

# Southampton Heritage Strategy Brief

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## 1.0 Introduction

Southampton is a medium-sized city in Southern England that is a regional centre for employment, retail, education and leisure, which became a city in 1964. It has a population of circa 254,000, over 1 million within a 45-mile catchment area, and welcomes 4 million visitors each year. The area is archaeologically significant, with evidence of early prehistoric settlements and occupation, and examples of buildings dating back to the Roman occupation, through to medieval timber-framed structures, medieval stone buildings, Georgian town houses, Victorian commercial buildings and the post-war reconstruction of the town.

Using the National Planning Policy Framework's broad definition, a Heritage asset is: *a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).*

Substantial parts of the tangible heritage assets of the city are both owned and managed by Southampton City Council, whilst others are in the ownership of private companies, independent trusts and community organisations. We also use a wider definition to include museum collections, archival records and intangible heritage assets (e.g. oral history) which are also part of the city's heritage ecology.

As the city looks to develop and support the cultural and tourism offer, it also presents an opportunity to explore identity, belonging and representation in an ethnically diverse city that has significant challenges around health, wealth and education.

Against this backdrop, the partnership is looking to develop a Heritage Strategy that can guide discussions, set direction and identify needs for the sector as a whole over the next ten years and beyond. To this end we are seeking to recruit a consultancy to progress this work and to ensure that the Heritage Strategy dovetails with wider strategic initiatives and priorities across Southampton.

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## 2.0 Background

### 2.1 Political support

On 15 July 2015, a cross party motion was carried that noted that Southampton benefits from *"a rich and varied history, and that there is a strong interest in heritage in the City, illustrated by the many groups and initiatives that already exist"* with a commitment to build on these opportunities by working in partnership to contribute to economic development, tourism, civic pride, events and cultural activities and city branding. Following a high level survey of the heritage assets owned by the Council in 2017/18, a further motion was carried and resources have been allocated in order to lever further funds for their long term care, regeneration and integration.

### 2.2 The Heritage

There are nineteen Conservation Areas in the city, and over 450 individually listed buildings. Archaeological remains have been found in all areas of the city, with concentrations in Bitterne Manor (Roman), St Mary's/Newtown/ Nicholstown (Saxon) and the Old Town (Saxon, Medieval and post-Medieval), added to which there are Local Areas of Archaeological Potential.

Southampton also has, for example:

- Annual Black History Month (BHM) celebrations, with a 14 year track record of delivering events including in 2018 a new mural to launch BHM
- A longstanding annual Asian Mela festival celebrating South Asian cultural heritage traditions and welcoming the contributions of other communities
- Sea City Museum, telling the story of the people of the city, their lives and historic connections with Titanic and the sea through its nationally and regionally important archaeology, maritime and local history museum and archive collections
- Tudor House Museum and Garden, an important historic building, revealing over 800 years of history in one location
- Southampton City Art Gallery, located in the grade II\* listed 1930s Civic Centre, which houses arguably the finest public collection of art in the south, which is nationally designated and internationally renowned
- City Archives, with records dating back to 1199 including national Merchant Seamen's Registration Cards and an oral history archive reflecting the lives of communities
- Solent Sky Museum, containing aircraft of national significance, and tells the story of 26 local aircraft companies, the largest flying boat operation in the world and how the Spitfire was born in this city
- Maritime history, retained within the SS Sheildhall, Calshot Tender Tug and Light Vessel 78 Calshot Spit and across the city's museum, archive and local history collections
- Nationally designated Registered Parks and Gardens, the Local List of Monuments and Parks and marine and coastal environment
- Southampton Historic Environment Record, Archaeological Collections (finds and archives) and Local Studies Library

The heritage is supported by:

- The Heritage Federation, representing aviation, maritime, land transport and social history heritage and conservation organisations, which held the Maritime Festival in 2013 and 2014 with a proposed revival in 2020 as part of Mayflower 400
- A strong body of active volunteers involved also in delivering guided walks and talks, welcome for cruise passengers and annual Heritage Open Days (HODs)
- Two major anniversaries in the next 5 years with Mayflower 400 in 2020 and Southampton 800 (the 800<sup>th</sup> Mayoral year) in 2022
- Aspirations to bid for City of Culture in 2021 for 2025, with Southampton's heritage a crucial part of the city's narrative and engagement with the public
- A commitment to regenerate and make accessible the heritage assets managed by the City Council
- Strategic developments around city-wide regeneration, economic and skills development, tourism and the visitor economy, community engagement and participation
- Professional specialists within SCC's Planning Service and Cultural Service

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### 3.0 The Challenge

The Heritage Federation has sought to bring together a number of the organisations to work in partnership, however, there are a number of sustainability challenges for Southampton's heritage assets and organisations involved in preserving and making them accessible for current and future generations. There are also groups and communities that are not yet involved in these activities formally.

The main challenges include:

- Absence of a strategic framework for heritage leading to piecemeal approaches
- Governance and succession planning for independent and volunteer-run organisations
- Revenue and capital resources to undertake small and large scale restoration, conservation and interpretative projects across a number of assets to preserve and make them accessible in the long term
- Recognition, understanding and representation of the hidden and intangible histories of Southampton's diverse communities
- Capacity and the specialist skills and experience required in the longer term
- Engaging communities and others in understanding the value of Southampton's heritage and the needs surrounding its long term care and preservation
- Ensuring that the city's heritage is better linked and integrated including as part of the overall regeneration of the city so that it has a unified and coordinating voice
- Dwindling professional heritage expertise and knowledge reflecting the national picture

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### 4.0 The Brief

The main objective of this project is to co-produce an enabling framework within which to begin to address these challenges. The outcome will be that the resulting Heritage Strategy will support and guide partners involved in sustaining Southampton's rich heritage. In the longer term, the impact will be that the heritage will be better managed, cared for, understood and integrated into the City's overall vision and transformation.

