in the County Borough at Erddig Hall, near Wrexham and at Chirk

Castle which between them attract significant visitor numbers of around 300,000 a year.

- 4.11. The **Clwyd Powys Archaeological Trust** has undertaken a number of professional excavations across the County Borough in response to development threats; they carry out important Cadw funded survey activities, for example, on historic landscapes or upland archaeology, and also undertake community-based activities when the opportunity arises.
- 4.12. There are a number of local history societies in the area, some are based in a particular locality such as the **Brymbo Heritage Group**, and some are subject based, such as the **North Wales Mining Trust Association**. Cefn Mawr Regeneration Partnership is seeking to become the driver as the legacy for the Town Heritage Initiative (THI) programme which closed in 2016. The Brymbo Group in particular are currently engaged in a major HLF funded project to develop both the former steelworks site and the adjacent fossil forest.
- 4.13. **Wrexham Heritage Forum** was established as a result of the first heritage strategy; it acted as an umbrella organisation for all of the County Borough's local history societies but has recently been incorporated into the **North East Wales Heritage Forum**. There are a number of local history societies throughout the County Borough, many being very active in their communities and some as in Llay, Glyn Ceiriog and Cefn Mawr have even developed small collections and museums of their own.

- 4.14. The North Wales **Discovering Old Houses Group** are a volunteer group who research and record old houses and are now operating in north east Wales.

5. Strategic Context

- 5.1. No strategy can exist in isolation; it sits within a framework of other strategies of varying relevance. An understanding of this strategic context is important as it demonstrates the strategy's compliance or variance from other bodies' aspirations and can be utilised, therefore, to attract both funding and support.
- 5.2. We have already seen that the '**Wellbeing of Future Generations Act**' sets the macro strategic context from Welsh Government by placing a duty on public bodies to create a Wales with 'a vibrant Welsh culture and a thriving Welsh language'. At a more local level the **Wrexham County Borough Council – Council Plan 2017 – 2022** focusses on 3 main elements; Economy: People & Place. Of the priority outcomes listed E1 'People want to live, work, learn, visit and invest here' is particularly relevant to this strategy as is outcome PE5 – 'Enabling access to leisure and cultural activities'.
- 5.3. In 2016 the Welsh Government published '**Light Springs through the Dark: A Vision for Culture in Wales**'. The document is a cultural manifesto that encourages Local Authorities to produce cultural strategies. A Wrexham Council Cultural statement is in preparation as a consequence.
- 5.4. The Welsh Government's ground breaking '**A Museum Strategy for Wales**' was published in 2010 and

covered the period up until 2015. This was the first national strategy for the museum sector in the UK and was organised around three guiding principles:

- **Museums for Everyone:** Museums will contribute to living communities, promote the values of a fair and just society and provide lifelong learning opportunities for all.
- **A Collection for the Nation:** Museums will hold, care for and continue to develop collections for the nation which represent our rich and diverse culture; and
- **Working Effectively:** Museums will manage their sites, operations, collections and people more effectively to continue providing services that are relevant, robust and sustainable.

5.5. Work is currently underway to create a new strategy which will be published later in 2018.

5.6. In 2014 the Welsh Government published Baroness Andrew's report '**Culture & Poverty**'. The report explored how cultural and heritage bodies in Wales could contribute more effectively to reducing poverty and raising ambition. The report led to the establishment of the Fusion programme with a number of pioneer areas being established (of which Wrexham was one) to trial new approaches to encouraging participation and subsequently a new Welsh Government grant stream, the **Fusion Challenge Grant** has been announced to roll out additional projects across the country.

5.7. In 2015 the Welsh Government published its **Expert Review of Local Museum Provision in Wales 2015**; the review made a number of far reaching recommendations including on future models of service delivery; the role and responsibilities of Welsh Government and on collaboration between organisations.

