



NEWS RELEASE

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Cabinet backs World Heritage Site bid

Monday's meeting of the District Council Cabinet approved a recommendation to move forward with the town's bid for World Heritage Site status.

Stratford-upon-Avon is currently included on a 'tentative' list of sites held by the Department of Culture Media and Sports (DCMS), who administer bids on behalf of UNESCO. An independent study recently commissioned by World Class Stratford has recommended that further work is carried out to raise the profile and awareness of the town's bid. This was accepted by Cabinet and will include preparation of documentation and promotional materials to demonstrate the case for World Heritage Site status based on Stratford's unique Shakespearean heritage.

"Naturally we believe Stratford-upon-Avon is an outstanding candidate for World Heritage Site status," said Cllr Les Topham, leader of Stratford District Council and chairman of the World Class Stratford Strategy Group. "Even so, we need to support the bid with hard evidence to convince the government that it is worth putting forward as a priority to UNESCO. Cabinet's decision to back the bid is good news and means the required work can now be undertaken," he added.

The DCMS is currently reviewing its so-called 'tentative' list of nominations and the further work will reinforce Stratford's case for being maintained on a future listing of priority sites. Achievement of World Heritage Site status has been a long-standing objective for the District and County councils and other influential groups in the town.

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