



**ATTACK OF THE
CLONES:** fighting for
local distinctiveness

TWO IN ONE:
Norwich hosts two
heritage conferences

**CATALYST FOR
CHANGE:** towards a
'South Bank' culture

Q&A: Richard Ellis,
Chair of EEDA

Norwich 12

A journey through the English city

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NORWICH HEART
HERITAGE ECONOMIC & REGENERATION TRUST

Norwich HEART
PO Box 3130
Norwich NR2 1XR
www.heritagecity.org
email: info@heritagecity.org
tel: 01603 305575

Norwich HEART
Michael Loveday, *Chief Executive Officer*
Jo Archer, *Project Officer*
Sophie Cabot, *Engagement Manager*
Sophie Conroy, *Project Manager*
Lorraine Canty, *Executive Assistant to the CEO*
Victoria Golden, *R & D Project Manager*
Christina Lundberg, *Communications Manager*
Nick Williams, *Volunteer Coordinator*

Patron
Bill Bryson

Board members
David Hill (Chair), Jonathan Barclay (Secretary),
Anthea Case CBE, Jeremy Collins, Graham Creelman
OBE, Christopher Dicker, Richard Ellis, Roger Holden,
Rt Hon the Lord Howarth of Newport, Mark Hughes,
Rt Rev Graham James, Professor Bill Macmillan,
Ardeshir Naghshineh, Councillor Alan Waters

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Christina Lundberg, *Editor*
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EDITORIAL

Attack of the clones



In its now famous work on Britain's 'clone towns', the new economics foundation (nef) pilloried many historic towns and cities for losing their distinctiveness and conforming to a global stereotype, their high streets uniformly populated by the same chain outlets.

HEART developed the same theme in its Local Distinctiveness Pilot report for the Norwich Lanes. Not only were a majority of towns dominated by the same retail chains, it noted, but from San Francisco to Sydney the same street furniture appears as architects attempt to reproduce Barcelona in Barnsley with a universal 'one fits all' format. What used to be 'here' has become 'there' or possibly 'anywhere'.

HEART's mission is to recapture local distinctiveness and make special places special again. It's encouraging, therefore, to hear that local traders think our recent work in the Norwich Lanes has been a resounding success. What's more, the critics of clone town Britain think we're doing something right too. In its most recent report for the East of England Development Agency (EEDA), nef concluded that HEART's work in the Lanes "demonstrates that well-structured heritage development within a coordinated strategy can have considerable impact and is financially self-sustaining." Specifically nef found that for an investment of £495,000 in the Lanes, we have created a potential benefit for the local economy of £16,676,498, and it recommended rolling out the Lanes approach to other areas of the city.

Since then HEART has secured £250,000 from EEDA to develop local distinctiveness initiatives in the Timberhill and Elm Hill areas (see 'News in brief' for details).

Nef also found that "there is a real opportunity for Norwich to capitalise on its distinctiveness through the developments evaluated in this project and those more widely covered in the HEART Development Plan. It is vital to retain Norwich's distinctive character while 'raising its game'". Nef therefore recommended that "EEDA funds HEART to produce a Local Distinctiveness Strategy for the city, which will provide an overall defining vision for how the unique qualities of the city can be protected and enhanced. This can inform a 'local quality model' for application in new growth-point developments to avoid the 'clone town' syndrome".

HEART will continue to engage with EEDA and the Greater Norwich Development Partnership authorities on how it can help to support growth-point development. This will not only underpin the overall character of the area, but also help to achieve distinctive and special solutions when the 37,500 new homes and 35,000 new jobs are delivered. *Michael Loveday, Chief Executive*

NEWS IN BRIEF

Developing character

HEART has been successful in securing a £250,000 grant to develop the local distinctiveness of the Timberhill and Elm Hill areas of Norwich.

The East of England Development Agency (EEDA) funding will be used to provide heritage interpretation initiatives including blue plaques, street plates and heritage 'totem' signs, as well as public realm improvements. Timberhill and Elm Hill have been selected because they embody two of the city's principal economic offers – speciality retail and heritage.

