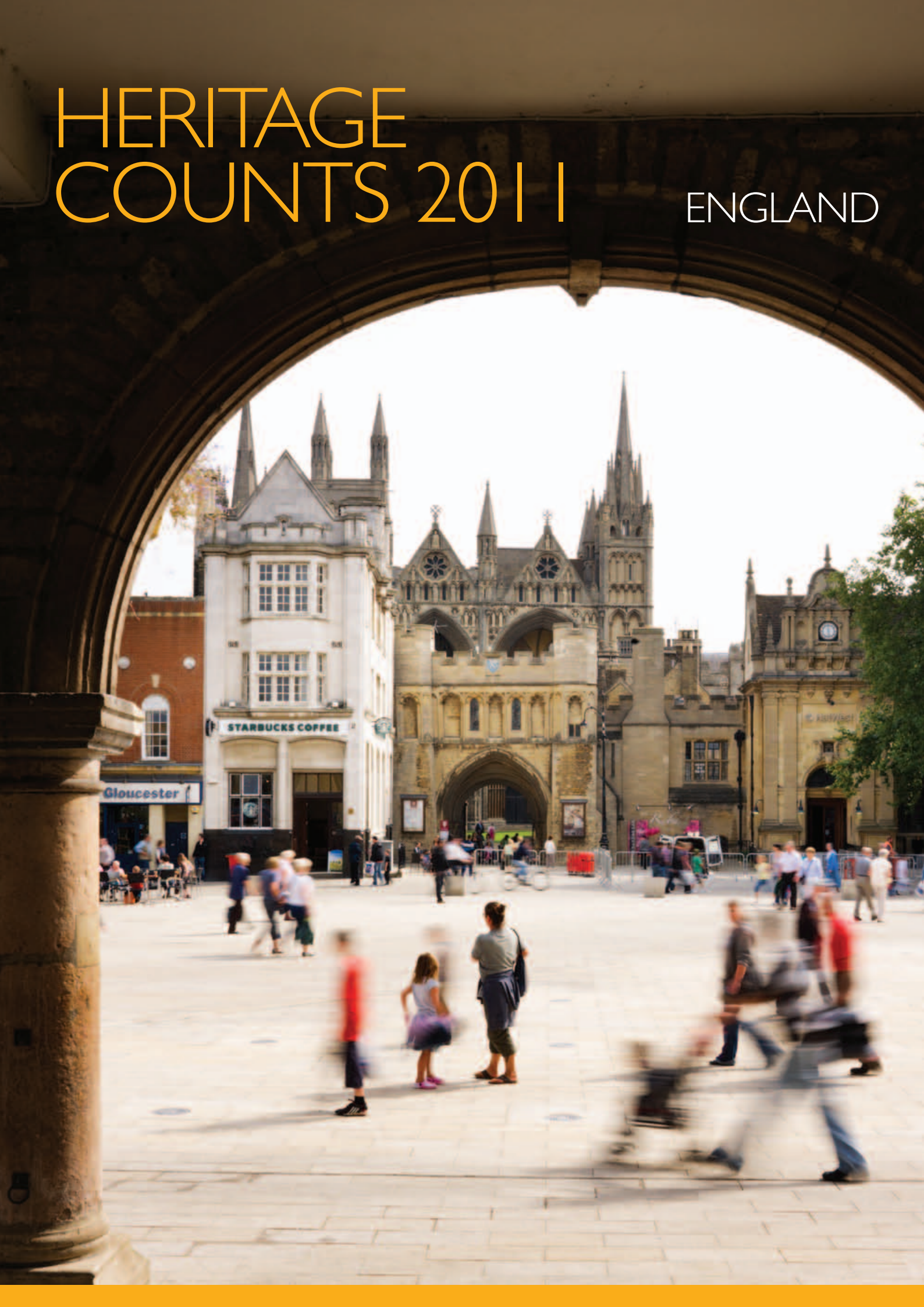
HERITAGE COUNTS 2011

ENGLAND



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INTRODUCTION

Each year *Heritage Counts* provides important evidence on the value of the historic environment and is an essential annual guidebook to what is happening to the sector. I am delighted that the focus of this year's *Heritage Counts* is on the role the independent sector and local communities and groups, in many different ways, play in caring for our national heritage – the Big Society in action.

We have always known that people care passionately about the place they live, and what makes it different and special. English Heritage works alongside local communities in helping to conserve and enhance the local heritage and it is a privilege to partner with such enthusiastic and committed groups and individuals. For our part, we not only care for the places that matter to people – our wonderful sites and historic buildings that create opportunities for learning and volunteering, we also help to ensure that the past serves a prosperous future as we advise on sensitive local development plans and help to support local economies.

This work has never been more important. It is a time of great change in the planning system with the Localism Bill and the draft National Planning Policy Framework, and I know that our heritage partners have been working tirelessly to ensure that the historic environment remains well managed and protected. Section two contains a comprehensive summary of the issues to date and our response to them.

It is therefore very timely that this year *Heritage Counts* provides new evidence of the scale and role local groups and other independent partners play in promoting the understanding and care of our historic environment.

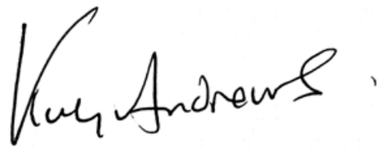
For example, new research found that half of all The Heritage Alliance members (48%) undertake community outreach or education projects and approximately a third of local heritage groups (27%) are already managing local heritage sites on behalf of local authorities. Civic societies are also very much at the heart of shaping local communities – with almost nine in ten responding to planning applications, eight in ten running a community website and seven in ten organising lectures and public events.

As the Localism Bill comes into force and powers and responsibilities for planning are devolved to neighbourhoods, civic societies and local groups, as representatives of communities, will become even more critical. Yet our research for *Heritage Counts* this year shows that there are real barriers to ongoing community involvement in these types of groups. Bureaucratic structures, poor communication and uncertainty over the aims of the groups are all cited as putting off potential members. The research also highlighted that certain groups tend to under-represented, with just one in six civic volunteers under the age of 55. Civic societies recognised that this was an issue for them and one they would value advice on.

Therefore to support local groups in developing stronger links with their wider community, English Heritage have funded a checklist, which civic societies and other heritage or local groups can work through, which we hope will help them to increase and diversify their membership. Please take the time to download the checklist on **www.heritagecounts.org.uk** and pass onto others you think could benefit from it. It's easy to use and can be adapted to fit local contexts. Also look out for a series of road shows in the New Year which will demonstrate how best to use the checklist.

For the full set of *Heritage Counts* indicators including local level data, the complete series of research projects which support this year's report, regional summaries, and additional case studies please visit **www.heritagecounts.org.uk**

Heritage counts for all of us and we underline this in this year's report. May I conclude by thanking all our partners and organisations involved in the production of *Heritage Counts* who continue to ensure its success.



Baroness Andrews OBE

Chair, English Heritage

01

THE HISTORIC ENVIRONMENT AND BIG SOCIETY

What gives a community its identity? Heritage is a driving force in inspiring people to care about, protect and enhance where they live and work. Throughout the country our heritage brings communities together around a common story, uniting past and present and leading aspirations for the future.

This year *Heritage Counts* outlines the role of the historic environment in developing and shaping our communities. It highlights how private individuals and the independent, voluntary and community sector are working with public sector organisations to help ensure our communities look after, learn from and are inspired by our heritage.

Heritage Counts 2011 is published against the background of the Coalition Government's Big Society initiative, which aims to increase people's active engagement in society. This report looks at how the historic environment contributes to the following government objectives:

- Social action – encouraging and enabling people to play a more active part in society.
- Community empowerment – giving local councils and neighbourhoods more power to take decisions and shape their local area.
- Opening up public services – voluntary sector and local groups delivering public services and managing community and public assets.

Heritage Counts draws on new research from The Heritage Alliance (page 4) and Civic Voice (page 9) to look at the role of independent heritage organisations, civic societies and volunteers in civil society. It shows that heritage is a key mechanism for getting individuals and communities involved in shaping their local area. It then summarises what actions are needed to make them more effective (page 11).

A key indicator that civil society is working effectively is the breadth of individuals involved in civil and community activities on an ongoing basis. Yet like many other sectors, those currently active in the historic environment are more likely to come from some communities and groups than others. If the historic environment is to reach its full potential, we must work together to ensure that a broad spectrum of our communities are actively involved.

To find out more about how to increase active ongoing engagement in the local historic environment, the HEF[1], authors of this report, commissioned new research exploring what people think about local heritage and the barriers to them becoming regularly involved in it. The research clearly shows that to significantly increase and diversify those involved in the historic environment, changes to the existing offer need to be made. A summary of the findings are reported on page 12. As a result of this research the HEF have published a checklist which heritage and other local groups can use as they seek to widen community involvement in their activities and causes. We will be actively promoting this checklist in a series of road shows in early 2012.

[1] The Historic Environment Forum (HEF) is a cross-sectoral committee, bringing together chief executives and policy officers from public and non-government heritage bodies to co-ordinate initiatives, such as *Heritage Counts*, and to strengthen advocacy work and communications.

KEY FINDINGS

The historic environment fosters a vision for an area and helps shapes communities.

- 46% of members of The Heritage Alliance provide advice and guidance on planning for regional and local groups.
- Seven out of ten civic societies engage with their local development framework and 85% comment on planning applications.
- Just under a third (27%) of local groups who responded to The Heritage Alliance survey are already managing heritage sites on behalf of the local authority.

The historic environment provides the context or means by which local people can take an active role in their local area – turning a place into a community.

- 50% of The Heritage Alliance members offer volunteering opportunities in local communities.
- Civic volunteers are involved in a wide range of activities including looking after historic places or buildings (46%), undertaking guided walks or tours (42%) or opening up heritage to their local communities through events such as Heritage Open Days.

The benefits of involvement in the historic environment are wide-ranging.

- Nine out of ten (87%) volunteers on Heritage Lottery Fund projects agreed that their skills had improved as a result of taking part in the project.
- One in three (35%) Heritage Open Day volunteers report an increase in self-esteem and confidence in their abilities after taking part in the event.

Involvement in the local historic environment is greater among some groups than others. Diversifying and increasing community involvement in the historic environment will benefit local heritage and help strengthen civil society.

- Higher education and being older are the strongest predictors of heritage volunteering.

To increase and widen the ongoing involvement of communities in their local historic environment requires changes to the existing offer.

- The existing offer for involvement in the local historic environment is often limited in its appeal. Even those with an existing interest in the historic environment or a propensity to volunteer are not usually attracted by it.
- To support heritage and other local groups in developing stronger and ongoing links to the wider community and widening their appeal, the HEF has produced a checklist which groups can use to think about how they can widen membership and encourage more people to take an ongoing active role in the local historic environment. The checklist is available on **www.heritagecounts.org.uk**

Historic environment embodies Big Society principles

The historic environment has always been primarily managed by non-government groups and organisations. Private individuals own and maintain the overwhelming majority of heritage assets and undertake a range of activities in relation to the historic environment which contribute to civil society, often without any personal benefit. For example, maintaining rural heritage buildings which have no sustainable use through to opening buildings to the public, sometimes without charge. Civic groups work with local authorities and others to ensure that heritage is taken into account and its value recognised when development takes place. Independent heritage organisations deliver a wide variety of activities including education, advice and guidance to local groups and residents on planning issues, and projects which widen participation in the historic environment. Building Preservation Trusts take on many buildings at risk and undertake major restoration and conservation projects. All organisations involved in the historic environment work to ensure that it contributes effectively to economic growth. Members of the public are actively involved in the historic environment offering their time, money and knowledge. Over 5m people are members of heritage organisations, approximately 450,000 adults volunteer in the historic environment and one in six adults have donated money to heritage in the last 12 months, more than to arts or sport (*Taking Part* survey).

THE INDEPENDENT HERITAGE SECTOR

New research commissioned for *Heritage Counts* explores the role of non-governmental heritage organisations in maintaining the historic environment and assesses the importance of their activities in relation to civil society.

The research was undertaken by HEF member, The Heritage Alliance (THA), which represents the independent heritage sector. The majority of its members are heritage organisations with a national or regional remit, though it also represents some smaller more specialist heritage organisations. In total 70 heritage organisations responded to an online survey. This represents 71% of THA members, with the responses received broadly representative of membership in terms of size and type of organisation.

The research found that THA members, and the organisations they represent, are a focus for **social action** by providing opportunities for individuals to offer their time, money or expertise in their local area. They provide support and guidance to local groups and **communities**, **empowering** them to take greater control of their environment. Some members are actively involved in taking on restoration and conservation projects, bringing buildings back into use. Others are involved in **opening up public services**, for example by managing heritage assets previously in state ownership. They are both enablers – supporting local groups working within civil society, and delivering relevant activities themselves.

An overwhelming majority (89%) of respondents stated that the Big Society initiative is relevant to their organisation, with more than eight in ten (82%) expecting to maintain or increase the number of projects which help deliver the government objectives related to it.

