

State of the
Historic
Environment
Report

**OUTREACH,
KNOWLEDGE
AND ACCESS**

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3.0

INTRODUCTION

The Department for Culture, Media and Sport document *People and Places*¹ stated that 'The historic environment is a vital part of the social and cultural identity of our nation. It holds the memory of people's hard work and experiences... Whether people feel 'at home' with a place can affect how socially included they feel in society. Finding ways of regenerating pride and interest in local places using the historic environment can help build confidence in community involvement in local decision-making. In particular, historic places that are public by their nature, such as public buildings, parks and places of worship and commemoration should be a focus of attempts to contribute to tackling social exclusion. Visiting sites can also help people to find out about diverse aspects of England's history, society and multi-cultural heritage and help people to understand how the past influences the present. By identifying and tackling physical, intellectual and financial barriers to access at historic sites; through consultation and involvement of local people, more use can be made of historic places for tackling social exclusion.'

Social cohesion is a major theme in our multicultural society and the historic environment is the big picture against which we see our identity. The historic environment sector, by exploring the multicultural nature of all history, can make a significant contribution to social cohesion. This should embrace all aspects of ethnicity as well as class and other social groupings such as mining communities².

Many historic environment organisations have traditionally interpreted and delivered history in the context of a limited section of society. The central role which the historic environment can play in our contemporary multi-cultural society depends to a large extent on how these organisations are able to incorporate fresh perspectives in their delivery.

This chapter identifies current initiatives and activities from a wide range of sources. It is as comprehensive as is possible given the constraints. Future SHERs will be better placed to analyse information and change and identify where strengths and weaknesses exist. This begins to identify some of the considerable challenges that need to be addressed and gaps in activity if the sector is to fully address the issues of social and cultural identity. Ways need to be found to include large groups of people who are currently under-represented and excluded.

¹ *People and Places: Social Inclusion Policy for the Built and Historic Environment* Department for Culture Media and Sport June 2002, available on www.culture.gov.uk

² *Multicultural Interpretation and Access to Heritage* Black Environment Network.



Encouraging heritage education. The Duke of Marlborough presents prizes to sixth formers from Pipers Corner School, High Wycombe for their work studying Blenheim Palace as part of their 'A' Level Design course. The pupils received their awards as part of "The Duke of Marlborough's Heritage Education Prizes" scheme which, following the guidelines of the Heritage Education Trust, encourages children to follow up their educational visits to Blenheim with work done on return to school. This is one of a range of initiatives by members of the Historic Houses Association.

³ *Attitudes Towards the Heritage in Liverpool – Research Study* conducted for English Heritage, MORI, February – March 2002.

⁴ *Attitudes Towards the Heritage – Research* conducted for English Heritage, MORI, April – July 2000.

⁵ For more information on departments teaching archaeology see the SHER website.

⁶ *Building Conservation Directory – Cathedral Communications Ltd.*

3.1 THE ROLE OF THE HISTORIC ENVIRONMENT IN FORMAL EDUCATION

We know that there is widespread recognition among the general public of the importance of the historic environment in its own right, for its role in enriching our surroundings and as an educational tool. The findings of the recent MORI poll conducted for English Heritage in Liverpool³ reinforced many of the results from the MORI poll carried out as part of *Power of Place*⁴. The national MORI poll revealed that 98% of respondents thought that heritage was important to teach children about our past; 95% thought that heritage was important for giving us places to visit and things to see and do, 94% for encouraging tourists to visit and 88% for creating jobs and boosting the economy; 76% agreed that their lives were richer for having the opportunity to visit and see examples of heritage. The Liverpool survey reveals the value that is placed on the historic environment by the city's residents: almost nine out of ten Liverpool residents acknowledge the importance of heritage in regenerating towns and cities (89%) and influencing the cultural life of the country (86%). Only a slightly smaller but still very high percentage (80%) felt that it was important to think about the preservation of modern buildings for future generations. The three highest priorities for funding were thought to be heritage education in schools (26%), regenerating shops, streets and homes (25%) and re-using and saving threatened historic buildings (18%).

At the present time, education in the historic environment is little researched and there has been no comprehensive work that pulls together information about educational activity across the sector. This is currently being partly addressed by the Attingham Trust, which has commissioned consultants to carry out an audit of educational work and access issues in the historic environment. The results will not be available until February 2003 but it is hoped that the information provided will enhance knowledge of what is happening in a significant part of the sector as suggesting a means of measuring future activity. The research will not cover the whole of the historic environment sector, and other initiatives, for example those in the archaeological field, need to be identified for inclusion in future SHERs.

FORMAL EDUCATION: TERTIARY

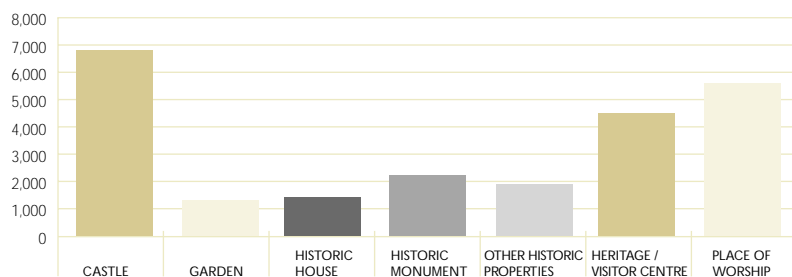
The Higher Education Statistical Agency produces information on student numbers in the UK. Whilst the categories below are not exclusive, they are likely to cover most of the professionals working in the sector and the figures give general trend information. A range of qualifications is available and the figures below do not include certificates and diplomas in continuing and higher education, HNDs and HNCs and research postgraduate Masters degrees and doctorates.

There is no comprehensive list of historic environment courses at present, although the CBA, IHBC and other organisations hold information about their own specialisms. The HESA figures above demonstrate that none of the 'traditional' subjects have kept pace with the growth in student numbers generally, although there may be a growing number of courses such as Heritage Studies that are not classified within these groups. At the same time, some of the courses offered in the 'traditional' subjects such as architecture and planning have tended to make historic environment issues a less significant part of core curricula.

The Council for British Archaeology keeps records of courses relating to archaeology and the historic environment. In 2002 there were 138 recorded further education departments within 92 institutions teaching archaeology and heritage studies, including 79 departments in 56 universities teaching degree courses containing archaeology⁵.

There are currently 11 specialist postgraduate building conservation courses in recognised academic institutions in England that are part of the Conservation Course Directors' Forum, as well as a number of other courses outside that grouping. The 11 courses produce around 200 qualified professionals a year. There are other relevant postgraduate, undergraduate and sub-undergraduate courses in England that focus on the conservation of immovable and movable property. Future SHERs will explore these areas in a more comprehensive manner.

Average number of visits to historic sites by schoolchildren 2001



Source: ETC Survey of Visits to Visitor Attractions 2001

1 Formal Education: Tertiary

COURSE	Number of Students 1996/7	% of all Students 1996/97	Number of Students 2000/01	% of all Students 2000/01	Change in Numbers 96/7 to 00/01
ARCHAEOLOGY AND ARCHAEOLOGY AS A SCIENCE	5,825	0.33%	5,425	0.27%	-0.02%
ARCHITECTURE AND OTHER ARCHITECTURAL STUDIES	13,428	0.76%	14,525	0.73%	-8.17%
BUILDING	20,097	1.14%	17,905	0.90%	-10.91%
HISTORY AND ECONOMIC AND SOCIAL HISTORY	28,673	1.63%	30,170	1.52%	+5.22%
HISTORY OF ART	7,904	0.45%	8,630	0.43%	+9.19%
LAND AND PROPERTY MANAGEMENT	3,011	0.17%	2,455	0.12%	-18.47%
TOWN AND COUNTRY PLANNING	10,503	0.60%	9,155	0.46%	-12.83%
TOTAL OF ABOVE	89,441	5.09%	88,265	4.43%	-1.31%
TOTAL FOR ALL SUBJECTS	1,756,179	100%	1,990,625	100%	+13.35%

Source: HESA⁸

⁸ Changes in the method HESA use to calculate student numbers in 2000/1 means that caution should be taken in comparing the two years' figures, although general trends are still relevant.

