

The Benefits and Impacts of Engagement in Heritage

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&

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Engaging Conservation, York, 13-07-14



Overview

- English Heritage roles and responsibilities
- working with Government
- valuing engagement in heritage
- gaps in social and economic research?
- future visions

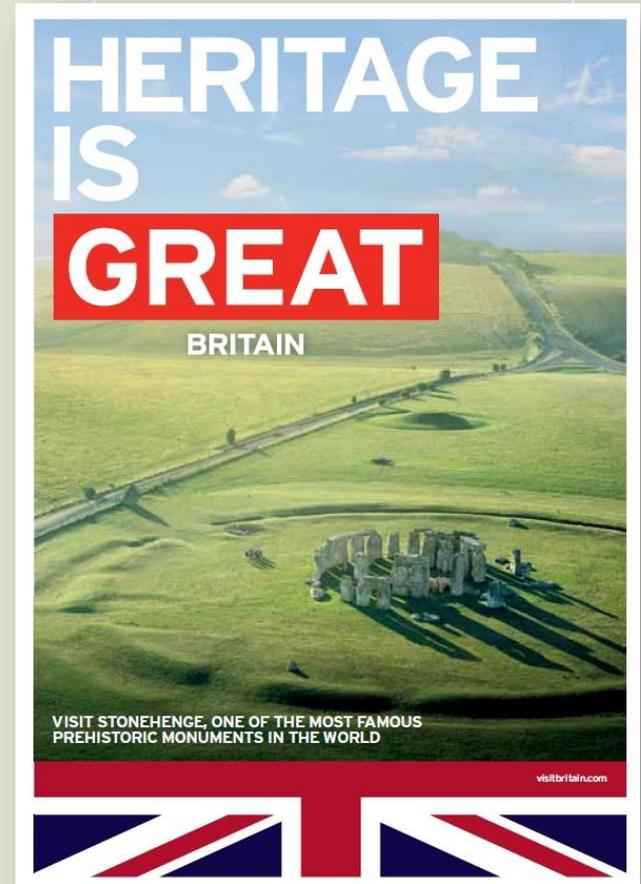


Papplewick Pumping Station, Notts

English Heritage

Government's adviser on all aspects of the historic environment

- we identify buildings, monuments and landscapes of historical, architectural and archaeological interest for protection
- we assist owners and other bodies with conservation responsibilities
- we promote appreciation and enjoyment of the historic environment
- we manage over 400 properties
- we provide specialist advice each year on c.17,000 planning applications



English Heritage

Statutory duties

33.—(1) It shall be the duty of the Commission (so far as practicable)—

- (a) to secure the preservation of ancient monuments and historic buildings situated in England,
- (b) to promote the preservation and enhancement of the character and appearance of conservation areas situated in England, and
- (c) to promote the public's enjoyment of, and advance their knowledge of, ancient monuments and historic buildings situated in England and their preservation,

English Heritage is a statutory consultee to Local Planning Authorities on planning proposals affecting certain types of heritage asset



