

Hinckley & Bosworth Borough Council

Heritage Strategy

2025 - 2029



Hinckley & Bosworth
Borough Council

Background and Action Plan



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INTRODUCTION

This Background and Action Plan supports the Heritage Strategy 2025–2029, setting out key actions to deliver its aims. It provides context, identifies challenges and opportunities, and outlines targeted initiatives. Lessons from the 2018–2023 strategy and feedback from stakeholders, residents, and councillors have informed this updated approach.

The plan will guide the Council’s heritage work for the next five years, ensuring our historic environment contributes to a vibrant, sustainable borough.

ALIGNMENT WITH THE CORPORATE PLAN

Heritage activity directly supports Hinckley and Bosworth Borough Council’s Corporate Plan, by aligning to the Places priorities:

- Adopt a new and ambitious Local Plan – embedding heritage in planning policy to protect assets and shape quality places
- Work towards a greener borough – promoting heritage-led regeneration that enhances green spaces and biodiversity
- Promote sustainable development and cut carbon – encouraging sensitive re-use of historic buildings with energy efficiency improvements where appropriate

By aligning with these priorities, the Heritage Strategy will protect our past while shaping a sustainable and distinctive future.

BACKGROUND AND CONTEXT

What is heritage?

The scope of heritage is very wide and can mean a variety of things to different people and organisations. As part of the public consultation exercises to inform the Council's first and this Heritage Strategy the question "*What is heritage?*" was asked, which generated a breadth of responses. Common themes emerged, and included the historic and natural environments, buildings, structures and spaces, places, natural and designed landscapes, archaeology, historical records, objects and collections, culture and tradition, people, communities and groups, and stories and experiences. These themes fit nicely into definitions used in the heritage sector, which includes the English Heritage (as then) definition of heritage as "*all inherited resources which people value for reasons beyond mere utility*" (Conservation Principles, 2008).

The heritage of Hinckley and Bosworth

The Borough of Hinckley and Bosworth has a rich, varied and unique history. The evolution of the borough continues to be relevant to people living within and outside of the borough and its history and heritage acts to shape people's lives and the landscape around them. As part of the public consultation exercises to inform the Council's first and this Heritage Strategy the question "*What is the heritage of the borough?*" was asked. Again this generated a range of responses with common elements being identified. It is considered that the heritage of the borough includes and can be attributed to the following (this is not an exhaustive list):

- A long history of human settlement in the area with a **fine archaeological resource** providing information about past activity (dating as far back as the Palaeolithic Period with sites recorded on the Historic Environment Record). This resource is both below and above ground with many sites helping people learn about past events. One such event is the **Battle of Bosworth**, which is internationally renowned
- The **geology** of the borough has had a defining influence on settlement distribution, form and land use. Many settlements established during Anglo-Saxon, Norman and the Medieval periods are located on ridge tops and then developed around **agriculture**, with the predominantly clay soils of the borough allowing a range of arable and pastoral practices to take place. The borough remains predominantly rural. **Mineral extraction**, from the **quarrying** of granites and slates in the Charnwood Forest, the **mining** of coal from the Leicestershire Coalfield and the digging of **clay pits** for the production of bricks has marked the landscape
- The **hosiery industry**, introduced as a domestic industry in a number of the borough's settlements during the 17th century, then developed on an industrial scale during the 19th century which led to associated urban expansion and the establishment of associated industries including the production of **boots and shoes**
- **Transport** routes and infrastructure constructed largely as a result of the development of the borough's industries and to transport goods, including the Ashby Canal and the Leicester to Swannington and Ashby to Nuneaton railway lines. Some have found new uses as tourism and recreational assets and remain a lasting feature of the landscape. Sites within the borough have been heavily involved with the

development of motor transport, including the Hansom Cab, Triumph Motorcycles, the MIRA site and its recent establishment as a Technology Park

- A diverse range of high quality **public and private buildings and spaces**, ranging from Medieval market places (Hinckley market was established in 1311), commercial and civic buildings constructed as a source of pride and prosperity, and fine public parks and green spaces maintain a legacy of commercial activity and leisure
- Fine historic churches and **places of worship** are located throughout the borough and many settlements have high quality structures and spaces for commemoration, contemplation and reflection. The borough was a focal point for the formation of a number of **non-conformist movements** including the Baptists, Methodists and Unitarians and independent religions such as the Quakers
- The **natural landscape** of the borough offers a wide range of **biodiversity**, flora and fauna, alongside human influences which have created high quality **semi-natural landscapes**, such as Burbage Common and Woods, the remnant parklands of Gopsall and Bosworth, the creation of Thornton Reservoir and more recent initiatives as part of the National Forest
- **People** (individuals, groups and communities) have shaped the heritage of the borough, harnessed over time as **cultural traditions**, recorded memories and stories, literature, collected objects, archives and artefacts, and demonstrations of skills and innovation. Cultural heritage can often be intangible

Planning for our heritage

Local planning authorities already have various statutory duties under Planning legislation but have now also been tasked to set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. In doing so, they should recognise that heritage assets are an irreplaceable resource and conserve them in a manner appropriate to their significance. The presumption is to deliver sustainable development and conserving and harnessing heritage should play an important part in this process.

This process also needs to reflect changing attitudes and perspectives. Conservation planning used to be seen as seeking to preserve sites “in an unaltered state” or “in aspic” but now the focus is changing to a more positive and integrated approach where heritage is seen as an asset rather than a constraint and where conservation refers to the active and informed management of change in a way that sustains and where appropriate enhances the significance of heritage assets.

The value of heritage

The value of the historic environment is enshrined in national government policy and legislation, articulated by local government policy and practice, supported by national and local amenity groups and expressed in the popularity of heritage in the public mind. The case for heritage providing key economic, social and environmental benefits is now well evidenced via sources such as *Heritage Counts*, the annual audit of England’s heritage produced by Historic England. Consequently, the historic environment is a valuable asset which can contribute to broader strategic objectives such as economic development, urban and rural regeneration, tourism, leisure and recreation, community development, good urban

design and town planning, provision of formal and informal education, development of skills, and achieving sustainable development, as demonstrated in the diagram below.

Economic development and tourism Historic places, buildings, events and activities and a high quality environment, old and new, is a prerequisite to maximising economic development potential, projecting a positive image, attracting investment, jobs and tourism
Regeneration Historic buildings and areas are key elements in the regeneration of urban and rural areas, transforming them into thriving sustainable communities and creating places where people want to live, work and visit
Intrinsic and economic value The historic environment and places have intrinsic value in their own right as the fabric of human achievement. The historic environment is an attractive proposition, and historic properties and those with original features deliver consistently higher yields and values than other buildings
Leisure and recreation The historic environment is the embodiment of culture and it often accommodates a range of activities, buildings, sites and landscapes that provide a focus for exploration, visits, leisure and recreation
Local distinctiveness, pride and communities Investment in historic places and increasing understanding of the historic environment helps to support local communities, preserve local distinctiveness and identity, reinforce a sense of place, and foster local pride
Urban design quality The historic environment often provides demonstrably superior urban design, legible townscapes, mixed use, greater variety of urban forms and quality public realm. It can create a context and stimulus for creative and innovative design
Skills and education The historic environment, archives and collections, people and their knowledge and experiences provide a tangible resource for research and teaching across all ages, creating a better understanding of our past and today's society and in practice creates more skilled employment in craft based industries
Sustainable use of resources The practices of conservation and refurbishment are environmentally friendly and an intrinsically sustainable form of development, avoiding the use and waste of scarce resources associated with demolition and redevelopment, and contributing towards addressing the challenges posed by climate change and reducing carbon emissions

The scope of the strategy

As demonstrated by the public consultation exercise to inform the first Heritage Strategy the scope of heritage within the borough is very wide, however the ownership and management responsibilities for heritage assets are often complex and shared amongst many bodies, organisations and individuals. Therefore the emphasis of the heritage strategy will be on the heritage where the council and its partners have a direct role and responsibility and some influence in the decision making or management process. The document will also seek to positively include or make reference to private and voluntary sector owned or influenced heritage and heritage related activities and highlight the council's role in encouraging and supporting these.