The award follows a successful pilot in the Norwich Lanes that was pioneered by HEART with the support of local traders and Norwich City Council. As with the Lanes work, HEART hopes to engage local people in researching and developing stories for the areas, which can be communicated through the heritage interpretation devices.

Some interesting threads are already beginning to emerge. For example, the first black circus proprietor in the UK, Pablo Fanque, was baptised in St John Timberhill in the late 1700s and is celebrated in one of John Lennon's songs. Also the remarkable Orford

Cellar, just around the corner from Timberhill, regularly hosted rock greats including Ginger Baker and Eric Clapton, as well as Jimi Hendrix and David Bowie.

We welcome your suggestions for subjects worthy of commemoration – please contact Victoria Golden on 01603 305574 or at victoriagolden@heritagecity.org.



Elm Hill: an asset to the city in more ways than one

New appointments to HEART

HEART welcomes two new members of staff who are working full-time in the Guildhall with the rest of the team:

Jo Archer joined as project officer in January. Jo comes from Norwich and from a public sector background, via HMSO, the Norfolk Learning and Skills Council and Waveney District Council. Jo's main role is to support HEART in the delivery of the Treasury-funded ISB (Invest to Save Budget) project, now called Norwich 12, ensuring the project keeps on track as regards delivery and record-keeping, that funding is drawn down as planned and that the project's impact is fully tracked and recorded. Jo is also the contact point and development officer for a range of ISB-linked initiatives, including various education projects such as the Dragon Festival. Contact Jo at joarcher@heritagecity.org or on 01603 599576.

Christina Lundberg joined in March as communications manager, from the communications agency Tribe, where she managed communications work for a range

of clients, including the East of England Regional Assembly and the Learning and Skills Council in the region. Her main role at HEART is to manage the marketing and promotion of HEART and its activities, with specific responsibility for Norwich 12, helping to increase and maintain the regional, national and international standing of the organisation and its initiatives. Contact Christina at christinalundberg@heritagecity.org or on 01603 599570.

In addition, **Katie Brinkley**, a second-year English and writing student from Anglia Ruskin University, has been appointed to the Culture 24/HEART scheme for young writers. Katie will be based at HEART on Fridays for six months, researching and writing stories on Norwich's heritage and culture news for the 24 Hour Museum website. Katie will also refresh the content and raise the profile of the Norwich Guide, which 24Hours Museum has operated since 2001. See www.24hourmuseum.org.uk for more information. If you have story ideas, contact Katie at researcher@heritagecity.org.



Heritage Open Days 2008

It's that time of year again! Registration is now open for this year's Heritage Open Days, which take place 11–14 September.

This is HEART's fourth year coordinating HODs, and we hope to continue our record as the most impressive programme in the country. We have about 170 events that we hope to repeat from last year, but we are also looking for new items. If your premises, your home or somewhere you know could be opened for HODs, do let us know. HODs events can also be walks, talks, exhibitions and even performances.

For information or suggestions relating to HODs contact Sophie Cabot on 01603 305573 or at sophiecabot@heritagecity.org.



Celebrating bid success

A £50,000 Heritage Lottery Fund grant has been awarded to the Friends of Julian of Norwich to fund a learning project officer. The new post, effective from September 2008 for a two-year period, will develop the educational work of the Julian Centre. In announcing the grant, the chairman of the trustees of the Friends, Professor Brian Thorne, paid tribute to the support offered by HEART and other bodies in supporting the bid.

FOCUS ON NORWICH 12

New brand for flagship project

One of HEART's flagship initiatives has been rebranded from its working title, The Great and Good, to Norwich 12.

The Norwich 12 project aims to develop 12 of Norwich's iconic buildings (see box) into a family of cultural heritage assets that showcases English urban and cultural development over the last millennium.

