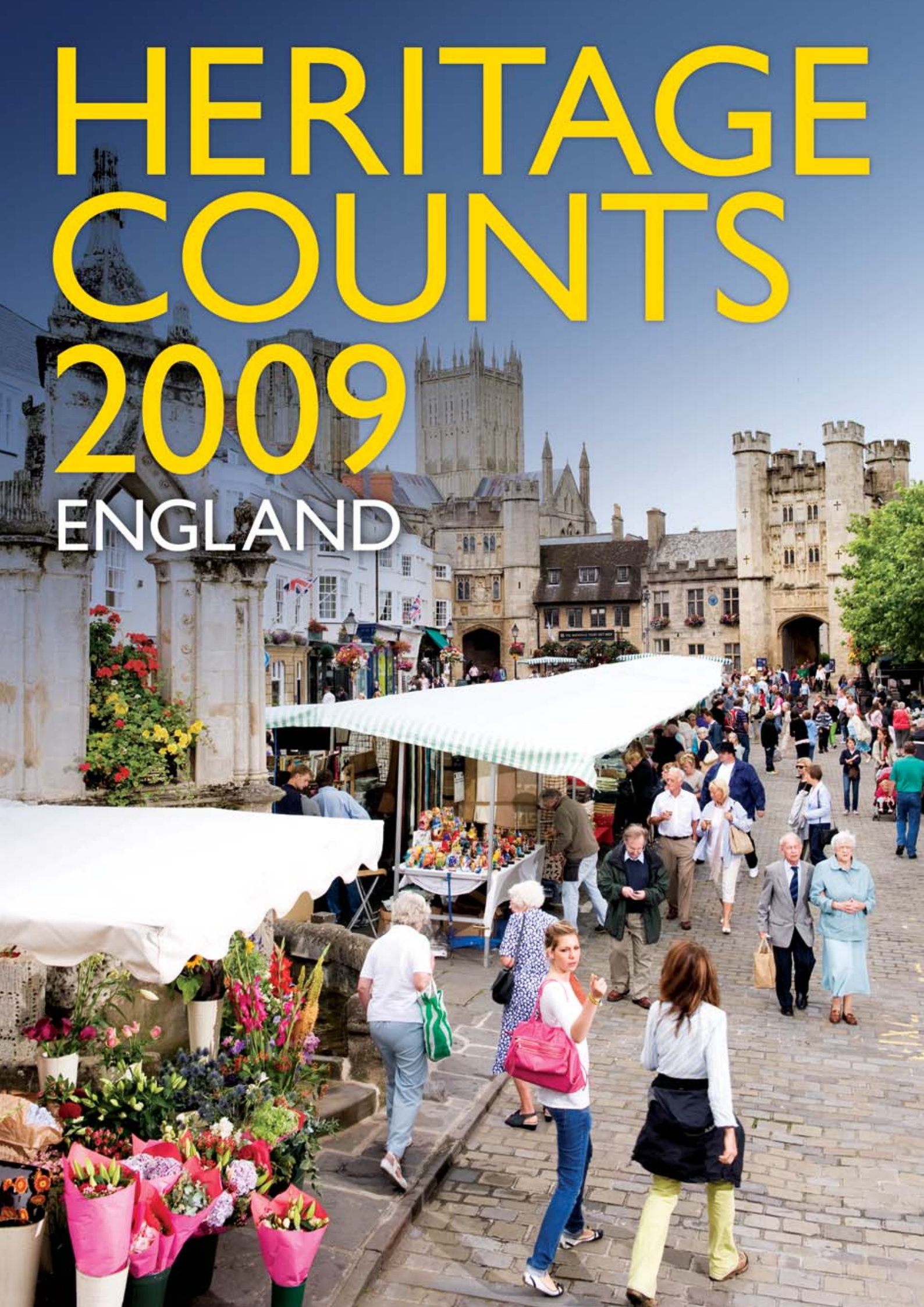


# HERITAGE COUNTS

# 2009

# ENGLAND







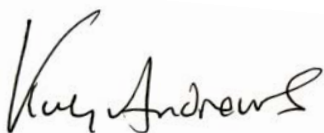
# INTRODUCTION

It is my pleasure to introduce *Heritage Counts 2009*, the eighth annual survey of the state of England's historic environment. This year, *Heritage Counts* launches an exciting piece of research which conclusively demonstrates that the historic environment has a positive relationship to how people feel about where they live, or in other words their sense of place. The research shows that people living in areas with a higher concentration of the historic environment are likely to have a stronger sense of place.

Perhaps more importantly, the study concludes that interest or participation in the local historic environment is positively related to people's sense of place and can help build and strengthen community relationships. There is a major opportunity to build on this and other evidence about the attachment people feel to their local communities and historic roots.

The next English Heritage strategy will commit us to strengthening the benefits that engagement with the historic environment can bring to local communities. We will go even further in using our resources and expertise to help local people in shaping their area, in learning about the significance of their local historic environment, in becoming volunteers, champions and advocates.

As in previous years, *Heritage Counts* reports on the issues facing the sector in 2009 and summarises the key changes in the historic environment. Regular readers of *Heritage Counts* will note a change in format this year. The full indicator set is now only available online along with regional summary reports which provide further detail of the state of the historic environment in each of the nine government office regions. Please see [www.english-heritage.org.uk/heritagecounts](http://www.english-heritage.org.uk/heritagecounts) for the complete suite of *Heritage Counts* reports.



BARONESS ANDREWS OBE  
CHAIR, ENGLISH HERITAGE

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## THE HISTORIC ENVIRONMENT, SENSE OF PLACE AND SOCIAL CAPITAL: THE SCOPE OF THE CURDS RESEARCH

In January 2009, English Heritage commissioned the Centre for Urban and Regional Development Studies (CURDS), along with Newcastle University's Centre for Cultural and Heritage Studies and Bradley Research and Consulting to undertake a ground-breaking study of the link between the historic environment and sense of place. In particular the study explored whether individuals living in areas with a greater concentration of listed historic buildings, parks and gardens had a stronger sense of place. The study also looked at the link between the historic environment and social capital. Here, the emphasis was on participation in and perception of the historic environment and its relationship to levels of social capital. A stronger sense of place and social capital has a proven link to beneficial social outcomes such as increased well-being and even stronger and welcoming communities. So if the study was able to show a link between the historic environment and sense of place and social capital, it would be possible to conclude that through these factors, the historic environment can impact on wider social agendas.

The emphasis for this study was on the production of robust evidence that would stand up to external scrutiny. It involved a national survey of 500 adults and 700 young people, the results of which could be used to objectively establish whether the historic environment is indeed a contributor to sense of place and social capital.

### METHODOLOGY

The two hypotheses which this study was set up to explore were:

**People who live in areas where there is a higher concentration of significant historic environmental assets have a stronger sense of place and/or increased social capital.**

**Individuals who have an interest in the historic environment or have recently participated in the historic environment have a stronger sense of place and/or increased social capital.**

For the first hypothesis, the study needed to survey people in areas of differing concentrations of historic environment. It was then possible to assess if people in areas with a higher concentration of historic environment had a stronger sense of place and social capital than those in areas where the density of historic environment was lower. The proportion of all dwellings that are listed, and the number of scheduled monuments and registered parks and gardens was taken as a proxy for the level of historic environment. This measurement of the historic environment is not perfect, as not all parts of the historic environment are listed, but is a relatively accurate measure of local perceptions of how historic an area is. A comparison with *Taking Part*, a national survey of cultural and sporting participation, showed a significant relationship between the concentration of the historic environment (measured by density of listed buildings) in an area and how historic people think their area is.

Another complex issue was to design questions which provided an accurate measurement of a person's existing sense of place and level of social capital. Without a measurement of sense of place and social capital, it would not

be possible to establish a relationship between the historic environment and these factors. Using a review of the literature and previous surveys as a starting point, the following questions were chosen to measure these concepts:

**The sense of place of individuals was calculated using the aggregated results to the following questions:**

- This area means a lot to me;
- I could be equally happy living somewhere else;
- I would rather live somewhere else;
- I am interested in the history of my area;
- I care about what my area looks like;
- I really feel I belong to my area;
- I am proud of where I live.

**The social capital of individuals was calculated using the aggregated results from the following questions:**

- How many relatives (not in the same household) do you have within a 10 minute drive;
- How many friends do you have within a 10 minute drive (20 minute walk for the young people questionnaire);
- Have you done a favour for a neighbour in the last 6 months (12 months for the young people);
- Has a neighbour done a favour for you in the last 6 months (12 months for the young people);
- Have you ever been a member of a non-work club/organisation.

The survey sample also ensured a relatively equal spread of respondents by geography, age, gender, deprivation and ethnicity (at least 10% of respondents were from black or asian ethnic minorities.)