2 Average number of visits to historic sites by schoolchildren 2001

CATEGORY	Average number of visits by school children for each attraction type – to nearest '00	Minimum visits by school children to categories of visitor attraction – to nearest '00 (based on sample of 665 sites)
CASTLE	6,800	369,400
GARDEN	1,300	136,800
HISTORIC HOUSE	1,400	326,900
HISTORIC MONUMENT	2,200	76,600
OTHER HISTORIC PROPERTIES	1,900	169,100
HERITAGE VISITOR CENTRE	4,500	379,300
PLACE OF WORSHIP	5,600	395,400
TOTAL SCHOOL VISITS	2,800	1,853,400

Source: ETC Survey of Visits to Visitor Attractions 2001

⁸ *Inter Examination Board Statistics – Final Results*. Prepared by SIM QCA Aug 2002.

⁹ Information from the CBA.

¹⁰ Information from CBA.

¹¹ *Statistics of Education, Schools in England*, DfES 200.

¹² *Making History Matter – How children can discover heritage*, The National Trust, May 2002.

FORMAL EDUCATION: PRIMARY AND SECONDARY

Qualifications. In 2001 there were more than 220,000 GCSE History candidates and 39,000 A Level History candidates⁸; in the past ten years more than 2.25 million students have studied history GCSE. Archaeology is available for study at both GCSE and AS/A level through the AQA exam board⁹. It can also be studied within Classical Civilisations at GCSE and AS/A level, and within Travel and Tourism vocational GCSEs and vocational AS/A levels (the Advanced Vocational Certificate of Education). Archaeological evidence can be used within some history specifications at GCSE, those based on the Schools History Project. It is significant that the numbers of students taking exams in archaeology has increased greatly from the 31 students taking A level in 1972 to around 2,000 sitting GCSE and AS or A level in 2002 (more than doubling in the last ten years). Most students are adults studying part-time but there is a significant proportion of the total being taught full-time in school. There are around 18,000 studying classical civilisation at GCSE and AS/A level, some of whom will take archaeology options¹⁰.

The historic environment as part of the curriculum. There are 6.99 million children aged 5 to 15 in England¹¹ and encouraging them to experience and enjoy the historic environment is of critical importance in ensuring that a deep appreciation is developed across the whole population. As the principal education providers, local authorities play a key role in instilling the importance of the historic environment through the formal education system.

However, we have relatively little systematic information about how local authorities encourage teachers to use the historic environment. Expanding our understanding of the scale of use would be valuable.

The ETC survey of visitor attractions found that castles have the highest average number of educational visitors, followed by places of worship and heritage or visitor centres. This is likely to be a reflection of the national curriculum, accessibility and the costs of entry to sites. Over 900,000 schoolchildren or members of education groups were accurately recorded visiting historic sites; a further 900,000 visits were estimated at sites (in a sample of approximately half the overall survey response). Making an assumption that sites not reporting figures and those outside the survey have lower numbers of visits by schoolchildren, an estimated 3m or more visits are probably being made to historic sites in England for educational purposes each year. More than two-thirds of all recorded education trips took place in urban areas.

The ETC Survey of Visits to Visitor Attractions (see section 2) recorded the number of formal education visits by school children reported by historic sites.

Informal education visits are not included in these figures but are counted separately. Approximately three-quarters of visitors to historic sites are adults, so at the 1000 or so sites surveyed, there were around 15m visits by children. This suggests that there are at least eight times as many informal visits to historic sites by children as there are formal educational ones.

Children are most likely to be taken to visit castles (where 30% of visits are by children) and heritage/visitor centres (where the figure is 28%). These are sites which have a general family and leisure appeal as well as educational potential. Gardens and historic houses have the lowest proportion of child visits (12% and 14%).

English Heritage and the National Trust as well as some other trusts and organisations offer **free or low-cost access for organised education groups** to sites where they would otherwise have to pay. English Heritage keeps records of free visits to its manned sites and in 2001/02 there were 450,000 visits compared to 525,000 in 2000/01. The drop is the result of the Foot and Mouth restrictions. There are no records of total visits to sites by children, many of whom will be taken by their parents as a part education, part leisure trip. The National Trust's 'Educational Group Membership' scheme includes schools with more than 600,000 pupils¹². The Churches Conservation Trust (whose Education Officer is managed by English Heritage) have records of formal educational trips. Between 2000/01 and 2001/02 the number of schools visiting the CCT's properties increased from 137 to 183. The Historic Houses Association estimates that around 6% of its total visitors are part of education groups. English Heritage is working with the Historic Houses Association to expand education services. Historic Royal Palaces hosted over 100,000 visits by pupils and students in the 2000/01 academic year.



Local children from Stocktons Wood School enjoy the new play area that is part of the National Trust's £1.6m investment in revitalising Home Farm on the Speke Hall, garden and estate in Liverpool, restoring the Victorian farm buildings for education and community use. The National Trust has also opened up a further 9 ha of its estate to provide a new circular walk and the children's play area¹³.

There are some differences in recording between the organisations involved, so there is a need for a generally agreed definition of what a formal education visit is as well as some sample survey work to establish how many children are being taken to historic sites by their parents for educational purposes. As part of its membership benefits, the CBA Young Archaeologists' Club offers free access to all English Heritage and Cadw properties and many of Historic Scotland's. Free or discounted access is also available for members to a wide range of 92 other heritage attractions, museums, monuments and other private and local authority sites, including some National Trust properties. It is not known how many visits are made under this arrangement.

The National Trust generates an estimated £3.03 million from school and general visits from young people, from such things as education packs and resources. This income supports the Trust's educational activities¹⁴. Many independent museums and sites are very dependent on school income for their core revenue. 80% of the income for The Galleries of Justice in Nottingham comes from educational visits. Without them, they would not be able to run particularly valuable programmes such as working with young people who are at risk from offending¹⁵.

English Heritage is finding ways of broadening interest in the historic environment, for example, by running a competition with the History Channel to encourage schools and individuals to investigate the historic environment of their area.

English Heritage has responded to the recent requirement to teach **citizenship** in schools by initiating and publishing the results of a number of projects that demonstrate to teachers how they could explore issues about the conservation of the historic environment to address the National Curriculum requirements for the teaching of citizenship. The publications include *New Uses for Old Churches*, *New Uses for Empty Buildings* and *Our High Street*. English Heritage also runs courses for trainee teachers on more general historic environment issues and has been overwhelmed with applicants, demonstrating the demand for such information.

The National Trust 'Guardianship' scheme, which is commercially sponsored, links some 80 schools to National Trust properties and enables pupils, teachers and property staff to explore issues around the understanding and conservation of a site. It assists the Trust in developing its links with local communities and helps deliver elements of the National Curriculum including environmental and sustainable development education¹⁶.

English Heritage worked with secondary schools in Whitehaven, Cumbria to devise models for Citizenship work on the urban regeneration scheme for the town. The project produced five different case studies, which examined various regeneration areas in the town. They were chosen to reflect issues that are applicable to any town or city undergoing similar regeneration and included studying Whitehaven's Harbour, Market Place and Castle.

The project gave pupils the opportunity to find out about urban regeneration, carry out research and come up with ideas, ask geographical questions and identify issues and evaluate interpretations of history.

The Council for British Archaeology provides an online database and other extensive links to heritage organisations, courses, conferences, fieldwork opportunities, formal education and lifelong learning courses on its website¹⁷. Adult continuing education is a very important way of broadening the range of people who learn about the historic environment. There are more part-time students studying for certificates in archaeology and similar topics than there are students doing full-time courses of the same kinds.

VOCATIONAL SKILLS AND TRAINING

More work is needed to identify numbers of trainees in vocational and skills training in the historic environment specialisms. The Construction Industry Training Board (CITB) is to be the new Sector Skills Council. The National Vocational Qualification (NVQ) standard for building conservation has now been approved but to date no students have taken the qualification. There is, at present, no parallel standard for archaeology¹⁸.