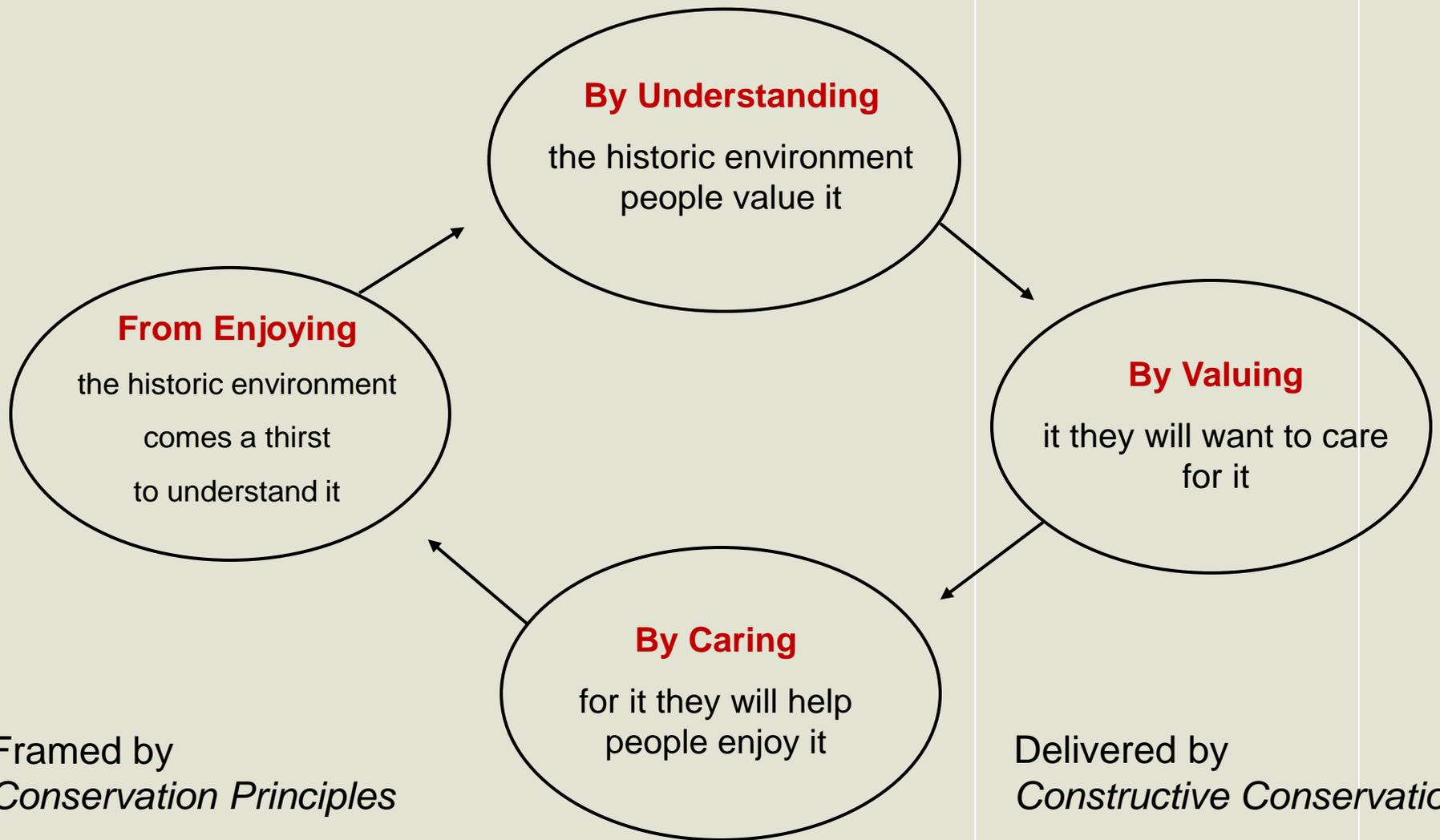
National Heritage Act 1983

CHAPTER 47

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A Virtuous Circle





UK Government & English Heritage



Prime Minister



Deputy PM &
Chancellor of Exchequer



Secretaries of State



Communities &
Local Govt



Energy & Climate
Change



Environment, Food &
Rural Affairs



Culture, Media &
Sport

Ministers



Planning



Energy



Natural Environment, Water
& Rural Affairs



Culture,
Communications &
Creative Industries

As a non-departmental public body, English Heritage receives grant-in-aid from DCMS. We work closely with DCMS, DCLG and Defra – and we regularly provide advice to and have overlapping interests with many other Govt departments, such as DECC, BIS, Transport, Defence and Education.



Secretary of State for Culture, Media and Sport

'Britain has a world-beating cultural life, we punch well above our weight.

Our heritage draws visitors from around the globe, with record numbers of overseas tourists visiting the UK last year.

We have the most talented people on the planet working in creation, curation and conservation.'

.... *'What we do in this country is great because, far from being ruled by central diktats, our "culture is based on freedom and self-determination".*

That's Captain Jean-Luc Picard. The Next Generation, season three, episode 26.'



Rt Hon Sajid Javid MP
'Culture For All' speech, 6 June 2014

England

- population is about 53 million (c. 84% of the UK's population)
- average density of 406 people per km²
- rural areas comprise 90% of the land mass with c.20% of the population
- 51% of the land is designated either for its special landscape qualities (e.g. NP, AONB) or its spatial qualities (e.g. Green Belt)
- compare for example, Canada, with a land mass 76x greater than England – and a population density that is 116x less than that of England ...

