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Values and Benefits of Heritage

A research review

Compiled for Heritage Counts 2009
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Policy and Strategic Development
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Values and benefits of heritage: A research review

This paper is the fifth annual research review update prepared by the HLF Policy and Strategic Development department. It sets out the key information from a range of external reports, which are relevant to our sectors.

The update has been based on our ongoing collection and sifting of new research during the course of the year. Updates for this year are in bold text.

The report is again structured around the values and benefits of heritage, matching the 'Cultural Value' framework of intrinsic value and instrumental benefit.

The topics covered are:

1. **Valuing heritage** – studies looking at the public's attitudes towards heritage and the ways that people value heritage;
2. **Heritage visits** – both the numbers of people visiting heritage across the MLA, historic building, parks, countryside and IMT sectors, and the quality of their experience.
3. **Social benefits of heritage projects**
4. **Economic benefits of heritage**

As in previous years, we have only looked to include research that features quantitative results, or larger-scale, in-depth qualitative studies. When reviewing evaluation studies that assess the impact of funded projects and programmes, we have tried to only include studies that carried out primary research with final beneficiaries, and have excluded research that only involves contact with project managers. We've only included evidence from the UK. We've excluded conceptual explorations of value and impact, discussions of impact methodologies or frameworks and research that is small-scale and/or anecdotal.

1. Valuing Heritage

- **An estimated 95% of the Scottish adult population agree or strongly agree that woodlands in Scotland are an important part of the country's natural and cultural heritage – based on a survey of 1,000 people aged 16 or over in 2006.**¹
- The Scottish Executive Architecture Policy Unit undertook research in 2004 that found 64% of people saying the built environment impacted on how they felt and on their quality of life.²
- A report commissioned by CABI and published in 2004 looked at the value of public spaces.³ 85% of people surveyed felt that the quality of public space and the built environment has a direct impact on their lives and on the way they feel.
- A MORI survey of 4,000 adults for MLA found that 82% of people think it is important for their local town or city to have its own museum or art gallery (MLA, 2004).⁴
- The BBC undertook research through IPSOS-RSL in 2003 in preparation for the Restoration series⁵. A self-completion questionnaire was completed by 4,578 people. Two-thirds said they were interested in the history of their local buildings. 63% said we do not do enough in the UK to look after historic buildings. Three quarters were

concerned about the current loss of historic buildings. 66% feel depressed by empty, derelict buildings. 64% claim to prefer old buildings over new ones.

- A survey of 1,300 people in London undertaken by MORI for EH found 81% of people are interested in how the built environment looks and feels, with over a third saying they are 'very interested'⁶. MORI asked "How interested would you say you are in the way buildings and public spaces look and feel to use?": 34% said they were very interested, 47% fairly interested and only 2% not at all interested.

Going beyond these quantitative studies, environmental economists have attempted to quantify public valuations of heritage, by using "willingness to pay" studies. This is a survey-based technique that aims to understand the value that people place on resources that are not directly sold in a market.

A research project between EH, HLF, DCMS and Dept Transport by consultants Eftec found 29 valuation studies that are directly applicable to historical sites, built heritage and archaeological sites, world-wide (Eftec, 2005).⁷ Relevant studies in the UK are: -

- Pollicino and Maddison (2002) surveyed residents near Lincoln Cathedral in order to elicit their WTP to change the cathedral's exterior cleaning cycle from 40 years to 10 years⁸. The study provided respondents with a well defined valuation scenario which emphasised that only the appearance of the cathedral would change. Mean WTP of Lincoln residents (from a sample of 220 households) was found to be almost £50 per household per year, whilst WTP of residents in nearby towns (108 households) was found to be almost £27 per household per year. Aggregate WTP for improvement in Lincoln Cathedral's appearance was calculated to be £7.3 million per year.
- Garrod et al. (1996) considered the benefits associated with the renovation of historic buildings in Grainger Town, Newcastle. The area contains mostly early 19th Century buildings, 40% of which are listed⁹. A contingent valuation study was undertaken that sought the WTP of Newcastle residents in terms of a tax increase to pay towards the restoration of buildings. Of the 162 survey sample, 47% of respondents were willing to pay a positive amount to the restoration programme. Mean WTP per household per year was found to range between £10 and £14. This would be enough to pay for an annual restoration fund of £1m – over and above the benefit of the work for owners and occupiers.
- In the mid-1990s Admovicz Willis & Garrod undertook a study looking at the WTP for both use and non-use values of the canal network. This gave a WTP per household of £6.66 per year, which – when grossed up – valued the canal system at £145 million per year (considerably less than BW's public subsidy)¹⁰.

We are not aware of any similar review in the MLA sector, but know of these individual studies: -

- There has been more extensive work of this kind in the area of nature conservation and landscape. A comprehensive review was carried out for Defra by Eftec and published in 2006¹¹. An earlier Eftec / Entec study¹² reviewed studies that have used environmental economics to value the external benefits of undeveloped land. Eftec have also published further research for Defra on WTP for possible environmental and landscape impacts in mainly upland areas, as a result of CAP reform¹³. Moran (2005) has provided a summary of landscape demand studies¹⁴ **and most recently,**

an Eftec (2007) study for the Department of Transport has set out to estimate transferable monetary values for the impacts transport schemes have on natural landscape – to feed in to the New Approach to Appraisal (NATA) for assessing transport policies and strategies in England.¹⁵

- Spectrum Consultants for the British Library (2004)¹⁶. A survey of 2,000 people in the UK found an annual WTP for the Library of £363m, against a public subsidy of £83m.
- A similar but local study undertaken by Jura Consultants for MLA North West and Bolton Metropolitan Borough Council (2005)¹⁷. This valued Bolton's museum, library and archive service at an annual £10.3m, against a cost of the service of £6.5m.
- Eftec (1999) reported the findings from a CV study which considered the benefits of preservation of recorded heritage¹⁸. The study looked at the Surrey History Centre (SHC) in Woking. This is a local authority run archive which collects and preserves materials relevant to all aspects of Surrey, with items dating from the 12th Century to the present day, which is used mainly for tracing family history. The study sought respondent WTP from two possible scenarios: (i) WTP to prevent closure of the SHC resulting in the loss, possible dispersion to other institutions or sale of recorded heritage, and; (ii) closure of the centre to all users, but materials would be preserved. It found that users were WTP £35 per year to prevent closure of the Centre, with even non-users prepared to pay an average of £13 per year.

