

# Walsall Heritage Strategy

2021-2026



## Online Public Consultation Response

Online survey live:  
15th July – 11th August



Walsall Council



## Structure:

The purpose of this consultation was to engage the wider public with our collective heritage, share their experience and identify new ways to get involved. Everyone's contribution will help to co-create our new approach to unlocking the value of heritage over the coming years, shaping the future of the Borough.

### Heritage perception:

A series of questions designed to better understand public perception around heritage, including relevancy, themes, condition, and awareness.

### Response to the Draft Walsall Heritage Strategy:

A series of questions to ascertain the approval of the draft strategy, identifying omissions or areas for improvement. This includes both ratings of approval and open text boxes. Feedback has been considered and amendments made to the Strategy as appropriate.

# Examples of reach through stakeholders:



National Lottery Heritage Fund Midlands & East  
@HeritageFundM\_E

...

Do you live, work or visit [#Walsall](#)? Have your say on their draft Heritage Strategy 📌

**Walsall Council** @WalsallCouncil · Jul 20

We want your views on the draft Walsall Heritage Strategy (2021-2026), reflecting the borough's diverse history to unlock its creative spirit.  
Find out more: [walsall.gov.uk/heritagestrate...](http://walsall.gov.uk/heritagestrate...)  
Survey deadline: 11th August  
Made possible by @HeritageFundUK, thanks to National Lottery players



4:14 PM · Jul 20, 2021 · Twitter Web App



Have your say on the [@WalsallCouncil](#) Draft Walsall Heritage Strategy.

The council are encouraging as many responses as possible to find out people's thoughts about heritage, its role across the Borough and key priorities.  
Consultation closes on 11 August.  
[go.walsall.gov.uk/heritagestrate...](http://go.walsall.gov.uk/heritagestrate...)



One Walsall and 9 others



Are you interested in [#Walsall](#)'s rich and diverse history? 📌

Don't forget to complete the [@WalsallCouncil](#) Draft Heritage Strategy by TODAY if you want to have your say 🕒

Learn more: [orlo.uk/zml0X](http://orlo.uk/zml0X)

[#WMCulture](#) [#HeritageFund](#) [#HaveYourSay](#)  
[#HeritageStrategy](#)



8:45 AM · Aug 11, 2021 · Orlo



A great opportunity to have input....

**Walsall Council** @WalsallCouncil · Jul 20  
We want your views on the draft Walsall Heritage Strategy (2021-2026), reflecting the borough's diverse history to unlock its creative spirit.  
Find out more: [walsall.gov.uk/heritagestrate...](http://walsall.gov.uk/heritagestrate...)  
Survey deadline: 11th August  
Made possible by @HeritageFundUK, thanks to National Lottery players



12:15 PM · Jul 21, 2021 · Twitter Web App



Public Consultation: Draft Walsall Heritage Strategy (2021-2026)

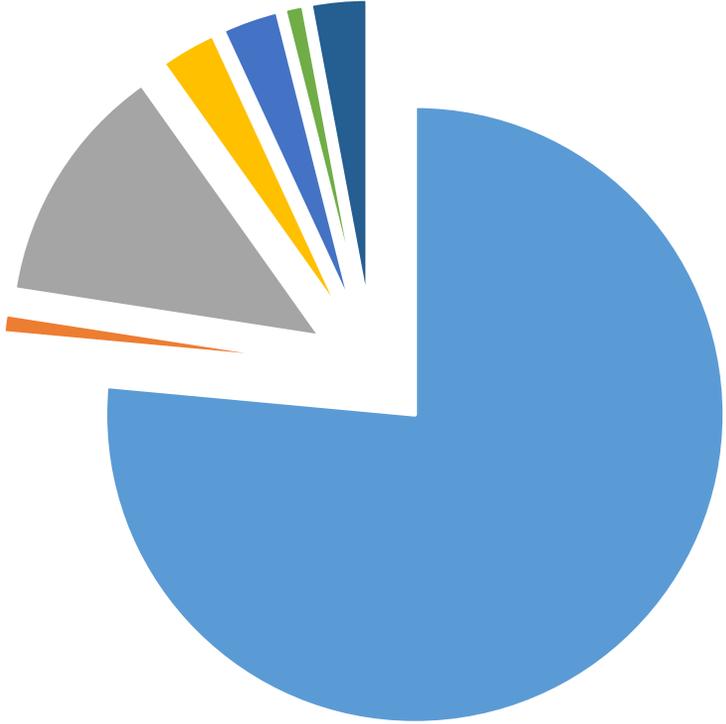
Documentation and a survey is now live on the [@WalsallCouncil](#) website until midnight 11th August.

Please visit: [go.walsall.gov.uk/heritagestrate...](http://go.walsall.gov.uk/heritagestrate...)

