



**NORWICH
HEART**
HERITAGE ECONOMIC &
REGENERATION TRUST

NORWICH Heart

Summer
2007

9

HEARTNEWS



Amsterdam



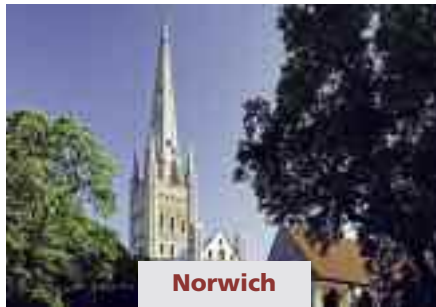
Ballarat



Dijon



Buyeo



Norwich

**Leading the way:
Norwich becomes
England's first
member of
the League of
Historic Cities**



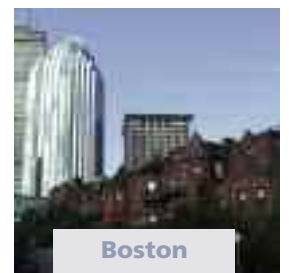
Vienna



Hue



Konya



Boston



Nara



Cordoba



Crakow

**Reconnecting with our past: blue plaques in the Lanes – page 6
Carl Linneaus: the father of modern plant science – page 6
Black History Month: the best and busiest ever in Norfolk – page 7**

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Getting on the radar

Like high-profile personalities, HEART and Norwich's heritage need to get into, and stay in, the media spotlight. Why? Simple: to persuade the public that we're a 'good thing' and to convince potential funding institutions that we deliver value for money. Norwich is one of Europe's great heritage cities, so if Paris (that's Paris Hilton) can seize a share of the world's attention, surely so can we.

Clearly, the League of Historical Cities believes we can. The League recently admitted Norwich – the first English member – to its exclusive ranks, joining the likes of Barcelona, Florence, Prague, Rome and Paris. Not only did we get a reasonable airing in the local press, radio and TV for this achievement, but we will benefit by promoting Norwich among the League's 70 member cities in 50 countries.

This wasn't our only recent success. Other media 'hits' included a double-page spread in the *Guardian's* G2 Contemporary Art supplement (featuring our iconic Great and Good buildings) and a couple of spots on TV – in David Dimbleby's new Building Britain programme and on the Politics Show. There was some reflected publicity, too, from my recent appointment as chair of Living Streets. As well as a flattering half-page in *Society Guardian*, we got fuller coverage in the *Green Futures* and *New Start* specialist periodicals, and honourable mentions in a range of other journals. The Society for the Protection of Ancient Buildings also gave our work on undercrofts excellent coverage in its newsletter. Finally, at a national level, Norwich was cited in an article in the BBC's



Michael Loveday, Chief Executive of Norwich HEART

History magazine as a city trying to do good things through HEART, but whose efforts could be undermined by the diversion of funds from heritage to the Olympics.

Locally, we've had generous media exposure over the last three months, ranging from coverage of our collaboration with the Norwich Society on the Wensum Parkway publication to items on our Blue Plaques scheme in the Lanes, our Great and Good initiative and our churches ranger.

At a parliamentary level, Lord Howarth and Dr Ian Gibson gave enthusiastic mentions to HEART and Norwich in the Houses of Lords and Commons respectively, while the British Property Federation cited us as an example of best practice in its response to the government's Heritage White Paper.

Finally, our revamped website is bearing fruit: hits have leapt from 6,000 a month in 2005 to 101,000 in May this year. This is tremendously encouraging, and when our recently appointed consultants, East Publishing, produce a communications strategy for the Great and Good later this year, we can look forward to a more dramatic leap in profile and recognition for the city's heritage offer and the work of HEART.

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News in brief

Vision of the future



St Andrew's Hall, present interior

What can you do with a scheduled ancient monument, the only complete Dominican priory in England? Well, cherish it for a start. St Andrew's Hall is remarkably intact, provides generous spaces and has a long history as Norwich's biggest concert venue. The challenge is to bring out the best in it, while cherishing it and restoring its links to Elm Hill and St George's Street.

Hudson Architects' feasibility study reviewed many options. One fascinating idea is to develop the hall as a high-quality concert and conference venue. How? By turning the auditorium around, putting the stage at the west end (where it was until 1861) and installing retractable seating and a curving balcony with choir stalls. The new features would be independent of the hall's structure, so visitors could still appreciate its splendour. And total seating capacity would be 827, up to 1,100 if part of the audience stands.