The purpose of the rebrand was to create a strong, distinctive, exciting brand that would resonate with these innovative and dynamic values. "Norwich deserves to be known as one of the premier heritage destinations in the UK and Europe," says Michael Loveday, chief executive of Norwich HEART. "By bringing together these key heritage buildings, we believe they'll have a greater presence and stronger story to tell. The Norwich 12 brand will bring the project to life with local people and tourists, and will become widely recognised as an iconic heritage brand."

The new brand was created by Norwich brand consultancy Turton Middleton, with input from East Publishing, HEART's lead communications agency. "This is a remarkable project: one which is potentially



as important for Norwich as Sage and Baltic are for Gateshead and the creation of Tate Modern for London," says Simon Middleton. "We chose the name Norwich 12 in part because it is somewhat enigmatic and intriguing, but also because it makes the claim that no other city can make. No one else has a collection like this. The visual identity reflects both architectural features and pathways that link the buildings. The positioning line, 'A journey through the English city', clearly says that we're talking about a quintessential city that's unrivalled

Norwich 12

Norwich 12 is the UK's finest collection of individually outstanding heritage buildings spanning the Norman, medieval, Georgian, Victorian and modern eras. Charting an extraordinary journey through the history of one of England's great cities, Norwich 12 offers a unique visitor experience which embraces the legacy of these iconic buildings, the pivotal roles they continue to play today and the remarkable cityscape that weaves them together.

The group consists of:

- † The Castle
- † The Anglican Cathedral
- † The Great Hospital
- † St Andrew's and Blackfriars' Hall
- † The Guildhall
- † Dragon Hall
- † The Assembly House
- † St James' Mill
- † The Roman Catholic Cathedral
- † Surrey House
- † City Hall
- † The Forum

in its completeness."

The Norwich 12 brand is being rolled out over the coming months, so watch this space for news of a Norwich 12 website and other marketing material. In the meantime, read on for news of some current initiatives and projects.

Lights, camera, action!

Work is under way to produce a film that will promote Norwich's reputation as a premier heritage destination locally, nationally and internationally.

In January 2008, EPIC (East of England Production Innovation Centre) was appointed to work with HEART to deliver the film as part of the Norwich 12 project. The aim is to create a visual trail around the Norwich 12 sites, showcasing the partners as part of a greater whole – Norwich's built heritage – but also recognising the individuality and significance of each site.

The EPIC project is engaging with the local community through an innovative and newsworthy approach, in which young filmmakers from the Norwich School of Art and Design (NSAD) will film each building in pairs. Students have had to pitch to work on a particular building, encouraging them to bring their personal styles and techniques to the project. They will also be able to

include archive film footage from the East Anglian Film Archive.

The students will be supervised by Liam Wells, course leader for the film and video degree course run by NSAD at EPIC, and award-winning professional BBC and ITV producer and director, Phil Johnson. "Using the skills of these young filmmakers will illustrate Norwich 12 in a new and exciting way," says Mark Wells, EPIC's director and the film's executive producer, "enabling the city to be seen through fresh eyes."

The footage captured by the students will be accompanied by new material shot by a professional film crew. Filming in and around the buildings will take place during the third week of May. The film will be ready in July and will be screened at the Norwich 12 sites and on the forthcoming Norwich 12 website. For more information, contact Victoria Golden, vicoriagolden@heritagecity.org, 01603 305574.

Top marks for course

An archive course about the Norwich 12 buildings, run earlier this year with Norfolk Record Office (NRO), was a great success.

Places on the six-session course, The Great and Good: Norwich City's Built Heritage in the Archives, could have been filled three times over and feedback was overwhelmingly positive, with 100 per cent of participants finding the sessions enjoyable. More than 93 per cent said they would recommend the course to others and would participate in another HEART/NRO course. More than three-quarters of participants said that the course had encouraged them to visit the Norwich 12 buildings. St Andrew's and Blackfriars' Halls and the two cathedrals were identified as the most popular 'must-see' venues.

HEART is delighted to receive such encouraging feedback and is keen to collaborate again with NRO to deliver more archive courses. Look out for information on our website and in forthcoming issues of *HeartNews*.