The document also plays a complimentary role in informing and managing the aspects of Hinckley and Bosworth's cultural and natural heritage that contribute to the borough's

historic environment as they are predominantly covered and appropriately managed via other national and local strategies and policies. Reference will be made to these where relevant.

The national context

Legislation

Local planning authorities derive their duties, responsibilities and powers in relation to the historic environment principally from the Planning (Listed Buildings and Conservation Areas) Act 1990. In delivering these functions the council must have special regard to preserving a listed building or its setting or any features of special architectural or historic interest it possesses, determine applications for listed building consent, enforce the preservation of listed buildings where appropriate, and offer grants where appropriate for building repair and maintenance to prevent deterioration. For conservation areas the council must pay special attention to preserving and enhancing these areas when considering development proposals, determine worthy areas and designate them as conservation areas, formulate proposals for their preservation and enhancement, control demolition, and offer grants where appropriate for the preservation and enhancement of conservation areas.

Additional responsibilities and powers for local planning authorities and public bodies are included within the Ancient Monuments and Archaeological Areas Act 1979, which provides specific protection for scheduled monuments, and sections of numerous more recent and broader Acts which still cover specific planning mechanisms and reform regarding heritage.

National Planning Policy Framework and Planning Practice Guidance

The National Planning Policy Framework (NPPF) (2024) sets out the Government's planning policies and states how the planning system should deliver sustainable development which satisfies three mutually dependant economic, social and environmental roles. The NPPF is clear that heritage assets are an irreplaceable resource that should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

A heritage asset is defined in the NPPF as “*a building, monument, site, place, area or landscape as having a degree of significance meriting consideration in planning decisions, because of its heritage interest*” and includes those designated and identified at the national and local level.

It is recognised that the significance of heritage assets should be identified, assessed and considered in determining any planning application. The different types of heritage asset, potential harm, securing its optimum viable use and public benefits should be weighed to produce a balanced judgement. Local planning authorities should also look for opportunities to better reveal the significance of heritage assets and take account of the desirability of sustaining and enhancing the significance of heritage assets whilst putting them to viable uses consistent with their conservation, the positive contribution that heritage assets can make to sustainable communities including their economic vitality, and the desirability of new development making a positive contribution to local character and distinctiveness. Reference is also made to the importance of having an up-to-date historic environment evidence base and maintaining or having access to such a record.

The Government's Planning Practice Guidance (PPG) provides information on the practical application of the NPPF and includes guidance on conserving and enhancing the historic environment.

National heritage "stakeholder" organisations

Historic England is the executive non-departmental body sponsored by the Department for Culture Media and Sport (DCMS) to look after England's historic environment by championing historic places and helping people to understand, value and care for them. National Amenity Societies also provide knowledge and expertise on particular aspects of the historic environment. Both Historic England and the National Amenity Societies are a statutory consultee on relevant planning and listed building applications. The National Amenity Societies are listed in Appendix 2.

Different bodies have different responsibilities and remits for the historic environment. The DCMS are responsible for statutory listing and determining applications for scheduled monument consent based on the guidance of Historic England. Local planning authorities are responsible for designating and reviewing conservation areas, local listing, and determining planning applications that affect all heritage assets. Expertise for archaeology and the management of the Historic Environment Record (HER) lies with Leicestershire County Council.

Practical and professional advice on specific elements of the historic environment is also provided by a wide range of organisations and professional associations and institutes.

The local context

Hinckley and Bosworth has a number of historic towns and villages set within a diverse landscape. The borough's attractive environment, geographic location at the centre of the country, being close to the major urban centres of Leicester, Coventry and Birmingham and served by an extensive transport network, makes it a highly desirable place to live and work. This desirability means there is pressure for development with the challenge to ensure any future change will sustain a rich and varied historic environment.

Hinckley and Bosworth's heritage assets include:

353 statutory listed buildings, designated by the DCMS on the advice of Historic England to mark and celebrate a building's special architectural or historic interest. Listed buildings are graded according to their quality and interest and within the borough 8 are listed at grade I, 36 are listed at grade II* and 309 are listed at grade II. There is a wide range of buildings and structures on the list including churches, farm houses and farm buildings, cottages and manor houses, war memorials and commemorative structures, former hosiery industry buildings, mills, public houses, walled gardens, bridges, railings, telephone boxes and village pumps.



Church of St Edith, Orton on the Hill. A grade I listed building from the 14th century



Hinckley Water Tower, constructed 1889. A likely inclusion within a local heritage list

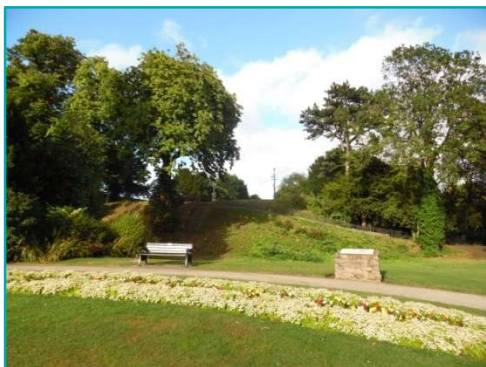
A list of **local heritage assets** is being developed by the council with assistance from local stakeholders. The local heritage list will identify heritage assets that merit protection due to their contribution to local character and distinctiveness but do not meet the criteria to be statutory listed. This list will draw upon heritage identified in Neighbourhood Plans, which the council will encourage and support those drawing up these plans, to consider the importance of local heritage recording and explaining their findings.

28 Conservation Areas

which have been designated as an area of special architectural or historic interest. Such areas include the length of the Ashby Canal within the borough, centres of the hosiery and boot and shoe industries, historic town and village centres, and areas including historic parkland.



The market place at the centre of Market Bosworth Conservation Area



Remains of the motte and bailey castle in Hinckley, a scheduled monument

22 Scheduled Monuments, designated by the DCMS on the advice of Historic England to recognise the national importance of these archaeological sites. Types of monuments in the borough include Neolithic bowl barrows, an Iron Age hill fort, Roman villas and settlements, Saxon burial mounds, Norman motte and bailey castles, Medieval moats and fishponds, farmsteads, manorial complexes and deserted villages. A great number of local archaeological sites are also recorded on the Historic Environment Record.

1 Registered Battlefield, identified by Historic England to offer protection through the planning system due to its national significance. The Battle of Bosworth in 1485 marked the end of the Plantagenet dynasty as King Richard III was killed in the battle leading to the crowning of Henry Tudor and the ascension of the Tudor dynasty. King Richard III's reinterment took place at Leicester Cathedral in 2015 following the discovery of his remains in a car park, with his cortege procession passing through key locations across the battlefield and through Market Bosworth and associated villages.