INSPIRING CITIZEN ENGAGEMENT

78% of all respondents stated that they carried out work in relation to social action and offering opportunities for people to take an active role in their community. In many instances the heritage organisations have teamed up with representatives from other sectors, including the private sector, to widen the remit of their social action offer.

ACTIVITIES OFFERED BY INDEPENDENT HERITAGE ORGANISATIONS REPRESENTED BY THE HERITAGE ALLIANCE. SEE FIGURE 01

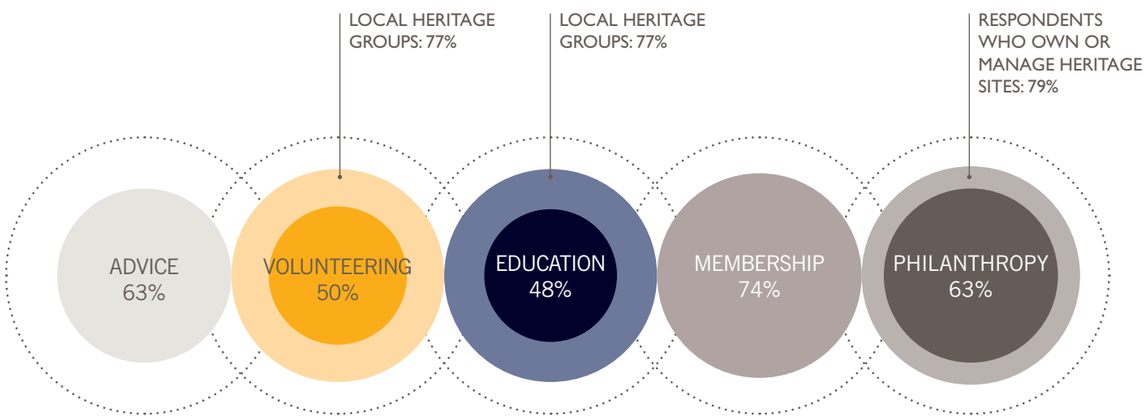
ADVICE FOR LOCAL GROUPS 63% provide advice and guidance for regional and local voluntary groups on social action related projects.

VOLUNTEERING 50% deliver local volunteering projects to conserve or enhance the historic environment, rising to 77% of local heritage groups.

EDUCATION 48% offer outreach or community services which educate people about the historic environment, rising to 77% of local groups.

MEMBERSHIP 74% provide opportunities to become a member of an interest group or cause.

PHILANTHROPY 63% provide opportunities to donate financially to an interest group or cause, rising to 79% of those respondents who own or manage heritage sites.



01 Relative proportions of activities offered by independent heritage organisations

(Dotted lines indicate maximum possible)

CASE STUDY:

Waterways Action Squad programme

Delivered by British Waterways and The Waterways Trust and funded by **V** (the National Young Volunteer's Service) and Bank of America, Waterways Action Squad has engaged more than 900 16-25 year olds in the North West in conserving and promoting the region's historic waterways. The young people have acquired many new skills, including traditional craft skills, practical conservation skills, IT, business and interpersonal skills. The perception of young people within both organisations as well as their local communities has also improved. Plans are currently underway to extend the scheme across the country.

'I have really enjoyed volunteering at the Waterways Action Squad. I have been involved since February 2010 and I have worked on conservation projects and at events. I enjoyed working on my John Muir award most as a project, but I also like all the new people I've met and chances to do new things. Everyone's really helpful and friendly and I hope I get to do more volunteering in the future!'

Dry stone walling, Leeds/Liverpool canal in Rhiston, March 2011. © Waterways Action Squad

CASE STUDY:

'Dads on the Farm' Killerton Estate, National Trust

A partnership between National Trust and Devon Family Learning, the project has seen children, dads and grandads come together to learn more about food production and the conservation and management of their local countryside. The participants were from Wynstream School in Exeter, an inner city school in an area of need. The school saw this project as a platform to encourage male role models to take up wider opportunities for involvement in the school community. It has succeeded in this aim. The sessions have encouraged many participants to take a more active role in the school community, with some doing further courses at the school, one participant going on to become a school governor and another going on to take a family and animation literacy course with his son. All participants gained the John Muir [2] award (Level one).

Back at the school planting the orchard. © National Trust

CASE STUDY

Community Landscape and Archaeology Survey Project (CLASP)

CLASP is a voluntary umbrella organisation in Northamptonshire bringing together 15 partners, including local history and archaeology groups and metal detecting clubs. Supported by a professional archaeologist, on hand to develop the skills of the local groups, CLASP members are involved in undertaking a number of archaeological investigations including the Whitehall Roman Villa project, which is run in part with funding from the B & Q chain. In an area which until recently had limited professional archaeological services they also provide a watching brief on development in Northamptonshire.

[2] The John Muir Award is an environmental award scheme focused on wild places. It encourages awareness and responsibility for the natural environment.

EMPOWERING COMMUNITIES

62% of all respondents stated that they undertook activities supporting local groups and communities to take a more active role in shaping their local area. Respondents were involved in knowledge transfer, with just under half (46%) providing advice and guidance on planning for regional and local groups and one in five (19%) delivering training. Other assistance offered included publications and help desks. THA members have at least 75 publications in circulation with an estimated readership of at least 500,000, plus the National Trust magazine with membership of over 3.7m.

THA members also take on a direct role in shaping communities with 47% commenting on planning applications and 46% inputting into local planning policy.

CASE STUDY

Society for the Protection of Ancient Buildings (SPAB)

For the past few years the SPAB working party has brought together 20-30 volunteers to undertake conservation work at grade I listed Holy Trinity Church in Radcliffe-on-Soar, Nottinghamshire. This provides an opportunity for both the volunteers and local community to learn more about traditional building techniques and to raise the profile of the historic environment more generally. After 2011 it is expected that the church will return to full management by the community, aided by the additional skills they have learnt through this project. The volunteers have also utilised the skills they have acquired at other sites.

Anthony Goode demonstrating tile repairs at Holy Trinity Church, Radcliffe. © SPAB

CASE STUDY

Historic Towns Forum

Recognising that communities would welcome further explanation of the potential changes to the planning system generated by the Localism Bill, particularly in relation the historic environment, The Historic Towns Forum (HTF) has worked with partners and members to deliver a series of events and guidance documents. The sessions have focused on the implications of Community Right to Buy, Neighbourhood Plans, Neighbourhood Development Orders and Neighbourhood Forums. The events have equipped local groups and communities with the knowledge and tools to engage effectively with the Localism agenda. In future the HTF programme will devolve into smaller community-based workshops focused on local issues.

CASE STUDY

Black Environment Network (BEN) Rainbow Network

Over the last two years the BEN Rainbow Training Programme has trained over 230 ethnic minority community advocates and environmental professionals across England. Members of the Rainbow Network gain the confidence to engage with the natural and historic environment and the skills to access new knowledge and expertise. The community advocates act as a bridge between their communities and the historic environment sector, bringing new groups into contact with heritage. Projects include a photography competition in Gloucester expressing what participants feel are important to Britain's natural and historic environment, and a walking trail using the arts to engage with green spaces and historic properties in Bristol.

Group in the garden at Arley Hall. © BEN

OPENING UP PUBLIC SERVICES

Over one in three respondents (38%) are already supporting activities in this area, with one in four providing advice to local groups managing local assets or services. Approximately a third of local groups (27%) who responded to the questionnaire were managing heritage sites themselves on behalf of local authorities.

CASE STUDY

Colchester Roman Circus

Colchester Archaeological Trust and Destination Colchester raised over £200k from local people and businesses to keep the site of Britain's only known Roman Circus in community hands. The funds will go towards building a free interpretation centre. Without the fundraising the site would have remained in private ownership, with access through a fee-paying attraction.

Supporters of the Roman Circus appeal gathered in February 2011 in the grounds of the Sergeants' Mess, Abbey Fields, Colchester to celebrate the success of the £200,000 appeal. © Colchester Roman Circus

DELIVERING IN PARTNERSHIP

The historic environment also provides opportunities for delivering wider community activities. This can be through offering venues for groups or running services for the wider public. 23% of those who responded to the questionnaire run non-heritage services including children centres and post offices.

CASE STUDY

Empingham Methodist Church

Empingham Methodist church is a historic building in the small village of Empingham, Rutland. Rather than stand still and face the possibility of closure, the congregation looked for new ways for the building to be used. A village appraisal was used to assess need, and following a refurbishment programme, funded by a mixture of grants and community fundraising, the building is now used as a satellite community Post Office every Monday, with refreshments and fair trade produce for sale. This service has proved very popular, especially with the older members of the community. Other community activities which take place in the building include toddler groups and an Age UK day centre.

Empingham Methodist Church. © Empingham Methodist Church

CASE STUDY

Birmingham Heartlands Canal Ring Project

This project was initiated as part of a wider programme to promote better health and well-being among the local community. Partners include British Waterways, Heart of Birmingham Primary Care Trust, Bournville Village Trust and Birmingham City Council. The project aims to make the historic canal network more accessible to residents, increase engagement with the historic environment through arts projects, make the local environment more attractive to businesses and people, and help to improve health by promoting walking and cycling. The project runs from May 2011 until the end of 2013.

Sparkhill Woman Walkers group along Birmingham's Canals. © British Waterways

Social Action: heritage volunteering

For the last three years the Heritage Lottery Fund (HLF) has commissioned research exploring the social impact of volunteering in heritage projects. As well as the benefits of volunteering for the volunteers themselves, the research also looked at the community-level impacts – at how volunteering strengthens overall public life. Almost everyone who volunteers in an HLF-funded project meets new people through their volunteering – over 90% of volunteers in the research stated this. Perhaps more importantly, almost 35% of the volunteers sustain these relationships by socialising outside of the HLF project with the people they have met. New-found or re-established enthusiasms mean that people find themselves talking about the projects to friends and family: more than half 'often' find themselves doing so. Looking beyond friendship and kin networks, the HLF-funded projects can also become part of the currency of conversation within a local community, which boosts instances of 'co-presence' among more distantly connected people (representing bridging social capital). In the research, volunteers were asked to state how often they found themselves talking about their projects with more general acquaintances, such as neighbours or people in the local shop. Two thirds of the volunteers report that they 'sometimes' talk with more distantly connected people, and almost a quarter (24%) report that they do so 'often'. At its best, volunteering in HLF-funded projects can therefore result in an expansion of friendship networks across what were previously distinct and unconnected social groups.

Full report: **www.hlf.org.uk/aboutus/howwework/Pages/socialimpactreport.aspx**

Evidence from the evaluation of Heritage Open Days (HODs) from 2010 explored the impact of volunteering on individuals. Almost half (49%) of volunteers who took part stated that their willingness to try new things had increased due to taking part in HODs and 35% reported an increase in self esteem and confidence in their own abilities. 75% agreed that their participation in HODs had increased their sense of making a useful contribution.

Full report: **www.heritageopendays.org.uk/documents/HODs_report_2010_Final.pdf**

CASE STUDY

St Augustine's Tower, Hackney

HLF funded Hackney Historic Buildings Trust to deliver essential restoration activities enabling the Tower to be opened to the local residents and to provide volunteer opportunities. Friends of Hackney Tower and Churchyard, a volunteer organisation, were involved in the plans for the restoration and sat on the steering group along with representatives from the Trust. Local volunteers were trained to give guided tours about the Tower's history and the repair programme. The Friends organisation is now responsible for opening up the Tower to education groups and to the general public once a week.

CASE STUDY

Doddington Hall

Doddington Hall, a grade I listed building in Lincolnshire, provides a number of volunteer experiences including stewarding and gardening opportunities. Perhaps the most important volunteer project is the Walled Kitchen Garden which brought land back into use and resulted in the opening of a farm shop, the only one within 20 miles of Lincoln. Volunteers undertake a number of activities including visitor talks, gardening and preparing produce for sale.

Doddington Hall. © Doddington Hall

Hackney Tower. © Marcel Reinard

CIVIC SOCIETIES, VOLUNTEERS AND THE BIG SOCIETY

Civic societies[3] and volunteers have always played an important role in shaping local areas and ensuring the community voice is heard. In many ways they are the essence of the Big Society. New research by Civic Voice and reported here, highlights the diverse range of activities they are involved in and the difference this has made. The results are based on the responses to an online questionnaire from 74 civic societies and 270 civic volunteers.

TAKING AN ACTIVE ROLE IN THEIR LOCAL AREA

Civic societies provide opportunities for people to get more involved in their local area. The vast majority (76%) are actively involved in recruiting new members and volunteers. 50% expect their membership figures to increase over time and only 3% expect their numbers to decrease. They are very much involved in helping to shape their local area. 85% respond to planning applications, 70% to the local development framework, 68% have an interest in their local conservation areas and 63% have run a local campaign relating to changes in their area.

Another important strand of their work is helping to develop pride and understanding of their local area. 73% organise lectures or public events, 61% produce information leaflets and 37% directly undertake historical research. Civic societies are also a bridge between local communities and local/central government. 28% have met with their MP at least twice in the last 12 months, 96% have written to the Local Authority and 64% have met with local councillors. Overall civic societies are positive about the future with 69% of societies believing that their organisation will get stronger over the next 12 months.

