

Heritage Counts 2015 is the fourteenth annual survey of the state of England's historic environment. This regional report is prepared by Historic England on behalf of the East of England Historic Environment Forum. This year, the theme for Heritage Counts is caring for the local historic environment. Visitors to the Heritage Counts website can

download the complete research projects commissioned to support this year's report and access the full set of local statistics and maps detailing the historic environment for the East of England including asset data, funding information, employment numbers and visitor figures. Please see: www.heritagecounts.org.uk #heritagecounts

CARING FOR THE LOCAL HISTORIC ENVIRONMENT

As part of the research for this year's Heritage Counts, the first ever detailed survey of listed home owners in England was carried out. The survey looked into familiarity with the planning and listed building consent process, access to information and guidance, frequency and type of work undertaken, access to specialist workers and materials, and understanding the value owners place on owning a listed building. Generally, listed building owners felt privileged to own such a building and felt they are custodians. They also appreciated how their home enhances where they live. However, the financial premiums on specialist contractors, materials and insurance are a concern.

"Although our home sometimes feels like a 'money pit' we would not want to live anywhere else. We love the quiriness of the house and always smile when we look at 'her'. She is amazing for a 300 year old."

Grade II listed building owner in the East of England

Buildings need people

Briton's Arms in Norwich is home to a popular tearoom in one of the most complete medieval streets in England. Grade II* and dating to 1347, it needed extensive repairs and was put up for sale by public auction in 2011. The tenants and local residents approached the Norwich Preservation Trust to see if they could secure the future of the building. After discussions involving Norwich City Council (the owners) and Historic England, the Trust was given a 21 year lease on the building. The project aimed to sympathetically repair and refurbish the building and was funded by an Historic England grant, a loan from the Architectural Heritage Fund and the Trust's reserves.

Whilst there were significant structural repairs needed, solutions were found to allow the tenants to continue trading throughout the building work. The roof was sealed off from the rest of the building to enable the roof timbers to be fixed and the roof to be re-thatched. The damp problems in the kitchen, caused by the high level of the neighbouring churchyard, were resolved

through installing drainage in the churchyard. During that work, which included creating a fire exit from the upper floors of the building, a temporary kitchen was hired and placed alongside the building. In addition, the kitchen and interior rooms were completely renovated ensuring the long term sustainability of the building.

With so many people and organisations, a good working relationship between all those involved in the project was key to overcoming issues. Public awareness of the building and its significance has increased through numerous articles in the local press and information boards set outside the building. www.norwichpreservationtrust.co.uk @NorwichPreserve www.britonsarms.co.uk/history.html



Image: Briton's Arms © Historic England

POLICY DEVELOPMENTS IN THE EAST OF ENGLAND

There is renewed emphasis from central government to get local plans in place as soon as possible. This summer a ministerial statement indicated that government would intervene in local authorities where no local plan has been produced by early 2017. While the details of what this means have yet to be finalised, at present this could affect approximately one-third of local authorities in the East of England. The government also is looking at streamlining and accelerating the local plan process. Within the context of government review, the role of the historic environment in local plans remains key to ensure that there are locally distinctive policies and proposals and an understanding of how heritage assets can inform and shape the development of places.

There has also been an upsurge in the number of neighbourhood plans being produced by communities

across the East of England. Almost one hundred plans have been produced to date. Most have yet to proceed to adoption, and there remain many opportunities for the historic environment to be reflected in plans. For example, Burnham-on-Crouch (Essex) Neighbourhood Plan includes a chapter specifically dedicated to heritage issues, while the plan for Drayton (Norfolk) included good consideration of the historic environment.

Local and neighbourhood planning is a time and resource intensive process within the context of ever-decreasing local authority resources. However, the importance of local conservation expertise cannot be underestimated. Conservation and archaeological staff at local authorities help to shape policies and proposals to ensure that plans maximise the opportunities to conserve and enhance the historic environment.

HISTORIC ENVIRONMENT STATISTICS FOR THE EAST OF ENGLAND

| Numbers of Heritage Assets | | |
|-----------------------------|-----|--------|
| Listed Buildings | | 57,701 |
| | GI | 1,757 |
| | GI* | 3,519 |
| | GII | 52,425 |
| Scheduled Monuments | | 1,735 |
| Conservation Areas | | 1,202 |
| Registered Park and Gardens | | 212 |
| | GI | 11 |
| | GI* | 57 |
| | GII | 144 |
| Historic Battlefields | | 2 |
| Protected Historic Wrecks | | 2 |
| World Heritage Sites | | 0 |



Image: The re-opened Christ's Lane in Cambridge © Historic England.