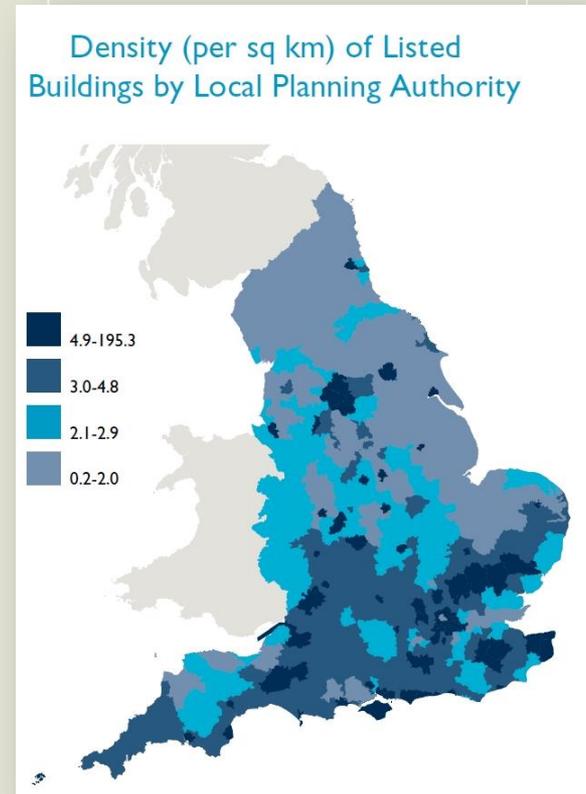


The screenshot shows the top of a news article on The Telegraph website. The date is 16-09-08. The navigation bar includes categories like HOME, NEWS, SPORT, FINANCE, COMMENT, BLOGS, CULTURE, TRAVEL, and LIFE. The article is in the Politics section, with sub-navigation for UK, World, Politics, Obituaries, Royal Wedding, Earth, Science, Health News, and Elections. The main headline is "England is most crowded country in Europe" with a sub-headline stating "England has become the most crowded major nation in Europe, official figures have revealed." Below the text is a large photograph of a very dense crowd of people on a city street. To the right of the photo are social media sharing options for Facebook, Twitter, and Email. Below the photo is a caption: "England has become the most crowded nation in Europe, with 395 people per square kilometre Photo: PA".

Designated Heritage Assets in England (data April 2012)

- 375,588 Listed Buildings
- 19,759 Scheduled Monuments (= c.0.39% of land mass)
- c.9,800 Conservation Areas
- 1,617 Registered Historic Parks & Gardens
- 43 Registered Battlefields
- 18 World Heritage Sites
- 46 Protected Wrecks

... together with over 1.5 million Historic Environment Record entries - which include many undesignated heritage assets (e.g. an estimated 95% of archaeological sites)



Definitions

Heritage - all inherited resources which people value for reasons beyond mere utility

Cultural Heritage - inherited assets which people identify and value as a reflection and expression of their evolving knowledge, beliefs and traditions, and of their understanding of the beliefs and traditions

Historic Environment - all aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible or buried, and deliberately planted or managed flora

Conservation Principles (EH 2008)



Bare Bones at Nine Ladies stone circle, Derbyshire

Heritage Counts

On behalf of the Historic Environment Forum, English Heritage publishes an annual report on the social and economic value of heritage