Panoramic view of Crown Hill at Stoke Golding, location of the crowning of Henry Tudor in 1485

Strategic documents

The Heritage Strategy seeks to address conservation and heritage issues more widely across the borough by according with the council's priorities for people, places and prosperity as part of the Corporate Plan 2024 to 2028, and interacting with and supporting the following strategic documents (which are current at the time of drafting):

- **Core Strategy (2009)** in respect of providing the vision and spatial strategy for the borough with the objective of enhancing the identity and distinctiveness of the built and natural environment. Revised strategic direction will be provided within the emerging Local Plan
- **Hinckley Town Centre Area Action Plan (2009)** in respect of providing the strategy for the future of the town centre with the objectives of developing new cultural facilities, promoting the town centre as part of wider tourism initiatives and enhancing the historic character of the town centre through heritage-led regeneration. Revised strategic direction will be provided within the emerging Local Plan and associated evidence bases including a Hinckley Town Centre Feasibility Study and Masterplan
- **The Bosworth Battlefield Conservation Plan (2013)** in respect of providing a framework for landowners and other stakeholders to work towards developing a shared understanding of the battlefield, its values and significance
- **Earl Shilton and Barwell Area Action Plan (2014)** in respect of providing the strategy for future development across the two settlements including seeking the regeneration of their historic centres. Revised strategic direction will be provided within the emerging Local Plan
- **Town Centre's Vision (2015)** in respect of providing master plans to guide the regeneration and redevelopment of historic town centre sites across the borough. Revised strategic direction will be provided within the emerging Local Plan and associated evidence bases including a Hinckley Town Centre Strategic Vision
- **Site Allocations and Development Management Policies Development Plan Document (2016)** in respect of providing a framework for development across the borough and the policy base on which to manage change to heritage assets and

ensure adequate controls. New allocations development management policies will be provided within the emerging Local Plan

- **Economic Regeneration Strategy (2021 - 2025)** in respect of providing the strategy for economic regeneration in the borough with the objectives of local investment and ensuring opportunities for regeneration are realised, including 'heritage-led' initiatives
- **Culture Strategy (2024 - 2028)** and **Tourism Strategy (2024 - 2028)** in respect of providing the strategies to support the council's cultural offer by valuing and promoting the Borough's tourism and heritage offer including leading in the delivery of the Bosworth 1485 Sculpture Trail project and supporting improvements to Hinckley & District Museum
- **Climate Change and Biodiversity Strategy (2024 - 2028)** in respect of providing the strategy for the actions and opportunities that the Council will undertake to continue to address the climate change emergency, including ensuring Council owned buildings, some of which are heritage assets, are energy efficient

The council and Neighbourhood Planning Forums/Groups have produced supplementary planning and guidance documents to guide the management of the historic environment, including the following:

- **Conservation Area Appraisal and Management Plans:** for each designated conservation area in the borough there is an accompanying appraisal which defines the significance of the area and a management plan which sets out suggested actions for preservation and enhancement
- **Good Design Guide (2020):** this provides supplementary guidance on design of development, and aims to raise design quality in the borough, all while ensuring that local identity and the heritage of the area is preserved and enhanced. The guide includes specific guidance on shop fronts and conversion of rural buildings, as well as character statements for each settlement in the borough
- **Neighbourhood Plans:** A Neighbourhood Plan can be used to identify what makes an area locally distinctive, influence design and protect the historic and natural environment. At the time of drafting this document there are seven Plans for areas within the borough, with further plans actively progressing

Local heritage "stakeholder" organisations

The borough benefits from a number of highly knowledgeable and committed stakeholder groups who share a passion for local history, heritage and the historic environment. Although complete coverage of the borough is not yet in place, local knowledge is often provided by the relevant Parish Council where there is no stakeholder group. A list of known local heritage groups and societies is included in Appendix 2.

In many cases these groups have produced educational material on their area of interest that is presented in a number of ways including interpretation boards, the installation of blue plaques, information contained in publications and web sites, and publicising heritage on social media.

Hinckley & District Museum has been open to the public since 1995 and hosts a diverse mix of collections, displays and activities that provide an invaluable representation of Hinckley and its environs, the borough, its people and history. These collections are an irreplaceable

learning resource for present and future generations and the museum provides opportunities for people to engage with heritage. Extensive collections on the history and culture of the borough are also held in the Leicestershire Records Office and the libraries located throughout the borough contain material on the local history of the area.

There are a number of attractions (both physical and natural) located throughout the borough that celebrate its heritage and provide a focus for tourism and recreation. These are managed and maintained by both public authorities and private or charitable organisations, and include the following (this is not an exhaustive list):

- The Battlefield Line steam railway
- Bosworth Battlefield Heritage Centre
- Market Bosworth Hall and Country Park
- Burbage Common and Woods
- Ashby Canal
- Groby Pool
- Thornton Reservoir
- Mallory Park motor racing circuit
- Triumph Motorcycles visitor centre
- Various buildings and sites that opened for public access (via Heritage Open Days weekends etc.)

There is also a Hinckley Business Improvement District (BID) which effectively promotes and develops projects to benefit local businesses within Hinckley town centre.

What does the council do?

The council has a full-time Conservation Officer who is based in Planning & Development Services. The main purpose of the officer is to provide specialist support for the council on matters relating to the historic environment and thus fulfilling the statutory duties of its preservation and enhancement. The role has a range of accountabilities including:

- Providing advice to elected members, officers and members of the public on all elements of the historic environment
- Analysing and defining the special interest of the historic environment
- Providing professional advice on statutory applications and assessing impacts from proposals upon heritage assets
- Preparing applications for funding and assisting with administering council funding streams
- Contributing to and writing plans, planning policies and evidence bases
- Completing building and area surveys and providing repair specifications
- Preparing, reviewing and appraising advice on existing and new designations including conservation areas and local listings
- Providing design analysis
- Engaging with communities and stakeholders

The council currently administers an Environmental Improvement Programme (EIP) which provides funding to deliver schemes that improve the physical environment within conservation areas or historic areas. Since its establishment in the mid-1990s the

programme has delivered numerous high-quality capital schemes either independently or in partnership with other organisations and by providing contributions to the private sector. Council grants are also available for parish and town councils and community groups for capital projects in the historic environment via the Parish Community Initiative Fund and the Hinckley Community Initiative Fund. Other occasional council funding streams do also become available. During 2022 – 2024 Government funding via the UK Shared Prosperity Fund (UKSPF) has also been used to run a Heritage Building Improvement Grant programme offering grants to private owners for repairs and enhancements to historic buildings and sites, and this grant programme is to be continued during 2025. UKSPF funding has also been utilised to support the Museum in developing their plans for an extension, and towards delivery of elements of the Bosworth 1485 Sculpture Trail.

Alternative opportunities to obtain funding for the historic environment are provided via organisations including the Arts Council, the Leicester & Leicestershire Business Skills Partnership (LLBSP) (formerly the Leicester & Leicestershire Enterprise Partnership (LLEP)), the National Lottery Heritage Fund, and Historic England, however the availability and suitability of funding from such sources does depend on the nature of the particular project and the application process can be very competitive. However, the council were successful in establishing a High Street Heritage Action Zone within Hinckley town centre with projects totalling £1.65m delivered during the period 2020-2024, thanks to circa. £0.65m match funding provided from Historic England and £0.5m from the LLEP to facilitate project delivery and heritage activities.

The council also direct individuals and organisations to alternative funding streams but often for the private individual looking to maintain or invest in the historic environment obtaining financial assistance can be challenging.

Heritage activities and projects delivered

The council has initiated and assisted in the delivery of a wide range of heritage activities and projects since the first Heritage Strategy was endorsed in 2018. A summary and highlights of the activities and project delivered under each of the key aims of the Strategy is provided below, followed by a short summary of lessons learned.