Blackfriars' Hall would then become the foyer and café bar. Further, the corrugated plastic roof over Becket's Chapel is not listed, so this and the Chapter House site could form the foundation for new conference facilities, with entry from Elm Hill.

Add in a management dedicated to programming and these changes should breathe new life into St Andrew's – the start of the next 500 years?

new economics foundation to report

nef (the new economics foundation) has been commissioned to assess some of the development projects and concepts in the HEART Heritage Development Plan, which sets out proposals detailing regeneration projects and strategies centred on Norwich's distinctive features. The **nef** team's final report will be informed by involvement with stakeholders at EEDA, HEART and elsewhere

The study will concentrate on three projects within HEART development themes:

- St Andrew's Hall complex (within the Great and Good) – **nef** will build on current feasibility work on developing the site
- the Churches (within the Strings of Pearls) – **nef** will assess options for their development as tourist attractions and as a local resource
- the Quarters (within Time and Space) – **nef** will assess options to distinguish and promote individual areas

The study will also assess opportunities relating to public realm options for spaces among the city's distinctive buildings.

nef was founded in 1986 and aims to improve quality of life by promoting innovative solutions that challenge mainstream thinking on economic, environmental and social issues. It creates new ways of measuring progress towards increased well-being and environmental sustainability, and has established itself as a leader in local and regional economic policy and analysis.

www.neweconomics.org

Peer review

In May 2007, an expert review team began examining (a) HEART's performance in promoting, protecting, enhancing and regenerating the historic environment for the benefit for Norwich citizens and visitors, and (b) how certain elements of HEART's work might function best within the city council's current financial constraints.

The team comprised Janet Barnes (York Museums Trust), regeneration specialist Toby Hyam, Ian Lush (Architectural Heritage Fund), Terry Suthers

(former administrator, Harewood House) and Stephen Johnson (former director of operations, Heritage Lottery Fund). The panel took evidence from council members and staff, and from representatives of HEART and other bodies interested in Norwich's historic environment.

The review confirmed HEART's achievements to date, and recommended that the council and HEART should redefine how HEART can best function for the future as the city's partner in delivering a number of its ambitions. Work is under way to follow up the review team's findings.

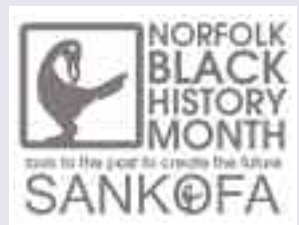
Events



Heritage Open Days

For the last three years, the city's Heritage Open Days (HODs) programme has broken records, and we're doing it again this year. Nearly 200 properties and events are taking part, from Thursday 6 to Sunday 9 September.

For information, look out for the new pink brochure – in the *EDP* and *Evening News* on 6 August, and in local tourist information centres and libraries.



Black History Month

During October, Norwich, Great Yarmouth, Sheringham, Aylsham, Watton, Geldeston and Thetford will host more than 60 events open to the public, ranging from music, comedy, poetry and plays to workshops, lectures and exhibitions.

www.norfolkblackhistorymonth.org.uk

HEARTNEWS

The League of Historical Cities

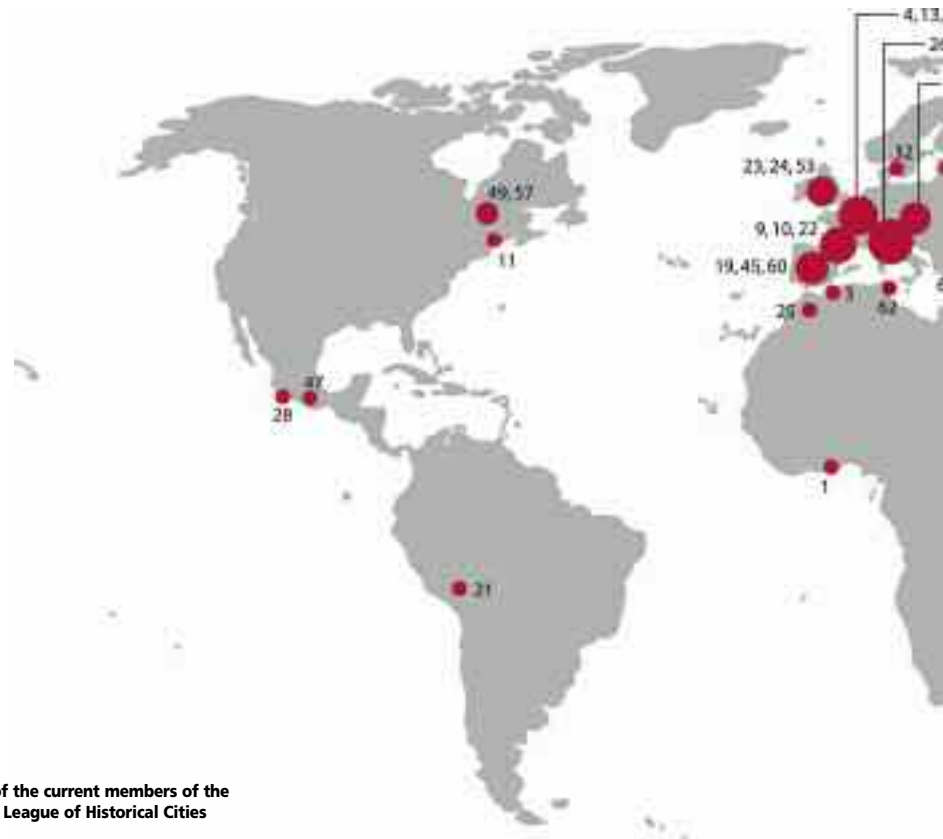
In 1987, the first World Conference of Historical Cities was held in Kyoto, an opportunity for the exchange of experience and knowledge between the invited historical cities and a chance to explore the potential of cities to encourage 'the well-being of the human race and the enrichment of its culture as we head towards the 21st century'.