## FACTORS WHICH IMPACT ON ADULT'S SENSE OF PLACE

PERSONAL CHARACTERISTICS	
MALE	-
AGED 16-35	-
AGED 35-54	-
WHITE BRITISH	
MARRIED OR LIVING WITH A PARTNER	
GEOGRAPHICAL (OBJECTIVE)	
LIVES IN THE NORTH	
LIVES IN THE MIDLANDS	
LIVES IN WHAT IS OFFICIALLY AN "URBAN" AREA (SETTLEMENT OVER 10,000 RESIDENTS)	
SIZE OF SETTLEMENT LIVED IN (NB. SET AT "500" IF NO DATA AS UNDER 1,500 RESIDENTS)	
GEOGRAPHICAL (SUBJECTIVE)	
DID NOT REFER TO ANY NAMED PLACE AS THEIR HOME AREA	
REFERRED TO VERY LOCALISED PLACE AS THEIR HOME AREA (EG. A NEIGHBOURHOOD/MILLAGE)	
REFERRED TO RATHER LARGE PLACE AS THEIR HOME AREA (EG. A COUNTY)	
MOVED INTO THEIR HOME AREA LESS THAN 3 YEARS AGO	
MOVED INTO THEIR HOME AREA MORE THAN 10 YEARS AGO	
MOVED INTO THEIR CURRENT HOME LESS THAN 3 YEARS AGO	
MOVED INTO THEIR CURRENT HOME MORE THAN 10 YEARS AGO	
HISTORIC ENVIRONMENT	
PROPORTION OF BUILDINGS IN AREAS AROUND HOME THAT LISTED	+
CITED ONE OR MORE BUILDING AS SPECIAL/UNIQUE TO THEIR LOCAL AREA	+
RECENTLY VISITED A HISTORIC BUILDING	
VIEW OF RELATIVE IMPORTANCE OF HAVING HISTORIC/ATTRACTIVE BUILDINGS IN HOME AREA	+
SOCIAL ENVIRONMENT	
LEVEL OF CRIME IN AREAS AROUND HOME	
LEVEL OF RESIDENTIAL TURNOVER (RECENT IN-MIGRATION) IN AREAS AROUND HOME	
AVERAGE JOURNEY TO WORK DISTANCE OF EMPLOYED RESIDENTS IN AREAS AROUND HOME	
LEVEL OF DEPRIVATION IN HOME NEIGHBOURHOOD	-
LEVEL OF DEPRIVATION IN AREAS AROUND HOME	
ADJUSTED R <sub>2</sub> = 0.23	

### Key

- sign means that this factor had a negative relationship to sense of place.

+ means that this factor had a positive relationship to sense of place.

Blank means no significant relationship found.

R<sub>2</sub> Refers to how much something is explained by the variables which are measured in the model. In this instance, 23% of an individual's sense of place is accounted for by the variables measured in this model. This result indicates that the model is relatively strong for a model of individual attitudes.

## DEVELOPING THE MODEL: DOES THE HISTORIC ENVIRONMENT HAVE A SIGNIFICANT RELATIONSHIP TO SENSE OF PLACE AND SOCIAL CAPITAL?

To test the hypotheses, the study needed to run a computer model to assess which variables had a significant relationship with sense of place and social capital. As well as including variables relating to the historic environment, the model needed to include other variables which previous studies had shown to impact on sense of place and social capital. Many of the other variables such as age and gender were measured through the survey, but other factors such as population turnover and crime levels were obtained through secondary sources.

## INTERPRETING THE MODEL, WHICH FACTORS HAVE A RELATIONSHIP TO SENSE OF PLACE AND SOCIAL CAPITAL?

◀ **Figure 1** outlines the results of the modelling exercise. It lists all the variables which were tested to assess their relationship to sense of place (as defined by the question variables listed overleaf). Each variable with a positive or negative sign has a significant relationship with sense of place. It shows that three variables relating to the historic environment have a positive and significant impact on sense of place. These are, moreover, independent of other personal and social factors (as these are controlled for in the model), thus proving that the historic environment does indeed have a significant and independent relationship to people's sense of place.

It is important to note that the model shows that it is not just living in areas of significant historical environmental assets which have an impact on sense of place. The model also shows that there is a significant positive relationship between stating that a building or monument in an area is unique or special, or interest in the historic

## 2 FACTORS WHICH IMPACT ON ADULTS LEVEL OF SOCIAL CAPITAL

PERSONAL CHARACTERISTICS	
MALE	
AGED 16-35	
AGED 35-54	
WHITE BRITISH	+
MARRIED OR LIVING WITH A PARTNER	+
GEOGRAPHICAL (OBJECTIVE)	
LIVES IN THE NORTH	+
LIVES IN THE MIDLANDS	+
LIVES IN WHAT IS OFFICIALLY AN "URBAN" AREA (SETTLEMENT OVER 10,000 RESIDENTS)	
SIZE OF SETTLEMENT LIVED IN (NB. SET AT "500" IF NO DATA AS UNDER 1,500 RESIDENTS)	
GEOGRAPHICAL (SUBJECTIVE)	
DID NOT REFER TO ANY NAMED PLACE AS THEIR HOME AREA	
REFERRED TO VERY LOCALISED PLACE AS THEIR HOME AREA (EG. A NEIGHBOURHOOD/VILLAGE)	+
REFERRED TO RATHER LARGE PLACE AS THEIR HOME AREA (EG. A COUNTY)	
MOVED INTO THEIR HOME AREA LESS THAN 3 YEARS AGO	
MOVED INTO THEIR HOME AREA MORE THAN 10 YEARS AGO	
MOVED INTO THEIR CURRENT HOME LESS THAN 3 YEARS AGO	
MOVED INTO THEIR CURRENT HOME MORE THAN 10 YEARS AGO	
HISTORIC ENVIRONMENT	
PROPORTION OF BUILDINGS IN AREAS AROUND HOME THAT LISTED	
CITED ONE OR MORE BUILDING AS SPECIAL/UNIQUE TO THEIR LOCAL AREA	+
RECENTLY VISITED A HISTORIC BUILDING	+
VIEW OF RELATIVE IMPORTANCE OF HAVING HISTORIC/ATTRACTIVE BUILDINGS IN HOME AREA	
SOCIAL ENVIRONMENT	
LEVEL OF CRIME IN AREAS AROUND HOME	
LEVEL OF RESIDENTIAL TURNOVER (RECENT IN-MIGRATION) IN AREAS AROUND HOME	
AVERAGE JOURNEY TO WORK DISTANCE OF EMPLOYED RESIDENTS IN AREAS AROUND HOME	
LEVEL OF DEPRIVATION IN HOME NEIGHBOURHOOD	+
LEVEL OF DEPRIVATION IN AREAS AROUND HOME	
ADJUSTED R <sub>2</sub> = 0.24	

### Key

- sign means that this factor had a negative relationship to sense of place.
- + means that this factor had a positive relationship to sense of place.
- Blank means no significant relationship found.

environment and sense of place. In many instances the buildings and monuments people cited as special were not listed, and people's interest will not be limited to the designated historic environment. This shows that the importance of the historic environment to sense of place is not limited to designated assets alone.

◀ **Figure 2** outlines the adult model for social capital. It should be interpreted in the same way as the sense of place model overleaf. It shows that there is a significant positive relationship between recently visiting a heritage site, and citing one or more building in their area as special or unique and social capital. It supports the hypothesis, that social capital is likely to develop through an interest and participation in the historic environment rather than through living in a historic area. The model may also be reflecting an indirect link between the historic environment and social capital, which happens via someone's sense of place.

For young people, there was no significant relationship between sense of place and living in the historic environment. However there was a relationship between the sense of place of young people and their interest in the historic environment, shown by having visited a historic building and having cited a building or monument in their area as unique or special.

The complete study, including a technical annex, literature review and questionnaire results can be found on the *Heritage Counts* website. [www.english-heritage.org.uk/heritagecounts](http://www.english-heritage.org.uk/heritagecounts)

# THE IMPLICATIONS FOR THE HISTORIC ENVIRONMENT AND THE PLACE AGENDA

The CURDS research shows that the historic environment is an important contributor to sense of place and social capital. However, what is clear from both the model and literature review is that it is not only living in areas with high densities of historic buildings that matters. Equally if not more important to a heightened sense of place and social capital is the extent to which people understand and take an active interest in the local historic environment. The implications of these findings are:

- 1 The use of the historic environment as a mechanism for actively engaging with local communities is likely to gain positive outcomes for local authorities.
- 2 This kind of engagement can lead to a stronger sense of place and social capital in those communities and in turn wider individual and community outcomes.
- 3 Investing in the historic environment could be one way of strengthening sense of place.
- 4 Raising awareness of the historic environment in a local area is likely to help strengthen a community's sense of place.
- 5 Interest in and engagement with the historic environment are more important than necessarily living in a historic area in terms of delivering social benefits.
- 6 Local historic environment groups can play an important role in developing and supporting community engagement in the historic environment.





## CASE STUDY

### Examples from the Heritage Lottery Fund

Evaluations of completed Heritage Lottery Funded (HLF) projects are adding to a mounting body of evidence that local communities greatly value the historic features of their neighbourhoods and recognise their important contribution to sense of place. A total of 5,000 people have now completed a face-to-face questionnaire for HLF, in which they express their views of an HLF funded site close to where they live or work. 60% have said the asset helps to make their area a better place to live and three quarters agree it makes their area more attractive. Over 55% agree it gives them an important connection to local history and helps to make their part of the UK special.