Aim 1. Increase understanding and awareness of heritage with improved accessibility

- Completion of an audit via Parish Councils and local heritage groups to identify the heritage of their area
- Awareness of heritage has been increased with the installation of numerous heritage interpretation boards (including via the Environmental Improvement Programme and the Hinckley High Street Heritage Action Zone), the installation of 13 new blue plaques, and with the production of heritage trails across various sites within the borough
- Continued support for the annual Heritage Open Days event
- The Hansom Cab was brought back to Hinckley and located within the Atkins building gallery
- Via the Hinckley High Street Heritage Action Zone production of a Building Maintenance Guide for historic property owners and enhancing information on listed building entries within Hinckley town centre

Aim 2. Implement positive action to manage and enhance heritage

- Statutory action has been taken to address the poor condition of the grade II* listed building Bradgate Stables with voluntary works now undertaken. An Options Appraisal has also been produced. All local authority activities have been grant aided by Historic England
- Development of a Local Heritage List, devised in part conjunction with a number of Neighbourhood Planning Groups, reinforcing the 'sense of place' within a locality by understanding and documenting its heritage
- Production of a Public Realm Masterplan and Wayfinding Strategy for Hinckley town centre to identify and guide delivery of enhancements to the public realm and usability of the Hinckley Town Centre Conservation Area. Developer contributions have been secured for the implementation of town centre projects and public realm enhancements
- A wide range and number of enhancements to both public and private buildings and sites located within the historic environment have been delivered during via the Environmental Improvement Programme and the UKSPF Heritage Building Improvement Grant
- Continued support has been to other Council departments in the development and delivery of projects with a focus on the historic environment via applicable funding streams, for example from the Parish & Community Initiative Fund and the Developing Communities Fund
- Delivery of capital projects via the Hinckley High Street Heritage Action Zone, including:
 - Shopfront reinstatement and building repairs completed via a third-party grant scheme
 - Public realm improvements to Church Walk, Castle Street, and town centre yards and jitties
 - Temporary establishment of a HSHAZ Hub with Atkins Building

Aim 3. Ensure a partnership approach to care for our heritage

- Ongoing support has been provided to Neighbourhood Planning Groups to ensure the historic environment is adequately planned for at the Neighbourhood level
- Establishment of a Heritage Forum to encourage capacity building in the voluntary sector, develop skills and effective means of communication. Members of the forum include Parish Councils, Local Heritage Groups and other heritage stakeholders. Forum meetings were held during 2019 and 2020
- The involvement of the Council's Heritage Champion in the assessment of blue plaque nominations to provide additional scrutiny to the process
- Production of conservation area and good practice articles in conjunction with Market Bosworth Society for publication

Aim 4. The promotion and enjoyment of heritage

- Support given to Hinckley & District Museum for development of the extension proposal with assistance provided for funding bids, facility maintenance and upgrades etc.

- Opening of the Triumph Visitor Centre with successful promotion of the attraction
- Delivery of the initiatives contained within the Heritage and Culture programme of the North Warwickshire and Hinckley & Bosworth Destination Management Plan (2017-2022)
- Development and delivery of the Bosworth 1485 Sculpture Trail
- Delivery of the community engagement and cultural programmes via the via the Hinckley High Street Heritage Action Zone

There were challenges to the successful delivery and implementation of the aims and objectives of the 2018 – 2023 Strategy and lessons to be learned, including:

- The impact of Covid-19 upon development and delivery of projects, particularly during 2020 and periods of lockdown, and legacy impacts including challenges raised by the pressure of inflation and increased project costs
- The required focus of the council's conservation resource upon the development and delivery of the Hinckley HSHAZ during 2020 – 2024 has led to difficulties in delivery numerous short-medium term objectives of the Heritage Strategy. Whilst some legacy activities from the HSHAZ remain, given completion of the projects there should be greater conservation resource during 2025 and beyond
- Delivery of some aims and objectives continue to rely on the time and will of the voluntary sector
- Ensuring information on heritage assets is fully up-to-date, accurate and accessible in resource intensive
- The council's conservation resource has to focus on statutory requirements, so heritage of 'less' significance, such as local heritage assets, cannot always be prioritised
- The difficulty of obtaining public funding means some aims may not be delivered fully, e.g. acquiring a budget to comprehensively address heritage at risk, securing funding to deliver key elements of the Hinckley Town Centre Public Realm Masterplan etc.

SUMMARY OF KEY ISSUES AND CHALLENGES

The current issues and challenges affecting heritage and the delivery of heritage activities in Hinckley and Bosworth are identified through a SWOT (strengths, weaknesses, opportunities, threats) analysis below. The analysis considers challenges from both the national and local level and will be refined following any comments received and gathered during the public consultation exercise. In some cases, an issue has multiple components and be demonstrated as both a strength and a weakness or provide an opportunity or a threat.

STRENGTHS

- Increasing levels of awareness and recognition of the importance of heritage and the historic environment as demonstrated by central and local government
- An established events calendar (including Heritage Open Days) where heritage assets are accessible and open to the public
- A committed Planning Enforcement Team providing an effective tool to control and ensure the pro-active management of the historic environment
- A considerable number of extremely knowledgeable local stakeholders who support heritage and have influence within their community
- An extremely interesting and thriving local Museum with aspirations for future growth
- Council membership of a Conservation Officers Forum for Leicestershire & Rutland which allows for the sharing of best practice in the management of the historic environment
- The council's recent experiences in delivering heritage-led regeneration projects
- The council's recent experiences in developing and delivering heritage-led tourism offer (e.g. Bosworth 1485 Sculpture Trail)

WEAKNESSES

- Constraints on the council's available heritage resources can create a focus on short term reactive and statutory work
- The length of time since conservation areas within the borough have had an updated appraisal and management plan
- The continued need for up-to-date, accurate and accessible information on heritage assets which confirm to all audiences why the asset is of significance and value
- The need for accessible information for interested stakeholders and heritage asset owners on skilled craftsmen operating within the borough
- The need for an expanded Heritage at Risk Register to identify buildings and sites within the historic environment that are most at risk of being lost as a result of neglect, decay or inappropriate development
- Limited sources and amounts of funding available to support heritage projects and deliver enhancements to the historic environment
- Heritage can sometimes be seen as academic, re-active and elitist and it is particularly difficult to engage with certain sections of the community

OPPORTUNITIES

- To use this strategy to identify and agree objectives, priorities and actions to ensure the council deliver effective and efficient management of its heritage and the historic environment
- To increase the number and types of heritage assets that are accessible and open to a wide range of people

- To support and develop means of training and learning to develop heritage skills and knowledge to those who need it
- To explore and grasp funding opportunities to deliver heritage projects, heritage-led regeneration and enhancements to the public realm
- Use voluntary sector expertise and resources to assist the council in delivery of projects and services
- Develop and expand partnership working with existing and new stakeholders
- To improve and provide effective engagement with local communities through different and innovative methods of communication
- To celebrate and promote achievement and best practice for exemplar projects within the historic environment that positively influences others
- Provision of further guidance and advice to assist with the management of the historic environment
- To utilise different mechanisms to contribute towards addressing the challenges posed by climate change and reducing carbon emissions

THREATS

- The potential conflict between development pressure and ensuring the significance of the historic environment is preserved and enhanced
- A continued shortage of skilled quality craftspeople which has the effect of increasing the cost of conservation works or reducing the quality of works
- An inability to effectively address Heritage at Risk through management techniques leading to the threat of heritage being lost as a result of neglect, decay or inappropriate development
- Continued limitations on available funding for maintenance and improvements to public and privately owned heritage assets which can perpetuate a lack of investment
- Loss of staff or resource at key stakeholder organisations which includes accumulated knowledge
- Ensure that proposals for the voluntary sector to assist in the delivery of the council's heritage services are realistic, appropriate, rewarding for participants and that there is not an overreliance on this sector

KEY AIMS, OBJECTIVES AND ASSOCIATED ACTIONS

Following review of the council's first Heritage Strategy 2018 – 2023 and assessment of successful delivery and lessons learned from initiatives, it is considered that the four key aims with associated objectives remain relevant to address the identified issues and challenges and deliver the vision of the revised strategy. The Action Plan identifies actions and initiatives to achieve each objective, to be developed and delivered over the next five years.

Many of the objectives are complimentary and ensure that the aims of the document will be achieved through a number of positive actions and initiatives, for example promotion of the historic environment will increase understanding and awareness.

KEY AIM 1 Increase understanding and awareness of heritage with improved accessibility

The historic environment is where we live, work and visit on a daily basis so it is personal to us all. In order to protect and enhance it, we need to ensure the management of change is based on a shared understanding of its value and importance. The council has a key role in enhancing the public's understanding, awareness and appreciation of the borough's historic environment and increasing physical accessibility to heritage. It has a responsibility to make sure expertise, knowledge, skills and resources are accessible to those who need it, and to develop new approaches and support existing means that assist improved understanding and management of historic assets.

