

SECTION 6

IMPLEMENTATION



Blists Hill Victorian Town

This section describes the means for implementing the Management Plan including the respective roles of the managing agencies, funding and ongoing monitoring and review.

6. IMPLEMENTATION

6.1 Partnership and commitment

6.1.1 The challenge now facing the organisations that have worked together to produce this Management Plan is to translate its principles, objectives and proposals into action on the ground. The implementation of the Plan will require a continued commitment to partnership working and to each individual organisation undertaking its own responsibilities and functions in ways that are consistent with the objectives of the Management Plan. It is recognised that individual organisations will each have their own particular contributions to make to the overall management of the WHS and the Management Plan will provide a framework and context for these.

6.1.2 The commitment of the Ironbridge Gorge World Heritage Site Strategy Group to the preparation of this Plan shows the managing agencies' long term commitment to conserving and enhancing the WHS. The Strategy Group and Inter-Agency Group will both continue their important strategic policy and liaison roles to oversee the effective implementation of the Management Plan and they should also continue to be consulted on all significant matters related to the current and future management of the WHS. The WHS Co-ordinator will also continue to play a key role in enabling the partner organisations and the wider community to

work together to achieve the objectives of the Management Plan.

6.1.3 The management agencies each have their own detailed work programmes which reflect their particular areas of responsibility regarding the management of the WHS. These include the following:

6.1.4 Local Authorities, at all levels, should ensure that the WHS Management Plan is given the highest possible status in their policies. They should also seek to:

- Support the Strategy Group and Inter-Agency Group as active members
- Reflect the outstanding universal value of the WHS in their Development Plans and development control decisions
- Allocate resources to the management of their responsibilities in the WHS
- Incorporate the key objectives and recommendations for action in all relevant work programmes and improve co-ordination and information exchange
- Contribute to the maintenance of environmental data for monitoring purposes

6.1.5 The Ironbridge Gorge Museum Trust should:

- Support the Strategy Group and Inter-Agency Group as active members

- Continue its work of promoting regeneration, fundraising and tourism development within the WHS
- Continue to support and develop a specialist Archaeological Unit with specific expertise in the industrial archaeology of the WHS.
- Liaise with other managing agencies over the development of interpretation initiatives
- Continue to develop its 9 Museums as centres of excellence for interpreting the Ironbridge Gorge and a national resource for lifelong learning

6.1.6 In general, National Agencies should:

- Endeavour to ensure that the outstanding universal value of the Ironbridge Gorge WHS is recognised in the development and implementation of national and regional policy
- Support the Strategy Group and Inter-Agency Group as active members
- Contribute specialist services or staff to specific programmes or initiatives
- Provide support, assistance and funding for relevant management work within the WHS as recommended in the Plan

6.1.7 The involvement and commitment of the local communities within the WHS to the objectives and actions within the Management Plan will be crucial if those objectives are to be successfully achieved. Such community involvement can be secured through the many local community, voluntary organisations and interest groups within the WHS, including civic societies, chambers of commerce, historical societies and residents associations. An important action within the Management Plan is to identify effective and meaningful ways of achieving such community involvement.

6.2 Funding and resources

6.2.1 Implementing the proposals contained in this Management Plan will require significant levels of funding and resources. The managing agencies already commit resources to the WHS

through their individual budgets and programmes, though at present there is little co-ordination between those budgets. The Management Plan provides the opportunity to introduce greater co-ordination between existing budgets which will achieve greater efficiency and effectiveness in the use of those resources.

6.2.2 The implementation of the Management Plan will also require additional funds from external sources. The area already has a successful track record in accessing a range of European and UK funds, particularly through the efforts of the Ironbridge Gorge Museum Trust. Funding opportunities still exist, for example, European Structural Funds and Lottery Funding. The Plan provides further opportunities for partnership approaches to external funding through developing and submitting bids which involve a number of the managing agencies and which seek funds from more than one source. An early priority for the WHS Co-ordinator will be to work with key partner organisations to identify potential European, national, regional and local funding sources which will contribute to undertaking the actions contained in the Management Plan.

6.3 Monitoring and Reviewing the Management Plan

6.3.1 Management planning is a dynamic process and does not stop with the production of a Management Plan document. New information or changed perceptions of management priorities can change the emphasis of the Plan. For instance, predictions of visitor numbers and traffic flows could alter dramatically or significant new archaeological discoveries could be made, which would require new management regimes and new interpretations.

6.3.2 Regular monitoring is essential to provide this information. An appropriate monitoring regime will need to be developed using relevant and measurable indicators which will assist the process of monitoring achievement of the Management Plan's aims. It is proposed therefore that the Inter-Agency Group should agree each year an Annual Action Programme which will identify those elements of the Action Plan which will be implemented during the forthcoming year.

6.3.3 An early action should be to monitor changes in baseline environmental conditions within the WHS to help target policies, objectives and priorities for action within the area. The key to the successful management of the WHS is the establishment of an integrated monitoring programme, capable of identifying where local traffic or visitor pressure is potentially damaging to the historic landscape, and the extent to which management action has been successful in tackling these problems.

6.3.4 It is recognised that the strategies and actions set out in the Management Plan will probably retain their relevance for five to ten years although the overall objectives are likely to be relevant for much longer. It is proposed that there should be a formal review of the issues and strategies at least every five years and the Plan revised to reflect changed circumstances.

6.3.5 It is also proposed that through existing networks, such as the Local Authority World Heritage Forum, links will be established and developed with other WHSs as a means of sharing good practice relating to the management of WHSs.