The project will focus on undertaking the following activities:

1. Heritage audit
  - Provide an overview of the significance and distinctiveness of Southampton's human and natural heritage story, describing the architectural and historic character areas and make recommendations of how they can be retained.
  - Identify the main challenges and needs facing the heritage e.g. resources, skills, condition, access, inclusion, representation etc drawing on existing information and knowledge
  - Creating a creating a strategic overview listing (catalogue) of heritage sites within the City
2. Capacity audit
  - Identify how and who is (and who is not) involved with caring for and celebrating Southampton's heritage
  - Identify the main challenges and gaps facing those associated individuals and organisations

### 3. Community engagement

- Better understand what would encourage and inspire more people from a wide range of backgrounds and ages to get involved with caring for, knowing about and celebrating Southampton's heritage.
- Involve communities in helping to shape the vision, objectives and priorities for the Heritage Strategy; looking at the long-term, care, regeneration, integration, interpretation and enjoyment of Heritage in the city.

### 4. Action plan and evidence base

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- Develop recommendations to inform current and future masterplanning exercises, scheme developments and application assessments from a heritage perspective
- Develop an evidence base for the emerging Southampton Local Plan and other citywide work including the significant commemorations of Mayflower 400 (2020), Southampton 800 (2022) and a possible City of Culture in 2025
- Set out next steps in terms of an action plan to move the city and partners closer to the vision as identified in 3.
- Identify the mechanism and funding best suited to deliver the next steps

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## 5.0 Methodology

We are seeking a consultancy to bring this work together on behalf of a city-wide collaboration. A Heritage Steering group comprising a number of the key stakeholders will be chaired by Cllr Bogle as the Heritage Champion for Southampton. Southampton Cultural Development Trust will be the commissioner for this work although it is anticipated that Southampton City Council will be the owner and adopter of the strategy, which will also feed into the Local Plan and other strategic documents.

Whilst the audit of the heritage asset is important and understanding what is required, this project needs to also examine the issues around capacity and community engagement, as a means of addressing the long term sustainability of Southampton's heritage.

Underpinning this approach, it is vital that the process addresses issues of inclusion and representation both in terms of the nature of the heritage (tangible and intangible) and its meaning and resonance for Southampton's diverse communities – who's heritage, what heritage?

The consultancy will need to propose their methodology to addressing the brief and as a result of the work make recommendations for the way forward.

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## 6.0 Timescale and budget

This project needs to be completed by 30th August 2019

Deadline for receipt of proposals:

Timetable

Project tender issued:	6 May 2019
Deadline for proposals:	24 May 2019

Interview & presentation : 31 May in Southampton  
Contract awarded 7 June 2019  
Delivery of draft Heritage Strategy: 15 July 2019  
Final version of Heritage Strategy: 30 August 2019

Budget proposals must include all fees, travel, direct and indirect costs, expenses and VAT.

The full amount will not be paid until the Steering Group has signed off on the project output. If required, an advance payment of 30% can be authorised upon receipt of a written request.

SCDT does not bind itself to accept the lowest priced or indeed any proposals submitted. Instead the contract will be awarded to the most advantageous submission based on an assessment of the criteria outlined below.

Proposers will not be compensated for costs associated with the production of the tender document.

Should there be a need to amend this request to tender all recipients of the documents will be notified simultaneously. If deemed appropriate the deadline for receipt of tenders will be extended.

Proposals should be no more than 4 pages. They will be judged on how closely they fit the brief detailed in 4.

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## 7.0 What is required in the submission

Please note your submission must contain evidence of the 6 criteria outlined below:

<b>A clear methodology</b> outlining how you propose to take the project forward. Key dates, project milestones and personnel involvement should be included.
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<b>Evidence of the skills</b> of the proposer. Including a brief portfolio of relevant work which can be presented as links.
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<b>Evidence of community consultation</b> in previous relevant projects
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<b>A breakdown of project personnel</b> , the activities they will be responsible for and contact details for the project lead.
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<b>A clear breakdown of project costs</b> , including all expenses and including VAT
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<b>Contact details for two referees</b> who have knowledge of your work.
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## Scoring Criteria

Submissions will be scored on the following criteria

CRITERIA	WEIGHT
Proposed methodology and timescale	30%
Evidence of skills required to design, produce and supply the required project output	20%
Evidence of community consultation and events in previous relevant projects	20%
Clear breakdown of costs including daily rates, number of days, VAT and other proposed expenses (please note mileage will only be paid up to a maximum of 45p/mile)	30%

Your submission should be no longer than ten A4 pages using font size 12. Evidence of previous work is not included in this maximum page allowance.

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## 8.0 Contact Information and Submission Details

If you have any queries, please contact James Gough  
([james.gough@culturesouthampton.org.uk](mailto:james.gough@culturesouthampton.org.uk))

The closing date for return of proposals is 10am on 24 May 2019.

Please title your email Southampton Heritage Strategy and send it to:  
[hello@culturesouthampton.org.uk](mailto:hello@culturesouthampton.org.uk) . Please send all documents as attachments. These will not be opened until the deadline has passed.

Applicants are responsible for ensuring emails have been received before the deadline.