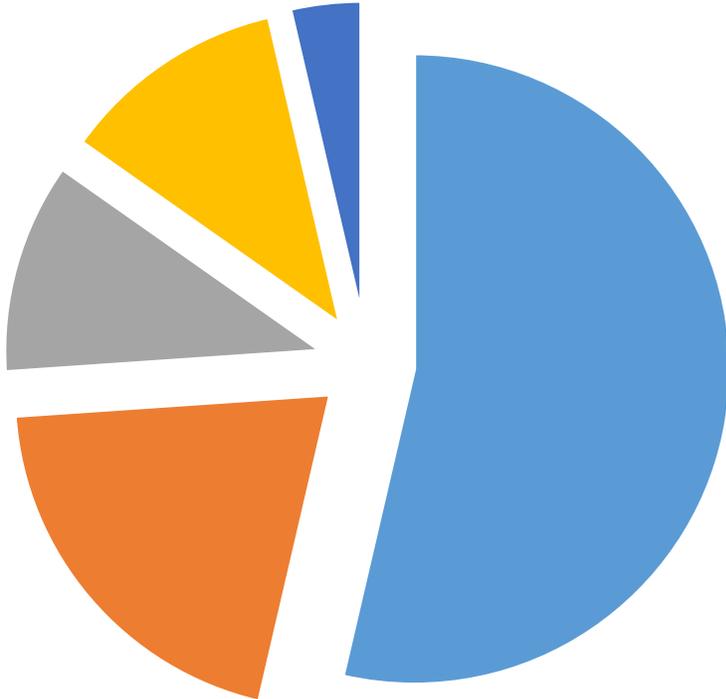


9:30 AM · Jul 20, 2021 · Hootsuite Inc.

# Respondents



- Individual 78% (62)
- Business / Organisation 1% (1)
- Community or voluntary organisation 13% (10)
- Special Interest Group / Organisation 3% (2)
- Education Sector 3% (2)
- Health Sector 1% (1)



- Currently live in the borough of Walsall 74% (59)
- Currently work in the borough of Walsall / from home for a Walsall based employer 28% (22)
- Previously lived in the borough of Walsall 15% (12)
- Previously worked in the borough of Walsall 16% (13)
- Never lived or worked in the borough of Walsall 5% (4)



■ Female 56% (45)    ■ Male 41% (33)    ■ Prefer not to say 3% (2)



■ Age: 16-24 0% (0)    ■ 25-44 23% (18)  
■ 45-64 43% (34)    ■ 65 and over 28% (22)  
■ Prefer not to say 6% (5)



- White 84% (66)
- Mixed / multiple ethnic groups 0% (0)
- Asian or Asian British 3% (2)
- Black / African / Caribbean / Black British 3% (2)
- Other ethnic group 1% (1)
- Prefer not to say 10% (8)



- Age: 16-24 0% (0)
- 25-44 23% (18)
- 45-64 43% (34)
- 65 and over 28% (22)
- Prefer not to say 6% (5)

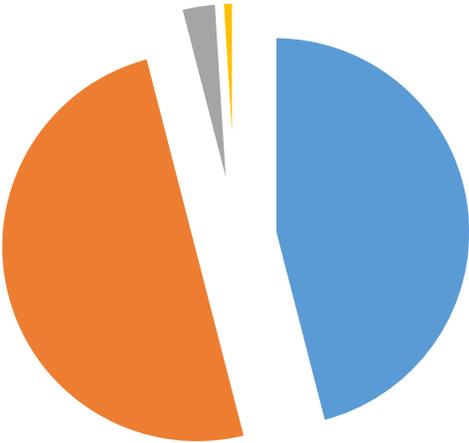
How much did respondents know about Walsall's heritage?



■ A great deal 30% (24)    ■ Some 70% (56)    ■ Nothing 0

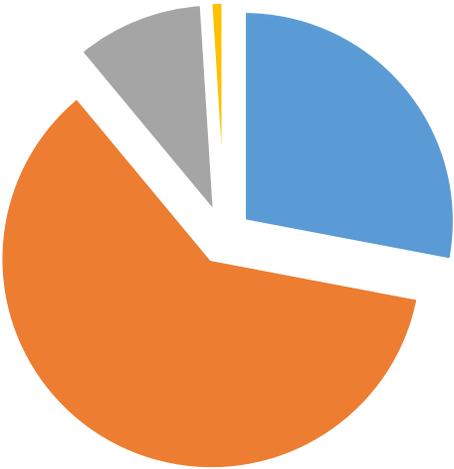
To what extent, if at all, did respondents feel:

Proud of Walsall's heritage?



- Very much so 46% (37)
- To some extent 50% (40)
- Not at all 3% (2)
- I don't know 1% (1)

Connected to Walsall's heritage?



- Very much so 28% (22)
- To some extent 61% (49)
- Not at all 10% (8)
- I don't know 1% (1)

That Walsall's heritage reflects its diverse communities?