2013 - Skills in the Historic Environment

2012 - Heritage and Resilience

2011 - The Historic Environment and the Big Society

2010 - The Economic Impact of the Historic Environment

2009 - A Sense of Place

2008 - Climate Change and the Historic Environment

2007 - Heritage and Education

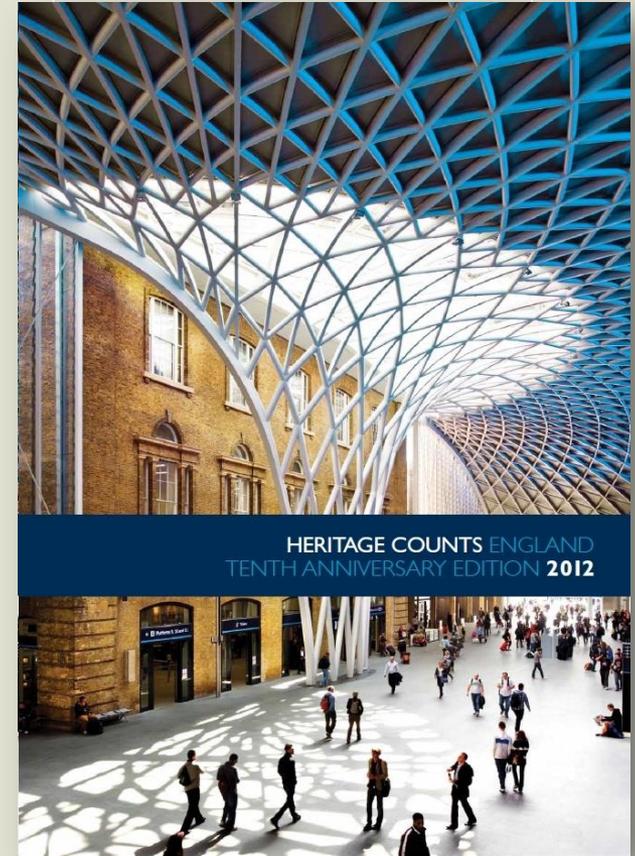
2006 - Communities and Heritage

2005 - Heritage and the Rural Economy

2004 - Ten years of the Heritage Lottery Fund

2003 - The Economic Value of the Historic Environment

2002 - State of the Historic Environment



All reports are available to download from the EH website

The Value of Conserving Heritage: attracting visitors and their money

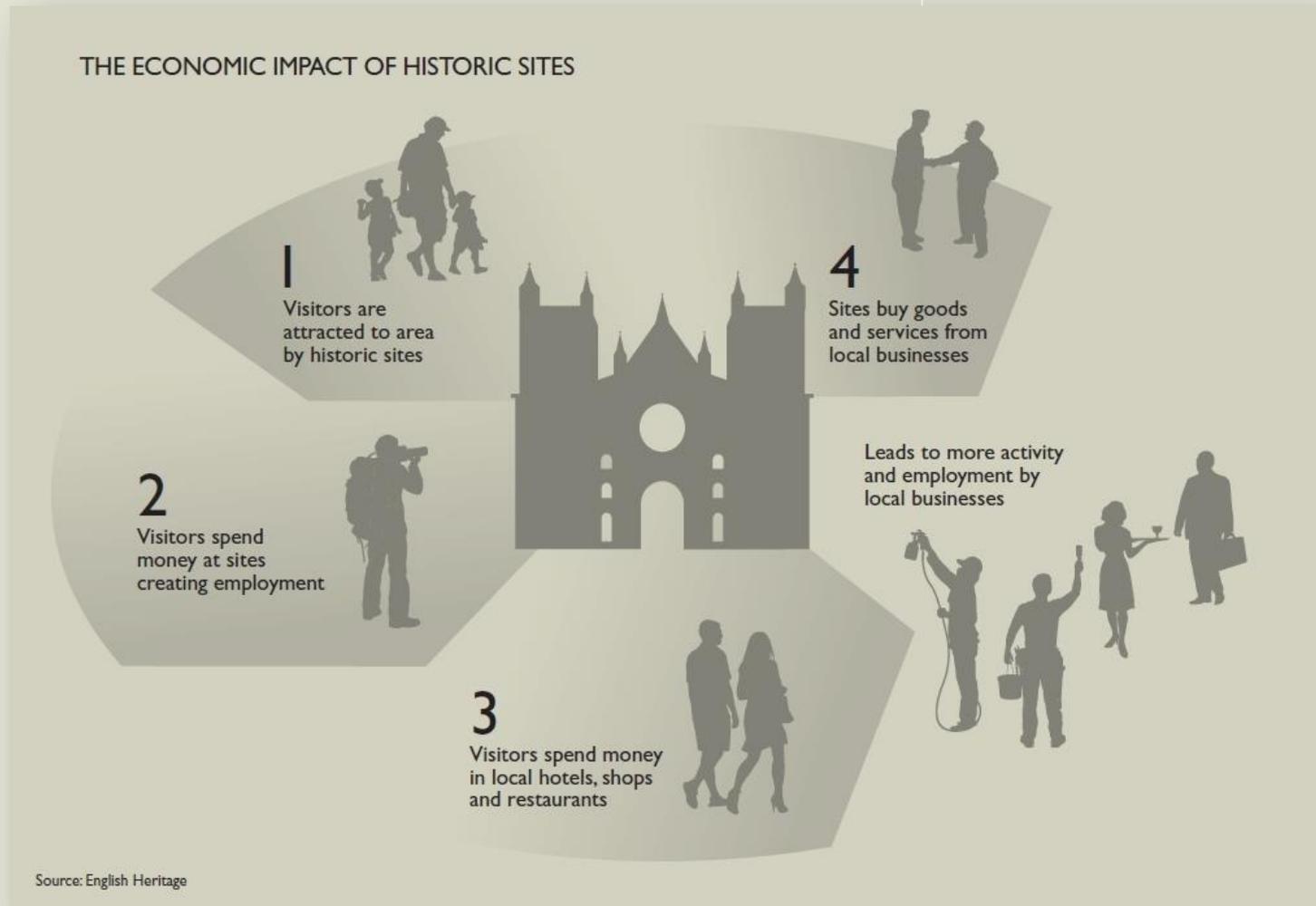
- in 2011 UK heritage tourism supported c. 742,000 jobs including and c.£26.4bn of economic output including natural heritage tourism
- these figures include natural heritage, indirect and induced effects and represent c.1.83% of GDP (compare agriculture, c.0.65%)
- 48% of inbound visitors to the UK visit a historic house or castle, more than museums or theatres
- within the EU, UK citizens have the 4th highest participation rates for visiting a historic monument or site in the last 12 months (65%), 13 percentage points higher than the EU average



