

# A Heritage Strategy for Hartlepool Headland, 2020-2030

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An Audit of Potential and Opportunity







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# 01 | Introduction

For a small promontory on the North East Coast of England, the headland of Hartlepool has witnessed a fascinating and special history. There is an extraordinary and tangible spirit to this place woven into the fabric of the historic environment, the beauty of this heritage coastline, and the community spirit that holds fast to the stories of the Headland past and present.

Our heritage plays an important role in the life of our town giving Hartlepool its identity, creating our unique sense of place, contributing to our quality of life and it has an essential role in realising our town's economic potential. So protecting the heritage assets that encapsulate our history and developing these in a way that will sustain them for future generations is critical to ensuring that Hartlepool continues to be an outstanding place to live, learn, work and visit.

## This Strategy

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The development of this strategy is a starting point for a collaboration between the Council and the stakeholders in the Headland. It sets out our shared vision and objectives for the heritage of the Headland, it explores the opportunities we already see potential in and it outlines our approach to achieving these objectives.

The strategy will be used to guide decision-making and will inform an action plan that will provides us with a framework for shared and strategic delivery of actions and projects. This action plan will be updated on an annual basis over the ten-year period of this strategy, helping us to work in a joint and timely way towards a thriving future for the heritage of the headland.

## Objectives

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- To safe guard our heritage by actively protecting and enhancing key assets and aspects of the headland.
- To develop our heritage in the way that secures the future of our heritage delivering economic, social and environmental benefits that will sustains the heritage.
- To promote our heritage in a way that engenders pride in local people and significantly raises awareness of the national and regional significance of our heritage.

## Protecting key assets and the historic environment of the Headland

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The Heritage Strategy for the Headland 2020-30 is designed to give the Council and other stakeholders on the Headland guidance on the direction and approach to the future development of key heritage assets on the Headland. These include the church of St. Hilda, The Heugh Battery Museum, The Manor House Friarage, The Borough Hall, the Amphitheatre and the newly devised pilgrimage route, the Way of St Hild. The relevance of these key assets are set out in chapter two but this strategy recognises that it is not these assets alone that create the uniqueness of the Headland but the many assets throughout this historic environment. The protection and conservation of this historic environment is managed through the planning policy of national government and the Council and in particular the conservation area status of the Headland. This designation recognises the special architectural and historic interest of the area and the character and appearance that should be preserved and enhance. Conservation area designation does not prevent development from taking place but instead helps manage change, ensuring that new development and other investment reflects the character of the surroundings.

\* This strategy uses the term 'heritage asset' when referring to heritage on the Headland. 'Heritage Asset' is shorthand for any component of our historic environment. It is defined in the National Planning Policy Framework (NPPF), the Government's planning policy statement, as "a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest".



# 02 | Our Heritage

The headland of Hartlepool has a fascinating history to tell that is intrinsic to its geography as a small peninsula on the North East coast of England. The site of a settlement for early Christians in the 7th Century, this early community began the history of the town of Hartlepool. Since this time it has witnessed events, people and communities that tell us both of our changing civilisation over the past 1,400 years and of the evolution of a unique town. Today it continues as a settlement but predominantly a residential one now referred to as the Headland or locally, Old Hartlepool, since the merger of Hartlepool and West Hartlepool in 1967. Some industry still exists although much less integrated into the fabric of the place than in the past. What is so distinct though is the astonishing and dominating coastal environment that wraps around the Headland and the distinct heritage assets that are sited throughout this relatively small and otherwise unassuming community.

## Heritage At Risk

Historic England maintain a register of Heritage at Risk which identifies sites most at risk of being lost as a result of neglect, decay or inappropriate development. There are currently eight sites in Hartlepool on this list. The register is part of their strategy to reduce the risk to important heritage sites. The Hartlepool Heritage at Risk register is maintained by the Council and shows all heritage assets across Hartlepool that are considered to be at risk. There are currently twenty-one sites from across Hartlepool on this list.