Property prices are another way to gauge people's WTP for heritage – if we find that house prices are higher close to certain types of heritage (all other things being equal) then this represents a 'dividend' that people are willing to pay to live in the vicinity of that heritage. Studies in the UK that we know about are: -

- The Royal Institute of Chartered Surveyors (RICS) used data for over 53,000 residential sales in Aberdeen between 1984 and 2002 to estimate the economic impact of proximity to a public green space on property prices. The research found that location on the edge of a park could potentially attract a premium of up to 19%. Generally, larger parks with an array of facilities and amenities were found to have the most significant positive impact.¹⁹
- A 2007 CabeSpace report, "Paved with Gold", drew on contingent valuation survey results that showed pedestrians prepared to pay more for better streets.²⁰
- A report carried out by Arad Consulting and Cardiff Business School provides evidence of house price impacts associated with heritage-based repairs in south Wales. House prices were found to have increased faster in areas where properties have been well conserved, when compared to general property price inflation in neighbouring areas. The research also included survey work with estate agents, finding that property market professionals are likely to place a premium on heritage features in housing and expect properties with these features to fetch a higher market price, all else being equal.²¹
- An earlier report from CABA Space showed that higher property value was associated with the presence of a high quality park. In some cases this uplift was as much as 34%, though a more typical figure is 5 to 7%²².
- A number of studies of local property markets by British Waterways have shown that properties with a direct view of a well-kept waterway can command a premium of up to 20%. Moreover, there is still a premium – albeit smaller – up to half a mile away

from the canal.²³ Using a conservative estimate of a 3 – 5% uplift, Ecotec research for British Waterways has calculated that the canal network in Wales has a total impact of £44 - £74 million on canal side (within 200m) property values.²⁴

- The Nationwide Building Society 'Hometrack' survey compares price of historic homes with modern counterparts. For a pre-1919 property the uplift is 20%, and this rises to 34% in the case of a Jacobean property.²⁵

2. Visits to heritage attractions

2.1 DCMS 'Taking Part' Survey

'Taking Part' is the National Survey of Culture, Leisure & Sport. Run by DCMS, and undertaken by BMRB Research. The survey was launched in July 2005 and achieves an annual sample size of 29,000. It is a continuous national survey of adults (aged 16 and over) who live in a representative cross-section of private households in England.

Third and fourth year results were published in December 2008 and August 2009.²⁶

When broken down by sector, 78.6% of 2008/09 survey respondents had attended at least one type of historic environment site in the previous 12 months; 64.9% had attended a museum/gallery at least once; 53.5% had visited a public library, 30.9% had participated in moderate intensity sport in the last week; More than four-fifths (80.8%) had participated in the arts in the past 12 months.

The two tables below shows historic environment participation by priority groups, with confidence intervals in brackets.

Taking Part: Annual Participation – Historic Environment

| | 2005/06 % (confidence) | 2006/07 % (confidence) | 2007/08 % (confidence) |
|---------------------------|---------------------------|---------------------------|---------------------------|
| Black and minority ethnic | 50.7 (+/- 2.4) | 48.3 (+/- 2.9) | 54.1 (+/- 2.4) |
| Limiting disability | 59.5 (+/- 1.5) | 60.2 (+/- 1.7) | 60.9 (+/- 1.4) |
| Lower socio-economic | 57.1 (+/- 1.2) | 57.3 (+/- 1.4) | 59.4 (+/- 1.2) |
| All adults | 69.9 (+/- 0.8) | 69.3 (+/- 1.0) | 71.1 (+/- 0.8) |

Taking Part: Annual Participation – Museums and Galleries

| | 2005/06 % (confidence) | 2006/07 % (confidence) | 2007/08 % (confidence) |
|---------------------------|---------------------------|---------------------------|---------------------------|
| Black and minority ethnic | 35.5 (+/- 2.3) | 33.6 (+/- 2.4) | 39.3 (+/- 2.3) |
| Limiting disability | 32.1 (+/- 1.4) | 31.1 (+/- 1.5) | 33.2 (+/- 1.4) |
| Lower socio-economic | 28.3 (+/- 1.0) | 28.2 (+/- 1.1) | 30.6 (+/- 1.0) |
| All adults | 42.3 (+/- 0.8) | 41.5 (+/- 0.9) | 43.6 (+/- 0.8) |

Taking Part: Annual Participation – Libraries & Archives (Year 1 only)

| Attendance Area | All | Limiting Disability | Lowest three socio-economic groups | White | Black | Asian | Mixed | Other |
|------------------------|-----|---------------------|------------------------------------|-------|-------|-------|-------|-------|
| Libraries – attendance | 48% | 42% | 39% / 36% / 45% | 47% | 57% | 59% | 51% | 61% |
| Archive – attendance | 6% | 5% | 3% / 4% / 4% | 6.1% | 4.1% | 3.5% | 5.4% | 3.4% |

The survey also includes questions about possible barriers to engagement. The reasons shown below were those most cited for the heritage sectors in Year 1, by people who had not attended in the previous 12 months.