Kirby Hall, Northamptonshire

The Economic Impact of the UK Heritage Tourism Economy (Oxford Economics 2013)

Heritage model for tourism and economic growth



The Value of Conserving Heritage: helping to attract business

- areas of cities with higher density of listed buildings also have a higher density of businesses linked to the knowledge and creative industries
- listed buildings are far more likely to be occupied by the types of independent non-branded businesses that give places a sense of distinctiveness, authenticity and diversity, attracting professionals and businesses (fashion retail, eating and drinking, creative industries and professional services)
- a £13,000 'heritage premium' is associated with the occupation of listed buildings
- 25% of businesses agreed / strongly agreed that heritage was important in the decision to locate in the area, as important as road access.



Custard Factory, Birmingham

Heritage Counts (EH 2010), New Ideas Need New Buildings (HLF 2013) & Heritage and the Economy (EH 2014)

The Value of Conserving Heritage: the impact of heritage investment on local communities

- over 90% of respondents agreed or strongly agreed that investment in the local historic environment made the area a better place in which to live / work / visit / operate a business
- over one in four businesses (26% of those surveyed) stated that the historic environment investment had directly led to an increase in business turnover
- research in five areas – every £1 invested in the historic environment directly contributes on average an additional £1.60 to the local economy over a ten year period
- on average half of the jobs created by historic visitor attractions are not on the site, but in the wider economy

Heritage Counts (EH 2010)



Cultural Industries Quarter, Sheffield

The Value of Conserving Heritage: places where people want to live

- houses in conservation areas sell for 23% more on average than those homes outside of conservation areas
- conservation areas add around 9% to property prices after controlling for other factors such as type of house
- properties closer to the centre of the conservation area had a higher premium

