



Action Plan

1.1 Introduction

The following Action Plans have been produced to meet the aims identified under each theme in the strategy. Each theme (with the exception of Theme D) has two Action Plans: immediate actions and longer term actions. Immediate actions are planned for the next year or 2 years whilst longer term actions are spread over the next 5 years to 2013.

As the Action Plans demonstrate, the majority of action planning has been identified as linking most closely with themes A (Making the Case for the Historic Environment) and C (Utilising our Historic Environment). However, the majority of actions meet a number of themes, as identified in the 'overlaps' and 'fit with aims' columns.

Immediate actions: Theme A

Overlaps with other themes	Action	Timescale	Responsibility	Fit with aims	Measures
B/C	Collate existing research on the contribution of the historic environment to the Region's development (social, economic and environmental) and commission an overarching study of the Social, Environmental and Economic impacts of the region's heritage	2009-2010	English Heritage to lead on funding and delivery building on the North West model, liaising with Yorkshire Futures, Yorkshire Forward, LGYH and GOYH	A1.1, A2.1, A2.2, B1.1, C2.1	Completion of Impact report
B/C	Use the YHHEF Communications Strategy to ensure the delivery of the RHES through this Action Plan	End of 2009	YHHEF building on their contacts and member organisations and Communications Strategy, Yorkshire Futures, LGYH	A2.2, A2.3, B1.1, C2.1, C6.2	Completion of Delivery Strategy



Overlaps with other themes	Action	Timescale	Responsibility	Fit with aims	Measures
B/C	Establish dialogue with Yorkshire Forward to ensure the Strategy is integrated in to the Integrated Regional Strategy.	2009	YHHEF building on their contacts and member organisations	A2.2, A2.3, B1.1, C2.1, C6.2	Inclusion of YHHES consideration in the Integrated Regional Strategy
B/C	Provide an updated Executive Summary to include the Action Plan for use in raising awareness of the RHES. All YHHEF representative organisations should promote the Strategy	End of 2009	YHHEF	A1.1, A2.2, B1.1, C6.1	Completion of updated Exec Summary
B/C	Use the YHHEF Communications Strategy to ensure the delivery of the RHES through this Action Plan	End of 2009	YHHEF building on their contacts and member organisations and Communications Strategy, Yorkshire Futures, LGYH	A2.2, A2.3, B1.1, C2.1, C6.2	Completion of Delivery Strategy
B/C	Establish dialogue with Yorkshire Forward to ensure the Strategy is integrated in to the Integrated Regional Strategy.	2009	YHHEF building on their contacts and member organisations	A2.2, A2.3, B1.1, C2.1, C6.2	Inclusion of YHHES consideration in the Integrated Regional Strategy
B/C	<p>Improve the YHHEF website including:</p> <ul style="list-style-type: none"> • signposting the HELM website for case study examples of best practice examples • providing weblinks to existing databases of regional heritage specialists e.g. conservators, interpretation designers, craftspeople • linking up to all groups and bodies relevant to the sector including provision of hyperlinks, phone and email contacts where possible 	<p>2010</p> <p>Need for regular updates</p>	YHHEF building on their contacts, English Heritage, Local Authorities, Heritage Link	A1.1, A2.1, A2.2, B1.1, B1.3, C2.1, C3.1, C4.1, C5.1, C6.1, D1.1	Increased number of hits on YHHEF website



Overlaps with other themes	Action	Timescale	Responsibility	Fit with aims	Measures
	<ul style="list-style-type: none"> providing weblinks to existing funding directories and strategies provision of weblink to Heritage Update pages from Heritage Link 				
C	Encourage every Local Authority to have a Heritage Champion	2013	Local Authorities, English Heritage	A1.1, C2.1, D2.1	% Local Authorities in the region with Heritage Champion, Heritage Counts monitors
B/C	Define the role and service expectations for all new and existing Champions to sign up to [linked to the Memorandum of Understanding for Local Authorities – see longer term actions]	2013	English Heritage	A2.2, B1.1, B1.3, C2.1, C6.2	Completion of agreed memorandum for Champions
B	Promote Heritage Champions across a range of sector media so that people know who they can contact regarding their heritage, including through the Know Your Heritage Champion page on the YHHEF website	2013	YHHEF, Local Authorities, English Heritage	B1.1, A2.3	Hits on Know Your Heritage Champion page of website and number of 'Good News' stories from each Champion (press coverage)