HLF research is also proving that work to repair and revitalise historic assets can have significant impacts on the character of a place. The longitudinal evaluation of HLF's conservation-led regeneration programme, Townscape Heritage Initiative, has found that even modest investments can dramatically improve how local residents perceive their town. Large-scale regeneration schemes were included in the research, but interestingly, two of the smallest case studies – Bloxwich in the West Midlands and Colwyn Bay in Wales,

showed some of the best improvements in the views of residents. Both of these schemes involved relatively small grants to restore lost architectural features to commercial premises – particularly reintroducing traditionally styled shop fronts and in the case of Colwyn Bay, glass canopies. A household survey asked residents to score how their town had changed in the preceding five years – in Colwyn Bay the mean score improved by 91% following completion of the scheme, compared to baseline. In Bloxwich, there was a 52% improvement on how residents scored their town as a place to live.

#### ▲ Case I

## CASE STUDY

### Fourways, Amble

This is a case study of historic buildings being adapted to generate income which is then used to support the cost of activities aiming to develop social capital. This includes community activities, events, advice and support for adult employment and training, along with volunteering guidance.

Amble Development Trust acquired the former Station Hotel, a well known establishment near the centre of the town. This prominent historic building had become derelict and affected the appearance of the town centre.

Following a feasibility study into its re-use potential a package of grants eventually secured the full refurbishment of the building into an opportunities centre, housing employment advice, training, offices for rent and for the Development Trust itself.

Fourways now houses support services ranging from a housing office, to help for young people without work or training. There is also a bi-monthly community newspaper which gives a voice to local people, and other community groups and independent organisations which foster the engagement of marginalised members of the local community.

The newly created office suites were let at commercial rates. This rental income now contributes significantly to the Trust's financial sustainability. Fourways has become the springboard for the Trust to undertake regeneration projects as well as community support activities.



2

3

#### CASE STUDY

##### **Hatfield House**

Hatfield House is a Jacobean house in Hertfordshire, 34 kilometres north of London. Today, Hatfield House plays an important role in the community and has a keen interest in its future development. In October 2008, the Old Hatfield Charette, a collaborative session in which a group drafts solutions to design problems – took place in the old Riding School on the Hatfield Estate. The purpose of the exercise was to give the residents of Old Hatfield the opportunity to discuss some of the problems facing the town, such as lack of parking, and poor quality shopping and open spaces, and to consider how they might be solved, or at least reduced, and the town rejuvenated.

The community responded very enthusiastically to the opportunity and a series of lively and positive debates took place during the week. More than 200 local residents attended general meetings and smaller groups comprising business owners, planners, councillors and environment and transport officials came together to discuss specific aspects of the plans. There was also a session where Year Six pupils from the De Havilland Primary School presented their own designs for the redevelopment of Salisbury Square.

Residents showed great enthusiasm for the process and meetings during the week were very well-attended. The design team was presented with comprehensive verbal and written feedback, information on Old Hatfield's history, and letters in which people expressed their vision for the Old Town's regeneration. This was all extremely helpful to the design team. The Charette also gave people the chance to think about other non-design ways to improve community life in the Old Town. One such idea was the formation of an Old Hatfield Steering Group which, amongst other things, could help to maintain the momentum for change started by the Charette.

##### ▲ Case 2

#### CASE STUDY

##### **Faversham Parish Church**

Faversham Parish Church provides a case study of a local community valuing its historic buildings and working together to develop a sense of pride and understanding about the place where they live. It also provides opportunities to meet and work with other members of the community and has led to people getting involved in local democracy and fund raising.

Faversham Parish Church is a Grade I building which has become the focus for local people working together to secure funding to create an impressive range of learning resources explaining the historical significance of the parish church. In total, 15 publications have been written and researched by local people. Those involved have learnt much about the church and its role at the centre of community life. They started with a degree of attachment to the building but through the course of the project and their research they became increasingly aware of the importance of the church to the town and community over many centuries. Greater attachment has led to a sense of responsibility to ensure that the church remains central to lives of local residents.





4



5

In the future, the local Aspire project plans to promote more widely the learning resources available. The group hope to recruit a part-time education officer to help local schools become aware of the significant learning resources that are available to them, to develop workshops building on the curriculum and make local schools aware of the facilities in the church. A local Aspire festival attracted several hundred local residents to the church. In 2007 the church received around 4,000 visitors from 34 groups, ranging from local study groups to school children, many of whom later wrote letters to say how memorable they found the experience.

▲ Case 3

**CASE STUDY**

**Leas Lift, Folkestone**

The case of Leas Lift shows the value that a local community put on having a distinctive historic built environment and the strengthened sense of place as a result. More specifically, it shows how involvement in a built environment issue can be a catalyst for an increased interest in local democracy.

Leas Lift at Folkestone is an ingenious water-powered lift and a distinctive local structure. Although an integral part of Folkestone's tourism offer for over 120 years, the annual costs to

the local council of operating and maintaining the lift was found to be rising. Maintenance has been insufficient to properly maintain the lift and a major overhaul is required. In recent years a road down to the beach, together with car parking, has reduced the revenue from ticket sales. March 2009 saw the Council decide to close the lift with immediate effect.

It is difficult to place an economic value on the power of the lift to draw visitors to the town. It is even more difficult for a Council to place a value on the contribution of individual buildings to the overall sense of place for local residents. A campaign was orchestrated by a Councillor and within a period of just four days there was a significant level of community support – 2,800 hits on a Facebook site, a petition signed by 1,921 people, and over 150 attendees at a demonstration held during working hours. It is clear that the lift was important to local residents. At the time of writing, campaigners were optimistic that if a comprehensive restoration of the lift is achieved then the lift could be viably operated by a heritage trust, or even by a private operator.

▲ Case 4

**CASE STUDY**

**St Giles, Shipbourne – Farmers' market**

In 1285 Edward I granted the village of Shipbourne in Kent permission to hold a weekly market. In 2003 with help from Rural Revival, St Giles Parochial Church Council re-inaugurated the market using the church as the venue.

The aims of the market were to:

- continue the role of the church as a focus for wider community activity;
- provide a retail outlet in the village for local farmers;
- provide a community service for local customers providing good quality food.

In 2005 customers voted the market the Best Farmers Market in Kent and in 2007 the church was a finalist in BBC Radio 4's Best Farmers Market in the UK.

The market open 9:00 – 11:00 on a Thursday continues to attract 17 stalls and over 200 shoppers a week.

The market is run entirely by volunteers and surpluses made are donated to agricultural charities such as the Farm Crisis Network and Bread-line Africa.

▲ Case 5



6

#### CASE STUDY

##### **Bellingham Heritage Centre**

This is a case of the local historic built environment providing a vehicle for the local community as a whole to work together and bring alive the history of their area. Bellingham Heritage Centre promotes all aspects of local heritage, including historic buildings. Run by a group of local volunteers, the project is one of many comparable projects where local people work together to preserve local buildings and artefacts. In this case the Heritage Centre was developed in the former Border Counties Railway station yard.

The project has contributed towards the local community's sense of belonging. Each year every class from the village school comes to visit the Heritage Centre for half a day. This helps the young people understand more about their local area and their heritage. Among the highlights for the children is closely examining the wooden walls of the old parcel shed where they can see where their relatives have inscribed their names. Local residents and visitors researching their ancestry also use the facilities.

Bellingham Heritage Centre is managed by a group of local volunteers from different backgrounds and with different levels of local attachment: some have families who have lived locally for centuries, some have moved only recently to the area. The extent that the Centre is valued by the local community is evidenced by over 100 local Friends who donate money each year to support its continued development.

#### CASE STUDY

##### **Heslington East Archaeology Project**

This unique project began in March 2008 as the result of development activity on the new campus expansion at the University of York, where there are archaeological features dating from the Bronze Age through to the Roman period. The aim of the project is to integrate the evaluation of the site by commercial and academic investigation, whilst also providing fieldwork training for archaeology students and fostering community participation and engagement.

Since the project began it has welcomed local school groups to the site (around 60 pupils), held public open days (one of which attracted approximately 180 visitors) and given talks and guided tours to several local groups and societies. In September 2008 the University of York held a community excavation which saw local people, students from the University of York and members of the Greater York Community Archaeology Project working together on the site to investigate the area around a 3rd – 4th century Roman masonry building. A total of 25 volunteers participated in the excavation and geophysical survey, some also came to the University afterwards to undertake post-excavation processing.

The University has subsequently developed this project by helping to facilitate history and archaeology visits for the Arclight Hostel, running widening participation excavation training days, and working with the York Metal Detecting Club. In the future, the University aims to provide other opportunities on the site, such as an excavation for primary school pupils.