Taking Part: Year 1 Reasons for non-participation

| | Not really interested | Not enough time | Health not good enough | No need to go | Never occurred to me |
|----------------------|-----------------------|-----------------|------------------------|---------------|----------------------|
| Historic environment | 29% | 29% | 13% | - | - |
| Museums | 33% | 27% | 8% | - | - |
| Libraries | 19% | 16% | - | 30% | - |
| Archives | 19% | - | - | 50% | 14% |

For more details see

http://www.culture.gov.uk/reference_library/research_and_statistics/4828.aspx

- English Heritage commissioned the Centre for Economics and Business Research (cebr) to undertake detailed quantitative analysis of historic environment results from the first 12 months of Taking Part. The main Cebr findings were that *access to a vehicle*, a person's *social and economic background*, their *health* (rather than disability) and whether they were *taken to a heritage site as a child*, are the main factors related to whether or not they visit a historic site.²⁷
- Arts Council England (ACE) has carried out a similar analysis of the year one Taking Part arts attendance figures. Taking Part indicated that 84 % of the population rarely or only 'now and then' attend arts activities. The analysis, by social scientists at Cambridge University, found that two of the most important factors influencing participation are education and social status. Gender, ethnicity, age, region, having young children and health were also found to be important, but income, social class and disability were shown to have little or no significant effect.²⁸
- The first findings from the Taking Part child survey were reported in October 2007. 2,918 interviews with 11 – 15 year olds took place between January and December 2006. Virtually all respondents had engaged in at least one form of cultural or sporting opportunity during the last 12 months. 72% had visited a historic environment site; 55% had attended a museum or gallery and 72% had visited a library. 61% had engaged in a cultural activity at least once a week. Less than one per cent of children had only engaged in a cultural or sporting sector inside school lessons.
- On behalf of DCMS, Freshminds has undertaken an extensive literature and data review and carried out qualitative research to try to identify which drivers are most important for widening cultural participation. Providing opportunities for socialisation was reported to be key to driving demand among excluded audiences. In addition to this, childhood exposure and education are shown to be key drivers for all groups.²⁹

2.2 Attractions Monitor

England 2008

The 1,817 visitor attractions that responded to VisitEngland's 2008 English visitor attractions survey, reported that they had received a total of 163 million visits that year.³⁰

| Visitor Attraction Category | Attractions Sample | Number of visits to responding England Attractions (millions) |
|-----------------------------|--------------------|---|
| Country parks | 69 | 15.9 |
| Farms | 58 | 3.5 |
| Gardens | 121 | 10.1 |
| Historic properties | 489 | 21.8 |
| Leisure/theme parks | 33 | 17.3 |
| Museums/art galleries | 520 | 43.2 |
| Steam/heritage railways | 25 | 1.4 |
| Visitor/heritage centres | 85 | 4.4 |
| Wildlife attractions/zoos | 84 | 17.6 |
| Workplaces | 68 | 2 |
| Other attractions | 148 | 18.2 |
| <i>England</i> | 1,817 | 163.4 |

Scotland 2008

The 682 visitor attractions that responded to VisitScotland's 2008 Scotland visitor attractions survey, reported that they had received a total of 43 million visits that year.³¹

| Visitor Attraction Category | Attractions Sample | Number of visits to responding Scottish Attractions |
|--|--------------------|---|
| Castle/Fort | 56 | 3,213,043 |
| Country/Forest Park | 26 | 11,950,197 |
| Garden | 40 | 945,200 |
| Heritage/Visitor Centre | 99 | 6,299,224 |
| Historic House/Palace | 49 | 1,252,027 |
| Historic Monument/Archaeological Site | 30 | 606,997 |
| Industrial/Craft Workplace | 13 | 82,444 |
| Museum/Art Gallery | 234 | 11,347,178 |
| Nature Reserve/Wetlands/Wildlife Trips | 26 | 755,098 |
| Other Historic Property | 13 | 374,839 |
| Steam/Heritage Railway | 3 | 80,222 |
| Place of Worship | 23 | 1,409,000 |
| Safari Park/Zoo/Aquarium/Aviary/Farm | 17 | 1,735,126 |
| Other | 12 | 1,119,931 |
| Distillery/Vineyard/Brewery | 45 | 945,200 |
| Total | 682 | 43,174,846 |

2.3 Other studies

Earlier work to quantify visits to heritage attractions has largely been superseded by the Taking Part survey with its much larger sample size. However they do offer some interesting comparisons, and some of the categories are slightly different.

- An LSE study for MLA³² claimed that over 42 million visits are made each year to major museums and galleries in the UK.

- In Heritage Counts 2005, English Heritage reported that there were 58 million tourist visits to heritage sites in England in 2004.³³ Heritage Counts 2005 referred to research carried out by VisitBritain in ten emerging national markets (Russia, China and selected countries of Eastern Europe and Asia) which found that as many as 72% of visitors from Russia and 66% of visitors from China stated that visits to ‘castles, churches, monuments and historic houses’ were the top choice of those who were planning or were very likely to come to Britain.³⁴
- A 2004 MORI survey for MLA also interviewed 4,000 adults and found: 59% attendance for cinema, 51% for libraries, 37% at a well-known park/garden, 37% a museums/art gallery, 33% a famous cathedral/church, 32% a historic building, All of these are higher than the 28% who said they visited a live sporting event in the past 12 months and the 25% or less who visited zoos and theme parks.³⁵
- The last GB Day Visits Survey, carried out in 2003, recorded 1,26bn day visits to the countryside per year, with 62% of the population claiming to have made a trip to the countryside in the past 12 months.³⁶ This compares with 59% of those surveyed for the England Leisure Visits 2005 survey.³⁷
- **Analysis for the NW Regional Development Agency, drawing on the NW Staying Visitor Survey has estimated that some 22.7m annual visitors to the NW are motivated by heritage – including a desire to visit heritage visitor attractions as well as towns and cities.**³⁸
- **From a telephone survey of 650 visitors, it has been found that 90% of international visitors to Scotland and 61% of UK visitors, visit castles, historic houses and palaces during their visit to Scotland.**³⁹ **An earlier survey of 300 passengers on the Superfast Ferry service between Rosyth and Zeebrugge found that landscape and scenery was the top reason for visiting Scotland and that almost 50% mentioned visits to castles/ historic sites and Scotland’s history and heritage as reasons for visiting Scotland.**⁴⁰
- CABE has claimed that over half the UK population – some 33 million people – make more than 2.5 billion visits to urban green spaces each year.⁴¹
- BW has estimated that 270 million visits are made to the canal network in Britain each year.⁴²