# I. Our Coast

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An outcrop of land on the North East coast, the Headland forms part of the Durham Heritage Coastline, an area of magnesium limestone coast defined to conserve the unique qualities, habitats and ecology of the area. This natural heritage and geographical location has defined the fortunes of the Headland, providing its many industries and shaping its purpose. Whilst its community is no longer as dependent on the sea for livelihood, this natural heritage continues to define the sense of place on the headland with the extensive vistas, light and soundscape of its unique promontory location.

## Durhams Heritage Coast

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Covering the coastline from Sunderland to Hartlepool, the Durham Heritage Coast has emerged from its industrial heritage to being one of the finest coastlines in England. With sweeping views along the coastline and out to the North Sea, it has unique qualities which come from its underlying geology. This is no ordinary coastline – it is wonderfully varied, consisting of shallow bays and headlands with yellow limestone cliffs up to 30 metres high with occasional caves and stacks and coastal slopes which are home to an array of wild flowers, plants and insects. Off shore, minke whales and harbour porpoises are often spotted.

## Promenade and Town Wall

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The recent investment in the upgrading 2.5km of the Headland's coastal defences has reinforced the protection for over 560 properties, infrastructure and the historical and cultural assets of the Headland. It has also protected the public access to the natural heritage through the protection of the promenade.







## II. Christianity

The Headland is one of the most ancient centres of Christianity in England. Its fame rests on the location here of the Anglo-Saxon monastery in the 640s AD. Founded by a religious woman named Hieu, also founder of Monkwearmouth, she was superseded by a second abbess called Hild (also known by her Latin name Hilda) from AD 649 to at least 657. Hild went on to found the more famous Abbey of Whitby although she may have continued to oversee the monastery in Hartlepool. It is thought that this monastery might have been destroyed in 800 AD by an invasion from the Danes. The Christian community continued in the 12th and 13th Century with the building of St Hilda's Church and the establishment of a Franciscan friarage.

### St Hilda's Church

The Parish Church of the Headland, St Hilda's Church was built from 1190 close to the site of the 7th Century Christian monastery. It is considered one of the great "Early English" Gothic churches of the North and is Grade I listed. Many Saxon and medieval architectural fragments are found throughout the church, which has undergone several re-designs and was fully restored between 1925 and 1932. The church also operates as a heritage centre with volunteer support to open up to the public and to deliver a popular educational programme to schoolchildren. In 2020 it is the focus of two new pilgrimage routes, The Way of St Hild (see next information box) and The Way of Love, one of six new Northern Saints trails being developed by Visit County Durham connecting significant Christian heritage sites to Durham Cathedral. St Hilda's Church is currently on the national register of Heritage at Risk, maintained by Historic England. Significant repairs are required to the building and the building has also been the subject of heritage crime. A funding bid to the National Lottery Heritage Fund in 2017 was unsuccessful. A new bid to this funder is currently in development.



## The Way of St Hild

The Way of St Hild is a new pilgrimage route between the Headland and Whitby. Marking the start and finish of this route are St Hilda's Hartlepool and Whitby Abbey; both great churches from the same era, monuments to a confident religious faith that united the nation in the middle ages. The route, which follows the England Coastal Path, represents the Journey of St Hild to set up a sister Abbey in the town of Whitby in 658 AD. Along the route are installed interactive digital wayfinding points, a series of physical posts and digital markers that help walkers and pilgrims engage with the story of St Hild and the beautiful coastal journey. Ready to be launched in 2020, this pilgrim route project presents an important opportunity to promote the heritage of the headland and to draw visitors in to the area in connection to the popular tourist destination of Whitby.

## The Friarage Manor House site

The Friarage Manor House site. In the area surrounding the Manor House are the archaeological remains of a Franciscan friarage that was established around 1240 and dissolved in 1538 under the general dissolution of the monasteries by Henry VIII. Archaeological excavations position the friarage to the North North-East of the Manor House where housing now stands. There is a probability that this was built on the same site as the earlier 7th century monastery with accounts of fragments of Saxon mouldings being discovered amongst the extensive foundations of the friarage. There is enthusiasm within the community for a better heritage related use for this site and the Manor House building.





