

Conservation

bulletin

People Engaging with Places



The historic environment is also the place where people live. If local communities know about and value the history of their neighborhood they are much more likely to care about its future.

Avebury is not just a World Heritage Site, internationally famous for its Neolithic henge monument and stone circle. It is also the home of lively village community with its own deeply held values about the place in which they live and work. © English Heritage

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Editorial: *People and Places*

Connecting people to places is the mood of the times. So how do we make sure the historic environment is at the heart of the new localism?

The relationship of people to the places they live in is receiving renewed political attention. Terms such as ‘placemaking’, ‘localism’, ‘engagement’ and ‘citizenship’ are gaining increasing currency. How can our historic environment contribute to and benefit from this interest in connecting people better to their locality? What are the obstacles to such relationships, and what unwanted consequences must we avoid?

The idea is not new. Promoting public engagement in the management of local places has been a recurrent theme since at least 1970. It’s not a neglected issue either. There are any number of public and voluntary agencies that encourage people to engage with their locality for environmental, social, economic and cultural reasons. So why should the voices of heritage shout any louder, and why should people pay them special attention?

English Heritage’s first Principle of Conservation is ‘The historic environment is a shared resource’, but humanity has not generally proved particularly good at sharing things, unless there is mutual benefit. So if we are to guide people to greater interest in the things that we find fascinating we have to get better at explaining the close relationship between public (civic) and private (personal) interest.

The first step is to explain the relationship of what we have come to call ‘the historic environment’ with the environment as a whole. This may seem obvious, but every time there is a clamour to ‘save’ an important historic building or monument we risk reinforcing a perception of separateness from everywhere else. We (the heritage sector) have to get better, therefore, at articulating the relationship between heritage assets and their setting and context – social and cultural in particular.

The second is to show people that the historic features of their locality are not just curiosities from the past, but have a relevance to their own

sense of belonging, and to the value of the property they live in. Historic features also reinforce shared community identity and so provide the foundation for what politicians like to call sustainable communities.

The risk in broadening this appreciation is that people get so interested in the past that they want to see no change at all – something that conservation has been accused of in the past and what we might now call ‘heritage inertia’. If we encourage greater local involvement protecting historic places, how do we prevent people using this as a means of blocking change that might be in the wider public interest but not in theirs?

This issue of *Conservation Bulletin* is divided into three sections that are loosely thematic. The opening section explores the different reasons why, and ways in which, people engage with the history of their localities. The second section examines the psychology and anthropology of engagement – how it is that the history of a locality can contribute to an individual’s sense of belonging and community’s sense of connectedness. The final section features programmes and projects that support and stimulate people’s desire to engage with their local heritage, and the lessons they may offer for those who wish to encourage more.

The articles draw us to no firm conclusions, either as to what stimulates and motivates people’s interest in the historic environment or how such interest might be harnessed to sustain it. They offer insights into both, however, and suggest ways in which those involved in protecting and promoting the historic significance of places might encourage local people to engage, to their own and their wider community’s benefit.

Steven Bee
Director of Planning and Development, English Heritage

Conservation Bulletin is published three times a year by English Heritage and circulated free of charge to more than 15,000 conservation specialists, opinion formers and decision-makers. Its purpose is to communicate new ideas and advice to everyone concerned with the understanding, management and public enjoyment of England’s rich and diverse historic environment.

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Places Matter to People

Understanding is the first step to caring for places – but before that we need to persuade people that they are worth understanding.

As you have got this far into *Conservation Bulletin*, you're unlikely to need persuading that the historic significance of places is important. But people value places for other reasons as well, and some may not value them very much at all, either because they have other things to focus on, or because they find little to value in their local environment.

While understanding is the first step to valuing and caring for places – the essence of conservation – we first have to persuade people that the history of places is worth understanding. With other interests clamouring for the public's, and politicians', attention, how do we make the case for history?

In the piece that follows I set out the value of the historic environment, and the role of English Heritage in promoting it, in the wider political and social context. This offers some prompts that may inform greater, and better-focused public engagement.

Phil Redmond, responsible for Liverpool's acclaimed European City of Culture programme and the driving force behind the government's proposal for a UK City of Culture programme, considers the historic environment in its wider cultural context, and flags some of the opportunities for popularising aspects of our history that may capture the public imagination.

Nicole Crockett records the diversity of means available at the Buildings Exploratory to stimulate people's interest in their built environment. She illustrates how this helps people to understand why places are important, and demonstrates the utility of this helping people to articulate informed opinion of the planning process. Sarah Simmonds and Greg Terrill set such understanding in the context of 'outstanding universal value' from opposite sides of the globe.

The case studies offer diverse examples of projects that have successfully engaged public interest and secured a wider understanding of the history of places. They demonstrate that such understanding can both reinforce people's appreciation of their local environment and help communities to resolve the challenges they face today. By demonstrating such relevance we can help people not only to understand the historic significance of places, but also to value what they contribute to their individual and communal quality of life. ■

Local engagement in a global context

Steven Bee

Director of Planning and Development, English Heritage

The task of saving the planet from the impact of man's excesses is likely to claim priority over almost any other environmental policy for the foreseeable future, and those advocating engagement with the myriad local causes of global warming will continue to have the loudest voice. That's not wrong, but how can we ensure, assuming such engagement is ultimately successful, that we emerge from this threat with a global environment that is not only species-rich, but that also retains the diversity of human environments that reflects our different paths to the present – that irreplaceable legacy of human activity and aspiration that has created the countless individually distinctive places that we enjoy today?

It is relatively easy to focus political attention on global threats, on territorial security, economic stability, the health and education of the population or tackling the consequences of unequal access to resources. Much more of a challenge is to draw that attention towards sustaining the historically significant elements of our environment, except when there is a high-profile crisis or local *cause célèbre*. Looking after our historic environment is often considered a desirable, rather than an essential, aspect of public life. Popular interest in historic places tends to focus on the more spectacular end of the spectrum – the castles, cathedrals and great houses that attract visitors and tourists in their millions. The fact that these heritage honeypots tend to reflect a history of privilege, domination and wealth can result in a popular view that they can, or should, look after themselves.

Those of us involved in managing or protecting historic places today tend to emphasise the breadth of our historic perspective, and the diversity of the historic environment – incorporating the familiar and ordinary as well as the remote and extraordinary. But by defining our heritage as *the historic environment*, we risk undermining our attempts to broaden awareness and engagement by making it seem somehow separate from everything else. There can be few patches of England untouched by humankind in some way, and just as the natural

PEOPLE ENGAGING WITH PLACES



Reaching out to a younger generation: children using a giant jigsaw to learn about their urban environment at the Building Exploratory in east London. © The Building Exploratory

environment is universal, so too is the evidence of our journey to the present. This has not always been picturesque and benign, but it has always involved and affected ordinary people, often profoundly. If we, as 'ordinary people', have a better understanding of how the 'ordinary' places in which we live came to be the way they are, and how this was influenced by our 'ordinary' forebears, we may feel a greater attachment to the place, and as a result a greater desire to see it protected, or changed in a way that sustains the imprint of the people and events that shaped it.

There is plenty of evidence that people, and their elected representatives, are willing to engage with changes to their locality when they directly affect them or their property. The political emphasis at present is on stimulating greater public awareness of the link between self-interest and global warming. A broader understanding of local history should stimulate a broader appreciation of what might be important and what might be lost through inadequately considered proposals for new development. A stronger recognition of our individual share of the general public interest, and the influence this can have on our own quality of life and that of our families, friends and neighbours, will surely help raise the political profile of such concerns, and their interconnectedness with the other local and global issues of our time.

So English Heritage plans, in future, to direct more of its resources to promoting this shared public interest in the way the historic elements of our environment contribute to a sustainable environment. As a national organisation, there is a limit to the extent that we can engage ourselves, but of course that is not the point. Instead we want to stimulate greater and better-focused local interest and activity.



Engaging people with the future of places: working with the local community should be an opportunity, not an impediment. © Urban Splash

Our education programme is focused on the historic properties that English Heritage opens to the public. We want to increase our engagement with local schools and colleges to make it easier for the history of these places to be incorporated in school curricula and lifelong learning programmes. A greater understanding of the relevance of local history to the national and international history learned by children will help instil an appreciation both of the interconnectedness of places and events, and of why their place is the way it is. Such understanding is the basis upon which we as citizens value our local history.

If local communities understand and recognise the value of their history, they will expect this to be reflected in the plans and policies put forward by their local authority to sustain that value. Local debate about why it should be valued and how valuable it is will help shape those policies, and help to determine how the new things that communities want or need can be incorporated. English Heritage is keen to prevent such debate ossifying into *new v old*. Our heritage values (see *Conservation Bulletin* 59) offer a more consistent and systematic basis for establishing how our historic places can be adapted to meet new needs and so capture the resources necessary to sustain the history they represent. In future, we will offer examples of how heritage values can be used to help communities to agree on what is valuable and how valuable it is.

Stronger communal agreement on the value of historic places will, we hope, lead to greater care being taken of them. While 80 per cent of England's historic places are privately owned, they are usually still to some extent part of the public realm, and so form a part of our shared heritage. Taking care of our property is self-evidently a good thing, and a stronger awareness of our shared

Re-connecting with a more distant past: the story of Stephen and Matilda is re-enacted in the shadow of Oxford Castle.

Photo courtesy of Oxford Preservation Trust



responsibility for looking after our shared heritage should reinforce local community identity. Each year our *Heritage at Risk* campaign focuses public attention on the places we are in danger of losing, the reasons why this happens, and the steps we can take to prevent such loss. English Heritage uses the Heritage at Risk Register to direct its grant aid towards the places that are at greatest risk of the greatest loss. We also use the programme to draw attention, each year, to the risks that relate to a particular type of historic place. In 2009 this was conservation areas; in 2010 it will be places of worship. The enormous publicity that our campaigns receive, locally and nationally, is an important indicator of the relevance of the message.

If the places we value are cared for, and invested in, then their future is secure. This not only means that the heritage we inherited is passed on to the next generation, but we also have the opportunity

to use and enjoy it today. Just as historic places represent the changing needs of communities over generations, they must be allowed to reflect our needs too. Heritage Open Days is one of England's largest and most popular free events, and each year encourages more than 4,000 historic-property owners, public and private, to welcome visitors and show them how historic places are used today. English Heritage will continue to support local groups in their efforts to open more local places with the support of ever-larger numbers of volunteers, so that as many people as possible can, at least once year, get a direct experience of the local heritage in which they have a stake.

To some local groups and individuals, English Heritage may seem a little remote, but among those with whom we have established a direct relationship we are generally welcomed as a thoughtful and helpful friend. We want to broaden such relationships, and plan to increase the ability of our expert staff to engage more with existing local groups, and encourage new ones, to stimulate greater interest in local history. Above all, we want to encourage a positive approach among local people to the way their local history influences future plans and development. We call this *Constructive Conservation*, and it informs not only the expert advice we offer but the 'body language' with which it is offered. The expertise of English Heritage staff is held and developed for the benefit of England's communities, to help them care for their historic places. That is the justification for the public resources that support us, and we are committed to ensuring that our expertise is available where it is most needed. ■

Heritage Open Days is one of England's largest and most popular free events in the heritage calendar. These participants survey the tower of St Mary's church in the Marketplace, Stockport.

Pauline Neild © Stockport Council



Liverpool: enticing people to engage

Phil Redmond CBE

Chair, National Museums Liverpool

Conservation. Is it just about appreciation and access? Or is it about preserving the past so it can inform our present and help shape our future? No matter which way the debate moves, it is always easier if the public are engaged, informed and, the best of all, supportive. That is certainly the philosophy of National Museums Liverpool (NML), of which I have the privilege to be Chair. And it is a policy that saw, under director David Fleming, our audiences diversify and attendances rise from 700,000 in 2000 to 2.7 million in 2008.

It is also the philosophy that underpinned Liverpool's time as the host city for what many now regard as the most successful European Capital of Culture, ever. Our success in 2008 later became the inspiration for the current UK City of Culture competition, a prize worth having, bringing with it something Liverpool did not then have – guaranteed media coverage. All of the bidding cities put heritage at the centre of their bids. And so they should.

When I took up the challenge of reinvigorating Liverpool's faltering bid – what I then dubbed 'The Great Scouse Wedding' – the TV writer and producer within me could see an easy win that would build on the city's already strong conservationist leanings. From the international collections in NML's nine venues to the city's rich architectural landscape, it was all there for the taking.

And what a line up it is – the World Heritage waterfront; Liverpool's two cathedrals alongside its great art-deco banking halls standing as temples to mammon; its cultural quarter set around St George's Hall and William Brown Street; Speke Hall and the palm house in Sefton Park. There is even the original Mersey Tunnel (one of two) with its brilliant and undervalued above-ground art-deco installations designed by Herbert J Rowse, who was also responsible for other great Liverpool landmark buildings like India Buildings and the Royal Philharmonic Hall.

All that is without mentioning the Grade I-listed docks, heritage pubs and churches, but I think you may get the point. The trick was going to be how to use that backdrop to its best effect. There was also a greater challenge, and one perhaps not too uncommon in the conservation world in general – familiarity. Throughout the long years of political and industrial strife the media and public had grown up so immersed in this rich architectural

backdrop that they had, quite simply, taken it for granted.

How, then, to make people take a fresh look at those familiar surroundings? The answer: to treat the whole city as one artistic venue. Entice people to attend one event and let them experience another on the way to or from it.

St George's Plateau hosted the People's Opening, which on a Friday night saw Ringo Starr on the roof of what Prince Charles once described as the finest neo-classical building in the world, with 55,000 people below him in a traffic-free Lime Street. It was a symbolic venue. Where better to start than at Harvey Elme's 19th-century sandstone and cobbled cultural palace and then, on the Saturday night, switch the spotlight to Liverpool: The Musical? Chronicling the city's birth and cultural development this event also opened a new cultural palace – the award winning eco-glass and steel of the new Arena and Conference Centre on the banks of the Mersey.

Later in the year a 40-ton spider clanked its way round the city, pulling 400,000 people into its web – a wonderful successor to the Tall Ships River Festival in summer, which itself followed on from the Cultural Easter Egg Hunt. All brought crowds to walk the city, to sit and to chat for hours at a time – time during which, as one young mother told me, they occupied their charges by showing them the city's architectural and cultural treasures.

At the end of the year the final Transition Event was held in an equally iconic location, the waterfront itself. Another 50,000 people braved sub-zero temperatures to symbolically bring the year to an end by returning to the very spot where their forefathers had come to the river's edge and gazed out at and then traded with the world.

It was a celebration not just about what had been achieved in the past – itself commemorated by the so-called 'Three Graces' of the Liver, Cunard and Port of Liverpool Buildings – but the optimism for the future symbolised by the new Museum of Liverpool and a first look at the recently completed canal that now joins the north and south dock systems.

At other points in the year theatrical performances like Dream, Think, Speak allowed more than 26,000 people to explore George Gilbert Scott's Anglican Cathedral, while Sir Frederick Gibberd's Metropolitan Cathedral hosted the world première of Tavener's Requiem and the definitive Le Corbusier Exhibition, the latter in the crypt originally designed by Lutyens – something of a post-modernist conservation irony in its own right?



The People's Opening: the launch of Liverpool's year as European Capital of Culture in front of St George's Hall.

Photo: Nic Gaunt, supplied by the Northwest Regional Development Agency

Elsewhere community and education projects encouraged everyone to get involved and to reflect, enjoy and rediscover their city. One of the best of these brought young people from 17 cities to Liverpool for the culmination of the Heritage Lottery Fund's Portrait of a Nation project. For a whole week young people from across the UK exchanged ideas and views in the magnificent surroundings of St George's Hall.

This leads on to the common thread in all this – fresh life breathed in and around our heritage and conservation areas. And this only happened because of the absolute determination of all the city's arts, culture and public organisations to pool resources, know-how and enthusiasm, and thus add value to every event. Easy to say, difficult to do.

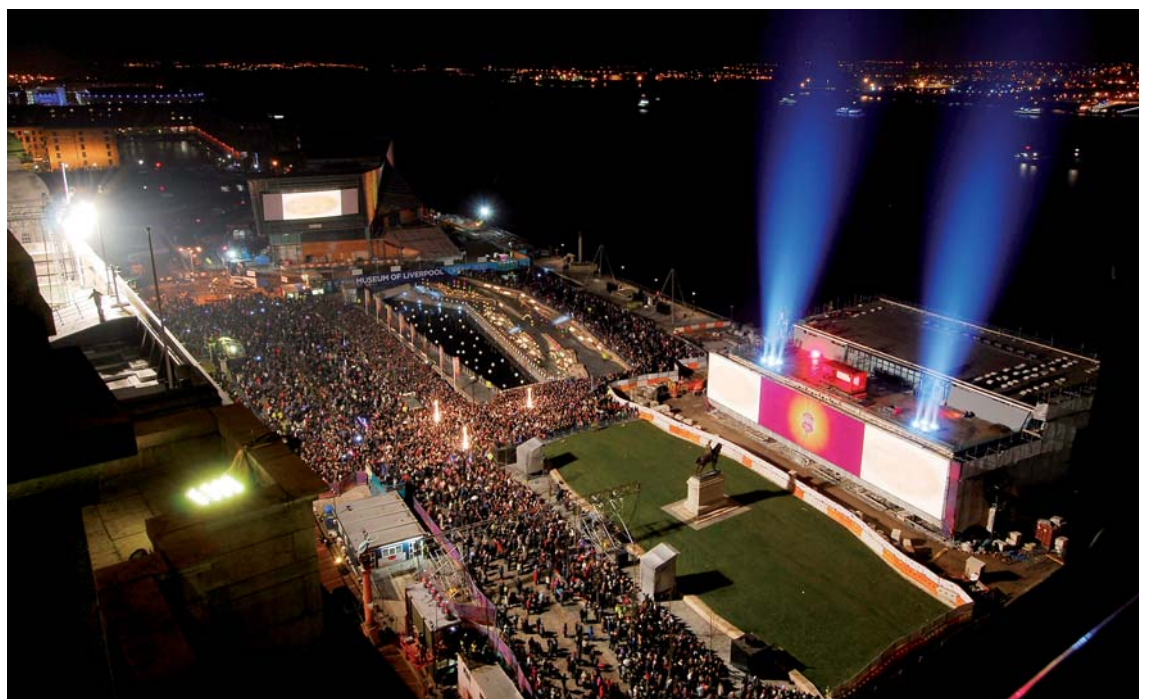
No doubt many will claim to work in creative partnerships, but we managed to get beyond the rhetoric by establishing a trusted third party: the critical friend and honest broker who sits outside the inevitable tensions created by differing agendas.

As we look to an uncertain future, in which the

only certainty is that resources will come under ever-greater pressure, the need for collective working will become more attractive. Liverpool 2008 achieved this through the stand-alone Culture Company. Moving forward, I am chairing a small group called the Cultural Collective with the sole aim of keeping people from all aspects of the city's life round the table, all engaged in the same level of cultural conversations we had leading up to and through 2008.

Those conversations are equally about who can open up their venues, spaces and places and display their treasures to the public. How do we continue to do that in innovative and intriguing ways?

The examples given here will hopefully have illustrated this concept. But it distils down even further. A vibrant city needs its citizens to feel engaged not just in its present, but in understanding how its past informs that present and helps shape its future. Throughout 2008, Liverpool rediscovered how to do just that. It will now continue to do so. And if we don't, then what is the point? ■



Looking back, looking forward: the closing Transition Event was held in an equally iconic location, Liverpool's historic waterfront.

Photo: supplied by the Northwest Regional Development Agency

The Building Exploratory

Nicole Crockett

Chief Executive, The Building Exploratory

To be fully engaged and active citizens, we need to be well informed, motivated and included. The Building Exploratory is an independent centre in Hackney, East London that has for the past 10 years been encouraging local people to celebrate their built environment and developed numerous innovative ways to engage them with it (www.buildingexploratory.org.uk)

Programmes for young people, families and lifelong learners aim to enhance people's quality of life by helping them to increase their knowledge and understanding of the buildings and spaces that surround them. The organisation's service for schools has been widely acknowledged, its work with older people applauded and its innovative projects covering subjects as diverse as places of worship, sport, and place and local historic environments have been celebrated nationally.