The conference was a success and the World Conference of Historical Cities Council was established. At the fourth World Conference, in 1994, it was decided to expand the group and rename it the League of Historical Cities. Today there are 70 member cities.

The League works to promote peace and mutual understanding by strengthening affiliations between historical cities, and to promote collaboration and the sharing of good practice in conservation and regeneration in relation to the cities' heritage.



La Sagrada Família, Barcelona



Map of the current members of the World League of Historical Cities

Playing in the big league

Athens, Budapest, Cordoba, Cusco, Florence, Geneva, Istanbul, Jerusalem, Katmandu, Kyoto, Paris, Prague, Quebec, Rome, Ulan Bator, Vienna, Zagreb – just a few of the 70 members of the League of Historical Cities. Norwich is the first city in England to join

In July this year, HEART heard from the League of Historical Cities, based in Kyoto, that Norwich's application to join the League had been successful. The criteria for admission focus on the quality of the historic environment of a city and the measures undertaken to promote and preserve it. Norwich is the first city in England to carry this internationally recognised badge of heritage importance, ahead of York, Canterbury, Bath and even London.

Membership will be extremely positive for Norwich,' says Michael Loveday, HEART's chief executive, 'not only to benefit from collaborating with some of the most well-regarded heritage specialists in the world but, perhaps more significantly, to boost

the city's tourism and economy through our association with them. Eventually, we'd like to get World Heritage Site status, and being in this league is a mark of quality that we will need evidence of. It's a long and hard process, but being involved with some of the world's foremost heritage cities is a step in the right direction.'

Norwich is the first city in England to carry this internationally recognised badge, ahead of York, Canterbury, Bath and even London



The journey towards membership status began in 2006 when Loveday was invited to make a presentation to the World Conference of the League of Historical Cities in Australia. When researching the League, he was impressed by the quality of member cities, but amazed that England wasn't represented. Here was an opportunity for Norwich.

Following the conference, the League invited Loveday to make a formal presentation on behalf of Norwich as an applicant for membership. In a happy coincidence, the head of urban archaeology from English Heritage had also presented at the conference and offered to say a few words of support about the quality of Norwich's heritage and the innovative work of HEART and its partners. The necessary paperwork later went off to the League from HEART and the Lord Mayor at the end of the year and finally, this July, the good news arrived that Norwich had been accepted.

What will it mean?

Membership of the League of Historical Cities can only have a positive effect on Norwich's international profile. But there

will be local benefits, too. If Norwich performs successfully as a modern heritage city, its economy will grow through development investment and tourism spend. This will in turn boost the number and range of jobs available, the choice of facilities and citizens' quality of life.

In heritage terms, our new status presents unique opportunities to get Norwich on the radar of some of the world's great historic cities and to learn from some of the most innovative practitioners in the field of heritage-led regeneration. It is also, as Michael Loveday suggests, another positive step on the road towards World Heritage Site status for Norwich, following the citing of HEART last year as the only urban best practice example by the International Council on Monuments and Sites – one of the three formal advisory bodies on World Heritage Site status – in its publication on the European Landscape Convention. More and more people around the world are waking up to the international importance of the city's heritage. Norwich is becoming a player on the world stage.