Summary of estimated leisure participation in UK (% of population)

| | % participating in last 12 months | Source |
|----------------------|--|---|
| Historic Environment | 78.6% (England) | DCMS Taking Part August 09 |
| Cinema | 62% / 55% / 59% / 62% | ACE 2001/ ACE 2003 / MLA 2004 / Film Council 2009 (for 2008) |
| Countryside | 62% 59% (England) | GB Day Visits Survey 2003 England Leisure Visits Survey 2005 |
| Urban space | 52% | CABE |
| Library | 45% 51% 53.5% (England) | ACE 2001 MLA 2004 DCMS Taking Part (Aug 09) |
| Museum/gallery | 38% 37% 64.9% (England) | ACE 2001 MLA 2004 DCMS Taking Part (Aug 09) |

| | | |
|-------------------------------|-----|----------|
| Well known park/garden | 37% | MLA 2004 |
| Famous Cathedral/church | 33% | MLA 2004 |
| Historic property | 32% | MLA 2004 |
| Live sport | 28% | MLA 2004 |
| Zoo / reserve / wildlife park | 25% | MLA 2004 |
| Theme Park | 23% | MLA 2004 |
| Exhibition | 21% | ACE 2001 |
| Waterways | 16% | BW 1998 |

Summary of estimated leisure visits in UK (per year)

| | Visits per year | Source |
|--------------------------|--|--|
| Cinema | 164m | Film Council for 2008 |
| Urban space | 2,500m | CABE / ODPM 2002 |
| Countryside (day visits) | 1,260m 700m (England) | GB DVS 2003 ELV 2005 |
| Waterways | 160m 10m visitors | BW 1998 |
| All heritage sites | 58m | EH 2005 |
| Museum/gallery | 42m 100m (17m adult visitors) 40.4m (DCMS sponsored national museums) | LSE, 2006 NMDC, A Manifesto for Museums, March 2004 DCMS 2009 for 2008⁴³ |
| Library | 328m | CIPFA⁴⁴ 2009 (for 2007/08) |
| Historic house | 16.6m | EH / SVVA 2004 |
| Famous Cathedral/church | 13.3m | EH / SVVA 2004 |
| Well known park/garden | 10.2m | EH / SVVA 2004 |
| Castle | 7.11m | EH / SVVA 2004 |
| Archives | 1m 150m online requests to National Archive digital census site 2003 | CIPFA 2001/02 ⁴⁵ |

2.4 Visitor and user perceptions

Some results from visitor and user surveys carried out by various organisations are publicly available.

- Research for the Renaissance in the Regions programme includes a visitor survey conducted at 45 museums, with over 16,000 interviewees.⁴⁶
- The Audit Commission's best value user satisfaction surveys for 2006/07 include results for museums and galleries, libraries and parks/open spaces, based on survey results from local residents in 149 local authorities in England.⁴⁷ This found: -
 - 71% satisfaction with libraries
 - 43% satisfaction with museums and galleries
 - 72% satisfaction with parks and open spaces

For comparison, satisfaction with overall service provided by the local authority was 51%; with household waste collection 79%; 54% with local transport and 55% with sports and leisure facilities.
- Demos cite the government's Public Library Service Standard as finding that 94% of library users judged the service good or very good.⁴⁸

3. Social benefits of heritage

Using a framework adopted by the culture consultancy Burns Owen Partnership⁴⁹ in work from MLA, we've divided this section into: -

- Impacts on individuals
- More specifically, impacts on individual's physical health
- Group-level impacts for communities

3.1 Research evidence for impacts on individuals

- There is widespread agreement that the strongest evidence of impact on individuals is found in what might be called 'personal development' e.g. new skills, new experience, improved confidence, changed attitudes; education support.⁵⁰ The evidence for all these impacts overlaps considerably with that for 'learning'.
- In a review for MLA, Demos refers to Renaissance in the Regions research as indicating a link between museums and galleries and creativity. A study in Bristol and Tyne & West museums found 81% felt inspired to creativity by their participation in a museum project. Results from the Renaissance in the Regions research cited above – on inspiration and knowledge & understanding – point to a similar conclusion.⁵¹
- In 2006-07, the charity Groundwork supported 6,000 projects across the UK, involving over £127m of investment and 460,000 participants. Projects mainly involve local people in neighbourhood regeneration - often targeting green spaces and other socially inclusive public spaces. In an evaluation of 27 projects, 83% of respondents to resident surveys said they feel their neighbourhood is better following Groundwork's involvement; 92% of respondents to participant surveys feel they personally benefited from their experience; 53% of respondents feel more likely to participate in local groups, clubs or organisations since being involved with Groundwork and 83% of respondents feel better able to influence decisions affecting their local area.⁵²
- An evaluation of The Veterans Reunited Programme, which brought together different generations within the UK to commemorate the 60th anniversary of the end of WWII, has provided evidence of positive impacts for individuals.⁵³ The scheme reached over 11 million people and over 1000 participants completed evaluation forms. From this evidence, 78% felt the experience gave them enjoyment, inspiration or creativity, 39% developed new or better skills and 64% experienced progression in either activity or changed their behaviour. Most striking, 82% of veterans involved in the programme felt more respected as a result or had pride in their contribution and 39% felt differently about themselves and their abilities.
- Matarasso (1998) undertook an evaluation of the social benefits of public library community initiatives looking at 18 projects and including interviews with 69 project participants⁵⁴, whilst Linley & Usherwood (1998) undertook a 'social audit' of libraries in Newcastle and Somerset, speaking to 180 users and non-users⁵⁵. Between them these studies identified the benefits of libraries to individuals as: -
 - Personal development: supporting basic literacy; schoolwork; self-confidence and aspirations; well-being. In the Matarasso study, 45% of interviewees took up training after a library project.