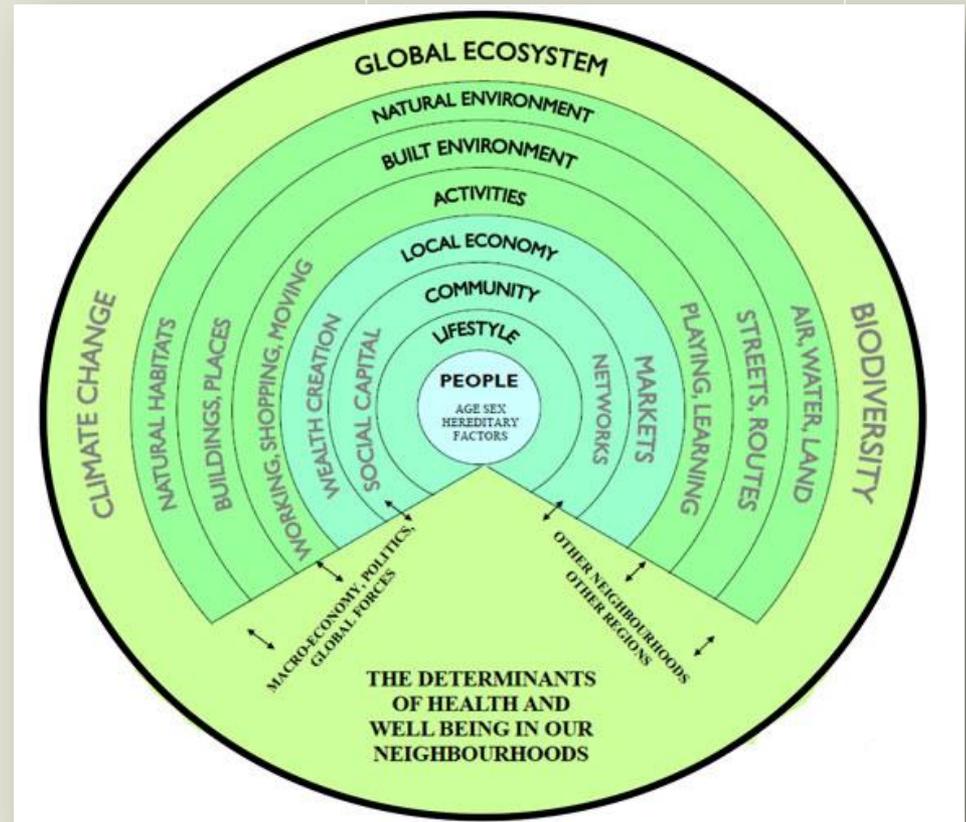


Laura Place, Bath

An Assessment of the Effects of Conservation Areas on Value (LSE 2012)

The Value of Conserving Heritage: improving well-being

- a UK Government priority is to increase well-being
- heritage, culture and sport all impact on well-being and quality of life
- remembering that heritage is the result of interaction between people and their environment, and that heritage is as much about people as it is about places, makes it easier to understand the relationship between heritage and health



Roger Ulrich: Determinants of Health

The Value of Conserving Heritage: valuing heritage through well-being

- regression analysis found a relationship between heritage participation and increased well-being
- the amount of money which provides the same impact on well-being as heritage participation is £1.6K per annum for the average heritage participant
- taking this methodology forward to look at the impact of participation on a number of health and education indicators - such as improved general health and likelihood of participating in education and equating this to NHS cost savings and increased tax revenue / private earnings



Queen's Sconce green gym, Newark

Visiting Heritage Sites and Subjective Well-being (report for EH, unpublished 2014)

The Value of Conserving Heritage: benefits of community involvement for the historic environment

- approximately 1% of the UK adult population, 450,000 volunteer in heritage. They are essential for maintaining a sustainable historic environment
- heritage volunteers are involved in a wide range of activities, one third are on committees, 40% have run an event, one in five are involved in secretarial and administrative support work
- civic societies respond to planning applications (85%), organise lectures and public events (73%) and campaigns (63%)

Taking Part (DCMS 2011) and Heritage Counts (EH 2011)



Ghousia Mosque, Peterborough. Peterborough Civic Society helped prepare the list of 'buildings of local importance'



Holy Well, Kings Newton, Derbyshire. Melbourne Civic Society successfully applied to have this listed as an asset of community value

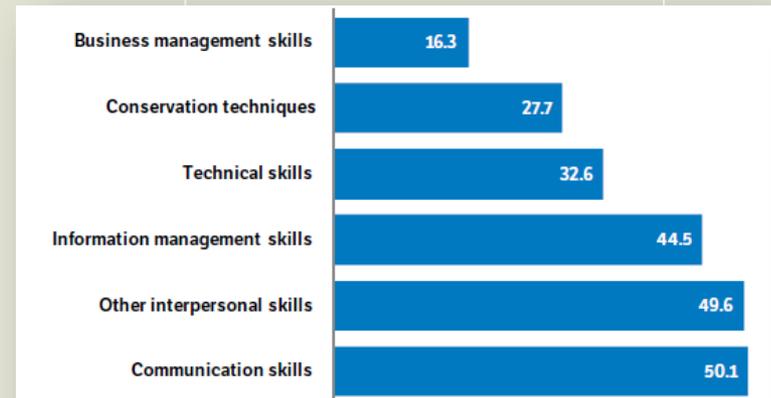
The Impact of Heritage Volunteering: on individual volunteers and communities