Longer term actions: Theme A

Overlaps with other themes	Action	Timescale	Responsibility	Fit with aims	Measures
B/C	Encourage and lobby for the introduction of national as well as local indicators that include historic environment considerations e.g. for use in LAAs and monitor the uptake of these indicators	2009-2013	Government Office Yorkshire and Humber, English Heritage	A2.1, A2.3, B1.2, B1.3, C1.2, C2.1	Number of historic environment related indicators and uptake levels by LAAs
	Publish a Memorandum of Understanding outlining Local Authority's commitment to supporting the Strategy and encourage Local Authorities to sign up.	2010 onwards	YHHEF and Local Authorities, working with Heritage Champions	A2.3	Number of Local Authorities signed up
B	Continue to support the role of Heritage Champions. Link to Integrate Yorkshire and CABE in relation to Design Champions	2013	English Heritage	A1.1, A2.2, B1.1, B1.2	% Local Authorities in the region with Heritage Champion
B/C	Develop and enhance local Historic Environment Record services, ensuring they integrate Heritage Counts and Heritage at Risk evidence	2009-2013	ALGAO, Local Authority advocates	A1.1, A2.3, B1.1, B2.1, B3.1, C3.1, C6.2	Increased investment in Historic Environment Records, Heritage Counts monitors, number of HERs on Heritage Gateway
B/C	Research, set up and promote a methodology toolkit that allows Local Planning Authorities, owners and developers to calculate the embodied energy in a building/ structure. This could be used to support the sustainability agenda and principle of reuse of heritage assets where appropriate	2009-2013	English Heritage	A1.1, A2.1, A2.2, B1.1, C1.2, C2.1, C3.1, D1.1	Completion of methodology toolkit



Immediate actions: Theme B

Overlaps with other themes	Action	Timescale	Responsibility	Fit with aims	Measures
C	Expand participation and activities for Heritage Open Days, (e.g. 'Look up Days' and the Festival of British Archaeology Week) as national heritage appreciation events to encourage engagement with the local historic environment. Expand promotion for these events in the Regional Tourism Business Plan	2009-2013	Local Authorities, English Heritage, Churches Regional Commission, Civic Societies and Trusts, owners of heritage assets Council for British Archaeology, Museums sector, Welcome to Yorkshire	B1.1, B2.1, B3.1, C6.2	Number of attendees in the region's HODs/ Festival of British Archaeology week



Longer term actions: Theme B

Overlaps with other themes	Action	Timescale	Responsibility	Fit with aims	Measures
A	Meet with best practice community heritage project organisers to plan setting up projects with community involvement in historic environment issues	2009-2013	YHACS, YHHEF members, Heritage Champions, Local Authorities, English Heritage, regional Heritage Link, working with Yorkshire Cultural Agencies Partnership	A2.3, B1.1, B1.2, B1.3	Organise and run meeting with representatives from best practice community heritage projects
D	Support Heritage Link projects and events in the region	2011-2013	English Heritage, Heritage Link	B1.2, B1.3, B2.1, D2.1	YHHEF attendance at Heritage Link events

Immediate actions: Theme C

Overlaps with other themes	Action	Timescale	Responsibility	Fit with aims	Measures
A,B	Review the YHHEF membership and who to involve in the Forum membership to include Yorkshire Tourist Board (Welcome to Yorkshire) and Local Authorities. Also opportunities for involving organisations/ co-opting on specific issues/ projects.	2009	YHHEF building on their contacts and member organisations, Heritage Champions	A1.1, B1.1, C2.1, C5.1, C6.2	Proactive incorporation of new members



Longer term actions: Theme C

Overlaps with other themes	Action	Timescale	Responsibility	Fit with aims	Measures
A/B/D	Publicise and promote the findings of all YHHEF and YHHEF member-involved research projects on the YHHEF website	Ongoing	English Heritage, YHHEF	A1.1, A2.2, B1.1, B1.3, B3.1, C1.2, C2.1, C3.1, C4.1, C5.1, D1.1	Increased number of YHHEF research findings on YHHEF website
A/B	Develop characterisation/ sensitivity mapping for the Historic Environment at regional level to influence the forthcoming PPS	2009-2010	ALGAO, Local Authority advocates	A1.1, A2.2, A2.3, B1.1, C1.1, C1.2, C2.1, C4.1, C6.1, C6.2	Numbers of landscape characterisation projects undertaken
A	Influence existing LDFs at review stage through the existing Local Authority consultation process and ensure the economic/ commercial value of the historic environment is highlighted in LDFs	Ongoing	Local Authorities, YHHEF member bodies, English Heritage	A2.2, A2.3, C1.1, C1.2, C2.1, C3.1, C4.1, C6.2	% of LDFs with positive references to the historic environment
A/B	Incorporate Conservation Plans for sites as supplementary planning documents to be used with the LDF	Ongoing	Local Authorities, English Heritage	A1.1, A2.1, A2.3, B1.1, C1.1, C3.1, C2.1, C4.1, C5.1	Number of Conservation Plans referred to in planning cases



Longer term actions: Theme D

Overlaps with other themes	Action	Timescale	Responsibility	Fit with aims	Measures
B/C	Develop regional craft skills through contact with regional crafts skills representatives including the National Heritage Training Academy	2010-2013	YHHEF, building on their contacts and member organisations, Heritage Champions	D1.1, D2.1, C4.1, B2.1, B1.3	Number of people taking up places on craft skills training courses and crafts projects