- Empowerment. Raising individual's awareness of rights and services available to them; providing a way out of isolation, particularly for older people.
- **In recent years, there has been a growing research interest in the impact of volunteering (as opposed to participating) in heritage related projects:**
 - **Research into volunteering for Museums Galleries Scotland has found that the most frequently reported impacts on volunteers are associated with the generation of human capital. Survey respondents used words and phrases such as “personal development”; “skills development”; “building confidence and self-esteem”; “IT skills” and “social skills development. Impacts on social activities and networks was also frequently cited – with words such as “opportunities to remain involved with the local community”; “social contact”; “social activity” and “support network” being used. The majority of volunteers in the sector were found to be aged 55 and over and the greatest benefit was said to be a sense of achieving something useful.⁵⁶**
 - **Baseline research into the impact of volunteering with the Liverpool'08 (European Capital of Culture) has found that the primary motivations for volunteering the programme are civic pride, desire to “give something back” and a wish to turn around negative perceptions of Liverpool. The cultural and social opportunities available to volunteers are secondary, although those surveyed were enthusiastic about these. Early feedback is suggesting that involvement has widened volunteers cultural interests; helping them develop more confidence and skills and it is becoming a significant part of their lives. The volunteers tend to be older people, retired from work and to come from ABC1 socio-economic groups and have a higher education level than the Liverpool average.⁵⁷**

3.2 Health

- **A systematic literature review for Volunteering England on the health benefits of volunteering found nearly 25,000 related articles and drew on evidence from 87 of them. It concluded that there is qualified evidence that volunteering can deliver health benefits, including decrease mortality and improve self-rated health, mental health, life satisfaction, the ability to carry out activities of daily living without functional impairment, social support and interaction, healthy behaviours and the ability to cope with one's own illness. It could particularly benefit feelings of self-worth. There is evidence that it can help people adapt to a declining importance of major roles in life and it is important for older people to stay active and socially engaged. A number of studies showed that more hours spent volunteering yields greater health benefits up to a certain threshold.⁵⁸**
- **A report for DCMS on the value of libraries (BOP 2009) suggests that there is now a strong body of evidence demonstrating a strong correlation between literacy levels and a variety of physical and mental health and well-**

being outcomes. Therefore if libraries could robustly evidence their literacy and learning outcomes, it would be reasonable to posit that this will generate additional health and well-being benefits. For example, research with the British Cohort Study 1970 data has found that women who had poor literacy skills at age 21 who improved their skills by age 34 were less likely to have symptoms associated with depression compared to those that had remained with poor literacy levels (17 per cent to 34 per cent – literacy); less likely to report that they ‘never’ exercised (14 per cent to 31 per cent – numeracy); and less likely to report that they had poor health or long-term health problems (25 per cent to 38 per cent – literacy). However, to tell a compelling story about the impact of the “new” public library more in-depth research needs to be carried out.⁵⁹

3.3 Health benefits of public space / built environment

- CABE (2004) has used health evidence to bolster the case for urban public parks, citing evidence about rising obesity, young people’s health, the establishment of adult patterns of exercise in early life and the health benefits of walking.⁶⁰
- CABE (2004) also quotes one study that found mental health improvements for inhabitants following improvements to the built environment of one new town.⁶¹

3.4 Health and Biodiversity

- English Nature (2002) has looked at the impact of biodiversity on psychological well-being, citing studies demonstrating connections between nature and social agendas such as mental health and social development⁶²
- CABE (2004)⁶³ similarly quotes studies demonstrating, variously,
 - How natural views lower blood pressure and stress.
 - The benefits of green exercise for public health and reducing healthcare costs
 - How urban parks and trees provide fresh air and a cooling effect.
- Some of the most thorough research in this area has been carried out for the Countryside Recreation Network by the University of Essex, which undertook “to explore the synergy in adopting physical activities whilst being directly exposed to nature.”⁶⁴ The researchers term this ‘Green Exercise’. Quantitative analysis of ten countryside case studies, looked at the impacts on the health of 263 participants. The findings demonstrated improvements in mental health measured through self-esteem and mood profiles such as depression, dejection, tension and anxiety. One of the activities, canal boating in Scotland, had a clear heritage connection though the others were more typical countryside activities such as walking, mountain-biking, fishing, horse-riding and conservation work.
- The charity, Mind, commissioned the University of Essex to undertake two further, smaller scale studies. Of a survey of 108 people involved in Mind green exercise group activities, 94% said taking part had benefitted their mental health. In the second study, twenty members were taken on two different walks – one in the countryside where 90% reported an increase in self esteem, the second through a shopping centre, which 44% said reduced their self esteem.⁶⁵