▲ Case 6

# 02

## KEY DEVELOPMENTS AFFECTING THE HISTORIC ENVIRONMENT

In 2009, work continued on the improvement and reform of the heritage protection system. Highlights of the year include the Draft Planning Policy Statement for the Historic Environment and the Circular on the Protection of World Heritage Sites. The financial situation in 2009 has posed some challenges for the sector, particularly in terms of private and voluntary sector funding. However visitor numbers are up at many sites and this trend looks set to continue through the year. There have also been important announcements in relation to employment opportunities in the historic environment sector. The Heritage Lottery Fund's new training programme will offer a variety of paid work placements and English Heritage, working with others in the sector, will also be offering employment opportunities for young people under the Government's Future Job Fund.

### HERITAGE PROTECTION REFORM

#### A Planning Policy Statement for the Historic Environment

A major milestone in Heritage Protection Reform (HPR) was reached with the launch of the consultation draft of the Government's *Planning Policy Statement 15: Planning for the Historic Environment*. This updates the planning policy affecting archaeology, historic areas, buildings and landscapes into one single document. Once finalised it will replace the current Planning Policy Guidance notes PPG15 and 16. At the time of publication of *Heritage Counts*, the consultation was drawing to a close. The new PPS is accompanied by a *Historic Environment Planning Practice Guide* which provides more detail on ways the new principles in the Planning Policy Statement (PPS) can be applied.

The final version of the PPS is expected to:

- ▶ Deal with all types of heritage in a single document. It introduces a new, integrated approach to the historic environment and 'heritage assets', that moves beyond the outdated distinction between buildings and archaeology.
- ▶ Offer a new rigour for decision-making, by putting greater emphasis on pre-application planning and discussion that focuses on evaluating the significance of the heritage asset in question. This should reduce risk in the planing process.
- ▶ Ensure there is a focus on understanding what is significant about a building, site or landscape, which in turn makes it easier to determine the impact of the proposed change. It is expected to use the 'values' approach of *Conservation Principles* as the underlying philosophy to inform decision-making.
- ▶ Support 'constructive conservation'. The new PPS is expected to be in line with English Heritage's commitment to 'constructive conservation'. This encourages active exploitation of heritage and valuing the historic environment as assets rather than as potential barriers to development.
- ▶ Emphasise the importance of the principles of sustainable development to the management of change in the historic environment.
- ▶ Maintain the same level of protection to the historic environment as the current PPGs 15 and 16 but express the policy much more succinctly. Decisions will, of course, continue to be made on the individual merits of a scheme.
- ▶ Fill in policy gaps. The Draft has new and clearer policies on setting and design. These issues are frequently at the heart of the most contentious cases involving the historic environment.
- ▶ Provide greater clarity on key topics e.g. archaeological interest, conservation areas and their preservation and enhancement, World Heritage Sites and conflicts with other planning priorities.
- ▶ Encourage best practice within local authorities. For example, local authorities will be urged to create publicly-accessible Historic Environment Records.
- ▶ Promotes the public benefit of the historic environment.



## DRAFT HERITAGE BILL

Regrettably the Heritage Protection Bill was dropped from the 2008/09 Government legislative programme and was not included in the 2009/10 draft programme. However, the Government remain fully committed to the Draft Bill and plan to introduce it at the earliest possible opportunity. Many of the reforms laid out in the Heritage White Paper can go ahead without the Bill and English Heritage is working with partners to implement many of the key changes. Current priorities include:

### ENSURING THE BEST USE OF RESOURCES

- **Pilot Historic Partnership Agreements (HPA)** – HPAs allow owners of large and complex sites permission to carry out some works without having to apply for consent each time. English Heritage is working through a number of case studies which will establish how HPAs will work in practice and ensure that lessons learnt are implemented before the scheme is fully rolled out.

### CAPACITY BUILDING WITHIN THE HISTORIC ENVIRONMENT SECTOR

- **Training for heritage sector professionals** – English Heritage is continuing to offer training courses for heritage sector professionals on Heritage Protection Reform. In 2009 there has been an emphasis on the PPS and its implications for the sector.
- **Developing best practice guidelines** – English Heritage is in the process of developing best practice guidance for local planning authorities involved in the designation of local assets. This guidance will be published in early 2010.

- New resources in Heritage Link will be used to inform and co-ordinate voluntary sector activity around heritage protection reform.

### LOCAL AUTHORITY RESOURCES

In preparation for the changes which will be implemented by HPR, English Heritage, in 2009 in partnership with the Institute of Historic Building Conservation (IHBC) and the Association of Local Government Archaeological Officers (ALGAO) undertook a project to examine the archaeology and building conservation staff resources available in local authorities and English Heritage; and in particular the level of resource available within the planning system. The first stage of this project, a review of local authority resources carried out by IHBC and ALGAO in early 2009, indicates that there was an increase in staff numbers between 2003 and 2008, with a slight decrease in overall numbers between 2006 and 2008. Work has begun on the second phase of the project which will look at the detailed duties, powers and responsibilities of local authorities. It builds on the IfA, IHBC and ALGAO standard and guidance of the stewardship of the historic environment.

### HISTORIC ENVIRONMENT RECORDS

English Heritage is continuing to work with local authorities to develop information sources for the historic environment sector; in particular helping them to make sure that their Historic Environment Records (HERs) fully meet the needs of HPR. Within the new heritage protection system, the main purpose of HERs will be to inform strategic policies and decision-making relating to spatial planning and improve protection of the historic environment. English Heritage is developing a strategy that will guide the development of HERs towards HPR compliance by 2015. To support this strategy, English Heritage has collated a series

of case studies which highlight the innovative developments that are taking place within HERs.

### MAKING THE SYSTEM EASIER TO UNDERSTAND

- English Heritage is developing an online unified designation list which will bring together information on listed buildings, scheduled monuments, registered parks, gardens and battlefields, marine heritage sites and World Heritage sites. This will be finished by December 2010.
- New selection criteria for marine sites are being developed to bring these into line with those used for buildings and monuments.

### CLOSING GAPS IN PROTECTION

- The 2007 Heritage White Paper highlighted the importance of clarifying and strengthening protection for World Heritage Sites. The Government's response to the Heritage White Paper was consolidated in the Circular on the Protection of World Heritage Sites, published in July 2009. The Circular brings together all existing policies on World Heritage Sites, restates the obligations under the World Heritage Convention to promote, interpret and conserve World Heritage Sites and highlights the important role that local authorities play in ensuring that World Heritage Sites and any buffer zones are identified, protected and sustained in planning decisions. It also emphasises the importance of Statements of Outstanding Universal Value or Statements of Significance to the protection and enhancement of World Heritage Sites. In parallel to this circular, English Heritage has published its own accompanying guidance on World Heritage Sites.

- The Marine and Coastal Access Bill (2009) introduces a new framework for the sustainable use and protection of the marine environment. It has now passed through the House of Lords where a number of amendments were made that encourage better co-ordinated management and consideration of the historic and natural environment. Changes to the Draft Bill include imposing a duty for the Marine Plan Authority to keep the cultural characteristics of areas it controls, including the historical environment, under permanent review. When considering the establishment of new Marine Conservation Zones, the designated authority must consider the social consequences of doing so, including assessing the impact of the designation on sites of historic or archaeological interest. The Bill has also been amended to allow a right to appeal against the proposed coastal access path. Changes have also been made to marine licensing, with an increased emphasis on protecting the environment, including the historic environment.

#### DEVELOPING A TRANSPARENT SYSTEM

- **Strategic Designation Programme** – English Heritage is developing a new strategic framework for the designation of heritage assets. This will discourage reactive designation, and focus English Heritage resources on assessments of significance and designations that will achieve better management outcomes.
- **Selection Guides** – English Heritage is committed to developing a transparent designation process, with the guidelines and principles that assist designation decisions clearly laid out and accessible to the public. Guidelines are being drawn up for a number of topics. Exemplar texts will be ready in Spring 2010 with a staggered programme of publication during 2010-11.

## GOVERNMENT POLICY ON THE HISTORIC ENVIRONMENT

### THE HISTORIC ENVIRONMENT VISION STATEMENT

In late 2009, the Government will published its *Vision Statement for the Historic Environment*. The statement will recognise the importance of the historic environment in its own right and the role that it can play in improving quality of life, social outcomes and economic regeneration. It commits Government to a number of broad strategic objectives that will ensure the continued effective protection and management of the historic environment.

### THE HISTORIC ENVIRONMENT AND ITS ROLE IN QUALITY OF PLACE

In May 2009, the Government published *World class places – the Government's strategy for improving quality of place* (May 2009). The report acknowledges that the built environment plays a vital role in creating places where people want to live and communities thrive. It is recognised as influencing crime levels, health, education, social inclusion, community cohesion and well-being. It is also an important factor in developing a sense of place, identity and making somewhere a better place to live.

The report identified four decisive factors that influence the quality of place:

- the range and mix of homes;
- the provision of green space and infrastructure;
- the design and upkeep of buildings and spaces;
- the treatment of historic buildings and places.

In particular it notes the role that the historic environment plays in learning, regeneration and facilitating public engagement in the place – making agenda.