[3] Civic societies are community-based, volunteer-run groups that aim to effect civic and social change and promote civic pride. In the context of *Heritage Counts* civic societies refer to those organisations which take an active role in shaping and understanding the local natural, built and historic environment.

TOP TEN ACTIVITIES CIVIC SOCIETIES ENGAGE IN

Planning applications	85%
Newsletter	83%
Running a website	81%
Recruiting members and volunteers	76%
Organising lectures and public events	73%
Local development framework	70%
Conservation areas	68%
Guided walks and visits	63%
Campaigns	63%
Information leaflets	61%

Source: Civic Voice

WHY CIVIC VOLUNTEERS GET INVOLVED? WHAT DO THEY DO?

Existing civic volunteers get involved with their local group for a variety of reasons; because they care about the future of their area, have skills they feel could benefit the community, want to find out more about where they live or because they believe developers and local government need to be held to account. Once involved, the volunteers take part in a wide range of activities including responding to planning applications (53%), looking after historic buildings or places (46%), undertaking guided walks or tours (43%) or taking part in Heritage Open Days (42%). It should though be remembered that the survey respondents are likely to be the most active volunteers. As well as these activities being beneficial to their local community, civic volunteering also has positive benefits for the individuals involved. Volunteers who responded to the survey felt that the benefits of being a civic volunteer include making a difference to their local area, meeting people and learning new skills.

CASE STUDY

Peterborough Civic Society

Peterborough Civic Society is working with Peterborough City Council and parish councils to prepare a revised list of Buildings of Local Importance (BLI) for the district. Prepared by volunteers, the BIL will be used in the local development plan. It will help safeguard important buildings and ensure that local distinctiveness is retained.

Old Customs House, Peterborough. © English Heritage

CASE STUDY

Banbury Civic Society

Following an announcement from Cherwell District Council that the canal side area in the centre of Banbury was to be developed, Banbury Civic Society launched a public consultation on the planned development which involved workshops and guided coach trips and walks. When the Draft Supplementary Planning Document was produced, the Society responded with a Vision Document that contained an alternative plan for development which reflected the views of the community recorded as part of the consultation process.

CASE STUDY

Jabberwocks, Hale Civic Society

The Jabberwocks is a young peoples' group attached to Hale Civic Society. Through the group young people aged 13-24 have become involved with a number of activities in their local area including village surveys, archiving, environmental schemes and campaign work. Without the group many of these projects would not have taken place. The Jabberwocks has given young people a voice in the Civic Society and has helped in breaking down barriers between generations.

Members of the Jabberwocks planting bulbs in Hale.
© Hale Civic Society

Clive Waddington of ARS Ltd describing the rampart and ditch construction on an Open Day tour at Fin Cop.
© Heritage Lottery Fund

ENHANCING THE EFFECTIVENESS OF THE HISTORIC ENVIRONMENT WITHIN BIG SOCIETY

The research from The Heritage Alliance and Civic Voice show that the historic environment is important to the government's aspirations for a resilient and active civil society. It creates opportunities for people to get involved in voluntary activities, is a catalyst for getting communities to think about and help shape their area, and through these activities generates positive outcomes for communities.

The Heritage Alliance research however identified a range of challenges which need to be tackled if heritage organisations are to enhance their role in civic society. Some of the findings include:

Challenges faced by heritage organisations to fulfilling the aims of the Big Society initiative:

- **Limited organisational capacity** (71% report that this is a challenge to delivery on the aims of Big Society), (82% among local groups).
- **Funding cuts** to both national (62%) and local government (56%).
- **Profile of heritage among the public** (53%) and national government (44%).

Actions which would help independent heritage organisations enhance their effectiveness in Big Society activities:

- **Stronger advocacy** of their activities to central (57% said would be very helpful) and local government (47%).
- **Research and evidence** (43%) and information sharing (41%).
- For regional and local groups, some of the strongest support needs were advice on **fundraising** (86%), **volunteer management** (82%) and **communication and information sharing** within the sector (82%).

Comparable questions were asked of local civic societies and volunteers in regard to what could be done to make them stronger in the future. Their responses followed a similar trend to those of the THA members. The most common responses included raising their profile and image, increasing the number of active volunteers and members (including attracting younger members), improving relationships with councils and learning more from other groups through networking opportunities. When asked what activities national organisations like Civic Voice could do to support civic societies, the top three answers were raising the media profile of the civic movement, briefings on policy issues and news articles and bulletins.

WHY WE MUST INCREASE AND WIDEN INVOLVEMENT IN THE HISTORIC ENVIRONMENT AND HOW THIS COULD BE DONE

As this year's *Heritage Counts* shows, many people are actively involved in the historic environment, making a difference to their local community and shaping it for the future. We recognise however that the contribution of the historic environment to local communities could be strengthened if a greater and more diverse range of individuals were involved.

Widening and increasing active involvement would also be beneficial for local groups involved in the historic and built environment. By drawing on a larger and more diverse pool of active members local groups would be able to:

- Draw from a broader range of skills when trying to meet their objectives.
- Benefit from extra capacity which can help groups focus on the more important issues.
- Secure a lasting legacy – both for the groups and the historic environment they are concerned with.

In recognition of the importance of increasing and widening participation in the local historic environment, the HEF commissioned qualitative research exploring the barriers people face in getting regularly involved in local heritage issues, and what actions could be taken at both the local and national level, by the HEF and others, to attract new participants into caring for local heritage.

The research has resulted in a series of recommendations for the HEF to take forward and a checklist which local groups can use to develop solutions for their own local context. The findings from the research are summarised on the next five pages and illustrated with quotes from participants.

WHAT WOULD GET PEOPLE INVOLVED IN THEIR LOCAL HERITAGE IN THE FIRST PLACE?

BECAUSE IT MATTERS TO ME. When the respondents were asked what would get them involved in local heritage issues, the key drivers were emotional or local. For example, a threat to a park they played in as a child or the view from a local pub. To attract members, it was suggested that local groups could think about highlighting these drivers more. People are less likely to become involved on the basis of changes to the wider environment.

'I wouldn't go to a meeting for a meeting's sake, just to say 'oh I'll have a go at this one', it has to be something personal to me'

The evidence: Why change to the local historic environment offer is needed

This year's research shows that in relation to more formal involvement in the historic environment (e.g. governance of civic societies) is usually limited to a core group. Among the civic societies who responded to the Civic Voice survey, membership is relatively static with a 6% turnover each year and only 14% of members classified as active volunteers.

Also, like many other sectors, individuals attracted to engage in the historic environment are more likely to come from certain groups than others, with those involved in the historic environment likely to be older and more highly educated. Research on heritage volunteers for the Culture, Sport and Evidence Programme (CASE) showed that being older and more educated were the two most significant predictors of heritage volunteering, a finding borne out by the Civic Voice research where five out of six of those who responded to the civic volunteer survey were over 55. Heritage volunteers are significantly different in age to those taking part in other forms of volunteering. 31% of all heritage volunteers are over the age of 65 (*Taking Part* survey) compared to 20% of people who undertake any formal volunteering (*Citizenship survey* 2007/08).

TO HAVE FUN. The best positioning for volunteering is as an activity which is free, local, sociable, time-limited and involves 'getting out and about'. Volunteering because it helps people increase their sense of worth or doing something useful are secondary reasons for people getting involved.

'I mean I know they have volunteers at Meanwood Valley Farm, they could do like litter picking as a family'

WHAT STOPS PEOPLE GETTING INVOLVED ON A MORE REGULAR BASIS?

THEY ARE NOT LIKE ME. A number of participants talked about the groups as 'speaking a different language' and viewed the people who run local groups as very different to them. To some the world of committed volunteers is seen as alien and distant.

'They'd be wearing tweed… dark green… very English, a bit of a busybody but very knowledgeable'

WHAT CAN I OFFER? The participants believe that the existing volunteers had much more information on the issues at hand than them, which made them question what they could offer the group. This is fed in part by the complexity of the local planning system both in terms of language and process. They need to be reassured that they have something to offer.

WILL THIS FIT AROUND THE REST OF MY LIFE?
To the participants it seemed that many local groups were wedded to a bureaucratic meeting culture and resistant to changing this way of working. Experiences of people coming along once or twice but not following through, creating more work for the 'core group', had in part contributed to this view of existing volunteers. On the whole though participants did not want to be involved in group governance, but for most local groups, this was often the only form of on-going active involvement on offer.

'It's fitting everything in you know, a lot of us work 13 hour days and juggling families and trying to get to see friends and that sort of thing. These people probably have a lot more time or are retired'

CAN I REALLY MAKE A DIFFERENCE?
Many participants question what difference local people can make in shaping their local areas, and therefore question the worth of their involvement.

'I think a major negative, is the thought that whatever efforts you and thousands like you might be doing, it's going to happen anyway. I mean I always knew that the supermarket was going to be built, there was never any question about it'

WHAT WILL I GET OUT OF TAKING PART?
Existing members of local groups find reward simply by being a member, while local people need to have the reward for their involvement clearly defined. In particular there was a sense that local groups were always 'opposing' and there was little sense of success.

WILL I SEE RESULTS AND STRONG LEADERSHIP?
Some of the one-off participants experience of the groups is that there was a lot of discussion, but not always action. They want to see strong leaders who are well organised but also move things along.

'I think they (the leader) need to be passionate about what they're doing but as neutral as possible, he needs to see both their sides of the story and be quite diplomatic and neutral'

WHAT CAN I FIND OUT ONLINE? The participants overwhelmingly used the web to find out more about the local groups and to contact them. When websites were up-to-date and relevant they caught the interest of the participants, yet in many instances the websites were not clear and contained out-of-date material, which automatically put the participants off. Social networking was viewed positively by many of the potential participants, mainly because of the speed of response.

'It would be good to just be able to turn up, it leaves you free to decide, you could even decide at the last minute whether you're going to go or not, but only if there's information that you know you can seek out if you want to read it, say on the internet'

TALK TO ME PERSONALLY. Many of the participants felt that 'outreach' or existing group members talking to local people about the issues face-to-face would be an effective way to recruit new members. Yet some local groups were resistant to this, in part because of lack of experience or skills for recruiting in this way.

The research was undertaken by BritainThinks. Its main aim was to find out what would encourage people with an interest in their local historic environment (for example signing a petition), but who had not been involved in it on regular basis, to become more actively involved (e.g. becoming an active member of a civic society). Participants were recruited from Leeds and Leicestershire to take part in a series of focus groups. This was followed by a research stage where the participants were asked to try and get involved with local groups and heritage issues (for example attending committee meetings or contacting local group organisers), and concluded with a workshop where the participants and representatives from the local groups worked together to come up with solutions to widening ongoing participation in the historic environment. Due to the importance of the Localism Bill, and the expectation that this will increase opportunities for local people to have a bigger influence over local planning, the focus was on how civic societies could attract active volunteers from across the local community, but the findings apply equally to other heritage projects looking to attract participants from local communities.

Civic volunteers already involved in the historic environment echoed these findings when they were asked what would get them more involved in heritage activities.

What would get existing civic volunteers more actively involved:

'Have worthwhile projects and be invited to contribute'

'Develop a clear mechanism to link with other relevant civic groups'

'To ensure volunteers enjoy what they do and see a purpose in it'

'Do something that I could volunteer for. All my time is spent with other local groups we do things. Local civic society holds talks and a few members work hard in writing highly complicated objections to large planning issues (I am not capable of that) but they don't do practical local work'

'Demonstrate success in influencing defined objectives'

'Have a more age-balanced age profile of members'

'Avoid ongoing commitments – I could give some time but nothing regular'

'Be more open to ideas and willing to work with others'

'Publicise its successes'

'Get us trained in how to tweet, blog and get familiar with Facebook!'

WHAT WOULD GET MORE PEOPLE INVOLVED IN THE LOCAL HISTORIC ENVIRONMENT: POTENTIAL SOLUTIONS

In response to the workshops the one-off participants and heritage groups in Leeds and Leicestershire came up with a list of suggestions which could be used by local groups looking to attract more and diverse volunteers and get them involved on a more regular basis.

1 Broaden your appeal

Be welcoming

Convey passion

Have a personal touch

2 Focus on the future

Don't just oppose

Have a clear mission on what you want to achieve

3 Have a lot of fun entry-level events

These are a good way to get people initially involved in your group. You can then offer more 'involved' options that they might be interested in

4 Update approach

Be open and transparent

Make it easy to get involved quickly and in different ways

5 Look within your group for people with the right skills and temperament to go out and talk to local people

6 Prioritise a clear and up-to-date website and use social networking

Respond quickly when people contact you

Have good advertising/publicity

7 Work with other groups

Identify groups which have skills /reach which complement yours

8 Involve the whole community

Be welcoming

Highlight that people don't have to be an expert to be involved

9 Clearly set out how people can get involved

On your website, at community events or at talks

10 Provide different activities for different people

Not everyone likes to do the same thing – a good offer will fit different lifestyles. Young people for example often like to be involved in campaigning

Appeal to families or couples – not just provide offers for individuals

This research clearly shows that civic societies and other heritage and local groups wanting to attract more and different members on an on-going basis, will need to significantly evaluate and change their current offer.