The objectives to achieve this aim are:

- To ensure **information** on heritage assets is up-to-date, accurate and accessible
- To increase **accessibility** to the historic environment
- To support the development of **learning, skills and training**
- To support existing **educational resources**

KEY AIM 2 Implement positive action to manage and enhance heritage

Active management of the historic environment is an essential element in the protection and enhancement of heritage assets. There is a considerable range of positive action and intervention that the council can and has taken, ranging from heritage-led regeneration projects, offering grants for improvements to the historic environment, and enhancements to the public realm. Positive action is often essential to secure the future of heritage at risk and undertake planning enforcement to control unauthorised works to heritage assets. Often the council has a statutory duty or responsibility to take a lead role in these initiatives but does require the cooperation and support from others for a successful outcome.

The objectives to achieve this aim are:

- To ensure **conservation areas** are adequately protected and thoroughly understood
- To develop and adopt a **list of local heritage assets**

- To **maximise funding** opportunities to deliver **heritage-led regeneration** projects, enhancements to the public realm and historic environment
- To ensure the appropriate tools and advice are available to **guide decision taking** on heritage matters
- To provide **pro-active enforcement** and address **heritage at risk** through appropriate management techniques
- To address the wider challenges posed to the historic environment by **climate change**

KEY AIM 3
Ensure a partnership approach to care for our heritage

The borough's heritage resource is by its nature very fragmented and involves a wide ranging and diverse group of organisations, agencies, individuals and volunteer groups. The value of a partnership approach and collaborations to delivering the aims and objectives of this strategy is recognised and is vital to its success. It is considered that the council should play a central role in pulling together the interests of the heritage community.

The objectives to achieve this aim are:

- To maintain and develop **positive working practices** with heritage stakeholders
- To increase **community engagement** about heritage matters
- To ensure **integrated and joined-up working** within the council and between relevant local government partners

KEY AIM 4
The promotion and enjoyment of heritage

To complement the aims of increased understanding, improved management and collaboration the council has a fundamental role in promotion and developing a strong identity for the borough rooted in its history and heritage. The borough has a relatively strong tourism offer with based around heritage assets, but it has the potential for future growth, incorporating heritage assets at a range of scales and interests. Coordination of initiatives to allow for discovery and exploration, advertising best practice and celebrating achievements in the historic environment will ensure for a high quality and enjoyable experience for people, groups and communities when interacting with the borough's heritage.

The objectives to achieve this aim are:

- To promote a positive image and identity of the borough to **increase heritage related tourism**
- To support the **discovery and exploration** of heritage
- To advertise **best practice** in dealing with heritage
- To **celebrate and promote achievement** in the historic environment

ACTION PLAN

Timeframe for development and delivery of actions - Key
S = Short Term: Ongoing / 1 Year
M = Medium Term: 3 Years
L = Long Term: 3 – 5 Years

Aim 1. Increasing understanding and awareness of heritage with improved accessibility

Objective: To ensure information on heritage assets is up-to-date, accurate and accessible			
Action	Potential initiatives/partners	Monitoring	Timeframe
Support the development of the Leicestershire Historic Environment Record (HER) as the primary source of information for the historic environment	<ul style="list-style-type: none"> Determine how the borough council and other interested stakeholders can assist Leicestershire County Council in the development and accessibility of the record Promote the HER as the primary source of information to all interested stakeholders 	<ul style="list-style-type: none"> Number of HER visits User feedback 	S/M
Determine the need for improvements to the Conservation section of the council's website	<ul style="list-style-type: none"> Ensure an appropriate level of information about each type of heritage asset is available and accurate Increase level of signposting to alternative sources of information on the historic environment (including the HER, information from local amenity societies etc.) 	<ul style="list-style-type: none"> Number of website visits User feedback 	S/M
Ensure information on heritage assets is accurate	<ul style="list-style-type: none"> Approach and work with asset owners and interested stakeholders to ensure information on the borough's heritage assets is accurate and determine whether the level of information could be increased Approach Historic England with new and/or amended information to enrich the statutory list of heritage assets 	<ul style="list-style-type: none"> Audit of heritage asset record accuracy Number of records improved 	S/M
Improve awareness of heritage with increased accessibility to information	<ul style="list-style-type: none"> Provide means of further information, with the development or instigation of council schemes or support of schemes proposed by other stakeholders (e.g. blue plaques, heritage trails, interpretation boards, oral recording etc.) 	<ul style="list-style-type: none"> Development and delivery of schemes and projects 	S/M

Objective: To increase accessibility to the historic environment			
Action	Potential initiatives/partners	Monitoring	Timeframe
Explore the potential of increasing access to council owned collections and sites	<ul style="list-style-type: none"> • Audit the current collection and determine feasibility of providing access without comprising significance • Audit current sites and determine feasibility of providing access without comprising significance • Determine whether accessibility improvements are required or can be made to sites that are already open to the public 	<ul style="list-style-type: none"> • Number of collections and sites open and accessible • Number of visits • Visitor feedback 	S/M
Increase the number of heritage assets that are accessible and open to the public	<ul style="list-style-type: none"> • Determine the feasibility of increased accessibility with asset owners and managers • Create new initiatives and expand existing events (including Heritage Open Days) that allow public access to heritage assets and the historic environment • Promote all external (not borough council organised) events across the borough that provide access to heritage (e.g. Hinckley Museum etc.) 	<ul style="list-style-type: none"> • Number of sites open and accessible • Number of events • Number of visits • Visitor feedback 	M

Objective: To support the development of learning, skills and training			
Action	Potential initiatives/partners	Monitoring	Timeframe
Encourage further capacity building in the voluntary sector and in the community through heritage activities and projects	<ul style="list-style-type: none"> • Assist voluntary organisations and local societies in developing the skills to enable heritage activities and projects to be delivered 	<ul style="list-style-type: none"> • Number of successful activities and projects delivered • Capacity building 	S/M
Develop links with the employment sector and appropriate training and educational centres to increase the level of skilled craftspeople	<ul style="list-style-type: none"> • Determine the feasibility of introducing the understanding of traditional construction methods and crafts to be delivered (as part of the curriculum or singular training events) at local training and educational centres (including North Warwickshire and South Leicestershire College) • Determine whether local contractors are willing to develop apprenticeship schemes or offer similar professional development opportunities • External funding bodies, such as the National Lottery Heritage Fund, require projects to make a difference to people so if 	<ul style="list-style-type: none"> • Development of curriculum or singular training events • Number of apprenticeships and professional development opportunities 	M/L

	funding is secured training can be provided when key projects are being implemented (likely delivered by a combination of heritage training providers, the borough council, local contractors etc.)	<ul style="list-style-type: none"> • Delivery of activities as part of successful funding schemes 	
Offer training opportunities and capacity building at the council and for associated partners	<ul style="list-style-type: none"> • Develop an internal training programme for related professionals as part of a wider continued professional development programme. Similar could be offered to members of the public and elected members 	<ul style="list-style-type: none"> • Number of training events delivered 	M/L

Objective: To support existing educational resources			
Action	Potential initiatives/partners	Monitoring	Timeframe
Build upon good practice and excellence in educational provision	<ul style="list-style-type: none"> • Direct interest to and support excellent existing educational resources including local libraries, Hinckley & District Museum, Leicestershire Records Office, the Leicestershire Historic Environment Record, and electronic resources (such as Hinckley & District Past & Present, Hinckley Past & Present etc.) • Support any events and activities undertaken by local stakeholders that increase educational awareness of the historic environment 	<ul style="list-style-type: none"> • Increased access to education resource • Number of events and activities delivered 	M/L