All present indicators are that there are considerable skill shortages both in specialist conservation work and more general construction. The CITB Employers' Skill Needs Survey in Spring 2001¹⁹ found that across the construction sector as a whole more than three-quarters of participating employers were having difficulties in recruiting skilled staff.

¹³ *Headlining Heritage – Inspiring People, Inspiring Places and Working in Urban Areas*, The National Trust.

¹⁴ *Making History Matter*.

¹⁵ *Making History Matter*.

¹⁶ *Making History Matter*.

¹⁷ www.torc.org.uk

¹⁸ Information from a paper given by John Preston at www.ihbc.org.uk/PATHE2002

¹⁹ Reported in *CITB Skills Foresight Report* – February 2002.



Restoration of The Mint by the Exeter Historic Buildings Trust. This Grade II* former refectory of the 11th Century St Nicholas' Priory in Exeter has now been fully restored by the Trust with financial assistance from a range of sources including the Heritage Lottery Fund, English Heritage, Exeter City Council and the Architectural Heritage Fund. It was recently opened to the public for the first time as part of Heritage Open Days.

²⁰ HLF January 2002, carried out by HOST consultants.

The four main federations within the industry also carried out similar surveys and found similar results. When considering employment requirements up until 2006, CITB estimate that 76,000 new recruits a year will be necessary to add to the 1,500,000 already employed in the industry to keep up with labour demand. Just over 45,000 trainees began training courses in 2000/01. CITB figures do not provide any more detailed breakdown, which would allow analysis of the historic environment sector. The CITB's occupational breakdown of those employed in the building sector includes only two trades that are likely to be largely conservation-related: stonemasons and thatchers. In 2000, there were some 3,500 stonemasons employed in Great Britain, just over 2% of the 'Trowel Trades' (that include bricklaying and plastering), or 0.22% of all construction jobs. The survey identified just over 257 thatchers, representing less than 0.6% of all roofing trades.

The Heritage Lottery Fund research into skills and training in the cultural and natural heritage sector, *Sustaining Our Living Heritage*²⁰, found that there were widespread shortages of people with certain skills. In the Built Heritage sector, specialist shortages included thatchers, stonemasons, stained glass conservators, scaffolders, metalworkers, joiners and bricklayers as well as quantity surveyors, architects, engineers, conservation officers and builders with specific conservation skills. In the Industrial and Transport heritage sector there were shortages of specialist curators, designers and conservators as well as maintenance engineers, machine operatives and administrators with heritage awareness.

In the cultural heritage sector, specialist conservators and maintenance staff were in short supply, as were archival and administrative staff with suitable skills.

The research highlighted some of the reasons for these problems. The culture of sub-contracting can encourage cost-cutting and low investment in training. Career progression and professional development is limited in small firms or where there are informal working arrangements. In some parts of the sector, where the use of volunteers is common, training and development are often not taken very seriously.

In addressing these problems, a number of organisations have taken action. British Waterways, for example, is active in promoting appropriate conservation building skills. In 2001 it completed a series of performance-related Heritage Standards that form part of the British Waterways City and Guilds-backed Heritage Skills training programme. Their Heritage Skills Centre at Hatton, which was set up to encourage the development of practical conservation craft skills relevant to the organisation, was formally opened in March 2001.

Conservation officers at local authorities are taking an interest in raising standards among local builders and craftsmen and many see arranging specialist training as better use of their time than taking enforcement action against poor quality work. Other initiatives such as the Archaeological Training Forum develop skills in specialist areas.

A number of organisations in the sector, including the National Trust and English Heritage, run 'Modern Apprenticeship' schemes for professional gardening skills. This could be extended to other organisations and skills such as dry stone walling and hedge laying.

There are a wide number of other training initiatives operating in the sector to cater for specialist professional and practical needs. Groups such as the Archaeological Training Forum co-ordinate activity and a possible future measure would be to draw up a list of current initiatives from such groups on an annual basis.

From March 2004 the Countryside Agency will no longer fund the long-established New Entrants Training Scheme in rural crafts including forgework and thatching. The Countryside Agency has asked LANTRA (Land-based National Training Association) to assist with the development and establishment of a new national training programme that would qualify for government funding. English Heritage (as part of the implementation of *A Force for Our Future*) is about to start working with the CITB to identify research specific to the historic environment sector with the intention of setting up a National Heritage Training Group and producing a Sector Skills Foresight Report in 2003. This will be of assistance in setting a strategy for filling key skill gaps in the sector.

3.2

INTELLECTUAL AND PHYSICAL ACCESS TO THE HISTORIC ENVIRONMENT

One of the findings of the MORI poll on Attitudes towards the Heritage²¹ is the very weak association the general public makes between heritage and the environment in general. Most historic environment professionals see the historic environment as an element of the wider environment which encompasses natural, man-made and cultural aspects.

In response to the MORI poll question 'Which, if any, of the things on the list do you associate with 'the environment?' more than twice as many people identified countryside and wildlife as identified heritage, towns or archaeological sites. There is a clear need to reach out beyond the normal confines of the historic environment sector, to engage the wider public in recognising the value of the historic environment and to show them how it can enhance the quality of their lives. It is not equally easy to reach every sector of the public. Despite many excellent examples of individual projects by organisations to reach groups who do not normally see the historic environment as an important part of their lives, there is a great deal more that needs to be done. The best-practice examples mentioned in this text are the starting point, since overall programmes that fully integrate such initiatives into everyday practice are still some way off.

The Black Environment Network has identified the need to create new materials for intellectual access, such as educational and resource materials and new programmes targeted at socially excluded as well as mainstream groups²². Other key issues to address include the involvement of socially included groups (see below), structural barriers to access (such as the cost of entry fees and the form of interpretation) and the removal of physical barriers to access²³.

STRENGTHENING LINKS WITHIN THE SECTOR

The heritage environment sector is very diverse, with thousands of individual organisations from the large ones such as the National Trust to societies for the preservation of piers or sundials or tiny private archaeological research groups. This plurality is a great strength but it can also be a weakness if it prevents the sector from speaking and acting in a concerted way on issues of common concern.

There are several umbrella organisations and groupings that represent the historic environment sector, including the Historic Environment Review Steering Group: set up in 2000, it produced *Power of Place* and will take on a guiding role for SHER. It includes a cross-section of national bodies whose interests impinge on the historic environment, not just those for whom it is their main interest. The setting up of Heritage Link, by 44 national historic environment bodies, is a new initiative in developing closer working relationships within the sector 'to bring together people who care about the heritage to agree policy and recommend courses of action on issues of common concern'.

At present, planning, social inclusion, education and funding are being examined. Its formal launch will take place on 12 December 2002. Other umbrella groups include the Council for British Archaeology (which includes 525 state, local government, professional, academic, museum, amateur national and local organisations covering all aspects of the historic environment and c10,000 individuals of all ages) and the Civic Trust (which represents over 330,000 members of some 740 local amenity societies).

There are many other national groupings representing a huge variety of topics, different types of organisations, academic interests, technology development, information dissemination etc. The English Historic Towns Forum, a local authority network of historic settlements, produced three State of the Heritage Surveys between 1996 and 1998 using information from their members and is considering a re-launch. Links with SHER clearly need to be made.

HERITAGE OPEN DAYS, LONDON OPEN HOUSE AND NATIONAL ARCHAEOLOGY DAYS

Heritage Open Days form part of the Council of Europe initiative 'European Heritage Days'. In Europe it involves some 20 million people in over 40 countries each year²⁴. The Civic Trust launched Heritage Open Days in 1994 as a way of promoting an informed and active interest in the local and national heritage and stimulating a sense of community pride. Between 7 and 10 September 2001 over 800,000 people attended 2134 activities including 1831 sites in England outside London (which is arranged separately)²⁵.

²¹ MORI 2000.