The Exploratory's particular expertise lies in communicating with and inspiring learning among young people and under-represented groups and connecting them with the rapidly changing inner-city environment. It is funded by the Arts Council England, English Heritage, CABE and through its programme and project activities.

From its inception, the organisation put users at the centre of their learning experience and identified them as experts within their neighbourhood. This unique, interactive learning approach continues in the Building Exploratory's hands-on exhibition. Here, large-scale models, 3-D maps, giant jigsaws and lightboxes sit alongside interactive digital resources that make use of the internet and geographic information systems. The aim of the exhibition is to promote people as experts, listening to and empowering their opinions and encouraging them to be active participants in their learning experiences.

Outside the exhibition, the benefit of physically experiencing buildings and spaces is strongly espoused. Visits provide unique opportunities for audiences to get up close to the fabric of buildings that they would often not have access to, and to consider their design and heritage. The visits also stress the importance of finding new uses for old buildings and of retaining quality heritage buildings amidst the encroaching tendencies of the modern city. The impact on participants is clear:

I feel amazed exploring this building and being on top of it.

I learnt that a Victorian power station could be turned into a useful restaurant and a bar.

I learnt that old places have great stories about the old times and we should look after them.

Year 4 pupils, aged 8 years, Gainsborough Primary School

The Building Exploratory seeks to work with groups of people who may lack a sense of belonging or are excluded from learning. It has established a particular expertise around engaging older people. The Senior Bees (Senior Building Exploratory Explorers) meet regularly to take part in talks, building visits, guided street tours and artist-led workshops; the value of the work to participants is clear in this statement from Pat, who has been a member of the Senior Bees for two years:

I saw a newspaper article about local buildings that have won RIBA awards – and I realised that I know all those buildings – we've been to the RIBA... Coming here gives me more ideas... Everywhere I go I look at buildings!

As the knowledge and the confidence of the Senior Bees have increased they have been sought out to consult on the relevance of local and regional development proposals, adding a unique voice to plans for inner-city development:

I want to say thank you to the Senior Bees for their participation in the Masterplan Consultation workshops We got some fantastic feedback from the group. I talked to staff afterwards and they said this was their favourite session so far due to the relaxed environment and the Bees' willingness to participate What I found particularly good was the quality of feedback provided, all well-considered thoughts and an awareness of current and future issues within the town centres.

Becky Taylor, Hackney Planning

Religion and Place in Tower Hamlets saw the Building Exploratory working with artists and students from five secondary schools to develop new ways of looking at religious buildings. Using a mixture of building visits and artist-led sessions the project resulted in the creation of 10 'faith chests' – artworks that expressed the unique qualities of 10 very diverse faith buildings. A public exhibition of the faith chests in Whitechapel attracted more than 30,000 visitors in March 2008.

The project examined how faith groups alter and adapt buildings to suit the way that they worship. It also highlighted the way in which the arts can help people to respond both intellectually and emotionally to a subject that is both timely and controversial. The project's learning outcomes centred around three themes: the diversity of buildings and people, the heritage of Tower Hamlets and the ongoing presence of change. Religion and Place in Tower Hamlets was indeed such a success that DCLG's Interfaith Framework chose it as a best-practice case study of how to engage multi-faith communities. As Moira Sinclair, Arts Council England, London said:

This innovative project breaks down boundaries to provide a creative space for inter-faith dialogue. In bringing these young people together and asking them to respond to their experiences collectively, it encourages respect and understanding amongst the participants, and also within the wider community.

The legacy of the project is that the faith chests are still in demand for display throughout East London and that English Heritage and the Churches Conservation Trust have recently launched a partnership that intends to look at the condition and significance of listed places of worship in Tower Hamlets and Hackney (www.religionandplace.org.uk).



Religion and Place in Tower Hamlets: students from local secondary schools created 'faith chests' – artworks that expressed the unique qualities of 10 very diverse faith buildings. ©The Building Exploratory

As we go to press, the Building Exploratory is at a transitional stage and operating from temporary premises. While searching for a permanent home for the organisation and the exhibition, we will continue to deliver our outreach programme and have plans to expand its work across East London. In particular, the enhanced Building Exploratory will focus on the impact of the regeneration of the city as a result of major initiatives such as the 2012 Olympics, and offer exciting opportunities for audiences to engage with this and other local and regional regeneration plans. ■



The Hackney Senior Bees: since taking part in building visits and guided street tours this group of older residents has become an informed and respected contributor to local planning debates.

©The Building Exploratory

The Avebury Residents' Pack

Sarah Eve Simmonds

Avebury World Heritage Site Officer, Wiltshire Council

The Avebury World Heritage Site Residents' Pack was launched as part of the Avebury Day celebrations on a beautiful summer's afternoon in July 2008. Lord Avebury, *Time Team's* Phil Harding and Jenny Baldrey, the Chair of the Parish Council, were among those who spoke at the event. The launch marked the culmination of a two-year project aimed at increasing wider stakeholder, and particularly local community engagement, with the Avebury World Heritage Site.

Avebury constitutes one half of the Stonehenge and Avebury World Heritage Site, of 'outstanding universal value' (OUV) for the creative genius embodied by its Neolithic and Bronze Age monuments and landscapes. The presence of a long-established village community at the heart of the Avebury World Heritage Site, partly within the vast stone circle, makes community engagement central to the sustainable management of this half of the Site's OUV. Many of the challenges related to engagement at Avebury are probably common to most communities and their heritage assets. Others, however, are unique to

World Heritage Sites or at least heightened by the addition of their global status.

Global versus local

All World Heritage Sites share the challenge of accommodating a wide spectrum of stakeholders. The importance of local participation is increasingly recognised by UNESCO at the global level. The most recent update of the *Operational Guidelines for the Implementation of the World Heritage Convention* recognises the centrality of the local: both the community and its values (UNESCO 2008). This is not always easy to translate into practice. Grand and perhaps debatable philosophical concepts such as 'outstanding universal value' may seem to have little relevance in a local context. A global emphasis on stewardship of the heritage for all of mankind can appear to diminish local values and discourage the engagement of many.

When Stonehenge and Avebury were inscribed on the World Heritage Site List in 1986 there was minimal local stakeholder or community involvement in the nomination process. It is now more usual for aspiring sites to mount a campaign similar to that taking place in Lake District to encourage local stakeholders to back the bid. Such campaigns normally highlight the socio-economic benefits of



An aerial photograph of the residents of Avebury World Heritage Site in the henge on day one of the project. (see front cover)

© English Heritage

inscription, giving them a head start in engagement and a sense of ownership and responsibility for the World Heritage Site.

Professional versus personal

Another potential barrier is the weight of professional expertise and academic excellence associated with a World Heritage Site. Although this can result in exemplary practice in many areas, it has the potential to leave local stakeholders feeling disempowered or irrelevant to the stewardship of the site. There is thus a risk of losing the wealth of skills, knowledge and perspectives offered through local engagement.

Communication regarding the values of the site is frequently couched in specialist academic or managerial language and disseminated through professional journals or management documents with a limited popular circulation. Although the World Heritage Site Management plans required by UNESCO involve participatory planning and consultation, they are unlikely to be read or owned by the local community.

Formal versus informal

UNESCO recommends participation by the local community in formal management committees (2008). Although this kind of participation is important, it can create its own barriers if there are no parallel, less-formalised opportunities for engagement to counterbalance the perception of lost local agency and ownership. Bringing issues that were previously better dealt with through local or informal processes direct to the World Heritage

Site Committee can quickly result in frustration and a sense of disempowerment.

In general, representation on formal committees has always tended to exclude marginalised voices. Today's rural communities are no longer socially homogenous, with one voice that can be expressed by the parish council alone. This is particularly true in Avebury, where there are significant numbers of people with alternative lifestyles who are attracted to the area for its spiritual significance.

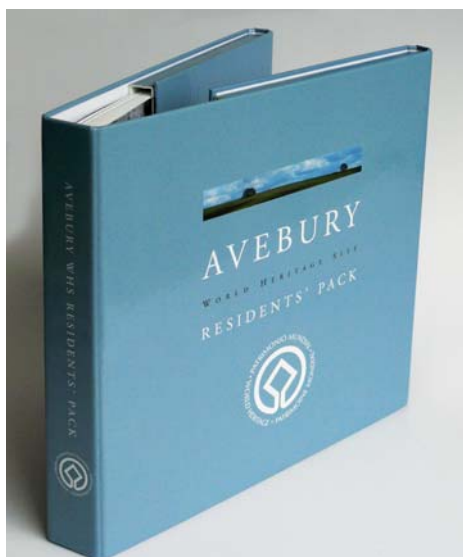
Overcoming the barriers

The World Heritage Site Residents' Pack project sought to overcome the barriers to engagement by returning the site and its multi-faceted significance to the local community. The pack contains a book, *Values and Voices*, as well as information leaflets from the main organisations involved in the management of the World Heritage Site.

Values and Voices includes short accessible pieces on Avebury's many different kinds of significance, from its official OUV to its very personal value to those born and brought up in the parish. Groups and individuals not usually represented on formal management committees, such as pagans and shop owners, also contributed pieces on their particular relationship to the site. The voices are heard side-by-side and equal weight is given to each: academics write alongside professionals and local residents. Altogether, the book expands the formally tabulated global values of the management plan with the kaleidoscopic richness of the local.

From its outset the local community had been at the centre of the project. At its launch in 2006 residents were invited to feature in an aerial photograph of the stone circle that now appears on the cover of *Voices and Values*. They were also asked, via the local press and by word of mouth, to make suggestions about what they wanted to see in the pack. By the time the project was finished an extremely wide spectrum of the local community had been involved in either writing for the pack, illustrating it, preparing the launch or delivering the pack to their neighbours. As a result, existing formal and informal social networks around schools, sports and social clubs and interest groups became engaged with the World Heritage Site as never before.

During the production of the pack bodies such as the county council, Natural England and English Heritage were also encouraged to reflect on their role in the stewardship of the World Heritage Site. Bringing such a wide range of organisations together on one project has since strengthened



The front cover of the Residents' Pack containing the book *Values and Voices* and leaflets for each of the major organisations working in Avebury.



partnership working across the site in a very welcome way.

A final key to success was the way in which the pack was allowed to evolve organically, growing in richness as interest and involvement in the project developed. A more rigid approach to project management would have resulted in a diminished pack and diminished opportunities for engagement.

Maintaining engagement

The Residents' Pack project was a first step in what should be an ongoing process of engagement. Co-ordinating that follow-up is extremely time consuming and ideally a dedicated member of staff should be available to help initiate and manage engagement projects in partnership with the local community. Securing funding for such a post may be a challenge in the present climate, but every opportunity should be sought to ensure that engagement initiatives, in addition to formal participation, are supported – a commitment that should be built into all future World Heritage Site management plans.

The Residents' Pack met with great enthusiasm locally and since its publication another community owned project has taken off in Avebury. Although not directly related to the pack, the powerful sense of place and community reinforced within its pages were some of the key driving forces behind the response to the closure of the village post office and the village shop. Commitment, hard work and passion have secured Avebury its new Community Shop which caters for local residents, those drawn to the site for its global significance and everyone in between. ■

Funding for the production of the pack was provided by the North Wessex Downs AONB, English Heritage, the National Trust, Wiltshire

Council, CBA Wessex, The Avebury Society and The Henge Shop, Avebury.

For further information about the project please contact sarah.simmonds@wiltshire.gov.uk

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Celebrating the launch of the Resident's Pack on Avebury Day in July 2008.

© Sarah Simmonds

An Australian perspective: community engagement in World Heritage

Greg Terrill

Assistant Secretary, International Heritage and Policy Branch, the Department of the Environment, Water, Heritage and the Arts. Dr Terrill leads the Australian team on the UNESCO World Heritage Committee

Australia ratified the UNESCO World Heritage Convention in 1974. By 1981, we had listed the first three of our seventeen World Heritage properties. Only in 2004 did we establish a high-level National Heritage List, now with 87 places. Both are a source of national pride and inspiration, representing some of the most iconic elements of Australia's historic, natural and Indigenous environments. From Kakadu National Park in the north, to the echoes of the last ice age in the Tasmanian Wilderness, our care for these ecosystems is a welcomed obligation to the world community. Australia is equally responsible for universally outstanding historic monuments, the Royal Exhibition Building and Carlton Gardens in Melbourne and the Sydney Opera House.

Safekeeping these properties for the global and national community is an honour and commitment we take seriously. Indeed, the undertaking is founded upon the engagement of the Australian community. For decades the World Heritage Convention has not only directed our thoughts to future generations (Article 4), but also to the present need to give World Heritage properties a function in the life of the community (Article 5). In Australia the practice of community engagement with World Heritage has had no single solution and has constantly evolved. This article explores some ways in which the community's role in the management of Australia's heritage is recognised, facilitated, encouraged, promoted and informed by the Australian government. Three salient areas of activity are governance, place management and communication.

Several structures enable heritage specialists, community organisations and state policy-makers to engage with World Heritage. The governance framework for our World Heritage properties is mainly in the Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act). It provides for World Heritage management generally and for Commonwealth reserves, a number of which, like Kakadu and the Great Barrier Reef, are World Heritage properties. Since 2004, our World Heritage properties have been drawn from the National Heritage List and, for national heritage, the specialist heritage community has formal input through the Australian Heritage Council. This is the federal government's independent expert heritage advisory body. State and Territory jurisdictions too have expert advisory heritage councils, and complementary laws.

The new Australian World Heritage Advisory Committee (AWHAC) includes the chairs from the scientific and community advisory groups linked to individual Australian World Heritage properties. It also has two representatives from an Australian World Heritage Indigenous Network. AWHAC provides networking opportunities, and is able to raise issues of common concern directly with a council of federal, state and territory environment ministers. The federal minister also has an advisory Heritage Working Group, whose members have knowledge and experience in heritage, tourism and economics. State governments engage with the community constantly, and significant co-ordination between government

levels is assisted by annual meetings of the chairs of federal and state heritage councils, and the lead government officials.

A federal-state government agreement (1992), an intergovernmental agreement for Australia's World Heritage (2009) and the EPBC Act, require a consultative approach by the national and state/territory governments to identify places for Australia's World Heritage Tentative List or for nomination to the World Heritage List. A current process to develop Australia's World Heritage Tentative List for the next 10 years is based on proposals put forward by states and territory governments, and also requires a sturdy foundation of community consultation. Community meetings are a standard process in preparing nominations to the World Heritage Committee, as the government seeks the agreement of property owners and occupiers before finalising a submission. This complements the public nomination and commenting rights that communities and interested groups have at different stages of the initial National Heritage listing process.

The second area for national attention is effective management planning systems for world heritage. This involves considerable community input – for example, development of the new Great Barrier Reef Zoning Plan involved some 31,000 submissions in two separate phases of consultation. Management plans must be prepared by the national government for places it owns and the government must use its best endeavours to ensure there are plans for other places. Public



A rock-art field workshop held at Kakadu National Park in 2009.
© Department of Environment, Water, Heritage and the Arts

PEOPLE ENGAGING WITH PLACES

comments must be obtained and considered in developing plans for Commonwealth reserves and the interests of the traditional owners and other Indigenous persons must be taken into account. Our World Heritage Management Principles also require management plans to provide for adequate consultation with the public, and people with special interests, about decisions that significantly affect a property.

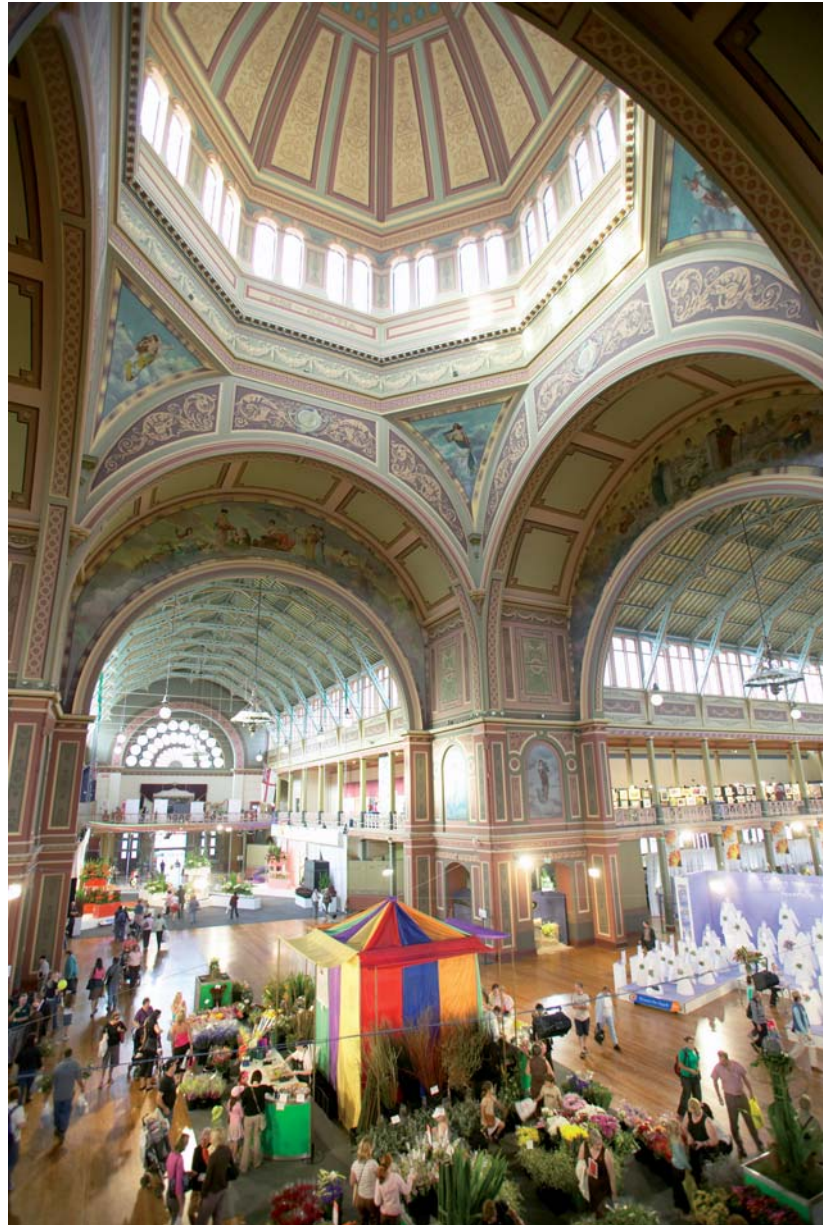
Uluru-Kata Tjuta National Park, inscribed on the World Heritage List for natural and cultural values, exemplifies a joint community management approach. The park is owned by the Aboriginal community, which leases it to the Director of National Parks. It is jointly managed by the Park and a Board of Management, which must have a majority of Aboriginal members and which is responsible for preparation of the Park's Plan of Management, and for making policy and management decisions. Parks Australia is responsible for day-to-day management and implementation of board decisions.

In April 2008, to promote national communication following Australia's election to the World Heritage Committee, we set up a World Heritage Committee reference group to provide a relatively informal avenue for dialogue between our World Heritage Committee representatives and interested stakeholders. The group comprises domestic heritage experts, members from peak bodies and interest groups, including chairs of AWHAC and state and territory heritage councils, Australian, state and territory government departments, non-government heritage bodies and academics active in the field. Some reference group members have joined Australian delegations to World Heritage Committee meetings.

