

5

Using and Benefiting

EDUCATION AND LIFELONG LEARNING	5.1	P.100
Formal Education	5.1.1	P.100
Informal Education	5.1.2	P.104
ECONOMIC BENEFITS	5.2	P.106
Heritage and Regeneration	5.2.1	P.106
Heritage Tourism	5.2.2	P.110
PARTICIPATION	5.3	P.114
WELL BEING AND QUALITY OF LIFE	5.4	P.117
ENVIRONMENTAL SUSTAINABILITY	5.5	P.119

1 Report available at www.atinghamtrust.org.

2 www.qca.org.uk/history/innovating.

This chapter of the report considers the different benefits that derive from active engagement with the historic environment. These benefits are wide-ranging: from the social benefits attached to education and lifelong learning, to the economic benefits from tourism and regeneration. The chapter also considers the role that can be played by the historic environment in promoting people's quality of life and contributing to sustainable development.

5.1 EDUCATION AND LIFELONG LEARNING

The value of the historic environment for learning has gained increasing recognition over the past ten years, and the provision for learning made by heritage organisations in both the public and voluntary sectors has risen greatly. In June 2004, the Attingham Trust published a comprehensive report on education provision at publicly accessible historic properties and sites, *Opening Doors: Learning in the Historic Environment*. It called for government to invest a similar level of resources in the site-based heritage sector as is currently given to museums and galleries. The report also argued that government should empower an existing body to act as a single advocate and co-ordinator for heritage learning, with the role of helping the sector to develop effective heritage education programmes, train staff, and sharing resources and knowledge. 1

Government and others are now demonstrating an increasing awareness of the importance and possibilities of heritage for education. The Joint Advisory Committee on Built Environment Education (JACBEE) was established by the Department for Culture, Media and Sport (DCMS) and the Department for Education and Skills (DfES) in August 2003. The role of the committee is to explore the potential of the built environment as a learning resource for schools and the wider community. Following eight months of meetings with teachers, architects, educationalists and others, the committee drafted a series of recommendations for ministers, which have now been welcomed. A summary of these recommendations and a selection of case studies are expected to be published soon.

They include the recommendation that DCMS and DfES work together to promote and endorse the educational potential of the built environment; training packages about the built environment should be offered in initial teacher training and in continuous professional development; and that there should be an increase in the number of Architecture and Built Environment Centres such as the Building Exploratory in Hackney, London and the Glasgow Lighthouse.

5.1.1 FORMAL EDUCATION

History and the historic environment are important components of all levels of formal education in England. History is a compulsory part of the National Curriculum for all children up to the age of 14, and the historic environment provides opportunities for delivering learning objectives in a wide range of subjects including art and design, citizenship, design and technology, history, religious education and science.

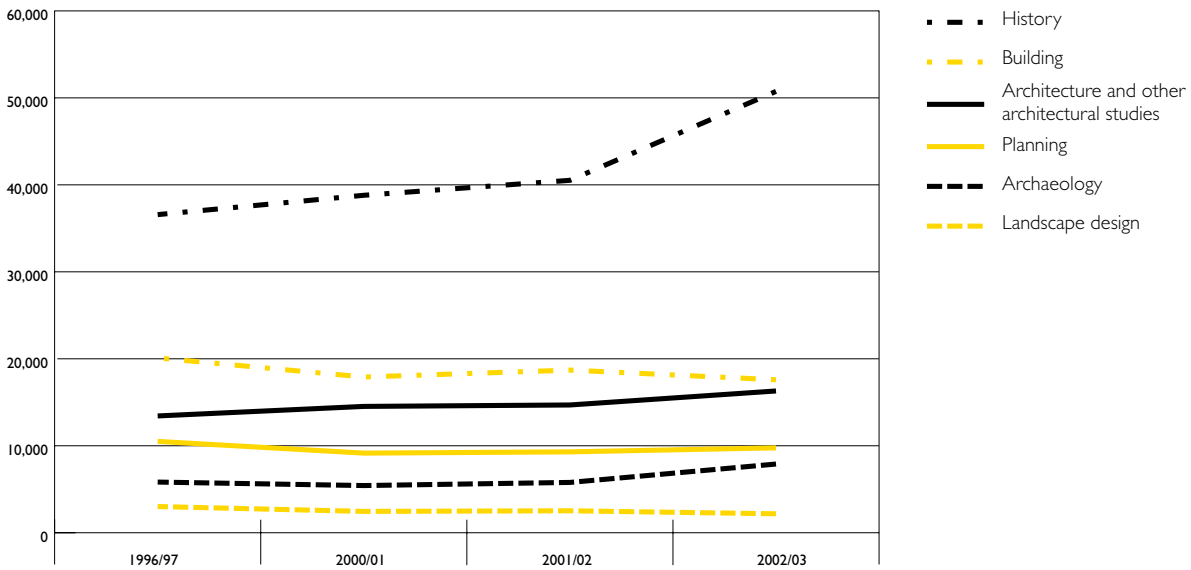
The Qualifications and Curriculum Authority (QCA) publishes schemes of work to assist teachers in delivering the National Curriculum, although these schemes are not mandatory. The QCA's *Innovating with History* website provides support for history teachers in primary and secondary schools on approaches to developing the history curriculum and includes guidance on creatively interpreting the programmes of study and schemes of work, planning school-based curricula and schemes of work, and exemplifying new teaching and learning strategies. 2

Indicator CI.1 Number of candidates enrolled for GCSE/A-Level History

	GCSE	A LEVEL
	NUMBER ENTERED GRADES A*-C	NUMBER ENTERED GRADES A-C
1997/98	189,070	31,627
1998/99	188,934	30,763
1999/00	190,279	30,938
2000/01	195,231	34,514
2001/02	193,937	33,421
2002/03	218,565	42,018

Source: Inter Examination Board

Indicator CI.2 Number of higher education students enrolled on courses relating to the historic environment



Source: Higher Education Statistics Agency

USING AND BENEFITING

5.1 EDUCATION AND LIFELONG LEARNING

3 *History at a Glance 2002/03* (Ofsted, July 2004), available at www.ofsted.gov.uk.

4 *History 2002/3 Annual Report on Curriculum and Assessment* (QCA, March 2004), available at: <http://www.qca.org.uk/ages3-14/downloads/history.pdf>.

According to Ofsted, the government's school inspection body, over a quarter of primary schools in 2004 showed a significant improvement in the teaching of history compared to their previous inspection. There were improvements in the resources available for history including the extent to which information and communication technology (ICT) was available and used. However, although history teaching is good in over four schools in ten, this is lower than the average for other foundation subjects. The quality and range of the history curriculum is good or very good in four schools in ten, but opportunities are limited in one school in 12, and in others the breadth of the curriculum has become increasingly restricted as the time available for history has decreased. 3

At secondary school level, Ofsted reported that the majority of schools in 2002/03 had improved their provision for history since their previous inspection, and that in over six schools in ten this improvement had been significant. The quality of teaching in history lessons has shown consistent improvements over time, and has been above average compared to other foundation subjects (see Figure 5.1). A total of 218,565 pupils were entered for GCSE history in 2003. This represents an increase of three per cent on 1998, and goes some way to reversing an earlier decline. At A level, there were 42,018 candidates in 2003, a rise of 5.9 per cent on 1998, making history the fifth most popular subject (see Indicator CI.1). 4 At AS level the increase in take-up of history has been even greater, with 50,026 candidates entered in 2003, an increase of 22.6 per cent since 2001. There remain concerns, however, that the scope of the history studied at GCSE and A level remains limited, with an emphasis on twentieth-century European history over British history from all eras.