²² *Visualising Heritage Interpretation* by Ethnic Groups Black Environment Network.

²³ Information from Black Environment Network www.ben-network.org.uk

²⁴ Information from Council of Europe Cultural Heritage Committee, correspondence with Paul Drury.

²⁵ *Report on Heritage Open Days*, the Civic Trust, November 2001.



Excavation work on a Young

Archaeologists' Club holiday The Council for British Archaeology's YAC has almost 3,000 members and is supported by more than 200 adults. Engaging young people in practical activities is an important way of making learning about the historic environment an enjoyable experience.

²⁶ www.londonopenhouse.org/OHEvent.html

²⁷ www.ngs.org.uk

²⁸ *British and Irish Archaeological Bibliography* Volume 6(1) April 2002 www.biab.ac.uk

779 local organisations were involved in the organisation using their own staff and involving 23,000 volunteers. Heritage Open Days received £124,800 in core funding from English Heritage. An estimated additional £160,000 was spent by local organisers on opening properties and staging activities. Almost a quarter of all sites were not normally accessible to the public and nearly one in ten had not taken part in Heritage Open Days before. Perhaps most significantly an estimated 160,000 of the visitors would not normally visit heritage properties as a leisure activity, so the initiative reached a new audience.

Numbers of visitors taking part in Heritage Open Days has increased rapidly from 150,000 in 1994 to 500,000 in 2000 to the 2001 figure of 800,000, and ways of spreading the success of the initiative for next year are being explored (in comparison, the average attendance at all Premiership matches on a typical weekend is around 350,000). In the capital, London Open House attracted 360,000 visitors to 525 properties between September 21 and 22 2001, an increase of 25% on the previous year²⁶. They also organised the Annual Junior Open House event on 20 May which involved over 500 inner-city pupils from 15 schools and the success of this event has led to a national event being considered.

National Archaeological Days took place on July 21 and 22 2001 throughout the UK on 149 sites (the vast majority in England). There were an estimated 60,000 visitors to these events. The sponsors were Thames Water and English Heritage. The National Gardens Scheme includes around 3,600 sites that are open for charity each year²⁷.

In 2002, 74 garden squares were opened to the public as part of London Garden Squares Open Day.

Many other organisations arrange special events that encourage a greater attendance at historic sites than would normally be the case and they see it as a good way of broadening interest in the historic environment. The Churches Conservation Trust, for example, put on 233 events at their properties in 2001, a 17% increase over the previous year with a 62% increase in the number of visitors to 93,800.

It is also important to remember that many people make numerous trips to local historic areas. The Liverpool MORI poll found that two-thirds of Liverpool's residents had visited the Albert Dock and Waterfront during the past six months, with Chinatown being the next most visited area (38%). The Urban Parks Forum's *Public Park Assessment* document, on the basis of estimates of visitor numbers for 886 historic public parks, calculated that between 300 and 400 million visits are made annually to historic parks in the UK.

RESEARCH

The extent to which SHER can and should attempt detailed coverage of research issues is still to be determined. Research underpins a large part of the achievements of the sector, but to attempt a comprehensive summary of what is happening presents a huge challenge. Research that is relevant to the historic environment sector covers such a wide area, from scientific aspects of the conservation of building materials, through all aspects of archaeological research, to research into architectural history or the practical implementation of historic environment policy.

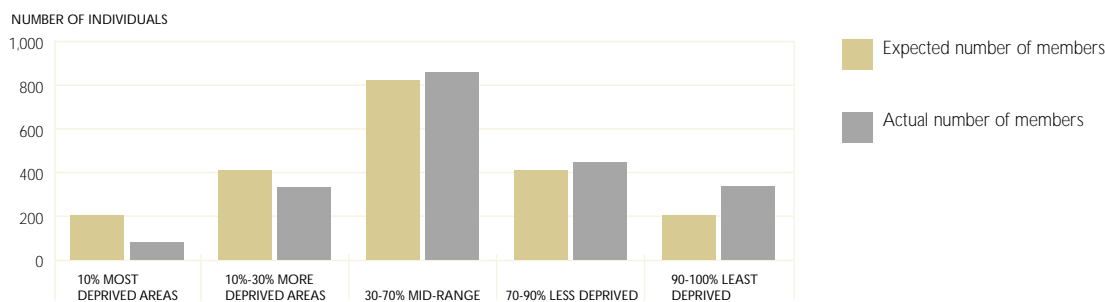
The emerging English Heritage research framework will help to place research in context and provide an overview of activity. This will be reported in future SHERs

One of the problems facing the sector is that scientific research into the historic environment falls between the UK research bodies (NERC, EPSRC, AHRB) although they all fund parts of relevant research. In addition there are no specific themes for cultural heritage in the European Research 6th Framework. A co-ordinated approach by interested parties in the sector is needed to tackle structural issues such as these.

For this SHER source of information is put forward for discussion. *The British and Irish Archaeological Bibliography* ('biab')²⁸ lists archaeological research that has been published and, when it goes on-line in 2003, more sophisticated analysis for this part of the sector. Buildings work and other areas of interest will remain outside any comprehensive system of collation.

The following data have been extracted from the 'biab' database and is presented in a matrix based on the 'biab' classification scheme. 'biab's classification scheme entries are given in order of topic (vertical legend, letters A-K) within period (horizontal legend numbers 1-9). For example, documents that primarily deal with the Neolithic landscape will fall into category 3G.

Young Archaeologists' Club membership in relation to Social Deprivation Indices



3 Research Publications for 2001 collated by 'biab'

	1 General	2 Palaeolithic Mesolithic	3 Neolithic	4 Bronze Age	5 Iron Age	6 Roman British	7 Early Medieval	8 Medieval	9 Post Medieval
A PRINCIPLES, HISTORY, BIBLIOGRAPHY, MUSEUMS, CONSERVATION	89	0	0	0	0	1	1	3	2
B FIELDWORK, RECORDING, ANALYSIS, ENVIRONMENTAL/EXPERIMENTAL ARCHAEOLOGY	70	3	1	1	1	2	1	1	1
C TEXTS, COINS, INSCRIPTIONS, PLACE-NAMES	8	0	0	0	3	6	1	0	7
D CULTURAL, POLITICAL & HISTORICAL SURVEYS	1	1	0	0	0	1	0	4	2
E COMMUNICATIONS, TECHNOLOGY, TRADE, AGRICULTURE	5	1	0	0	1	1	3	4	20
F ARTEFACTS, ART HISTORY, SHIPS & BOATS	9	4	2	9	2	14	5	6	14
G RURAL & URBAN SETTLEMENT, 'HISTORIC LANDSCAPE', HORTICULTURE	37	5	6	11	8	17	8	18	15
H NON-CHRISTIAN/PAGAN FUNERARY & CULT RITUAL	0	0	6	2	2	3	3	0	0
I CHRISTIAN MONUMENTS, BUILDINGS & RITUAL	0	0	0	0	0	3	1	14	8
J SECULAR ARCHITECTURE & STRUCTURES	4	0	0	0	1	3	0	8	17
K MILITARY STUDIES	0	0	0	0	1	1	1	3	5
	223	14	15	23	19	52	24	61	91

Source: 'biab' is a project of the CBA

4 Membership of Environmental Organisations

MEMBERSHIP IN 000'S	1971	1981	1991	1997	1999	2001
NATIONAL TRUST	278	1,046	2,152	2,489	2,643	2,800
ROYAL SOCIETY FOR THE PROTECTION OF BIRDS	98	441	852	1,007	1,004	1,022
ENGLISH HERITAGE	-	14	222	391	442	446
CIVIC TRUST	214	N/A	222	330	N/A	330
WILDLIFE TRUSTS (INC RSNC)	64	142	233	310	325	382
WORLD WIDE FUND FOR NATURE	12	60	227	241	255	287
THE NATIONAL TRUST FOR SCOTLAND	37	105	234	228	236	240
WOODLAND TRUST	-	20	150	195	200	255
GREENPEACE	-	30	312	215	176	221
RAMBLERS ASSOCIATION	22	37	87	123	129	134
FRIENDS OF THE EARTH (NI, ENG & WALES)	1	18	111	100	100	100
CAMPAIGN FOR THE PROTECTION OF RURAL ENGLAND	21	29	45	45	49	59

Sources: Office of National Statistics to 1999, English Heritage, Organisations concerned 2001

²⁹ *Archaeological Archives: Documentation, Access and Deposition – A Way Forward* K Perrin, English Heritage March 2002.