LOCAL GROUP CHECKLIST: INCREASING AND BROADENING INVOLVEMENT IN THE HISTORIC ENVIRONMENT

From the research a checklist has been developed which local groups can work through as they seek to develop stronger links with their local communities. It presents a series of questions and exercises which cover the findings above and help local groups come up with solutions to these issues which work for them.

The local group checklist is available to download on **www.heritagecounts.org.uk** and will be promoted through a series of local events in 2012.

THE HISTORIC ENVIRONMENT FORUM: RESPONSE TO BIG SOCIETY

The HEF members, where possible, will work together to support both national and local heritage organisations in maximising their contribution to civic society, and to ensure the historic environment is used to its full potential in the context of Big Society. This includes exploring solutions to broadening ongoing involvement in the local heritage, an issue that HEF recognises as important, especially in relation to the Localism Bill and the devolution of power to local communities. The HEF will:

Promote the value of the historic environment to local government, especially in relation to its role in the Big Society. Initially this will be through the Heritage Champions, a network of locally elected councillors that take the lead on the historic environment. Priorities will include highlighting the value of heritage to other local partners working within civil society and the role of local heritage groups in shaping areas.

Continue to promote the role of heritage organisations, especially the importance of local heritage groups to civil society, to national government.

Recognise that change is needed if more people are to become regularly involved in the historic environment, and support local groups in developing stronger ongoing links with their communities. The local group's checklist starts this process, but more is planned including a series of events in early 2012.

Learn from outside the sector. Campaigning organisations, local political parties and other membership organisations are all facing and dealing with similar situations. Heritage organisations can learn from them.

Ensure community groups taking on historic buildings have access to the skills and knowledge they need, by working in partnership with organisations which provide this support.

Support local groups and communities in the changing planning system. This includes for example planned heritage guidance to accompany the National Planning Policy Framework produced by the HEF and the Joint Committee 'Heritage Help' website, funded by English Heritage, which will provide advice for local groups from amenity societies.

02

THE HISTORIC ENVIRONMENT IN 2011: AN OVERVIEW

2011 continued a process of transformation for the historic environment sector. Limited availability of private finance and reduced public funding is affecting how the historic environment is managed; and proposed alterations to the planning system will bring further change. Throughout 2011 the sector has been looking at how to adapt to these conditions while ensuring heritage continues to be protected and contribute to economic growth.

A number of significant changes are proposed to the planning system, with the Localism Bill bringing both potential threats and opportunities for the historic environment. The sector has responded by actively briefing Parliamentarians in both Houses and contributing to the Department for Communities and Local Government's (DCLG) discussions. An early achievement was to obtain Government commitment to maintaining the existing level of heritage protection in neighbourhood planning, though important issues, such as dealing with undesignated assets with an archaeological interest, remain outstanding. The Bill's proposals will continue to be scrutinised by the sector as it progresses through Parliament.

Private and public investment in the historic environment continues to plateau or fall. Investment in housing repair and maintenance remains low and a continued lack of confidence in the property sector has resulted in further reductions in developer-funded archaeology. The share of Lottery funding allocated to heritage has increased, though this finance is not primarily available to the private sector. There have been substantial cuts to other public funders of the historic environment including the Department for Culture, Media and Sport (DCMS) and DCLG. As a consequence, there have been reductions in local authority historic environment services, and cuts to organisations' grant-in-aid, including English Heritage and Natural England. The Regional Development Agencies (RDAs), which were significant investors in heritage, have been abolished as have (as stand alone bodies) the Museums, Libraries and Archives Council (MLA), the Commission for Architecture and the Built Environment (CABE) and the Railway Heritage Committee.

The historic environment sector is actively responding to this changing situation, at national and local levels, looking at ways to do existing activities more efficiently, sharing expertise, strengthening the role of volunteers, searching for improved ways of collaborative working, and ensuring that resources are spent on priority areas. The HLF is currently developing its 2013-19 strategy, and English Heritage has released its National Heritage Protection Plan to prioritise how it uses its resources for heritage protection.

Heritage tourism continues to perform strongly. In 2010 visits to historic attractions were either at or above the previous record levels of 2009, and 2011 is following a similar trend. The Government's Tourism Policy published in March 2011 presents a strategy for promoting further growth in tourism.

PLANNING SYSTEM CHANGES

2011 saw major changes to the planning regime proposed. The key developments have been the Localism Bill and the National Planning Policy Framework. There have also been a number of other consultations, for example on changes to use classes order and development plan regulations.

THE LOCALISM BILL

The Localism Bill's core themes are decentralisation and local empowerment. It has the potential to have a major impact on the historic environment. The Bill was introduced to the House of Commons in December 2010 and is planned to receive Royal Assent in November 2011, so that some of its measures can come into force in April 2012.

The historic environment sector is generally supportive of the Bill's principle of devolving power to local communities. However, as first introduced, the Bill had new powers for local communities to develop land without needing planning permission, or having to consider preserving listed buildings, conservation areas or their settings in neighbourhood planning. There was also no requirement to assess if an area was of archaeological importance. This all had potential negative implications for the historic environment.

The sector united to raise concerns with MPs about this, and persuaded the Government to make, for example, Amendment 149 which resolved the issues around listed buildings, conservation areas and Neighbourhood Development Orders.

Issues around the need to consider undesignated assets with an archaeological interest, or consult the Historic Environment Record when proposing a Neighbourhood Plan or Development Order, are yet to be resolved. It is also unclear whether Community Right to Buy and the Community Asset Register will encourage the conversion of private historic places/buildings to community use, with parts of the heritage sector concerned that it could reduce the provision of private places for community use. This is an issue the sector will continue to monitor. The final form of the Bill's measures will only be apparent after it returns to the Commons for final consideration of amendments before it is passed.

Local Enterprise Partnerships

The Localism Bill seeks to provide the statutory tools for the abolition of Regional Development Agencies (RDAs). RDAs were significant investors in the historic environment, providing finance for heritage-led regeneration and schemes, such as the North West Development Agency's Heritage Tourism Initiative, which provided grants to boost the region's tourism offer.

Some RDAs' responsibilities will be taken on by the new Local Enterprise Partnerships (LEPs). Their principal role is to promote local employment and growth. Initial submissions from proposed LEPs however make little reference to the potential of the historic environment to support economic activity in an area, though some highlight tourism. Therefore it will be important to make the case to LEPs for the contribution that heritage can make in stimulating local growth.

One example where the importance of heritage has been recognised is the Stoke-on-Trent and Staffordshire LEP, which made a successful bid to the Regional Growth Fund for the regeneration of the Middleport Pottery in Burslem. The project, which involves the Prince's Regeneration Trust, will ensure the continued use of the site's listed Victorian industrial buildings, preserving traditional skills on the site.

THE NATIONAL PLANNING POLICY FRAMEWORK

The other major element of planning reform is the Government's objective of substantially reducing the amount of government planning policy and guidance. All existing planning policy including the 2010 *Planning Policy Statement for the Historic Environment (PPS5)* will be replaced by a much shorter National Planning Policy Framework (NPPF).

The first opportunity to assess the NPPF came in May 2011 when the Practitioners Advisory Group published their draft NPPF. The heritage sector collaborated through the HEF to assess if the document provided a level of protection consistent with PPS5. It was considered that, while the document was a good attempt to condense planning policy, important issues were omitted. Partners have therefore been working to ensure the NPPF does not reduce the protection for the historic environment.

The Government's consultation on the NPPF was issued in late July 2011 for 12 weeks. This wholesale rationalisation of planning policy has inevitably resulted in a very large number of submissions and many have touched on the likely effects on the historic environment of both the general intentions of the document, as well as specific parts of the wording. There has been considerable anxiety about the extent to which the weight given to economic considerations (compared with environmental and social ones) would threaten places, especially rural and undesignated ones, and result in inappropriate development. The definition and interpretation of 'sustainable development' in the NPPF will be a critical issue for the heritage and wider environmental sector. The Government response to the consultation submissions and the timetable for issuing the NPPF is still awaited.

The HEF has also been working on the replacement for the practice guide accompanying PPS5. This followed DCLG indicating that future guidance would probably be produced by professional bodies and representative groups across the planning system. Current indications are that the current practice guide may continue to be valid even after PPS5 is deleted and the replacement can be introduced when ready.

A number of voluntary conservation groups including the National Trust, Civic Voice and Campaign to Protect Rural England (CPRE) have voiced concern about elements of the NPPF, particularly in relation to its potential impact on undesignated areas. In summer 2011 the National Trust led a public campaign to highlight these issues.

SUPPORTING THE LOCALISM AGENDA IN PLANNING

In the context of these changes, the historic environment sector has been looking at ways to support the localism agenda. Some of the key initiatives from the past year are:

SUPPORT FOR LOCAL GROUPS AND ORGANISATIONS ON PLANNING CHANGES

As part of its ongoing engagement with the localism agenda, Civic Voice has involved civic volunteers in workshops on localism, culminating in discussions with the Communities Minister Greg Clark, and participated in the Government's Working Groups on Neighbourhood Planning and Planning Sounding Boards. It is currently working to support local civic societies in their engagement with neighbourhood planning. Other organisations, such as the Historic Towns Forum, are also offering training and guidance (see case study on page 6).

ASSET TRANSFER ADVICE

One aspect of the localism agenda is the transfer of land and buildings from local authorities to community-based organisations. In August 2011 the first ever public property map listed over 180,000 assets owned by public bodies, illustrating the scope of publicly owned assets. To support groups looking to take on assets, English Heritage, National Trust, HLF, Architectural Heritage Fund, Asset Transfer Unit and Prince's Regeneration Trust published guidance on transfer of heritage assets. There are, however, ongoing concerns that charitable and community organisations will not have the capacity to take on all heritage assets made available through asset transfer.

Local planning in action

Knowing Your Place by English Heritage and Action in Communities in Rural England **www.helm.org.uk/communityplanning**, shows how local heritage can be successfully incorporated in plans being prepared by rural communities. It focuses particularly on parish plans and village design statements, but is of particular relevance given the emphasis in the Localism Bill on Neighbourhood Plans produced by communities.

The North Shields Fish Quay, a conservation area at the mouth of the river Tyne, is one of the first 17 Neighbourhood Planning Front Runners (36 further areas have now been named), which will test the new community rights in the Localism Bill. Residents in the Fish Quay can contribute to producing a Neighbourhood Plan for the area, which is being led by the North Shields Heritage Partnership. It will be produced over nine to 12 months, and once complete will be recognised as a Supplementary Planning Document within the council's Local Plan.

HERITAGE PROTECTION REFORM

English Heritage and partners have continued to work together to produce a more integrated and accessible heritage protection regime. Achievements in 2011 include:

The National Heritage List for England In April 2011 the National Heritage List for England was launched. This is an online database which, for the first time, brings together information on all nationally designated heritage assets.

Local Listing Guidance English Heritage is developing best practice guidance for local authorities, community representatives, owners, and other interested stakeholders, for the identification and management of significant local heritage assets.

Published setting guidance In October 2011 English Heritage published *The Setting of Heritage Assets: English Heritage Guidance*, following a public consultation carried out between August and November 2010. The guidance, available in PDF format through the English Heritage website, supports the policies and advice on setting provided by PPS5 and its Practice Guide. It will be reviewed in 2012 following the issuing of the National Planning Policy Framework.

However the absence of a Heritage Bill means that planned reforms such as a unified Heritage Asset Consent regime and the reversal of the 1997 Shimizu judgment affecting 'partial' demolition in Conservation Areas are not currently being progressed.

Sector response to Heritage Protection Reform

In the last year two reports have been published which explore the current heritage protection system and make recommendations for its improvement.

The Country Land and Business Association (CLA), the membership organisation for land owners in rural England, published the report *Averting Crisis in Heritage* highlighting what it sees as the key issues facing heritage protection and making recommendations for its improvement including:

- Considering streamlining aspects of listed building consent.
- Incorporating PPS5 principles into the NPPF.
- Making reduced rates of VAT available for residential property repairs.

The Southport Group, a group of sector professionals formed to think creatively and radically about the best way to implement the PPS5, published *Realising the Benefits of Planning-Led Investigation in the Historic Environment: A Framework for Delivery* which makes recommendations to increase the historic environment's value in the context of the planning system and PPS5. These include that:

- Management of the historic environment should be seen as a partnership between local authorities and community groups, where decisions take account of public values and concerns.
- Planning-led investigation should be focused on understanding and significance, not on recording alone.
- Archaeological investigation should be conducted in ways which increase opportunities for public participation.

CLA report: **www.cla.org.uk/policy_docs/AvertingCrisisinHeritage.pdf**

Southport Group report: **www.archaeologists.net/sites/default/files/node-files/SouthportReport.pdf**

CHANGES TO THE FUNDING AND RESOURCE LANDSCAPE

Private, voluntary and public investment in the historic environment continues to plateau and in some cases fall.