### III. Industry

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Hartlepool was an important industrial port town on the Headland. Following the Norman Conquest of 1066, much of the surrounding land of the Tees Valley was given to the wealthy Norman 'De Brus' family, who developed Hartlepool as a port for the City of Durham. This was the beginning of the industrial heritage of the Headland and the evolution of the town as an important port for the Bishopric of Durham, as a fishing port and its rise as an industrial port for shipbuilding and export in the 19th century.

### IV. Military Heritage

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The strategic location of the Headland has meant that the port has played a role in military history with records of Hartlepool being used to support early military campaigns including the Crusades and campaigns against Scotland in the middle ages. Records of the financial investment in the Town Wall and Harbour from both the Crown and the bishops of Durham indicate its importance for trade and defences and will have been used to moor the royal navy of England as well as the fleet owned by the bishops of Durham to defend against foreign invasion. During the English Civil War (17th Century) defences were developed around the headland and there are references to several batteries, however the only remaining evidence of this defensive position of the Headland is in the Heugh Battery.

#### Heugh Battery Museum

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The Heugh Battery is a scheduled monument and the site of the only World War One battlefield in the UK. In the 20th century there were only two engagements between British coastal artillery and enemy ships. Heugh Battery was involved in the first, and the only action in World War I known as The Bombardment. On December 16th 1914, German battle cruisers attacked the Headland, engaging in battle with the battery. 128 people were killed in the attack, including British soldiers. Heugh Battery also retains a range of well-preserved features including two designs of gun emplacements, which adds to the monument's importance.





## V. Community Heritage

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The community of the headland has evolved with the changing purpose and industry of the area; the early Saxon Christian settlement a small community of faith, periods as a modest fishing village to a large town community benefiting from the port, trade and the growth of industry. The charters that have been issued to Hartlepool, the earliest dated 1200, have established these communities, bringing systems of administration and politics to the Headland.

### The Hartlepool Headland Local History Group

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The Hartlepool Headland Local History Group was formed in 1984 by a group of people dedicated to promoting and preserving the history, for future generations, of the town in written, photographic and verbal format. The group are a strong network of local historians and play an important role in this promotion and preservation, meeting regularly to share information, encouraging new members to explore the heritage of the Headland and publishing information that interprets research. They have a strong social media presence through an active Facebook group.

### Friarage Manor House

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Friarage Manor House. The Manor House is the East Wing of what would have been a larger mansion dated from the 16th century and is Grade II listed. It was built within the boundaries of the dissolved Franciscan Friarage and part of the monastic buildings are believed to have been incorporated into the building of the Manor (see information box of the Friarage site below). In 1634 the Manor House site was acquired by a charity aimed at helping the poor and the building was used as a poorhouse for the Headland community. In the mid 19th Century the Manor House building became the northeast wing of a hospital that was known as the Friarage Hospital, and later St Hilda's Hospital. The hospital closed in 1984 and was demolished in 1987 with the current Manor House retained due to its historic interest. Since this time the building has been disused. The Friarage Manor House is on the local Heritage at Risk Register with no existing plans in place for the renovation or reuse of the building or the surrounding site.