³⁰ Sections 7.11-7.13 and 7.18-7.20 of 2002 DDA Code of Practice.

'biab' has a regular scanning list of c 350 British and Irish periodicals (ranging from weekly publications to annuals, and including online journals) and over 150 monograph series of varying degrees of activity. It includes references to relevant postgraduate theses recorded in the *Index to Theses* with abstracts accepted for higher degrees by the universities of Great Britain and Ireland (Aslib).

The matrix on the previous page displays the primary classification of 522 documents (monographs or individual articles) published in 2001 that fulfil the 'biab' criteria for inclusion and deal with the archaeology of England, or England and the UK as a whole. Documents not directly concerning England are not included. The matrix illustrates how many documents were recorded for each category in the 'biab' classification system. This only relates to primary classification category, whereas the 'biab' database includes up to 4 classification categories where necessary.

A practical example of how research informs action is the Historic Environment of Liverpool Project (HELP). This is a three year joint project on the historic environment led by Liverpool City Council and English Heritage and involving the North West Regional Development Agency, National Museums and Galleries on Merseyside, Liverpool Vision and the Liverpool Culture Company Ltd. It will explore Liverpool's historic buildings, streets and open spaces in depth, to ensure that they make the fullest possible contribution to the long-term development of the city's potential.

Launched in March 2002 the project will carry out a major programme of heritage mapping and a Buildings at Risk Strategy, prepare a World Heritage Site management plan, organise an international conference on regeneration in port cities and publish a Blue Plaques guidebook and a new *Buildings of England* (Pevsner) for Liverpool. It will also provide supporting educational resource material for schools and other educational establishments.

The above examples represent only a small proportion of what could be included in future SHERs. A means of summarising research activity across the sector needs to be found.

ARCHAEOLOGICAL ARCHIVES

Archaeological archives are a key product of any archaeological investigation but rarely share equal importance with the publication or dissemination stage. The term 'archives' (used in an archaeological context) normally refers to a combination of both documentary records and collections of artefacts. These areas of activity are usually covered by records offices, which deal with paper and photographic archives, and museums, which deal with specific objects. The results of most archaeological investigations are deposited with museum services, many of which are not well resourced to deal with digital data, which now form a key part of most records. Because few of the finds from investigations are destroyed, there is a growing storage problem. The English Heritage report on *Archaeological Archives: Documentation, Access and Deposition – A Way Forward*²⁹, which resulted from discussions with relevant lead bodies and key groups in archaeology, highlights the shortcomings at present and recommends action.

There is a need to begin to agree what should be stored, where and how it should be stored and how funding for this should operate. Project briefs should be clearer in setting out standards for dissemination and deposition. There is a need to change perceptions of this work and convince the archaeological profession of the importance of this area.

PHYSICAL ACCESS

The Disability Discrimination Act has placed new requirements on owners of buildings to consider issues of access. The core duty of service providers is not to discriminate in the provision of their services. The duties under part III of the DDA are being implemented in stages: from October 1999, all duties relating to practices, policies and procedures, auxiliary aids and services, and providing services by reasonable alternative means; from October 2004, removing, altering or avoiding physical features that prevent access to a service. Thus, service providers should already have dealt with alternative means – staff training, publications available in a variety of formats, and interpretation to explain areas that are not accessible – and should be planning for physical alterations.

The key concept is that of 'reasonableness'. Service providers should be planning to make 'reasonable' physical alterations. Reasonableness is not defined in the DDA, and will eventually be defined by the courts. The DDA does allow for the less favourable treatment of disabled people in some limited circumstances (section 20 (4) of the DDA), of which the key ones for service providers who are responsible for historic buildings may be: (a) In order not to endanger the health and safety of any person (c) If the service provider would otherwise be unable to provide the service³⁰.



High Street, Poplar c1890. Documentary sources are important in developing our understanding of the historic environment. The National Monuments Record based in Swindon contains over 10 million photographs, plans, drawings and reports. There are many other national, regional and local archives that contain valuable records.

These circumstances are likely to be critical in some historic buildings. For example, a service provider should not have to stop providing access to the top of spiral stairs in a ruined monument just because they cannot also provide access by a more user-friendly means. They should consider 'providing the service by an alternative means' such as by mounting a video camera at the top and a display screen at the bottom.

The Black Environment Network (BEN) is working with the organisation Gateway to enable a range of social groups such as ethnic groups, the elderly and children with terminal illnesses to access historic sites for pleasure and education. Another initiative set up by BEN and the Council for National Parks, the 'Mosaic Project', supports the Park Authorities in developing their policies and strategies to better engage with ethnic groups³¹. Other groups such as the Sensory Trust and the Fieldfare Trust are also very active in using the historic and natural environment to engage with excluded groups.

Research on accessibility issues for people with a hearing impairment at historic sites is currently being carried out on behalf of the Royal National Institute for the Deaf. The results will be reported shortly. Further work is needed to collate information on the findings of other relevant research. In addition, monitoring and a baseline review of how organisations in the sector are addressing socially excluded groups are necessary. Practical steps, such as 'mapping' socially excluded groups, would provide a valuable information resource for the sector.

The above examples represent only a small proportion of what could be included in future SHERs. A means of summarising research activity across the sector needs to be found.

ACCESS THROUGH TECHNOLOGY

The dramatic increase in the use of the internet and email has increased the opportunities for sharing information rapidly. Much of the information gathered for this report has come from the internet and there is huge scope to expand this. There are some important examples of what has been achieved to date.

The Council of Europe meeting in Helsinki led to the setting up of the European Heritage Network³² which covers monuments, groups of buildings and sites. Landscape and intangible heritage will be added to the coverage in future. The aim is to facilitate access to cultural heritage and information about it and make a permanent and interactive information system available to all those with an interest in the subject. It already has a comparative databank on cultural heritage policies in 15 European countries, a trilingual thesaurus and a portal to other cultural heritage websites. It is working on a vocational training section and an element aimed at the general public.

There are many other initiatives that are using the internet to share information. Many of the amenity societies, for example, provide valuable sources of information on specific aspects of the historic environment. Others, such as the Heritage Information Exchange, aim to offer specialist information and other resources to the general public through a general site.

THE NATIONAL MONUMENTS RECORD (NMR)

The NMR aims to increase understanding and enjoyment of the historic environment by providing access to its extensive collections and data sets. These include over ten million photographs, plans, drawings and reports. It has 40,000 items available on line. In 2001/2 the NMR dealt with 18,000 conventional public enquiries and more than 54,000 self-service electronic enquiries. There were 2.2 million successful image requests on the Images of England website. The records have been created by national institutions concerned with national survey programmes and projects, or acquired by them from others. Chief among these institutions are the former Ordnance Survey Archaeological Record, the former National Buildings Record, the National Library of Air Photography and the archives and information created and acquired by RCHME. Extensive external acquisitions include archives of national importance, such as photographs and other records from *Country Life*, the Royal Air Force, the Buildings of England and the English Courtauld Collection and many other sources. The NMR is renowned for photographs of buildings and for air photographs. As well as conventional visitor and research services the NMR runs education and outreach programmes. It seeks to increase access to its data and collections via the internet.

³¹ Information from the Black Environment Network.