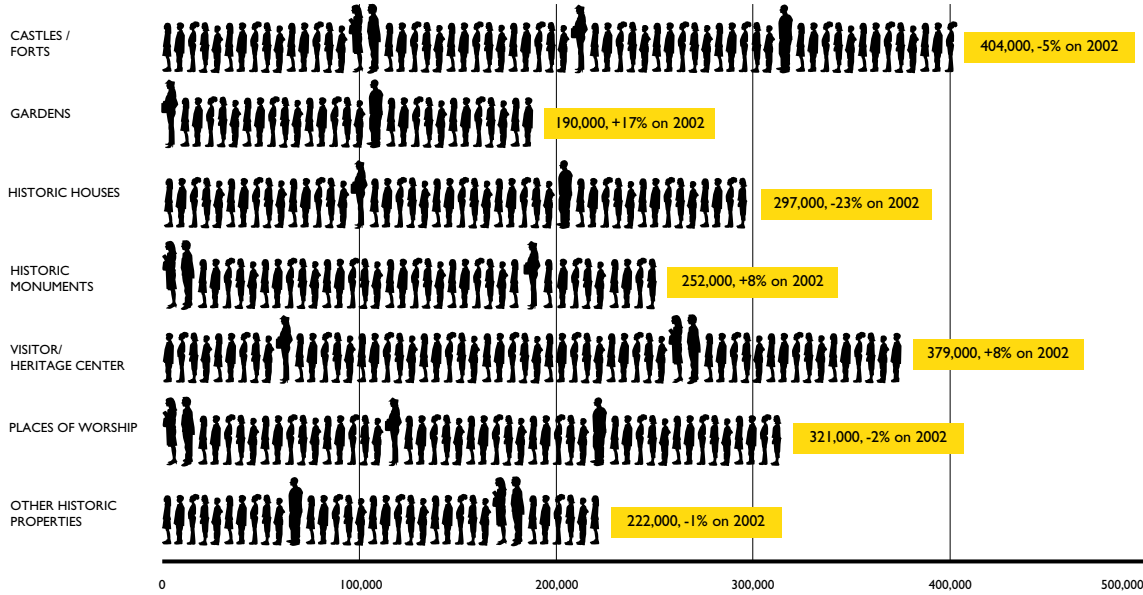
There have been a number of new developments in the history curriculum at secondary level over the past year. The QCA has developed a pilot hybrid GCSE in history which makes links between history and related vocational areas. This is partly in response to growing interest in exploring links between history and relevant vocational areas such as work in the media, heritage, conservation, museums and galleries. A new humanities specialism for schools has also been developed, based around the key subjects of history, geography or English. When humanities colleges offer one or more of

these as core subjects, they will have the option to add citizenship, humanities or religious education to make up a full complement of three specialist subjects. The first humanities colleges began operating in September 2004, and their progress in providing quality history education will be tracked in future *Heritage Counts* reports. The advent of citizenship in the curriculum presents an opportunity to engage young people with their local historic environment. A new English Heritage publication for teachers, *Citizenship: Using the Evidence of the Historic Environment*, offers guidance on how to deliver quality citizenship education through the historic environment.

The decision of the Assessment and Qualifications Alliance (AQA) in 2004 to remove archaeology from its list of GCSE subjects suggest that there are still significant pressures facing educational provision for the historic environment. In fact, the available statistics suggests demand remains strong for taught courses in archaeology. The number of students taking GCSE and A-level exams in archaeology rose from 25 in 1970 to 2,220 in 2003; and the number of GCSE candidates peaked at around 600 in 1999, since when the availability of the new AS level has seen the numbers taking GCSE fall to 356 in 2003. Around 1,200 students took archaeology at AS level this year; most of them adults.

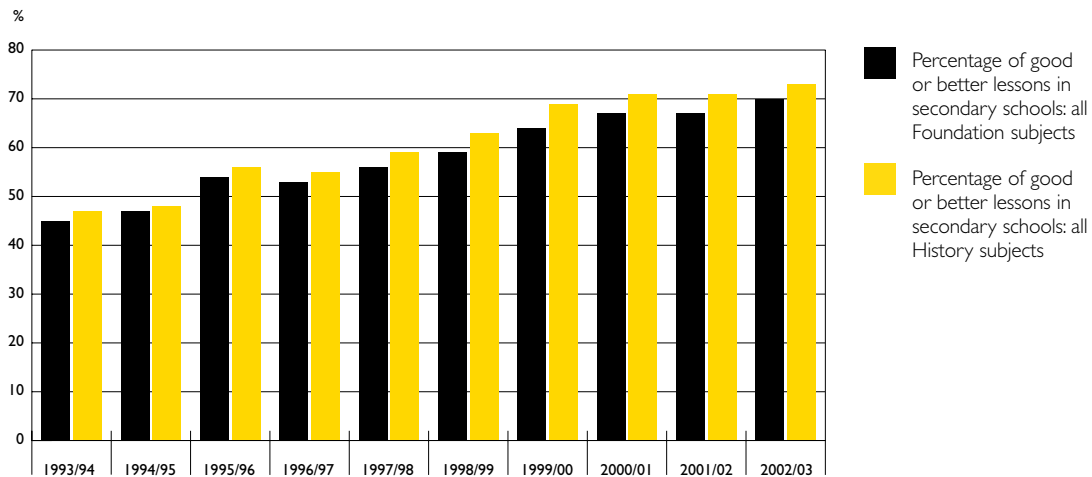
Indicator CI.2 shows the extent to which aspects of history and the historic environment are studied at higher education level. There has been an increase in the actual number and the proportion of all students studying history and archaeology as subjects at higher education level, but a slight decline in the take-up of other related subjects such as architecture, building studies, landscape design and planning. While these figures are broadly stable, applications for archaeology undergraduate courses as measured by UCAS have declined by a third in the last four years, from 716 to 479. Not covered in these figures are courses in heritage studies. These cover a variety of areas of study, including museums, heritage and tourism, conservation, historic landscapes and architecture. The website www.buildingconservation.com lists 24 institutions offering undergraduate courses and 42 offering postgraduate courses in heritage conservation.

Indicator CI.3 Number of school visits to historic attractions 2003



Source: VisitBritain/English Heritage

5.1 Quality of teaching of history in secondary schools



5 *Vision for Learning*
(National Trust, 2004).

6 www.art-works.org.uk/research.

7 www.inspiringlearningforall.gov.uk.

8 www.educationandoutreach.hha.org.uk.

Organised visits to historic sites can make an important contribution to formal education at all levels, as demonstrated by the *Opening Doors* report. The National Trust, for example, hosts more than 500,000 school visits annually, as well as offering a wide range of other learning opportunities through volunteering, events, and community projects. 5 English Heritage also had 497,000 school visits in 2003/04, an increase of almost four per cent on the previous year. The National Trust's mapping exercise *Vision for Learning* demonstrated that it delivered over 1,200 different curriculum-related courses and activities nationally, including citizenship and education for sustainable development for all age groups. The Trust invests heavily in education: it spends £2 million on subsidising learning and attracts £3 million in external funding and sponsorship. A recent survey of schools working in partnership with the Trust revealed over 90 per cent recorded satisfaction rates with Trust programmes as 'good' or 'excellent'. Schools have a particularly important role to play in helping young people to take advantage of the opportunities for learning and creativity that are stimulated by visits to historic sites. **Indicator C1.3** shows the findings from the *Visits to Visitor Attractions Survey* commissioned by VisitBritain and English Heritage, which suggests that there were at least two million school visits to historic visitor attractions in 2003. This is based on a sample of sites that provided similar information in 2002, and in fact represents a slight decline on the 2002 figures.

Promoting the use of historic sites in this way will often depend upon convincing senior management in schools of the value that visits to historic sites can add to a busy curriculum. One factor, however, is that the standard of educational services on offer at historic sites can vary as a result of the limited resources available for their delivery. A sample of 88 sites selected as part of the process of compiling the *Opening Doors* report revealed something of the range of activities that are offered at many historic properties. 72 per cent of the sample employed full-time staff dedicated to educational provision, although half of the sampled sites invested less than £1,000 per year in education resources. Half of the sites offered teachers' packs for use by school groups, but the cost of producing these was noted and many sites reported that a lack of resources was hampering their ability to deliver quality educational provision.

Resources remain tight, but a number of new initiatives offer guidance and support to heritage education services. *Space for Learning* is a collaborative research project investigating learning spaces in museums, archives and libraries, historic houses and buildings, heritage sites, architecture and science centres, and children's museums across the UK. The project aims to provide practical guidance for creating high-quality, flexible and sustainable learning spaces for the future. 6 The *Inspiring Learning for All* website, meanwhile, provides a common evaluation methodology for museums and other cultural institutions to assess the impact of their education programmes, both on learners and on the institutions themselves. 7

5.1.2 INFORMAL EDUCATION

Popular interest in history and the historic environment has never been greater. Millions of people visit historic sites, watch the plethora of television programmes on history-related subjects and read the substantial output of history titles. All of these opportunities enable people to learn more about history in an informal and accessible way. A visit to a historic site can be a particularly powerful means of teaching people of all ages about the past.