5.8. In 2016 a **Town Centre Master Plan** was developed for Wrexham which sought to provide an evidence base for the emerging Local Development Plan and a framework with which to market the town and encourage investment. The plan established a vision **"Wrexham will be an attractive, distinctive and accessible 21st century town centre where people want to live, learn, work, visit and invest."** The plan also includes a number of objectives which are relevant to the Heritage Strategy namely:

- **Improve the identity of the town centre:** The town centre needs a unique selling point with a rounded mix of attractions to become a strong and attractive destination with a positive identity. Important elements in achieving this are heritage, local distinctiveness, local culture and arts, good design/built environment and place making;
- **Improve the visitor experience:** Increase the vitality and viability of the town centre through improved visitor attractions such as arts and culture, events, leisure, facilities for families and through an attractive, safe, vibrant, high quality, clean and well-maintained environment.

5.9. The **Pontcysyllte Aqueduct and Canal World Heritage Site** represent one of

the triumphs of 18th Century engineering being inscribed by UNESCO in 2009. Consultation is currently being carried out on a new **Management Plan**.

5.10. The Wrexham County Borough **Destination Management Action Plan 2018-20** has a number of key aims:

- To improve the visitor management and wider site development of the Pontcysyllte Aqueduct and Canal World Heritage Site by creating stronger connections to other heritage assets in the area.
- To develop Wrexham Town Centre as the cultural centre for North Wales, developing and diversifying the retail offer and animating the town via a unique signature event and further accommodation development.
- Developing the existing work to give Wrexham County a 'strong sense of place'. This will be done by businesses celebrating the assets of the area (heritage, food & drink, environment and the culture).
- To build on the existing 'North East Wales and 'This Is Wrexham' branding – by developing visitor itineraries and welcoming the travel trade market.
- Greater signage relating to visitor-led products and attractions is required to help the navigation of visitors around the county, linking these into key itineraries or products (i.e. heritage led features).

5.11. In May 2018, Wrexham County Borough approved the new Destination Management strategy containing a 3-year action plan. This plan now aims to capitalise on the growth of the tourism

economy which is today worth £116m per year to the County Borough – a growth of over 38% since 2009. There has also been a growth in overseas tourism and an active campaign is in place to promote Wrexham and North East Wales to international visitors entering Wales via Holyhead and the Port of Liverpool. Research has shown that there is a strong interest in heritage-led attractions amongst this audience, therefore, more opportunities to promote Wrexham's heritage will present themselves once the new action plan is implemented.

5.12. The key aim of the **Buildings at Risk Strategy 2012-2016** is to safeguard our historic assets from neglect and decay, ensuring that they are fully appreciated and cared for today and by future generations. The main strategic objectives are:

- To reduce the number of Buildings at Risk.
- To manage Local Authority owned historic assets to an appropriate standard.
- To ensure the value of the historic environment is appreciated and understood.

5.13. During its implementation, the strategy has seen several historic buildings repaired and brought back into use, however, a number of key sites and structures remain either at risk or in a vulnerable condition. A new strategy for 2017-2021 is currently being developed focusing on key themes which will align to those of the Heritage Strategy including industrial heritage and Wrexham Town Centre.

5.14. In 2011 the **Clwydian Range Area of Outstanding Natural Beauty (AONB)** was extended to cover an area on the west of the County Borough and including the World Heritage Site itself. **The AONB Management Plan 2014 – 2019** includes a number of detailed recommendations covering the historic environment as well as access, recreation and tourism. It also identifies a number of objectives and actions by landscape and monument type which are very relevant to the Heritage Strategy. For example, objective **HSA03: ‘Increase the profile of the Historic Environment through effective and consistent interpretation.’** **WHS03: ‘Ensure a consistent to interpretation, signage and quality of the experience across partnership authorities.’**

5.15. The Heritage Lottery Fund’s (HLF) strategic priorities are outlined in a **lasting difference for heritage and People**, their strategic framework for 2013 to 2018. The HLF will continue to fund projects ‘that invest in heritage that people value and broadening the range and depth of people’s engagement with heritage’ and which ‘will deliver long term benefits’. The HLF will also provide funding to ‘meet areas of strategic heritage need’. Desired project outcomes are:

For Heritage

- Heritage will be better managed
- In better condition
- Better interpreted and explained
- Identified/recorded

For **Individuals**:

- People will have learnt about heritage
- Developed skills
- Changed their attitudes and/or behaviours
- Had an enjoyable experience
- Volunteered time

For Communities/Society

- Environmental impacts will be reduced
- More people and a wider range of people will have engaged with heritage
- Organisations will be more resilient
- Local economies will be boosted
- Local areas/communities will be better places to live, work or visit.