³² www.european-heritage.net

³³ <http://ads.ahds.ac.uk/catalogue/HEIRNET.html>

³⁴ <http://ads.ahds.ac.uk/heirport>

³⁵ www.magic.gov.uk

Current projects include:

Images of England

The Images of England initiative is currently creating a huge new public information resource with volunteers taking photographs to accompany the 370,000 entries that were on the English statutory list on 01/01/00. The website (www.imagesofengland.org.uk) includes the photograph and a brief architectural description and efforts are being made through educational initiatives to encourage the widest possible use of the site. The project has been funded by the Heritage Lottery Fund, through the Millennium Festival Fund and English Heritage. The Royal Photographic Society is a partner organisation. The photography is being carried out by an army of volunteers working throughout England. All of the listed building records can be searched and viewed via the website, accompanied by just under 50,000 images. An education strategy and programme are in place and a website 'learning zone' is being launched early next year as is an e-commerce facility that will allow some of the images to be purchased on-line.

New Opportunities Fund projects for lifelong learners

The Photography of Henry Taunt: online access to 15,000 Victorian photographs of historic buildings and landscapes

England at Work: an online digital image resource illustrating England's industrial heritage (5000 images)

Listed Buildings Online

A website providing rapid access to the current List, for specialist use (principally conservation and planning professionals). Local authority officers will be encouraged to submit amendments through a structured feedback page, to assist English Heritage and DCMS in keeping the Lists up to date.

The project includes provision of relevant listed buildings data for each authority area on CD, with means to keep it up to date by email. Data provided will be in the e-government approved format for transfer of data. Information will be licensed for dissemination by local authorities to the public.

A2A (Access to Archives)

A national project which is creating a virtual archives catalogue for England. The NMR is making an initial contribution of over 75,000 digital records describing its holdings of photographs and other archives.

The Archaeology Data Service

The ADS has taken a lead role within the academic sector in the dissemination and preservation of digital data relating to archaeology and the historic environment. The NMR has co-operated with the ADS in providing on-line access to over 60,000 records contained in the NMR Excavations Index. This provides a unique guide to the archaeological resource and to the location of relevant archives and published references.

HISTORIC ENVIRONMENT INFORMATION RESOURCE NETWORK

HEIRNET brings together organisations that maintain information about the historic environment in relation to conservation, research, learning and general issues of common interest. Initiated and facilitated by the CBA, the project has two access projects: The **HEIRNET Register**³³, an online index of information resources, was launched in 2001. The Register is an online index that allows users to search for information resources that may be of interest and provides a link to web resources where these exist. It includes details of the National Monuments Record, Sites and Monuments Records, national thematic inventories, specialist resources and other information sources. A user study is currently being undertaken. The number of records added to the HEIRNET register might provide a possible future indicator.

HEIRPORT³⁴ is a prototype of a thematic portal allowing users to search several information resources at the same time. Launched in 2002 the portal initially allows users to simultaneously search ARCHsearch (the ADS catalogue), the Portable Antiquities Scheme database, CANMORE (the National Monuments Record for Scotland), and the catalogue of SCRAN (the Scottish Cultural Resources Access Network). Other targets will be added as the portal develops.

MAGIC, the Multi-Agency Geographic Information for the Countryside, is now available on line. This provides a one-stop shop for rural and countryside information from the partnership organisations³⁵.

For future versions of SHER, another way of measuring interest in the historic environment would be information on how much data was being taken from **websites**. In this report three examples are given to illustrate the kind of data that might be available more comprehensively in future years. The best measure of activity is 'Page Views' rather than 'Hits' which tends to give an inflated figure. In 2001/02, the English Heritage website (www.english-heritage.org.uk) received 8,829,680 Page Views (1,237,708 visits)³⁶. There are no comparable earlier figures. The Council for British Archaeology website (www.britarch.ac.uk) recorded 3,510,984 visits in 2001, more than three times the number in 1999. There were 1,679,277 Page Views in 2001, a 70% increase on the previous year and more than six times the figure for 1998. In 2001 there were 245,127 computer hosts accessing the website, a 50% increase on 2000, more than 2 times the figure for 1999 and eight times the figure for 1996. The Portable Antiquities website (www.finds.org.uk) recorded 918,312 Page Views in 2001/02, more than 2 times the number in 1999/00 and an almost 50% increase on 2000/01³⁷. Year-on-year data and the inclusion of other major sites, particularly those offering general information on the historic environment, would be of interest.

3.3 AWARENESS OF, AND ATTITUDES TOWARDS THE HISTORIC ENVIRONMENT

When the residents of Liverpool were asked as part of the 2002 MORI poll for English Heritage which aspects of the city's heritage were adequately represented, 77% agreed on Chinese heritage, 58% working class, 52% Irish, 48% Black, 31% Women's, 27% Jewish and 24% Asian. Young people were more likely than the 55+ age group to feel that Black, Asian and Jewish heritages were not adequately represented. The more affluent were more likely to feel that Black, Asian and Chinese and women's heritages were not adequately represented. More than half of residents said they were interested in learning about the heritage of other cultures. These findings reinforce the MORI poll carried out for *Power of Place* in 2000. In the national survey, an almost identical figure (58%) were interested in finding out about other people's heritage. Three in four people in England, of all backgrounds, believe that the contribution of Black and Asian people to the heritage is not adequately represented, a figure that is even higher among Black and Asian people themselves.

The same MORI poll found that the most likely way Liverpool residents intended to learn or participate in Liverpool's historic environment was by taking their family to a museum/historic building (38%).

Other ways were to visit an interactive museum/exhibition building (30%), take walking tours of hidden historic features (27%), use the internet (20%), participate in a clean-up campaign (20%), join Liverpool Echo's *Stop the Rot campaign* (16%) or join a preservation or conservation organisation (9%).

Recent research undertaken by the Heritage Lottery Fund into the **attitudes of opinion leaders** showed that, in its broadest sense, heritage is felt to contribute to the richness of everyday life, both in its own right and through its relationship with other agendas. Amongst the key challenges facing the heritage community are widening appreciation of the breadth and range of heritage in the UK and increasing understanding of its own role and approach. However, the enthusiasm of response to the consultation from all audiences suggests that the Fund, and the heritage community, can draw on wide support.

Amongst opinion leaders, it is clear that heritage is seen as setting a context for everyday life. Woven into the physical and non-physical environment, heritage can help communities develop a sense of identity, pride and coherence as well as connecting them to wider society. However, for many, this is an ideal yet to be achieved and they associate heritage primarily with white, middle-class and conservative interests. This view can lead to a picture of UK heritage as 'cosy' and exclusive of the multiplicity of cultures, classes and ethnic groups which have contributed and continue to contribute to the historical wealth of the UK.

³⁶ Information from English Heritage Web Editor. Data was not collected before 2001. 'Visits' are the number of sessions on www.english-heritage.org.uk that have been opened on the site and will include all visitors include repeat visitors. 'Page views' are the number of individual pages that are opened including frames, so it is an inflation of the true content page views. Individual pages of PDF documents (the format many reports are in) are not included in page views.

³⁷ Information from Roger Bland.

Huddersfield's African Caribbean heritage

Young people in Huddersfield have gone on air celebrating the richness of the town's African Caribbean heritage. Beaumont Street Studios were awarded a £23,000 Young Roots grant from the Heritage Lottery Fund which has helped young people to find out about the contribution African Caribbean people make to the town.

³⁸ The Council for British Archaeology/ the South East Regional Research Laboratory at Birkbeck College London.

³⁹ Information supplied by Simon Bergin, Head of Marketing, English Heritage.

⁴⁰ Reported in *People and Places: Social Inclusion Policy for the Built and Historic Environment*.

⁴¹ See www.english-heritage.org.uk/social-inclusion

More positively, opinion leaders see heritage as having an integral relationship with a range of other agendas. Developing these relationships is felt to be an effective way of encouraging interest and participation in heritage projects. The most relevant agendas are:

- Education – where heritage presents a multiplicity of opportunity and relevance.
- Planning, development, regeneration: a majority of leaders of opinion see no conflict between heritage, contemporary development and urban regeneration; it can also help to make development more relevant to a local community.
- Social inclusion: heritage is seen as an 'invisible confidence booster', helping to build robust communities which feel valued and connected to a wider social environment.
- Health/wellbeing: e.g. from parks to oral history in a health-care setting.
- Tourism: heritage is recognised as playing a key role in British tourism; and a majority of the general opinion-former audience considers heritage's relationship with tourism its most important.