- Very much so 13% (10)
- To some extent 50% (40)
- Not at all 23% (18)
- I don't know 15% (12)

## Prior to COVID-19 in what ways respondents engaged with aspects of the borough's heritage:

- 10 (13%) Been a member of a local heritage group e.g. Walsall Civic Society
- 12 (15%) Been a member of some other Walsall special interest group e.g. photography
- 67 (84%) Explored Walsall's parks, green spaces and countryside
- 66 (83%) Explored Walsall's towns and urban areas
- 58 (73%) Used internet and social media
- 58 (73%) Visited Walsall's archives at Walsall Lichfield Street Hub, Walsall Leather Museum, New Art Gallery Walsall
- 43 (54%) Researched local history / family history / ancestry
- 37 (46%) Read, listened to or watched archive material (printed, audio and film)
- 33 (41%) Attended events / ceremonies (Mayor Making, Walking the Fair, Sister Dora Service)
- 59 (74%) Talked to someone about Walsall's heritage, history and past
- 0 (0%) None of these
- 8 (10%) Other
  - Other, please tell us*
  - 13 (100%)

## How, if at all, respondents preferred to engage with and learn about Walsall's heritage:

- 75 (94%) See it in person
- 62 (78%) Look online
- 47 (59%) Read books / printed material
- 46 (58%) Attend a talk / event
- 62 (78%) Visit a museum or gallery
- 29 (36%) Listen to audio / watch videos
- 51 (64%) Talk informally with others
- 32 (40%) Develop / support new heritage projects
- 1 (1%) None of these
- 1 (1%) Other
  - Other, please tell us*
  - 3 (100%)

**How important or not were each of the following aspects of heritage to respondents:**

|   | <i>Very important</i> | <i>Fairly important</i> | <i>Not important</i> | <i>Not important at all</i> | <i>Don't know</i> |
|---|-----------------------|-------------------------|----------------------|-----------------------------|-------------------|
| Built heritage: historic buildings and areas  | 72 (90%)              | 8 (10%)                 | 0 (0%)               | 0 (0%)                      | 0 (0%)            |
| Industrial heritage: the way that Walsall's economic history has shaped the fabric of the borough and its people  | 56 (70%)              | 22 (28%)                | 1 (1%)               | 0 (0%)                      | 1 (1%)            |
| Cultural heritage: music, art, creativity and celebrations  | 41 (51%)              | 34 (43%)                | 2 (3%)               | 1 (1%)                      | 2 (3%)            |
| Natural heritage: environmental landscape, natural features including rivers, green spaces, common land, trees, flora and fauna   | 56 (70%)              | 22 (28%)                | 1 (1%)               | 1 (1%)                      | 0 (0%)            |
| Intangible heritage: oral history, video and audio recordings, language, dialect and accents, genealogy and the way we represent and record ourselves in digital and virtual spaces | 41 (51%)              | 34 (43%)                | 4 (5%)               | 0 (0%)                      | 1 (1%)            |

**How well or not respondents felt each of the following aspects of heritage were maintained in the borough of Walsall:**

|  | <i>Very well</i> | <i>Fairly well</i> | <i>Not very well</i> | <i>Not at all well</i> | <i>Don't know</i> |
|--|------------------|--------------------|----------------------|------------------------|-------------------|
| Built heritage: historic buildings and areas   | 3 (4%)           | 17 (21%)           | 38 (48%)             | 20 (25%)               | 2 (3%)            |
| Industrial heritage: the way that Walsall's economic history has shaped the fabric of the borough and it's people  | 5 (6%)           | 22 (28%)           | 35 (44%)             | 15 (19%)               | 3 (4%)            |
| Cultural heritage: music, art, creativity and celebrations   | 3 (4%)           | 33 (41%)           | 27 (34%)             | 9 (11%)                | 8 (10%)           |
| Natural heritage: environmental landscape, natural features including rivers, green spaces, common land, trees, flora and fauna  | 13 (16%)         | 42 (53%)           | 13 (16%)             | 7 (9%)                 | 5 (6%)            |
| Intangible heritage: oral history, video and audio recordings, language, dialect and accents, genealogy and he way we represent and record ourselves in digital and virtual spaces | 2 (3%)           | 10 (13%)           | 30 (38%)             | 9 (11%)                | 29 (36%)          |

## To what extent respondents associated the following with the borough of Walsall:

|  | <i>Very<br/>much so</i> | <i>To some<br/>extent</i> | <i>Not at all</i> | <i>Don't<br/>know</i> |
|--|-------------------------|---------------------------|-------------------|-----------------------|
| Industry - leatherworking, lock making, mining etc   | 71 (89%)                | 5 (6%)                    | 4 (5%)            | 0 (0%)                |
| Architecture / historic buildings and the built environment  | 27 (34%)                | 48 (60%)                  | 5 (6%)            | 0 (0%)                |
| Green spaces e.g. Walsall Arboretum, Pelsall and Brownhills Common, Barr Beacon, Black Country Geopark | 45 (56%)                | 28 (35%)                  | 7 (9%)            | 0 (0%)                |
| Waterways - Canals and rivers  | 39 (49%)                | 35 (44%)                  | 6 (8%)            | 0 (0%)                |
| Arts and culture - literature, music and public art  | 17 (21%)                | 43 (54%)                  | 17 (21%)          | 3 (4%)                |
| Sport and sports personalities   | 4 (5%)                  | 33 (41%)                  | 37 (46%)          | 6 (8%)                |
| Diverse communities, faith and culture   | 42 (53%)                | 31 (39%)                  | 5 (6%)            | 2 (3%)                |