Aim 2. Implement positive action to manage and enhance heritage

Objective: To ensure conservation areas are adequately protected and thoroughly understood			
Action	Potential initiatives/partners	Monitoring	Timeframe
Undertake reviews of existing conservation area appraisals and management plans with delivery assessed against a timetable of review	<ul style="list-style-type: none"> The borough council will take the lead with resource assistance sought from relevant Parish Councils, local amenity groups and interested parties. Ensure all appraisals and management plans have a consistent format Training on completing area assessments can be provided by the borough council or Historic England (and associated consultants) as undertaken elsewhere 	<ul style="list-style-type: none"> Number of reviews completed against timetable 	S
Consider whether new conservation area designations are appropriate	<ul style="list-style-type: none"> Identify potential areas for designation and complete surveys and assessment with relevant Parish Councils, Neighbourhood Plan Groups, local amenity groups and interested parties 	<ul style="list-style-type: none"> Completion of surveys and assessments 	S/M

Objective: To develop and adopt a list of local heritage assets			
Action	Potential initiatives/partners	Monitoring	Timeframe
Develop and adopt the list of local heritage assets	<ul style="list-style-type: none"> Identify potential assets for the list based on the selection criteria with relevant Parish Councils, local amenity groups and interested parties. Produce list and guidance and seek adoption Seek collaboration with Neighbourhood Planning Groups to identify local heritage assets in Neighbourhood Plans complimented by relevant policies to provide management 	<ul style="list-style-type: none"> Adoption of list with regular review Number of Neighbourhood Plans including identification of assets 	S

Objective: To maximise funding opportunities to deliver heritage-led regeneration projects, enhancements to the public realm and historic environment			
Action	Potential initiatives/partners	Monitoring	Timeframe
Continue to deliver enhancements to the historic environment via the Environmental	<ul style="list-style-type: none"> Continue to work with Parish Councils and interested stakeholders to identify and deliver a wide range of projects 	<ul style="list-style-type: none"> Successful delivery of programmes to existing budget 	S

Improvement Programme and UKSPF Heritage Building Improvement Grant	<ul style="list-style-type: none"> Explore opportunities for an increased number of projects that could be delivered by the programmes, particular using potential works identified in Conservation Area Management Plans Determine feasibility of increasing the EIP budget and the potential extra resource required to deliver an expanded programme 	<ul style="list-style-type: none"> Successful delivery of expanded scheme via and increased budget 	
Explore and grasp opportunities to regenerate historic sites and areas in both an urban and rural context	<ul style="list-style-type: none"> Working with all interested stakeholders to formally identify priorities for investment and regeneration across the borough Grasp opportunities should they be presented by market forces Explore funding opportunities to deliver regeneration when they are available, this can be from both council sources (such as the Developing Communities Fund) and external sources (Heritage Lottery Fund, Historic England, LLEP etc.) Assist with the delivery of key actions relating to heritage-led regeneration within the Corporate Plan, Economic Regeneration Strategy, and emerging Hinckley Town Centre Strategy Determine demand and feasibility of particular growth industries being located within historic buildings, such as creative industries etc. 	<ul style="list-style-type: none"> Formal identification of opportunity sites Number of sites coming forward Inward investment Determine demand for growth industries 	S/M
Explore and grasp opportunities to improve shop fronts and the public realm across the borough (this will be a complementary aim to addressing heritage at risk in some areas)	<ul style="list-style-type: none"> Working with all interested stakeholders to formally identify priorities for improvements across the borough, likely to be a focus on town and district centres Consider need for additional guidance for particular centres to promote positive shop front design Explore funding opportunities to deliver improvement schemes when available, this can be from both council sources and external sources 	<ul style="list-style-type: none"> Formal identification of improvements Number of improvements implemented 	S/M

Objective: To ensure the appropriate tools and advice are available to guide decision taking on heritage matters			
Action	Potential initiatives/partners	Monitoring	Timeframe
Provide clear and timely professional advice on statutory	<ul style="list-style-type: none"> Maintain a clear protocol for consultation responses and monitoring to ensure specialist advice is provided to Development Management in a timely manner 	<ul style="list-style-type: none"> Advice provided within timeframe 	S

applications to allow for effective decision taking	<ul style="list-style-type: none"> • Ensure negotiation and discussion with Development Management applicants and consultees to ensure applications (at pre or submitted stage) are of a satisfactory standard to obtain approval • Explore funding opportunities to deliver improvement schemes when available, this can be from both council sources and external sources 	<ul style="list-style-type: none"> • Number of sound decisions issued 	
Ensure heritage and the historic environment is given full and due consideration in the development of the Local Plan, planning policies and associated evidence bases	<ul style="list-style-type: none"> • Ensure early engagement with Planning Policy and the local community to identify potential impacts upon heritage assets within the development of the Local Plan • Determine if further guidance or advice is required on any elements of the historic environment and produce documents at an appropriate level • Provide complementary support and advice where required – e.g. on proposed Design Codes 	<ul style="list-style-type: none"> • Progress of Local Plan • Development and endorsement of evidence bases and guidance 	S/M
Encourage further capacity building of existing council resources	<ul style="list-style-type: none"> • Consider establishing a programme of capacity building and training for relevant Planning staff and local members 	<ul style="list-style-type: none"> • Number of training events delivered • Capacity building 	S/M

Objective: To provide pro-active enforcement and address heritage at risk through appropriate management techniques			
Action	Potential initiatives/partners	Monitoring	Timeframe
Identify buildings and sites within the historic environment that are most at risk of being lost as a result of neglect, decay or inappropriate development	<ul style="list-style-type: none"> • Support Historic England with the survey and identification of grade I and grade II* listed buildings and other heritage assets that fall within their remit of survey • Council to complete annual survey of grade II listed buildings. Determine level of support that can be provided from local stakeholders to complete surveys based on standard methodology. Provide training if required • Continue to complete risk surveys of conservation areas, likely in line with conservation area appraisal reviews • Determine if any further heritage assets require surveying at the local level 	<ul style="list-style-type: none"> • Survey to be completed annually • Publication of Local Risk Register 	S

	<ul style="list-style-type: none"> • Publish a local risk register that identifies all buildings and sites considered to be at risk and in most need for action 		
Determine appropriate actions and management techniques to address heritage at risk	<ul style="list-style-type: none"> • Determine effective management techniques for each site and type of heritage asset (Article 4 directions, enforcement action etc.). Provide training or advice for particular issues • Instigate positive discussion and negotiation with those responsible for each heritage asset to address particular issues • Signpost and promote existing effective guidance documents and advice to ensure that heritage is effectively managed and does not become at risk in the first place • Provide recognition and promote positive action where buildings have been removed from the Risk Registers 	<ul style="list-style-type: none"> • Number of sites removed from the Local Risk Register • Instigation of management techniques (Article 4 Directions made etc.) 	S/M
Where reasonable ensure that appropriate and timely enforcement action is pursued to address heritage at risk	<ul style="list-style-type: none"> • Determine if and what type of enforcement action will be appropriate working with the council's Enforcement Team and in accordance with the Enforcement Protocol • Promotion of successful outcomes and negotiations 	<ul style="list-style-type: none"> • Number of successful outcomes • Reduction in enforcement cases 	S/M

Objective: To address the wider challenges to the historic environment posed by climate change			
Action	Potential initiatives/partners	Monitoring	Timeframe
Encourage better management and maintenance of our historic assets to address climate change challenges	<ul style="list-style-type: none"> • Provide guidance and advice to all stakeholders on the positive contribution that the retention, repair, retrofit and reuse of historic buildings can make to climate change mitigation. Include signposting to existing comprehensive guidance produced by others e.g. Historic England • Provide guidance and support to assist implementation of energy efficiency improvements to Council owned heritage assets, as in accordance with the objectives of the Climate Change and Biodiversity Strategy 	<ul style="list-style-type: none"> • Number of instances of guidance/advice implemented • Number of improvements delivered 	S/M
Exploration of Planning mechanisms to ensure	<ul style="list-style-type: none"> • Determine the soundness of Planning policies and similar mechanisms that require a retrofit before demolition approach to 	<ul style="list-style-type: none"> • Development and implementation of policy 	M

climate change challenges	development. Utilise Policy examples from elsewhere and assess success of implementation <ul style="list-style-type: none">• Explore contemporary ideas and mechanisms for addressing the climate change challenge		
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Aim 3. Ensure a partnership approach to care for our heritage