Recent work by the CBA has looked at where the **membership** of its Young Archaeologists' Club live **in relation to indices of deprivation**³⁸ using postcode data. The pattern is inevitably broad-brush, but in general terms the result shows a reasonably good fit in relation to the distribution that would be expected from standard government deprivation indices for each local authority.

As anticipated, the YAC membership is skewed to less deprived areas, but this is not as great as expected (and is without the CBA having done any targeting to promote the Club in particular areas). The CBA is not aware of any comparable data of this type, but is considering undertaking the same analysis for their main membership – which they anticipate might show greater skewing away from less deprived areas (as might also be expected for EH, NT and other national heritage organisations). Such information allows organisations to target new areas of potential membership.

It could be used alongside information that organisations hold about their membership: for example, there are nearly twice as many members of English Heritage in social group 'AB' (35%) compared to 'C1/2' (18%). In the UK population as a whole 'ABs' make up 17% and 'C1/2' three times that. However, there are more members with a family income of £10,000– 25,000 per annum, (36%) than there are in the £25,000+ category (31%), this is because the membership includes many older people. The age range of English Heritage membership is very much skewed towards the older person with 45% of members being over 55 and 35% being in the 35 to 54 age range category³⁹.

Across the sector there are good examples of projects which acknowledge, respect and celebrate cultural diversity. For example, the National Trust welcomes a group who use a late 19th-century Maori Meeting House (relocated to Clandon Park near Guildford by a former New Zealand Governor) as the spiritual home of the Maori in the UK.

At least once a year a tribal gathering of several hundred takes place with a traditional feast, singing, dancing, speeches and prayers⁴⁰.

English Heritage has adopted a statement of Social Inclusion Goals to help it recognise and prioritise its work in this area both within the organisation itself and in its work as a public agency. Part of its role is to identify projects and partnerships that increase access to the historic environment, particularly to those traditionally left out of cultural activities, whether physically, intellectually or financially⁴¹.

The Historic Houses Association, working with the Black Environment Network (BEN), have evolved a scheme which they term 'targeted outreach'. This is based on the successful experience of links created between the Hampshire Garden Trust and the Bangladeshi Inner City Community in Southampton. In a series of pilot projects BEN will nominate individual community leaders and the HHA will introduce these to selected houses within close proximity of their communities in order to encourage visiting, participation in events and mutual understanding.

Joint working in the cultural sector, involving the Arts Council, Resource, the HLF and English Heritage, seeks to promote best practice in promoting physical, intellectual and financial access to cultural sites and activities. The research project *Not for the Likes of You* involved an audit of best practice.

Working with the Hudawi Cultural Centre, the Kirklees Community History Service and various youth groups, the Young Roots team recorded interviews with older members of the community and dipped into the town's museum and archive collections. They used this material to make six radio programmes, which were broadcast to the town and which can also be found on the group's website, which they designed and set up⁴².

There is a considerable way to go in understanding the issues of social exclusion in the historic environment and to find ways of measuring successes. One of the keys that will help the understanding of these issues will be the development of a GIS base for some of the indicators that are being measured, so that they can be compared to social data available geographically.

THE MEDIA

Historic environment stories reported in the media are one way of monitoring the level of interest. There is currently no systematic monitoring of coverage about the sector as a whole, but there are some instances of coverage in particular areas. A decision will need to be taken as to the usefulness of such data and whether it is appropriate to include it in future SHERs. For this year, four examples of activity are cited.

The Council for British Archaeology monitored the number and viewing figures for programmes which broadly feature the historic environment on the five terrestrial channels: BBC1, BBC2, ITV, C4, C5 in 2001. They found that there was at least one archaeology programme in the top 30 most viewed programmes lists⁴³ in 45 out of the 52 weeks. 78 programmes occurred in the top 30 lists, equal to 1% of all programmes⁴⁴. There was a total of 114 series and 68 single programmes on heritage issues.

Of the series, 61 were on history, 32 on archaeology and 21 on other heritage such as antiques, art and music and popular heritage. There were 37 single programmes on history, 19 on archaeology and 12 on other aspects of heritage. Such figures provide one indicator (general books on the historic environment might be another) of the level of passive public interest in the historic environment. They also provide some indication of the cultural spread of such interest (multi-period and world-wide). They do not measure active public involvement, and in relation to long term trends, they are subject to extraneous influences on trends in TV programming agendas. Nevertheless they provide a useful broad perspective on how the level of passive interest relates to indicators of active involvement. Programmes such as *Time Team* and *Meet the Ancestors* have broadened interest in the topic and captured the interest of millions of viewers, and have greatly enhanced public awareness of a wide range of methods of studying the historic environment.

Lottery funding has done much to raise heritage up the public agenda. Recent media evaluation undertaken by the Heritage Lottery Fund (for Q2 2002) showed that interest in the Fund's work during that quarter alone generated 245 specialist/trade magazine articles, over 1300 regional features and 77 national press articles.

The Churches Conservation Trust kept a log of relevant coverage of their work in the local, regional and national media. In 2001/2 it logged 450 instances of coverage of its work in newspapers, journals, radio and TV.

The National Trust recently demonstrated how an effective media and membership appeal for funds for a high-profile case can achieve remarkable results: it received over 50,000 donations within 50 days when it launched its campaign to purchase Tyntesfield, a Victorian country house near Bristol.

3.4

DIRECT INVOLVEMENT OF THE PUBLIC IN PROTECTING THE HISTORIC ENVIRONMENT

MEMBERSHIP OF ENVIRONMENTAL ORGANISATIONS

Since 1971 the number of add memberships of environmental bodies has increased nearly 8.5 times. Although there are likely to be many people who belong to more than one organisation, the rapid increase in numbers does indicate the growth in concern about environmental matters and the desire to support the work of key organisations. Between 1971 and 1981 there was a 2.9 times increase, between 1981 and 1991 it was 2.2 times and between 1991 and 2001 it was 1.3 times. Figures for other smaller organisations not covered by the Civic Trust or Wildlife Trusts heading would be too difficult to collect, but there would probably be a similar rapid increase in the number of societies and their total memberships. In addition to the organisations covered above, the CBA had a membership in 2001 of 504 organisations in the UK.

⁴² www.huddersfieldblackroots.co.uk

⁴³ Compiled by the CBA from information available through the Broadcasters Audience Research Board.

⁴⁴ The top archaeology TV programmes in 2001 (with number of weeks in the top 30 lists/number of programmes in series shown in brackets). *Time Team* (17/25), *What the Victorians Did for Us* (8/8), *Meet the Ancestors* (7/11), *What the Romans Did for us* (6/7), *Blood of the Vikings* (5/5), *Talking Landscapes* (5/6), *Seven Wonders of the Ancient World* (4/5), *Ancient Apocalypse* (4/4), *Ancient Civilisations* (3/4), *Secrets of the Dead* (3/14), *Journeys to the Bottom of the Sea* (3/6), *Egypt's Golden Empire* (2/3), *Timewatch* (2/14), *Son of God* (1/3), *Empires of Stone* (1/3), *Viking Voyage* (1/1), *Secrets of the Stone Age* (1/2), *Tutankhamun Conspiracy* (1/1), *Ancient Secrets* (1/2). Compiled by the CBA from information available through the Broadcasters Audience Research Board.



The filming of Jane Austen's *Mansfield Park*, starring Harold Pinter, Lindsay Duncan, Frances O'Connor and Sheila Gish, on location at Kirby Hall, Northamptonshire. The Director was Patricia Rozema.

⁴⁵ Information from HHA briefing June 2001.

⁴⁶ Membership includes Society for the Protection of Ancient Buildings, Council for British Archaeology, Victorian Society, Georgian Group, Ancient Monuments Society, Twentieth Century Society, Garden History Society, Folly Fellowship, SAVE and DoCo MoMo.