## Other topics and themes respondents associated with the heritage of Walsall included:

- *“Markets”*
- *“Oral history from older residents”*
- *“Back the Track” has opened up access to railway heritage. An amazing project run by volunteers.”*
- *“People & Communities (Cultural groups, people history) Recreational Arts (ie, skateboarding, cycling, graffiti, typography etc..)”*
- *“Railways”*
- *“Walsall markets / Pelsall nest common previously industrial”*
- *“The Art Collections which have a large number of artworks which relate to the Borough of Walsall”*
- *“The old limestone and ironstone and coal mines.”*
- *“Housing”*
- *“Church history (St Matthews/St Pauls)”*
- *“It’s people and their stories Metal casting, metal finishing, the lorinary trade, musical heritage”*
- *“The rock association. Birmingham has Black sabbath but Walsall has Judas Priest. Walsall also had lots of markets and then you can explore the accent more as well and the famous Hippo.”*
- *“Industrial Revolution; Black Country”*
- *“The different cultures of Walsall are great and it is good to see the heritage of them celebrated so well. Sadly, I feel the heritage associated with the landscape, architecture and buildings has been somewhat neglected by Walsall Council.”*
- *“We once had justifiable pride in our town for so many reasons. That pride was evidenced by the lottery funded embroidery project from a few years ago. Walsall should be proud of that project.”*
- *“Queen Mary's Girls school, Sister Dora”*
- *“The old towns that make up Walsall e.g. Willenhall, Darlaston, Pelsall & Bloxwich”*
- *“Church of St Matthew on the hill overlooking the town; leather work and Leather Museum; the old Walsall Market when it went up the hill”*
- *“Iconic buildings- those popular and not so popular”*
- *“Churches”*

## Other aspects of Walsall's heritage important to respondents included:

- *"increased focus on the industrial heritage as Walsall is very much a working class town with skilled trade workers"*
- *"Old tracks through places like Pelsall, Clayhanger and Brownhill"*
- *"Recognition of diversity and richness of different communities living and working in the area"*
- *"Engaging young people"*
- *"The art collections! The displays and connections the art gallery makes."*
- *"Diversity/ How Walsall became multi-cultural"*
- *"Walsall's lost social history of its people and how the town got to 2021"*
- *"Special civic and national events . Eg Mayors annual civic service."*
- *"Maybe its identity within the black country itself"*
- *"Military history"*
- *"The histories and cultures of those who have lived in what is now the borough of Walsall"*
- *"Photographs,ephemera, diaries, letters etc,shops of the past retail history, Walsall during the world wars,political history"*
- *"Sporting heritage e.g. Walsall FC & local successful sports people such as Ellie Simmonds, Kathy Cooke & Nick Gillingham"*
- *"how the various towns and villages that make up the current borough of Walsall relate to each other; also how they relate to the wider sub-region"*
- *"Faith heritage"*
- *"The way areas have evolved and changed over time"*
- *"Its political history from being part of Staffordshire to being part of the West Midlands."*
- *"Preserving, maintaining, and showcasing historic buildings such as churches to encourage visitors and enable communities to see them as welcoming spaces. Where possible heritage buildings should be sympathetically adapted to allow for wider use by communities and organisations"*
- *"The leather museum is the only museum left in Walsall, it's a very integral part of our community and a valued place for our heritage and activities it offers to those of us who can only afford cheaper activities for our family. It provides other family members an escape with stitchers and slivers to maintain good mental health which has suffered over lockdown."*
- *"Not enough is made of how the geology of Walsall helped to shape its role in the industrial revolution and how it still has an impact on Walsall's built environment today."*

## Particular aspects of heritage in the borough that respondents felt should be celebrated, preserved, protected or promoted:

### Built heritage examples included:

- *“Willenhall Town Centre”*
- *“Preserving the historic facades of highstreet shops, landlords being held responsible for letting historic buildings fall into disrepair, developers maintaining the historic qualities of acquired buildings. New developments reflecting historic qualities of the area and not being so jarring.”*
- *“The Turf Tavern and Royal Exchange PH Bloxwich”*
- *“Some of the old buildings like the old Taylor’s Music shop has an incredible façade”*
- *“The building standing currently derelict in front of Walsall Manor Hospital. Beautiful building left to rot. Need restoring and repurposing.”*
- *“Historic buildings such as Boak and Highgate Breweries and others that are slowly disappearing”*
- *“St Matthews church , the civic church most dominant feature on the Walsall sky line its oldest building and venue for vary many public , civic events and family celebrations”*
- *“I think more could be done around our canal system e.g. pop up barge shops on canal sides”*
- *“Something I noticed in the main high street of Walsall town centre is that the top of the buildings are sometimes quite nice and ornate but people dont tend to look up. Encourage them to look up.”*
- *“town centres - high streets - need to be a focus - protecting distinctive buildings, making town centres attractive, clean, safe and welcoming places that local people will want to use, and that will attract people in from a wider area”*