Communicating heritage information to the wider community is the third area of government activity. The growth of community support for heritage in Australia is best reflected by the emergence of heritage listing and protection systems as well as expert heritage councils in every state and territory since the 1970s. Australian governments at all levels have seen and made efforts to meet increasing demand by communities for information about how to identify, protect and present heritage places. For example, the Australian government has been active in providing heritage resource books to guide local communities, publishing on heritage tourism, creating opportunities for people to write about their '*places in the heart*', and letting our places speak for themselves by regularly updating our publication on Australia's World Heritage. Governments

have also made efforts to learn more about community attitudes to heritage, and to understand the economics of heritage.

The community is at the centre of Australian World Heritage policy because that policy is ultimately based upon the community's determination to pass this legacy on to future generations, in good shape. ■



The Royal Exhibition Building in Melbourne. Constructed for a world fair in the late 19th century and at the time the largest building in Australia, this spectacular hall and its surrounding gardens were the first non-Aboriginal cultural site in Australia to win World Heritage listing. More than a hundred years later it continues to be a hugely popular focus for major public exhibitions and events.

Rodney Start © Museum Victoria

The Psychology of Engagement

People relate to places for all sorts of different reasons. If we want to capture their interest we need to understand the nature of those bonds.

We have explored the political and cultural context within which we might encourage greater understanding and appreciation of the history of places, but the relationship that people have with their environment is complex and personal. The psychology of people's relationship with their environment is an established and growing area of study with much to offer.

Dr Romice demonstrates the keen academic interest in these relationships and the potential for further study. She flags many sources of further insights for those who would like to pursue this aspect further.

Our sense of belonging to places, and their relevance to us is strongly related to our sense of home. Tim Williams combines his expert knowledge of housing policy with his strong personal identification with the place in which he grew up, to suggest how the strength or weakness of such bonds can influence the value that people might ascribe to the place where they live.

Laura Clayton draws on recent surveys commissioned by English Heritage and Heritage Lottery Fund to offer some indicators of how and why people identify with historic places. From Scotland we have two examples of communities' emotional responses to the evidence of our history, both ancient (Siân Jones on the 8th-century cross-slab of Hilton of Cadboll) and modern (Eleanor McAllister on the Clydebank Titan). Nick Collins records the explosive local reaction triggered by plans to remove a local landmark in east London.

Communities in action

Ombretta Romice, Sergio Porta and Mahnaz Shah
Urban Design Studies Unit, University of Strathclyde

The Urban Design Studies Unit (UDSU) at the University of Strathclyde has concentrated for a long time on understanding and developing fulfilling ways of conducting community involvement. Its work is based not only on design and the traditional pool of participatory practices, but also on psychology and 'environment-behaviour studies' – in other words, those subjects that examine the relationships between people and space. Design has a strong effect on people, hence it ought to be based on a clear understanding of the way in which people engage with the environment around them.

The search for sustainable urban development engages politicians, professionals, investors and not least citizens in very complex tasks. The revitalisation of entire deprived communities is one of these challenges, and requires major changes at the social and political level, which will in turn determine the kinds of physical transformation that are brought about. Those directly affected by such change are increasingly asserting their right to have a say in the transformation process in order to prevent the mistakes of the past (Towers 1997), to identify, reinforce and stabilise new roles, and to become doers rather than those done-to (Forester 1999).

These pressures for engagement make involving clients in the design process a fundamental requirement for designers, architects and planners. Many different forms of such involvement have been discussed, implemented and sometimes discarded. Public engagement nevertheless remains a key requirement of our political agendas and needs to be understood and practised in a satisfactory manner for all. Urban regeneration ought to be planned, designed and implemented in partnership with communities if it is to deliver robust, cared-for and lasting places.

While there is general agreement that a community's direct experience and knowledge of an urban area can play a constructive role in its regeneration – not least by developing a sense of collective satisfaction and ownership – the explanations of how this comes about are less clear or known. In fact, users engage with the environment in a much more complex manner than the design profession is generally willing to acknowledge. The effects of this engagement can also have lasting and strong repercussions on its users. For example, the following attitudes and/or activities have been shown to be highly dependent on the qualities of the physical environment: people's choice, frequency and modality of using places; their reactions to places; their habits. But environmental impact can be even more pervasive, affecting also our psychological and physiological states: senses of well-being or fatigue associated with certain places; preferences for some places rather than others; self-esteem; an interest in or understanding of space; a positive association of place with community or a negative association with crime (Romice 2001).

The good news – based on strong empirical



Design has a strong effect on people, hence it ought to be based on a clear understanding of the way they engage with the environment around them.

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research evidence – is that there is a widespread consensus on the way in which the environment is evaluated and appreciated, and in particular that perception of the environment is less qualitative and subjective than many people think it is. This means that it is amenable to being formally studied and that some answers can be drawn from it, especially in terms of identifying the environmental factors that people consider to be significant to them. However, this does not mean that we all share the same values. Education and professional development are the factors that set us apart the most in this respect: for example, the responses of architects and planners can differ greatly from those of lay people.

This provides unconditional evidence that the environmental experience of users needs to be taken into consideration during the design process if the end product is to achieve desirable forms of engagement, reactions and long-term attitudes. This consideration must in turn be based on a clear understanding of what it is that the users are saying.

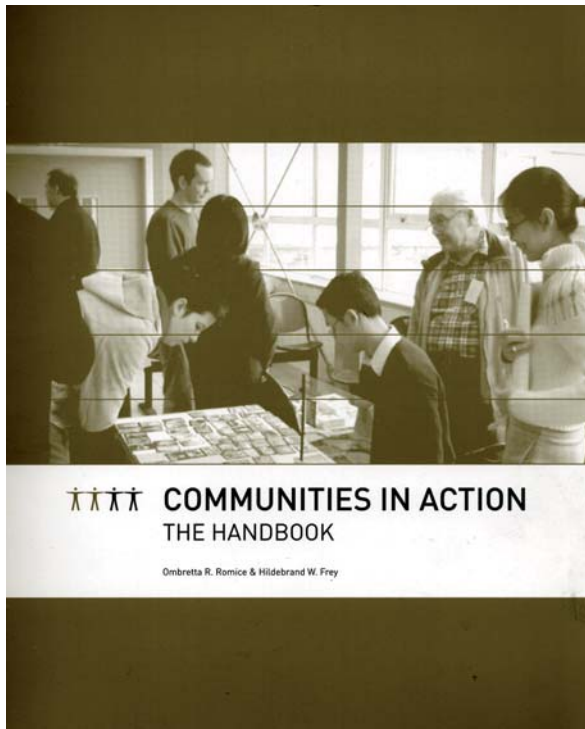
To us at UDSU, this was the starting point for the development of a new tool for community engagement. At its core is the belief that engagement is crucial for the long-term development and performance of a place; that engagement needs to be based upon issues developed within the place by its own community with the support of professionals; that it needs to be a long-term process developed at the heart of the community; that it should extend beyond design and delivery to ongoing maintenance, management and ownership.

After studying current participatory practices (and there are volumes available!), we observed the way people used them. One of our most important observations was that people were often engaged in a number of actions only weakly related to one other. This lack of narrative, of a clear framework to underpin their engagement effort, often leads to a time-consuming and distracting dispersal of energy and commitment. Even more worryingly, disjointed exercises in engagement result in a fragmented learning experience and end up having very limited impacts. When resources are limited and pressures are great, this is certainly not an efficient way to operate.

Our response was to create a framework of steps for building a comprehensive ‘neighbourhood vision’ – one in which all information and decisions can be easily understood, in which the goals of the various participants are clear, and in which every step contributes to a picture which is progressively refined. The framework’s structure is based upon the understanding that people’s evaluative image of the city is hierarchical (Nasar 1998): they have distinct images of their region, city, neighbourhoods, roads and individual houses; to each of these images they attach a corresponding level of detail, which expands in direct relation to their familiarity with the place. Time and movement also play a role in these evaluative images: changes within the day, seasons, the age of the perceivers and their purposes can all have significant repercussions on the images constructed.

The framework we have established uses

Communities in Action
– a structured hand-
book for encouraging
people to become
involved in discussions
about local planning.
© University of Strathclyde



several evaluative methods to study the process of environmental experience, ranging from immediate perception via the formation of very personal, symbolic, functional and spatial hierarchies to the factors that observers consider more important in a space and their preferences for design alternatives. While none of these methods on its own will generate a complete assessment of an area's qualities and deficiencies, their combination within a structured sequence can assist in generating a comprehensive improvement plan for urban areas.

This work is summarised within the *Communities in Action* handbook, a structured approach to the gradual elaboration of criteria, values and judgements to use for the formulation of area-regeneration briefs. It studies actions in relation to places, establishes roles in specific contexts, it is dynamic, and it recognises and adapts itself and its procedures to changes in patterns and meanings of places and activities.

Two basic – but seemingly contradictory – ideas are at the core of the *Communities in Action* handbook. In the first place, everybody has their own way of seeing, interpreting and assessing the environment which is relevant for its development (Kelly's 'theory of personal constructs', 1955). Secondly, as much as participation is desirable, very few people are willing to be actively engaged in such activities. Problems arise if the loop does not close between those who take part and those who do not. We have resolved this problem by structuring the consultative process in two phases. The first

involves, in a rather intense commitment, a small team of representatives of a local community and designers. This phase is 'issue specific': the team collects, confronts, analyses and organises information about an area and identifies the major issues of concern regarding its urban features; then, it identifies criteria, parameters and priorities for their evaluation. The outcome is a range of factors and scales for the assessment of the issues identified. In the second 'contextual' phase these criteria, parameters and priorities are used to capture the view of larger portions of the community. Design parameters are developed from these results. This handbook seeks to encourage extensive involvement in a way which is sensitive to what people are actually prepared to do. ■

The handbook will soon be available via www.strath.ac.uk/architecture/research/uds-urban-design-studies-unit

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Perceptions of place

Laura Clayton

Head of Social and Economic Research, English Heritage

Having a strong identity with place is important to both individuals and communities. It can transcend fixed identities (for example those based on ethnicity) to bring people and groups together and has been shown to increase individual self-esteem.

However, there is no simple formula to explain what leads to a strong sense of place or place identity. What one person thinks about a place can be entirely different to what other people think. Feelings about place are a combination of personal history, characteristics and perceptions. They are influenced not only by the topography and the built environment but also by the other people who live there.



Students working on the Heslington community archaeological dig at the University of York. This project involved young people and members of the community working together to investigate the site of a 3rd to 4th-century Roman masonry building.

© University of York

We can, though, point to some specific factors that influence perception of place. For example, the Citizenship Survey carried out in 2008 (<http://tinyurl.com/ydsl94q>) showed that older people tend to have a stronger sense of local belonging, as do females and those who have lived in an area for longer.

Yet there is one aspect of place that transcends most others in its ability to give residents a stronger sense of place, and that is the historic environment. New research by the Centre for Urban and Regional Development (CURDS) and Newcastle University (visit www.heritagecounts.org.uk and follow the links to sense of place research) found that people who live in more historic areas have a statistically significant stronger sense of place. This is regardless of other socio-economic factors such as gender, deprivation, ethnicity and time spent in a local area, which we know have an impact on people's feelings about it. In other words, the historic environment is a positive influence on people's feelings about where they live and work – and this includes younger adults, the less well off and ethnic minorities.

The benefits of the historic environment

The historic environment helps to make places distinctive or special – creating towns, villages and cities that stand out from the crowd. This sense of 'specialness' can have a positive impact on residents' perceptions and feelings about their local area, in

some cases increasing individuals' self-esteem. This theory was backed up by the CURDS study, which found that both adults and young people who cited a building as special or unique to their local area had a stronger sense of place than those who did not, again regardless of socio-economic factors. For adults, the majority of buildings mentioned were historic (around 80 per cent), ranging from places of worship to stately homes through to thatched cottages.

The historic environment offers a sense of continuity for local residents. It is a visual marker that helps people locate themselves, their community or town in the wider spectrum of human history. This is often positively reflected in an individual's own self-identity. The historic environment is a setting for people's memories and the realisation of their own intangible heritage – their son's 21st birthday or their wedding day. This again can have a positive benefit for the way people feel about their local area. The historic environment also provides safe and attractive spaces where people can carry out activities that are not necessarily heritage based but can increase attachment to places (such as walking the dog in an historic park, or community groups holding meetings in heritage buildings). But perhaps the strongest impact of the historic environment on people's sense of place is when they actively participate in the historic environment.

Research shows that young people do not engage with historic places as easily as adults, unlike these children on a visit to the prehistoric Silbury Hill at Avebury in Wiltshire.

© English Heritage Photo Library



Participation in the historic environment and sense of place

'I realise[d] the extent to which knowledge of the history of one's local area can enhance the enjoyment of living in the area, and the satisfaction which an improved understanding of the development of the village brings' was the response of a Heritage Lottery Fund project volunteer when asked about the importance of the historic environment.

It has long been suggested that active participation in the historic environment can positively affect the sense of local belonging. This includes direct participation in local heritage projects, which can help people develop social networks with others in the local area, increase their pride and understanding of the local area, and improve their self-efficacy (that is, the belief in their own ability to succeed in specific situations).

The Heritage Lottery Fund (HLF) has recently commissioned new research that supports this hypothesis. The study found that among a sample of 100-plus volunteers on HLF projects, 99 per cent met new people through the project, 37 per cent socialised with them outside of the project, 33 per cent of respondents agreed that the project had increased feelings of belonging to their local area and 37 per cent that it had increased their sense of efficacy (BOP Consulting for Heritage Lottery Fund 2009; www.gcal.ac.uk/ukhrg/meet.html). These results were found across a range of volun-

teers, again confirming that the impact of the historic environment on people's sense of place is not just limited to one particular group of people.

Going forward

While there are many positive stories to be told, much can still be done to increase the impact of the historic environment on perceptions of place. One important avenue to explore is young people's relationship to the historic environment. The CURDS study showed that 13–14-year-olds appeared not to value the historic environment as much as adults. For them there is no significant relationship between living in an historic area and having a sense of place. Further research needs to be done to assess why this is and what we can do to increase the relevance of the historic environment to young people.

Data from Taking Part, the national survey of cultural and sporting participation, as well as the HLF volunteering data, continue to show that the average active participant in the historic environment is more likely to be white, middle aged and middle class. We must continue to widen participation in the historic environment, so everyone can experience the real benefits that participation can and does bring to their sense of place. It is only when this happens that we can maximise the impacts of the historic environment on our local communities and on individuals' sense of place. ■

There's no place like home

Tim Williams

Managing Director, Regeneration and Investment Advisory Team, Navigant Consulting

I was born in a council house in South Wales. Today 'council housing' conjures up inner-city flats with tumbleweed blowing around inhospitable spaces between bleak Bauhausian towers. In fact, I grew up in an idyllic place, styled on the Garden Village model with spacious houses and massive gardens – all within walking distance of shops, schools, jobs, pubs and the countryside. *Urbs in rure*.

So attached am I to this house and this place that I bought it for my parents. When they died I kept it to pass to my daughter one day. Its value? A lot more than its asking price, which is about half a pantry in Chelsea. This house is never leaving my family. It means too much. Because it's not a house, let alone a 'unit'. It's a home.

While all of us are sentimental about home, research shows that families languishing eight storeys up a tower block on a 'brown-field site' don't have this attachment to where they live. They hanker to leg it to somewhere like where I'm from. A good family home with garden in a great place. A place where we'd all like to live. A toxic mixture of public policy and the market conspires against that objective.

There's no place like home – which makes it surprising that this country currently builds rubbish places and homes. Because of the credit

crunch I bring you good news and bad. The bad is that we build the smallest, worst-designed, most expensive housing in Christendom – and in places people don't want to live. The good news? We've stopped! Housing delivery in 2008–9 dropped to the lowest levels seen in recent decades. We must not waste this crisis and return to bad old British ways of building homes 'fit for zeros' when the upturn happens.

It's not that we don't know how to build great places and homes. England's full of them. But caring about stately homes and historic buildings is one thing: what about stately places, great settlements and the future thereof?

As an adviser to every housing minister since 2005, I claim my share of blame, though my crimes are few compared with the planning process, the financial regulations and the house-builders' business model. These are at the heart of the modern, national failure to build the homes we need, in the right places, to the right quality.

The planning process has become too expensive and onerous to navigate and is a barrier to entry for small companies. There is a link between the high transaction costs of English planning and the dominance of six mega-builders who at the peak of the bubble built 50 per cent of the stock. In Australia the top 100 companies built a third. Planning has given an anti-competitive advantage to big guys and the stuff they build.

Before the bubble popped 70 per cent of that 'stuff' was one and two bed-roomed flats on



London's squares show what a single owner using a high-quality approach to design can produce. Lloyd Square in Finsbury was laid out in the 1830s for the Lloyd Baker family, which continued to maintain the estate until the mid-20th century. A committee run by residents has managed the central garden since 1917. Derek Kendall © English Heritage



Public housing at its best: styled on the garden village model with spacious houses and massive gardens – all within walking distance of shops, schools, jobs, pubs and the countryside.
Source: Google Earth

brown-field sites at high densities. The demand was not driven by need but the availability of cheap credit for speculators. Wrong stock, wrong place. What else was wrong? Those who built it, and how.

Despite the Commission for Architecture and the Built Environment and warehouses of guidance – some written by me – the point is missed. Design quality in the UK is rooted in the house-builders' business model and incentivising other models must be the object of public policy.

House-builders have a scarcity model of provision. It was a delusion to assume they would increase production to 230,000 extra homes a year. Their model requires a 22 per cent return on capital before they will lay a brick. If by building 'too many' in a local market they endanger that return, they stop. They sell on scarcity and will not entertain raising productivity and lowering margins. When commodities are scarce the seller has the upper hand. But there's more. The model is one of 'build it and bugger off'. The house-builder does not want a long-term interest in stock or developments. Speedy disposal is the norm, releasing cash to build another box. The heart of darkness of the British design fiasco is here: the things that create quality homes and places – long-term engagement, a market based on consumer not producer choice – are undermined by this model.

Pleasingly for English Heritage the answer is 'back to the future'. We know how to do this. The great London squares and model English villages, indeed the great centres created in our cities by Victorian civic leaders, show us the way. We just need to understand the real sources of their design

quality and emulate it. That means enabling models that deliver what we want and punishing the rest. It also means empowering consumer choice and accepting the consequences.

What works well? A market of small builders with competing business models offering real choice. Sole traders, cooperatives, self-build. Take an axe to regulatory burdens – and copy the way that Dutch local authorities dispose of land. They don't sell freeholds to the highest bidder at top dollar and wash their hands as in Britain. They masterplan it, put in infrastructure and keep a long-term interest in land. There, a myriad of providers enters the housing market. Diverse housing styles and long-term management result. To be fair to UK house-builders, their failed model is centred on the fact that they have been expected to take too much risk on land. We need approaches that reduce that risk. This is an opportunity as well as a problem – and one that should renew interest in quality private rented provision.

The London squares showed what a single owner, leasing land and using a high-quality pattern-book approach to design, can produce. Only four types of homes were allowed in such places but all marvellous, using the best in traditional designs combined with innovation. The leasehold arrangement meant long-term oversight and management of quality. What's not to like?

The single owner need not be private. It can be a municipal or not-for-profit owner such as a housing association. The civic centres of our great cities were built through the municipal model of development with not a house-builder or Treasury official in sight. So we must restore local government to its historic strength, in control of its own destinies and finances, renewing its own places. Civic renewal and pride require civic freedoms. Localism, anybody? Not a slogan but a necessity if we are to rebuild as well as we first built.