The private sector owns the vast majority of the historic environment and provides significant levels of investment in both conserving and investigating it. However, in the current economic climate, the limited availability of finance and a static, or falling, property market in much of the country are restricting private investment. For example, in January – March 2011 investment in repair and maintenance was 10% lower than 2002 and was at its third lowest level since 1999 (Output in the Construction Industry, Office for National Statistics). The cost of undertaking repair and maintenance has also increased, with the higher VAT rate of 20%.

Voluntary organisations are also facing difficulties. Public sector grants are decreasing and continuing low interest rates are impacting on charitable income. Competition for remaining grant funding remains fierce and while alternative ways of raising capital, via community shares or social investment bonds, are being explored, many organisations continue to have funding shortfalls. Going forward membership organisations will also have to take into account members' declining disposable income.

COMPREHENSIVE SPENDING REVIEW

Following the Comprehensive Spending Review (CSR), there have been reductions in public funding for the historic environment. The HLF estimate that there could be a reduction of between £600m and £950m per annum (a reduction in existing funding levels of between 25% and 40%) in public spending on UK heritage as a result of the CSR. This is made up of a reduction of between £370m and £580m from central government and between £142m and £228m from local government.

Cuts to specific departments and organisations have already been announced. In October 2010, the DCMS budget was cut by 25%. There has been a consequent reduction in the grant-in-aid that DCMS sponsored bodies receive. English Heritage's grant-in-aid was cut in real terms by 32% (£51m) over the four years to 2014/15. The Churches Conservation Trust (CCT) grant-in-aid was cut by 25% over the same time period. The listed places of worship VAT scheme continued, albeit with changes. From January 2011, professional fees and repairs to church fittings were excluded from the scheme and from July 2011 there are fixed quarterly budgets with the maximum grant payable in response to any application of 20% of project costs.

DCLG faces a cut in its overall resource of 33% in real terms by 2014-15. One of the consequences of the cuts has been reductions in the number of historic environment staff.

CHANGES TO LOCAL PLANNING AUTHORITY HISTORIC ENVIRONMENT SERVICES

English Heritage with the IHBC (Institute of Historic Building Conservation) and ALGAO (Association of Local Government Archaeological Officers) surveyed historic environment staff employed in local authorities earlier this year. This showed a loss of 6% of full time equivalents (FTE) historic environment staff on the 2003 baseline. There are now 957.5 FTEs working in local authorities. The rate of the decline has increased over the last 18 months, with a 12% fewer FTE staff in 2011 compared to 2009/10. This is a loss of nearly 95 conservation officers FTEs and just over 34 archaeological officer FTEs in 18 months. There are likely to be further losses as the full effects of the CSR local government settlement work their way through the system. Decreases in funding in other local government areas, such as cultural services, are also likely to have an impact on the historic environment.

Partly in response to this, English Heritage and the Local Government Association have partnered with IHBC, ALGAO and Planning Officers Society to launch the Historic Environment Local Authority Capacity project. This is seeking to provide models of how historic environment services can be run more effectively using partnership working.

EU FUNDING

Common Agricultural Policy (CAP) funding provided by the EU is an important resource for the rural historic environment. The sector continues to work together to ensure CAP funding is available to the historic environment post 2013. In September 2011 The Heritage Alliance Rural Advocacy Group held a seminar to discuss CAP reform and other issues impacting on the rural historic environment, including social and economic threats and regulatory changes.

The funding of the arts and heritage: The Culture, Media and Sport Committee

In March 2011 the Culture, Media and Sport Committee published its report into the funding of the arts and heritage. It noted that publicly funded heritage organisations had received disproportionate cuts in the past and that this should be taken into account in future settlements. It also highlighted concerns at the loss of heritage expertise at the local level, and that philanthropy, while welcome, was not a replacement for public funding. It considered that more could be done to promote heritage volunteering.

The DCMS response to the report was published in June 2011. It recognised that heritage services at a local level are likely to be an area of future concern and gave more detail on how it saw philanthropy operating in the sector.

www.official-documents.gov.uk/document/cm80/8071/8071.pdf

LOTTERY FUNDING

In November 2010, HLF announced it would have more money to allocate to new projects than previously estimated on the basis of changes to heritage's share of Lottery funding. A policy change meant that from April 2011, the lottery shares for the arts, heritage and sport would increase from 16.66% to 18%, with the Big Lottery Fund going from 50% to 46%; and from April 2012, the shares will each go to 20%, with the Big Lottery Fund moving to 40%. Further funds have resulted from increased Lottery ticket sales, with Camelot UK announcing its highest ever interim sales for the first half of 2010/11. HLF's total budget for 2011/12 has increased by over £50 million from 2009/10 to more than £250 million, and this amount is set to rise further from 2012 onwards with a total budget in excess of £300 million expected.

CHANGES TO PUBLIC SECTOR BODIES

In 2010/11 a number of public sector organisations which operated within or supported the heritage sector were disbanded or radically altered. This included the closure of CABE, MLA, Railway Heritage Committee and the Advisory Committee on Historic Wreck Sites as stand alone organisations. Following reduction in funding CABE has been incorporated into the Design Council, which has itself became an independent charity. It is intended that CABE will continue to provide support and advice at a local level, although reduced funding is likely to curtail its activities. Many MLA functions including managing the Renaissance in the Regions programme and cultural property responsibilities (for example acceptance in lieu and export licensing) will transfer to Arts Council England in late 2011. English Heritage has set up a historic wrecks panel to provide specialist advice in this area.

Any legislation necessary in relation to the closure of these organisations will be passed through the Public Bodies Bill currently at the Committee stage in the House of Commons. The Bill would allow Ministers, by order, to abolish, merge or transfer the functions of the public bodies, after appropriate consultation and with the approval of Parliament.

British Waterways, the organisation responsible for caring for Britain's historic rivers and canals, will become a charity in 2012. This has implications for its historic environment role and activities.

THE VOLUNTARY HERITAGE SECTOR

The voluntary heritage sector has taken over a number of responsibilities in 2011. For example from 2012, Civic Voice, The Heritage Alliance and National Trust will run Heritage Open Days. The Heritage Alliance is also now responsible for managing the Historic Environment Forum.

Philanthropy and heritage

A key Government policy relates to increasing the proportion of cultural funding from philanthropic sources, thereby helping to build the long-term resilience of cultural organisations. To support this, Arts Council England, DCMS and HLF have come together to form Catalyst, a £100m fund to encourage greater philanthropic giving. HLF has contributed £20m, £15m of which will go towards providing a challenge fund for endowments and £5m for grants to build expertise and capacity. Applications opened in September 2011.

English Heritage and the Andrew Lloyd Webber Foundation have each committed £1m to a fund supporting voluntary sector organisations to take on grade I and II* buildings at risk. Managed by the Architectural Heritage Fund, the fund will offer grants of up to £200k to individual projects.

CHANGING PRIORITIES FOR THE HERITAGE SECTOR

In light of the funding landscape and changing policies many organisations are re-assessing priorities and resource allocation.

HLF CONSULTATION

Earlier this year, the HLF ran a consultation on its strategy for 2013-2019 in which it set out proposals on a wide range of key issues, invited views on what its priorities should be, what it should continue doing and what it should do differently, particularly as other sources of public investment become increasingly scarce. Among the issues consulted on was the extent to which:

- Greater priority should be given to funding for heritage identified as at risk.
- New initiatives could be introduced to help meet the challenges of climate change, to exploit the opportunities offered by digital media, and to address the shortages in heritage skills.
- More support could be offered to help heritage in private ownership.
- Existing targeted grant programmes should continue in their current form.
- Current grant thresholds should change.

The consultation closed in April 2011 and a summary of the responses can be viewed on the HLF website. HLF will publish its strategy for 2013-19 in spring next year.

www.hlf.org.uk/aboutus/whatwedo/Documents/Consultation_finalreport_280611.pdf

ENGLISH HERITAGE CORPORATE STRATEGY AND GRANTS

In May 2011 English Heritage published its corporate plan, outlining its strategy from 2011 to 2015. In response to reduced resources, English Heritage's grants will focus on expert advice and emergency repairs to ensure heritage at risk is not lost; funding for privately owned heritage at risk, revenue funding for national heritage organisations, and developing understanding of issues relevant to heritage at risk through research and technical advice.

NATIONAL HERITAGE PROTECTION PLAN (NHPP)

The NHPP is the new national framework for bringing together English Heritage and other partners in the protection of the historic environment. It supports English Heritage in applying its expertise and resources towards what is most significant, under threat or facing change. It is seen as a significant development in achieving more coherent and efficient resource deployment, and a culture of partnership working. The independent Advisory Board, administered by The Heritage Alliance, will help direct the NHPP's content and development.

Heritage crime initiative

The heritage crime initiative was launched in February 2011 to tackle crime and anti-social behaviour. Under the strategic guidance of English Heritage, the police and the Crown Prosecution Service, a nationwide network is being developed to tackle and reduce offences such as architectural theft, criminal damage, illegal metal detecting and arson. The network involves enforcement bodies, local authorities, professional groups and amenity societies. Tackling heritage crime is a funding area for NHPP.

PARTICIPATION AND THE HISTORIC ENVIRONMENT

VOLUNTEERING IN THE HISTORIC ENVIRONMENT

At least half a million people volunteer in the historic environment. This involves a variety of roles including taking on heritage buildings, stewarding at heritage sites, commenting on local development plans or planning applications as well as acting as trustees for the thousands of heritage and amenity societies across the country.

Two of the largest volunteering opportunities in the historic environment are Heritage Open Days (HODs) and the Festival of Archaeology. In 2010 HODs involved an estimated 39,000 volunteers and the Festival of Archaeology involved hundreds of volunteer groups putting on a range of events and activities. In 2010, 760 events attracted an estimated 160,000 participants. In 2012 Heritage Open Days transfers to Civic Voice, The Heritage Alliance and National Trust. Two Awards schemes, The Heritage Alliance Heroes Awards and The English Heritage Angels Awards highlight and celebrate the important role of volunteers.

PUBLIC GIVING

Participation in the historic environment is not limited to visiting historic attractions or volunteering. The public also participate by providing finance. For example, the public contributed £900,000 to help keep the Staffordshire Hoard in public ownership, and public donations were also important in the bid to keep the Crosby Garret Helmet at the Tullie House Museum and Art Gallery. However unlike the Staffordshire Hoard, this bid was unsuccessful as the Helmet was not defined as treasure under the Treasure Act, and therefore did not have to be offered to the Crown for a set price. The helmet is now in private ownership.

Places of Worship in 2011

New research this year explored the role of churches, many of which are historic, in local communities, as well as looking at their condition. The National Churches Trust survey found that an estimated 90% of churches are used for purposes other than regular worship and that approximately 8% of churches responding to the survey were in poor or very poor condition. This corresponds to the English Heritage places of worship at risk figure which found that 11% of places of worship surveyed were at risk. In other developments, a new network 'The Future for Religious Heritage' was set up. This involves bringing together a group of organisations, including the CCT, to ensure greater European collaboration across historic places of worship policy issues.

TOURISM AND HERITAGE

Despite slow economic growth visits to historic sites have held up and heritage remains the most cited reason for people to visit Britain from abroad. At least 50.4m visits were made to heritage attractions in England in 2010, up 2% on 2009 and 20% on 2002.

In its Tourism Policy, published in March, the Government recognised that tourism, including heritage tourism, can make a crucial contribution to employment and economic recovery. The commitments in the Policy to tackling excessive regulation and easing the difficulties for inbound visitors of gaining tourism visas were welcomed by the industry. The Government also pledged to match the private sector's contribution to a £100 million marketing fund to maximise the tourism legacy from the 2012 Olympics.

The Policy was announced against a background of significant reductions in funding for VisitBritain (VB) and VisitEngland (VE) and an extremely competitive market for attracting visitors. For example, £12.5m per year available to VB for marketing around the world is smaller than the sum spent by Failte Ireland on marketing Ireland in the UK alone. In the domestic market visitors are making more of the benefits of free entry provided by membership of heritage organisations and are limiting secondary spend.

In the mid-term heritage tourism will depend not only on the success of high profile attractions but also on other factors. This includes the implementation of the commitments made in the Government's Tourism Policy, including: making available transitional funding to accompany the abolition of the Regional Development Agencies; the adoption across the industry of VisitEngland's new corporate strategy, which is focused on close contact with tourism operators and on building a national marketing brand for England - with heritage as one of the key themes; and on the success of Local Enterprise Partnerships and associated destination management organisations in promoting tourism below the national level.

The heritage sector welcomed the establishment of the Tourism Regulation Taskforce charged with cutting red tape and regulation. Over-regulation, in areas ranging from event licensing, holiday letting and tourist signage, makes it difficult for historic attractions to play their full role in the life and economy of their communities. Tackling this is a low cost way of bringing significant benefits to the wider economy as well as to heritage itself. The Historic Houses Association as a member of the Taskforce, is pressing for a more risk-based approach to compliance, and for historic character and context to be considered as a priority when assessing the impact of regulations.