Heritage Lottery Fund, Heritage Open Days, National Trust among others have looked at the impact of volunteering on individuals:

- **Building communities** - 90% of HLF volunteers met new people, with 35% sustaining these relationships outside of the project
- **Self-efficacy and well-being** - 75% agree participation in Heritage Open Days have increased their sense of useful contribution
- **Employment Skills** - 87% of HLF volunteers agreed that skills had improved as a result of taking part (see chart)



English Heritage volunteers



Source: BOP Consulting 2011

Volunteer skills improved through participating in HLF funded projects

The Value of Conserving Heritage: impact on sense of place and social capital

- adults who live in areas of higher concentrations of the historic environment are likely to have a stronger sense of place, after taking account of other factors
- adults who are more interested in the historic environment are likely to have a stronger sense of place
- adults and young people who cite a local building or monument as special have higher levels of social capital

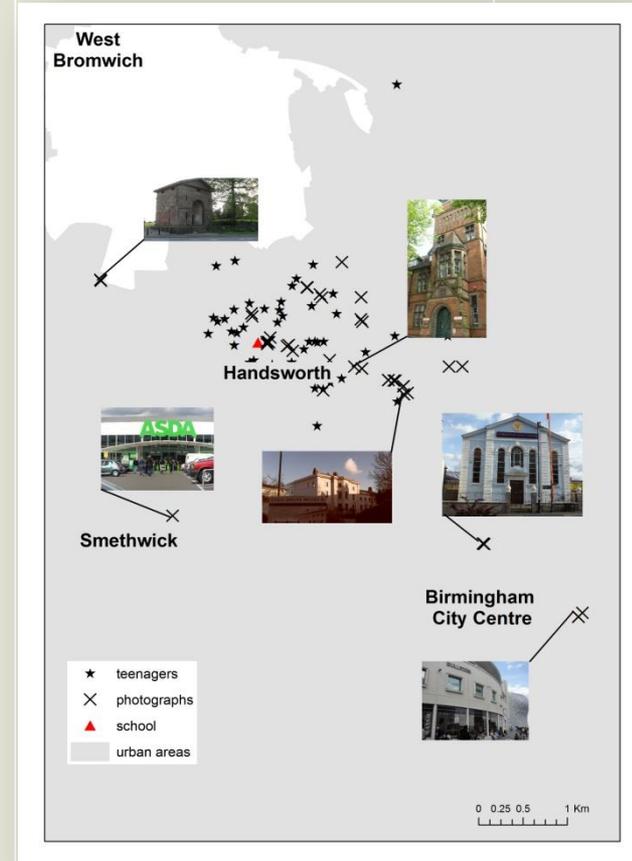
Heritage Counts (EH 2009)



Bloxwich, Walsall which has benefited from HLF investment in the historic environment

The Value of Conserving Heritage: the importance of historic buildings to young people

- the majority of young people (58%) cited at least one listed building among the local buildings, monuments and places which they said were important to them
- historic buildings and monuments form an important part of those buildings, monuments and spaces in the local area which:
 - teenagers think are **distinctive or special**
 - make teenagers **proud** of where they live
 - make teenagers feel **attached** to where they live
- most of the buildings, monuments and spaces that are important to young people are relatively close to where they live. The average distance to important buildings was just over two miles (3.4km)



Assessing the importance and value of historic buildings to young people (CURDS 2011)