Enhancing diversity, local discretion and choice is dangerous. Before we know it people will live where they want in houses they love. There is evidence that the part of the housing market that is still active has turned to seeking land on green-field sites for houses not flats. Where I grew up. Highly desirable, maybe sometimes unsustainable, but where we all want to live. Well-designed homes in good places. It cannot be beyond public policy to enable us not simply to visit excellent houses from the past but live in them in the future. Can it? ■

Monuments, memory and identity: exploring the social value of place

Siân Jones

Professor in Archaeology, School of Arts, Histories and Cultures, University of Manchester

Do we need to engage people *more* with the places around them, or rather do we need to find new approaches to understanding and addressing the myriad ways in which they already engage with these places? In responding to this, I will draw on prior research examining the social value of early medieval sculptured stones in northeast Scotland (Jones 2004). This research was part-funded by Historic Scotland and prompted by the public concern and controversy frequently encountered when conserving these fragile pieces of heritage. The aim of the research was to increase our understanding of the complex meanings surrounding such monuments, and gain insights into their role in the production of memory, identity and place. Thus it was necessary to employ qualitative research methodologies rather than large-scale quantitative techniques. I used various methods, including participant observation and in-depth semi-structured interviews (carried out with local residents and various professionals, including heritage managers, museum curators, and local government officers). I also focused on a particular monument, the late 8th-century Hilton of Cadboll cross-slab, and other sculptured stones in its vicinity on the Easter Ross peninsula.

There is no question that the Hilton of Cadboll cross-slab – a type of early medieval Christian monument – is attributed a high level of historic and aesthetic significance. The large upper section of the monument is a prominent part of the Early People gallery in the Museum of Scotland in Edinburgh. Yet, in 2001 the discovery and excavation of the long-lost lower section at the ruined medieval Hilton of Cadboll chapel (James *et al* 2008) prompted public protest and re-ignited local claims of ownership. The scale of such community uprisings often takes heritage professionals by surprise, because, although it suggests a profound attachment to historic places and objects, the basis for that attachment is not always immediately evident, particularly to disinterested observers. In the case of the Hilton of Cadboll monument, some aspects of its social value are fairly accessible, and these relate to the forms of social engagement we find at many heritage places. There is a substantial body of oral history about the cross-slab, the ruined medieval chapel, and the immediate area, referred



The Hilton of Cadboll cross-slab. The upper portion in the Museum of Scotland.
© Siân Jones, with kind permission of the National Museums of Scotland

to as ‘the park’ by local residents. There is also a popular folk tale that links the Hilton of Cadboll, Nigg and Shandwick cross-slabs together in a narrative about three Norse princes. Furthermore, Hilton of Cadboll and the other seaboard villages of Easter Ross are economically disadvantaged communities, and, from an outside perspective, tourist development might appear to be an important aspect of people’s interest in heritage.

However, the ethnographic research revealed that the cross-slab is the locus for a more complex array of social meanings, identities and memories. Beyond its ‘obvious’ denotative meanings, the monument is imbued with deep metaphorical and symbolic significance within local contexts. One aspect of this, particularly common among those with long-standing family connections to the place, is the tendency to conceive of the monument metaphorically as a living thing; indeed even an ancient member of the village. People talked of it being ‘born’, ‘living’, ‘breathing’, ‘dying’, and even having a ‘soul’ and ‘charisma’. By virtue of being ‘born’ in Hilton of Cadboll, the cross-slab is also embedded in putative relationships of kinship and inalienable relationships of ‘belonging’. Like people it ‘belongs’ to other people and to the place as a product of ‘birth’. As a result of these metaphorical associations the monument operates as a powerful symbol in relation to the community and provides a mechanism for the reproduction of community boundaries, and oppositions between ‘locals’ and ‘incomers’. It both stands for the entire community, and acts as a means for people to negotiate their own identity and position within the community. It also plays a fundamental role in producing a sense of place. In the context of a deep sense of pride in

The excavation of the lower section of the cross-slab in progress.
© Siân Jones



place coupled with decline and marginality, the monument is used as a means to make Hilton a place of significance. At the same time, against the backdrop of the Highland Clearances and large-scale emigration, the fragmented biography of the monument provides an icon for processes of dislocation and displacement that remain a powerful focus of social memory in the Highlands of Scotland.

To return to my opening question, this case study suggests that lack of engagement with the historic environment is not the problem. Rather what we need is a much better understanding of the meanings and values people already attach to it by and for themselves. Much of the social value surrounding the Hilton of Cadboll cross-slab is

informed by complex symbolic meanings, and the forms of social memory and identity associated with them. As Johnston (1994, 10) points out:

Such meanings are in addition to other values, such as the evidence of valued aspects of history or beauty, *and these meanings may not be obvious in the fabric of the place, and may not be apparent to the disinterested observer* [my italics].

However, it is invariably these meanings and values that underpin people's reactions to archaeological and heritage interventions, and in particular provide a basis for the mobilisation of communities in defence of place. This presents the heritage profession with a problem that it is only just starting to address in the UK. There is a desire to



The lower portion *in situ* at the Hilton of Cadboll chapel site in 2001.
© Siân Jones

encourage public engagement with the historic environment, and yet for the most part we have a very poor understanding of the social values and meanings that people already attach to the historic environment by and for themselves. These may not be commensurate with the historic, aesthetic and scientific values that form the mainstay of heritage conservation, management and presentation.

While social value and civic engagement are increasingly highlighted in political rhetoric, public policy and heritage charters, in practice historic and aesthetic values still eclipse other criteria because heritage discourses privilege them and the means of evaluating them are long established. To redress this imbalance, I suggest that methods for assessing social value need to be integrated into the framework of *routine* heritage management and practice. The time and resources needed to achieve this are not insignificant, although there are existing models for rapid ethnographic assessment that could be adapted. Such studies will of course impact on how people engage with heritage and its conservation. However, unless we pursue such research, our attempts to deal with social value and encourage civic engagement are likely to remain at the level of rhetoric as opposed to successful practice. ■

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Titan Clydebank

Eleanor McAllister OBE

Managing Director, Clydebank re-built

The Titan Crane in Clydebank towers over the River Clyde, a 46m (150ft)-high celebration of our shipbuilding past and an iconic representation of the town's ongoing regeneration. The restoration of this 'A'-listed structure, the centre-piece of the famous John Brown's Shipyard, was a core part of the Clydebank people's aspirations for the future development of the riverside. They did not want to wallow in the past: the shipyard was a harsh place in which to work and many of the workers suffer still from the conditions they endured building the great 'Queens' and the hundreds of naval ships. However, they did want their contribution noted and their creativity and talent recognised.

Clydebank re-built was formed in 2003 as the area's pathfinder urban regeneration company, with the challenge to develop Clydebank's derelict riverside and failing commercial heart. To get the project started, we held a series of workshops in the Clydebank town hall so that people could come together and participate in the planning process.

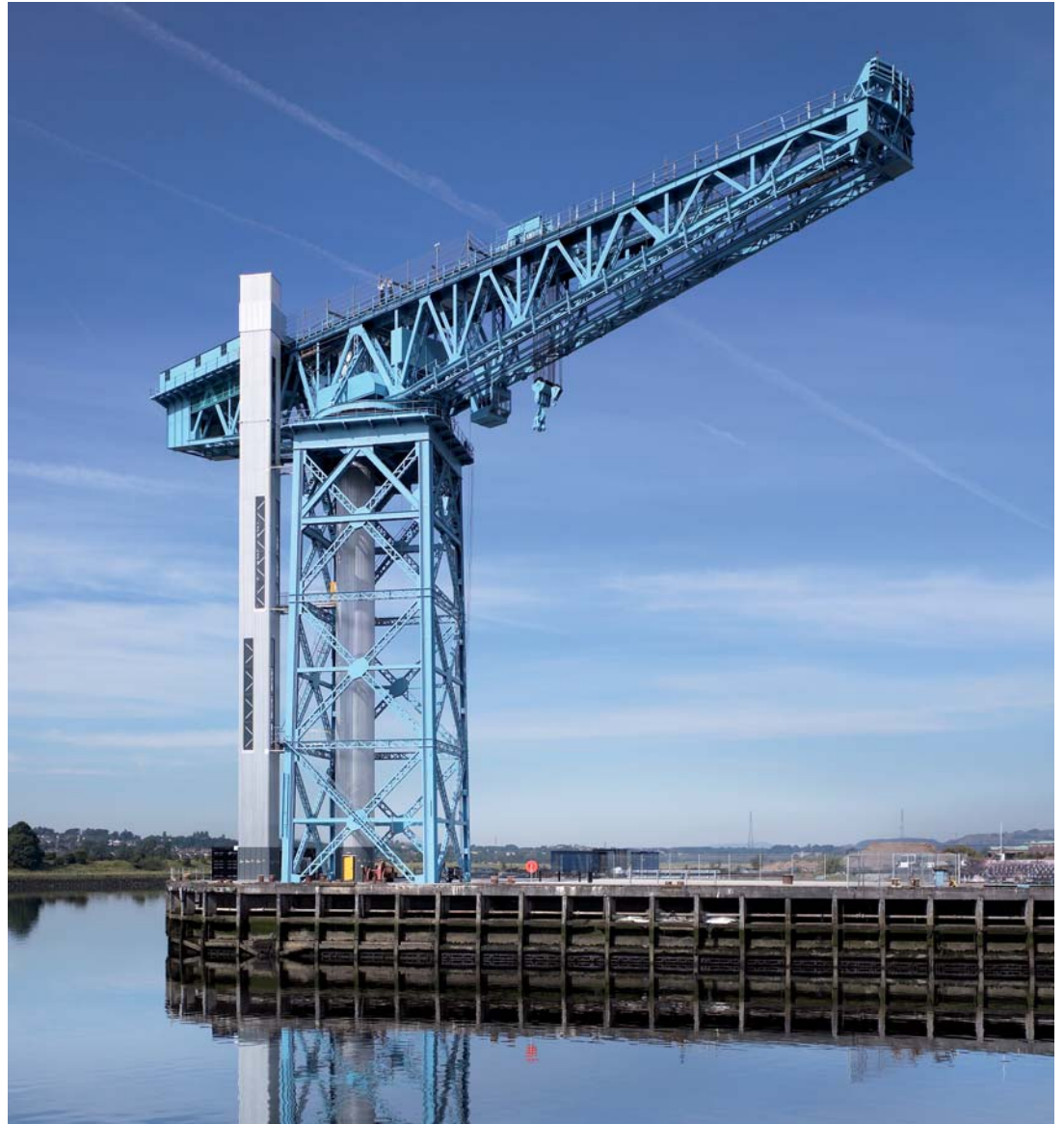
We invited local residents, business people, commuting workers and people with just an interest in, or attachment to Clydebank to join the funders and professionals in a conversation about the town's future. We discussed a whole series of issues affecting the town, including public realm and housing, the condition of our most important civic buildings, the transport networks and the job and training opportunities we wanted for the future. We also spoke about the barriers to investment in the town and in particular, the perceptions of Clydebank as a not-investment-worthy, derelict and deprived area.

These themes were debated by several hundreds of people over a three-day period and surprisingly, regardless of topic, all workshops came back with the plea, 'preserve the Titan'. We at Clydebank re-built were in no doubt. Whatever else we did, we had to restore the Titan and, if we could find the money, we should use it as the basis for some form of shipbuilding visitor centre.

For the people of Clydebank, the restoration of the Titan was seen as a fitting tribute to those who had worked in the yards and who had defined the concept 'Clyde built' – a phrase synonymous with quality and creativity in marine engineering. Most importantly, it would help change the town's image from one of need and deprivation to one of hope

The Titan Crane, a 46m-high celebration of Clydebank's shipbuilding past and an iconic representation of the town's ongoing regeneration.

© Clydebank re-built



and ambition. The Titan was to be our Angel of the North, our Eiffel Tower.

So, with this clear directive from the Clydebank communities, Clydebank re-built set about gaining ownership of the Crane, procuring a design team and identifying credible funding sources.

In 2003, the Crane was in the ownership of a development company that had acquired the former John Brown Yard from the owners, UIE Kvaerner, in 1999. Clydebank re-built worked with the site owner and the planners from West Dunbartonshire Council to negotiate the transfer of the Crane, along with a 6.5-ha (16-acre) development site, as part of a planning gain agreement generated by a consent for housing and retail on the site.

Once we had the ownership, the real work started. We ran a small competition for architects to

lead the process. The response was pretty thin as the project was highly unusual, was on a difficult site and the funding did not exist. We were blessed, however, by the enthusiastic response from a young architecture practice, Collective Architecture, based in Glasgow who had some experience of lighting water towers and who had worked on a number of industrial structures. Together with Arup structural engineers, this small band clambered around the crane, measuring and surveying as best they could given the access problems. They also came up with a proposal to erect a lift shaft to the jib at the top of the crane and to place a spiral escape stair down through the legs which would enable the public to gain access right to the top of the fantastic structure. The Crane was in remarkably good condition and the repairs and painting required were extensive but not serious. However, the wheelhouse, a



key part of the visitor experience as it would display the mechanics of the Crane and provide some exhibition space, required complete replacement.

While the surveys and specifications were under way, Clydebank re-built was assembling the funding package. The 'A' listing opened the doors to Historic Scotland, who contributed almost £1 million. The remainder of the required £4 million came from Scottish Government regeneration grants, Europe and Scottish Enterprise. The bulk of the funding was secured because of the economic significance of the Crane to the whole regeneration plan. Its rusting hulk towered over the entire development area and would have blighted the site for years were it not to be restored and become an asset, a magnet drawing people to come to the area.

Throughout this long process, Clydebank people were wholly supportive of the plan. Regular meetings were held in the town hall about the whole regeneration process and the Titan project was always on the list for updating. It took to 2007 before the work was completed and the Titan Clydebank finally opened to the public in

Since its restoration the Titan Crane has proved a fascinating attraction for ex-shipyard workers and their families and friends. It has also become a wonderful resource for teaching young people about their industrial heritage.

© Clydebank re-built

July of that year. It only opens in the summer months because of the weather conditions but, to date, more than 20,000 people have visited the Crane.

It is proving a fascinating attraction for ex-shipyard workers and their families and friends. Many schools now regularly visit because of its importance in teaching young people about their industrial heritage. It is also a useful facility for showing the regeneration process in the town as it unfolds – a bird's-eye view of all the developments.

Clydebank re-built has established a charitable trust for the Titan and will eventually hand the whole venture over to the community. However, the heritage attraction requires considerable subsidy at the moment because we have to shuttle people to and from the Crane. Until such time as the riverside housing is developed, and people can walk down to the quayside, Clydebank re-built will manage the project, in trust for the Clydebank people. ■

The Shoreditch Light Bar

Nick Collins

Planning and Development Team Leader, East and South London, English Heritage

South Shoreditch was once the heart of London's, if not England's, furniture industry. Today, it is among the best preserved of Victorian manufacturing districts, retaining a distinctive urban landscape that was largely shaped by its dominant trade. The once-dominant furniture industry has left behind a unique legacy of mercantile boulevards lined by commercial warehouses, and industrial side streets of workshops and small factories forming concentrated quarters for manufacturing. The importance of this pattern and the overall character of South Shoreditch led to the designation of a conservation area in 1991. The area is now home to a variety of artistic and cultural businesses and is much cherished by local residents and visitors.

On the edge of the area sits a 19th-century, two-storey brick building that was built as a power station to light Liverpool Street Station, immediately to the south. For many years a polite but functional, barely noticed industrial building, this is No. 233 Shoreditch High Street, and is now known locally as the Light Bar, and its proposed demolition recently generated significant local interest and opposition.

In the summer of 2008, applications for the redevelopment of a vacant site immediately to the south of the Light Bar were submitted to the London Borough of Hackney. Part of the proposals

involved the demolition of the Light Bar so that a 60-storey tower could be built – a scheme that had the support of the council's planning officers. In response, the leaseholder of the Light Bar initiated a far-reaching campaign to prevent the loss of the building. By the time the applications went to committee, the campaign had gained significant momentum and large numbers of concerned local residents were active in their objection to the proposals. The difficulty for statutory agencies was that the Light Bar was not included in the original South Shoreditch conservation area and there was therefore no obligation for the owners to keep it.

The pressure on the council was such that it was eventually compelled to release a draft conservation area appraisal for South Shoreditch, which recommended the inclusion of the Light Bar in the conservation area. A decision on the planning application was in turn deferred until a decision could be made on whether the conservation-area boundary should be formally extended to include the Light Bar.

Whatever the motives of the owner, the local community wrote in vast numbers in support of the inclusion of the Light Bar in the conservation area. English Heritage and amenity societies also encouraged its inclusion and the council approved the extension of the conservation area in February 2009.

Since inclusion, the proposals for the development site will be revised to ensure that the majority of the Light Bar has been retained. Planning permission was granted in October 2009. ■

The Light Bar: when this 19th-century industrial building was threatened with demolition local people wrote in vast numbers to support its inclusion in the South Shoreditch conservation area.

Nick Collins © English Heritage



Acting locally

Turning local interest into local action is a shared task – and one that requires a new kind of trust between the many players on the stage.

Broadening local understanding of historic places will ensure that they are more widely valued, but it is only when this is converted into a desire to care for them that people will get actively involved. In this section we explore the ways in which local interest can be turned into local action.

Tony Burton reports on the recent survey of the civic societies formally affiliated to the Civic Trust. This records the reasons why people get involved and the ways in which local and higher-level organisations can stimulate activity. Loyd Grossman, Chair of the recently refreshed Heritage Alliance, sets out their ambitions and track record in supporting the large and diverse array of organisations working to protect and promote the historic environment.

We have a range of perspectives on the reasons for, and the consequences of, people being actively involved in changes to historic places. The European context is set out by Daniel Thérond of the Council of Europe. Reflections of the experiences of a developer (Urban Splash), a civic society (Oxford Preservation Trust), local authorities (Stockport, Lincoln and Liverpool) demonstrate how important it is to adjust expectations, whatever your starting point, to align with those of the community with which you are engaging. The experience of the English Heritage Outreach team, of encouraging the active engagement with local history of often excluded or isolated communities presented by Miriam Levin, is illustrated with examples of innovative projects. Jane Golding then explains how the vast resources of the National Monuments Record are being made accessible to a wider audience in partnership with the bodies responsible for local Historic Environment Records around the country.

The case studies of Berwick-upon-Tweed and the Corner Shop project demonstrate the energy that can be released if the right switches can be tripped in the right order. In Berwick, in particular, longstanding inertia in the face of mounting maintenance issues was finally overcome by a short burst of intensive action by a few people. The growing success of Heritage Open Days in Stockport emphasises the value of a nationally co-ordinated initiative that is controlled by and dependent on the efforts of local volunteers and enthusiasts.

Owning the future – the role of the civic society movement

Tony Burton

Director, Civic Society Initiative

With English Heritage reporting one in seven conservation areas 'at risk', community action groups mushrooming on the internet, and localism on the lips of politicians of all parties, it was inopportune at best for the Civic Trust to close in April 2009 and leave the country's network of civic and amenity societies without an umbrella or a collective voice.

The heritage voice in public debate has long lagged behind those championing wildlife, landscape and the environment. The lack of an effective network of local campaigners working together as a national movement has been an Achilles heel that no amount of effort by Heritage Link, English Heritage or the National Trust can solve. This may explain the groundswell of support for something better to come out of the Civic Trust's demise and, as the Prince of Wales has said, to take the opportunity 'to build something even stronger – a powerful community movement which can address the challenges of a fast-changing world and remain a steadfast champion of the fabric and character of our nation's cities, towns and villages. Nowhere should be without its civic society and no one should be without the voice you can provide.'

The civic society movement is an unsung treasure. With more than 1,000 local societies, a membership in excess of 250,000 and roots going back to the 1840s it is one of the most important social movements in the country. At their best civic societies provide a focus for voluntary and community action to improve the places where people live and work. They champion the importance of these places and play an essential role in helping individuals and communities to understand and take action to improve the quality of their life through the place where they live.

Civic societies promote and celebrate the best of what is inherited from the past and what is developed for the future. They are a fundamental source of civic pride. They can be provocative, stubborn, forceful, inspiring and outspoken on behalf of the places they care about. They are fiercely independent and grassroots organisations,

Civic societies' negative perceptions of themselves.
© Civic Society Initiative



Civic societies' positive perceptions of themselves.
© Civic Society Initiative



often providing the grit in the oyster that stimulates people to think, reconsider and widen their horizons. They are often found resisting damaging change while also celebrating and encouraging positive action. They are a store of knowledge and expertise about local places. Much of their potential to help the nation discover and listen to its communities and its roots remains untapped.