The report sets out seven strategic objectives that are critical to meeting the Government's vision for quality of place. They include:

- strengthening leadership on quality of place at both regional and national level;
- putting the public and community at the centre of place-making;
- ensuring that local civic leaders and local government prioritise quality of place;
- strengthening the quality of place skills, knowledge and capacity.

A number of actions are identified as necessary to meet these objectives including embedding quality of place objectives in central and local government performance management systems and developing new planning policy on green space, infrastructure and the historic environment. By the end of 2009 the Government will have published an action plan outlining in detail how they will deliver on each of these actions.

## HERITAGE LOTTERY FUND (HLF) INVESTMENT INTO HERITAGE SKILLS

In July 2009 HLF announced an investment of an additional £7.3m to support training which will deliver up to 1,000 paid opportunities for people seeking a future career in heritage. £2.3m will be invested quickly to extend HLF's successful Training Bursary programme that provides people with high quality on-the-job accredited training in more than 50 skill sets related to heritage. The remaining £5m will create a new *Skills for the Future* programme that offers further work-based training in the skills that are needed to look after and open up our heritage. This could include training for education officers, volunteer managers and people who need new technology skills to help the public learn about heritage, as well as training in specialist conservation skills. Organisations will be able to apply for funding for a number of traineeships over a period of up to five years.

## ENGLISH HERITAGE

English Heritage, working with other partners in the heritage sector, is in the process of finalising its plan to offer a number of placements under the Government's Future Job Fund which offers work experience or job placements to young people who have been unemployed for 12 months or more.

## THE HISTORIC ENVIRONMENT IN THE RECESSION

### IMPACT ON VISITOR NUMBERS

During the 2008/09 financial year, visitor figures at many historic environment sites were slightly down on 2007/08, and there were some concerns that the economic situation would have a continued negative impact on visitor numbers. However figures for the first half of 2009/10 are encouraging with visitor figures at many sites the highest they have been since 2001/02. This increase is in part due to the large number of British people taking holidays at home, particularly weekend breaks and day trips. Some concerns nevertheless remain. The number of overseas visitors to England was down 12% in the first five months of 2009 compared to the same period last year and there are early indications that the growth in visitor numbers to historic environment sites is slowing. And while some properties have seen earned income increase, at other sites there has been a decline in earned revenue.

### THE HISTORIC ENVIRONMENT AND EMPLOYMENT

In May 2009, there were 2.38 million unemployed adults in the UK, up 753,000 from a year earlier. Historic environment professions have not been immune. For example, the number of commercial archaeological posts fell by 16.5% between summer 2007 and 2009, though the most recent data suggests that employment numbers have stabilised. Research exploring historic environment resources in local government also suggests a fall in resources, with 5% fewer historic environment staff in 2008 than in 2006. There are some concerns that the recession will leave the sector with a skills gap just at the time that it needs additional capacity to meet the demands of Heritage Protection Reform. Organisations including

English Heritage, the Institute for Archaeologists and the Institute of Historic Building Conservation are continuing to monitor the situation.

Against a background of rising unemployment, the historic environment sector has been able to offer a wide range of new employment and training opportunities. Placements will be offered in occupational areas that range from customer services work at historic properties, to developing the skills needed to conserve historic properties, to projects involving new technologies. Two key initiatives are outlined, left. ◀

### IMPACT ON HISTORIC ENVIRONMENT FUNDING

The historic environment sector receives funding from a variety of public and private sources. As a result of the Government's commitment to achieve £5 billion efficiency savings for the existing spending round, some immediate cuts have been made to the public sector sources of funding, with English Heritage's DCMS grant-in-aid for 2010-11 cut by 0.3%. With a difficult Comprehensive Spending Review ahead, it is likely that English Heritage and other publicly funded organisations will face further funding pressures.

Private sector funding has also been hit by the recession, with developers finding it increasingly difficult to raise the finance needed to embark on projects in the historic environment. This is reflected in official construction statistics. In the first quarter of 2009, the total volume of construction output in Great Britain was down 17% on the same period in 2008. The voluntary sector is also having to respond to a challenging funding climate, in which low interest rates are having a particular impact on the disposable income of charitable foundations.

## HLF 15<sup>TH</sup> ANNIVERSARY

The last time *Heritage Counts* included a comprehensive review of HLF funding was in 2004, at the point of the 10th anniversary of the National Lottery. At that time the Heritage Lottery Fund was making awards totalling more than £300m every year, but faced a licence review that had the potential to threaten the long-term future of Lottery funding for heritage. In 2006, following a well-supported public consultation, the Government announced that heritage would remain a Lottery 'good cause' through to 2019, with the same share of income as previously.

The resources available for new grant awards have, however, been sharply curtailed, to around £180m a year for the remainder of the licence period. The Government's call on Lottery income to part-fund the 2012 Olympics is a contributing factor to this fall in funding, but there are other important issues which have had an impact. In 2005/06 HLF decided it had reached the point where it could no longer continue to increase the amount it committed to projects from anticipated future income. And from April 2007 the Fund lost income due to a legislative change in the way interest income from Lottery balances is distributed.

This decline in funding is the most striking of the changes in the structure of grant-giving over the last five years – but there are several others:

- There has been a large increase in the number of small awards of less than £50,000. From making up 35% of all awards before 2002 these have risen to 66%.
- In line with the current strategic aims there has been a sharp rise in the proportion of project spend devoted to activities, such as running open days and events, with a corresponding decline in the proportion allocated to capital works.

In other areas there has been a continuation of previous trends. The community/voluntary sector continues to take the bulk of funding with 46% of awards and 38% of funding value. Including religious organisations these proportions increase to 72% and 46%. The broad split between heritage sectors is still largely the same as five years ago, though there has been a rise in funding for intangible heritage – oral history in particular. The proportion of funding for deprived local authorities has remained broadly constant at around 40%.

The last five years has also seen a much greater role placed on evaluation, with the research that the Fund has independently commissioned consistently pointing to the success of projects:

- In 80% of Heritage Grants projects conservation outcomes have been found to be good or better (though in a quarter there are issues with the way that conservation planning is undertaken).
- An increasing proportion of grantees are incorporating activities (exhibitions, open days, guided walks, schools programmes etc) within their HLF funded project. In recent years 75% of completed projects included activities of this type.

- There is now extensive volunteer involvement on projects – over 80% involve volunteers in managing projects or running activities. Projects involve an average of 50 volunteers, who contribute 2,000 hours of their own time.
- Around three-quarters of projects are delivered on time, with 80% completed within budget. In capital projects, however, there are signs that the continuation of benefits can be put at risk by inadequate maintenance.

At larger-scale visitor attractions (whether museums, galleries, parks, or historic buildings and sites) visits can be expected to rise by over 60% after an HLF capital project, and 75% of repeat visitors state that HLF funded work has made a positive difference to the quality of the visitor experience.

The social impact of funded projects is an area of continuing, and in some cases innovative, research. This research has already clearly demonstrated that capital projects in residential areas are well known, popular and typically have a 'quality of life' impact for about one-third of local residents.

Recent research undertaken in 2008, has revealed very promising results on some aspects of individual well-being. In particular, this work has shown an extremely strong link between volunteering and the extent to which people feel they are playing an effective and useful part in local life – a key determinant of well-being according to the emerging literature on the subject. The research has further indicated quantitative correlations between volunteering and aspects of community cohesion such as local belonging and the formation of social capital.

The last five years have also seen HLF greatly expand its evidence bank on economic impact, with results now available from a stock of 80 completed projects plus the long-term evaluation of the Townscape Heritage Initiative. This research has found clear evidence of the impacts heritage projects have had on employment and local economies. Across the 80 case studies researched to date 3,600 jobs have been created within regional economies, whilst the additional spend generated in the regional economy by HLF projects is £198m a year.

Despite the licence renewal to 2019, major challenges still face HLF over the next five years, with the twin impacts of recession and public spending retrenchment to be played out. To date, the recession has not resulted in a reduction in the number of applications coming forward – most likely because public sector organisations are behind a large proportion of the larger funding requests that are made. But this could well change if anticipated cuts in Central Government and local authority budgets are made. Yet the Fund also sees some opportunity in the plans for recovery from recession, including a shift in policy thinking that chimes more closely with many of the values that have always been central to the heritage sector – conservation, durability and taking a long-term perspective.



## WIDENING PARTICIPATION IN THE HISTORIC ENVIRONMENT

Between 2005 and 2008, the Public Service Agreement (PSA) between DCMS and the Treasury included a commitment to increase participation in culture and sport among priority groups by three percentage points. In this time, participation rates among all adults, black and ethnic minorities and people from lower socio-economic groups significantly increased, with the participation rate for people from black and ethnic minorities increasing by more than the three percentage point target.

For the period 2008/11, the Public Service Agreement for DCMS has changed to a significant increase in the number of adults of all backgrounds who participate in at least two sporting or cultural activities. Participation in the historic environment counts as one of these activities. In August 2009, the baseline figure for the PSA was published. 65.9% of adults currently take part in two or more sporting or cultural activities, with 56.9% of all adults visiting two or more heritage sites in a year (note the new definition of participation in the historic environment of the PSA). These figures will now be used to monitor change in participation rates in the years to 2011.