In 2003, English Heritage launched a two-year programme to enhance the range of informal educational resources at the historic sites in its care. These resources range from story boxes and handling collections to activity sheets and family backpacks. This programme was piloted during summer 2004 and the first phase will be launched in April 2005. English Heritage has also expanded the number of events that it offers for families and adult learners, including skills-based experience days, children's festivals and a programme of historic tours. It has worked with the Historic Houses Association to develop new education programmes for individual houses in the South East and North West, and it is hoped that this project will be expanded to other regions in 2005. 8

The Civic Trust has been working to develop the educational potential of Heritage Open Days, as part of the HLF/DfES-funded audience development programme. An Education Manager

Table 5.1 Studies analysing economic impacts of heritage

TITLE	COVERAGE OF STUDY	FINDINGS
ECONOMIC AND SOCIAL IMPACTS OF CATHEDRALS [1]	Direct, indirect and induced employment arising from cathedral activities and visitor spend.	Cathedral expenditure and expenditure by 8.8 million visitors outside cathedrals worth £150 million pa, supports 5,450 jobs.
HERITAGE DIVIDEND [2, 3, 4]	Evaluation of area grants to show benefits to employment, floor space, other funding. First round effects only.	£10,000 levers in £46,000 match funding, 41 square metres of improved floorspace, 1 new job, 1 safeguarded job, 1 improved home.
HERITAGE DYNAMO [5]	Shows how voluntary sector contributes to heritage-led regeneration.	Various examples.
HISTORIC PARKS [6]	Spend and employment effects at historic park and gardens.	Various examples.
HISTORIC PRESERVATION [7]	Direct, indirect, and induced expenditure and employment, and spend by heritage travellers in New Jersey and rest of US.	Rehabilitation of historic buildings, spending by historic organisations and heritage tourism supports 21,575 jobs of which 10,140 are in New Jersey.
IMPACT OF CANAL RESTORATION [8]	Visitors and users, direct, indirect and induced employment, and spend arising from restoration of canal.	965 to 1,120 total tourism and leisure jobs, 150 to 210 extra jobs since 1995. Non-tourism and leisure property related developments account for 233 jobs.
MARYLAND DISTRICTS [9]	Direct, indirect and induced employment, wages construction investment, visitors arising from activity in six historic districts.	Construction investment on historic buildings and heritage tourism supports 1,600 jobs in Maryland.
NEW LIFE [10]	Benefits arising from HLF grants.	Qualitative statements.
PHILADELPHIA'S PAST [11]	Analysis of effects of historic rehabilitation tax credit, attributing investment and direct, indirect, induced employment to tax credits.	\$1.5 billion investment in 874 historic properties over 20 year period supporting 30,735 jobs.
VALUING MUSEUMS [12]	Direct, indirect and induced expenditure and employment generated by national museums and galleries.	Overall expenditure impact £1.83 billion to £2.07 billion pa and 23,700 to 31,370 jobs.
VALUING OUR ENVIRONMENT [13, 14, 15, 16, 17, 18]	Estimates of direct, indirect and induced expenditure and employment, including inbound tourism, attributable to the natural and historic environment.	National Trust activity generates five to nine jobs for every one National Trust job. High quality environment sustains 60-70 per cent of tourism employment in rural areas.

References:

- 1 ECOTEC for English Heritage and Association of English Cathedrals, *The Economic and Social Impacts of Cathedrals in England* (2004)
- 2 English Heritage, *Heritage Dividend: Measuring the results of English Heritage regeneration 1994-1999* (1999)
- 3 English Heritage, *Heritage Dividend: Measuring the results of English Heritage regeneration 1999-2002* (2002)
- 4 English Heritage, *Heritage Dividend: Measuring the results of English Heritage regeneration East of England Region 2003* (2003)
- 5 Heritage Link, *Heritage Dynamo* (2004)
- 6 Clare Askwith for the Garden History Society, *The Economic Contribution of Historic Parks, Gardens and Designed Landscapes* (2000)
- 7 Rutgers Centre for Urban Policy Research for New Jersey Historic Trust, *Economic Impacts of Historic Preservation* (1997)
- 8 ECOTEC for British Waterways, *The Economic Impact of the Restoration of the Kennet and Avon Canal* (2003)
- 9 Maryland Association of Historic District Commissions, *The economic and fiscal impacts of local historic districts – six case studies* (1998)
- 10 Heritage Lottery Fund, *New Life Heritage & Regeneration* (2004)
- 11 Rypkema and Wiehagen for various preservation bodies, *The Economic Benefits of Preserving Philadelphia's Past* (2000)
- 12 Travers & Glaister for National Museum Directors Conference, *Valuing Museums Impact and innovation among national museums* (2004)
- 13 National Trust and others, *Valuing our Environment*. Series of reports covering:-
- 14 South West (1999),
- 15 Cumbria (2001),
- 16 North East (2001),
- 17 Wales (2001z),
- 18 Northern Ireland (2004).

USING AND BENEFITING

5.2 ECONOMIC BENEFITS



Heritage Economic and Regeneration Trust (HEART)

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Heritage Economic and Regeneration Trust (HEART)

Norwich is a historic city of international stature, but the city's unique heritage has been underexploited and overlooked in the past due to a lack of focused investment and fragmentation of effort. The response has been to create a solution wholly unique in the UK, and probably beyond. The Heritage Economic and Regeneration Trust (HEART) is a private charitable company run by a board of business leaders and key stakeholders, whose role will be to develop and implement a Heritage Business Plan for Norwich. This will provide an umbrella vision for the regeneration, co-ordinated funding, management and maintenance of heritage assets in the city, including its public spaces. By developing best practice in these areas, HEART will be a model that can be applied to other cities in the UK and overseas, demonstrating that investment in heritage not only achieves cultural benefits but can be an engine for economic regeneration and social inclusion.

has been appointed by the Civic Trust and will work closely with English Heritage's own education team in developing programmes for formal and informal learners.

The National Trust welcomes 50 million people to its countryside properties every year and a further 13 million people to its houses, gardens and pay-for-entry properties. A survey of informal learning at the sites showed that although only 7 per cent of

visitors said they came to learn, 73 per cent of the same sample felt they had learned something by the end of the trip. In addition the Trust has 1,300 specialist education volunteers and deploys over 11,000 volunteer stewards to support the visitor experience. These volunteers take home new skills and experiences from the time they spend working at sites. In an independent evaluation of its informal learning work, the Trust scored a rating of 90 per cent against Resource's Generic Learning Outcomes, also fulfilling a further category, that of physical activity. The survey showed that 17 per cent of visitors to Trust properties come to walk and 13 per cent to spend time with their families. In 2004 the Trust introduced a new approach to interpretation which draws on the expertise of staff and volunteers and encourages visitors to explore different levels of information at properties. To this end, twice as many Trust properties participated in Heritage Open Days in 2003/04, and events were run to encourage visitors to suggest new learning activities.

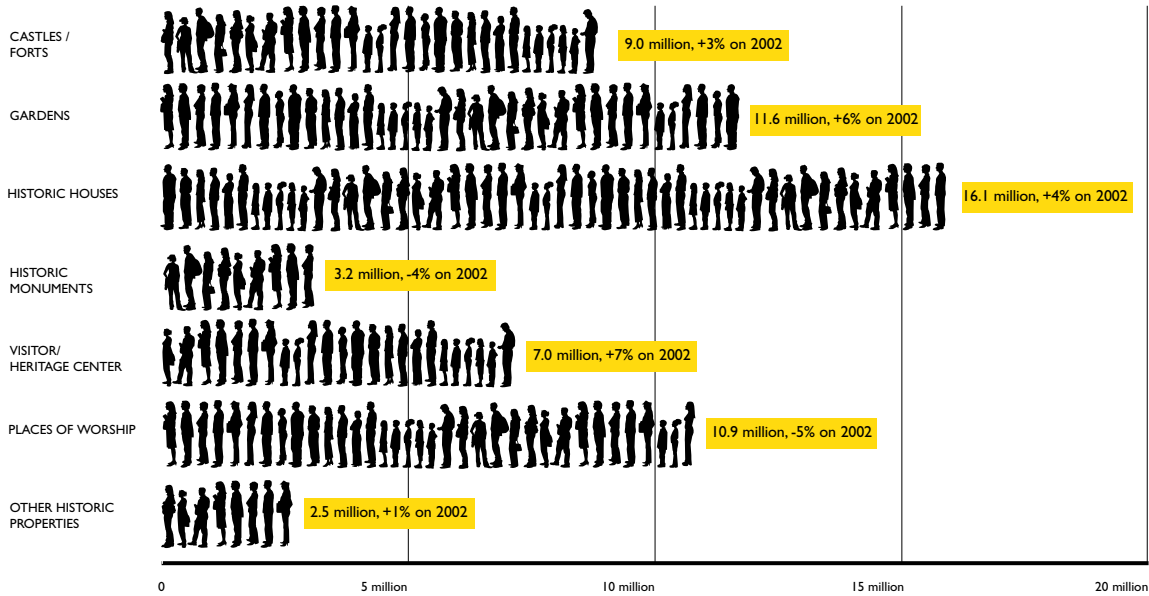
5.2 ECONOMIC BENEFITS

As was shown in *Heritage Counts 2003*, the historic environment is capable of generating a wide range of positive economic benefits. These include benefits to individuals as a result of new job opportunities or the higher prices commanded by homes with historic features, and benefits to entire communities thanks to the regeneration of run-down historic areas (see Table 5.1). The national economy benefits directly from a vibrant and expanding tourist industry, much of which depends upon a high quality historic and natural environment to attract new visitors. This part of the report considers the latest available evidence for these economic effects.