The Civic Society Initiative was established last year to find a way forward for the movement (www.civicsocietyinitiative.org.uk). Its extensive study (Civic Society Initiative 2009) of civic societies reveals both challenges and ambitions. In a fast-changing world it has identified a number of issues to which the civic movement needs to respond. On the upside is the fact that people's need for roots and their concern for the quality of life in their surrounding only grows. An ageing and more prosperous society also brings opportunities in new volunteers. People expect more, however, from things that they join and are looking for new ways to join in and volunteer. This requires voluntary and membership organisations to be more agile and responsive. There are also challenges in the growing diversity of the population and the

fracturing of communications and personal interests. The substantive issues are also changing with new patterns of development driven by responses to a growing population and climate change. This is affecting the physical environment, the nature of new building and the political arrangements to manage local change.

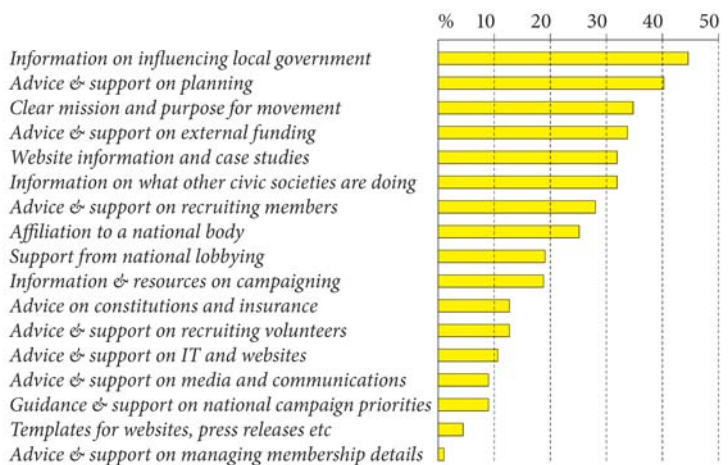
In common with many voluntary organisations the civic society movement has an ageing membership and volunteer base. It tends to work through committees and the geography and make-up of civic societies tends towards the older, white and more prosperous parts of society. Despite local award schemes it can give the impression of knowing more about what it is against than what it is for. It could be a more effective campaigning force and there are challenges in getting local societies to share experiences. Overall the movement lacks the support and advice needed to strengthen itself or raise its profile and influence.

Yet, as the word-clouds summarising feedback from civic societies above shows, they are aware of their challenges and also have great strengths and a powerful ambition for their future (below).

The need for a new national body to provide a

How civic societies want others to view them by 2015.
© Civic Society Initiative





What civic societies most need.
© Civic Society Initiative

focus for the movement, support civic societies, provide information and add a powerful campaigning and lobbying voice to the national stage is clear. It has near universal support, as can be seen in the graph above.

But the changes under way are more profound than simply creating a new national body. They reflect a recognition that for any social movement to flourish in a fast-moving world it needs to work collectively, operate more as a network and less as a hierarchy, and organise itself so that the grass roots drive the agenda. It also needs independence so its future is not reliant on the financial whims of others in straitened times and its views are unfettered.

This is not without challenge in a movement that above all is about locality. The bigger picture can seem far away and the need to fund national action from local budgets unclear. Yet, the opportunity and the strength of the civic movement can come from the way it combines the intense and emotional connection local communities have with the place where they live, with both the emotional connections other communities have with their places and with the national debate.

With a fair wind and the right support in a period of transition, the dark cloud of the Civic Trust's demise could have a silver lining. A stronger local civic movement supported by the birth of a new national voice would be timely indeed and open a new chapter in the story of local communities' engagement with our historic environment. ■

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Heritage and Beyond

Daniel Thèron

Deputy Director of Culture, Council of Europe

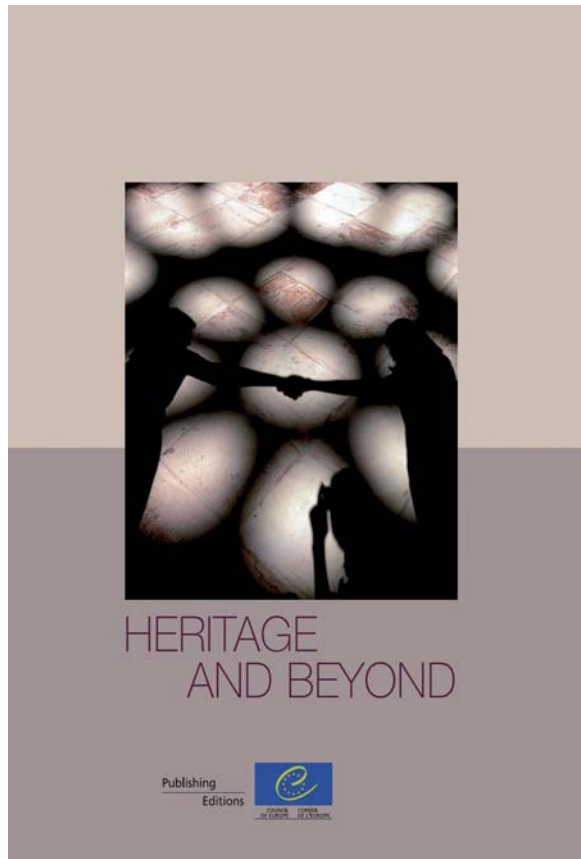
There are many possible approaches to the concept of heritage depending on whether it is viewed from the angle of the archaeologist, art historian, the architect, the economist, the planner, the owner or the conservationist. The viewpoints adopted by international organisations each have their specific characteristics, too. While UNESCO has focused on the masterpieces of the heritage of humanity, the Council of Europe has been concerned since the 1970s with the built environment as a whole. By providing a forum for exchange of expertise, organising numerous international conferences and framing conventions and common principles, the Council of Europe has facilitated progress in policies on the protection and conservation of cultural assets in Europe. The fruits of this work include the European Convention on the Protection of the Archaeological Heritage (Valletta 1992), which prompted legislative changes in Europe, and the Florence Convention (2000), which was the first international treaty on landscape.

But the Council of Europe's viewpoint on heritage has evolved in line with its missions, and the emphasis over the last decade has been on promoting human rights, democracy and the rule of law. In this context, the publication *Heritage and Beyond*, launched in Lisbon on 20 November 2009, sheds timely light on the new approach introduced by the Council of Europe Framework Convention on the Value of Heritage for Society (Faro 2005), whose entry into force is drawing closer.

A European 'framework convention' is an agreement between states – similar agreements already exist for the protection of national minorities and trans-frontier co-operation – which, instead of

Heritage and Beyond explains how the Faro Convention is not just about protecting Europe's past but using it to foster human development and quality of life for all.

© Council of Europe



'We're digging; this is your history' – France's INRAP adopts a new, inclusive language for heritage at these preventive excavations in advance of a construction project in Strasbourg.

© Council of Europe

creating individual rights for citizens, sets out fundamental objectives, outlines courses of action that countries will follow using the instruments of their choice and, above all, creates an interactive and forward-looking process of co-operation between these countries in identifying joint solutions for managing change. The aim here was to resituate the idea of heritage – first conceptualised at the end of the 19th century with the rise of the nation states –



in a political, economic and social Europe which is now very different from that of the Council of Europe's year of foundation (1949).

What is new about the Faro Convention?

This convention immediately alters the perspective by shifting the centre of gravity from objects to people. It views the use and enhancement of different types of heritage in terms of exercising the right to participate in cultural life as defined in the Universal Declaration of Human Rights. The focus is more on the ethics of use than on the protection machinery already detailed in other international conventions or national laws. The aim is not to protect objects as such: this is not just about preserving the collective memory, but also about fostering human development and quality of life for all. English Heritage's work on 'the heritage dividend' recently stimulated fresh thinking on the values that can be attached to heritage today in a very different environment from that described by the 19th-century Austrian art historian Alois Riegl. From this angle, the Faro Convention may be seen as the starting point for an ongoing European debate on updating those values and reconciling their contradictions.

In the rationale of the Faro Convention, heritage is regarded as a resource. But it cannot be restricted to its economic benefits, even if the recession does give greater prominence to the potential of a labour-intensive sector with an important role in recovery and regeneration strategies. The direct and indirect impacts of tourism are just one aspect of the economic dimension of heritage, which embraces a whole range of economic sectors and branches related to the living environment (see in particular the articles by Xavier Greffe and Donovan Rypkema in Council of Europe 2009, pp101–12 and pp113–23). Gaining a better understanding of these overall benefits is one of the challenges of future follow-up action on the convention, addressing the satisfaction of citizens' needs in a democracy. In several respects, therefore, heritage issues fit in with the thinking on another development model as outlined in the work of Amartya Sen or Joseph Stiglitz.

An overview of the innovations introduced by the convention starts with its holistic definition of 'cultural heritage', bridging the divide between tangible and intangible heritage. The emphasis is also placed from the outset on the role of 'people' in heritage awareness and identification. Equally innovative is the concept of *heritage community*, which is to be understood as a community of inter-

ests rather than as an ethnic or linguistic grouping. The *Europae Archaeologiae Consilium* and the European Association of Archaeologists are examples of trans-national heritage communities sharing a common desire to 'sustain and transmit' specific aspects of heritage. The convention shows that heritage can be recognised as such without there necessarily being any legal protection or public-authority financial aid. The convention also offers, for the first time, a definition of the *common heritage of Europe* embracing all the continent's heritage categories. This idea goes hand in hand with the sense of 'multiple' belonging that individuals and groups may feel through cultural heritage, which is no longer seen as a possible factor in sustaining conflicts but as a vehicle for mutual recognition among communities. Signatory states thus undertake to recognise the value of heritage items located on their territory irrespective of their origin.

Another innovation concerns the promotion of *shared responsibility* towards heritage, involving not only professionals but also the private and voluntary sectors. This idea does not in any way call into question the indispensable expertise of public conservation agencies, but opens up new functions for professionals as consultants, communicators and intermediaries. Equally interesting are the various points concerning sustainable use of resources and the contribution which heritage interpretation can make to intercultural education and dialogue in pluralist democracies, fostering inclusion and participation. Another noteworthy feature is the European monitoring and co-operation machinery established by the convention, making full use of such tools as the HEREIN European heritage network and information system, to the development of which UK experts are already contributing. Co-operation of this kind is going to become increasingly necessary in an open economic and social space, and also to meet a whole series of new challenges such as the effects of climate change on heritage.

Some will point out that these approaches are nothing new in the UK, which has not yet signed the convention, and in a number of other countries. Elsewhere, the language used in the convention may cause surprise or concern, but it will always stimulate interest and debate. It comes as no surprise, moreover, that the convention's significance has been clearly perceived in a number of east European countries engaged in revamping their institutional framework following the change to democracy. Clearly, a framework convention of

this kind is not a straitjacket for its signatory states and a careful examination of the text shows that it does not create any direct and immediate financial obligations for public budgets, which are everywhere facing restrictions. Rather, it is a long-term process prompting a fresh view of heritage in order to make the most of its potential not only in terms of short-term commercial benefits but also in terms of improved quality of life for communities in a more human and increasingly creative Europe. ■

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The Heritage Alliance

Loyd Grossman OBE

Chair, Heritage Alliance

The Heritage Alliance is the new name for Heritage Link, which will be familiar to many readers as the source of the e-newsletter *Heritage Update* that pings into inboxes every fortnight or so. But we are so much more than a source of news, however handy. The Alliance brings together some 75 of the not-for-profit heritage organisations in England who together care for, support, manage or own more than two-thirds of our nation's heritage, from vintage motorbikes to the stately homes. Backed by more than 4 million members and volunteers, it is the biggest alliance of heritage interests in England.

The Heritage Alliance exists to promote the economic, educational, social and environmental benefit that the non-government sector in heritage brings, and the value of heritage in contributing to national wellbeing. These are our charitable aims – all very lofty, but how is it actually done?

First, The Heritage Alliance is a voice backed by a large and diverse constituency. It has the capacity to help formulate and influence national policy, and is a considerable lobbying force. The Alliance helps promote good and new practice in the sector. And it has now been recognised as a champion in the Cultural Olympiad.

Over the course of almost ten years, The Heritage Alliance has grown progressively into those roles. During most of that period, as Heritage Link, it was under the dynamic chairmanship of Anthea Case, a staunch friend of heritage causes. I was honoured to succeed Anthea at the start of

December 2009, and I am pledged to continue to promote heritage through the power of the third sector. The change of name, approved by the membership last December, is in itself recognition of just how far this body has travelled in its relatively short history.

A large and diverse constituency

The heritage sector in this country has a large number of active voluntary organisations and a vast army of heritage volunteers. The members of The Heritage Alliance include bodies as varied as motor-vehicle and railway preservation trusts, regional heritage consortia, the National Trust, the Association of Historic Towns and Villages, the Victorian Society, the Society for the Protection of Ancient Buildings, Historic Royal Palaces, Historic Houses Association, Architectural Heritage Fund, and so the list continues. Part of our funding comes from English Heritage through its mission to boost the sector and part from the fees paid by members.

Heritage charities and social enterprises strengthen local communities by encouraging philanthropy, self-help and collective action. That may be through local development schemes, responsible tourism, or the conservation and promotion of places of worship to be at the centre of local communities.

Voluntary-sector heritage groups are also skilled at securing additional funding to make the most of limited public-sector resources. And every year, nearly half a million volunteers contribute their cherished personal time. For younger people, heritage volunteering can expand career choices;

for older people, it can increase longevity, improve mental health and maintain fitness levels; for everyone, it gives a sense of place and purpose.

Lobbying power

As part of an increasingly vibrant third sector, heritage organisations make a real difference to the lives of individuals and their communities, but the current sources of public funding available to them must be safeguarded. Heritage Link was an active force in helping frame the now-stalled heritage-protection-reform legislation. The Heritage Alliance is continuing its efforts to enhance and promote the government's policy, which will emerge in 2010. The large and broad membership has a loud voice, and continues to lobby government and official bodies on a range of urgent issues:

- restoring levels of Lottery support to heritage
- implementing heritage-protection reform
- removing fiscal deterrents, particularly VAT, to re-using older buildings, and continuing the Listed Places of Worship Grant Scheme beyond 2011
- assessing the impact on third-sector heritage activity before making cuts in public spending for heritage, and including the impact on third-sector bodies in changes in public policy
- supporting and encouraging philanthropic giving in the UK
- creating a supportive environment for volunteering for all age groups, including employee volunteering.

Discovering Places is one of the major projects of the London 2012 Cultural Olympiad. Its aim is to give people the opportunity to discover, explore, be inspired by and benefit from our nation's hidden gems. © Heritage Link



Promoting good and new practice

Heritage bodies can all benefit by working together and pooling expertise. Diversity has been a watchword for the cultural and heritage sectors in recent years, bringing in new audiences and moving away from the old stereotypes. Heritage Link's contribution was its Embracing Difference programme, funded under English Heritage's National Capacity Building Programme. The project brought together smaller voluntary heritage and community groups, building confidence in working together to broaden their audiences. Running from 2006 to 2008, and with a continuing after-life on the web, it has encouraged creativity, networking and mutual understanding. Participants at events held across the country were encouraged to change, showing that wider diversity can be achieved by voluntary heritage organisations whatever their resources.

Just one example is Polesworth Abbey in North Warwickshire. This ancient Benedictine nunnery stands at the heart of a village that has experienced the former highs and present lows of agriculture, coal mining, the canal trade and brick-making. Now the Abbey makes a significant contribution to its local economy, welcoming visitors to the historic site, while local volunteers act as welcomers. In 2006 the charity managing the site wanted ways to welcome people who do not usually access heritage. Participating in one of our regional workshops gave the enthusiastic volunteers inspiration, confidence and practical ways forward. A member organisation, The Gateway Gardens Trust, gave professional support in projects such as reciprocal visits with Muslim women's groups in Birmingham. Polesworth Abbey is committed to building diversity into its future strategy – and via The Heritage Alliance found ways to implement that.

The Cultural Olympiad

Discovering Places is an exciting and ambitious UK-wide programme, one of the major projects of the London 2012 Cultural Olympiad, which is being co-ordinated by the London Organising Committee for the Olympic and Paralympic Games. The aim is to give people the opportunity to discover, explore, be inspired by and benefit from our nation's hidden gems – historic and contemporary buildings, public spaces and natural places in and around their cities, towns and villages.

Discovering Places is led by The Heritage Alliance working with CABE, Natural England, English Heritage and other key agencies and organisations in the UK's historic, built and natural



The Council for British Archaeology is one of the key partners in the Heritage Alliance. Its annual Festival of British Archaeology is in turn made up of hundreds of special events organised by museums, local societies and national heritage organisations – an opportunity for people to learn about their local heritage, to see archaeology in action, and to get involved. © Council for British Archaeology

environments as delivery partners. The Discovering Places project partners will use complementary programmes of open days, participation and performance events and exhibitions to reach out to communities up and down the country, and in particular those locations that will host the UK Torch relay. There is a focus on introducing young people to the historic and natural environment both as organisers of activities as well as participants. Discovering Places will contribute to the London 2012 Cultural Olympiad's wider ambition to leave a legacy of stronger communities, enhance and diversify the Olympic experience for locals and visitors alike across the country and encourage the adoption of more sustainable, healthier and active lifestyles. And it will be lots of fun along the way.

The first key event, and launch, is the Discovering Places Weekend 2010, which takes place over the early May Bank Holiday weekend from Saturday 1 to Monday 3 May. This is intended to showcase the type of events which will feature over the next two and a half years, shining a spotlight

on the fantastic array of places that are part of our environment, many just around the corner from people's homes and communities.

Once, we were linked by heritage. Now, we are an alliance for heritage. We have a voice and a mission – to help in building a new economy, to provide value for money, to promote sustainability, and to give people power to improve their lives and their communities. We have come a long way in a fairly short time, and although the economic future may still look uncertain, there is no doubting the power that the Alliance can harness. ■

The listening developer

Nick Johnson

Deputy Chief Executive, Urban Splash

You know, there's an awful lot of rubbish talked about working with communities. Since we became so politically correct about working in the built environment we are now seemingly required to involve or engage just about anybody who might have an opinion, no matter how ill informed or how remote or how totally inexperienced they may be, in what actually might be happening to the buildings and places that shape their locale.

We've got to the stage now where the football equivalent would be obliging Sir Alex Ferguson to consult with the Old Trafford faithful about team selection before fielding the Reds on a Saturday afternoon. I blame the telly: this notion of public engagement, this right to be involved, stretches back to the early days of reality TV and beyond. It has its contemporary genesis in that Big Daddy of reality, *Big Brother*, but its beginnings are in the origins of TV – in Hughie Green and *Opportunity Knocks*' frenzied clap-o-meter that dictated whether the participants stayed, or went.

We're obsessed with audience participation –

especially in this age of technology – when we express our opinions in public so quickly, so easily and seemingly to so little effect.

Now you may think from this that I'm anti getting people involved. Actually that's far from the truth but I think that we should involve people in a proper way, in a human way, and dispense with the thin veneer of professionalism and respectability in which we cloak our daily workings.

My first experience of community consultation, which was by no means the worst – probably middle ranking in the spectrum of good practice, if there is such a thing – was in Liverpool and was dubbed a 'community planning weekend'. It captured the *zeitgeist* of the moment: Prince Charles was on the scene making waves in the world of carbuncle extensions and was cosying up to the then RIBA president, one Rod Hackney, Macclesfield's fleetingly famous architectural son, self-proclaimed leader of the community architecture movement – this was, after all, the doldrums of the early 1990s' post-crash property economy and the community was the 'last man' standing.