## Industrial heritage examples included:

- *“Lock Museum, Leather Museum, canal infrastructure.”*
- *“highlighting more industries that have operated and continue to operate outside of the leather trade”*
- *“The leather industry is extremely interesting as well as the canal, train and footpaths which interconnect.”*
- *“Support local businesses especially ones with a history of working with produce made in Walsall.”*
- *“Leather / Saddle industry / Coal mining”*
- *“More marketing of our economic and industrial heritage.”*
- *“Limestone, ironstone and coal mining”*
- *“The impact of the industrial revolution”*
- *“World leaders in leatherworking and lockmaking. Walsall Market at the heart of the town since 1200”*
- *“Linking elements of the built environment (e.g. Canals) with industrial past (perhaps with information boards/sculptures)”*
- *“Leather, lorry, metal casting, metal finishing”*
- *“Limestone, ironstone and coal mining”*
- *“Canal network”*
- *“Greater promotion of Walsall's traditional crafts such as the leather industry, saddle-making etc”*

## Cultural heritage examples included:

- *“the impact of small venues in Walsall”*
- *“The Epstein collection is of great importance. Also, Jerome K Jerome and more up to date musicians like Goldie and Slade”*
- *“Carnivals and processions”*
- *“Celebrities who lived/ were born in Walsall”*
- *“Cultural Celebrations and Arts Festivals (e.g. Festival events held at New Art Gallery Walsall over the years)”*
- *“Walking the Fair - historic celebrations with Bayard's Colts, and more recent interpretations with street plays and music.”*
- *“The Arboretum Lights”*
- *“Walsall's diversity of artists and arts organisations feels under-utilised. So many artists associated with Walsall are not actually from, or living in, Walsall. It would be great to see the borough's rich cultures reflected through greater profile for its artists, and clearer career pathways.”*
- *“More of J K Jerome. Also actors. Plus the Garmen Ryan collection is worth promoting”*
- *“The New Art Gallery must remain at the centre of what we offer - its national profile should be used more to draw people in from outside our boundaries”*
- *“Links to local famous people such as Sister Dora can inspire young people”*

## Natural heritage examples included:

- *“general awareness; informing people how we can nurture the habitats and green spaces around us”*
- *“the arboretum could be as good as the historic Pavilion Gardens in Buxton with more investment. Lacks flowers and meadow planting could be increased”*
- *“A lot of our natural heritage has strong connection to the industrial past which is not clear to visitors, especially around Brownhills along the canal and former railway.”*
- *“We should promote our wonderful green spaces more. The arboretum is a wonderful place, better than many parks in bigger places.”*
- *“Arboretum, Park Lime Pitts, Merion's Wood”*
- *“Use of the canals should be made accessible for local people.”*
- *“Green spaces need to be better promoted. I've only ever been to visit arts and culture and urban areas. I don't know where to visit in the area for green spaces and nature activities.”*
- *“Aldridge: Croft, airfield (unmown sections are great); Pelsall: Common and north common; Walsall: Arboretum, how about uncovering the river/brook in the middle of town!”*
- *“Creating stronger links between climate crisis/biodiversity loss with use of green spaces. Planting trees/wildflower meadows alongside train tracks, roundabouts, parks. Excellent work already being done.”*
- *“There could be more lead groups to help people explore and teach people”*

## Intangible heritage examples included:

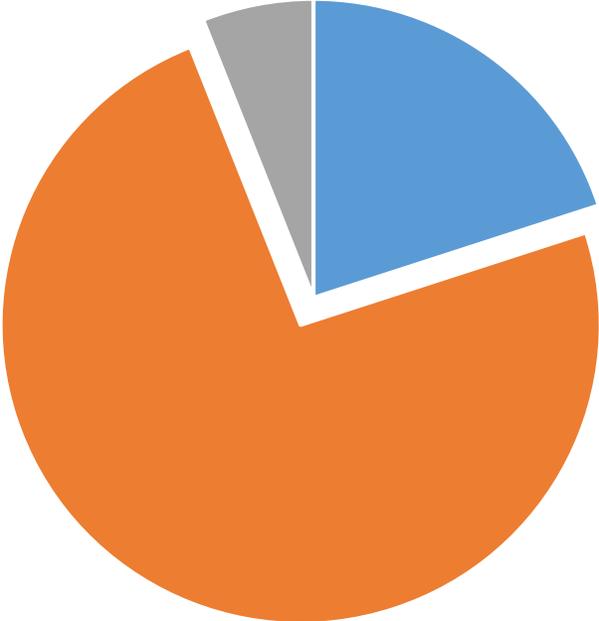
- *“As a commuter town with a long history of human migration in and out, a study and celebration of Walsall's indigenous communities, practices stories, and customs.”*
- *“Ease of access of archives to be able to experience all of these things”*
- *“Increase use of memory banks , church history tours”*
- *“influences on accent and dialect, oral histories”*
- *“Need an oral history project. Walsall biker gangs are always interesting to talk to”*
- *“The historical knowledge of some of the older people of the town is amazing and rich. My fear is that it is not being passed on well to the younger generations. Videos are great but in-person is so much more engaging ,when questions can be asked and responded to in a live conversation.”*
- *“The contents of the borough archives reaching back to the 12c”*
- *“The arts could be used for this.”*
- *“There should be more online”*
- *“Walsall has changed so much in the last 70 years capturing the memories of the old is essential”*
- *“Industrial oral history - factory workers, brewery workers, industrial workers, leather worker”*
- *“It would be useful to have a record of places through oral recordings of people who have a strong connection with Walsall.”*
- *“Black Country dialect”*

