

Appendix Eight

Matrix: Advantages and Disadvantages

advantages	disadvantages
<p><i>Status and Recognition</i></p> <p>opportunity to raise external perception of the qualities of York</p> <p>opportunity to raise within the communities of York pride, local visibility and recognition of the city's exceptional heritage</p> <p>selling point for inward investment and economic development</p> <p>selling point for tourism</p> <p>Improves marketing potential</p> <ul style="list-style-type: none"> Publicity Branding Advertising World Market <p>Opportunity to promote a sense of place that can be used both to inform design of developments and quality of life for residents</p>	<p>Heritage could be perceived as a brake on development. We need the past but need to recognise York as a vibrant, social city of culture as well as history.</p> <p>Possible increase in tourist numbers, which if not managed sustainably could be an issue</p>
<p><i>External Interference and involvement in City Decisions</i></p> <p>Possible positive influence on planning decisions promoting sensitive and sympathetic development</p> <p>Possible beneficial restriction of inappropriate development</p> <p>Possible positive influence on conservation measures</p> <p>Possible strengthening of case for archaeological conservation</p> <p>Possible external help with improving urban architectural design and townscape appearance</p> <p>Major developments already approved or in pipeline (York Central, Hungate, Piccadilly/ Castle Gateway schemes)</p>	<p>Possible unwelcome negative influence on planning decisions</p> <p>Possible constraint on new development</p> <p>Possible external conservation scrutiny on development</p> <p>Possible ossification of a vibrant City by external constraints</p>
<p><i>Possible Attraction of Increased Funds</i></p> <p>Sharpens arguments for cash</p> <ul style="list-style-type: none"> Heritage issues Improvement of infrastructure 	<p>If new developments are limited by WHS inward investment could be limited</p>

<p><i>Costs</i></p> <p>Partnership funding will deliver sense of shared ownership of WH status if achieved.</p> <p>Support funding could also be sought from within the city and beyond</p>	<p>Council needs to budget for contributions to both Stage 2 and particularly for Stage 3.</p> <p>Staffing arrangements unclear at present</p>
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General

<p>World Heritage status would be a positive contribution to encouraging cultural tourism</p> <p>It would allow York to work with Yorkshire's two other World Heritage Sites (Fountain's Abbey and Saltaire) to develop regional benefits from designation</p> <p>Greater potential for research and understanding of the components and attributes that underpin York's OUV</p> <p>Greater sense of place and pride and engagement in the heritage of the city for residents</p> <p>Benefits derived from World Heritage status depend to a large extent on the support and commitment that the community (private sector, public sector, owners, managers, residents) puts into the World Heritage Site recognising and taking the opportunities it offers.</p>	<p>Political requirements of other agencies (local regional national international) must be considered</p> <p>Competition and Risk of failure</p> <p>Need for a World Heritage Management Plan / Supplementary Planning Guidance</p> <p>Relationship to existing City Initiatives and Policies Need for Time/ Staff/ money Need for Leadership Local Authority/ Trust costs – application costs and subsequent running costs</p> <p>Possible increased visitor pressure would concern residents - residents support must not be taken for granted</p> <p>Possible negative local impact if tourist numbers rise in the city unsustainably</p> <p>York is already an expensive place to live – WHS may exacerbate this issue</p>
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