The weekend brought in the hordes to workshop, think and draw their way out of deprivation. Now, worthy and feel-good though this was it didn't have any parameters, so when Barbara from Bootle wanted the Eiffel Tower in central Liverpool it was duly drawn, and now Barbara thinks that nobody listened to her because it's not been built and she wouldn't trust a property professional as far as she could throw them because they're a 'flipping [she didn't use that word] waste of time'. I have some sympathy with her.

Contrast this, which now seems profound and resonant, with the completely vacuous and inconsequential method of contemporary consultation designed to fit the newfound PFI model of procurement of regeneration projects. Public consultation now consists of the public being invited in to vote (yes it's back to reality TV again) on which of the four competing shortlisted schemes (worked on in the vacuum of competition over the preceding six weeks to tight deadlines answering an unimaginable series of unanswerable questions) they prefer. The outcome doesn't really matter provided the procedure-compliance gurus can tick the box that says the community were consulted and Europe can rest easy that here in England it's a job well done.

Usually the public prefer the nice man with the pink shirt who said flattering things about their shoes and promised them a 92-inch plasma screen. If they're anything like my mum, or even

Giving people what they want: 'he said he wanted to 'make Ancoats cider' so I said 'Okay we'll build you an orchard... but you've got to look after it.'

© Urban Splash





The Royal William Yard, Plymouth, where English Heritage and Urban Splash worked together to turn a redundant heritage asset into a place in which people want to live and work.

© Urban Splash

my partner, the public are not actually very good at reading plans or interpreting CGIs no matter how flash they are, and there's certainly no way that 20 minutes and a cup of tea in a community centre with men in pink shirts will perform a miracle of understanding. No, because a community have to be actively engaged and involved from the word go, we need to see working with the community as an opportunity, not an impediment – we need to get to know them, enjoy their company, laugh a lot, cry a little and listen to what they've got to say in a way that makes them feel comfortable and able to make themselves heard. We need to stop being professional and remember that working in the building environment is one of the most human, most responsible and potentially most rewarding of endeavours – it's not just a numbers game.

There is a way, I think, that we can work properly with communities and it takes the form of an anecdote from our work in New Islington. I used this anecdote in a PFI bid as our strategy for community consultation. It was rejected because it was impossible to score against the evaluation matrix.

Marjory was one of the local residents who were to be re-housed and whose community would change forever when our work was done. In the early days we were naïve and believed that everyone would be delighted to swap their neglected though generous council house for a more modest Urban Splash flat. Wrong, naïve, insulting and dangerous: we learnt on the job and we learnt quickly – listen don't assume. Kevin, her son, was in the room looking threatening and with a pacey Mancunian invective on what he thought

we were going to do to this area in the name of personal reward. So I asked Kevin what he wanted. He said he wanted to 'make Ancoats cider' so I said 'okay we'll build you an orchard ... but you've got to look after it', and so it was that the orchard became part of the inspiration for the Alsop/Grant plans for the park in New Islington. We built it with English Partnership's money and had the first taste of Ancoats cider in 2008, a seemingly vintage year for our apple variety.

Now this is one tiny example of the way we went about working with, listening to and acting upon the views of the local community. At each point they had a meaningful input into what was to happen in the area, from the selection of the architect for their 'ouse' to the name for the area. We helped translate processes in which we were bound into an unbidden set of options framed by real-world budgetary parameters that they had influence over and knowledge about.

We tried to give them six options for very decision, and every time, without fail, they came to the conclusion that we would have wanted them to, which has meant that we've not had to compromise and the result is a lot stronger, more meaningful and resilient than if we'd imposed our own distorted vision of what we wanted to see the area become.

That six months of meetings, discussion, dialogue and argument laid the framework for a strategy rather than the implied prescription of a masterplan. I have no time for masterplans. I have no time for PFI. I probably shouldn't worry because I think they may both be about to disappear. What this disappearance will allow, I hope, is

for proper time to be taken once again to get decisions right and for people to properly inform those decisions.

People working with the historic environment understand that decisions taken in a six-week period can last longer than a lifetime. For the sake of future generations that will marvel and delight in the built environment, we have to make sure that the processes we surround ourselves will permit this generation to come up with the places and spaces that will take a worthy place in the next. ■

Oxford: a sense of belonging

Debbie Dance

Director, Oxford Preservation Trust

Think about Oxford and the most likely picture is one of the dreaming spires; zoom in and it reveals iconic buildings like the domed Radcliffe Camera or Magdalen College Tower. Look a little closer still and there is an industrial and social history to discover – Oxford Marmalade, a car factory from Morris to the present day with the BMW Mini, and the recent success of the Oxford Castle and Prison redevelopment. Add to this the diverse nature of Oxford's community, which crosses continents, social divides and educational attainment, and Oxford has its own local distinctiveness in bucket loads.

The importance of community engagement in bringing local people together, building that sense of belonging and encouraging a sense of pride in

their city, whichever view of it they get, is a vital tool in the success of our place.

Oxford Preservation Trust (OPT, www.oxford-preservation.org.uk) is one of the country's oldest amenity societies. It was founded in 1926, and one of its key objectives was to 'promote and encourage public interest in and knowledge of the history of the City of Oxford and its surroundings'. During the past 10 years we have been one of the key partners in the award-winning redevelopment of Oxford Castle, a 2-hectare site in the centre of the city, with a Saxon tower, a castle mound and a range of 19th-century prison buildings hidden behind high walls and inaccessible to the public prior to its (re)opening in 2006. In a partnership between Oxfordshire County Council, the private sector and Oxford Preservation Trust, and backed by English Heritage, SEEDA and the Heritage Lottery Fund (HLF), the castle has been transformed into a public place with squares and outdoor spaces around a Malmaison Hotel, restaurants, art gallery and visitor attraction – conservation at its coolest and a civic heart for the city.

For OPT, education was at the heart of the castle project, unlocking Oxford's story, creating the Key Learning Centre and an education programme for all, and making a place for local people to use and enjoy. There could be little doubt of the importance of this community work for those who joined the audience of friends and family when 100 pupils from Pegasus School, Blackbird Leys, performed their Christmas play in the Castleyard: *The Diary of Anthony á Wood – an Oxford Man*, based on their

Bringing Oxford's history to life: 100 pupils from the Pegasus School in Blackbird Leys perform *The Diary of Anthony á Wood* – a play based on their own research on the 17th-century Oxford diarist.

© G Smolonski / Photovibe



PEOPLE ENGAGING WITH PLACES

own research on the 17th-century Oxford diarist. The words of Jill Hudson, headteacher, sum this up: 'Oxford belongs to its people, past and present, and the children of Blackbird Leys are very much part of this rich past. Their knowledge of their city is enormous and their interest is very strong. We are proud that our children are leading the way in rediscovering the 17th-century city of Anthony á Wood.'

The castle has become a civic place, a venue for folk, jazz and literary festivals, and for regular outdoor theatre and music concerts. It is the home of the annual Archaeology Festival and Mediaeval Fayre and the final stop for the city's Christmas parade, with community singing around the giant Christmas tree and the city's first German Christmas Fair. In 2010 5,000 scouts and guides will raise the St George's Day flag on St George's Tower.

Our involvement in education and the castle led to our contribution to Oxfordshire 2007, the county's millennium celebrations. Opening Doors Opening Minds was organised in partnership with Oxford University and backed by the HLF. Our aim was to let local people learn more about their city, seeing areas that they might not previously have been able to visit, and gaining new experiences. A week of events involving young people saw Oxfordshire's Youth Orchestra performing in the amphitheatre at the university's Said Business School, secondary-school teams speaking in Convocation House, where Charles I's Parliament met in the Civil War, and students making Cooper's jam and marmalade with a good line in sales to

friends and family. In 2008, OPT worked with the Pegasus Youth Theatre and Oxfordshire Youth Activities Partnership on the UK-wide Portrait of a Nation project, in which young people explored their roots and shared their views on their cities. Oxford's Car to Spire explored how the car industry shaped the city and the story of those who worked there, and was performed in the BMW car plant, with not a dry eye in the place. The students were delighted when they had the chance to travel to Liverpool as part of the European City of Culture Programme.

During the past three years OPT has organised Oxford Open Doors to coincide with the Heritage Open Days (HODs) weekend, an event which had never gained much support. Making this a local celebration of all that makes Oxford special – old or new, magnificent or quirky, urban, suburban or green – has seen the weekend become established as a regular date in the city's calendar and it is now the third-largest HODs event in the country. Through a partnership with Oxford University, the Design-a-Gargoyle competition took place across the three years, culminating with the unveiling of nine gargoyles, designed by local schoolchildren, on the Bodleian Library at the launch of the 2009 event – a tangible example of history in the making, and of the university's commitment to Oxford's wider community.

Oxford Open Doors is a partnership between the university and key stakeholders including county and city Councils and local businesses. In 2009 there were nearly 40,000 visits to around 130 venues/activities, across a diverse range of space



Unlocking Oxford's story: the Key Learning Centre is not just an educational resource but a place for local people to use and enjoy. Photo courtesy of Oxford Preservation Trust

and places – and the majority of visitors were local.

Plans to expand the Oxford Open Doors programme during the next three years include participation in the Discovering Places project, which will be at the heart of the national celebrations leading up to the Olympic Games. Oxford Castle's learning programme continues to develop and flourish; the potential for the city's heritage to add to our communities through 'outreach', as part of the regeneration of our urban villages and housing estates, is gaining momentum. We will be continuing our strong partnerships with the university, whose commitment is set out in its recently published document *A Vital Partnership: The University and Public and Community Engagement*, and are grateful to St John's College and others for their continued support. As for challenges, those we face in Oxford are similar to those elsewhere – a question of sustainability, finding the resources to continue to make our contribution to Oxford's community and building on what we have achieved so far. ■

The Lincoln Townscape Assessment: valuing places

David Walsh

Assistant Historic Buildings and Areas Adviser, English Heritage

Adam Partington

Townscape Characterisation Projects Manager, City of Lincoln Council

What is a place? It can be a building, a street, a town, a field, or a village. The definition of place varies hugely depending on people's differing perceptions. However, the concept of place and a sense of place are readily recognised by people. We are all interested in where we live and the places we visit, whether old or new, and successful places improve our quality of life. They provide a sense of local distinctiveness and identity for residents and visitors, and they attract investment.

To understand the character of places it is essential to understand how they have been created through the past interaction of people and their environment, and to learn about people's perceptions of these places today. It is particularly important for people to contribute to defining character, both in terms of what they perceive the character of a place to be and also what they like and dislike about it. This is an excellent way to produce informative, engaging and broadly agreed descriptions of the character of places that help people

engage with their environment, increase a sense of local identity and community, and form a framework for the negotiation of change, for example through the planning system.

The Lincoln Townscape Assessment (LTA) (funded by English Heritage and the City of Lincoln Council) has developed a new method of townscape assessment, which has been used to assess the inherited character of the current townscape of the whole city of Lincoln. The character of a place depends on many factors and their inter-relationships. The LTA methodology integrates the historical development of the current townscape, its urban form, ecological information on sites and habitats, and the views of local people on the character of their areas. Particular regard is paid to the more recent and 'commonplace' elements of our townscape. The LTA has described the inherited character of 108 named Character Areas in Lincoln.

A key feature of the LTA will be an interactive website (www.heritageconnectlincoln.com), opening later this year, which will allow the public to access character descriptions, add comments and memories, and upload photos. Importantly, the website also uses Google maps to show detailed information about the historical development of the inherited environment, as well as bespoke YouTube videos that illustrate how the historical development of an area is revealed in the clues around us, helping people to understand more about their places – to become 'place detectives'!

The LTA has also carried out extremely successful workshops with local people in some character areas, which yielded hundreds of comments on character. The workshops helped people look 'with new eyes' at familiar places, including in one case the greater realisation of the contribution that the contrasting colours of green foliage and red/orange bricks and tiles make to the



Exploring the character of Lincoln's townscape: workshops with local people yielded hundreds of comments about what makes their local neighbourhoods special.

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PEOPLE ENGAGING WITH PLACES

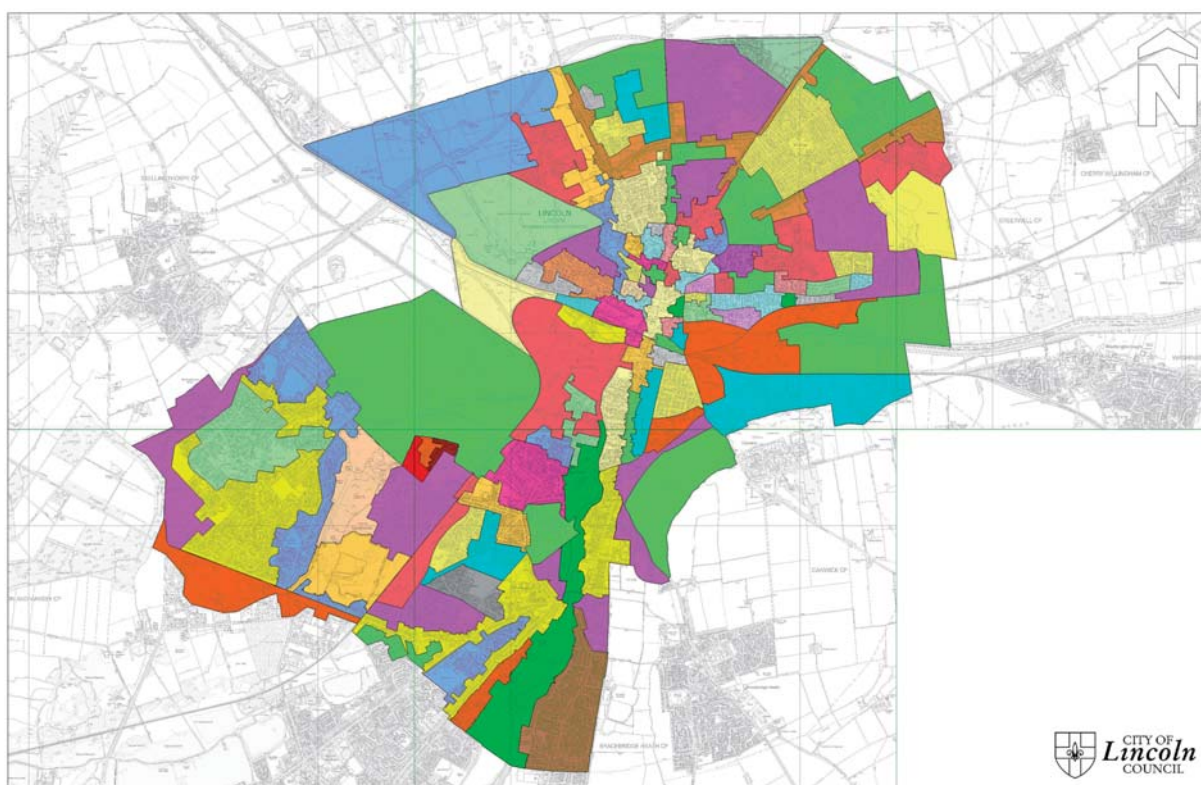
character of a 1930s' housing estate. Comments also included the identification of a valued informal route through a gap in a fence and over waste ground to a local supermarket, which proved immediately useful to council planners discussing improvements to the local area as part of proposed developments.

One workshop also raised an interesting question of who 'owned' a patch of open land on the edge of a housing estate. Although it had not originally been included in the character area, local residents were adamant that it should be – and duly altered the draft maps supplied to them! This clearly brought out a strongly perceived link between the housing and the open space, an understanding that will help inform future changes, perhaps including improvements to the condition of existing gates between them.

Sessions on memories were also held, which provided an opportunity for older residents to talk about their experiences in the area, describing local shops that had previously existed for example, or

how factory workers used to stream down certain streets, or how local church congregations used to come together and march round a particular square, all of which fascinated newer residents. These past uses can inspire future uses, and help us understand some of the more ephemeral characteristics of places.

This work with local people, based firmly on the character of the current townscape, proved an invaluable way of helping people engage with their places and each other, and produced descriptions of townscape character that are properly informed by people's perceptions and their knowledge of recent changes. It was also great fun! The expectation is that the Heritage Connect website and YouTube videos will continue to help people understand more about their inherited environment and increase their enjoyment of it, as well as providing a continuing means by which local people's perceptions will inform our understanding of the character of Lincoln and future change. ■



The Lincoln Townscape Assessment has described the inherited character of 108 named Character Areas – the areas that individually and collectively give the city its unique personality.

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Harnessing Stockport's heritage

Esther Morrison and Fiona Bullock

Stockport Borough Council

In a time of shifting demographics and economic uncertainties, an ability to reach out to large and diverse numbers of local people is an essential ingredient in the successful implementation of local-authority plans and strategies. Over the last decade Stockport has been notable for the value placed on its unique historic environment within its Community Strategy and Council Plan. Both recognise the potential of community engagement for harnessing the wider economic, social and educational benefits of conservation and heritage.

Most recently, these broad objectives were articulated through thematically based Conservation and Heritage and Tourism Strategies, both supported by complementary action plans. As a result, the promotion of Heritage Open Days (HOD) was specifically identified as a way to celebrate the social, cultural and environmental significance of heritage in Stockport; an associated programme of evaluation was established to measure its impact.

Free of any political agenda and crossing faiths, nationalities and cultures, HOD is probably the most inclusive national event held in the UK. Stockport has seen a 61 per cent increase in HOD attendance since its joint marketing programme commenced; in 2009 no fewer than 7,163 people attended more than 34 separate events. Since 2006, Stockport's HOD events have seen growing community involvement. Although the campaign has been managed by a council project group led by Tourism Development, by 2009 two-thirds of the events were organised by community groups and private-sector organisations. Community-led participation has been particularly strong in the Priority Areas of Brinnington and Reddish, which benefit from a community project called Hands on Heritage, supported by Heritage Lottery Fund.

From the start, HOD evaluation was standardised across all participating sites and the resulting report widely circulated; this methodology creates strong and persuasive evidence for the wider community impact of heritage engagement. Evaluation is also showing increases in HOD attendance from people who say that they would not normally visit heritage attractions – currently 35 per cent of our audience. Stockport's programme is proving to be highly effective in reaching into communities that usually have marginal contact with Stockport Council, offering many opportunities for organisa-

tional cross-promotion. In 2009, to investigate what makes HODs effective as a gateway to participation, we asked these non-users why they felt that they did not usually visit heritage attractions and what they felt was different about HOD. Some 70 per cent of them cited time poverty as the main reason for non-engagement; the opportunity during HOD to visit places not usually open was of equal importance to the fact that entry is free.

As a result of the HODs' experience there is now a high level of local public agreement about the ability of community heritage and cultural events to bring people together and to create a sense of belonging among newcomers. This has in turn led Stockport Council to develop new ways of engaging with recent arrivals to the area – for example, the marketing of heritage and cultural events through the local-authority housing organisation, Stockport Homes, which displays publicity materials in the shared areas of their managed properties and on their website.

Our growing understanding of Stockport's cultural and heritage audiences has led other service areas within the council to ask if they can use our evaluations system to help with the development of their own strategies and service plans:

- In summer 2009, Tourism and Central Marketing used the 700+ evaluation forms completed by heritage-site visitors to determine the most cost-effective marketing distribution methods for the borough.
- In partnership with the Welfare and Benefits



Harold and Cynthia Bayley behind the scenes at Stockport's Garrick Theatre – just 2 of the 7,163 people who took part in last year's Stockport Heritage Open Days programme.
Pauline Neild © Stockport Council



Heritage Open Days are creating a new sense of local belonging in Stockport. Lindsay Cliffe looks at the Births Register at St Thomas's Church in High Lane, Stockport. Pauline Neild © Stockport Council

Service and their benefit-linked discount scheme (known locally as Leisure Key), we have set up a leisure-interest database for Key holders. A direct mailshot of Heritage Events Guides has resulted in both an increase in renewal rates for the scheme and a growth in new members, while the Arts, Culture and Visitor Attractions Service has seen an increase in visitors from Stockport's Priority Areas.