## VI. Culture

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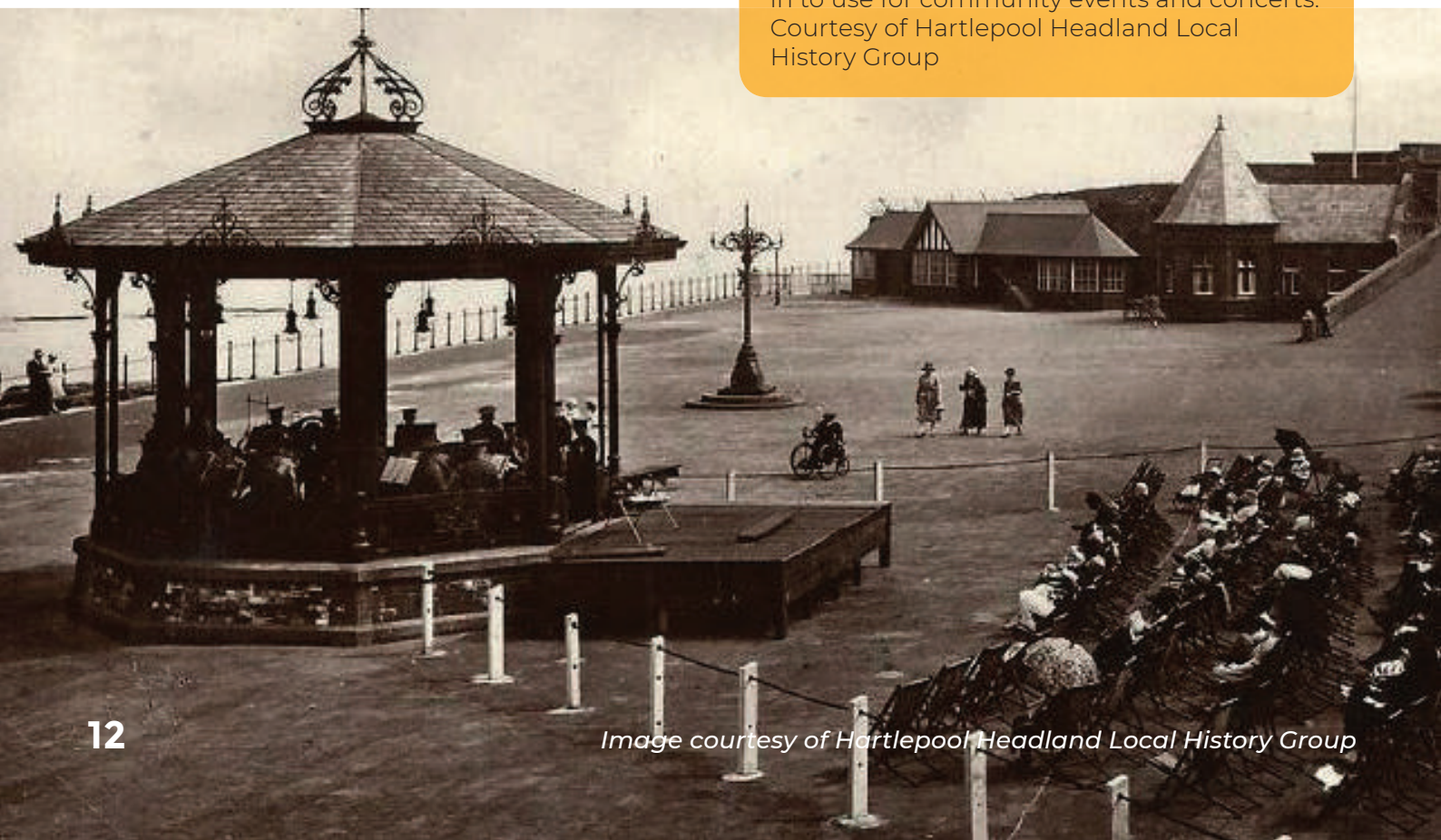
Culture has played an important role in the social and community history of the Headland. The Borough Hall and Carnegie Hall are two of the most predominant heritage buildings in the cultural life of the Headland but the most important cultural tradition is the Carnival. Held over ten days every August it is an important annual cultural tradition for the Headland community. The modern day Carnival first began in 1924, and is very much a cultural and community event includes a parade and fairground. It is understood though that a carnival existed prior to this date and might be connected to a Hartlepool Charter granted in 1230 by the Bishop of Durham, which included permission for a fifteen day 'free fair' every year at the festival of St Lawrence (10th of August). A more recent tradition of the Wintertide Festival has added to this rich cultural life and both events are organised by volunteers from the Headland.