Cultural Olympiad

Discovering Places, the London 2012 Cultural Olympiad campaign to inspire people in the UK to discover their local built, historic and natural environment, is now fully into its delivery phase. Managed by The Heritage Alliance, Discovering Places' main projects are: 'Meet the Species', a community engagement project around biodiversity; 'Walk the World', with the Royal Geographical Society, providing accessible exemplar walks to show the links between the UK and the 205 Olympic Nations; and 'Discover Explore', delivered with the Geography Collective, which will help young people and their families discover historic stories and places in new and engaging ways. A project around regeneration and its impact on communities is in development. **www.discoveringplaces.co.uk**

EDUCATION AND THE HISTORIC ENVIRONMENT

In April 2011 the DCMS launched the Henley Review of Cultural Education. This considered such questions as what defines cultural education and how cultural organisations and schools could work together on different delivery models.

The Review is due to be published in autumn 2011. There have also been broader reviews of education in England. This has potential implications for the historic environment and history teaching in schools. The National Curriculum Review asked for responses on what should be taught in schools, and from 2012 there will be a chance to contribute views on the actual content of programmes of study, including history. Organisations throughout the heritage sector have used this opportunity to call for schools to make more effective use of their local heritage when teaching history.

Engaging Places continues to offer innovative resources and ideas for schools, families and other community groups looking to interact with the built environment. The Council for Learning Outside the Classroom continues to pursue its objectives, including managing its quality badge scheme which assures the educational experience on offer, including in the historic environment.

03

INDICATORS SECTION

Each year *Heritage Counts* analyses a series of indicators which provide insight into the state of the historic environment. The evidence collected is used by the sector to determine priorities and contribute towards the development of policy.

On **www.heritagecounts.org.uk** you will find a set of comprehensive spreadsheets containing trend data relating to all the indicators. The data is available at national, regional and where possible, local level.

In this report, we have highlighted the key changes or findings for 2010/11 as compared to previous years and in particular the baseline year of 2002 when *Heritage Counts* first recorded this data. These findings are reported under the three sections:

- **Understanding the assets** – data on the extent of historic environment assets
- **Caring and sharing** – data on the condition of assets and resources, including funding available to manage them
- **Using and benefiting** – data on the social, economic and environmental benefits derived from active use of the historic environment

Key findings this year include:

- A fall in the number of Building at Risk entries.
- The continuing decrease in the numbers of local authority historic environment staff, and trainees and apprentices in historic environment related professions.
- Increases in the number of older people visiting heritage sites.
- A rise in membership figures for heritage organisations.

UNDERSTANDING THE ASSETS

DESIGNATED HERITAGE ASSETS

World Heritage Sites

There were 18 World Heritage Sites in England in 2011, unchanged since 2009, but up from 14 in 2002.

Scheduled Monuments

As of April 2011 there were 19,749 scheduled monuments in England, 402 more than in 2002. A third of scheduled monuments are in the South West (36% - 7,054 scheduled monuments) with 16% of England's scheduled monuments in the counties of Devon and Cornwall (approximately 3,000 scheduled monuments), more than in any other individual English region.

Listed Buildings

There were 375,121 listed building entries in 2011. The actual number of listed buildings is likely to be higher as one entry can contain more than one building. The IHBC estimate that there may be between 630,000 and 895,000 individual listed buildings. The vast majority (92%) of entries are grade II. There are now 4,389 more entries than in 2002. See figure 02

02 Density (per sq km) of Listed Buildings by Local Planning Authority

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Ordnance Survey Licence number 100019088. Produced by the Mapping & Spatial Analysis Team, NMR, Kemble Drive, Swindon, SN2 2GZ.

Registered Parks and Gardens

In 2011 there were 1,610 registered parks and gardens, 119 or 8% more than in 2002.

Historic Battlefields

The number of battlefields is unchanged between 2002 and 2011 at 43.

Protected historic wreck sites

There were 46 protected wreck sites in England in 2011, unchanged since 2009, though seven more than there were in 2002. 50% of the sites are in the South West, with the majority in Devon and Cornwall.

HISTORIC AREAS AND OPEN SPACES

Conservation Areas

There were approximately 9,800 conservation areas in England in 2011, up from an estimated 9,000 in 2002.

National Parks and Areas of Outstanding Natural Beauty

In 2010/11 1.2m hectares of land (9% of the total land mass in England) was designated as National Parks and 1.9 m hectares (14%) as Areas of Outstanding Natural Beauty. These figures are largely unchanged for the last three years. The National Park figure does not include the area covered by the South Down National Park as it did not come into being until 1 April 2011.

Heritage Coasts

By the end of the 2010/11 financial year there was 164 thousand hectares of heritage coasts. These are coastal areas designated by Natural England as being areas of notable natural beauty or scientific significance.

Ancient woodland

In 2011 0.36m hectares of land in England was classified as ancient woodland.

ACQUIRING INFORMATION ON THE HISTORIC ENVIRONMENT

Historic Environment Records (HERs)

HERs are databases of nationally and locally important archaeological sites, historic buildings and landscapes. The increasing availability of online HERs is an important part of Heritage Protection Reform. 48 HERs are online in 2011, up from 44 in 2010 and 19 in 2008. 75% are available through the Heritage Gateway website.

Historic Landscape Characterisation

Historic Landscape characterisation is a tool for describing the historic character of places as they are today and how past changes have shaped present day appearance. The proportion of England which has undergone historic landscape characterisation increased from 36% to 90% between 2002 and 2011. In the last year historic landscape characterisation was completed for the East Midlands region.

Archaeological Fieldwork

The Archaeological Investigations Project at Bournemouth University has collected data on 5,444 archaeological fieldwork projects in 2009, up from 5,208 in 2008 and 4,392 in 2002.

TOTAL ENGLAND FIGURES FOR 2011

Number of world heritage sites	18
Number of scheduled monuments	19,749
Number of listed building entries	375,121
Number of registered parks and gardens	1,610
Number of conservation areas	9,800
Number of historic battlefields	43
Number of protected wreck sites	46

CARING AND SHARING

HERITAGE AT RISK

Buildings at Risk

In 2011, 937 grade I and II* buildings (3.0% of all listed buildings at this grade) were at risk. A further 241 structural scheduled monuments were also at risk. Since the Register was last published in July 2010, 60 entries have been added to the Heritage at Risk Register, 92 removed and 8 re-categorised as places of worship at risk. This is the largest number of entries removed from the Register in one year since 2006. Over 50% (50.3%) of entries which were on the 1999 Register have now been removed. London has had most success with 68% of its 1999 entries now removed from the Register. The number of building at risk entries (1,178) is now at its lowest level since buildings at risk data was first recorded in 1999.

Scheduled Monuments at Risk

In 2011, 16.9% of all scheduled monuments were at risk. This equates to 3,339 monuments. This represents a fall of one percentage point from the 2009 baseline and 196 fewer scheduled monuments on the Heritage at Risk Register.

Registered Parks and Gardens at Risk

6.4% of all registered parks and gardens (103) were on the Heritage at Risk Register in 2011. This is an increase of seven on the 2009 baseline when 96 (6.0%) registered parks and gardens were classified as being at risk.

Conservation Areas at Risk

6.6% of all conservation areas surveyed were at risk in 2011, a slight fall from the baseline in 2010 when 7.4% of conservation areas surveyed were categorised as being at risk.

Registered Battlefields at Risk

There has been no change since 2010 in the number of registered battlefields at risk. In 2011 six (14%) of registered battlefields are at risk, two fewer than the 2008 baseline.

Protected Wreck Sites at Risk

In 2011 seven protected wreck sites (15.2% of all sites) were on the Heritage at Risk Register, compared to eight in 2009 and ten on the 2008 baseline.

Places of Worship at Risk

No places of worship at risk statistics were produced in 2011 as not a large enough sample of listed places of worship were surveyed to produce robust statistics. However individual entries were added to the Register and 284 places of worship known to be at risk were added. *Heritage Counts* will report on places of worship at risk figure in future editions.

MANAGING POSITIVELY

Planning Applications

In 2010/11 there were 439,900 planning application decisions made in England, slightly higher than in 2009/10 (5% more application decisions).This is the first year there has been a rise in the number of applications since 2007/08. The number of applications however is still 25% fewer than in 2002/03 and 32% fewer than in the peak year of 2004/05. The largest increase in the number of planning application decisions has been in London, South East and East of England, with the three regions accounting for 76% of the increase in the number of planning application decisions over the last year. This is likely to be related to the increased economic activity in these three regions. In London where there has been the largest increase in planning applications decisions made over the last year, the number of applications rose by 10% between 2009/10 and 2010/11, though the number of applications are still 10% below 2002/03 figures. See figures 03 and 04 ▶

Listed Building Consents

There were 29,168 listed building consent decisions in 2010/11. As with planning application decisions this figure is slightly higher than in 2009/10 (7% increase). The number of decisions however is still 10% lower than the numbers recorded in 2002/03. London is the only region where in 2010/11 the number of listed building consent decisions was greater than in 2002/03 (3% more listed building consent decisions), with the number in Yorkshire and the Humber down 29%, the South West 20% and North West 19% over the same period.

The national trend indicates that the number of listed building consents is partly related to the economic context, increasing in years of economic growth, but the relationship is not as strong as for planning applications more generally.

London, the South East and South West accounted for over half (57%) of all listed building consent decisions in 2010/11, with Westminster Council in London recording the single largest number of decisions (1,680 – 6% of the total). Only a very small minority, 2% (608) of decisions were for demolition in 2010/11, a similar proportion to previous years.

Conservation Area Consents

3,210 conservation area consent decisions were made in 2010/11. The number of decisions is now at a similar level to those recorded in 2002/03 when *Heritage Counts* first started collecting the data, though still 12% below the peak recorded in 2007/08. The trend across regions is not consistent. In London, in 2010/11 there were 42% more consents than in 2002/03, but in five regions the number of consents was still below that recorded in 2002/03.

Scheduled Monument Consents

In 2010/11 980 scheduled monument consent decisions were made. Since *Heritage Counts* started collecting this data in 2002/03 the number of scheduled monument consents has fluctuated with no discernable national trend, a pattern seen across all regions. This indicates that scheduled monument consents are less affected by the economic situation than other types of consents, and that specific development (such as local regeneration schemes or public grant programmes) or non-development drivers are more likely to explain changes to the figures.

Planning Applications Affecting Registered Parks and Gardens

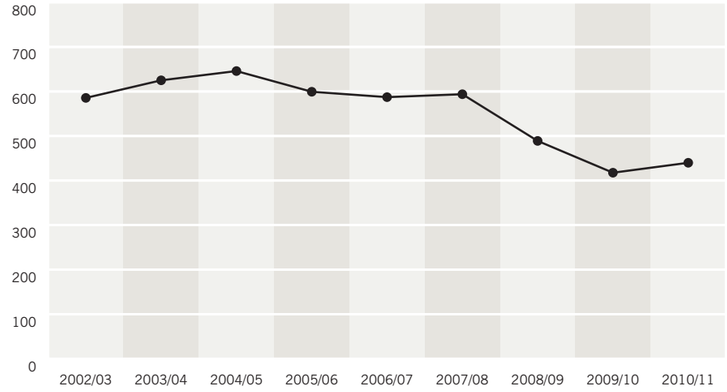
In 2010/11 there were 725 planning applications affecting registered parks and gardens, slightly lower than when *Heritage Counts* first recorded this data in 2003/04, when there were 751. Each year approximately half of planning applications are from the South East and South West.

Management of World Heritage Sites In 2011

In 2011 as in the previous four years, all World Heritage Sites in England have management plans.

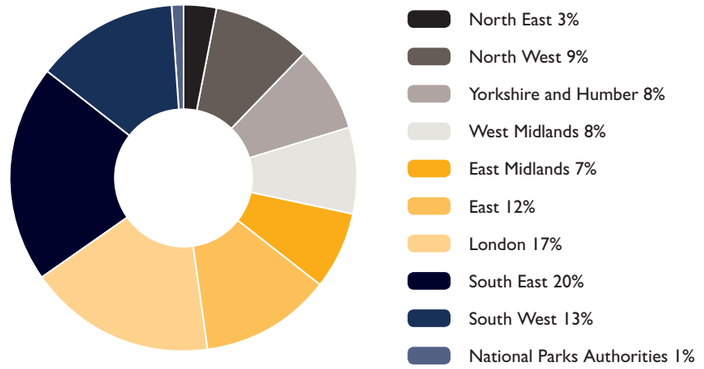
03 Number of Planning Applications decided in England (000s)

Source: Department of Communities and Local Government



04 Proportion of all Planning Applications decided, by region

Source: Department of Communities and Local Government



FUNDING FOR THE HISTORIC ENVIRONMENT

Private sector investment in the historic environment

The vast majority of investment in the historic environment comes from private sector businesses and individuals, but no comprehensive trend data on private investment is available. A number of organisations have made an estimate for private sector investment. For example the Historic Houses Association (HHA) in 2003/4 estimated that the private sector spend £3.5 billion per annum on historic buildings, with a further survey in 2009 estimating that £139m is spent by HHA members to maintain the historic assets in their care. In 2005 the National Heritage Training Group estimated that £3.5 billion was spent on conservation and restoration of historic (pre-1914) buildings, with £1.7 billion of this on listed buildings. This figure will include some public sector spend. A 2011 publication *Realising the Benefits of Planning-Led Investigation in the Historic Environment: A Framework for Delivery* estimates that in 2004 £144m was spent by developers on funding archaeological investigations.