Through co-promotion, evaluation and implementation of findings, Stockport hopes to see a continuing increase in the breadth of social engagement and rising satisfaction scores for Stockport as a place to live. These improved performance measures will demonstrate the level to which the Stockport Council Plan is meeting the needs of the residents and, in turn, help to reinforce the profile of the historic environment within the borough. ■

Engaging communities with heritage

Miriam Levin

Head of Outreach, English Heritage

The Outreach team at English Heritage has been running community heritage projects for the last six years. During this time we have learnt a lot about what makes for a successful piece of work – one which meaningfully engages people with place – even if we do not manage to put all of it into practice all of the time.

At the heart of our work is the aim to actively

involve people in learning from, understanding and enjoying the heritage around them. Our route to this is through local projects targeted at hard-to-reach communities. We work with groups such as youth clubs, Sure Start, Age Concern and interfaith groups, giving people opportunities to tell their stories, learn skills, try something new, build up confidence or to make links with different community groups – for example by bringing together different faith groups for the first time to create a multi-faith trail.

These creative, grassroots projects celebrate the diversity of England's heritage. Unlike outreach departments in museums, we do not start from a building or a collection to engage people's interest. Instead, we want to interest people in heritage in its widest sense – the historic environment which is all around them, where they live, work or go to school – and the intangible heritage which matters to them: traditions, memories, culture. In some cases this might mean an English Heritage property in their local area – and about one quarter of our projects do take place at English Heritage sites – but the remainder happen in communities in areas of high deprivation where we have little or no profile as an organisation.

The key is to find out from people what it is that interests them, what stories they want to tell and how we can best work together to make this happen in a way that allows them to retain ownership over the idea and the process. It is their wholehearted buy-in to the project that leads to a successful outcome. And by that we mean people who have gained something positive, whether this

Bygone Bridlington participants enjoying the book at the launch.
Andrew Harper © English Heritage



is a new skill, a new confidence or a new perspective on something – like heritage – which they might previously have thought irrelevant to them.

We have run 389 projects since 2003, and in each we have tried to develop work that is consultative, participative, and sustainable. Here are a couple of examples.

Bygone Bridlington

The Yorkshire outreach manager worked with a group of elderly residents from the Christ Church Community Centre in Bridlington to research archives and personal memories, photos and treasures that could be included in a booklet about the seaside town and its inhabitants during the past century. Oral-history workshops encouraged the group to tell their stories of how life in Bridlington has changed since their childhoods. The town is undergoing regeneration, and in particular the revival of the Bridlington Spa Theatre acted as a driver for the project and a stimulus for gathering memorabilia from its past.

By capturing memories from this generation and producing a small eclectic book of quotes and images the project has become a multi-generational tool for learning and a catalyst for further reminiscence and storytelling. To sustain the work and to allow it to reach the widest possible audience, copies have been distributed through Basic Skills colleges, leisure centres, doctors' surgeries and the Spa itself. Copies have gone to every primary school in the East Riding of Yorkshire so that the Bygone Bridlington story can be built into their curriculum plans for the summer

term of 2010. If you would like a copy, email rachel.lee@english-heritage.org.uk.

Spring-line

Spring-line took place for the second time in 2008–9, in partnership with East Hampshire and West Sussex Youth Service, the Weald and Downland Open Air Museum, the Sustainability Centre in West Sussex and Connexions. The aim of the project was to engage young people in rural areas, along the line of the South Downs, with the conservation and exploration of their local environment, including the natural and built environment.

During the summer 10 young people aged between 14 and 16 took part in preparatory events led by youth workers in their own neighbourhoods, followed by a residential session at the Sustainability Centre in East Meon. They learnt about woodland management and sustainable lifestyles and took part in traditional craft skills workshops at the Weald and Downland Museum in West Sussex, which included local crafts such as thatching, lime-burning and wattle-and-daub building techniques. The programme included a 'skills pathway day', when participants presented their experience to a panel of professionals from the built and natural environment, family and friends. In return they received expert advice about taking their interests further. The Sustainability Centre has taken over administration of the project and is going to deliver the Spring-line project with a new cohort in 2009–10.

The project highlighted the lack of signposting for young people to develop careers in this area. As



Young people on the Spring-line project learning traditional craft skills.

James Simpson ©
English Heritage

As a result, English Heritage Outreach, Construction Skills and Education South jointly organised a one-day conference in the summer of 2009 that targeted Connexions and other organisations advising 14- to 19-year-olds on careers, making clear the links between careers in mainstream construction and heritage craft skills for the built environment.

Engaging communities with heritage is not easy but it is worth it: heritage is a powerful tool for social change. Everyone can relate to the past, and in terms of building strong communities that work together it is important to understand where we have come from, to understand our shared and diverse histories, and to be able to root ourselves in the present and plan for the future. ■

For more information on the work of the Outreach team, go to www.english-heritage.org.uk/community.

For networking, resources, news and events for people interested in broadening access to heritage, go to www.ourplacenet.org.uk.

‘Berwick’s Future’ partnership: building trust

Catherine Dewar

Historic Areas Adviser, English Heritage

Julien Lake

Project Manager, Berwick Community Trust

English Heritage’s experience

Berwick-upon-Tweed is one of England’s most rewarding small towns with a host of highly significant heritage assets. During the past five years, English Heritage has been working with local organisations and the community as part of ‘Berwick’s Future’, a regeneration project aimed at ensuring that Berwick (including the adjacent settlements of Tweedmouth and Spittal) is ‘a competitive, distinctive and well-connected Border town that is enterprising, ambitious and inclusive’.

A partnership was formed that now includes: Berwick Community Trust, Berwick Town Council, English Heritage, Government Office for the North East, Northumberland County Council and One NorthEast (Regional Development Agency). English Heritage has worked with its partners on a master-plan and regeneration strategy for the town and this has involved a series of consultation events for the local community as well as the production of a regular newsletter and website (www.berwicksfuture.co.uk) outlining the work of the partnership. English Heritage has also undertaken a rapid character assessment to

The local community and partner organisations discuss the priorities for the various projects to be implemented.

© Berwick Community Trust



inform the various strategies, published a book called *Berwick-upon-Tweed: Three Places, Two Nations, One Town*, renewed interpretation of the ramparts, joined local people in facilitating a Building Recording Group and runs a contemporary art gallery in the gymnasium at the Barracks. With other partners it is also grant-aiding a scheme by the Berwick Preservation Trust to convert the Dewar's Lane Granary.

Working with a local community can be challenging for any national agency; the key is to balance the expectations of the local community with the reality of being a national organisation with many priorities and a restricted budget. English Heritage has a physical presence in Berwick as the guardian of the Barracks and the town's fortifications but the Berwick's Future partnership has been an invaluable way to engage with the community about issues beyond site management, such as planning matters and building research.

The biggest lesson for English Heritage has been that we must be open and honest about what we can and can't do, and to communicate why this is the case. We need to listen and understand local needs and build the trust of the community. Good partnerships are challenging, and Berwick's Future has worked best when there is forthright (and often fierce) debate about the next steps.

Berwick Community Trust's experience

Berwick's historical riches are combined with the complex needs of a town seeking to regenerate itself after the loss of industry, to increase its attraction to tourists and to balance a lively town centre with the constant pressure to develop out-of-town shopping. The argument is often proposed: preserve the heritage and tourism will grow bringing with it visitors and their wealth. Some of the benefits of heritage-led tourism are plain elsewhere but the argument seems to us to be infrequently tested and the costs are rarely identified. What kind of visitors, with how much wealth and what demands? How much of their money will they leave behind and will it reach the pockets of everyday residents?

Addressing all these issues is not easy and striking a balance is even harder. For the resident who wants somewhere to park their car and a range of shops and services that are relevant to their needs (as opposed to those of a notional tourist), the value of the town's heritage can be uncertain. The tension between the motor-car and the Elizabethan ramparts which circle the town centre is one example of an issue yet to be resolved. How we strike a balance between the heritage and the practicalities of living in the town is a complex question: it is also central to the way English Heritage and this community engage with one another.



We have been talking together for several years, but it is only now that we are starting to have serious conversations about these difficult questions. Where contact with English Heritage is second or third hand the perception of residents is still too often that of an external agency interested in delivering on an agenda not rooted in the needs of residents. Challenging this perception is hard when action or response can be slow to arrive and tangible evidence of progress sparse.

I really do believe that the community's collective understanding of the important heritage issues is developing. I also think that English Heritage colleagues now have a better understanding of how their decisions will affect the lives of local people. It has taken local people a while to appreciate just how much time key English Heritage staff have dedicated to the project and just how much effort goes into trying to resolve issues. I am optimistic that this appreciation of the partnership will develop as the real benefits of imminent conservation-area grant schemes begin to be seen – and that this will strengthen the vital dialogue we currently enjoy. ■

The Corner Shop engages

Bobby Tiwana

Black Country Touring

After a successful partnership project in 2006 called *Apna Ghar* (Our Home), Black Country Touring, Foursight Theatre and English Heritage decided in 2007 to work together again, with support from The Heritage Lottery Fund. The Corner Shop is a project looking at the social history of corner shops across the Black Country (Dudley, Sandwell,

Walsall and Wolverhampton) during the past 60 years, through oral history and archive research, theatre, a touring exhibition and a web presence.

Black Country Touring (BCT), a dance and theatre company, led on community participation. Initially 15 volunteers from different communities were identified and trained (with support from Izzy Mohammed, a Birmingham heritage consultant) in oral-history interviewing and audio-recording techniques. The training included the value of oral history, suggested research questions and good practice guidelines. Most of the team identified their own respondents; a few wanted to be matched with a particular shop. Some interviewed their local shop-owners, families of shop-owners and some of their customers. The stories unearthed ranged from South Asian to Caribbean, English, Iranian and Polish communities.

During autumn 2008 an artistic team of theatre professionals used the research to create a site-specific theatre production in which the audience would go on a physical promenade journey through many different re-created spaces to learn all about Black Country shops. A team of 12 volunteers of varying backgrounds worked alongside the professionals: some had links to theatre as young graduates and others no experience at all. Four assisted with the building and painting of the sets and eight took part in the performance, their ages ranging from 10 to the mid-50s. The community performers were used 'sensitively' – in other words, within their capabilities so that they could deliver their roles to a high standard and so that they could have a positive experience, rather than one that left them feeling exposed performing alongside more experienced professionals.

Foursight Theatre's education officer worked with two primary schools in Sandwell, where the pupils carried out their own mini-Corner Shop project. They were stimulated by trips to shops in their local community, and interviewed shop-owners about their experiences of running shops. The pupils also visited the local borough archives. Working with a designer, sound artist and drama specialist they created their own site-specific promenade performance based on their research. Both schools are within heavily deprived areas and for many pupils English is not their first language. One of the schools has many pupils from refugee communities, too. The project had an overwhelmingly positive effect on the pupils' curiosity to learn and sense of being part of a team, both of which resulted in better self-esteem and confidence.

Berwick-upon-Tweed: Three Places, Two Nations, One Town records what it is that gives the town its special character.

Learning about local places. Foursight Theatre's education officer helps Sandwell primary-school pupils to carry out their own mini-Corner Shop project.
© Anand Chhabra



In response to popular demand, the theatre production was repeated in autumn 2009 with support from Wolverhampton Arts and Museums Service, the Sir Barry Jackson Trust and further support from English Heritage. This time, participation opportunities were maximised with the addition of 31 volunteer stewards (to actively manage the audience through the spaces), 8 makers and 14 community performers. One unexpected but welcome development was that people who had been indirectly involved in the earlier research and production, including some audience members, volunteered to take part in the many new roles on offer – for example, a Polish shop-owner working as a steward and an audience-member's spouse working as a set maker.

The Corner Shop project was successful because of the composition of the team: project partners, specialist professionals and (young to old) community volunteers all working towards shared objectives. With support from English Heritage the project is now planning an evaluative website to share the research findings and models of good practice.

The Corner Shop currently has two galleries on the Connecting Histories website www.connectinghistories.org.uk and there is a physical archive at Sandwell Community History and Archive Service. Copies of the oral-history recordings can be accessed at The National

Monuments Record Centre and the exhibition was curated by Sandwell Museum Service. ■

For further information please contact Bobby Tiwana at Black Country Touring, bobby@bctouring.co.uk

Engagement through archives

Jane Golding

Access and Community Officer, National Monuments Record

A 19th-century photograph of a street scene that is today much altered, combined with a contemporary map, can readily bring about an appreciation of the past. Archives and data sources have an important role to play in increasing public engagement in the historic environment. But many people do not feel that mainstream heritage holds any relevance to them as individuals, nor do they see any apparent benefits from taking part. How, then, can we persuade a wide diversity of people to engage with what we have to offer?

An increasing body of research within the sector, particularly within museums, is looking at the factors that either motivate people to participate or act as barriers to them doing so. This article selects four of the key issues and looks at corresponding initiatives the National Monuments Record (NMR) is taking to address them.

Understanding that personal relevance is key

The NMR is the public archive of English Heritage and holds more than 10 million photographs, drawings, reports and publications covering England's archaeology, architecture, social and local history. Unlocking its riches and realising the potential of the collections to resonate with people's lives is a considerable challenge. Experience shows that people are unwilling to engage with what we offer unless they can see a match between their own sense of self and place and the way they are represented in – or absent from – the record. How do we make the connections so that no one community of interest feels isolated, misrepresented or ignored?

During the last few years the NMR has made an increasing amount of material available online. Nearly one and a half million records and photo-

graphs from the NMR can now be found on its websites, with a further million becoming available with the launch of the new English Heritage Archives website in March (see page 52).

The selection of material for digitisation is informed by user need but, within collections, we need more detailed research to identify content that will engage and help to develop some harder-to-reach audiences. Here are some of the ways we are adding value to our collections:

- Asking the experts: *Women's History*. In partnership with the Women's Library and the TUC Library, a researcher is investigating what our shared resources can tell us about the relationship between women and the historic environment. Available as a new web-based resource



RMS *The Queen Mary*, Southampton Docks, 28 June 1946. Launched in 1936, *The Queen Mary* was re-fitted as a troop ship in 1940. Between February and September 1946 she made 12 trans-Atlantic voyages to reunite European 'war brides' with their American and Canadian husbands, often carrying small children who had not yet met their father. One lady who had travelled on the ship reminisced: '*The Queen Mary* was an experience in itself, what a beautiful ship. The shopping area was called Piccadilly Circus. The dining room was massive, accommodating a hundred at least. The Captain introduced himself and warned us not to eat too much butter as we had not been used to it during rationing.'

© English Heritage. NMR, Aerofilms Collection, A1370

(www.english-heritage.org.uk) this research will be used to enhance existing NMR records.

- Asking our users: *Britain from Above*. With the rise of ‘web 2.0’ technologies comes the expectation that users will want to co-author and share materials. The Aerofilms Collection contains more than one million aerial photographs showing the changing face of Britain throughout the 20th century. English Heritage and its partners, the Royal Commissions on the Ancient and Historical Monuments of Wales and Scotland, are planning to conserve and scan the fragile negatives dating from the first half of the century. They will then be put online so that ‘virtual volunteers’ can contribute their own knowledge, memories and personal experiences relating to the images. For more information about the project please email aerofilms@english-heritage.org or telephone 01793 414495

Understanding the relationship between digital exclusion and social exclusion

There are 17 million people in the UK who still do not use computers or the internet. Furthermore, there is a strong correlation between those who are least likely to have access to, or a desire to use, digital resources and those who are most deprived and socially excluded (Communities and Local Government 2008). Non-users of the internet are more likely to be aged over 65, from lower socio-economic bands and lack higher education. Unemployment, living in a rural area or living in a household without children can also be limiting factors. However the problem is not just lack of physical access; people also need the skills and motivation to engage with online resources.

The *Britain from Above* project is seeking to build partnerships with key learning providers, such as further education colleges and libraries, who help people with little experience of using the web to access digital resources. What we are hoping is that these partnership arrangements will enable these users to make their own online contribution to the project. Digital access is only one part of the issue, however, so the project is also planning a direct engagement with non-traditional audiences.

Traditional academic authority can alienate people from participating

To break down the barriers many organisations are looking at ways of transferring authority to the user by encouraging people to become interpreters instead of passive recipients of information. Allowing communities to contribute new insights



A crowd at Speaker's Corner in Hyde Park during the 1950s. The digital age helps us to engage interested audiences online but we need to make sure that our search mechanisms allow the retrieval of material that connects with the interests of diverse audiences. John Gay © English Heritage. NMR, AA054025

and perspectives can lead to new opportunities for enhancing the record – but for both heritage professionals and users alike this raises serious challenges about the reliability of the new user-generated content. For more information about how the NMR is tackling this problem see page 52.

Achieving sustainability and building capacity

Cultivating relationships with communities takes a long time and is a slow process. It can require long-term commitment to achieve sustainable outcomes, which can be difficult for local organisations and institutions with limited resources. Reform of the Heritage Protection System encourages communities to contribute to the management of their local heritage assets and to access information about these via their local Historic Environment Record (HER). The NMR is therefore working closely with HERs to create new opportunities for community engagement, to share experience and to learn from one another's best practice. ■

REFERENCE

Communities and Local Government October 2008. *Digital Inclusion: An Analysis of Social Disadvantage and the Information Society* (www.communities.gov.uk)

News from English Heritage

Cathedrals Fabric Survey 2009

The 2009 Cathedrals Fabric Survey is the third in a series undertaken by English Heritage and partners. Its purpose is to gain an accurate picture of the condition of the 42 Church of England and 19 Roman Catholic cathedrals in England (www.english-heritage.org.uk/cathedrals).

The 1991 survey showed that many cathedrals had a significant repair backlog, but by 2001 85 per cent of the urgent and necessary repairs had been carried out. The 2009 survey reveals that the amount of work achieved since 1991 is extraordinary; the majority of cathedrals are now in better condition than they have been for a century.

- More than £250m of repair work has been completed or is underway across 61 buildings.
- English Heritage (including a contribution from the Wolfson Foundation of £3m) has contributed nearly £52m towards these repairs.
- Since 2001, £90m of repair work has been completed or is in progress, as well as more than £90m of development work that has improved the experience for visitors and worshippers alike.

Contact: Russell Walters; tel: 020 7973 3481;
email: russell.walters@english-heritage.org.uk

Options for the Disposal of Redundant Churches and Other Places of Worship

English Heritage and DCMS have published a guidance note on the options open to trustees wishing to dispose of non-Church of England places of worship that are no longer needed for regular worship (www.culture.gov.uk/reference_library/publications/6575.aspx).

The purpose of the guidance is not to recommend any one course of action, but to make it clear that trustees are not always obliged to dispose of the property at full market value. The most appropriate option in any particular case will depend on the exact legal form by which the charity is established, the terms of its governing document and the different laws and regulations that apply to the entity which owns the building.

Contact: Nick Chapple; tel: 020 7973 3267; email: nick.chapple@english-heritage.org.uk

Large Digital Screens in Public Places

This 16-page guidance note has been prepared by English Heritage and CABE to help local authorities in their consideration of planning applications for large digital screens in public places (www.helm.org.uk/guidance). Some of these

will be part of the Live Sites programme for the London 2012 Olympic Games and the Paralympic Games, installed by the organising committee, LOCOG. However, increasingly there are proposals from other organisations, broadcasters and commercial companies to install large digital screens in towns and cities for a variety of purposes.

The guidance sets out principles which should be considered when proposals are advanced for individual sites and locations, and provides illustrated examples of good and bad practice.

Contact: Richard Dumville; tel: 020 7973 3783;
email: richard.dumville@english-heritage.org.uk

Creativity and Care: New Works in English Cathedrals

In his introductory message to this new publication, the Rt Hon Frank Field MP, Chairman of the Cathedrals Fabric Commission for England, notes that the purpose was 'to show that some of Europe's, indeed the world's, greatest buildings can be enhanced by the addition of the best of what the early 21st century can offer' and 'to encourage cathedral authorities to think in the boldest terms about their buildings' future' (www.english-heritage.org.uk/cathedrals).