5.16. The HLF are currently reviewing their funding strategy with a new Strategic Funding Framework launching in early 2019.

6. A new Wrexham Heritage Strategy 2018 – 2028

6.1. Vision

‘To enable the full potential of our heritage to flourish, so that it can make the maximum possible contribution and enrich all aspects of life in the County Borough, for the benefit of local residents and visitors alike.’

6.2. Mission Statement

‘This vision will be brought about by better conserving, interpreting and promoting the area’s key heritage assets.’

6.3. Our recommendations fall into six areas each with proposals for action. The Action Plan at the end of the strategy lays out in more detail what is needed to make progress in each area with an indication of likely timescales.

6.4. Improve co-ordination and consultation.

6.5. There are a diverse range of organisations and individuals with responsibility for the heritage of Wrexham County Borough. In order for this strategy to make a difference we believe there is a need to establish a new co-ordinating body or partnership to identify key developmental needs; prioritise actions; to identify funding opportunities and to create those vital linkages that will make the whole strategy work. We propose that this new partnership be established

immediately and should meet up-to twice a year through the life of the strategy. Membership will be open to anyone with an interest, but representation will be sought from WCBC (Heritage, Conservation, Planning, Education and Destination Management); National Trust; CRT; Visit Wales; Cadw; CPAT; Community Councils; Church in Wales; Heritage Groups (Brymbo, Holt, Cefn Mawr Regeneration Partnership, NWMAT etc.) and the North East Wales Heritage Forum.

6.6. Recommendation 1: Establish a new coordinating body, ‘The Wrexham Heritage Partnership’ to drive forward the Strategy.

6.7. Identify Conservation Needs.

6.8. The conservation and preservation of our surviving heritage assets whether they are ancient monuments, listed buildings, artefacts, archival or oral history must be a basic underlying tenet of any heritage strategy. The conservation and curation of the County Borough Museums and Archive collections is detailed in the services Collections Management Plan, whilst the scope of what we collect is detailed in our Acquisition and Disposal Policies which were last agreed by the Council in 2015 and will be reviewed again around 2020.

6.9. In terms of ancient monuments, those monuments deemed to be of ‘national importance’ are known as Scheduled Monuments and are the responsibility of the Welsh Government Historic Environment Service (Cadw). Approximately 10% of the known monument stock is legally protected in this way, where under the Historic

Environment (Wales) Act 2016 it is an offence if any ground disturbance takes places within a prescribed legally protected area without the consent of Welsh Ministers.

6.10. The other 90% of known monuments are protected under the planning process. In Wrexham, the Clwyd Powys Archaeological Trust (CPAT) administers the areas Historic Environment Record (HER), a database of known archaeological sites and monitors planning applications for potential conflicts as the archaeological curator. HER should be used to support evidence-based decision making relating to the historic environment and guidance on its use has been produced by Cadw. If necessary, the Trust will recommend to the planning authority that a particular programme of archaeological work takes place to be funded by the developer which could vary between a desk top assessment and excavation. This is carried out by independent archaeological contractors working to a detailed brief prepared by the Trust itself.

6.11. In the case of Listed Buildings, that is, buildings deemed by the Welsh Government to be of architectural significance, although under the overall guidance of Cadw, day to day monitoring and control is carried out by the County Borough Council.