In 2009/10 Arts and Business estimated that £209m worth of private investment went into the heritage sector, down slightly from £225m in 2008/09.

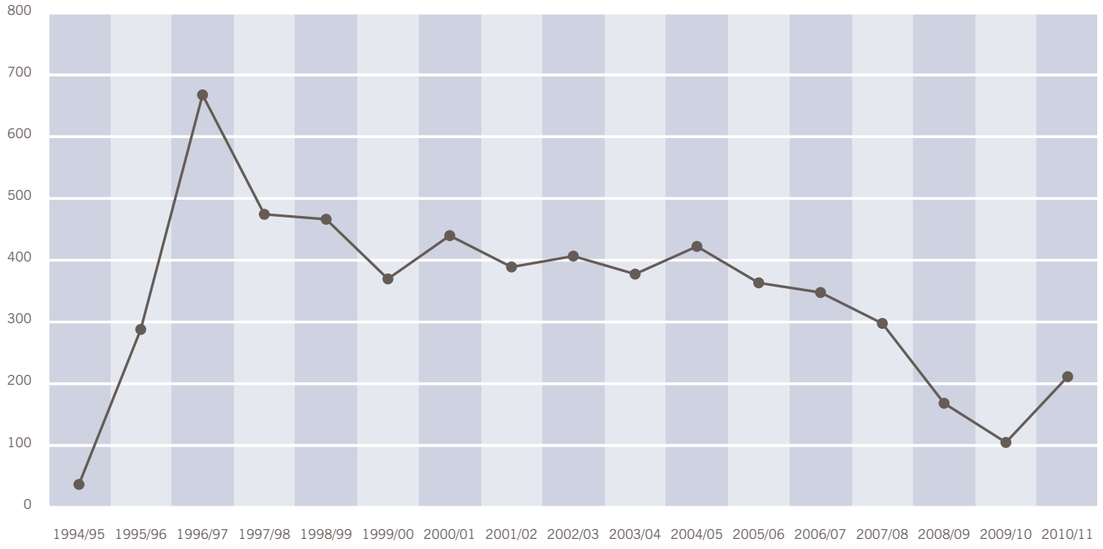
Public sector sources of funding

Heritage Counts collects data from a number of public sector organisations related to the historic environment. The Churches Conservation Trust (CCT) total income in 2010/11 was £5.7m, the vast majority of which was spent on opening and restoring redundant listed places of worship. The Listed Places of Worship grant scheme which provides grants totalling the amount of VAT spend on repairing and maintaining listed places of worship gave out approximately £23m in 2010/11, up from the average of £15m over the last four years. In part this increase is due to a reduction in scope of the scheme from 2011/12 which led to a rise in the number of applications in the last financial year.

The natural environment sector is an important source of funding for the rural historic environment. Natural England's Environmental Stewardship Scheme (ES) contains a number of programme grants which have a positive impact on the historic environment. Between 2005 and December 2010, £65 million was allocated to ES projects which have an outcome for the historic environment, £18.8m in 2010 alone. *Heritage Counts* will report on this figure in future editions.

05 Value of Awards made by HLF (£ million in 2010/11 Real Prices)

Source: Heritage Lottery Fund



English Heritage expenditure and income

In 2010/11 English Heritage received £129.9m in Grant-in-Aid slightly down on 2009/10 (£130.9m 2009/10 non-adjusted for inflation). The organisation made grants worth £34.8m in 2010/11. Between 2003/04 and 2010/11 English Heritage has paid out grants of between £29m and £35m per annum (non-adjusted for inflation). English Heritage's total income from membership, retail, catering and admissions was £54.8m in 2010/11, up 43% on £38.4m in 2002/03 and up 8% on 2009/10. £74m was spent on its National Collection.

Heritage Lottery Fund

In 2010/11 HLF distributed £211m in grants, significantly up on £101.9m in 2009/10. A large proportion of this rise is due to the number of projects from the Heritage Grants programme which have submitted the second stage of their application, which means their grant award has now been accounted for in the statistics. The total value of grants awarded is though 36% lower than in 2002/03 when *Heritage Counts* first collected this data (non-adjusted for changes in value created by inflation) and 48% lower when adjusted for inflation. See figure 05 ▲

In total 1,095 projects were funded in 2010/11, higher than in 2009/10 (939) though still significantly lower than in 2002/03 (2,295). The success rate of all applications for 2010/11 is 58%, lower than the average success rate over the lifespan of HLF (66%), indicating that it is becoming more challenging to gain HLF grants.

EMPLOYMENT AND SKILLS IN THE HERITAGE SECTOR

Number employed directly in the operation of historic sites and buildings

The Business register and employment survey (Bres) measures direct employment in the operation of historic sites and buildings. In 2009 it was estimated that 9,500 people were employed in this sector in England. This is 1,200 fewer than in 2008, though because of the sample size, comparisons over years should be made with caution. This measurement is used in *Heritage Counts* because it is repeated on an annual basis and therefore can measure change over time. It replaces the previous employment figure reported in *Heritage Counts*. **www.tinyurl.com/62r4krh**

This figure does not though measure the totality of heritage tourism employment. In 2010 the HLF estimated 113,000 people were employed in the heritage-based visitor economy in the UK.

Historic environment employment in Local Authorities

Historic environment employment in local authorities was 957.5 Full Time Equivalents (FTE) in 2011. This represents a 6% decrease on the number of FTE (1014.4) when this dataset was first collected in 2003. This decrease is accounted for solely by a fall in conservation officers as the number of archaeological officers has remained relatively stable over this time period.

The 6% fall between 2003 and 2011 masks a significant fall in the number of FTE between 2009/10 and 2011. In the last 18 months, the number of FTE has fallen from 1086.4 to 957.5, a decrease of 12%. The number of conservation officer FTE fell by 14% and archaeological officer FTE by 9%. Over the same time period, planning applications relating to the historic environment rose slightly. This indicates that from 2011 onwards fewer FTE are likely to be working on an increasing number of applications affecting the historic environment. See figure 06 ▼

The picture differs across regions. Between 2003 and 2011 the number of FTE has increased in London, Yorkshire and the Humber and the East of England, but all regions have seen a fall in FTE between 2009/10 and 2011, with the North West recording a 33% decline in the number of FTE between 2009/10 and 2011, (including a 42% fall in archaeological FTE).

Archaeological employment

In January 2011 it was estimated that 5,827 people worked in archaeological employment in the UK, 3,189 in commercial archaeology. This represents an estimated decline of 8% from figures recorded in July 2010 (6,307). Commercial archaeology has seen the largest fall in employment levels, with a 13% decline in the number of people employed between July 2010 and January 2011 and a 21% decline on when figures were first collected in August 2007.

Apprentice/Trainee numbers in heritage-related craft skills

2010/11 saw a further reduction in the number of apprentice and trainees in heritage-related craft skills. In 2010/11 there were 60% fewer apprentices and trainees than in 2005/06 when *Heritage Counts* first reported on this data, and a 30% decrease from 2009/10. There were 7,707 apprentices/trainees in 2010/11 down from 20,157 in 2005/06.

The economic climate is the most significant driver behind this trend for lower levels of all training. The *Construction Skills' Employer Panel* from November 2010 found that 27% of companies have reduced the amount of training they conduct as a result of the economic downturn, 20% have changed the way they deliver training and 18% have reduced next year's training budget. Demand, however, for apprenticeships remain relatively high, with two thirds of employees agreeing that there are more people who want to become apprentices than there are positions available; the constraint being the lack of placements with firms.

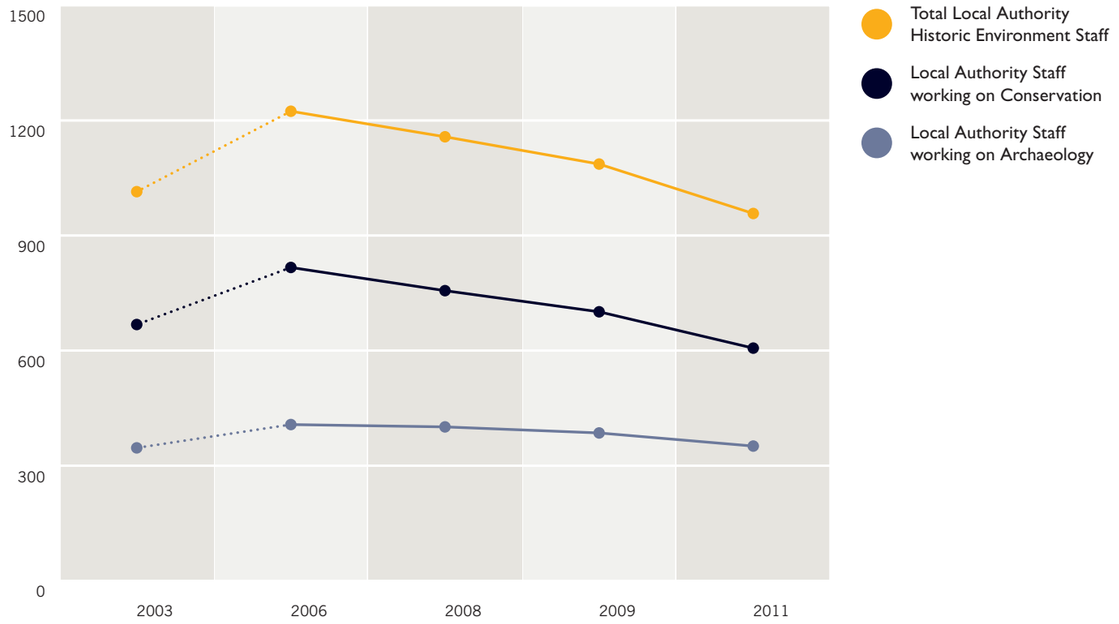
The number of trainees and apprentices is likely to remain at similar levels until there is sufficient economic improvement. This could lead to potential craft skills shortages in the future as the decreased supply of skilled workers may not be able to meet any increase in demand.

Heritage Champions

As of the end of the financial year 2011 there were 271 local authorities with Heritage Champions, 77% of all authorities. This figure has been relatively stable since 2009, though is a rise on 2006 when 54% of local authorities had Heritage Champions.

06 Historic environment employment in local authorities

Source: English Heritage, IHBC, ALGAO



USING AND BENEFITING

PARTICIPATION IN THE HISTORIC ENVIRONMENT

The latest data from the *Taking Part* survey show that in 2010/11 70.7% of adults in England visited at least one heritage site in the last 12 months, unchanged from the baseline recorded in 2005/06 (69.9%). There has though been a significant increase in participation rates among older people. In 2010/11 73.8% of those aged 65-75 and 57% of those aged 75+, visited a heritage site in the last 12 months, compared to 59.8% and 52.5% respectively in 2005/06. There has also been a significant rise in the number of people not working who have visited a heritage site, which is probably related to the corresponding rise in participation among older people. There have not been significant changes in participation rates in any other demographic group or among people living in a particular geographic area.

Inequalities in participation levels between groups have not significantly narrowed between 2005/06 and 2010/11. In 2010/11 72.7% of those who classified themselves as white had visited at least one heritage site, compared to 54.3% of those from black and ethnic minorities, 79.7% of people from higher socio-economic groups, compared to 58.5 % from lower socio-economic groups, and 65.6% of those with a limiting disability or illness participated in heritage compared to 72.7% of those without a limiting disability or illness. This variance in participation levels among different groups is seen across the culture and sports sector, and is not unique to heritage.

Participation rates also vary significantly by region, or type of area, with 68.7% of those living in urban areas having visited a historic site in the last 12 months compared to 78.1% of people living in rural areas.

In 2010/11 72.6% of 5-10 year olds and 69.3% of 11-15 year olds had visited a heritage site in the last year, unchanged from the 2006/07 baseline.

New figures this year look at digital participation. In 2010/11 26.7% of adults had visited a heritage website, up from 18.3% in 2005/06. Of those who visited a heritage website, 28.8% took a virtual tour of a historic site.

Heritage Open Days

In 2010 there were 4,463 Heritage Open Days (HODs) events, 9% more than in 2009 and more than double that took place in 2002. In 2010 an estimated 1.2m visits were made to HODs events.

NUMBER OF VISITS TO HISTORIC ENVIRONMENT ATTRACTIONS

Total visitor numbers to historic sites

According to the *Visit England Visitor Attractions Survey* there were at least 50.4m visits to historic properties in England in 2010. The overall visit figure is likely to be higher as this only includes properties which responded to the survey. Visit numbers among properties which responded to the survey in both 2009 and 2010 were up slightly (2%). Gross revenue among properties which responded to the survey in both years was up 4% between 2009 and 2010.