### The Borough Hall

The Borough Hall is a Grade II listed building that was constructed in 1865-66 as the administrative centre for the Area when Hartlepool was flourishing as a centre of industry. The Borough Buildings, comprising of Public Offices, the Police Station and a covered market hall were built on land known as 'Johnny's Close'. In 1926 the market hall was converted to a dance hall and has an art deco interior. It continues to be the principal indoor venue for events on the Headland.

### The Amphitheatre

To the North of the Heugh Battery Museum the promenade extends in to a large public space. Photographs dating back to the early 1900s indicate it was used for public events, community celebrations and entertainment with seating built in to the retaining wall, a Victorian bandstand and a café. The Council have undertaken a feasibility exercise to consider the reinstatement of the seating which would bring this outdoor venue back in to use for community events and concerts. Courtesy of Hartlepool Headland Local History Group





# 03 | The value of heritage

Heritage shapes who we are, how we see ourselves and how others perceive us. It connects us to our shared past and makes us proud of where we live. Heritage also creates a sense of place and quality of life that attracts people to live, invest and visit, supporting economies and communities to live and grow. Here we set out how heritage can deliver economic, social and environmental benefits and explore what potential benefits we could realise through developing the heritage assets on the Headland.

## I. Economic Value

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It is increasingly well understood that our heritage can bring significant economic benefits to an area. In 2018, it was estimated that heritage tourism alone generated £16.9 billion in spending by domestic and international visitors in England; heritage provided 196,000 direct jobs and 349,000 indirect jobs; heritage related volunteering had an estimated value of £520 million and in 2017 £9.6 billion was generated through the repair and maintenance of historic buildings. In 2018 the entire heritage sector was worth £29.0bn, the equivalent of 2% of national GVA. And for every £1 of GVA directly generated, an additional £1.21 of GVA is supported in the wider economy.

### Heritage Tourism

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Visit England estimate that approximately 10% of UK GDP is generated through tourism every year. Heritage tourism on its own generates £26 billion a year. In 2017, heritage themed visitor attractions, including historic properties, heritage centres and places of worship, reported the biggest increase in visitor admissions between 2016-17. Statistics recorded in 2018 said that 72.8% of all adults visited at least one heritage site in the last 12 months. Further, it is estimated that for every £1 invested in heritage attractions an extra £1.70 is generated in the wider economy

### Heritage-led regeneration

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Heritage-led regeneration puts heritage assets at the centre of regeneration proposals. Using the historic environment as an asset, and giving

it new life, has been one of the cornerstones of the economic and social revival of our towns and cities. Historic buildings, monuments and spaces shape how our towns, cities and rural areas look and feel. They add to the unique character of places signifying the culture of places and playing an important part in shaping peoples' perceptions and authentic experiences of a place. Places with unique character have greater economic potential, there is evidence that it attracts greater footfall in an area and that people will spend more money in a local economy after investment has been made in the historic environment of the area. Heritage is a 'pull' factor in business location decisions, and a home's proximity to a listed building is associated with additional value in the home. Historic England estimates that every £1 spent on heritage regeneration there is a return of £1.60 in additional economic return over a ten-year period.

Past regeneration projects on the Headland have included major investment in the preservation and enhancement of the historic environment. This has included the refurbishment of the promenade and public squares, improvements to the shopping parade and investment in tourism infrastructure including signage and interpretation in the public realm and at St Hilda's Church. These projects have worked to create a greater sense of place on the Headland and to prevent decline in the area. This is an important foundation to the developing success of the Headland and the unique sense of place that can support its economic development.

**"Over the long term, places with strong, distinctive identities are more likely to prosper than places without them. Every place must identify its strongest, most distinctive features and develop them or run the risk of being all things to all persons and nothing special to any"**  
(Robert Merton Solow – Economist and Nobel Laureate, cited in *Economics of Uniqueness*, Licciardi et al. 2012).

## Heritage and Employment

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In 2018, Heritage directly provided 196,000 jobs. 153,000 further jobs were provided through the economy generated by this heritage; its purchases from businesses in the same and other industries through their supply chain. 110,000 additional jobs were generated from the spending of employees in the heritage sector in the wider economy. Jobs in the heritage sector range greatly, from tourism related roles, heritage maintenance roles, research and museum roles and heritage related professional services.