## Other types of heritage that are important examples included:

- *“Recognition of diversity and richness of different communities living and working in the area.”*
- *“Engaging young people”*
- *“The art collections! The displays and connections the art gallery makes.”*
- *“Diversity/ How Walsall became multi-cultural”*
- *“Walsall’s lost social history of its people and how the town got to 2021”*
- *“Special civic and national events . Eg Mayors annual civic service.”*
- *“Maybe its identity within the black country itself”*
- *“Faith. I'm a member of St Matthews church - a worshipping community serving Walsall for over 800 years continuously”*
- *“Military history”*
- *“Sporting heritage e.g. Walsall FC & local successful sports people such as Ellie Simmonds, Kathy Cooke & Nick Gillingham”*
- *“Cultural heritage also in the sense of different ethnic cultures, the things that give them identity, and the way they co-exist.”*
- *“how the various towns and villages that make up the current borough of Walsall relate to each other; also how they relate to the wider sub-region”*
- *“The way areas have evolved and changed over time”*
- *“Its political history from being part of Staffordshire to being part of the West Midlands.”*
- *“The historic environment as a whole including not only buildings but also archaeological sites both buried and above ground”*

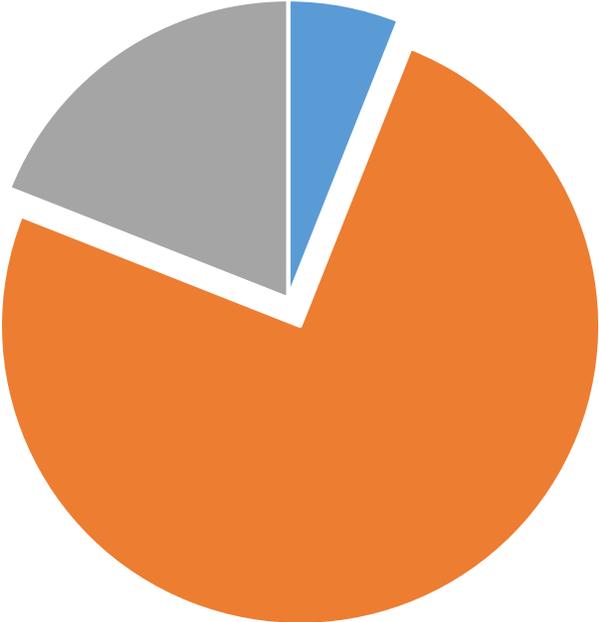
# Overall how respondents felt Walsall's heritage was publicised, promoted and celebrated..

## Within the borough?



- Yes 20% (16)
- No 74% (59)
- Don't know 6% (5)

## Outside the borough?



- Yes 6% (5)
- No 75% (60)
- Don't know 19% (15)

## Responses to what could be done to better publicise and promote Walsall's heritage included:

### Within the borough:

- *"I think community events or shows to celebrate our heritage would help to promote Walsall's contribution to music and industry."*
- *"A single communication strategy and promotional platform that includes all heritage opportunities. Also consideration needs to be given to those who may not access standard promotional channels. Messages need to be written in a way that are understandable (referring to heritage at all will lose people) and appealing (to a range of different groups)."*
- *"Use the Walsall Historic Environment Record in conjunction with other services such as Archives and Libraries to engage the public using projects such as 'Know Your Place' (see <https://kypworchester.org.uk/>)"*
- *"This initiative is a great first step. Events, social media, all that's outlined in your Strategy."*
- *"Promote the Leather museum and art gallery collection"*
- *"A website that encompasses all aspects"*
- *"Signage. However people only want to visit places where they feel safe and places that appear to be well looked after. Therefore publicity alone is not the answer. Word of mouth is important. Investment should take place to make our indoor and especially our outdoor spaces inviting, safe and free from detritus."*
- *"More effort and investment of bringing people together, tackling any form of discrimination and racism, recognising that certain communities are still sidelined and overlooked; recognising it will take years to change people's perceptions and cultural bias."*
- *"Engage with schools, make it accessible and affordable."*
- *"More marketing such as information leaflets, open days, guided walks re interesting historical buildings and focal points for school children, visitors, etc."*
- *"More interaction of social media plus posters in prominent places advertising the wealth of heritage around us. Participating with schools and local groups to promote local heritage with all people"*
- *"Online website dedicated to Walsall's heritage. Taught in secondary schools."*
- *"Social media is by far the best way to reach out. There is a huge interest in Walsall but only the people promote the history on things like Facebook. Walsall has some great assets but under promoted."*
- *"Opportunities for local people to get involved. Investment in sharing archive collection"*
- *"Fund heritage open days that are advertised by posters and information to schools, public buildings, supermarket community boards."*
- *"More investment in activity"*
- *"There should be more open events - tours around showing our lovely buildings - maps showing where they are - a leaflet with a guided walk and where what the buildings are"*
- *"More education and promotion via schools and Council led events"*
- *"The forum is a good start. How about a Heritage Trust to manage heritage buildings. The creation of a heritage trail. Involve schools in heritage activities."*