- A detailed review of the literature exploring links between green space / biodiversity and increased levels of physical activity is contained in 'Natural Fit' – a report published in 2004 by the RSPB and endorsed by the Faculty of Public Health⁶⁶. This includes references to medical research and case studies looking at whether green space can increase levels of physical activity, and the links between wildlife and wellbeing. The report also quotes a Cabinet Office figure of £8.2bn for the cost of physical inactivity in England (a combination of NHS costs, work absence and early mortality). Using this figure as a starting point the report proposes a model for estimating the cost savings provided by local green space.
- In the ten years that BTCV's "Green Gyms" have been in operation, they have involved 10,000 local volunteers in improving 2,500 green spaces. A national evaluation, carried out between July 2003 and August 2007, has drawn on survey responses from 700 participants, 194 of which completed forms on initiation and a second at least 3 months later. 60% of participants were found to be new to volunteering. 99% of participants agreed or strongly agreed that their involvement had improved their health and self-confidence. Those who initially recorded themselves as being of lowest physical and mental health, said they experienced the greatest improvements.⁶⁷
- The first set of data from the national Greenstat survey of park users was released in July 2007. The Park Life report summarises responses from almost 20,000 people. 16% say that they visit their park to keep fit; 10% to improve their health; 45% to walk and 12% to play sport or games. 7 out of 10 travel to their park on foot or cycle.⁶⁸

3.5 Community impacts

- In contrast to the greater consensus on how it can make a difference to individuals, there is much less agreement and understanding of how heritage and culture can contribute to community concepts such as social capital, cohesion, social inclusion, cultural diversity and civil renewal. According to one review, there is neither an agreed understanding of how these community impacts arise, nor is there any strong empirical evidence to demonstrate these impacts. According to BOP, "most reviewers conclude that the evidence for group-level impacts is less compelling than that for individual impacts."⁶⁹
- The route put forward between heritage/culture and these objectives is often through concepts of identity / understanding (of others and self) and respect. For example, BOP says, "Most reviews conclude that there is the potential for social impacts on groups and communities, such as:
 - improved social cohesion (through the provision of) safe, equitable and non-market social space (Goulding, 2004)⁷⁰
 - community empowerment via increased individual awareness of rights and benefits
 - improved cohesion through a greater understanding and sense of identity.
- Evaluations of two large-scale community heritage projects have provided evidence for social cohesion impacts. The Refugee Communities History Project, ran between 2004 and 2007, drawing on £740,000 of HLF and Trust for London funding. Refugee

Community Organisations were involved in recording oral history interviews and staging local exhibitions. 85% who visited the local exhibitions said the experience had given them a greater understanding of refugee communities and 85% said it helped them to see the positive contributions made by refugees. These results, however, are based on a relatively low sample of 73 respondents.⁷¹

- The social impact of “Community Archives” has been the focus of a recent research study. Around 3,000 community archives are estimated to exist in the UK today, supported by around 30,000 volunteers. Findings from 46 questionnaires indicate community archives can promote understanding, tolerance and respect between generations and between diverse communities; promote active citizenship, provide training opportunities and life skills and create pride and interest in communities that have been marginalised.⁷²
- 83% of the first almost 20,000 respondents to the national Greenstat survey think that parks and open spaces are focal points for communities.⁷³
- Other work that has used standardised questionnaires to gauge visitors or project participants sense of what impacts they perceived for themselves. Demos for MLA (2006) quote the Renaissance in the Regions visitor survey result that indicated 45% of people felt more tolerant towards other people and their cultures and ideas as a result of their visit. The same research points out the social function of museums and galleries, with two-thirds seeing them as appealing places to meet.⁷⁴
- An evaluation of the WWII commemoration programme, Veterans Reunited, reported that 46% felt differently about other people and their community after participating in the programme and 14% were said to have a more positive appreciation of diversity. A specific evaluation of the ‘Their Past your Future Strand’ of the programme found that 95% of students who took part had gained a deeper understanding of the contribution of veterans and people who lived through the war and – as a consequence – had come to think differently about them.⁷⁵
- Research carried out by SQW for the BTCV *People’s Places* Award Scheme looked at impacts on local environments, communities and individuals. Most projects funded by the scheme were concerned with creating, improving or better utilising local green areas and public open space. The evaluation showed that these types of projects have positive impacts on life in communities and successfully raising environmental awareness⁷⁶.
- A recent study on public spaces, social relations and well being in East London explored how ‘unexceptional’ hard spaces such as streets and markets are used and how they enable contact between different groups and enhance well-being.⁷⁷ The study involved discussion groups, interviews and observation. The report concluded that for many, hard spaces were equally as important social arenas as green spaces and demonstrated that people’s desire to stay in a locality was often influenced by the casual social encounters that took place in public spaces.
- Earlier work by Matarasso and Linley & Usherwood on libraries pointed to the role of libraries in promoting social cohesion: libraries were seen as a key neighbourhood resource and intercultural meeting place, which raised the profile of marginalised groups, enable different groups of people to meet and share interests; and provide

an intercultural space. They also claimed that libraries were seen as a community landmark that contributed to local image and how people felt about their area.⁷⁸

4. Economic benefits / regeneration

Work on the way that heritage contributes to economic / business activity in local areas can be divided into four: -

- The impact associated with one-off physical conservation / restoration projects
- The impact associated with the day-to-day operations of a heritage attraction / facility.
- The benefits to local areas of heritage-based recreation and tourism
- How heritage and cultural institutions make a place more attractive for businesses and workers

4.1 Heritage restoration

- In the US, Rypkema has cited work showing that conservation / restoration work to heritage buildings has a greater local economic impact due to the greater tendency for it to involve local sourcing of labour and materials. However, no work of a similar scale appears to exist in the UK.⁷⁹
- **A survey undertaken by the National Heritage Training Group (NHTG) of over 1,000 buildings professionals found that 36% had carried out work on pre-1919 buildings in the previous year and this made up 35% of their workload.⁸⁰**

