



NORWICH
HEART
HERITAGE ECONOMIC &
REGENERATION TRUST

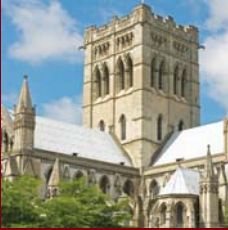
NORWICH HERITAGE
ECONOMIC AND
REGENERATION TRUST

A FRESH LOOK
AT HERITAGE

www.heritagecity.org



HEART secured Norwich's entry to the prestigious League of Historical Cities as England's first member city.



NORWICH PROUDLY BOASTS A RICH AND DIVERSE COLLECTION OF OUTSTANDING HERITAGE WHICH CONTINUES TO PLAY A PIVOTAL ROLE IN CITY LIFE TODAY.

Norwich Heritage Economic and Regeneration Trust (HEART) is a private, charitable company set up to act as an umbrella organisation for all of the fantastic and often unknown heritage in Norwich. We strategically plan, regenerate, manage and promote Norwich's heritage and act as a best practice exemplar nationally and internationally for developing heritage as a vehicle for social and economic regeneration.

HEART emerged from a perceived need to fill a gap in heritage management in the city, since the management of resources was fragmented and no single strategic vision existed. We believe that by unifying Norwich's amazing collections of buildings, artefacts, people and stories under one umbrella, they will have a greater presence and stronger story to tell.

We are driving through the delivery of a £75m business plan over 10-15 years. We aim to record, conserve, manage, regenerate and promote Norwich's heritage in a range of innovative ways so that more people can enjoy it and to show why the city deserves to be known as one of the premier heritage destinations in Europe. We want to ensure the city's heritage continues to play a pivotal role in the future of this vibrant city.

ABOUT HEART



HEART secured £1m funding from HM Treasury's Invest to Save Budget in 2006 to launch the initiative.



THE 12 INCLUDE: NORWICH CASTLE • NORWICH CATHEDRAL • THE GREAT HOSPITAL • THE HALLS – ST ANDREW'S AND BLACKFRIARS' • THE GUILDHALL • DRAGON HALL • THE ASSEMBLY HOUSE • ST JAMES MILL • THE CATHEDRAL OF ST JOHN THE BAPTIST • SURREY HOUSE • CITY HALL • THE FORUM

NORWICH 12



www.norwich12.co.uk
www.shaping24.eu
www.heritagecity.org/thehalls

The Halls regeneration: HEART is also leading on an exciting project to breathe new life into The Halls – St Andrew's and Blackfriars', the only English friary to survive intact from the medieval period and part of Norwich 12.

The ambitious multi-million pound plans involve a major refurbishment programme which will enable The Halls to fulfil their potential as an outstanding accessible cultural venue for the whole community, with excellent conference facilities.

HEART has developed 12 of Norwich's most iconic heritage buildings into a universally important collection of integrated heritage assets which together tell the story of the city's development over the last millennium.

This pioneering heritage concept involves developing the buildings into a family of cultural, economic and social attractions for visitors and local people through a range of activities including:

INTERACTIVE INTERPRETATION SIGNS

JOINT MARKETING INCLUDING A FILM, GUIDEBOOK, LEAFLET AND WEBSITE

A PROGRAMME OF INTEGRATED EVENTS

EDUCATIONAL COURSES AND ACTIVITIES

CONSERVATION MANAGEMENT PLANS

In 2009 we secured a project with a total value of €4.5m from the European Regional Development Fund for a new cultural tourism initiative – SHAPING 24, Strategies for Heritage Access Pathways in Norwich and Ghent. This project will link together the Norwich 12 sites with 12 heritage sites in Ghent, promoting and supporting the sites and raising the profile of both cities as significant heritage destinations.



"Investing in your future" Cross-border Cooperation Programme 2007-2013. Part-financed by the European Union (European Regional Development Fund)

HEART's work in the Lanes will have created a potential benefit for the local economy of £16.7m over a 10-year period.



COMMEMORATIVE PAVEMENT MARKERS, STREET SIGN INTERPRETATION, BLUE PLAQUES AND TRAIL BOOKLETS FORM PART OF OUR WORK TO PROMOTE LOCAL DISTINCTIVENESS.

TIME & SPACE

Our Time and Space work uses historic public spaces to bind together important heritage resources and provide a platform to develop economic and cultural activity.

A key area of work involves recapturing and promoting local distinctiveness – drawing on the development and specific character of parts of the city to protect and enhance the qualities that make them special.

The Norwich Lanes: HEART has had considerable success implementing Time and Space through the Norwich Lanes project, a joint regeneration initiative with Norwich City Council and the Norwich Lanes Traders' Association, designed to enhance this historic part of the city as a distinctive area.

New signage, paving, interpretation, public space development and cycling improvements have made this project a significant success. An independent report by the new economics foundation found that the investment of £495,000 HEART secured will have created a potential benefit for the local economy of £16.7m over a 10-year period. As a result, HEART is rolling out a similar approach to the Elm Hill and Timberhill areas of the city.