FOCUS ON NORWICH 12

City's elephant safari

Norwich 12 is one of the lead partners in this summer's Go Elephants! – a free public art event which will see around 50 elephant sculptures on display around Norwich's public spaces. Each elephant will be unique, individually decorated by local artists and community groups.

All 12 buildings will have a mini elephant, part of a 'Where's Nelly?' trail aimed at 5–9 year olds. In addition, two venues will display their own life-size baby elephant. Dragon Hall has commissioned community artist Tim Edwards to create its 'Camouflagephant'. The elephant's design, painted to blend in with its surroundings, was chosen because it mirrors Dragon Hall, a historical and cultural gem that is somewhat hidden in the heart of the city.

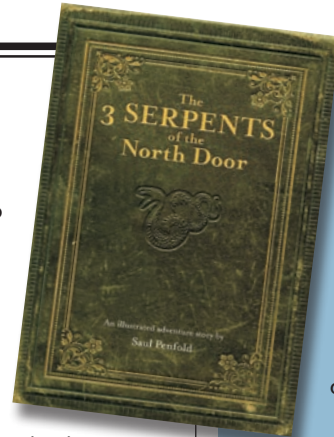
The elephant at St John's Cathedral is being designed by young local artist Amy Dibben, daughter of Norfolk landscape and marine artist Andrew Dibben. Amy's design reflects the 'live simply' ethos,

which encourages people to think about living simply and sustainably, and in solidarity with the poor of the world.

"Go Elephants! has already attracted a huge amount of interest," says Christina Lundberg, communications manager at HEART. "Local residents and visitors can use the elephants to guide them around the city's cultural hotspots. We hope they will help people discover some of Norwich's outstanding heritage buildings for the first time, or look at them in a new light."

Go Elephants! will run from 23 June to 31 August, after which many elephants will be auctioned at a gala event with 75 per cent of net proceeds to be donated to CLIC Sargent and the Born Free Foundation.

For more information go to www.go-elephants.co.uk.



Beware the Cathedral serpents...

Norwich 12 has supported the publication of a children's adventure book set in and around Norwich Cathedral. *The 3 Serpents of the North Door* is aimed at 7–12 year olds but will be enjoyed by readers of all ages.

The 3 Serpents has been written by Saul Penfold, head of education at Norwich Cathedral, with illustrations by Jim Kavanagh and a foreword by Emma Bridgewater.

It is the first book in the 'City of Light' series, designed to engage children and families with Norwich's rich heritage. Saul hopes to write a follow-up book, set in and around other Norwich 12 buildings, for publication next year.

The 3 Serpents of the North Door, price £5.99, will be available from the Cathedral shop (www.cathedral.org.uk/acatalog/) and other good bookshops in Norwich from the end of May 2008.



It's a jungle out there: two of the baby elephants that will soon be arriving in the city

Photo: The Forum Trust Ltd

Castle totem will lead the way

Norwich's residents and tourists will soon be among the first in the world to use Hypertag technology to find out about places of interest as they wander around the city.

The pioneering technology is about to be installed in an innovative information guide or 'totem' in front of the Castle.

As well as showing information and pictures of the Castle, the totem allows passers-by to access additional information and images about the building directly onto their mobile phone or handheld computer, free of charge. All visitors have to do is activate the infra-red option or switch their

Bluetooth setting to 'discoverable' on their mobile phones. Hypertag technology has never been used in this way before in the UK.

"Norwich has a heritage resource of universal value represented by not just amazing buildings and collections, but by the stories of its people," Michael Loveday, chief executive of HEART. "These interactive totems are a great new way for us to make heritage more accessible and appealing to both local people and visitors."

The Castle totem will act as a pilot, with totems for the other Norwich 12 buildings being installed throughout 2008.



Enter the dragon

HEART is working with the Norfolk Education Network (NEN) to plan the first ever Norwich Dragon Festival, a series of educational events aimed at celebrating the theme of the dragon and its importance to the city over the centuries.