5.2.1 HERITAGE AND REGENERATION

Investment in the historic environment has a significant role to play in contributing to the renewal of run-down urban areas. Conservation-led regeneration can bring sustainable environmental improvements while at the same time creating jobs,

Indicator C2.1 Visits to historic properties



Source: VisitBritain/English Heritage

5.2 Visits to historic properties: trends by type since 1990

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003
CASTLES (65)	94.3	98.5	102.3	103.0	108.3	110.6	111.4	108.2	106.5	104.0	96.5	97.0	99.9
GARDENS (51)	99.8	97.5	105.1	109.0	113.9	115.0	114.8	107.2	113.5	109.9	116.2	125.3	132.9
HISTORIC HOUSES (180)	100.3	99.6	100.1	102.3	109.1	111.8	113.7	111.7	112.4	108.3	101.3	115.1	119.7
HISTORIC MONUMENTS (36)	93.8	93.0	93.7	94.5	96.5	98.5	103.3	102.3	105.2	105.2	86.1	94.6	90.8
OTHER HISTORIC PROPERTIES (25)	98.1	95.7	94.8	92.7	95.6	89.9	90.1	88.1	88.7	84.7	83.7	83.4	89.2
VISITOR/HERITAGE CENTRES (11)	144.8	147.6	164.9	171.8	172.7	183.3	186.7	180.4	207.0	196.7	189.2	203.3	193.1
PLACES OF WORSHIP (16)	91.4	95.7	89.3	87.5	83.1	85.9	83.8	88.4	68.2	65.9	59.8	60.0	60.6
TOTAL (384)	96.4	97.9	97.5	97.9	100.0	102.0	102.2	101.7	96.1	93.0	87.2	92.7	94.5

Source: VisitBritain/English Heritage

Index Numbers 1990 = 100

Number in brackets is number of sites used to estimate data for 1990 to 2002. 2003 is based on increase in number of visits over 2002 for each type of site for all sites.

8 *Heritage Dividend* (1999); *Heritage Dividend* (2002); *Heritage Dividend* (2003).

9 P. Grover and A. Reeve, *Townscape Heritage Initiative Schemes Evaluation* (report prepared for the Heritage Lottery Fund, 2003).

10 ODPM: Housing, Planning, Local Government and the Regions Committee, *The Role of Historic Buildings in Urban Regeneration* (2004). Available at www.parliament.uk/parliamentary_committees/odpm/odpm_report_publications.cfm.

11 Final declaration of the International Symposium on 'Heritage for the Future – Realising the Economic and Social Benefits of a Key Asset' www.coe.int/T/E/Cirae/5_Texts/4_Final_Declarations_2004/09_2004_NORWICH_E.asp.

stimulating economic activity, and preserving the characteristic look and feel of local areas. The economic impact of English Heritage's Heritage Economic Regeneration schemes (HERS), for example, has been evaluated and the results published in a series of *Heritage Dividend* reports. 8 At Falmouth it is estimated that the injection of regeneration funding through HERS has led to the improvement of 20 buildings (of which 12 are grade II and one is grade II*-listed), the restoration of eight buildings at risk back to full use, the re-use and improvement of residential and commercial floorspace, and nine new shopfronts. In addition, private sector investment worth over £500,000 will have been attracted to the town in the form of match funding to the HERS grant. It is estimated that the scheme will directly create 19 full-time equivalent jobs and safeguard 24 full-time equivalent jobs, while also creating up to nine additional full-time equivalent posts and safeguarding over 12 full-time equivalent posts by means of the effect of additional spending in the local area. The *Heritage Dividend* methodology is currently being reviewed, in order to ensure that it is compatible with the most recent government guidance on evaluation techniques.

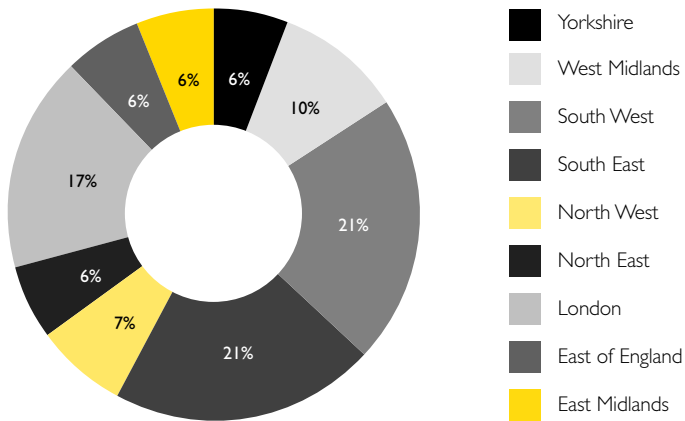
Similarly, as noted in Chapter 1, the Heritage Lottery Fund's Townscape Heritage Initiative (THI) aims to promote conservation as an integral part of urban regeneration. An evaluation of the effectiveness of THI schemes across the country demonstrated the range of positive benefits arising from the funding, while at the same time highlighting the different factors that can encourage the success of schemes. At Bodmin in Cornwall for example, THI funding complemented a series of other interventions, restored a number of prominent historic buildings and features in the town centre, and helped to raise the image and profile of the town. 9

Through examples such as this, the role of heritage in fostering regeneration is gaining increasing recognition among decision-makers and opinion-formers at all levels. The ODPM Select Committee on Housing, Planning, Local Government and the Regions reported in July 2004 on their investigation into 'The Role of Historic Buildings in Urban Regeneration'. 10 Their report strongly supported the idea that historic buildings can provide a foundation for the regeneration of many towns

and cities, and that regenerating these buildings can reinforce a sense of community, make an important contribution to the local economy, and act as a catalyst for improvements to the wider area. The report recommended that local councils incorporate a clear role for their historic buildings into their regeneration strategies, and that they should establish multi-disciplinary teams to implement them. It also recommended organisational improvements within Whitehall to streamline the planning process with regard to the consent regime for listed buildings. Finally, the report declared that the current differential VAT treatment of construction work on historic buildings and new build was 'perverse', and that VAT on repairs to historic properties needed to be zero-rated. In a similar vein, a recent Council of Europe symposium recognised that, far from being a brake on progress, heritage can be a vital ingredient in securing quality of life, creating jobs, delivering new workplaces, shops and homes, saving energy and raw materials, and giving economic vibrancy to a community. 11

There is now much recognition by government of the role that conservation-led regeneration can play in delivering vibrant and sustainable communities. Government continues to place great emphasis on the importance of regeneration in the delivery of its Sustainable Communities agenda. As reported in *Heritage Counts 2003*, £22 billion has been allocated for Sustainable Communities over the current spending period, £5 billion of which is being spent on regenerating deprived areas. Considerable efforts by a wide range of heritage organisations have ensured that the new Urban Development Companies recognise the place that refurbishment and adaptation of the historic environment can play in a successful regeneration strategy. Consultation on the new Planning Policy Statement (PPS) 1 (Creating Sustainable Communities) contained strengthened statements on the importance of the sustainable use of existing buildings, good quality design and regeneration, and noted that 'conservation and improvement of the natural and built environment brings social and economic benefit for local communities'. PPS7 (Sustainable Development in Rural Areas) also emphasised regeneration in rural areas, both within existing settlements and through re-use of rural buildings as a key principle to limit the amount of greenfield development.

5.3 Geographical distribution of visits to historic properties, 2003



Source: VisitBritain/English Heritage

5.4 Origin of visitors to historic properties 2003 – by site

	PER CENT OF VISITORS VISITORS FROM OVERSEAS	PER CENT LOCAL/DAY TRIP	PER CENT OF VISITORS OTHER UK
CASTLES/FORTS	7	69	23
GARDENS	8	61	31
HISTORIC HOUSES	12	58	30
HISTORIC MONUMENTS	16	74	10
VISITOR/HERITAGE CENTRES	11	53	36
PLACES OF WORSHIP	40	42	18
OTHER HISTORIC PROPERTIES	15	49	37
TOTAL	17	56	27

Source: VisitBritain/English Heritage

5.5 Origin of visitors to historic properties 2003 – by region

	PER CENT OVERSEAS	PER CENT LOCAL/DAY TRIP	PER CENT OTHER UK
NORTH EAST	7	59	34
NORTH WEST	18	54	28
YORKSHIRE AND THE HUMBER	8	70	22
EAST MIDLANDS	6	65	29
WEST MIDLANDS	13	70	17
EAST	17	62	21
LONDON	40	42	18
SOUTH EAST	15	63	23
SOUTH WEST	13	45	42
TOTAL	17	56	27

Source: VisitBritain/English Heritage

12 www.culture.gov.uk/global/publications/archive_2004/tomorrowstourismtoday.

13 Office of National Statistics, *Travel Trends A Report on the International Passenger Survey (2003)* and *MQ6 Overseas Travel and Tourism (2004)*.

14 UK Statutory Tourist Boards, *United Kingdom Tourism Survey (2004)*.

'Hard evidence of economic regeneration as a result of cultural activity has largely been limited to job and visitor numbers. There is a shortage of subsequent evidence and a need for a stronger and more sophisticated longitudinal evidence base.'