Member cities

- 1 Accra, Ghana
- 2 Alexandria, Egypt
- 3 Algiers, Algeria
- 4 Amsterdam, Netherlands
- 5 Andong, South Korea
- 6 Athens, Greece
- 7 Baghdad, Iraq
- 8 Ballarat, Australia
- 9 Barcelona, Spain
- 10 Bordeaux, France
- 11 Boston, United States
- 12 Bratislava, Slovakia
- 13 Brussels, Belgium
- 14 Budapest, Hungary
- 15 Buyeo, North Korea
- 16 Chengdu, China
- 17 Chiang Mai, Thailand
- 18 Cologne, Germany
- 19 Cordoba, Spain
- 20 Cracow, Poland
- 21 Cusco, Peru
- 22 Dijon, France
- 23 Dublin, Ireland
- 24 Edinburgh, United Kingdom
- 25 Fez, Morocco
- 26 Florence, Italy
- 27 Geneva, Switzerland
- 28 Guadalajara, Mexico
- 29 Gyeongju, South Korea
- 30 The Hague, Netherlands
- 31 Hanoi, Vietnam
- 32 Helsingborg, Sweden
- 33 Hue, Vietnam
- 34 Iasi, Romania
- 35 Isfahan, Iran
- 36 Istanbul, Turkey
- 37 Jerusalem, Israel
- 38 Kaesong, North Korea
- 39 Katmandu, Nepal
- 40 Kazan, Russia
- 41 Kiev, Ukraine
- 42 Konya, Turkey
- 43 Kyoto, Japan
- 44 Lahore, Pakistan
- 45 Lisbon, Portugal
- 46 Melbourne, Australia
- 47 Mexico City, Mexico
- 48 Montpellier, France
- 49 Montreal, Canada
- 50 Nanjing, China
- 51 Nara, Japan
- 52 Nicosia, Cyprus
- 53 Norwich, United Kingdom
- 54 Norwood, Payneham & St Peters, Australia
- 55 Paris, France
- 56 Prague, Czech Republic
- 57 Quebec, Canada
- 58 Riga, Latvia
- 59 Rome, Italy
- 60 Santiago de Compostela, Spain
- 61 Tashkent, Uzbekistan
- 62 Tunis, Tunisia
- 63 Ulan Bator, Mongolia
- 64 Varanasi, India
- 65 Vienna, Austria
- 66 Xian, China
- 67 Yangon, Myanmar (Burma)
- 68 Yogyakarta, Indonesia
- 69 Zagreb, Croatia
- 70 Zhengzhou, China
- 71 Zurich, Switzerland



Carl Linnaeus, an engraving from *Famous men of science*, Sarah K. Bolton, 1889

(1707–1778). You might know that Linnaeus was Swedish and the creator of the scientific naming system for plants and animals. You might even know that there's a Linnean Society in London. What you probably don't know is that it was a Norwich man who saved the Linnean collections and brought them to England, where they stayed for 300 years.

James Smith was born in 1759 in Norwich. The Smiths were part of the non-conformist community, and James studied medicine, so he was well aware of the importance of Linnaeus's work and collections.

Table VII 'Partes Floris' from *Linnaeus' Philosophia botanica*, 1755. All images provided by John Innes Foundation Historical Collections

Linnaeus: the Norwich connection

During this year's Heritage Open Days, one event explores a little-known link between Norwich and the father of modern plant science, Carl Linnaeus

Following the death of Linnaeus, the collection of nearly 30,000 books, plants, minerals, insects and manuscripts was in danger of being split up until Smith agreed to purchase it for 1,000 guineas. The material was eventually brought to Smith's home in Surrey Street, where it stayed until the formation of the Linnean Society of London in 1788.

The John Innes Centre will host a talk and exhibition on the Linnean collections and James Smith from 10am–12pm on Thursday 6 and Friday 7 September.



The Great and Good: communications agency appointed



Norwich-based consultancy East Publishing has been appointed to produce a communications strategy for the Great and Good project. The three-year project, funded through HM Treasury's Invest to Save Budget initiative, aims to develop the buildings as a collective destination that portrays English urban and cultural development over the last 1,000 years.

The project will raise awareness and interest, and increase visitor number through a coordinated approach to promotion and marketing. The communications strategy will shape the way this unique family of heritage assets is promoted, and will support and add value to the existing marketing activity taking place within the individual buildings.