## Outside the borough:

- *“Online presence, Facebook pages, Tourism websites, school trips from outside the area promote in education forums”*
- *“Develop a "Walsall Weekend" with (say) three options for Sat morning, Sat Afternoon, Sat evening and Sunday morning.”*
- *“Greater publicity both digitally via websites and social media, and in written form such as the Pioneer and the Great Barr Gazette.2*
- *“Use of social media”*
- *“As above and the free Newspaper that is delivered across the Black Country.”*
- *“Link up with some of the heritage tourism promotions to raise awareness of Walsall.”*
- *“More social media advertising of what makes Walsall great, if only the council believed in the town as much as the people.”*
- *“Better overall marketing of Walsall as a heritage destination”*
- *“More overall publicity”*
- *“Bring back the illuminations”*
- *“difficult - perhaps more on the internet (in a coordinated way). Perhaps a means of encouraging visitors to Birmingham or to other tourist sites in the Black Country to visit Walsall. Perhaps maximising use of Black Country publicity to the benefit of Walsall”*
- *“Young people don't have easy access to historic records. The local library has very few books on the key historic buildings. A digital record of the key buildings, photos, history, occupiers etc would ensure all can be aware of their historic value.”*
- *“The heritage trail would give people a reason to visit and stay for a while so they may shop and would also eat”*
- *“Social Media; TV and Radio”*



**Respondent approval of the draft  
Walsall Heritage Strategy (2021-2026) :**



- Support 74% (59)
- Support but with changes / Amendments 19% (15)
- Do not support 1% (1)
- Don't know 6% (5)

**VISION**

This Strategy will:

***Unleash Walsall's creative spirit and industry to develop a resilient and distinctive heritage sector that drives a vibrant new future for the whole of our Borough and all of our communities.***

***Enable us all to celebrate our rich and diverse heritage by opening up access for everyone and bringing to life our shared and varied stories.***

***Make Walsall a place to be truly proud of and will create a positive and resilient legacy for the future.***

# Objective 1



■ Strongly agree 46% (37)

■ Agree 45% (36)

■ Disagree 5% (4)

■ Strongly disagree 3% (2)

■ Don't know 1% (1)

## Objective 1: QUALITY OF LIFE AND WELLBEING

Maximise the contribution that our heritage makes to the quality of life and wellbeing of our communities by:

- a) Embedding health and wellbeing outcomes at the heart of all heritage and conservation projects and programmes.
- b) Supporting and driving regeneration initiatives across the Borough to improve economic activity and outcomes.
- c) Prioritising interventions in communities with the greatest needs.
- d) Supporting in delivering skills, education and learning opportunities.
- e) Enabling active and inclusive volunteering across the Borough.

## Objective 2



■ Strongly agree 59% (47)

■ Agree 35% (28)

■ Disagree 4% (3)

■ Strongly disagree 0% (0)

■ Don't know 3% (2)

### Objective 2: SENSE OF PLACE AND CELEBRATION

Enhance the contribution that the historic environment makes to the character and identity of the Borough and ensure it is accessible for all by:

- Safeguarding and prioritising all aspects of Walsall's diverse natural, built and archaeological heritage.**
- Focussing on overcoming cultural, social and physical barriers to celebrating and accessing heritage, in all its forms.**
- Actively using Walsall's heritage when promoting and celebrating Walsall as a place to live work and invest.**
- Embedding heritage into the heart of Walsall's and the wider Black Country's tourism and day visitor offer.**
- Working with a broad range of partners to reveal, explore and celebrate the many histories of Walsall's diverse communities.**
- Attracting and engaging with a diverse range of audiences from within and outside the Borough in a ways that reflect its creative spirit.**

# Objective 3



■ Strongly agree 69% (55)

■ Agree 24% (19)

■ Disagree 4% (3)

■ Strongly disagree 1% (1)

■ Don't know 3% (2)

## Objective 3: CLIMATE CHANGE

Unlock and enhance the role that Walsall’s historic environment can play in mitigating and adapting to climate change by:

- a) Improving knowledge and awareness of the inherent sustainability of historic buildings and assets and ensuring aspects such as embodied carbon are fully accounted for in assessing development opportunities.
- b) Promoting the sustainable adaptation and maintenance of historic buildings to address climate change and mitigate against predicted impacts.
- c) Improving the resilience of the Borough’s green spaces and landscapes to the predicted impacts of climate change and supporting the Nature Recovery Network across the Black Country.