The festival is designed to celebrate the city's cultural heritage and to engage diverse sections of the community, including local families, tourists and groups who do not normally participate in these types of events. The festival will run over a three-week period in early 2009, with the final week coinciding with February half-term.

The group is still finalising the detailed programme, but we hope all the Norwich 12 locations will participate in the event. Look out for details in forthcoming issues of HEART News. In the meantime contact Jo Archer at joarcher@heritagecity.org or on 01603 599576 if you have any comments or suggestions on local dragons.

OUT & ABOUT

Cultural 'South Bank' for Norwich

As part of its commitment to work with Norwich City Council on key heritage issues, for some time HEART has been assembling the documents needed to help St Andrew's and Blackfriars' (The Halls) play an enhanced role in the regeneration of the area between the market place and the river – Norwich's own cultural 'South Bank'.

The full restoration of the only surviving intact medieval friary complex in the UK is an admirable goal in its own right. However, HEART believes this major modernisation and refurbishment project needs to go much further, to create a state-of-the-art performance space for concerts and related activity at The Halls. HEART is reviewing previous business plans and economic appraisals, and updating its estimates of the business which will be generated through a complete upgrading of the facilities to establish The Halls as a prime visitor and cultural attraction for the city centre.

With the help of Jonathan Holloway, Director of the Norfolk and Norwich Festival, HEART is looking afresh at what an up-to-date programme of events mounted at The Halls might look like and how it would be delivered. It is also reviewing how The Halls might provide the much-needed new flexible spaces for conferences, identified in the feasibility studies completed in 2006.



HEART's proposals will result in a series of options that will be presented to Norwich City Council to gain agreement on the way forward. It will then consult widely on how to deliver the favoured scheme, start to assemble the necessary bids for external funding, and hope to attract a wide range of supporters – perhaps a new 'Friends of the Friary' – to help move this exciting scheme forward.

150th birthday celebrations

The Assembly House held a gala dinner recently to celebrate a century and a half as a Norwich landmark.

The Noverre family first established its dance business in the Assembly Rooms in the 18th century. When the buildings were sold and divided in 1857, Frank Noverre bought the west wing with the gardens to the north and west for £1,130. Noverre – a descendant of Swiss-born Jean-Georges Noverre, the dance master to the Court of Louis XVI and Marie Antoinette – opened his grand ballroom and dance studio to the public in 1858.

To mark the 150th anniversary of the occasion, the trustees of the Assembly House Trust held a gala dinner on 9 April

in what is now the Noverre Suite. The evening was hosted by the patron of the Assembly House, Sir Nicholas Bacon, and the chairman of trustees, Richard Jarrold. Guests enjoyed a dinner menu featuring locally grown ingredients sourced from award-winning growers and farmers.

The Noverres had a significant influence on Norwich's cultural life, helping to form a number of institutions and societies, including:

- † Norwich Union Assurance Company
- † Norwich Choral Society
- † Norwich Triennial Music Festival
- † Norwich Philharmonic Society
- † Norwich Ladies Orchestral Society

BOOK REVIEW

Plunkett's Pictures of Norwich and Norfolk

George Plunkett

Grey's Publishing, £10.99

(available from Jarrolds in Norwich and other bookshops across Norfolk)

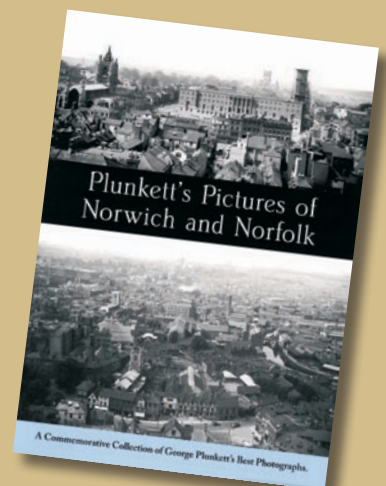
Plunkett's Pictures of Norwich and Norfolk is a tribute to a remarkable man. George Plunkett spent over half a century photographing the changing face of Norwich after acquiring his first camera in 1931.