*Taking Part*, a national survey of cultural and sporting participation was used to measure both PSA targets. The most recent data from *Taking Part* shows that between 2007/08 and 2008/09 there was a significant decrease in participation in the historic environment, with the percentage of all adults visiting at least one historic site in the last 12 months falling from 71.1% in 2007/08 to 68.3% in 2008/09. The recession is likely to have been a key factor behind this fall. However, with increased visitor figures for 2009 at many historic sites, driven in part by British people taking more day trips and holidays at home, it is likely that participation rates will rise again.

## THE HISTORIC ENVIRONMENT AND EDUCATION

January saw the launch of the *Engaging Places* website which champions teaching and learning through the whole built environment. Currently with information on 450 venues, daily updates, topical features and more than 500 innovative teaching resources, the website has attracted almost 60,000 visits since it was launched with new material being added all the time.

*Engaging Places* is just one of a suite of education initiatives. *Learning Outside the Classroom* is designed to help professionals working with young people aged 0-19 by providing them with high-quality experiences beyond the classroom – more than 1,735 organisations and individuals have already signed up in support of its Manifesto's vision and aims. Thirdly, *Find Your Talent*, the Government's cultural entitlement offer of five hours of culture for young people a week, is currently being piloted through ten Pathfinders across the country. With a variable level of heritage input in the majority of pilots, Heritage Link and English Heritage are pressing for more active engagement by site owners and those who offer learning and cultural experiences.

## DISCOVERING PLACES

Discovering Places is now recognised as one of the 'Major Projects' for the Cultural Olympiad, the four year cultural festival in the run-up to the 2012 Games to celebrate the richness and diversity of Britain's arts, culture and heritage. It sits alongside projects led by the Arts Council, BBC, Museums, Libraries and Archives Council, Legacy Trust, UK Film Council and London Organising Committee of the Olympic Games (LOCOG) themselves.

In partnership with the Commission for Architecture and the Built Environment (CABE) and Natural England, the programme aims to introduce a new generation to the hidden places and spaces of the UK, including around the Torch Relay route in 2012. Its first event took place in July on the Greenway in East London as part of the Open Weekend celebrations attended by nearly 1,000 people.

## THE HISTORIC ENVIRONMENT IN THE NEW REGIONAL STRUCTURE

In 2008 DCMS asked its main strategic Non Departmental Public Bodies (English Heritage, Arts Council England, Museums, Libraries and Archives Council and Sport England) to coordinate their regional working in four key areas: 2012 and the Cultural Olympiad, place-shaping, local government improvement and regional strategies. This was in part a response to the decision to dissolve each of the Regional Cultural Consortia. London is excluded from this programme of work.

In April 2009 the regional action plans were formally agreed and the four agencies began to implement them. The action plans are publicly available on [http://www.helm.org.uk/server.php?search\\_word=regional&search\\_location=helm&show=nav.19749](http://www.helm.org.uk/server.php?search_word=regional&search_location=helm&show=nav.19749)

These plans do not represent the sum total of each public body's regional work however, but only include work on the four areas mentioned above. The aim of this joint working is to improve engagement with partners and increase opportunities for sharing good practice. However, the voluntary heritage sector is concerned that the opportunity for its voice to be heard will be lessened.



## THE HISTORIC ENVIRONMENT AND TOURISM

In March 2009, VisitBritain launched a review which outlined how it could best deliver against its four core strategic objectives:

- marketing England at home and overseas;
- marketing Britain overseas;
- supporting the development of national tourism policies and the resolution of key national tourism issues;
- securing the tourism benefits of the 2012 Olympic and Paralympic Games.

The Government's response was also published in March and broadly endorsed the review's ten point strategy, notably the creation of VisitEngland as the new English tourism lead body; the formation, by the Minister for Tourism, of a Tourism Advisory Council comprising industry leaders; and the creation of a cross-Whitehall Ministerial Group to highlight actions the Government should undertake to support the industry.

The heritage and tourism sectors welcomed the report but continued to press the Government to implement the review positively and effectively, principally:

- to properly resource VisitEngland and give it the authority to direct the Regional Development Agencies support for tourism promotion;
- to confirm that it will not cut VisitBritain's budget further, but will look again at increasing marketing for the whole of Britain in the run up to the Olympics;
- not to increase the regulation already afflicting tourism and address those regulatory anomalies that could be removed, such as on licensing fees.

## VAT AND THE HISTORIC ENVIRONMENT

Under the existing VAT rules, owners and developers who make significant alterations to buildings, or even demolish and rebuild are eligible for zero VAT rates. For repairs and maintenance VAT, however, is set at 15%. This difference can make demolition and significant alterations a more attractive economic option than repair and maintenance, which can pose a threat to the historic environment. Though there is little scope for changing overall VAT rules, Member States are permitted a maximum of two reduced rates set no lower than 5%. In 2000 Member States were allowed to apply these reduced rates of VAT to certain labour intensive services on an experimental basis until 2006 (later extended to 2010). This dispensation included the renovation and repairing of private dwellings, but the UK at the time chose not to apply this experimental reduction. In Belgium, Spain, France, Italy, and Portugal, by contrast, adoption of the reduced rate had by 2005 created almost 170,000 permanent additional jobs in the sector. In May 2009, the Council Directive was amended and the temporary provision for the application of reduced rates of VAT to certain labour intensive services, including that relating to private dwellings was made permanent. This provides the UK Government with an opportunity to reverse the existing incentive which can be seen to perversely encourage new build and alteration rather than the sustainable repair and maintenance of the nation's existing building stock.

# 03

## INDICATORS FOR THE HISTORIC ENVIRONMENT

This year, the indicators section for *Heritage Counts* has moved to an online database. The *Heritage Counts* website, [www.english-heritage.org.uk/heritagecounts](http://www.english-heritage.org.uk/heritagecounts) contains comprehensive spreadsheets outlining the key indicators and a summary of any new quantitative data from the year. In this report, we have highlighted the key changes or findings for 2008/09 as compared to previous years. These findings are reported under the three sections:

### UNDERSTANDING THE ASSETS

Data on the extent of historic environment assets.

### CARING AND SHARING

Data on the condition of assets and resources, including funding available to manage them.

### USING AND BENEFITING

Data on the social, economic and environmental benefits derived from active use of the historic environment.





licensing period, HLF's resources for new grant awards will be around £180 million a year. **Graph 1** ▼

### English Heritage expenditure and income

In 2008/09, English Heritage grant-in-aid was £132.7 million, a 2.6% increase on the previous year and 15% more than in 2003/03 (non adjusted).

The *Heritage Counts* online spreadsheets include data on a number of other public sector bodies which fund heritage projects; this includes the Churches Conservation Trust and the National Heritage Memorial Trust.

### The National Trust expenditure and income

In 2008/09 National Trust income was £423 million, up 9% on 2007/08. Expenditure also rose to £397 million, a rise of 13% on last year, and 43% higher than in 2002/03.

### Church of England expenditure on listed buildings

In 2006 the Church of England spent an estimated £109.2 million on listed buildings. This was funded by approximately £60 million from congregations and grants of £40 million.

### Private sector funding

The private sector is an important source of funding in the historic environment sector. For example, the Institute for Archaeologists estimated that developers invested

approximately £135 million in funding archaeological investigations through the planning system in 2007/08.

## EMPLOYMENT AND SKILLS IN THE HERITAGE SECTOR

**With many aspects of Heritage Protection Reform currently being implemented, the sector need to monitor employment levels, and perhaps more importantly the skills mix in the sector. The successful implementation of the reforms will rely on the right number of people with the right skills.**

### NUMBER EMPLOYED DIRECTLY IN HERITAGE, MUSEUMS AND CONSERVATION

The number employed directly in heritage, museums and conservation has remained unchanged between 2006 and 2007, at 35,000. The figures that are available from previous years do not allow comparisons.

### HISTORIC ENVIRONMENT EMPLOYMENT IN LOCAL AUTHORITIES

In 2009, English Heritage in partnership with the IHBC and ALGAO undertook a project to assess the level of historic environment resources in local government. It found that in total just over 1,200 people were working

in conservation and archaeology services in local authorities, higher than in 2003 when there was just over a 1,000. However there was a small decrease in employment numbers between 2006 and 2008. In this time, the number of trained conservation staff in local authorities fell by 7%. On average local authorities employ three full time equivalents (FTE) for historic environment roles.