DCMS, 2004

The DCMS is currently considering responses to its consultation document *Culture at the Heart of Regeneration*. The report highlighted many examples of the role of the historic environment in promoting regeneration in areas such as the Birmingham Jewellery Quarter where a Conservation Area Partnership (CAP) scheme helped renovate 4,100 m² of floorspace and attract 1,500 businesses. The report proposed the 'CHAMPS' formula for successful communities:

- Cultural activity bringing a sense of belonging through participation
- Heritage developed to make a place where people want to live
- Appearance through good design and planning leads to greater public usage
- Mixed-use developments for a vibrant local community with the widest appeal
- Participation and consultation with communities at all stages and
- Singularity and respect for the unique character of places.

The consultation paper identified three priority areas to ensure that culture is firmly embedded in regeneration: building partnerships, supporting delivery and strengthening evidence.

5.2.2 HERITAGE TOURISM

In 2004 the Department for Culture, Media and Sport, tourism industry, and regional and local government published a joint prospectus, *Tomorrow's Tourism Today*. This set out the role of key partners in the sector in delivering improvements in marketing and e-tourism, accommodation quality, workforce skills and data collection. It proposed a route map for increasing the size of the tourist industry from £76 billion a year at present to £100 billion a year by 2010. **15** Heritage in all its manifestations has an important role to play in this policy, as demonstrated by the sheer number of visitors to heritage sites in England. Surveys conducted by VisitBritain find that history, heritage, culture and self-improvement are important attractors for international tourists to this country.

Tourism statistics identify three types of general tourism activity – visits and expenditure by foreign visitors in the UK, visits and expenditure by UK residents in the UK on trips involving an overnight stay, and visits and expenditure on day trips by UK residents. In 2003 there were over 21 million trips by overseas residents to England, and there is evidence from figures for the first half of 2004 that both the number of overseas tourists and their expenditure have been increasing quite strongly: numbers appear to have recovered their pre-2001 levels, though expenditure, after adjusting for inflation, has yet to reach previous peaks. In 2003, 60 per cent of inbound tourists to the UK came from the EU, 16 per cent from North America, and ten per cent from non-EU European countries. Visits and spending by overseas visitors in England are concentrated in London (56 per cent of England total): no other English county accounts for more than 4.5 per cent of visits or 2.6 per cent of spending. **16**

More than 121 million trips (defined as including an overnight stay) were made by UK residents in England in 2003, spending over £20.5 billion. Detailed 2003 data is not yet available, but 2002 data refers to visits to heritage sites, such as castles, monuments, and churches. 27 per cent of holiday trips by UK residents in England included a visit to a heritage site and spending on holiday trips that included a visit to heritage site made up of 34 per cent of holiday expenditure. **17**

5.6 Free and paid admission to historic properties, 2003

	FREE ADMISSION		PAID ADMISSION	
	PER CENT OF ATTRACTIONS	PER CENT VISITS	PER CENT OF ATTRACTIONS	PER CENT VISITS
CASTLES/FORTS	6	2	94	98
GARDENS	15	17	85	83
HISTORIC HOUSES	9	3	91	97
HISTORIC MONUMENTS	11	4	89	96
VISITOR/HERITAGE CENTRES	53	49	47	51
PLACES OF WORSHIP	83	56	17	44
OTHER HISTORIC PROPERTIES	29	28	71	72
TOTAL	23	22	77	78

Source: VisitBritain/English Heritage

5.7 Average admission price to charging historic attractions, 2003

	SAMPLE (ADULT PAID ATTRACTIONS)	AVERAGE ADULT ADMISSION CHARGE	AVERAGE CHILD ADMISSION CHARGE	ADULT/CHILD CHARGE RATIO
CASTLES/FORTS	95	£4.00	£2.17	54 Per cent
GARDENS	116	£3.89	£1.82	47 Per cent
HISTORIC HOUSES	286	£4.81	£2.50	52 Per cent
HISTORIC MONUMENTS	59	£2.79	£1.44	52 Per cent
VISITOR/HERITAGE CENTRES	44	£4.01	£2.68	67 Per cent
PLACES OF WORSHIP	13	£3.97	£2.15	54 Per cent
OTHER HISTORIC PROPERTIES	66	£2.63	£1.50	57 Per cent
TOTAL	679	£4.09	£2.18	53 Per cent

Source: VisitBritain/English Heritage

5.8 Gross revenue trend at historic properties 2002 – 2003

	SAMPLE	PER CENT INCREASE	PER CENT SIMILAR	PER CENT DECREASE
CASTLES/FORTS	89	63	10	27
GARDENS	108	66	25	9
HISTORIC HOUSES	223	54	22	24
HISTORIC MONUMENTS	59	61	14	25
VISITOR/HERITAGE CENTRES	78	46	36	18
PLACES OF WORSHIP	56	34	46	20
OTHER HISTORIC PROPERTIES	69	46	32	22
TOTAL	682	54	25	21

Source: VisitBritain/English Heritage

15 *The UKTourist 2002* (Visit Britain, 2003).

16 www.24hourmuseum.org.uk/cityheritage.

17 VisitBritain: *Visitor Attraction Trends England 2003 (2004)* <http://www3.visitbritain.com/corporate/links/visitbritain/tips.htm>.

18 www.culture.gov.uk/museums_and_galleries/monthly_museum_visitors_figures/.

The latest survey of leisure day visits by adults, covering the period March 2002 to March 2003, estimates that there were 4,516 million day visits in England in 2002/03, of which 927 million were tourism day visits (defined as lasting more than three hours and not taken on a regular basis). The figures suggest that the number of visits has fallen since 1998 (the last time the study was undertaken). The destination of tourism day visits was dominated by the South East (21 per cent) and London (14 per cent) reflecting the population of these regions and the concentration of attractions within them. Visits to specific heritage sites were contained within the general category of visits to attractions, places of interest and special events (which comprised 11 per cent of tourism visits by households in England) and in visits to parks and gardens (which comprised three per cent of tourism visits). **15** Day visitors to ten English cities are now able to take advantage of online City Heritage Guides provided through DCMS's Culture Online programme. The Guides are part of the 24-Hour Museum website, and highlight what is unique and special about historic cities ranging from Birmingham to Bristol and London to Liverpool. **16**

The principal source of data on visits to the historic environment is an annual industry survey commissioned by VisitBritain with sponsorship from English Heritage and the Museums, Libraries and Archives Council, *Survey of Visits to Visitor Attractions England 2003*. **17** The survey results are based on attractions responding to the survey (45 per cent of all sites did so in 2003, and 53 per cent of historic sites). It covers attractions that allow access for entertainment, interest or education. Attractions that are primarily retail outlets or venues for sporting theatrical or film performances are not included. As well as the total number of visits at each site the survey seeks information about the different types of visitor; admission charges, revenue and employment. The survey is based on information provided by a sample of visitor sites. Since this information has not been grossed up, it does not provide a realistic indication of the total volume of visits and other information across the country. In particular, it inevitably underestimates visits to free sites, such as visits to many places of worship and the free sites maintained by English Heritage and other organisations, since quantification of these sites cannot be measured by ticket sales and therefore would require some other form of regular survey.

In addition, figures that demonstrate year-on-year trends are based on a smaller sample, because the usual practice is to include only those sites that make returns for both years. Nevertheless, the survey provides reasonably accurate minimum figures for the total number of visits, as well as providing some measure of the principal trends in visits to historic sites.

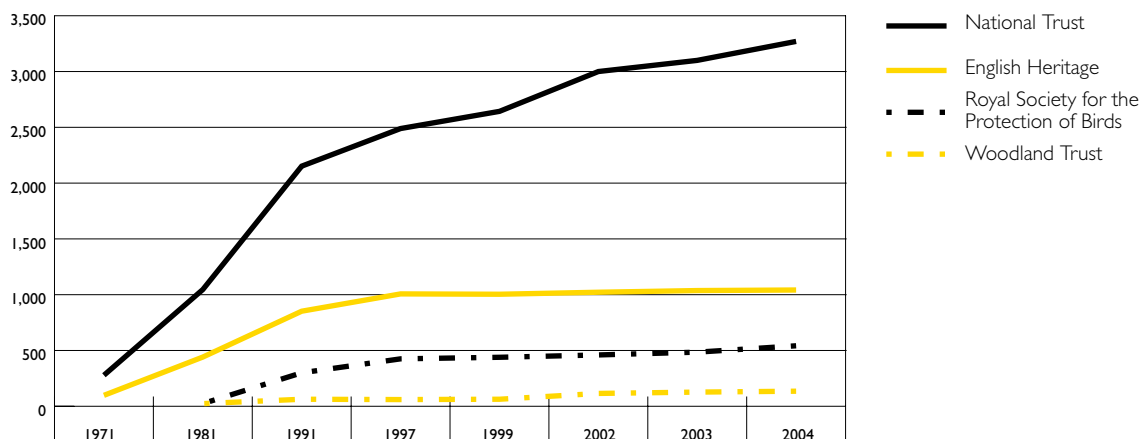
According to the survey, the Tower of London was the most popular historic visitor attraction in 2003, with nearly two million visits. Canterbury Cathedral, Westminster Abbey and Chester Cathedral were all top ten historic visitor attractions, as were Kew Gardens, Somerset House, Windsor Castle, the Roman Baths at Bath and Stonehenge. Visits to museums are not included within the total visits to historic attractions for the purposes of *Heritage Counts*. Monthly statistics on visits to national museums and galleries can now be seen on the DCMS website. **18**

The following categories within the VisitBritain survey have been interpreted as historic visitor attractions: castles and forts; gardens; historic houses; historic monuments; visitor/heritage centres; places of worship, and other historic properties. In the 2003 survey, 880 sites in England fell within these categories. **Indicator C2.1** sets out the number of visits recorded to these sites in 2003. For the purposes of this report data for visits to ten cathedrals not included in the VisitBritain survey have also been added to the total figures, derived from a survey by Ecotec in 2004 of *The Economic and Social Impact of Cathedrals*.