This book contains a selection of evocative photographs beginning with the Silver Jubilee celebrations of 1935, covering the bomb damage of the Second World War and the rebuilding of Norwich during the 1950s and 60s. It ends with a selection of Norfolk scenes, including long-disappeared landmarks such as the Westwick arch which once spanned the Norwich to North Walsham road.

Included are pictures of many long-gone but well-remembered buildings, including the Haymarket cinema, the Corn Exchange, plus a few oddities such as the construction of the St Stephen's underpass. The most evocative reminder of a bygone era is a misty view of the Hippodrome Theatre in St Giles Street, taken during the 1930s, advertising a film that "London was afraid to show".

Plunkett's Pictures of Norwich is a reminder of how much Norwich has changed in the last 70 years and will bring back many memories of a city landscape now gone. You can see more than 3,600 of George Plunkett's photographs of old Norwich at the Plunkett website, www.the-plunketts.freerve.co.uk.

Nick Williams, Sheriff of Norwich

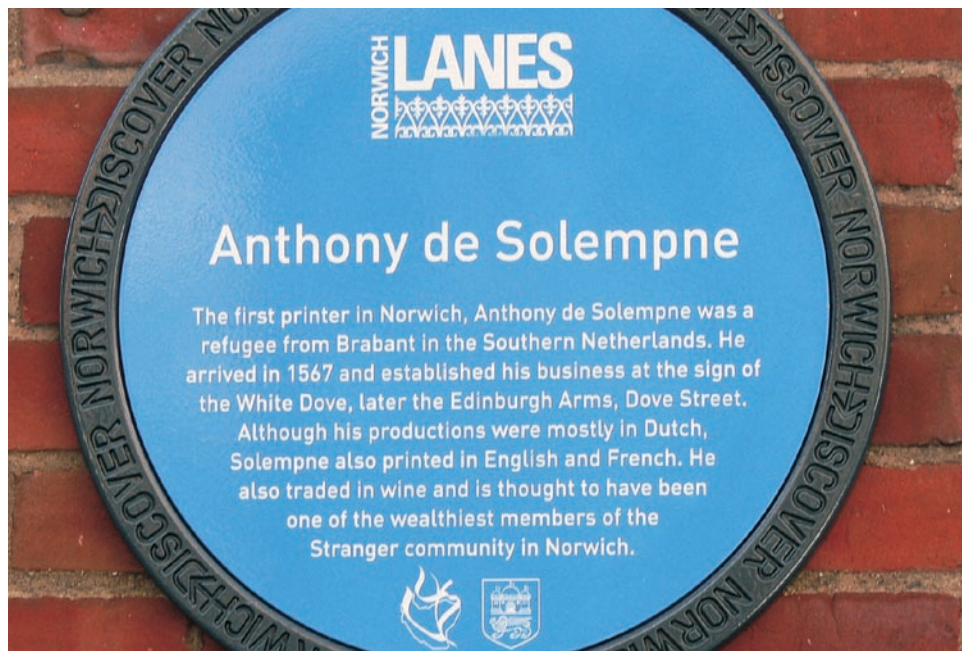


OUT & ABOUT

Raising the city's profile

In March Norwich played host to two major heritage conferences in one day. At Dragon Hall, ICOMOS (International Council on Monuments and Sites) held the third in its series of events looking at a sense of place. This work will feed into the organisation's international conference in Quebec in the autumn. Delegates from across the UK included Lord Hankey, the president of ICOMOS UK. The Lord Mayor opened the conference with an inspiring speech about Norwich's heritage, including references to the mayoralty and its role in encouraging people to become involved in their history.