4.2 Direct operational impacts

- The LSE study on museums and galleries in Britain, using a survey of 22 institutions, found the operational turnover of the sector to be around £1bn a year (about 1% of the total UK economy), and direct employment to be over 9,000. Of the total income, £200m is self-generated from donations and trading income.⁸¹
- Demos⁸² quotes another MLA publication⁸³ which states that the museum, libraries and archive sector employs 70,000 staff, has total income of £1.3bn a year and total expenditure of £2.4bn p.a.
- The Arts and Humanities Research Centre evaluation of the economic impact of five research projects which it has funded, provides some figures on direct economic impacts including number of jobs created.⁸⁴
- VivaCity!⁸⁵, a study undertaken by Oxford Economic Forecasting for the City of London, looked at the economic impacts associated with the operation of 28 festivals and institutions that form the 'City Arts Cluster'. These include the Barbican, Tate Modern, St. Paul's, Tower of London, Museum of London, Guildhall Art Gallery and London Symphony Orchestra. It found that, in *gross* terms, the City Arts Cluster contributes £325m to UK GDP each year.
- On a rather smaller scale, a recent evaluation of Nadair Trust projects looked at the ongoing economic impacts they are having for the Argyll Islands⁸⁶ whilst an evaluation of the Scottish Natural Heritage LEADRER+ projects economic impacts.⁸⁷

- **In a 2006 survey of Scottish organisations involved with natural heritage, responding organisations reported that their volunteers contributed a total of 91,149 hours per month to the natural heritage equating to a contribution to around £14m per annum to the Scottish economy.⁸⁸ A study for the Historic Environment Advisory Council for Scotland (HEACS) in 2008 found that 18,564 historic environment volunteers contributed £28m per annum.⁸⁹ A survey of organisations belonging to Museums Galleries Scotland found that the 84 responding organisations involved 2,515 volunteers, with a notional economic value of nearly £300,000 a month in high season. Nearly 1/4 of responding organisations are run entirely by volunteers.⁹⁰**

4.3 Recreation / tourism

- Recreation-linked economic impacts have been researched in a large number of studies by various organisations. These include: -
 - A report by LSE on the impact of the first five years of Tate Modern found it had contributed between £75m and £140m to the local economy creating up to 4,000 new jobs about half of which are focused in Southwark.⁹¹
 - A further LSE study on National Museums Liverpool (NML) – a consortium of 8 city museums. NML was calculated to have an impact of between £65.9 million and £74.6 million per year on the north west economy, with at least 1,600 Merseyside jobs dependant on the museums. The cultural role of the museums in developing local pride in the city and its history were also found to be important to longer term regeneration.⁹²
 - The refurbishment of the De La Warr Pavillion, Bexhill has been found to have a total economic impact of £16m p.a. in the town.⁹³
 - A study of the Eden Project in 2002 revealed that the new attraction had received just under 2 million visitors in 2001/2, with an estimated direct economic impact of £155 million⁹⁴
 - A study for English Heritage and DEFRA on the public benefits of grant funded historic farm building and dry stone wall repairs in the Yorkshire Dales National Park has reported that funded work between 1998 and 2004 has injected between £7.08m and £9.12m into the local economy, with every £1 expenditure on repair work on buildings resulting in a total output within the wider local area of £2.48 (£1.92 for walling).⁹⁵
 - Work by the National Trust in the South West, North East, Cumbria and Wales which showed that 40% of employment in tourism ‘depended on’ a high quality environment, rising to 60%/70% in some rural areas.⁹⁶ Latest studies in Wales have focused on the impact of the Coastal and Marine Environment and of National Parks.⁹⁷
 - A study looking at the economic impact of museums in Northern Ireland⁹⁸.
 - **A study undertaken by Ecotec has found that on average, “medium historic” cathedrals such as Chester and Carlisle, employed some 45 people and supported some 55 other gross additional jobs as a result of visitor spend.⁹⁹**
 - **Baseline research on the impacts of Liverpool 08 – European Capital of Culture – involved a survey of 676 city residents living in 4 different neighbourhoods during summer 2007. It found that 94% recognised the Liverpool 08 logo but only 1/3 of respondents said they knew a**