Objective: To maintain and develop positive working practices with heritage stakeholders			
Action	Potential initiatives/partners	Monitoring	Timeframe
Ensure and maintain a positive working relationship with heritage bodies to ensure the successful management of the historic environment	<ul style="list-style-type: none"> • Ensure all local and national consultees feel their input into the plan-making and decision-taking process is worthwhile • Conservation Officer to continue to provide professional support and advice to heritage bodies on general issues with the management of the historic environment • Continue to seek support and advice from relevant local heritage groups on matters within their area of interest • Continue to work with and support Parish Councils and interested local stakeholders to identify and deliver a wide range of projects to enhance the historic environment 	<ul style="list-style-type: none"> • Consultee feedback • Stakeholder feedback • Effective service delivery • Delivery of projects 	S/M
Ensure the council retains active representation on the Leicestershire & Rutland Conservation Officers Forum and as part of other relevant professional associations	<ul style="list-style-type: none"> • Continue to have active participation in the Forum as a means of positive interaction with conservation professionals across the county and region • Conservation Officer to maintain involvement with the Institute of Historic Building Conservation (IHBC) so can ensure there is a relationship between the IHBC and county practitioners 	<ul style="list-style-type: none"> • Continued involvement with Forum • Continued officer membership and involvement with IHBC 	S

Objective: To increase community engagement about heritage matters			
Action	Potential initiatives/partners	Monitoring	Timeframe
Ensure the conservation of the historic environment is reflected within Neighbourhood Planning	<ul style="list-style-type: none"> • Explain how the historic environment is often a fundamental component of local character and that it should be incorporated in Neighbourhood Plans, providing a means of effective engagement with communities in planning for their area • Continue to support the positive role of the historic environment in adopted plans and through development of new plans 	<ul style="list-style-type: none"> • Successful engagement during the Neighbourhood Planning process 	S

Determine community interest in heritage and formalise methods of engagement	<ul style="list-style-type: none"> Re-establish the Heritage Forum and determine frequency of meetings 	<ul style="list-style-type: none"> Number of Forum meetings 	S/M
Explore and support initiatives to get more people and communities involved in heritage	<ul style="list-style-type: none"> Support all existing heritage events delivered by the council and external groups and consider how their appeal could be widened to more people and groups Identify particular non-heritage events which could be utilised to showcase the rich and diverse heritage of the borough. Initiatives could include “pop-up” heritage stalls and displays, etc., as often undertaken by local groups Consider a range of engagement methods (social media, physical displays etc.) to encourage involvement Consider focussing methods of engagement on underrepresented groups within the community 	<ul style="list-style-type: none"> Number of participants in events Interest shown by individuals and groups Website visits etc. 	S/M

Objective: To ensure integrated and joined-up working within the council and between relevant local government partners			
Action	Potential initiatives/partners	Monitoring	Timeframe
Ensure that the value and benefits of heritage are understood as a corporate asset and responsibility and establish clear and appropriate roles and responsibilities	<ul style="list-style-type: none"> Ensure heritage and the historic environment is reflected within the Corporate Plan and any later revisions Continue to brief relevant members of the Council Executive of the benefits and values of heritage. The council has a Heritage Champion and relevant Executive members to ensure integrated corporate working 	<ul style="list-style-type: none"> Successful functioning of the Executive Heritage Champion ensuring integration 	S
Ensure that appropriate communication networks and consultation protocols are established and maintained in order that heritage is dealt with in a collaborative way	<ul style="list-style-type: none"> Ensure the role of the heritage and the historic environment is promoted and understood when strategic decisions are being made. Officer involvement in relevant steering groups etc. Follow internal consultation protocol during development management process. External consultation protocol is in place to work with Leicestershire County Council departments (highways, archaeology, ecology etc.) Continue practice of informal discussion between officers where relevant to effectively manage heritage 	<ul style="list-style-type: none"> Satisfactory representation in steering groups etc. Following of consultation protocol 	S/M

Support the development of the Leicestershire Historic Environment Record (HER) (see aim 1)	<ul style="list-style-type: none"> • Determine how the borough council and other interested stakeholders can assist Leicestershire County Council in the development of the record to ensure information on heritage assets is up-to-date, accurate and accessible 	<ul style="list-style-type: none"> • Number of HER visits • User feedback 	S/M
Ensure that council owned and managed heritage assets have appropriate conservation and management plans in place	<ul style="list-style-type: none"> • Provide advice and assistance to Asset Management team (and any other relevant team) to ensure these plans are in place and to an appropriate standard • Recognise any resource implications to implement the plans 	<ul style="list-style-type: none"> • Production of plans • Implementation of plan recommendations 	M/L

Aim 4. The promotion and enjoyment of heritage

Objective: To promote a positive image and identity of the borough to increase heritage related tourism			
Action	Potential initiatives/partners	Monitoring	Timeframe
Promote and support the existing tourism offer of key heritage assets	<ul style="list-style-type: none"> Promote all council and external heritage events and sites across the borough which provide access to heritage (e.g. Hinckley Museum etc.) through appropriate publicity. Provide officer support where possible to all sites/events Determine whether the tourism offer of existing sites can be improved or expanded and support the development of associated infrastructure and projects, e.g. Bosworth 1485 Sculpture Trail 	<ul style="list-style-type: none"> Number of sites open and accessible Number of events Number of visits Visitor feedback 	S/M
Promote and publicise a positive image of the borough's historic identity	<ul style="list-style-type: none"> Promote a positive image of the borough and its heritage assets through publications, media, supporting events etc. Consider development of heritage specific events Utilise the role of Heritage Champion to provide a positive image of the council's and promote heritage Promote the 'Destination Hinckley' brand for Hinckley town centre 	<ul style="list-style-type: none"> Number of publications (etc.) developed and produced Development of events Feedback on image and identity 	S/M
Explore new and innovative tourism initiatives from key heritage assets	<ul style="list-style-type: none"> Determine whether existing heritage assets could be developed as a destination in their own right or positioned in a way to offer a unique product. Determine the feasibility of product development (use of relevant baseline economic/tourism data (e.g. ONS/STEAM etc.) 	<ul style="list-style-type: none"> Relevant data outputs etc. New sites open and accessible Visitor feedback 	M/L

Objective: To support the discovery and exploration of heritage			
Action	Potential initiatives/partners	Monitoring	Timeframe
Develop the council's collection and support the collections development of heritage partners	<ul style="list-style-type: none"> Determine the feasibility of displaying items of the councils heritage collection accompanied with interpretation and promotion Provide support to Hinckley and District Museum with their bid to expand their collection and construct an extension 	<ul style="list-style-type: none"> Compilation of inventory Collections development 	S/M

	<ul style="list-style-type: none"> Grasp opportunities to acquire heritage items to be added to collections (displayed at the council owned sites, the Museum or other relevant sites) and compile and advertise an inventory of associated heritage items located outside of the borough 	<ul style="list-style-type: none"> Progression of Museum funding application 	
Increase accessibility to the historic environment to allow for discovery and exploration (see the actions for aim 1: objective – to increase accessibility to the historic environment)	<ul style="list-style-type: none"> Support new and innovative events that provide access for a wide range of people, groups and communities Support the infrastructure requirements around existing and new events 	<ul style="list-style-type: none"> Number of events Number of visits Visitor feedback 	S/M
Improve awareness of heritage with improved accessibility to information to allow for discovery and exploration (also see the actions for aim 1: objective – to ensure information on heritage assets is up-to-date, accurate and accessible)	<ul style="list-style-type: none"> Promote all schemes and projects and ensure that the content and information is accessible to all people, groups and communities Develop digital technology and online solutions to increase awareness and support discovery Support researchers and historians with means of discovery and exploration 	<ul style="list-style-type: none"> Development and delivery of schemes and projects Development of online solutions 	S/M