HEART's chief executive Michael Loveday kicked off proceedings with a presentation on how HEART, working with stakeholders, had developed an approach to reinforcing local distinctiveness in the Norwich Lanes. Other speakers included Harry Reeves from the Department of Culture, Media and Sport, and Graham Long from the East of England Development Agency, who spoke about the social and economic benefits of heritage-led regeneration. Both paid tribute to HEART's work in Norwich and further afield. At the end of the conference the



delegates agreed a 'Norwich declaration', which emphasised the importance of developing a sense of place and engaging people in their heritage.

Across the city at the Assembly House, Heritage Link held a regional event led by Anthea Case, a HEART board member and chair of Heritage Link, with delegates from the whole of the East of England region. Speakers included Richard Ellis, chair of EEDA; John Egan, regional chairman of the Civic Trust Societies, representing East of England Civic Societies; and Michael

Loveday, who addressed the issue of third-sector organisations working with local and regional authorities. Greg Luton, regional director of English Heritage, led an animated panel discussion responding to questions from the floor.

Delegates from both conferences came together for a reception at the Guildhall, hosted by the sheriff, Nick Williams.

For more information see www.heritagelink.org.uk, where you can download the presentations from the day, and www.icomos.org.



Charity platform for HEART

HEART was one of 10 charities participating in the Business CANN Charity Show Case, held at the Assembly House in April.

Each charity had five minutes to provide a snapshot of their organisation to the business audience, outlining their aims, services and initiatives and how partnerships between the charity and the business community could be developed for mutual benefit. The event, attended by Michael Loveday and Christina Lundberg, also provided networking opportunities and HEART will be exploring several positive leads over the coming weeks.

Business CANN seeks to encourage and foster successful partnerships between business and the wider community and is an informal partnership between Anglia TV, Kettle Foods and Inspiring Partnerships. For more information contact Nic Williams on 01353 649826 or email nicw@inspiringpartnerships.com.

Q&A RICHARD ELLIS

Chair of the East of England Development Agency and HEART board member



When did you first get involved in local issues?

I've always been involved in something or other, but going on the Common Purpose Matrix programme about 10 years ago was a catalyst for increasing my involvement in local and regional affairs.

What first sparked your interest in history and heritage?

History was one of my favourite subjects at school and I've always taken an interest in my own family history, which goes back at least 600 years in Norfolk.

What heritage organisations are you involved in?

The National Trust and HEART.

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

As a businessman I'd be fascinated to sit down to dinner with Robert Toppes and talk about trade in Norwich in the 15th century and his plans for Dragon Hall...

What is Norwich's best-kept secret and why?

I think the Eagle Ward in the Great Hospital would top my list. It's such a fascinating place, but too few people have the chance to see it at the moment.

What is your favourite historic building in Norwich and why?

A difficult one, as there are so many wonderful buildings. The Cathedral within its Close, however, is very special in terms of majesty, scale and serenity.

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

Over time it has to be the loss of so much of the city's walls.

What are the main benefits of heritage-led regeneration in Norwich?

Clearly there are significant economic benefits from heritage-led regeneration, but one shouldn't underestimate the social benefits of communities connecting with the history of their place and the sense of pride and ownership that can be created.

Why should the business community take an interest in heritage?

There is a lot of talk about 'quality of life' these days, and this is an important factor for employees and their families.

As a businessman I'd be fascinated to sit down to dinner with Robert Toppes and talk about trade in the 15th century

Recruitment is a key issue for many of our businesses and the better the locality, the easier it is to recruit good people. When I was recruiting key people at Kettle Foods I would always invite them and their partner up for the weekend and take them through the Cathedral Close, walk round the cloisters and through Elm Hill, up to St Peter Mancroft and the market, and then have lunch on the bridge at The Forum. It never failed!

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

Our future is always linked to our past and in a fast-changing, globalised world I believe people will want to connect more to their place and its history. I think our heritage will play an increasingly important part in the city's future development. Added to that, Norwich's tourism economy has never punched its weight and there is so much more we can do to share the fantastic heritage of this great city with others, both from home and abroad.



Hidden treasure: Eagle Ward at the Great Hospital in Bishopgate is one of the city's most fascinating (yet little known) heritage gems