The importance of historic buildings to young people

Categories	Examples
Historic / Famous	<p><i>"This is where the world's first test tube baby was delivered by Patrick Steptoe. How cool is that and yes it's in Oldham!"</i></p> <p><i>"Part of the history of Bibury and a beautiful historic building in keeping with the other picturesque houses".</i></p> <p><i>"It represents history and heritage. It's a symbol of Bradford's textile industry"</i></p> <p><i>"I love old buildings. This was recently on fire and it broke my heart when they announced that it was going to be demolished"</i></p>
Unique / Attractive / Landmark / Distinctive	<p><i>"Magnificent building on the horizon. You can see the whole of Exeter from it"</i></p> <p><i>New feature to Exmouth and is a nice eye appealing structure and building"</i></p> <p><i>"Unusual, recognisable, makes Gateshead famous"</i></p> <p><i>"It's the strangest looking house and its beautiful"</i></p>
Memories	<p><i>"It was my primary school where I was very happy"</i></p> <p><i>"My dad used to work here and I used to visit him"</i></p> <p><i>"I went there nearly every other day when I lived in Hitchin"</i></p>
Personal use / Religious use / Meeting friends	<p><i>"Go shopping and a good place to chill"</i></p> <p><i>"Bebe nanaki gudwara is important to me is because it is mine and my family's main place of worship"</i></p> <p><i>"Meeting place for me and my mates"</i></p> <p><i>"I go there when the weather is nice and walk my dog"</i></p>
Wider community use	<p><i>"Great place for social events of all ages"</i></p> <p><i>"Every village wedding, funeral, christening happens here"</i></p>

Local Engagement in Conserving Heritage

Pleasley, Bestwood & Snibston Collieries and Peak District Lead Mining Industry



Pleasley, Derbys



Bestwood, Notts



Snibston, Leics



Bonsall, Peak District



Bonsall

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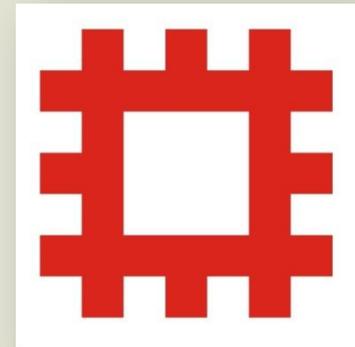


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Future Visions

- delivering statutory duties, corporate objectives and Govt policy – and opportunism
- foresight – heritage policy itself is a source of risk
- change – policy implications – politics
- climate change and demographic change
- relative weight which is placed on social inclusion, diversity, education, sustainability - and growth, etc.
- sustainability and longer-term planning, underpinned by vision of likely values and needs of future generations
- transparency of evidence – not just process
- collaboration with higher education sector
- capacity building – balanced with enhanced understanding of environmental capacity

From
English Heritage ...



.... to
Historic England

?

Relationship-building is at least as important to effective and sustainable outcomes as technical expertise and knowledge of process



Dialogue is therefore the key – and maintaining the dialogue ...

Contacting English Heritage

Our National Planning and Conservation Department has nine local offices:
Birmingham, Bristol, Cambridge, Guildford, London, Manchester, Newcastle,
Northampton, and York

www.english-heritage.org.uk

National advice and guidance from the HELM website at:

www.helm.org.uk

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REGENERATION & DESIGN <p>The historic environment's contribution to successful regeneration</p>	UNDERSTANDING & RECORDING <p>Proper understanding of historic value leads to better, faster decision making</p>	PLACE & PLACEMAKING <p>Historic places give communities a past and a future, providing identity, atmosphere and interest</p>	MANAGING & PROTECTING <p>Local authorities as key players in promoting the enjoyment, protection and management of the historic environment</p>	FUNDING <p>How good management avoids the financial problems of damage and neglect</p>
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HISTORIC ENVIRONMENT LOCAL MANAGEMENT
Information and training from English Heritage and partners for decision makers in local authorities

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Archaeology is the study of all phenomena, above or below ground, through time through their surviving physical evidence. It is discipline and a tool/technique for studying the historic environment

The **Historic Environment** includes buried remains, upstanding structures, buildings, landscapes, streetscapes, places associated with events and people, etc. It is the legacy of many thousands of years of human interaction between people and places

(...very little in England is truly a 'natural environment')

Significance

- **international, national, regional, local significance of non-renewable historic assets**
- **but also balanced against other interests ('proportionality'), with aspiration of consensual integrated site and landscape management**

Relevance

- **education, economic & social value, heritage tourism, catalyst for regeneration, etc.**
- **provides sense of place & time, enjoyment, diversity, contributes to sustainability (...can't rebuild the environment every generation)**

'Thoughts For The Day'

1) There would be no present without the past

2) The present would be different if there had been a different past

3) On average, 80% of people's thoughts are about the past