# Objective 4



■ Strongly agree 58% (46)

■ Agree 35% (28)

■ Disagree 3% (2)

■ Strongly disagree 1% (1)

■ Don't know 4% (3)

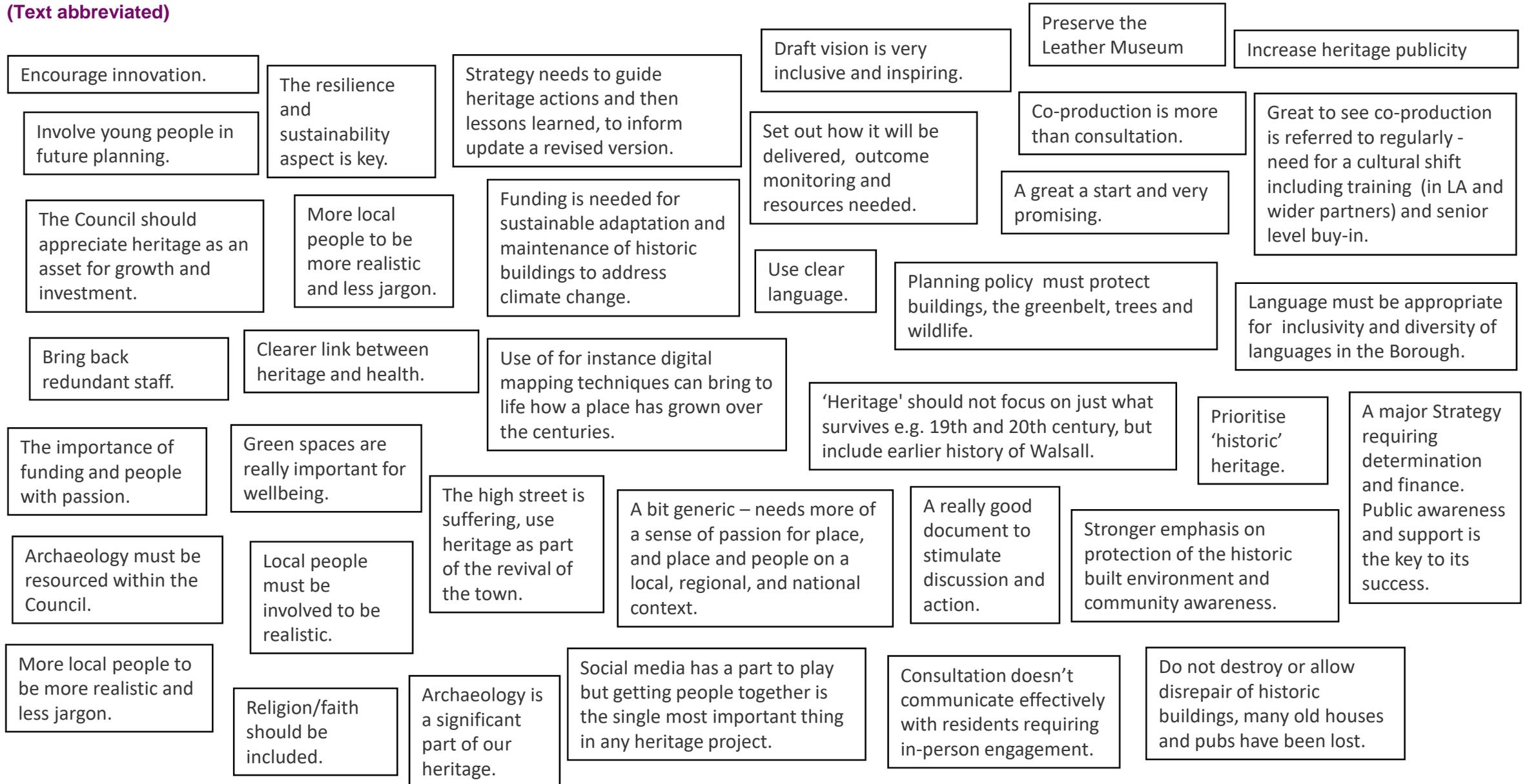
## Objective 4: BUILDING RESILIENCE

Create and sustain a thriving and inclusive heritage sector founded on the principles of collaboration and partnership by:

- a) Providing the opportunity for all stakeholders to contribute to the future of the Borough's heritage including council services, commercial, third and private sectors.
- b) Publicising the value of heritage for people's health, wellbeing and economic future.
- c) Supporting heritage-focussed organisations, projects and initiatives.
- d) Promoting best practice and achievements in the heritage sector.

## Comments regarding the overall draft Heritage Strategy included:

(Text abbreviated)





Walsall Council

