



EDINBURGH WORLD HERITAGE MANIFESTO FOR THE 2017 LOCAL GOVERNMENT ELECTIONS

Unleashing the potential of our World Heritage Site

Our vision is that Edinburgh's Old and New Town World Heritage Site becomes a dynamic force for good, delivering a wide range of social, economic, environmental and cultural benefits for everyone.

EDINBURGH WORLD HERITAGE is an independent charity with the aim of ensuring the city's World Heritage status is a dynamic force for good that benefits everyone. Our mission is to connect people to their heritage in everything we do – whether through the conservation of historic buildings, delivering improvements to the public realm, or engaging people directly with the rich heritage of their city.

Nicholas Hotham,
Head of External Relations
Direct line 0131 220 7735 or
Mobile 07470 699688
Email: nicholashotham@ewht.org.uk

EDINBURGH WORLD HERITAGE
5 Bakehouse Close
146 Canongate, Edinburgh, E118 8DD
0131 220 7720
www.ewht.org.uk
info@ewht.org.uk

Scottish Charity No SC037183
Company No 195077

Today, our World Heritage status is not working hard enough for the people who live or work in the city, or for visitors. Awareness and understanding of what makes Edinburgh special is limited. The care and maintenance of many buildings of historic importance is often neglected, especially privately owned tenements. Economic development initiatives often favour the tourist economy over the needs of local residents. New development is not seen by many residents or professionals to be either appropriate to its context, or of sufficiently high quality. And residents and communities feel they have a lack of influence and control over the management of the historic environment.

However, with broad support across the political spectrum, we believe the city can tackle many of these issues and help create a new 'Golden Age' for Edinburgh in which our extraordinary past helps us to build a better future, one in which our World Heritage status is cherished and works for everyone. To achieve this goal, we therefore ask that the following ten points be taken up by all parties in the run-up to the 2017 local elections.

- 1** Celebrate the importance of Edinburgh's Old and New Town World Heritage Site
 - In building a strong sense of identity, and enriching the cultural life of the city
 - In contributing to a high quality of life, as well as environmental sustainability
 - In providing major economic benefits, for example through the visitor economy, in generating employment, and in helping attract Foreign Direct Investment (FDI).
- 2** Make resources available, both in terms of cash and people, to promote the unique value of Edinburgh's World Heritage Site to as broad an audience as possible, and support Edinburgh World Heritage's vision to transform the Tron into a world-class World Heritage Visitor Centre for Edinburgh and Scotland's other World Heritage Sites.
- 3** Take steps to ensure economic development within the World Heritage Site benefits residents, not only businesses and visitors.
- 4** Better integrate heritage values into the planning system so that the site's Outstanding Universal Value is fully protected and enhanced through sensitive, conservation-led regeneration. Additionally, we ask that the forthcoming Management Plan for the World Heritage Site (2017-2022) is fully integrated into the city's Local Development Plan.
- 5** Take further steps to conserve, and, in some cases, restore the authentic character of Edinburgh's historic public spaces including street lighting, settled streets, and appropriate paving and ensure further reductions in modern street 'clutter' and traffic congestion.
- 6** Prioritise re-use of old buildings over demolition and new build, and make better attempts to find sustainable long-term solutions for historic buildings that are currently empty.
- 7** Ensure precious green spaces, including historic burial grounds, are properly managed and maintained and further invest in the 'greening' of public spaces where appropriate.
- 8** Conduct an objective reassessment, with partners, of the 'buildings at risk' register.
- 9** Implement a comprehensive but voluntary maintenance service, especially targeting issues in the care and maintenance of historic tenements with multiple owners and tenants.
- 10** Develop a plan to create demand for traditional building skills and trades within the city and ensure that city procurement systems do not penalize specialist SMEs.



Old and New Towns of Edinburgh
inscribed on the World
Heritage List in 1986