Indirect heritage employment can include jobs relating to tourism, accommodation and hospitality or through retail. It can also include construction jobs relating to heritage project and regeneration schemes. For every direct job created, an additional 1.34 jobs are supported in the wider economy.

## II. The Social Value of Heritage

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'Heritage plays a significant role in society, enhancing our wellbeing and quality of life, improving the way places are perceived, and engaging the general public.'  
Historic England, Heritage and Society 2018.

Heritage makes a direct and tangible contribution to the well being of our communities. It has the potential to improve quality of life, promote social cohesion and local identity, improve the places in which we live and encourage pride in our local areas.

### Community, Civic Pride and Local Identity

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Investment in the historic environment improves the way people feel about places. A 2010 study found that the historic environment improves public perceptions, increases civic pride and sense of identity. Almost every person surveyed in areas where investment had occurred agreed that the investment has raised local pride in the area (92%), improved perception of the local area (93%) and helped to create a distinct sense of place.

Heritage promotes social cohesion and social connections. As individuals, the historic environment enriches our lives. It provides a deep

emotional connection and is a focus for shared experiences. The Headland Local History Group is an example of this in action. The success of this group with monthly meetings and an active Facebook group demonstrates peoples desire to research, understand and share local histories and illustrates the value this engagement can bring to a community.

Heritage also has a role to play in helping us make sense of our place in the world. The stories embedded in our heritage help us understand our world, how civilisation has evolved and gives us perspective on how to look at our world today. When we get to know our heritage, it helps create a sense of familiarity and belonging.

Both St Hilda's Church and the Heugh Battery Museum deliver education programmes for primary school children. These programmes focus on stories of early Christianity in this country and the history of World War 1 respectively, explaining the special history of the Headland. Children come from across the region to engage in these education programmes.

**"But each community has its own culture - its own history, museums and traditions. In this global, interconnected economy, what is local and unique has a special value and should be supported and encouraged."** The Culture White Paper, DCMS, 2016.

**"Sense of place' is a term used to describe the ways in which people attach meaning and values to specific locations. It is a characteristic applied to places where the environment evokes positive feelings such as belonging, identity and pride."** Historic England, Heritage and Society 2018

## Health and Wellbeing

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A sense of wellbeing is increasingly recognised as a gauge by which to assess health and prosperity. In 2010 the Office of National Statistics began a programme to measure the wellbeing of the UK population, assessing areas of peoples lives including our personal well-being, relationships, health, work and leisure activities, where we live and the environment. There is good evidence to show that heritage, either engagement with or the quality of place it provides makes an important contribution to our sense of wellbeing. Analysis of the Taking Part Survey demonstrates that visiting heritage sights a few times a year or more is a significant predictor of life satisfaction, happiness and anxiety. People who



visited heritage sites reported higher life satisfaction and happiness scores than those who did not, and also reported lower anxiety.

Evidence from Understanding Society, a major household longitudinal survey, demonstrates that people who participate less often in heritage-related activities have lower life satisfaction and poorer physical and mental health. The same study found that young people who visited heritage sites were more likely than non-visitors to report high levels of self-esteem and to feel that they have something to be proud of.

Health professionals are increasingly making use of social prescribing, referring people to a range of local, non-clinical services such as volunteering, group learning, gardening and other cultural, heritage and sporting activities to support peoples health. In 2017 a Clinical Commissioning Group responsible for delivering local NHS services, published a cultural manifesto that specifically identified heritage as a ‘crucial context in which people live their lives’ and supports a ‘powerful

sense of place, of being and purpose’.

Heritage-led regeneration has also been proven to increase people’s sense of safety. In areas that had been improved through heritage-led regeneration, 95% of people thought the area was safer as a result and 95% of respondents thought the areas were now better places to meet and engage socially.