East Publishing won 'Best Creative Campaign' at the 2007 Creative East Awards for its work for the Norfolk & Norwich Festival 2006, and recent clients include the V&A Museum, English Heritage, Norwich Union and the Norwich & Peterborough Building Society.

'It's a really exciting project to be involved in,' says Charlie Watson, editorial director at East. 'HEART has created a ground-breaking way of promoting a group of heritage assets, and we're a Norwich business, so it's great to have the opportunity to make a difference in our own city.'



Blue plaques in the Norwich Lanes

The Norwich Lanes project is a joint venture, led by HEART and Norwich City Council, aimed at stimulating the development of a distinctive, coherent area in the city centre, while increasing visitor numbers and raising awareness of a vibrant, eclectic mix of shops and venues.

As part of the project, HEART is introducing a series of blue heritage plaques, which highlight remarkable people and events associated with the Lanes. The first ten were installed in February and received significant media coverage. The BBC and Eastern Daily Press attended the unveiling of plaques for Elizabeth Fry and Thomas Buxton at the Friends Meeting House, Upper Goat Lane.

The plaques have sparked an online blog, where you can discuss and learn more about the plaques – visit www.flickr.com/groups/norwich/discuss and click on 'Norwich Lanes plaques'.

For future plaques we want to harness the knowledge and enthusiasm of local people. If you would like to see a person, event or location commemorated in the Lanes area, send your suggestions, with as much information as possible, to Victoria Golden at victoriagolden@heritagecity.org or call her on 01603 599570. www.norwichlanes.com



October is Black History Month

In the bicentenary of the 1807 Parliamentary Act for the abolition of the slave trade, Norfolk BHM 07 is set to be the biggest and best so far



This year is Black History Month's fifth official year in Norfolk and the bicentenary of the 1807 Slave Trade Act. To mark this anniversary, a host of events are taking place, including performances by musician Soweto Kinch, poet Lemn Sissay, comedian Curtis Walker and the Royal Philharmonic Orchestra, plus new plays at Norwich Playhouse (*Lifting the Mask and Diary of a Son of Africa*), workshops and exhibitions at museums and libraries, and a series of thought-provoking lectures as part of the Norfolk's Hidden Heritage project.

Norwich, Great Yarmouth, Sheringham, Aylsham, Watton, Geldeston and Thetford will host more than 60 events open to the public, with an equally large programme of closed events taking place in schools, colleges and prisons.

Norfolk and the slave trade



Norfolk's Hidden Heritage – a joint project between Norwich & Norfolk Racial Equality Council, Norfolk Record Office and

the Norfolk Museums & Archaeology Service – marks the bicentenary by uncovering links between Norfolk and the transatlantic slave trade.

Although many people benefited financially from the slave trade, the county was also at the forefront of the abolitionist movement. The project has also unearthed records going back to the late 17th century of Black men and women living in Norfolk.

Elizabeth Barnes

One such is Elizabeth Barnes, who lived in Stradsett, near Downham, in the 1720s. She is the earliest known inhabitant of Norfolk of African descent. At that time around 150 people lived in Stradsett. Elizabeth is mentioned as a 'negro servant' in the will of Elizabeth Buxton, of Stradsett Hall. We don't yet know how Mrs Buxton came to have an African servant, but Elizabeth Barnes's circumstances suggest that she was a freed slave, perhaps brought back from the Caribbean by Elizabeth Buxton's husband. Whatever the facts, on her death in 1729, Mrs Buxton bequeathed her servant the substantial sum of £10.

Earlier the same year, the Stradsett parish register shows that Elizabeth Barnes married Isaac Pickerall of Bury St Edmunds, the first known marriage between a white British man and a black British woman in Norfolk. So Elizabeth Barnes was a woman to be proud of. Thousands of miles from home, she forged a new life in Norfolk, finding love with Isaac and becoming part of the rich tapestry of Norfolk's Hidden Heritage.

Charley and Cotton

In 1998 a curator at the Tasmanian Museum and Art Gallery opened a box containing 51 watercolour miniatures from the 1820s by English artist John Dempsey. Most are dated and record locations and, in many cases, the names and occupations of the sitters.

Remarkably – as aristocrats and landowners were painted, but hardly ever the working classes – three of the pictures depict people from black-and-minority-ethnic (BME) backgrounds. Further, two of these are men from Norwich. One is titled Black at Norwich commonly called Cotton, depicting a haberdashery street vendor. The second is of Charley, a Norwich bootmaker.