6.12. Grant aid for specific conservation projects is available from Cadw for works on Scheduled Monuments and from Cadw and the Council for works to listed buildings. The Heritage Lottery Fund can also provide grant assistance where a project satisfies their strategic objectives (see above).

6.13. **Recommendation 2: We propose to undertake an audit of key sites in order to identify and cost their conservation needs. Funding will then be applied for to support a rolling programme of work over the life of the strategy.**

6.14. **Develop linkages between key heritage assets.**

6.15. Heritage sites do not exist in isolation but can be linked to related sites by common themes, common locations, prominent individuals or significant events. Although historically associated, linked sites can be separated by distance. Making connections between such sites, therefore, could both promote longer dwell times in the area and encourage additional visits. This would be economically beneficial to all concerned, especially to related businesses such as accommodation and catering providers. The connections created could, for example, be in the form of trails, promotional literature, websites, ibeacon networks, use of social media and branded road signs.

6.16. Potential Heritage Hubs and the sites within them will be decided by the Partnership but are likely to focus on Industrial Heritage; Borderlands; Churches; Historic towns and villages and Wrexham Town Centre.

6.17. **Recommendation 3: Establish of a network of Heritage Hubs and seek new and imaginative ways of linking heritage sites with associated services and businesses.**

6.18. Identify Key developmental opportunities.

6.19. In addition to conserving, interpreting and connecting existing heritage sites, there is the potential for progressing key developmental opportunities linked to the heritage hub model detailed above. Bold projects will have to be devised to attract attention from both Visit Wales and other funding bodies. Heritage hubs will also need to create employment opportunities and contribute to an outstanding visitor offer with a regional significance if they are to be supported or have any longevity. This is likely to also require a level of match funding and backing from both this heritage strategy and the Destination Management Action Plan if they are to succeed.

6.20. Recommendation 4: Identify and seek funding for key developmental opportunities to strengthen the heritage hubs.

6.21. To improve the marketing and promotion of our Heritage

6.22. Throughout the consultation regarding this strategy our correspondents stressed the importance of making linkages between the heritage sites themselves and with other associated businesses. In order for this to be effective we believe that it is essential that a distinctive brand be developed to reflect the area's unique heritage.

6.23. The brand could include a distinctive logo as well as a prescribed pallet of interpretative tools including graphic panel and publication designs, fonts and colours.

6.24. The brand would then be used in interpretative media; social media; publications; road signs and would be an effective way of linking all of the areas heritage attractions under a single unified banner.

6.25. However, there is little point in undertaking a branding exercise unless that branding can be effectively utilised. It important, therefore, that we both know who our prospective customers are (whether they be visitors or our local communities) and we are able to effectively communicate with them (in terms of what they want and learn from their experiences of visiting our heritage). In terms of promoting the brand we will also require an armoury of effective, imaginative and cost-effective methods at our disposal.

6.26. Recommendation 5: Develop a distinct 'Heritage Brand' for Wrexham's heritage and seek new and imaginative ways that the brand can be marketed and promoted.

6.27. Encourage young people to engage with their local heritage.

6.28. We are also keen to develop closer engagement with young people either in formal school-based activities or informal visits and activities. Anecdotaly we are aware that approximately 75% of schools who engage regularly with Wrexham Museum are within walking distance of the museum. Other schools further afield either don't visit museums or heritage sites or visit facilities further away such as in Chester, Liverpool or Manchester. One possibility might be

for schools to 'adopt' a local monument or Heritage Hub; they could then develop learning resources linked to the site(s), produce guided tours for local people and even develop site-based interpretation.