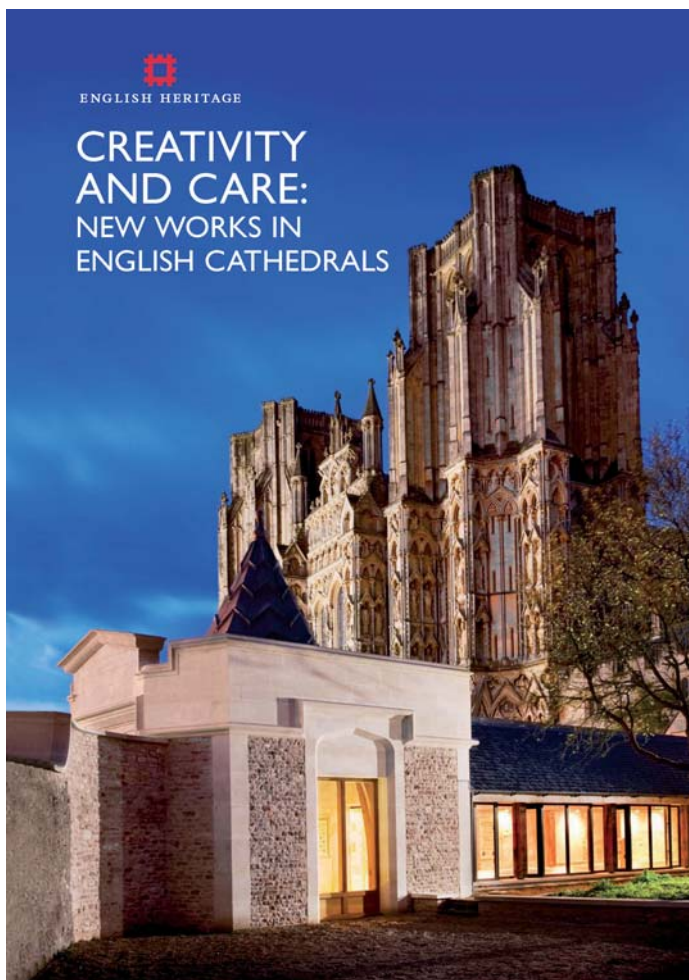
Baroness Andrews, Chair of English Heritage, added that the 'aim was to select a cross-section of particularly impressive solutions to the kinds of issues facing cathedrals in the first decade of the 21st century. We have deliberately avoided creating a definitive list of 'approved projects', or writing a miniature history of modern inventions in these great churches. Instead, we have selected work, that, whatever its nature – from a major construction programme to an individual fire door – is exemplary in some way. We have also tried to represent a cross-section of contexts for this work: cathedrals ancient and modern, Anglican and Catholic, large and small. Between them, these projects tell us much about the principles that underlie a successful scheme.'

Contact: Diana Evans; tel: 07826 869184;
email: diana.evans@english-heritage.org.uk

Dresden Elbe Valley deleted from World Heritage List

On 25 June 2009, the UNESCO World Heritage Committee deleted the Dresden Elbe Valley World Heritage Site (WHS) from the World Heritage List – the first time this has happened to a cultural site.

Placed on the World Heritage List in 2004,



the 18th- and 19th-century cultural landscape of Dresden Elbe Valley, 18kms in length, is crowned by the Pillnitz Palace and the centre of Dresden with its numerous monuments and parks. By 2006 it had been placed on the World Heritage in Danger List because of intensely controversial proposals to build a four-lane bridge across the Elbe at Waldschlösschen.

Construction began in 2007 and a year later the Committee said that the site would be deleted from the World Heritage List if it continued.

Construction did continue, and in 2009 the Committee with great regret deleted Dresden Elbe Valley from the World Heritage List. The Committee debate focused on whether the Outstanding Universal Value of the site had been irretrievably damaged and concluded the intrusion into a little-changed cultural landscape was very significant. This was a mature use by the Committee of values-led conservation to come to a correct but regrettable decision.

Contact: Christopher Young; tel: 020 7973 3848; email: christopher.young@english-heritage.org.uk

Capitalising on the Inherited Landscape: An Introduction to Historic Characterisation for Masterplanning

One of the greatest challenges in a country with a rising population and rapidly changing lifestyles is to design places where people enjoy living and working while maintaining the essential character of place and landscape that we have inherited from the many generations of our predecessors.

This guidance from English Heritage and the Homes and Communities Agency introduces a simple way to use the inherited character of a regeneration site (www.helm.org.uk/guidance). Few development sites are blank sheets. Rather they are the result of decisions taken over many decades and centuries. Understanding those past decisions can help us make better decisions about tomorrow.

Contact: Graham Fairclough; tel: 020 7973 3124; email: graham.fairclough@english-heritage.org.uk

West Dean College



Between June and December 2010 West Dean College will be offering the following intensive courses in its English Heritage-validated Building Conservation Masterclass programme (for which English Heritage employees receive a 10% discount on the non-residential course fee):

7–10 June	Managing Wildlife on Historic Monuments
2–24 June	Cleaning Masonry Buildings
6–9 September	Conservation and Repair of Stone Masonry
20–23 September	Conservation and Repair of Timber
4–7 October	The Structural Repair of Historic Buildings
18–21 October	Conservation of Concrete
1–4 November	Mortars for Repair and Conservation

The Professional Conservators in Practice programme will include the following course:

11–14 October	Care and Conservation of Historic Floors
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For further information on all the courses in these programmes, please contact Liz Campbell, CPD Coordinator, at West Dean College, West Dean, Chichester, West Sussex, PO18 0QZ Tel: 01243 818219 or 0844 4994408; fax: 01243 811343; e-mail: cpd@westdean.org.uk www.westdean.org.uk/college

The National Monuments Record

News and Events

English Heritage Archives catalogue online

From late March 2010 you will be able to search online through more than a million NMR catalogue records for photographs and documents relating to England's historic buildings and archaeological sites. Using a range of search options, users can discover whether we hold any items in the archive relevant to the particular topic they are interested in, whether photos, maps, plans or reports (www.englishheritagearchives.org.uk).

So, for example, if you search for 'Stroud' in Gloucestershire, you will find 73 catalogue records describing the photographs, reports, sales particulars and plans we hold relating to the town. You can refine the search, for example to look for just schools, or churches, or for an exact address.

If you register for a Heritage Passport, you'll be able to place online orders for copies of photographs and documents, and save your searches for future use. Registration is free and easy to complete and helps us find out more about our audiences.

In a review of the NMR in 2004 our users highlighted the desire to be able to search for as much material online as possible. The launch of English Heritage Archives goes a tremendous way in helping us achieve this objective. If you can't find what you're looking for or want more information contact Enquiry and Research Service on 01793 414600 or email: nmrinfo@english-heritage.org.uk.

Public engagement with *PastScape*

PastScape, the online version of English Heritage's national historic environment record, contains nearly 400,000 searchable records relating to England's archaeological, architectural and maritime heritage. Links at the end of each record encourage users to tell us how they can be improved. Since we re-launched the website in January 2009 more than 50 per cent of the responses have offered valuable extra information about the development or history of the site.

Contributors come from different disciplines and backgrounds: some are academics or heritage professionals but a large proportion are informed amateur historians and archaeologists; what unites them is an interest in the past that prompts them to contribute their time and knowledge to this resource.

We try to verify and reply to comments within three working days. At present we are unable to display digital images that users offer us, but we are reviewing our options for this and for more visible user interaction in the future.

New maritime data

PastScape (www.pastscape.org.uk) now has more than 46,000 records on the maritime theme, among them at least 36,000 records of shipwrecks. Recent additions include finds



Ebley Mill, Stroud, Gloucestershire, as photographed by Eric de Mare in 1956 – one of more than a million NMR records now available online. Once one of the largest woollen-cloth mills in Stroud, the building is now the headquarters of Stroud District Council.

© English Heritage. NMR AA98/04424

A monument to the men of the Seventh Hussars. Sixty-one non-commissioned officers and privates returning from Spain were lost when their ship was wrecked in Coverack Cove in 1809.

© English Heritage.NMR
BB98/0179



recorded as part of the British Marine Aggregate Producers Association and English Heritage protocol for reporting finds of archaeological interest made during dredging for gravel.

Since October 2005 these have included more than 700 individual finds ranging from prehistoric teeth, bones and hand axes to 17th-century cannon balls, German and American downed aircraft from the Second World War and fixtures and fittings from sunken ships.

Acquisitions

We have recently acquired three documents that together provide a fascinating view of German planning for the Second World War invasion of Britain.

- A 1941 aerial photographic panorama of the south coast between Littlehampton and Margate. The half-tone images are printed on a series of fold-out pages.
- A 1940 invasion handbook for the entire south coast from Penzance to Margate with annotated maps, photographs and coast landscape profiles. Many of the maps and photos derive from pre-war British sources.
- A 1941 booklet of town street plans (excluding London) with main routes and distance in kilometres to other towns. The publication mainly covers English towns, but extends into Wales and Lowland Scotland.

These documents are currently undergoing a conservation assessment. For further information please contact Keith Austin (keith.austin@english-heritage.org.uk) quoting reference AQ/09/032.

NMR Services

The NMR is the public archive of English Heritage, holding more than 10 million photographs, plans, drawing, reports records and publications covering England's archaeology, architecture social and local history.

Find out more online at:

www.english-heritage.org.uk/nmr

Or contact: Enquiries & Research Services,
NMR, Kemble Drive, Swindon SN2 2GZ

Tel: 01793 414600, fax: 01793 414606 or

email: nmrinfo@english-heritage.org.uk

Heritage Gateway

www.heritagegateway.org.uk

National and local records for England's historic places

Viewfinder

www.english-heritage.org.uk/viewfinder

Historic photographs of England

Images of England

www.imagesofengland.org.uk

Contemporary colour photographs of England's listed buildings from the turn of the 21st century

PastScape

www.pastscape.org.uk

England's archaeological and architectural heritage

Heritage Explorer

www.heritageexplorer.org.uk

Images for learning, resources for teachers

The following **Designated Datasets** held by English Heritage are available for download via the English Heritage website, www.english-heritage.org.uk. The data are suitable for use in a Geographic Information System:

- Listed buildings
- Scheduled monuments
- Registered parks and gardens
- Registered battlefields
- World Heritage Sites
- Protected wreck sites

Legal Developments

A Mere Matter of Detail

Mike Harlow, *Legal Director, English Heritage*

In an ideal world all applications for planning permission would be detailed down to the last doorknob before any decision has to be taken. But in our less-than-ideal world, that is not always reasonable. Detailing to the nth degree obviously costs money and the type of knob to be used may be utterly irrelevant to considering whether the building it will open is generally good or bad for society.

Hence one can apply for 'outline planning permission', which will have a condition on it leaving consideration of any details of access, appearance, landscaping, layout or scale to a later 'reserved-matters' stage.

The difficult question, considered at a recent call-in inquiry into whether an outline application for a shopping centre in Lancaster town centre should be permitted, is: what is enough detail, particularly when you are building within the setting of a listed building or within a conservation area?

It is a critical issue because the courts have held that it is implicit in an outline permission that there is at least one form of detailed development that would be acceptable when considered at the reserved-matters stage.

Illustrative sketches of what the finished product may look like, presented as part of an outline planning application, need careful handling. The detailed appearance presented at the reserved-matters stage may be entirely different. If there are no such sketches, or if they show a development that would not be acceptable now, how can one be sure that there is at least one form of the development that could be approved at the reserved-matters stage?

Circular 01/06 from the Department for Communities and Local Government gives some guidance: to ensure a development takes proper account of national, regional and local planning objectives, the application must have adequate information for its impact to be understood and evaluated.

Notwithstanding the matters that can be left over to the reserved-matters stage, under article 3(2) of the General Development Procedure Order (1995) a local planning authority can require

further details if it considers it necessary. It clearly should consider it necessary if those details are needed to establish that there is at least one form of the scheme that will be acceptable.

Critical to the Lancaster case, and many like it, was the assessment of the impact of the new building on the setting of neighbouring listed buildings and the character and appearance of a conservation area. If the outline application contains the minimum detail there will be no information on the materials to be used, the style of decoration, the articulation of the elevations, the positioning of windows and doors or the form of the roof. Even the location and heights may be subject to parameters allowing scope for material movement at the reserved-matters stage.

A key element of the Lancaster application was a proposed pedestrian bridge in the city-centre conservation area and within the setting of listed buildings. Illustrative drawings were provided, but no details of the design and materials were given. The location was defined by parameters.

While it was not inconceivable to the inspector that there could be a successful design for the bridge in this sensitive location, the absence of detail meant that he was speculating. He said it would be wrong to grant outline permission without being *certain* that an appropriate solution can be achieved. Only a detailed design could allow a proper appreciation, he added. The Secretary of State agreed and this was one of the grounds of refusal.

The temptation to miss out on this detail, of course, becomes all the greater the larger the scheme is. It is entirely understandable that the applicant for a large master-plan scheme is going to be very unwilling, and maybe even unable, to raise the finances to carry out the detailed design work. The focus should, in those circumstances, be on the minimum necessary to make the proper judgement – for example, perhaps only one side of the site needs elevational treatments to be shown.

What is obviously highly undesirable is for the local planning authority to recognise that there is no acceptable detailed scheme only at the reserved-matters stage. By then the momentum is unstoppable. ■

New Publications from English Heritage

England's Schools: History, Architecture and Adaptation

Elain Harwood



This book, part of the *Informed Conservation* series, aims to raise awareness of the wide range of school buildings built in England from the Reformation to the Millennium, and discusses which buildings may be worthy of greater appreciation and preservation. It summarises the development of schools and analyses how social attitudes have been expressed in their architecture and planning.

Finally, it examines adapting older schools to new needs, drawing on examples of best practice from Historic Building Inspectors and Advisers.

PUBLICATION DATE: January 2010

PRICE: £9.99

ISBN: 978 | 84802 031 3

Paperback, 112pp

Manningham: Character and Diversity in a Bradford Suburb

Simon Taylor and Kathryn Gibson



This book raises awareness of the historic landscape and buildings of Manningham, telling the story of its development from a thinly populated rural township to a fully developed 19th-century city suburb full of self assurance, civic pride and high-quality architecture. It examines how the suburb and its buildings have subsequently continued to function, following the decline of the traditional industries on which its success was based.

A DVD at the back of the book presents the fruits of a major outreach project in which the people of Manningham share their memories and put forward their own opinions of the district and the challenges of economic out-migration, crime and headline-making outbreaks of civil unrest that it now faces.

PUBLICATION DATE: May 2010

PRICE : £9.99

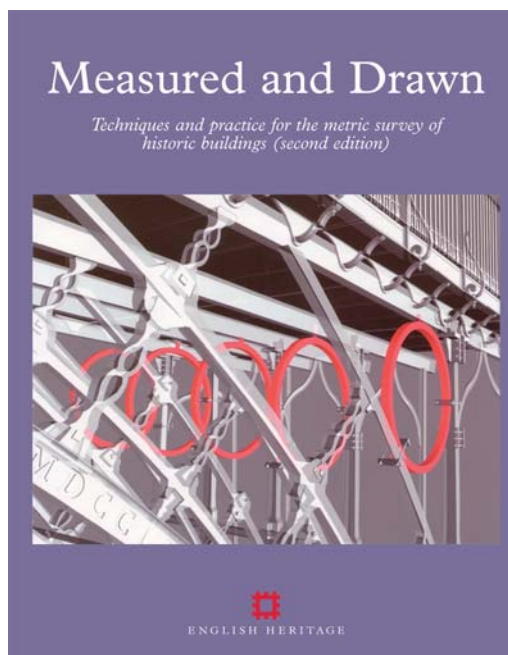
978 | 848020 30 6

Paperback, 96pp

Measured and Drawn: Techniques and Practice for the Metric Survey of Historic Buildings

Second Edition

David Andrews, Jon Bedford, Bill Blake, Paul Bryan, Tom Cromwell and Richard Lea



Metric survey of our historic environment is integral to understanding significant places. English Heritage's *Conservation Principles* (2008) establishes documenting and learning from decisions as a core principle, recognising the need for adequate

recording. *Measured and Drawn* shows how, working with historians, conservators and archaeologists, such records are achieved by metric survey.

Mapping the historic estate helps to conserve and manage the buildings in English Heritage's care. *Measured and Drawn* is part of an ongoing series of technical guides on heritage documentation, and provides an introduction to the techniques currently available to conservation professionals and building archaeologists.

PUBLICATION DATE: February 2010

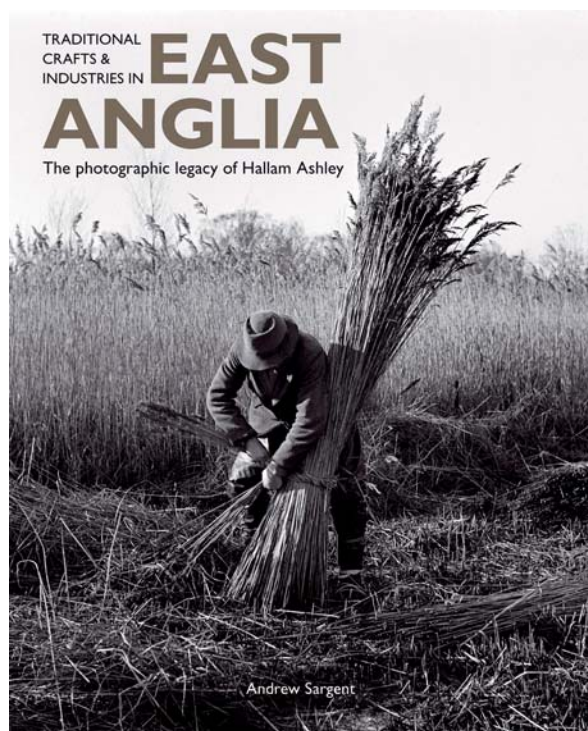
PRICE: £20.00

ISBN: 978 | 84802 047 4

Paperback, 64pp

Traditional Crafts and Industries in East Anglia: The Photographic Legacy of Hallam Ashley

Andrew Sargent



East Anglia is renowned for its wide horizons, vast skies and extensive areas of wetland. Hallam Ashley, a talented professional photographer, was drawn to this unique landscape and the people who lived and worked there and his wonderful documentary photography, dating mostly from the 1940s to the 1960s, is featured in this new book.

Traditional crafts and industries were under threat in this period of rapid social change and industrialisation, and Hallam Ashley's evocative

photographs record a fast-disappearing way of life. A personal biography of Hallam Ashley by his daughter and an informative introduction by the author complement the photographs.

PUBLICATION DATE: February 2010

PRICE: £14.99

ISBN: 978 | 85074 968 4

Paperback, 176pp

SPECIAL OFFER

Until 31 May 2010 all of the titles featured above can be obtained free of postage, through English Heritage Postal Sales at the address below (please quote CONBULL 63).

Publications may be ordered from English Heritage Postal Sales, c/o Central Books, 99 Wallis Road, London E9 5LN.

Tel: 0845 458 9910; email: eh@centralbooks.com. Please quote the appropriate ISBN and make all cheques payable in sterling to Central Books. Publications may also be ordered from

www.english-heritageshop.org.uk. Prices and postage charges may differ on the website.



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Conservation Bulletin appears three times a year. It is printed on paper made from chlorine-free pulp sourced from sustainable managed forests. ISSN 0753-8674

Product Code: 51579

Subscription enquiries and changes of address: tel: 020 7973 3253;

email: mailinglist@english-heritage.org.uk

Additional copies: tel: 0870 333 1181

email: customers@english-heritage.org.uk

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Layout: Libanus Press Ltd

Printed by: Pureprint

Web version: www.english-heritage.org.uk

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English Heritage is the Government's statutory adviser for the historic environment.

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