Historic houses attracted the most visits (at least 17.3m in 2010) followed by places of worship (10.0m). Between 2009 and 2010, the largest proportionate growth in visit numbers has been among other historic properties (visit figures up 30% between 2009 and 2010) and places of worship (up 4%). Since the survey first collected this data in 1989, the largest proportionate growth in visit numbers has been to gardens and visitor/heritage centres.

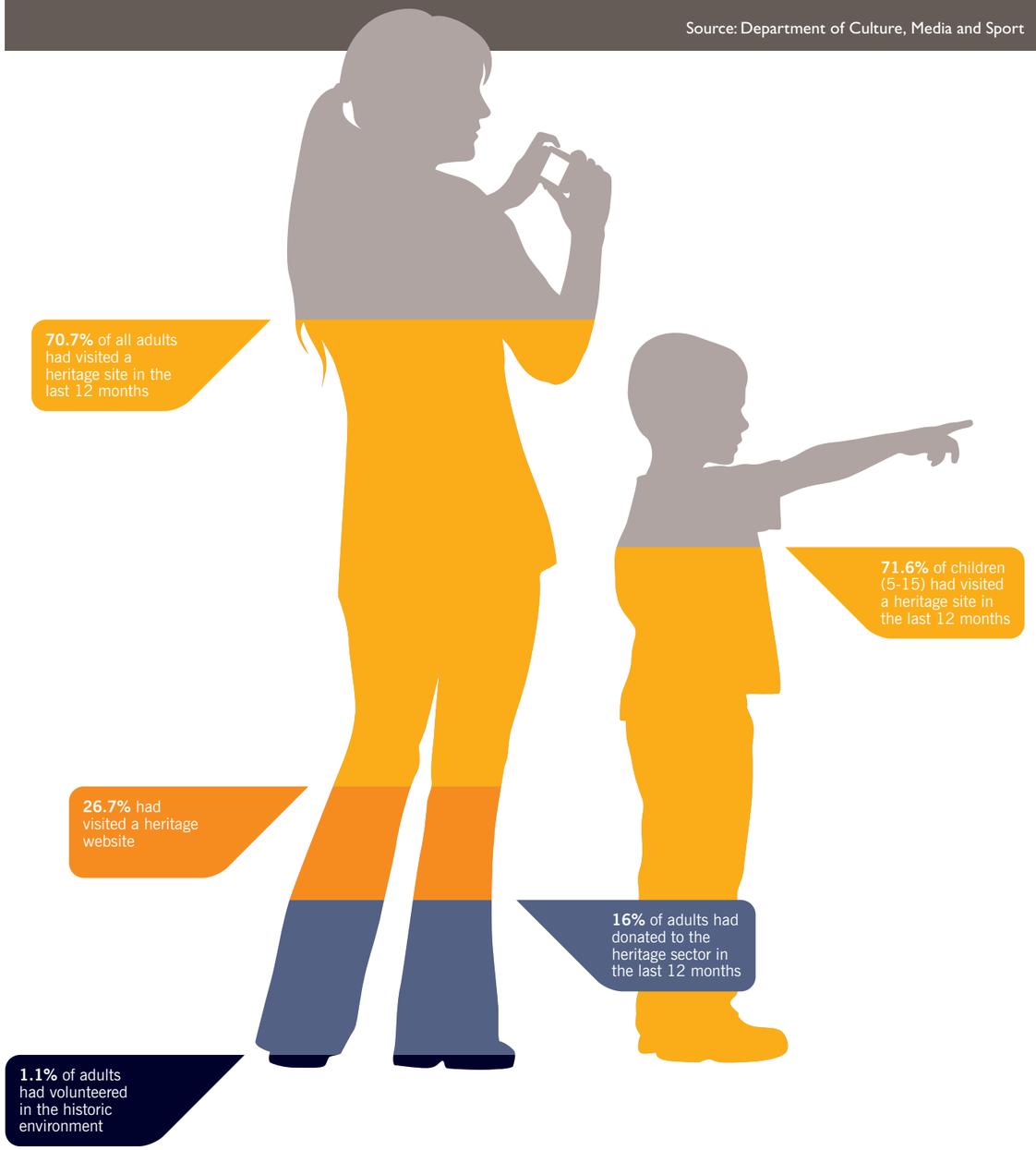
There were 15.8m visits to National Trust staffed properties in 2010/11, up 3% on 2009/10 and 5.6m visits were made to English Heritage staffed properties in 2010/11, no change on 2009/10. There were 2.01m visits to Church Conservation Trust churches in 2010 (including events) up from 1.7m in 2009. There were at least 11.7m visits to HHA member houses in 2010. Visit figures are unchanged for HHA houses which responded to the survey in both 2009 and 2010.

MEMBERSHIP OF HISTORIC ENVIRONMENT ORGANISATIONS

There were 3.7m National Trust members in 2010/11, up 31% on 2001/02, though no change on membership numbers reported in 2009/10. English Heritage individual membership stood at 758,000 in 2010/11, a 70% rise on 2001/02 and a 5% rise on 2009/10. With corporate membership included, the total number of people receiving English Heritage membership benefits in 2010/11 was 1.03m. There were 32,300 HHA friends in 2007, up 32% from 2007 when this data was first recorded in *Heritage Counts*.

PARTICIPATION IN THE HISTORIC ENVIRONMENT

Source: Department of Culture, Media and Sport



VOLUNTEERING IN THE HISTORIC ENVIRONMENT

Each year just over 1% of the adult population volunteer in the historic environment (*Taking Part* Survey). This equates to approximately 450,000 people. Small sample sizes mean it is not possible to make comparisons over time.

A significant proportion of volunteering is at heritage sites. There were 62,000 National Trust volunteers in 2010/11, of which 62% volunteer at least once a week. A new indicator for this year is the number of English Heritage volunteers. In 2010/11 there were 650 volunteers, mainly volunteering at English Heritage properties. The largest one off volunteering event in the sector is Heritage Open Days. It is estimated that 39,350 volunteers take part in Heritage Open Days.

As well as volunteering at properties, individuals also give their time to civic societies. Research from Civic Voice for *Heritage Counts* 2011 found that on average each civic society has just under 300 members (286) with approximately 14% of members actively volunteering at any one time. Just over half of civic volunteers were male (57%) and 82% were over the age of 55. For more information on this survey please visit **www.heritagecounts.org.uk**

LEARNING AND THE HISTORIC ENVIRONMENT

Educational visits to historic environment sites

In 2010 an estimated 1.5m school visits were made to historic properties in England, though as with visit figures, this figure only applies to properties which responded to the *Visit England Visitor Attractions Survey*, and the actual figure is likely to be higher. There was no change in the number of school visits between 2001, when the school visit data was first collected, and 2010.

407,000 educational visits were made to English Heritage properties in 2010/11, very similar to 2001/02, but 8% below the peak recorded in 2005/06. 45,000 of these visits were Discovery Visits. At least 203,000 educational visits were made to HHA houses in 2010.

The attainment of qualifications relevant to heritage

In the academic year ending 2010 198,200 school pupils took GCSE History and 45,146 History A-Level. In terms of the number of pupils taking History the number of GCSE pupils is static over the period 2002 to 2010, while for History A-level the number of students is up 27%. The proportion of students taking History, however, has remained very stable over the last five years with approximately 42% of those sitting GCSEs taking History, and 6% of A-level entries for those aged 16-18 being for History.

The historic environment and higher education

The total number of students in topics most related to the historic environment (history, archaeology, architecture, building, landscape design and planning) was 125,000 in the academic year ending 2010. This includes postgraduates, undergraduates and full/part time students. This is a 3% increase on the previous year and a 20% increase on the academic year ending 2003. The percentage of all students accounted for by people studying in historic environment related subjects, however, has remained relatively stable over this period at approximately 5% of all students.

Looking at the number of students by individual topic reveals differing trends. While the number of architecture students has risen by 45% and building students by 56% since 2003, the number of archaeology students is down 23%. There will though be some students studying archaeology in more general courses which aren't picked up in these statistics.

WELL-BEING AND QUALITY OF LIFE

Attitudes to the historic environment

Heritage Counts uses two figures from the *Taking Part* Survey as a proxy measure for public value and attitude towards the historic environment. The latest available data from 2007/08 shows that 93% of adults agree that 'when trying to improve local places it is worth saving their historic features' and 71% agree 'that they are interested in the history of the place where I live'. These figures are unchanged from the baseline of 2005/06. New questions which can be used as a proxy measure for the public value of heritage are currently being developed and will be repeated in later versions of *Heritage Counts*.

ENVIRONMENTAL SUSTAINABILITY

The number of empty homes

There were 738,414 empty dwellings in England in 2010, up 4% on 2004 when the latest comparable data is available. The number of empty dwellings rose every year up to 2008, after which it has declined at a steady rate.

HERITAGE COUNTS INDICATORS

Where possible the baseline year is 2002, the first year that an equivalent report to *Heritage Counts* was produced. When the baseline was collected on another date this is clearly referenced. Unless otherwise specified the value is based on the situation at the end of the financial year 2010/11 (i.e. 31 March 2011).

UNDERSTANDING THE ASSETS

Indicator	Measurement	Value	Change on baseline
Designated heritage assets	Number of world heritage sites (2011)	**18**	Increase of 4 compared to 2002
	Number of scheduled monuments (2011)	**19,749**	Increase of 402 compared to 2002
	Number of listed building entries (2011)	**375,121**	Increase of 4,389 on 2002
	Number of registered parks and gardens (2011)	**1,610**	Increase of 119 sites compared to 2002
Historic areas and open spaces	Number of conservation areas (2011)	**9,800 estimated**	Increase of approximately 800 since 2002
	Area of land in England which is a national park or area of outstanding natural beauty (2011)	**3.1m hectares**	Relatively stable on 2002
	Extent of ancient woodland (2011)	**0.36m hectares**	No direct comparison possible because of changes to methodology
Acquiring information	Number of on-line historic environment records (2011)	**48**	An increase from 19 in 2008
	Extent of historic landscape characterisation (2011)	**90%**	Increase on 36% of England's land area in 2002

CARING AND SHARING

Indicator	Measurement	Value	Change
Heritage at risk	Percentage of Grade I and II* buildings at risk (2011)	3.0%	Decrease from 3.8% in 1999
	Percentage of registered parks and gardens at risk (2011)	6.4%	Increase from 6% in 2009
	Percentage of scheduled monuments at risk (2011)	16.9%	Decrease from 17.9% in 2009
Managing positively	Number of planning applications decided 2010/11	439,900	Decrease from 585,600 in 2002/03 (25% decrease)
	Number of applications for listed building consent decided 2010/11	29,168	Down 10% on 2002/03
	Number of scheduled monument consent decisions 2010/11	980	No stable trend since 2002/03
	Number of planning applications affecting registered parks and gardens 2010/11	725	No significant change compared with 2003/4
	Number of conservation area consent applications determined 2010/11	3,210	No significant change on 2002/203
	Number of World Heritage Sites with management plans in place (2011)	18 out of 18	Increase from 10 out of 14 in 2002
Capacity and resources	Numbers employed in the operation of historic sites and buildings (2009)	9,500	Decrease of 1,200 on 2008
Developing training and skills	Number of new apprenticeships/trainees in heritage craft skills (2010/11)	7,707	Decrease of 12,450 on 2005/06
Local Authority Heritage Champions	Number of local authorities with Heritage Champions (2011)	271 local authorities with Heritage Champions, 77% of all local authorities	Increase from 54% of all local authorities in 2006

USING AND BENEFITING

Indicator	Measurement	Value	Change
Participation	Participation in the historic environment (2010/11)	70.7% of all adults visited at least one heritage site in the last 12 months, 54.3% BME groups, 58.5% lower socio-economic groups, 65.6% limiting disability or illness	No statistically significant change for any group on baseline 2005/06
	Number of members of historic environment organisations (2010/11)	National Trust 3.7m English Heritage 785,000	Increase of 33% on NT members since 2001/02 and 70% increase in English Heritage members (excluding corporate)
	Number of historic environment volunteers	Approx 450,000 adults	Small sample size means it is not possible to make comparisons over time
Economic benefits	Number of visits to historic visitor attractions (2010)	50.4m	Increase of 2% on 2009
Education and lifelong learning	Number of GCSE/A level history candidates (school year ending 2010)	198,200 GCSE and 45,164 A level candidates	Increase of 2% (GCSE) and 27% (A level) on school year ending 2002
	Number of higher education students studying courses related to the historic environment (Academic Year ending 2010)	125,050	Increase of 20% on academic year ending 2003
	Number of school visits to historic sites (2010)	1.5m	Unchanged since data was first published in 2001
Well-being and quality of life	Number of people agreeing with the statement 'When trying to improve local places, it's worth saving their historic features' (2007/08)	93%	Unchanged since 2005/06 baseline
Environmental sustainability	Number of empty homes (2010)	738,414	Increase of 4% on 2004

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