Comparing the number of visits at the same 880 sites in 2002 and 2003 there was an overall increase of two per cent in visitor numbers. To put these figures in context, the VisitBritain survey of all visitor attractions in 2003 covers 2,200 responding attractions with 210 million visits. Although this is again likely to be an underestimate of overall tourist activity, it suggests that the 63 million visits to historic visitor attractions comprise 30 per cent of the total number of visits recorded in the survey.

The coverage of visits recorded by the VisitBritain survey do not give a full picture of activity at many sites. Concerts, rallies, weddings and accommodation, as well as commercial and business related activities, are all ways in which many visitor

Indicator C3.1 Membership of historic environment organisations



Source: Organisations

5.9 Number of employees at historic properties by type of property and category of employment 2003

	TOTAL	FULL-TIME PERMANENT	PART-TIME PERMANENT	FULL-TIME SEASONAL	PART-TIME SEASONAL	UNPAID VOLUNTEERS
CASTLES/FORTS	1,128	253	110	89	271	405
GARDENS	5,264	1,566	475	299	676	2,248
HISTORIC HOUSES	12,916	1,667	626	545	1,981	8,097
HISTORIC MONUMENTS	709	123	34	66	56	430
VISITOR/HERITAGE CENTRES	2,134	437	370	232	248	847
PLACES OF WORSHIP	6,942	524	398	38	102	5,880
OTHER HISTORIC PROPERTIES	1,717	162	80	69	80	1,326
TOTAL	30,810	4,732	2,093	1,338	3,414	19,233

Source: VisitBritain/English Heritage

5.10 Number of employees at historic properties by category of employment and by Government Office Region

	TOTAL	FULL-TIME PERMANENT	PART-TIME PERMANENT	FULL-TIME SEASONAL	PART-TIME SEASONAL	UNPAID VOLUNTEERS
NORTH EAST	1,207	162	97	49	178	721
NORTH WEST	2,253	450	231	66	261	1,245
YORKSHIRE AND THE HUMBER	1,951	245	178	119	277	1,132
EAST MIDLANDS	2,908	524	208	272	294	1,610
WEST MIDLANDS	2,341	342	225	177	229	1,368
EAST	3,423	397	198	120	285	2,423
LONDON	1,743	410	153	61	73	1,046
SOUTH EAST	7,678	911	392	181	1,113	5,081
SOUTH WEST	7,306	1,291	411	293	704	4,607
TOTAL	30,810	4,732	2,093	1,338	3,414	19,233

Source: English Heritage

USING AND BENEFITING

5.3 PARTICIPATION

attractions welcome new guests and promote additional economic activity. The Historic Houses Association estimates that events such as these may add about a third more visitors to its members' sites compared to the numbers recorded in the survey. These events can generate significant benefits for the site and surrounding areas.

Figure 5.2 shows the longer term trends in visits to different types of historic attraction. Taking 1990 as the base year, it is evident that there has been an increase in the number of visits to dedicated visitor or heritage centres, and an increase in the number of visitors to gardens and historic houses. Visits to other types of historic attractions have remained more consistent, but the data record a decline in the proportion of visits to places of worship.

Figure 5.3 shows the geographical distribution of sites and visits to different types of historic property by geographical area defined as Government Office Region. The South East and South West regions each have about 20 per cent of the historic sites and visits. London has 6 per cent of the sites but 17 per cent of the visits, due to the high levels of visits to key attractions such as Westminster Abbey, St Paul's Cathedral and the Tower of London. By comparison, the East of England region has 12 per cent of the sites but only 6 per cent of the visits.

Figures 5.4 and **5.5** show the distribution of the origin of visitors at historic sites. There is considerable variation across the different types of sites. Places of worship have a high proportion of overseas visitors, reflecting the reputation of the main cathedrals and their predominance in the survey of places of worship. Location also affects the distribution of visitor origin, with London sites likely to have a higher proportion of overseas visitors.

Figures 5.6 and **5.7** shows information about the level and range of admissions charges at historical sites included in the survey. More than three quarters of the historic sites in the survey charge for entry, and nearly all castles, historic houses, historic monuments and gardens make charges. The average adult admission charge across all historic sites responding to the survey was just over £4.00, with the highest charges at historic houses and lowest at other historic properties and historic monuments. The average charge for children at most types of sites is generally just over half that of the adult charge.

682 attractions responding to the survey answered a question about whether gross revenue had increased, decreased or remained similar to that of 2002 (see **Figure 5.8**). Over half said that gross revenue had increased and only one fifth said that it had decreased. Gardens were the most likely to indicate an increase in revenue and few gardens had a decrease in revenue. Many castles and forts and historic monument sites also recorded increases in revenue but there were also a noticeable number of decreases.

Figures 5.9 and **5.10** show the results from the 705 attractions that responded to questions about employment in the survey. A total of 30,810 staff were recorded as working at these sites. Unpaid volunteers represent around two thirds (61 per cent) of all staff, a total of 19,233. Historic houses account for the highest number of staff in the sector (12,916), 8,097 of whom were unpaid volunteers. Places of worship (6,942) and gardens (5,264) also accounted for high levels of staff. Most full-time permanent staff sector were employed at historic houses and gardens. Historic houses account for over half (58 per cent) of seasonal staff. The South East (7,678) and South West (7,306) account for half (49 per cent) of all staff employed at historic sites in 2003. This was greater than the proportion of attractions within these two regions (40 per cent).

5.3 PARTICIPATION

People participate in the historic environment in a variety of different ways: visiting historic properties in leisure time; becoming a member of a heritage organisation; pursuing local or family history research; volunteering to help with the maintenance or running of historic sites; joining campaigns to save cherished local heritage features; learning about heritage issues from television or radio programmes; or simply taking an interest in the quality and character of the historic environment in the place where they live or work.

By any of these measures, there is currently a very healthy level of public participation in all types of heritage activity. **Indicator C3.1** demonstrates the number of members of some of the major national

organisations associated with the historic or natural environment. The National Trust is by far the best supported, with over three and a quarter million paying members. English Heritage too now has more than half a million members, while the Royal Society for the Protection of Birds has just over a million members.

Visits to historic attractions are one measure of participation, but another is involvement in schemes such as Heritage Open Days which allow free access to buildings or sites of historic or architectural significance, many of which are never usually opened to the public. 2,800 sites were open on Heritage Open Day weekend on 10-13 September 2004, of which 1,183 featured for the first time. A major theme for 2004 was promoting interest from groups with diverse ethnic and social backgrounds. Among the properties opening for the first time in 2004 were the elaborately decorated Dhamma Talaka Burmese Peace Pagoda in Birmingham, the Jamia Masjid Mosque in Bradford, the Art Deco Bingo Hall in Taunton and Luton Football Ground. The Civic Trust estimates that there were 800,000 visitors in total in 2004, to events that were managed by 26,000 volunteers. The London Open House weekend on 18-19 September 2004 meanwhile saw 590 buildings open to the public free of charge, around a fifth of which had not featured in previous years. The highlights of 2004 were 7,000 visitors to 30 St Mary Axe, 8,000 visitors to City Hall, and 11,000 visitors to the Foreign Office. Similarly the London Open Garden Squares weekend organised by the London Parks and Gardens Trust saw 111 gardens including 80 private gardens open to the public, an increase of 12 on previous years. 6,000 entrance tickets were sold, and a Gardeners' Fair was held in Bedford Square.

National Archaeology Days encourage people of all ages across the UK to take an active interest in their local and national heritage. They are organised and promoted by the Council for British Archaeology and the Young Archaeologists' Club. The last three years have seen a substantial growth both in the number of events being held and the number of people attending. 232 sites across England and Wales participated in National Archaeology Days 2004, which took place over the weekend of 17-18 July. This was a record number of sites, and an increase of 19 per cent on the previous year.