- reasonable amount or more about what it involves. However, when asked about particular '08 events, recognition was higher. 74% had heard of the St George's Hall re-opening and 41% had attended the Matthew Street festival. 58% believed Liverpool would be a better place by 2008 due to the '08. Across all four communities, respondents felt Liverpool was improving although there was less optimism about the future in deprived neighbourhoods.¹⁰⁰
- Further research monitoring the economic impacts of Liverpool '08 has not shown a rise in the number of jobs in retail and in tourism (two sectors potentially associated with ECoC impact) between 2000 and 2007, whilst overall total employment has grown in the city at or above the national growth rate. However, early indications on impacts on visitor figures is positive - at the start of 2008, there was a high proportion of first time visitors to the city (24%) although only 12% spontaneously mentioned the European Capital of Culture when asked about their reasons for visiting.¹⁰¹
 - Analysis for the NW Regional Development Agency has concluded that heritage motivated visits by people from outside the region results in over £1b of extra spend to the NW economy each year and that historic townscapes have greater economic impact than historic landmarks.¹⁰²
 - Research for the Historic Environment Advisory Council for Scotland (HEACS) in 2008 found that tourism expenditure attributed to the historic environment (in this case excluding National Parks, National Scenic Areas and Ancient Woodlands) supports in excess of 37,000 FTE employees in Scotland and £1.3b to Scotland's national GVA. Including the built heritage construction sector and indirect and induced effects, it is estimated that the historic environment sector supports in excess of 60,000 FTE employees in Scotland.¹⁰³
 - the South West Economy Centre's report in 2000 for the South West Museums, which estimated that the value of museums to the regional economy was around £25m each year.¹⁰⁴
 - British Waterways studies of the Kennet & Avon, Forth & Clyde/Union Canal in Scotland, the Huddersfield Narrow Canal and the Rochdale Canal. The BW study of the Kennet & Avon Canal was updated in 2006 with the number of jobs dependent on the canal estimated at nearly 1,000.¹⁰⁵
 - Recent research has found that visitors to the canals in Wales give rise to some £34 million expenditure per year along the canal corridors, supporting over 800 full-time equivalent jobs. The wider "quality of life" benefits associated with the use of the waterways in Wales and their contribution to environment, landscape and heritage are estimated to have an annual value of between £10.6 million and £18.8 million per year.¹⁰⁶
 - Work by English Heritage and Defra that assessed the economic benefits to local businesses of farm building repairs funded through the Environmentally Sensitive Area scheme (ESA) in the Lake District¹⁰⁷.
- Of a slightly different nature, a number of studies have been done on the 'environmental economies' of the South West¹⁰⁸, North West¹⁰⁹, North East¹¹⁰ and West Midlands¹¹¹. These combine recreation-linked economic activity with other economic activities including land management and – in some cases – environmental technologies and waste treatments. **Research for Scottish Natural Heritage has found that output from activities that depend on the natural**

environment is estimated at £17.2b a year which is 11% of total Scottish output. This output supports 242,000 jobs which is 14% of all full time jobs in Scotland.¹¹²

4.4 Places for business

- There is less research in this area, and what there is tends to concentrate on how businesses and employees prefer to be based in attractive places with good cultural facilities.
- A 2007 CABE report, "Paved with Gold", tested a method for calculating the extra financial value of good street design on 10 case study London high streets, using a design quality scoring system. Controlling for other variables, the research found direct links between street quality and both retail and residential prices.¹¹³
- **Liverpool Vision was launched in 1999 as England's first Urban Regeneration Company with a ten year city-wide strategy to reverse Liverpool's economic decline. The city's retail and business offer has been transformed, with emphasis on place shaping, not just space creating. Outputs include 1,300 jobs created, 5 hectares of land brought back into use and £170m of private investment. In 2006, Liverpool was England's 5th most visited city – with 625,000 international visitors spending an estimated £198m.¹¹⁴**
- **An evaluation of Penryn Townscape Heritage Initiative, which involved £1.4m of public investment in regenerating the town centre between 1999 and 2006, has found that the heritage-led scheme has created 37 FTE gross direct jobs and 12.69 FTE net additional jobs. Penryn is in the 20 most deprived wards in England and 25% of commercial properties in the town centre were vacant at the start of the scheme.¹¹⁵**
- CABE has also previously used research to show that:
 - Well-planned improvements to public spaces within town centres can boost commercial trading by up to 40 per cent and generate significant private sector investment.¹¹⁶
 - Small businesses choosing a new business location rank open space, parks and recreation as a number one priority.¹¹⁷
- **An impact study for the Norwich HEART Development plan – a scheme which plans to advance heritage redevelopment in the city – has predicted that one project that plans to invest £11m in developing St Andrews Hall as a regional hub would yield a return of £166m after ten years, Another project to invest £495,000 in public realm and retail space improvements in the "Lanes" area of Norwich was calculated to have an anticipated return of £16.68m over the same period.¹¹⁸**
- Similarly, British Waterways has undertaken work which attempts to assess the impact of waterway environmental improvements on commercial property markets. Though no link can be made with commercial rents, waterside locations – particularly in city centres such as Birmingham, Leeds, Manchester and London – have been found to provide a 'unique selling point' for new development which unifies separate components can bring development to market more quickly.¹¹⁹ British Waterway's

report on the economic impact of water development schemes was completed May 2007.¹²⁰

- Other studies have attempted to show how heritage / culture can contribute to civic pride / cultural draw and creative workers. This has often been wrapped up with the impact of iconic buildings such as Tate Modern, Peckham Library, the Sage Centre in Gateshead¹²¹. However there is no substantive UK evidence in this field to date.
- **The Urban Regeneration Index (produced by IPD - the Investment Property Databank) tracks the performance of property in regeneration areas that are benefiting from public and private investment – many of these investments will have involved the re-use and refurbishment of heritage buildings. The 2007 report states that total returns for all property in regeneration areas have outperformed all UK property over the last five years and there are some advantages to investing in regeneration areas based on higher total returns over the mid term, lower volatility, and marked residential capital value uplift. At the very least, there is no marked disadvantage in investing in regeneration areas over the long term.¹²² Research for the RICS has also found that listed offices have followed the same market cycle as unlisted – the difference in returns between the two is minimal.¹²³**
- A potentially interesting area of new research is to look at how the activities of cultural institutions in support of local business can contribute to networks of public/private interaction leading to enhanced productivity. An indication of the scale of impact here is suggested by a University of Northumbria study cited by Demos which found 62% of neighbourhood renewal and social inclusion projects surveyed had a museum involved in their delivery; 41% a library and 21% an archive.¹²⁴
- But on a more negative note, a Policy Exchange evaluation of British urban policy over the last ten years has concluded that intervention has not reduced the divergence between poor and successful towns. The report suggests that a town's location and size has the greatest influence on its success and trying to stimulate growth against the odds could be a waste of money. Whilst a few successful schemes, including the regeneration of Nottingham Lace quarter (partly with HLF Townscape Heritage Initiative Funds) are mentioned, attempts to counter natural market forces are generally presented as risky and unlikely to achieve sustainable and city-wide success.¹⁰⁰

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