## Learning and Education

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Research has shown that the use of heritage as an education tool increases the likelihood of young people going into further education. In 2015 the Heritage Lottery Fund published research on the impact of their investment over 20 years which found that 83% of residents who had visited heritage sites or projects in their area, agreed that visiting had helped them understand more about the history of their area and that local heritage sites and projects can broaden horizons as 67% of visitors agreed that visiting had made them have a better understanding of other people’s cultures.



### III. Environmental Value

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The protection of heritage is the protection of individual asset but it is also the preservation on the context that assets sit within, the landscapes, green spaces and natural environment. As the National Lottery Heritage Fund states, “Landscapes and nature form the bedrock of our culture and heritage”. The continuing degradation of our environment, the scale of nature loss and people’s lack of understanding of the importance of nature has become increasingly stark . Preservation of heritage landscapes and environments are an important way to reverse this degradation, as evidenced in the remarkable example of the Durham Heritage Coast line in the past twenty years. It is also an important way to education people about the need to protect our environment. Recent research has shown that people that are exposed to nature, including neighbourhood greenspace, coastal proximity, and recreational nature visits, appreciated the natural world more and are more pro-environmental in their behaviour. Supporting peoples’ engagement in our heritage coastline and natural heritage has value for the future of our environment.







# 04 | Opportunities

Chapter 2 demonstrated the significance of our heritage on the Headland and the many heritage assets that are part of this small but important place in the region. Chapter 3 presents evidence that the heritage sector can deliver wide-ranging benefits for all and that an investment of time and resource in managing and developing our heritage assets can deliver a valuable return. Working with asset managers and in consultation with heritage stakeholders on the Headland, we have identified a number of key opportunities that will help us to best realise the potential economic, social, cultural and environmental gains and deliver our strategic objectives. Understanding these opportunities will inform the actions and projects to develop and with what approach.

## I. Developing the Visitor Economy Developing Key Assets

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Critical to the success of heritage-led regeneration is finding a viable economic use that can support the refurbishment of a building or asset, provide the owner or developer with a reasonable return on their investment and which generates sufficient income to ensure the long-term maintenance of the building fabric and any associated public open spaces. A number of the heritage assets on the headland could realise this financial sustainability through a growth in the visitor economy, generate the many economic and social benefits to the area associated with heritage tourism. The Heugh Battery Museum and the Visitor Centre at St Hilda's play a crucial role in presenting the story of the Headland and are cornerstones for the developing heritage tourism offer. The Borough Hall and Amphitheatre are heritage assets that have the potential to deliver a high quality cultural offer to the visitor economy. Working with these organisations to strategically develop these assets, supporting fundraising and the realisation of commercial opportunities will help the assets to expand their capacity and become self-sustaining.

## Place Branding

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Place branding is a strategic concept that focuses on developing, communicating, and managing the identity and perception of a place. Place brands are based on perceptions of a place's strengths and weaknesses, including its reputation as a place to visit, study in, invest in or trade with. Heritage-based place branding, which focuses on the unique historic assets of an area, can be used by local organisations to attract businesses and investment.

A place-branding approach to a promotional strategy would celebrate the unique identity of the Headland and enable stakeholders to take a joint approach to promoting the visitor offer.

## Tourism Infrastructure

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Tourism infrastructure supports the experience of the visitor to a place and indicates the strength and quality of a visitor offer that can in turn attract further investment and growth. It makes heritage sites more accessible, making them easy to find and explore. A number of amenities have been suggested for the area that would provide a comprehensive offer to visitors and reduce the impact of tourism on the residential community. These include increased parking facilities, a broader choice of places to eat, and improved public transport during busy periods for tourism. A number of opportunities have also been identified that could expand the tourism offer to attract a range of heritage, culture and natural environment tourists.













