

**Taking forward the Sustainable Community Strategy Commitments:
FEEDBACK FROM WORKSHOPS 27 APRIL 2010**

13. Valuing and promoting West Cheshire's unique and diverse natural and built environments, and supporting the development of rich cultural opportunities

i. What particular aspects of this commitment should we be focusing on initially?

- West Cheshire has much to offer in terms of its cultural offer and local distinctiveness. There is strong focus on Chester which is welcomed, but must not overlook other areas of the Authority
- We will review cultural assets, including our historic environment, sport/recreation, libraries and museums to ensure fitness for purpose, sustainability and equality of access (link with the next one below)
- We will work together to deliver our regeneration programmes including Chester Renaissance, Ellesmere Port, Weaver Valley and Rural Resurgence to realise the benefit of culture as a catalyst
- We will work together towards Chester receiving European Capital status in 2017 (needs expanding though)
- Promote visit Chester as a key gateway
- Review cultural assets
- Conservation Area Appraisals – to ensure visitor attractions

ii. Are there any particular communities/areas/issues in need of improvement activity that we should focus on?

- Visit Chester and Cheshire – key gateways to promote wealth of activities in CW&C
- Quality level – performance – theatre, concert/conference space etc
- Inward investment to 'we will look at all aspects of the customer journey from the visual presentation of information to the welcome visitors receive when they arrive in the area, with the aim of creating a positive image of the area and its high quality places, promoting further investment in our visitor economy'
- Market Towns are undervalued.
- Need to avoid Chester becoming a "Clone City" with the same high street shops as many other town centres and new shopping developments. Need to focus on uniqueness and distinctiveness – York viewed as a bench-mark.
- Affordable housing in rural areas viewed as being central to the retention of much employment and therefore the broader issue

sustainability of rural areas.

iii. Are there any areas of good practice that we can build on?

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iv. Any opportunities for innovative activity?

- Promoting local distinctiveness
 - Chester Zoo – local produce
 - Heritage – apply for world heritage site status