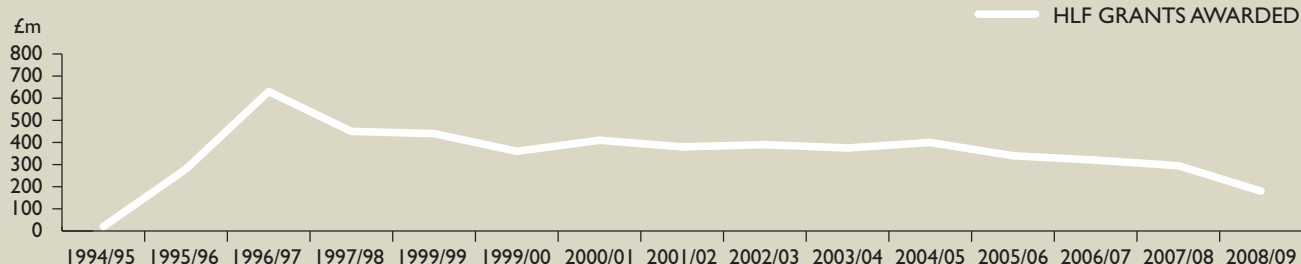
### APPRENTICE/TRAINEE NUMBERS IN HERITAGE-RELATED CRAFT SKILLS

In 2008/09 there were 12,125 first year apprentices and trainees (4,870 apprentices and 7,225 trainees). These figures represent a 19% fall on the previous year and a 40% fall on 2005/06. The fall may, in part, be due to the popularity of Construction Awards which are delivered solely within a training centre and are not included in these figures. In 2007/08, 55% of first-year trainees in construction craft training were studying for construction awards.

### THE ROLE OF LOCAL AUTHORITIES

In 2009, 295 local authorities (76% of all local authorities) had Heritage Champions. This is a 42% increase of on the number (208) with Champions in 2006.

HLF GRANTS AWARDED (UK) 1994/95 TO 2007/08 (£M, 2007/08 PRICES)





# USING AND BENEFITING

## PARTICIPATION IN THE HISTORIC ENVIRONMENT

For the spending period 2005/08, the Public Service Agreement between DCMS and the Treasury was to increase participation in culture and sport among priority groups by three percentage points. In this time, participation rates among all adults, black and ethnic minorities and people from lower socio-economic groups significantly increased, with the participation rate for people from black and ethnic minorities meeting the the PSA target. **Figure 2**▼

For the 2008/11 spending round, the PSA target for DCMS changed to increasing the number of all adults who participate in two or more cultural activities by a statistically significant amount. In August 2009, the baseline for this measurement was published. *Taking Part* found that 65.9% of all adults participated in at least two cultural or sporting activities, of which participation in the historic environment counts as one cultural activity. 56.9% of all adults visited at least two historic environment sites in the last 12 months (this is a new definition of participation, previously the *Taking Part* definition of participation in the historic environment was visiting a historic site at least once in the last 12 months). *Heritage Counts* will be reporting on this measurement in future editions.

### HERITAGE OPEN DAYS

In 2008 there were 3,717 events and activities during Heritage Open Days. This is a 6% increase on the previous year and a 71% increase on the number in 2002. The number of events and activities has increased fairly steadily over the period. A survey of Heritage Open Days participants in 2008 found that:

- 79% felt that they had learnt something new about the culture, history or heritage of this country;
- 84% thought that it had made them feel more part of the local community;
- 88% considered that they had been made more aware of their shared heritage;
- 94% found that it made them appreciate their local area more.

## MEMBERSHIP OF HISTORIC ENVIRONMENT ORGANISATIONS

### NATIONAL TRUST MEMBERSHIP

In 2008/09 the National Trust had 3,599,000 members. This is a 1% increase on the previous year and a 27% increase on its membership in 2001/02. National Trust membership has been increasing year on year over this period.

### ENGLISH HERITAGE MEMBERSHIP

English Heritage had 687,000 members in 2008/09. This is a 3% increase on the previous year and a 54% increase on membership numbers since 2001/02. English Heritage membership has been increasing year on year over this period.

### THE HISTORIC HOUSES ASSOCIATION (HHA) FRIENDS MEMBERSHIP

In 2008/09 the Historic Houses Association had a friends membership of 26,937.

## VOLUNTEERING IN THE HISTORIC ENVIRONMENT

It is estimated that every year around 427,000 adults regularly volunteer in the historic environment. This represents 1.1% of the adult population.

In 2008/09 there were 55,264 National Trust volunteers. This is a 6% increase on the previous year and a 45% increase on 2001/02. The number of National Trust volunteers has been following an upward trend over time.

## 2 ADULT PARTICIPATION AS MEASURED BY TAKING PART 2005-08

PARTICIPATION BY ALL ADULTS AND PRIORITY GROUPS

PERCENTAGE OF ADULTS THAT HAVE PARTICIPATED IN THE HISTORIC ENVIRONMENT

ENGLAND, YEAR	ALL ADULTS (16 PLUS)	BLACK AND ETHNIC MINORITIES	PEOPLE WITH LIMITING ILLNESS OR DISABILITIES	LOWER SOCIO-ECONOMIC GROUPS
2005/06	69.9 (+/ 0.8)	50.7 (+/2.4)	59.5 (+/1.5)	57.1 (+/1.2)
2007/08	71.1 (+/ 0.8)	57.3 (+/1.4)	60.9 (+/1.4)	59.4 (+/1.2)
SIGNIFICANT CHANGE IN PARTICIPATION BETWEEN 2005/06 AND 2007/08	YES	YES	NO	YES

1 Participation is defined as at least one attendance at a designated site during the past 12 months. 95% confidence intervals are in brackets, significant change is at 95% Source: *Taking Part* Survey, DCMS

## NUMBER OF VISITS TO HISTORIC ENVIRONMENT ATTRACTIONS

### TOTAL VISITOR NUMBERS TO HISTORIC SITES

In 2008 there were more than 44.3 million visits to historic environment sites. The actual figure is likely to be much higher as this only includes the data from the attractions which replied to the *Visit Britain Survey of Visitors to Visitor Attractions*. For those sites which replied for both 2007 and 2008, visitor figures were up 2%. Gross revenue for sites which replied to the survey was up 6%. The largest relative growth has been in visitors to historic parks and gardens. Over the longer term, visitor numbers are slightly up on 2002.

### NATIONAL TRUST VISITOR NUMBERS

In 2008/09 there were 13,288,461 National Trust visits in England. This is a very small decrease (1%) on the previous year and a 7% increase on 2006/07. The region that has seen fastest rate of growth in visitor numbers is the East Midlands, where numbers increased by 22% between 2006/07 and 2008/09. The slowest growth was in the South West, and London and the South East, where growth was 2% and 3% respectively over the same time period.

### ENGLISH HERITAGE VISITOR NUMBERS

In 2008 there were five million visitors to English Heritage attractions. This is a slight fall on the previous year where visitor numbers were 5.2 million.

### VISITS TO ENGLISH HERITAGE FREE SITES

It is estimated that there were 6.2 million visitors to English Heritage's free sites in 2007. It should be noted that there is significant uncertainty about this number (the 95% confidence interval is between 4.2 and 8.2 million a year).

### HISTORIC HOUSES ASSOCIATION VISITOR NUMBERS

In 2008 there were 12.2 million visitors to Historic Houses Association (HHA) properties.

## LEARNING AND THE HISTORIC ENVIRONMENT

### EDUCATION VISITS TO THE HISTORIC ENVIRONMENT

In 2008, there were at least 1.6 million educational visits to historic environment sites in England. The total figure is likely to be much higher as this only includes data from sites which replied to the *Visit Britain Survey of Visitors to Visitor Attractions*.

### ENGLISH HERITAGE EDUCATIONAL VISITS

In 2008/09 there were 406,000 free visits and 39,000 Discovery Visits at English Heritage site. The number of free visits is close to 2001/2 levels, and is a 2% increase on 2007/08, but is still lower than the peak in 2005/06 when education visits reached 445,000. The number of Discovery Visits was a 44% increase on the previous year, which was in turn a significant increase on their first year of operation (2006/07), when there had been 10,000 visits.

### THE ATTAINMENT OF QUALIFICATIONS RELEVANT TO HERITAGE

In 2008, 42,107 students sat A-level History and 199,400 sat GCSE History. The number of students sitting A-level history has increased by 19% between 2002 and 2008, although the percentage of all A level students this represents has remained relatively constant at around 5.5%. The proportion of GCSE students studying history was 31.6% in 2008, which is a very similar percentage to previous years.

### THE HISTORIC ENVIRONMENT AND HIGHER EDUCATION

The total number of students in historic environment related topics was 119,795

in 2007/08. Overall, this is a 15% increase on the number of students studying these topics since 2002/03. The percentage of all students accounted for by people studying in historic environment related subjects has also increased from 4.8% to 5.2%. However there has been a fall in student numbers in some subjects. In archaeology and landscape design there has been significant reductions in student numbers, with 21.7% and 14.9% fewer students respectively between 2002/03 and 2007/08. It should be noted that some students studying these topics will have been on more general courses which will not necessarily be picked up in these statistics.

### WELL-BEING AND QUALITY OF LIFE ATTITUDES TO THE HISTORIC ENVIRONMENT

In 2007/08 The proportion of adults in the *Taking Part* survey who agreed with the statement that "when trying to improve local places, it's worth saving their historic features" was 92.6%. There has been no significant change in responses to this question since it was first asked in 2005/06.

In 2007/08 the proportion of adults agreeing with the statement "I'm interested in the history of the place where I live" was 71.1%. There has been no significant change in responses to this question since it was first asked in 2005/06.