Over 100,000 visitors attended events, despite a weekend of unsettled weather. Events included a workshop to build an Arabic vaulted building from mud bricks at Liverpool Museum and the reconstruction of a Bronze-Age Sweat Lodge at Sutton Park in Birmingham. There were also tours of historic buildings and sites, including tours of the industrial archaeology of the riverbank in Bath, of the working mines and mine tenements at Combe Martin (Devon), and of the eighteenth- and nineteenth-century iron-ore mining activity at Brixham (Devon). Other events included themed days at historic sites, guided walks, demonstrations, public talks and lectures, and finds and identification days. A record number of archaeological and historical societies helped to run events in 2004, and feedback is very positive.

Viewing figures of television programmes relating to the historic environment also provide some indication of popular enthusiasm for heritage. The Council for British Archaeology estimates that there were 62 television series on archaeology and history across terrestrial television channels in 2003, of which 21 were repeats. This is a significant increase on the figures for 2001, when there were 32 television series on archaeology and history (of which seven were repeats). In addition there were 29 single programmes on history and archaeology (compared to 19 in 2001) of which five were repeats (compared to six repeats in 2001). In total this amounts to nearly 500 hours of history programmes, 121 hours of archaeology and 64 hours of ancient history.

There were 3.1 million viewers for the final programme of the second series of the *Restoration* television show in 2003, and a total of 2.2 million telephone votes (nearly 1.3 million in the final) contributed £500,000 to the Restoration Fund for the winning project. The first series was equally successful. Although overall viewing figures were slightly down due to stiff competition from other channels, there was wide coverage through more than 350 local radio items and over 150 local news items. The BBC website received 1.35 million page impressions and prompted 42,256 people to search for conservation-type courses. 67,500 copies of the *Restoration* campaign pack were distributed and 30-35,000 people attended open days for the buildings.

¹⁹ *Heritage Counts 2003*, p.76.

²⁰ www.statistics.gov.uk/timeuse/.



Wells Cathedral

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The economic and social impacts of cathedrals in England

New research commissioned for *Heritage Counts 2004* on behalf of the Association of English Cathedrals and English Heritage considered the economic and social value to local communities of having a functioning cathedral. The research was based on a questionnaire sent to all 42 English Anglican cathedrals (other types of cathedral were not considered for the purposes of the research).

The findings demonstrate that cathedrals generate a wide range of positive benefits for their local communities. First and foremost, they are places of spiritual sanctity and worship, as well as often being of outstanding architectural beauty and significance. But their iconic status as sites of prayer and history means that they also have a significant economic and social impact on the places where they are situated.

Analysis of visitor returns directly from the survey itself suggests that the 42 cathedrals had over 8.8 million visits in 2003, and this figure represents a slight decline when compared to similar figures for the turn of the millennium. However more detailed research by the Church of England which includes, for example, Westminster Abbey indicates that across all the Anglican cathedrals in England the number of visits in 2003 was as high as 12.5 million. Additional spend in the local economy by visitors to cathedrals is estimated to be £91 million per year. When all indirect and induced economic effects are taken into account – the ‘multipliers’ associated with the amount spent by cathedrals on procuring local services, and by visitors on items purchased from local businesses – the total annual

economic impact rises to £150 million. In total, this spending supports some 5,500 permanent full time equivalent jobs.

In addition to their role as places of worship, cathedrals also make a substantial contribution to society through the provision of opportunities for education and volunteering. According to the research, the number of regular volunteers who give up their time to help keep cathedrals open to the public is in excess of 12,000. Cathedrals are open to all and have an important role in supporting the community, for example through the setting up of initiatives designed to address community needs. Cathedral buildings also provide the venue for a significant number of events such as concerts, lectures, festivals, civic ceremonies, art exhibitions and graduation services. They can be important sites for the provision of educational opportunities: it is calculated that there were some 362,000 educational visits to cathedrals in 2003.

According to a survey carried out for *Heritage Counts 2003*, an average of two in five respondents said that they had visited a historic site in the previous 12 months; over a third said that they would like to find out more about the history of their local area; and eight per cent expressed an interest in volunteering activity. ¹⁹ Other sorts of participation in all types of cultural activity were analysed in research commissioned by the DCMS in the UK 2000 Time Use Study. The research revealed that age, social class, gender, education, housing tenure and access to a car were all variables that determined how likely it was that someone would be a regular participant in heritage-related activities. Willingness to participate in voluntary work was a particularly strong feature of the typical ‘heritage seeker’ identified by the report. ²⁰

Last year’s *Heritage Counts* used research undertaken by Heritage Link in 2003 to demonstrate the extent and value of volunteer activity in the sector. The research concluded that over 155,000 volunteers were involved with over 100 historic environment organisations and that their contribution was worth £15.5 million to the sector. The types of voluntary activity it illustrated ranged from serving on governing bodies, to conservation projects, promotion and education, fundraising, monitoring planning applications and administration. These figures may indeed have underestimated the true extent of the input, especially at local levels.

The study aimed to put heritage volunteering in the context of a wider picture of volunteering in the UK, to draw out key issues affecting volunteering and the historic environment and to look at how the potential of volunteering could be better harnessed – not only for the good of the sector, but also to enable people to benefit from historic environment by getting actively involved, with all the potential for skills development, creating new social networks and building confidence that this brings. Recognising the crucial role of volunteering in the sector, in December 2003 Heritage Link launched a consultation exercise within and outside the heritage sector inviting views on a range of 'next steps'. These included more active networking of advice and support for best practice; development of generic training programmes; linking heritage volunteering to the development of volunteering in other sectors; and identifying an appropriate body or consortium to take this work forward. In general, most of those who responded were optimistic about the existing opportunities and the potential to do more with better co-ordination. Key barriers were the limited capacity of smaller organisations, their lack of funds, lack of access or knowledge of information about existing opportunities. Some comments also referred to ineffective advocacy and lobbying, not knowing how to reach new groups, and the lack of strategic direction from outside the sector. Against this picture within the sector, a mix of central government policy and grants programmes, special initiatives and cross-sectoral strategic planning over the last few years has helped volunteering assume a higher profile than ever before. Within the Home Office Active Community Directorate, the Active Communities Unit (ACU) is responsible for the achievement of the Government's target of increasing voluntary and community sector activity, including an increase in community participation of 5 per cent by 2006.

Volunteering England, established in April 2004, brings together the National Council for Volunteering, Volunteer Development England and the Consortium on Opportunities for Volunteering. Heritage Link's Working Group is now exploring how best to work with Volunteering England to build a more robust and sustainable heritage volunteering sector. One element is simply to enable the heritage sector to tap into support networks and training available outside the sector, for example by developing effective communication

links between Volunteering England and Heritage Link. Heritage Link can signpost and disseminate information on volunteering guidance and initiatives through its free bulletin, Heritage Link Update. It may also link in to Volunteering England's road show of regional volunteering workshops during 2005 – the Year of the Volunteer.

Sharing knowledge of existing activities, policies and support for heritage volunteering is crucial to a more effective, structured and strategic approach. The 2003 Heritage Link report established that there was extensive volunteering activity in the sector, but that further work was needed to gather accurate information to support any potential indicator (**Indicator C3.2 on the chart in Chapter 2**) as well as to provide evidence to identify gaps in the support needed for volunteers in the sector.

5.4 WELLBEING AND QUALITY OF LIFE

A cared-for historic environment can bring a wealth of desirable advantages to individuals and communities: economic benefits; occasions for social interaction and engagement; and educational opportunities. Above all, it can add a dimension of beauty, distinctiveness and local character to everyday life which can enhance the sense of pride and belonging that people feel for places. It is not necessary for every aspect of the historic environment to be formally protected under the various schedules, lists and registers of designated assets for it nevertheless to be taken into account when decisions are made that could affect the future look and feel of a place. Equally, it is important for those decisions to be informed by an understanding of the significance of local places and the values that people associate with particular features of their surroundings. The failure to recognise local significance in this way can produce dull, lifeless landscapes, rootless communities and ultimately detract from people's wellbeing and quality of life. This was the message of *People and Places*, a report produced by English Heritage in response to a consultation by the Department for Culture, Media and Sport on *Government and the Value of Culture*. **21**

21 www.english-heritage.org.uk/FileStore/policy/pdf/Peopleandplaces_booklet.pdf.

²² <http://www.neweconomics.org>.

²³ Available from www.heritagelink.org.uk.

²⁴ www.culture.gov.uk/arts.



Archive Awareness Campaign: 'Routes to Roots'

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Archive Awareness Campaign: 'Routes to Roots'

There are over 1.5 million visits each year to archives in the UK, and over 75 per cent of those visitors do so for private or personal research. Many are first time visitors, and many more millions access archives virtually. The Archive Awareness Campaign, which is backed by The National Archives, the National Council on Archives and the Museums, Libraries and Archives Council, aims to raise awareness of archives and what they have to offer among both new and experienced users, particularly focusing on under-represented groups: black and minority ethnic groups, the under-24 age group and higher education students. More information is available at www.archiveawareness.com.