## II. Collaborative Working

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There are numerous shared objectives amongst the heritage assets and heritage stakeholders on the headland. These include the promotion of our heritage, promotion of the tourism offer on the headland, sites, venues and events, developing partnerships or attracting investment. A collaborative approach to meeting these objectives, through a partnership or working group would increase our potential to succeed. This would enable the sharing of the wealth of knowledge, skills, experience amongst stakeholders and help with the efficient use of resources and capacity

## III. Heritage Funding

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Heritage funding can come from a range of sources. The National Lottery Heritage Fund remains the principle source of funding for heritage-related projects and between 2019 – 2024 are planning to distribute at least £1.2bn of National Lottery income to projects in the UK. The Heritage Funding Directory, managed by the Heritage Alliance and the Architectural Heritage Fund is a free guide to financial and other support for UK related heritage projects. Public funding is also available through Historic England and through initiative from central government departments.

The proactive research of funding opportunities, building relationships with funders, positioning projects ready for investment, collaborative bids to funding bodies and a tactical approach to investment that will open up greater potential for attracting funding support is essential. The future action plan will look to see where funding and investment will make the greatest impact in providing the most opportunities for the sustainable growth of our heritage assets.

## IV. Heritage in Education

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Education and learning around our heritage is critical to realising the social benefits of our heritage assets. Supporting our local young people to learn about their heritage, shaping their identity and increasing their sense of pride can be supported through developing more partnerships with schools, jointly promoting the learning opportunities already available at the Church of St. Hilda's and the Heugh Battery Museum. These heritage assets also have a strong relevance to the National Curriculum and further promotion to schools beyond the Hartlepool area could present a modest commercial opportunity. Supporting learning about our heritage within the community can also encourage greater participation in heritage, including the development of volunteer capacity that can support the sustainability of our heritage assets and reward volunteers with benefits connected to health and wellbeing.

# 05 | Vision & Objectives

## I. Vision

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“Our vision for the Headland is a place that celebrates the story of the Headland, making the most of our remarkable assets to drive forward a future that sustains the preservation of our heritage and brings social, economic and environmental benefits for all.”

## Objectives

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- To safeguard our heritage by actively protecting and enhancing key assets and aspects of the Headland

- To develop our heritage in a way that secures the future of our heritage delivering economic, social and environmental benefits that will sustain the heritage.

- To promote our heritage in a way that engenders pride in local people and significantly raises awareness of the national and regional significance of our heritage.







# 06 | Delivering the strategy

## I. Vision

### Delivering the Strategy

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This document has sets out a strategic approach to the management and development of the heritage assets on the Headland. In evaluating potential benefits and identifying opportunities, the strategy aims to support stakeholders to work collaboratively and strategically towards a vision where our heritage is celebrated and our historic environment can be sustained, safeguarding our heritage for future generations. An action plan will be developed that will help guide stakeholders in the delivery of this vision and objectives.

### The Role of the Council and Stakeholders

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In developing and delivering this heritage strategy the Council and its partners will be able to ensure that our heritage assets and their settings are conserved and continue to contribute to the quality of life for the people of Hartlepool and its future generations. The Council will play a key role in delivering a number of the projects included here and supporting others, as well as monitoring and reviewing the progress. However the responsibility for successful delivery of the Heritage Strategy also lies with our partners, stakeholders, local communities<sup>1</sup> and businesses. The Council will coordinate a working group of these stakeholders that will inform the action plan and support the collaborative and strategic delivery of these actions. This group of stakeholders will most likely change and evolve as actions and projects are delivered.

### Annual Action Plan

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This strategy sets out a vision to be achieved over a 10-year period. In collaboration with stakeholders an action plan will be drawn up in this first year, 2020, that identifies the actions and projects that we consider best placed to deliver the strategic objectives and considers current issues, resources and opportunities. These will be timetabled as short (1 year), medium (2-5 year) or long-term (5-10 year) actions and will identify the partners leading on the delivery of each action or project.

### Monitoring

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The Council will lead on the monitoring and future development of this action plan, working with stakeholders to review the action plan at the end of each year, reporting on the progress made, and developing further short, medium and long-term actions according to the progress of the action plan.





# Acknowledgements

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Heugh Battery Museum

St Hilda's Church

The Hartlepool Headland Local History Group

Very Reverend Michael Sadgrove

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