### HERITAGE AND REGENERATION

New research from the Heritage Lottery Fund shows that from 2005/06 to 2008/09, 80 HLF projects involving £605 million of expenditure (of which £340 million is directly from the HLF) have created 6,400 job – years of work in local and regional economies through direct, indirect and induced effects of project expenditure.

### THE NUMBER OF EMPTY HOMES

In 2008 there were 697,055 empty homes in England. This is a 4% increase on the number in the previous year, but a decrease of 1% on 2002.

# HERITAGE COUNTS 2009 INDICATORS

The baseline year is 2002, the first year that an equivalent report to *Heritage Counts (State of the Historic Environment 2002)* was produced. When the baseline was collected on another date this is clearly referenced. Unless otherwise specified the value is based on the situation in April 2009.

## A UNDERSTANDING THE ASSETS

INDICATOR	REFERENCE	MEASUREMENT	VALUE	CHANGE
<b>A1</b> DESIGNATED HERITAGE ASSETS	A1.1	NUMBER OF WORLD HERITAGE SITES (2009)	18	INCREASE OF 3 COMPARED TO 2002
	A1.2	NUMBER OF SCHEDULED MONUMENTS (2009)	19,713	INCREASE OF 336 COMPARED TO 2002
	A1.3	NUMBER OF LISTED BUILDINGS (2009)	373,892	INCREASE OF 3,160 COMPARED TO 2002
	A1.4	NUMBER OF REGISTERED PARKS AND GARDENS (2009)	1,600	INCREASE OF 109 SITES COMPARED TO 2002
<b>A2</b> HISTORIC AREAS AND OPEN SPACES	A2.1	NUMBER OF CONSERVATION AREAS (2005)	9,374	FIGURE IS CURRENTLY BEING UPDATED
	A2.2	AREA OF LAND IN ENGLAND WHICH IS A NATIONAL PARK OR AREA OF OUTSTANDING NATURAL BEAUTY (2009)	32,730 SQUARE KILOMETRES	INCREASE COMPARED WITH 2005 DUE TO DESIGNATION OF SOUTH DOWNS
	A2.3	EXTENT OF ANCIENT WOODLAND (2009)	3,540 SQUARE KILOMETRES	UNKNOWN PREVIOUS DATA CANNOT BE COMPARED WITH CURRENT ESTIMATE
<b>A3</b> ACQUIRING INFORMATION	A3.1	NUMBER OF ON-LINE HISTORIC ENVIRONMENT RECORDS (2009)	32	INCREASE OF 13 ON 2008
	A3.2	EXTENT OF HISTORIC LANDSCAPE CHARACTERISATION (2009)	81% OF ENGLAND LAND AREA	INCREASE FROM 36% OF ENGLAND'S LAND AREA IN 2002
	A3.3	EXTENT OF HISTORIC ENVIRONMENT RESEARCH	NO INDICATOR IDENTIFIED	UNKNOWN

## B CARING AND SHARING

INDICATOR	REFERENCE	MEASUREMENT	VALUE	CHANGE
<b>B1</b> HISTORIC ENVIRONMENT AT RISK	B1.1	PERCENTAGE OF GRADE I AND II* BUILDINGS AT RISK (2009)	3.1% OF GRADE I AND GRADE II* BUILDINGS AT RISK	DECREASE IN PERCENTAGE AT RISK FROM 3.8% IN 1999
	B1.2	LANDSCAPES AT RISK (2009)	6%	DECREASE FROM 7% IN 2008
	B1.3	MONUMENTS AT RISK (2009)	17.9%	DECREASE FROM 20.9% IN 2008
<b>B2</b> MANAGING POSITIVELY	B2.1	NUMBER OF PLANNING APPLICATIONS DECIDED 2008/09	489,000	DECREASE OF 16% ON 2002/03
	B2.2	NUMBER OF APPLICATIONS FOR LISTED BUILDING CONSENT DECIDED 2008/09	30,400	DECREASE OF 7% ON 2002/03
	B2.3	NUMBER OF SCHEDULED MONUMENT CONSENT DECISIONS 2008/09	870	NO SIGNIFICANT CHANGE ON 2002/03 BUT DOWN ON 2007/08
	B2.4	NUMBER OF PLANNING APPLICATIONS AFFECTING REGISTERED PARKS AND GARDENS 2008/09	802	NO SIGNIFICANT CHANGE COMPARED WITH 2003/04
	B2.5	NUMBER OF CONSERVATION AREA CONSENT APPLICATIONS DETERMINED 2008/09	3,500	INCREASE OF 17% ON 2002/03 BUT DOWN BY 3% ON 2007/08
	B2.6	NUMBER OF WORLD HERITAGE SITES WITH MANAGEMENT PLANS IN PLACE (2009)	18 OUT OF 18	INCREASE FROM 10 OUT OF 14 IN 2002

► Continues on next page

INDICATOR	REFERENCE	MEASUREMENT	VALUE	CHANGE
<b>B3</b> CAPACITY AND RESOURCES	B3.1	NUMBERS EMPLOYED IN HERITAGE, MUSEUMS AND CONSERVATION SERVICES (2007)	35,000	NO INCREASE ON 2006
	B3.2	AMOUNT OF PUBLIC FUNDING AVAILABLE (2008/09)	NO SINGLE INDICATOR IDENTIFIED	DECREASE IN REAL TERMS HLF FUNDING OF 58% AND ENGLISH HERITAGE GRANTS OF 36% ON 2002/03
<b>B4</b> DEVELOPING TRAINING AND SKILLS	B4.1	NUMBER OF NEW APPRENTICESHIPS/TRAINEEES IN HERITAGE CRAFT SKILLS (2008/09)	7,255	DECREASE OF 8,032 SINCE 2005/06
<b>B5</b> LOCAL AUTHORITY HISTORIC ENVIRONMENT CHAMPIONS	B5.1	NUMBER OF LOCAL AUTHORITY HERITAGE CHAMPIONS (2009)	295 REPRESENTING 76% OF ALL LOCAL AUTHORITIES	INCREASE FROM 54% OF ALL LOCAL AUTHORITIES IN JULY 2006

## C USING AND BENEFITING

INDICATOR	REFERENCE	MEASUREMENT	VALUE	CHANGE
<b>C1</b> EDUCATION AND LIFELONG LEARNING	C1.1	ATTENDANCE AT DESIGNATED HISTORIC ENVIRONMENT SITES BY PRIORITY GROUP, 2007/08	71.1% OF ALL ADULTS 57.3% BME 60.9% LIMITING DISABILITY 59.4% LOWER SOCIO-ECONOMIC GROUP	SIGNIFICANT INCREASE FOR ALL ADULTS, BLACK AND ETHNIC MINORITIES LOWER SOCIO-ECONOMIC GROUP ON 2005/06 FIGURES
	C1.2	NUMBER OF MEMBERS OF HISTORIC ENVIRONMENT ORGANISATIONS (2008/09)	NATIONAL TRUST 3.6M ENGLISH HERITAGE 687,000	INCREASE OF 27% IN NT AND 54% IN ENGLISH HERITAGE MEMBERS SINCE 2001/02
	C1.3	NUMBER OF HISTORIC ENVIRONMENT VOLUNTEERS (2005/07)	427,000	NO DATA ON OVERALL TRENDS
<b>C2</b> ECONOMIC BENEFITS	C2.1	PERCENTAGE CHANGE ON VISITS TO HISTORIC VISITOR ATTRACTIONS (2008)	+ 2%	NO SIGNIFICANT CHANGE ON 2007, SMALL INCREASE ON 2002
<b>C3</b> PARTICIPATION	C3.1	NUMBER OF GCSE/A LEVEL HISTORY CANDIDATES (SCHOOL YEAR ENDING 2008)	199,400 GCSE AND 42,107 A LEVEL CANDIDATES	INCREASE OF 3% (GCSE) AND 19% (A LEVEL) ON SCHOOL YEAR ENDING 2002
	C3.2	NUMBER OF HIGHER EDUCATION STUDENTS STUDYING COURSES RELATED TO THE HISTORIC ENVIRONMENT (ACADEMIC YEAR ENDING 2008)	119,795	INCREASE OF 15% ON ACADEMIC YEAR ENDING 2003
	C3.3	NUMBER OF SCHOOL VISITS TO HISTORIC SITES (2008)	1.6 MILLION	NO SIGNIFICANT CHANGE SINCE 2003
<b>C4</b> WELL-BEING AND QUALITY OF LIFE	C4.1	NUMBER OF PEOPLE AGREEING WITH THE STATEMENT 'WHEN TRYING TO IMPROVE LOCAL PLACES, IT'S WORTH SAVING THEIR HISTORIC FEATURES' (2007/08)	92.6%	NO STATISTICAL SIGNIFICANT CHANGE ON 2005/06
<b>C5</b> ENVIRONMENTAL SUSTAINABILITY	C5.1	NUMBER OF EMPTY HOMES (2008)	697,9055	DECREASE OF 1% ON 2002/03

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