Putting well being and quality of life at the centre of concerns for the historic environment implies a greater emphasis on engagement with communities at the local level and a more constructive understanding of the relationship between retaining historic features and promoting imaginative new design. Research from the New Economics Foundation in 2004, for example, drew attention to the damage to distinctive historic town centres caused by the abundance of chain stores and the demise of local shops. ²² A report published in 2004 by the Campaign to Protect Rural England, the National Trust and Heritage Link, *Recharging the*

Power of Place, set out different ways of interpreting the value of local places to their communities, whether designated or undesignated. ²³ The document reported on how the distinctiveness of local places and their significance to the people who live there can be assessed and taken into account in the overall planning process.

Recharging the Power of Place had some important implications for the way in which decisions affecting local communities are made. It suggested not only that an integrated approach was needed to ensure that the full range of values and local significance were taken into account, but that new skills and resources were required to facilitate effective community engagement. Methods cited in the report for promoting engagement and dialogue in this way included the production of 'heritage trails' by local groups (such as those created under the Local Heritage Initiative, funded by the Heritage Lottery Fund and managed by the Countryside Agency), the preparation of 'parish maps', consultation on statements of significance, and research tools such as questionnaires and focus groups. The report also suggested that the process of conducting various different types of area characterisation, whether through historic landscape characterisation itself (see Section 3.3.3) or through the creation of conservation area appraisals or Village Design Statements, offered opportunities for active consultation and debate on the meaning and values of the public realm.

The DCMS report *Bringing Communities Together Through Sport and Culture* was the result of a seminar held in Oldham in March 2004 to consider ways in which culture and sport can bind communities together and enhance pride and identity. The report highlights five aspects of using culture in this way: needs analysis, partnerships, growing and adapting projects, evidence and evaluation, and celebration. The DCMS will now work with the Home Office and the Office of the Deputy Prime Minister to develop this work further in supporting grass roots initiatives and meeting local needs through cultural activities. ²⁴

Capturing hard evidence of the benefits to well being that derive from a well cared-for historic environment is not easy. While it is possible to some extent to measure the economic returns from conservation-led regeneration (see Section 5.2.1), the gains arising from tourism-related expenditure (see Section 5.2.2), the quantity and quality of education opportunities offered by the historic environment (see Section 5.1), and the extent to which people participate as volunteers or members of local heritage societies (see Section 5.3), it is much harder to quantify the overall contribution that the historic character of an area makes to the quality of life of the people living there. Possible techniques for doing this include:

- surveys of people's attitudes to different aspects of their local area such as the quality of local streets and buildings, the erosion of character, and their overall feel for the place
- long-term research into the effect of environmental improvements on socio-economic variables such as crime rates, the local economy, and educational attainment
- focus-groups and 'citizens' juries' that explore people's understandings of what heritage means to them and what values they place on it
- field observation of the state of the historic environment in local areas, for example the extent to which streets are cluttered or historic areas are losing their character
- assessments of local commitment to heritage concerns, for example through the popularity of local heritage festivals or societies

Devising a robust indicator that can reflect the benefits to well being and quality of life from the historic environment is a priority for future editions of *Heritage Counts*.

In 2002, the National Trust commissioned the Institute of Field Archaeologists, Atkins Heritage and London Metropolitan University to conduct a year-long study into techniques for measuring the social contribution of the historic environment. The aim was to develop a portfolio of analytical techniques for understanding the way in which people interact

with the historic environment and a range of indicators to measure how they benefit. The first stage, completed earlier this year, consisted of assessments of the range of disciplines, approaches and techniques that could be adopted, consultation with statutory and other related organisations, and some very preliminary testing in the field. This methodological study confirmed that this area was an important yet largely unaddressed field of enquiry. With further study, it will be possible to map a range of useable and cost-effective indicators to measure the benefits that the historic environment might bring. The importance of involving communities in the study of how they respond to their heritage is also clearly essential, with opportunities for capacity building and the engagement of the broader public in the conservation, management and enjoyment of the historic environment. The partnership is currently looking for funding for the next stage.

5.5 ENVIRONMENTAL SUSTAINABILITY

Heritage Counts 2003 drew attention to the ways in which caring for the historic environment promotes a more sustainable use of existing resources. Looking after historic environment assets (such as buildings, monuments, landscapes) helps to release economic benefits (through tourism and regeneration) while constituting a public good that adds quality and value to people's surroundings.

Long-term climate changes, however, threatens to impact upon all aspects of daily life, not least the survival of heritage assets. Climate change scenarios for the UK, published by the Department for Environment, Food and Rural Affairs in 2002, show that average temperatures across the UK may rise by between 2 and 3.5 degrees centigrade by the 2080s, depending in part on the future scale of emissions of greenhouse gases. Although realistic assessments of long-term changes are hampered by a lack of robust evidence, a range of future climate conditions are possible, including wetter winters and drier summers across all parts of the UK. In the south and east, it is predicted that summer precipitation may decline by up to 50 per cent over

26 *Scientific and Technical Aspects of Climate Change, including Impacts and Adaptation and Associated Costs* (Defra, 2004).

27 *Kate Barker Review of Housing Supply – Final Report* (March 2004).

28 Study into the Environmental impacts of Increasing the Supply of Housing in the UK (report by Entec et al. for Defra, April 2004)

29 Figures from ODPM, 'Previously Developed Land that may be available for Development in 2003', www.odpm.gov.uk

30 <http://www.emptyhomes.com>.

31 *Mainstreaming Sustainable Regeneration* (Sustainable Development Commission, 2004). Website?

32 *Built to Last – The Sustainable Reuse of Buildings* (The Heritage Council/Dublin City, 2004).

33 http://www.cabe.org.uk/data/pdfs/housing_audit_2004.pdf

the period. Sea levels are predicted to rise in line with global trends, and in southeast England could rise by between 26 and 86 cm by the 2080s. Conserving and protecting heritage sites will be all the more difficult to achieve in these conditions, and will be especially challenging at coastal sites. **26**

Changing behaviours is therefore essential to promoting better and more sustainable approaches to our natural and built environment. A key area in which this debate is taking place is that of housing. The Barker Review was established by the Chancellor and Deputy Prime Minister in April 2003 to examine issues underlying the lack of supply and responsiveness of housing in the UK. **27** The report found that demand for housing is increasing, yet in 2001 the construction of new houses in the UK fell to its lowest level since World War Two. The Report had little to say about the environment, but did recognise that 'extra housebuilding will have environmental consequences and this cannot be ignored, however; the impact can be reduced by ensuring that land which society values least is used and tackling issues of water usage and waste management'. A study by Entec recommended that more work was needed to assess the sustainability and environmental impacts of the numbers of dwellings being proposed by the Barker report. **28**

Re-using so-called 'brownfield' or previously developed land, and repairing abandoned and empty properties, are obvious ways in which the need for additional housing development can be met while minimising the environmental costs. An estimated 66,000 hectares of brownfield land available for development were available in 2003, 60 per cent of which was vacant or derelict. 45 per cent of the total area was available for housing. **29** The Empty Homes Agency meanwhile estimates that there were 718,720 empty homes in England on 1 April 2003, a decline of over 50,000 on the number in 1999. **30** According to the ODPM, an estimated 67 per cent of new dwellings were built on previously developed land (including conversions) in 2003, the same level as in 2002.

Regional variations suggest that the greatest concentrations of empty or abandoned homes are in the north of England. ODPM's *Making it Happen – the Northern Way* was published in February 2004 and set out plans to create a 'Northern Growth Corridor' which would help to promote sustainable

communities in the north and reduce disparities between north and south. A key element of this strategy is the regeneration of existing run-down areas, including a particular emphasis on tackling housing problems. In the Elevate East Lancashire Pathfinder area, for example, some 47 per cent of the budget for the next two years is allocated for compulsory purchase and demolition. In towns such as Darwen, the local authority proposes to knock down whole streets of old terraced housing and to replace them with new-built homes. This is despite the controversial overturning of a similar policy at nearby Nelson, and in the face of evidence that demonstrates the benefits to sustainability of retaining where possible existing quality historic housing stock. In their recent report *Mainstreaming Sustainable Regeneration*, the Sustainable Development Commission argued firmly against the tendency to bulldoze rather than refurbish historic housing stock. **31** A survey published in *Heritage Counts 2003* demonstrated that the costs of maintaining and occupying a Victorian terraced house, when considered over a 100-year period, were almost 30 per cent cheaper than those of a house built in the 1980s. Similarly a study carried out in Ireland showed that a refurbished existing building performs better in environmental terms than a hypothetical newly constructed building on the same site. **32** New research by the Commission on Architecture and the Built Environment highlighted the poor or mediocre quality of many new housing developments, and suggested that builders outside London were not making enough effort to use local materials and designs. **33**