Objective: To advertise best practice in dealing with heritage			
Action	Potential initiatives/partners	Monitoring	Timeframe
Ensure accessibility to existing skills registers	<ul style="list-style-type: none"> Provide accessibility through appropriate means to existing databases and skills registers for use by interested stakeholders and heritage asset owners 	<ul style="list-style-type: none"> Identification and monitoring of registers and databases 	S
Promote best practice in dealing with heritage in the borough	<ul style="list-style-type: none"> Advertise and publicise the development and delivery of works, projects and schemes within the borough that have been carried out to a high standard as an exemplar to others Publicise the achievements of the Environmental Improvement Programme and other relevant funding schemes 	<ul style="list-style-type: none"> Regular publications 	S/M

Develop and publicise a local craftsman and skills register	<ul style="list-style-type: none"> • Identify craftsmen who have undertaken works to heritage assets within the borough that have been completed to a high standard • Determine the geographical scope of their works and seek references from elsewhere • Publish and maintain a register for use by interested stakeholders and heritage asset owners 	<ul style="list-style-type: none"> • Development, publication and maintenance of register 	M/L
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Objective: To celebrate and promote achievement in the historic environment			
Action	Potential initiatives/partners	Monitoring	Timeframe
Continue to promote the regeneration of the Atkins building as an exemplar of council-led redevelopment	<ul style="list-style-type: none"> • Promote achievements through appropriate means • Utilise it as an example of successful project delivery to assist in the development of funding bids etc. • Utilise the building as a priority to host conferences and events, particularly those with a heritage focus 	<ul style="list-style-type: none"> • Promotion of project • Number of events held at the building 	S
Develop a Conservation and Design Awards scheme to provide recognition for exemplar projects	<ul style="list-style-type: none"> • Determine feasibility and interest in an annual awards scheme that demonstrates best practice in conservation and design • Entries could include conversions, restorations, new build categories etc. • Determine make up of a judging panel, likely to consist of representatives from Historic England, the borough council, local amenity societies, architectural practices etc. • Promote achievements through appropriate means 	<ul style="list-style-type: none"> • Establishment of awards scheme 	L

IMPLEMENTATION AND REVIEW OF ACTION PLAN

Delivery of the Action Plan will be dependent upon a strong relationship between the borough council and its key partners, alongside the ongoing and continued delivery of actions and statutory functions by the council's existing resource. Where appropriate working and steering groups will be instigated to develop and guide actions and initiatives. It is likely in some cases that extra council funding or resources may be required to fully realise and deliver actions and initiatives, and where reasonable a business case will be made.

There will be the need for regular monitoring of the Action Plan to determine the progress of the development and delivery of actions, therefore progress reports will be provided on an annual basis. Where actions are not being delivered or timescales are not being met there will be the need to adapt accordingly.

CONCLUSION

Local authorities are required to set out a positive strategy for the conservation and enjoyment of the historic environment. The council's Heritage Strategy provides the framework for how we understand, manage, enhance, promote and enjoy the borough's rich and diverse heritage in the immediate and long-term. It has reviewed the national and local heritage context, identified strengths, weaknesses, opportunities and threats for the service before identifying key aims and objectives to be achieved through the delivery of a detailed Action Plan. The strategy establishes the council's direction of travel to form the basis for scoping and prioritising the future work of the council's heritage resource, whilst ensuring that the service delivers the council's corporate ambitions of providing opportunities for people, places, and prosperity.

APPENDIX 1. CONSULTATIONS SUMMARY

A round of public consultation on the draft Heritage Strategy 2025 – 2029 and its associated Action Plan took place between 16 June 2025 and 25 July 2025.

Consultee comments were requested on the content of the Strategy and Action Plan, with specific questions asked. Comments received are summarised below alongside with relevant officer responses as to how the comments have been incorporated within the final version of the Strategy and Action Plan.

Question 1. What do you consider to be Hinckley and Bosworth’s heritage?

25 relevant comments were received identifying a range of different types of heritage within the borough. All types of heritage have been adequately identified and summarised within the “What is Heritage” and “What is the heritage of Hinckley and Bosworth?” sections of this document.

Question 2. What aspects of the borough’s heritage do you value, care for and enjoy?

28 relevant comments were received identifying a wide range of different types of heritage within the borough that people value, care for and enjoy. All types of heritage have been adequately identified and summarised within the “What is Heritage” and “What is the heritage of Hinckley and Bosworth?” sections of this document.

A common theme was identification of Bosworth Battlefield as a heritage asset that is valued and enjoyed.

Question 3. Are there any themes of the borough’s heritage you would like to highlight?

15 relevant comments were received highlighting different types of heritage within the borough. All highlighted heritage has been adequately identified and summarised within the “What is the heritage of Hinckley and Bosworth?” section of this document.

Common themes of heritage highlighted in the comments included Bosworth Battlefield and the hosiery industry.

Question 4. What do you consider to be the issues affecting the heritage of the borough?

24 relevant comments were received identifying a range of issues affecting the borough.

Common themes emerged regarding:

- *the pressure from new development and the adverse impact such development can have on the historic environment and heritage.* The threat to heritage of the borough caused by the potential conflict between development pressure and ensuring the significance of the historic environment is preserved and enhanced is identified within the “Summary of Key Issues and Challenges” section of the Background and Action Plan document. The conservation of heritage assets is managed by the local planning authority through the application of existing planning policy frameworks when new development is proposed.

- *Insufficient funding to conserve and enhance heritage assets.* The weakness and threat to the preservation and enhancement of heritage within the borough posed by a lack of funding is identified within the “Summary of Key Issues and Challenges” section of the Background and Action Plan document. Where funding can be secured this also presents an opportunity to preserve and enhance heritage and this is recognised in the “Summary of Key Issues and Challenges” section of the Background and Action Plan document. The Council will continue to seek to achieve the objective of maximising funding opportunities, as identified within aim 2 (implement positive action to manage and enhance heritage) of the Strategy.

Question 5. How could the borough’s heritage be better managed and enhanced?

19 relevant comments were received identifying how respondents believed the borough’s heritage could be better managed and enhanced.

Where suggested actions and initiatives are achievable, they have been incorporated into the Strategy under the relevant aim.

Question 6. Do you have any comments on the proposed vision, strategic aims and objectives of the Heritage Strategy?

11 relevant comments were received, the majority of which supported the proposed vision, strategic aims and objectives of the Strategy.

Based on the content of the comments, no revisions to the proposed vision, strategic aims and objectives are required.

Question 7. Do you have any general comments on the proposed Heritage Strategy and Action Plan documents?

11 further relevant comments were received, the majority of which support the content of the Strategy.

A small number of comments were received suggesting that the Strategy is too focused on Hinckley rather than other settlements, however the Strategy is clear in that actions and initiatives are applicable to and proposed for the whole borough.

APPENDIX 2. NATIONAL AND LOCAL AMENITY SOCIETIES

NATIONAL AMENITY SOCIETIES

- The Council for British Archaeology
- The Gardens Trust
- The Georgian Group
- Historic Buildings and Places (formerly The Ancient Monuments Society)
- The Society for the Protection of Ancient Buildings
- The Victorian Society
- The Twentieth Century Society

LOCAL HISTORY AND CIVIC SOCIETIES

- Ashby Canal Association
- Atherstone Civic Society (also covers Witherley Parish)
- Burbage Heritage Group
- Desford & District Local Heritage Society
- Earl Shilton Local History Group
- Hinckley & District Museum
- Hinckley Archaeological Society
- Hinckley District Past and Present
- Hinckley Past and Present
- Market Bosworth Society
- Markfield Local History Group
- Ratby Local History Group
- Sheepy Local History Society
- Stoke Golding Heritage Group