HEART helps to ensure that Norwich becomes known as one of the great heritage cities in Europe.



INDIVIDUALLY NORWICH'S HERITAGE ASSETS ARE INTERESTING; TOGETHER THEY REPRESENT SOME OF THE FINEST HERITAGE COLLECTIONS IN THE UK OR EVEN EUROPE.

STRINGS OF PEARLS

HEART has identified significant individual heritage assets in Norwich which can be developed into series of heritage sets and groupings to be treasured and promoted collectively. These sets include Norwich's:

MERCHANT HERITAGE

CULTURAL HERITAGE

INNOVATION (THE CITY'S INDUSTRIAL AND COMMERCIAL HISTORY)

DEFENCE AND TRADE REGULATION (CITY WALLS AND THE RIVER)

SUBTERRANEAN NORWICH (SUCH AS UNDERCROFTS)

PEOPLE

Norwich's churches:

A key aspect of work on the Strings of Pearls relates to significant collaborative work with churches in the city. HEART has encouraged the three main church groups in Norwich (Churches Conservation Trust, Norwich Historic Churches Trust and the Diocese of Norwich) to work together on a number of projects, including the establishment of a new website, implementation of an interpretive signage scheme and appointment of a new church 'ranger' (opening up previously inaccessible churches to members of the public at advertised times).

We have also run a photography competition on the city's medieval churches to celebrate the collection, and are publishing a guidebook on the set in 2010.



Norwich is one of the great heritage cities in Europe.



GET INVOLVED

CONTACT US

We would love to hear from you with questions, comments and thoughts! If you want to be added to our newsletter mailing list please send us your contact details and whether you want to receive copies through the post or by email.

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Norwich HEART

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There are many ways you can support HEART and get involved in our work, from small projects to large, financial contributions to contributions in kind, short-term to long-term.

Individuals

VOLUNTEER – event stewarding at Heritage Open Days, sharing knowledge and undertaking research, supporting project work

DONATE OR LEAVE A LEGACY – help ensure HEART's future and help us to continue to care for and champion our heritage

Organisations

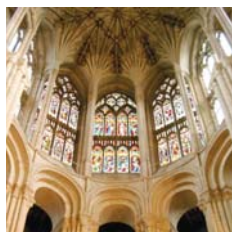
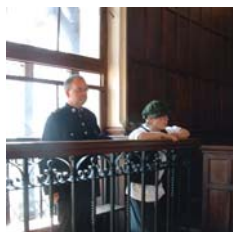
CORPORATE EVENTS AND TOURS – we organise exclusive events and tours of Norwich's historic buildings

SPEAKERS – we provide speakers for events, clubs and societies on a range of heritage-related topics

HERITAGE INTERPRETATION – we work closely with Norwich City Council on heritage interpretation. We can also research and compile information packs about specific historic buildings and streets in Norwich

SPONSORSHIP AND ADVERTISING – packages available throughout the year at various levels

HEART ensures Norwich has the largest annual HODs programme of any English city outside London.



PARTICIPATING VENUES INCLUDE MUSEUMS AND TOURIST ATTRACTIONS; PRIVATE HOMES; CHURCHES AND CATHEDRALS; SHOPS AND OFFICES; RESTAURANTS AND PUBS.

HERITAGE OPEN DAYS

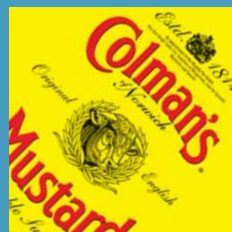
Heritage Open Days (HODs) is England's largest and most popular voluntary cultural event, celebrating all of its fantastic architecture and culture by offering free access to events and interesting properties that are usually closed to the public or normally charge for admission. It takes place over four days every September.

HEART has co-ordinated the much-loved HODs in Norwich since 2005, growing the programme to over 150 free events, supported by 700 volunteers and attracting 100,000 visits annually.

Events include guided tours, exhibitions, talks, open buildings, window displays, music and dance performances and family activities.



HEART has ensured that the world-famous Colman's Mustard Shop & Museum remains at the heart of Norwich's heritage attractions.



THE MUSTARD SHOP IS HOUSED IN A CAREFUL REPLICA OF VICTORIAN TRADE PREMISES.

COLMAN'S MUSTARD SHOP & MUSEUM

HEART took over the ownership of Colman's Mustard Shop & Museum as a retail operation and tourist attraction in August 2009.

The Mustard Shop, situated in the Royal Arcade, is one of the great symbols of the city's industrial heritage and as one of the city's most popular tourist attractions, also makes a positive contribution to the local economy.

The shop was transferred to HEART from its previous owners Unilever UK & Ireland, following a review of its future in 2008. Unilever has made the museum and archive material available on permanent loan, and given HEART access to its heritage archive so the display can be refreshed when necessary.

It is a very exciting move for HEART, giving us a new avenue to make local heritage more accessible, while continuing and expanding on the shop's significant contribution to the local economy, thereby showing how heritage can be an economic driver.