⁴⁷ <http://ads.ahds.ac.uk/cfm/dob/overview>

In addition it had 9,427 members/subscribers of all ages (5,399 individual members of the CBA; 2,979 members of the Young Archaeologists' Club and 1,039 subscribers to British Archaeology). The HHA⁴⁵ had 20,000 Friends of the Association in February 2002.

The National Amenity Societies⁴⁶ have a combined membership of around 18,000, although this does not take into account the fact that some people may belong to more than one of the societies. The latter includes some specialist historic buildings groups with research interests but not re-enactment societies such as Sealed Knot. The Civic Trust is the umbrella group for nearly 900 civic societies and amenity societies in England.

The importance of local effort in identifying and protecting the historic environment is not always fully acknowledged. Many historic sites, or threats to them, are first identified by local archaeological and history societies, specialist interest societies that focus on individual building or site types and concerned individuals rather than professionals with specialist survey equipment. Both approaches are complementary and increasingly larger projects harness the potential of both, for example The Council for British Archaeology's HLF funded Defence of Britain Project⁴⁷ (which involved around 600 volunteers) and Images of England (more than 1000 volunteers). The National Trust has some 40,000 active volunteers.

There are also many smaller projects or campaigns to save sites of importance, or to develop understanding of the resource. For instance, Leicestershire's Parish Warden scheme or the work of a large number of preservation trusts caring for all types of sites from stone circles to Cold War bunkers are all ways in which people become involved in caring for the historic environment around them. But much other work is carried out informally and in ways which are not recorded or collated.

Amenity Societies and specialist interest groups rely heavily on volunteer effort. The CBA, for example, uses over 100 local agents to respond to consultations on planning and listed building applications. Around 225 adults are active in the CBA's Young Archaeologists' Club. The CBA's TORC website developed for the Archaeology Training Forum lists 348 local archaeology and local history societies in England. A sample of nearly 130 of these indicates an average membership of 213 members each. By extrapolation (bearing in mind that the CBA believes that there are still very many small local groups not covered by its listings) this suggests that some 75,000 people are members of such local groups.

There are a number of campaigning organisations that are very effective in raising awareness about certain key issues. 'SAVE Britain's Heritage' has been particularly effective in alerting the general public to problem buildings and issues and has expanded its role to instigating restoration projects, such as at Castle House in Bridgwater, an innovative 19th-century concrete structure.

AWARDS FOR THE HISTORIC ENVIRONMENT

Recognition of historic environment successes by the general public is enhanced through the many national, regional and local awards. In the past *Heritage Monitor* collected information on the main awards and for SHER 02 two examples of awards are given. However, there will not be space to include them all and it is not clear how far collecting summary information on historic environment awards will add to the overall view of the condition of the historic environment. Views are sought on this issue.

The Civic Trust awards are the best-known awards in the environmental sector; they generate considerable national, regional and local publicity and are an effective means of raising awareness of design issues. The 2002 Awards in metropolitan areas resulted in 39 Awards and 41 Commendations in England. Awards included the Maritime Greenwich World Heritage Site Regeneration, the Tate Modern conversion and the Salford Lowry Gallery. The 2001 Awards in non-metropolitan areas resulted in 31 awards and 67 commendations in England. Awards included the improvement of Alnwick Market Place and York's City Screen (the integration of a modern cinema on a sensitive riverside site). There are a whole range of other national awards from a range of bodies such as professional organisations, trusts, amenity societies and other national organisations.

There are increasing number of more local awards, often run by local authorities or public organisations, that play an important role in raising awareness of best practice in design, conservation or specialist areas.

The County Durham annual Environment Awards, for example, were begun in 1989 and have been successful in raising the profile of environmental matters in the local and regional media, celebrating local achievements and encouraging higher standards by publicising the very best schemes (including repair and conversion, sensitive new build, public art in sensitive settings and landscaping schemes).

GRASS ROOTS ACTIVITY

It is important that the professional's perception of 'heritage' is tempered by knowledge of the broader view that the public takes. For example, in the Liverpool MORI poll, the most frequently-mentioned elements that made up the city's special identity were the Liver Building/Pier Head (53%), the cathedrals (49%), Albert Dock (47%), the Beatles and Music (46%), St George's Hall (37%), football and the stadia (33%), waterfront and maritime heritage (30%), museums and galleries (29%), Liverpool's grand streets and buildings (19%) and Chinatown (13%).

This broader view of 'heritage' was reinforced by the findings of *A Sporting Chance: Extra-Time for England's Historic Sports Venues*⁴⁸, English Heritage's study of England's sporting heritage using Manchester as a pilot. The study began in January 2002 and has so far demonstrated that there is a wealth of historic sports facilities that are valued by a wide range of people. Based on the Manchester area, to link in to the Commonwealth Games, the study found that a majority placed a high value on a sense of tradition.

Around 55% of all respondents considered it 'extremely important' or 'very important' that sports facilities had occupied the same place for many years. They frequently mentioned heritage, tradition and culture as well as a sense of community and belonging. When asked whether a sense of tradition was important to the people and communities who live near established sports facilities, the majority of respondents considered it to be 'extremely important' or 'very important'. More than two-thirds of respondents felt that when a sports facility needed modernising or upgrading, it should if possible stay in the same place and be refurbished rather than rebuilt or relocated. There was concern expressed at the loss of community spirit. Two-thirds of respondents felt that planners and designers should consider the needs of players and spectators before the need to conserve the facility's character, with only one-eighth considering that conservation should take priority.

Communities across England have become involved in 350 Local Heritage Initiative projects, investigating locally distinctive traditions and heritage features since the launch of the grant scheme in February 2000.

There are a number of groups which are active in promoting the understanding and appreciation of the environment. The charity Common Ground⁴⁹, for example, works nationally in championing local identity and distinctiveness. Recent initiatives include piloting a project to encourage people locally to name their brooks on the small bridges which cross them. Three parishes in Dorset have done this on modest bridges and have emphasised the unique identity of the area by selecting a letterform unique to each valley. In West Sussex there was an exhibition of over 60 newly finished Parish Maps which had been achieved as part of the West Sussex Record Offices new millennium activities. To get so many parishes involved in charting their perceptions of sites of importance to local people was a considerable achievement. Common Ground has recently launched a new website www.england-in-particular.info with financial assistance from the Countryside Agency.

⁴⁸ *A Sporting Chance... Extra-Time for England's Historic Sports Venues - Manchester Pilot Study*, Draft Report 30/4/02 English Heritage.

⁴⁹ www.common-ground.org.uk. See also www.england-in-particular.info

3.5

POSSIBLE HEADLINE INDICATORS FOR FUTURE YEARS

POSSIBLE INDICATORS MIGHT INCLUDE:

THEME: The role of the historic environment in formal and informal education.

- The number of formal education visits to sites.
- The number of students on historic environment courses.
- The number of initiatives engaging under-represented and socially excluded groups with the historic environment and monitoring of benefits to all target groups.

THEME: Intellectual and physical access to the historic environment

- The number of sites open to the public and number of visitors as part of the various 'Open Days', possibly also new visitors to historic sites.
- The number of relevant research projects in progress.
- The number of initiatives which address the holistic interpretation and delivery of history to everyone, including addressing the gap relating to the multicultural history of Britain.

THEME: Awareness of, and attitudes to, the historic environment

- The levels of support in public attitude surveys for the role of heritage in education, regeneration and social inclusion.
- The level of media interest in historic environment issues through television, radio, internet and printed word.

THEME: Direct involvement of the public in protecting the historic environment

- Membership of major environmental organisations/networks: National Trust, English Heritage and numbers of groups affiliated to the Civic Trust and Council for British Archaeology.
- Numbers of Volunteers at sites open to the public including National Trust properties and Heritage Open Days/London Open House sites.
- The number of innovative initiatives involving under-represented and socially excluded groups in the interpretation and delivery of history relevant to their physical and intellectual needs.