We know few facts about Cotton and Charley, but we can deduce quite a bit. The date of the images, 1820–23, is only 15 years after the abolition of the slave trade and still 10 before the abolition of slavery in the British Empire, so it is likely that both men are either former slaves or the sons of slaves. Yet here they are working hard and building a future in Norfolk society. Charley appears to have a thriving shoe business, and Cotton, while not doing as well financially, is clearly a man of confidence and character. Both men are part of the community, living hard but meaningful lives, and overcoming prejudice in positive fashion. They deserve our respect and celebration.

For more information call Sean Whyte or Richard Maguire on **01603 611644**.

www.norfolkblackhistorymonth.org.uk
www.nnrec.org.uk

Can you help?

The doorway pictured behind Charley is ornate – perhaps unique – and we would love to track it down! Do you recognise this building? If so, please let us know on **01603 305575**, at info@heritagecity.org or **Norwich HEART, PO Box 3130, Norwich, NR2 1XR**.



Charley, a bootmaker, left, and Black at Norwich commonly called Cotton, right



Q&A: the Sheriff and Lord Mayor of Norwich

Nick Williams, Sheriff of Norwich

How long have you lived in Norwich?

I've lived in Norwich since I was six, but was born in Dewsbury, West Yorkshire.

When did you first get involved in local issues?

After the 1983 general election, I joined the Labour party because I hated what the Tory government was doing to working people and public services. Norwich has a tradition of radicalism which sets it apart from the area surrounding it – the city has always had politicians, from all parties, who have put the interests of Norwich first.

What heritage organisations are you involved in?

The Friends of the Rosary Cemetery and the King Street Research Group.

What first sparked your interest in history and heritage?

My father was interested in history and encouraged me to read widely. I was fortunate in having a history teacher, Jim Fenwick, who was an inspiration to his pupils.

What is Norwich's best kept secret and why?

The Rosary Cemetery, England's first non-denominational cemetery. We still get visitors who are surprised that a place of such interest and tranquillity can have remained preserved for almost 200 years.

What character from history would you like to have dinner with and why? What questions would you like to ask them?

I was fortunate enough to have dinner with Arthur Miller when he was awarded the Freedom of the City of Norwich. It was a humbling feeling meeting someone of that stature who had fought for personal freedom and been a force for intellectual freedom of expression for all his career.

What is your favourite historic building in the city and why?

The Octagon Chapel, a constant reminder of the city's tradition of doing things differently.

What do you think was the worst heritage disaster in the city's past?

The dualling and widening of Queen's Road – it's a canyon for traffic and dehumanises that part of the city.

Do you think the city's heritage will continue to influence its future?

I think there's little doubt that our heritage will continue to influence the development of Norwich – it is all around us and long may it be so.

Councillor Roy Blower, Lord Mayor of Norwich

How long have you lived in Norwich?

I was born in Norwich in 1943 and have lived here all my life.

When did you first get involved in local issues?

I was inspired by the Lord Mayor of Norwich's moving speech at Carrow Road on 20 February 1957, helping to save Norwich City FC from going out of business. This led me to join Norwich Young Socialists, then to stand as a candidate for city council.

What heritage organisations are you involved in?

I'm a member of NCFC Historical Trust and I take a keen interest in the Norwich Society and HEART.

What first sparked your interest in history and heritage?

At secondary school, I became keenly interested in history, but probably more aware of the debate to retain and preserve historic buildings after I was married.

What is Norwich's best kept secret and why?

Dragon Hall. It's beginning to flourish, but many of our citizens are unfamiliar with this gem.

What character from history would you like to have dinner with and why? What questions would you like to ask them?

Lord Nelson – because of his victory at Trafalgar, we ruled the seaways for over 100 years. I would ask him who influenced him most on tactics in sea battles, whether he would change anything he had done and, bearing in mind he suffered from sea sickness, how he coped at sea for 2 years without setting foot on shore.

What is your favourite historic building in the city and why?

The Guildhall, as it's the oldest guildhall in the country. I was installed there as a magistrate in 1972 and served there for nearly 20 years. Every time I sat it reminded me that councillors carried out local government there for over 500 years.

What do you think was the worst heritage disaster in the city's past?

Demolishing the Old Hippodrome building in St Giles and replacing it with a multistorey car park.

Do you think the city's heritage will continue to influence its future?

Norwich is already influencing its future by becoming the first city in the country to be admitted to the prestigious League of Historical Cities alongside the likes of Prague, Vienna and Paris.



Sheriff of Norwich, Nick Williams, and the Lord Mayor of Norwich, Councillor Roy Blower