- 6.29. Recommendation 6: identify key educational opportunities to increase the number of school visits to key heritage assets.**

7. Summary of Recommendations:

- **WHERIT01: Establish a new coordinating body, 'The Wrexham Heritage Partnership' to drive forward the Strategy;**
- **WHERIT02: Undertake an audit of key monuments in order to identify and cost their conservation needs. Funding will then be applied for to support a rolling programme of work over the life of the strategy;**
- **WHERIT03: Establish of a network of Heritage Hubs and seek new and imaginative ways of linking heritage sites with associated services and businesses;**
- **WHERIT04: Identify and seek funding for key developmental opportunities to strengthen the Heritage Hubs;**
- **WHERIT05: Develop a distinct 'Heritage Brand' for Wrexham's heritage and seek new and imaginative ways that the brand can be marketed and promoted;**
- **WHERIT06: identify key educational opportunities to increase the number of school visits to key heritage assets.**

Wrexham Heritage Strategy 2018-2028

Making Connections

Action Plan

	Recommendations	Actions	Why	Lead	Partners	Timescales
WHERIT01	Establish a new coordinating body, 'The Wrexham Heritage Partnership' to drive forward the strategy.	Establish new Body	New body required to identify key developmental needs; prioritise actions; identify funding opportunities and to create vital linkages that will make the whole strategy work.	WCBC	Local History Groups CRT National Trust Cadw Church in Wales Community Councils Destination Management AONB Visit Wales NWMAT CPAT	Year 1
WHERIT02	We propose to undertake an audit of key monuments in order to identify and cost their conservation needs. Funding will then be applied for to support a rolling programme of work over the life of the strategy.	Funding procured Audit of conservation and access carried out Rolling programme of conservation and access works commissioned	To ensure that the physical remains of our heritage are conserved for future generations to enjoy.	WCBC	Local History Groups CRT National Trust Cadw Church in Wales Community Councils Destination Management AONB CPAT NWMAT HLF	Within 1 year Year 2 Year 3 to 10
WHERIT03	Establish of a network of Heritage Hubs and seek new and imaginative	Linkages formed between key sites within each Hub Joint marketing	In order to strengthen the visitor, offer and ultimately to increase engagement with	WCBC	Local History Groups CRT National Trust Cadw	Over the 10 year strategy period

	ways of linking heritage sites with associated services and businesses.	campaigns Themed trails developed	heritage.		Church in Wales Community Councils Destination Management AONB Visit Wales NWMAT HLF	
WHERIT04	Identify and seek funding for key developmental opportunities.	Identify key developmental opportunities Seek Funding Institute programme of development	To strengthen the new Heritage Hubs by identifying developmental opportunities.	WCBC	Local History Groups CRT National Trust Cadw Church in Wales Community Councils Destination Management AONB NWMAT Visit Wales CPAT HLF	Years 1 & 2 Years 2 to 3 Years 3 to 10
WHERIT05	Develop a distinct 'heritage brand' for Wrexham's heritage and seek new and imaginative ways that the brand can be marketed and promoted.	Funding sought to develop the new brand. Brand design work commissioned Utilisation of brand	Developing a distinct heritage brand will strengthen the visitor offer and drive engagement.	WCBC	Local History Groups CRT National Trust Cadw Church in Wales Community Councils Destination Management AONB NWMAT Visit Wales HLF	Year 1 Year 2 Years 3 to 10
WHERIT06	Identify key	Identify key	Increase and improve	WCBC	Local History Groups	Year 1

educational opportunities to increase the number of school visits to key sites.	education opportunities Seek Funding Launch initiative	levels of engagement between heritage and local schools.	CRT National Trust Cadw Church in Wales Community Councils Destination Management AONB NWMAT CPAT MALD HLF	Year 1 & 2 Years 3 to 10
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Making Connections Heritage Strategy Comment Form

FEEDBACK

DO YOU AGREE WITH THE RECOMMENDATIONS IN THE DRAFT STRATEGY?

YES [☐]

NO [☐]

IF NO, WHAT WOULD YOU REMOVE OR AMEND? WHAT WOULD YOU ADD?

ANY OTHER COMMENTS?

Please continue on a separate sheet if necessary.

Contact Details –

Telephone -

Address -

Email -

Please send your comments to: Steve Greuter, Heritage & Archives Lead, Wrexham Museum, Regent Street, Wrexham, LL11 1RB. If you have any queries please email steve.greuter@wrexham.gov.uk.