The value of cultural tourism to the New Anglia economy

Culture is a key sector identified in the New Anglia Local Enterprise Partnership (NALEP) *Sector Strategy*. Heritage tourism makes a bigger contribution to the UK economy than film, advertising or the car manufacturing industry¹. Tourism is worth over £4 billion in GVA to the New Anglia area and provides almost 68,000 jobs (10% of employment), and many more indirect jobs. The cultural and heritage sector has over 1,000 businesses, directly employs 5,800 people and has a direct GVA of £83.6m. The NALEP *Cultural Tourism Project* aims to evidence the demand for cultural and heritage capital developments and support their creation. Capital bids such as that for the *Norwich Castle Keep – Gateway to Medieval England*, are being developed in tandem with the project which recently received government funding of £1 million to support unlocking the potential of Norwich's cultural tourism offer.

www.newanglia.co.uk/wp-content/uploads/2014/03/New-Anglia-Strategic-Economic-Plan-V2.pdf @NewAngliaLEP

Cambridge and Norwich – visitor data

Both Cambridge (in 2013) and Norwich (in 2014) have used the Cambridge Economic Impact Model² to calculate the value of tourism to those cities. Whilst based on common data and methodology, the results are not directly comparable. However, the data in the table overleaf clearly shows the importance of visitors to the local economy and differences based on the differing locations and functions of both cities.

¹ Data from *Investing in Success: heritage and the UK tourism economy* by Heritage Lottery Fund and Visit Britain.

² The model is considered to be a robust methodology for calculating the volume and value of tourism in a specific area.

| | Cambridge | Norwich |
|---|---------------------|---------------------|
| Date of data collection | 2013 | 2014 |
| Total number of trips (day and staying) | 5,362,300 | 11,476,300 |
| Total day trips | 4,633,000 | 11,063,000 |
| Total staying trips | 729,300 | 413,300 |
| Total visitor spend | £420,724,000 | £515,750,515 |
| Day trip spend | £184,039,000 | £423,039,000 |
| Staying spend | £224,101,000 | £99,421,000 |
| Indirect / induced spend | £162,791,000 | £160,994,000 |
| Total tourism value | £583,515,000 | £676,744,515 |
| Total actual tourism related employment | 11,372 | 11,879 |
| Direct actual employment | 7,998 | N/A |
| Indirect actual employment | 2,407 | N/A |
| Induced actual employment | 967 | N/A |
| FTE jobs | 5,531 | 8,778 |
| Percentage of all employment | 17% | 22.40% |

Military heritage, economic future

The transformation of former RAF Coltishall into Scottow Enterprise Park has seen the site's heritage playing an important role in its regeneration. The Second World War and Cold War airfield is a Conservation Area with two Scheduled Monuments and more than one hundred heritage assets including several locally listed buildings.

When Norfolk County Council purchased the 600-acre airfield for £4m in 2013, six years after its closure, many of the heritage assets were in very poor condition and the Conservation Area and Scheduled Monuments were "At Risk." Working closely with Historic England, a Community Liaison Reference Group and local stakeholders such as the Spirit of Coltishall Association, the site has been rescued through a programme of emergency repairs to bring the buildings back into use. In the process they have addressed challenges, such as water and telecommunications constraints, associated with turning a military establishment into beneficial new use.

The new Scottow Enterprise Park is now an economic asset for Norfolk with a wide variety of possible uses and significant potential to benefit the local and wider economy. Its heritage has helped to make the former airbase an environment which is attractive for business. It is now home for 14 businesses. Eleven former airfield buildings and heritage assets with a combined floor space of 24,358 m² have been brought back into use with 124.5 FTE new jobs created as a result of the project. Businesses using the site include Vitromite Ltd and October Films. The site's heritage has also been made more accessible through events, tours, Active Norfolk health walks and Heritage Open Days. There are heritage conservation projects in progress on the control tower and on a scheduled Second World War dispersal

with a grant from the Armed Forces Community Covenant. In the future it is hoped that the site's heritage assets will be cared for by an emerging RAF Coltishall Heritage Trust.



Image: Former RAF Coltishall © Mike Page

Rural enterprise, heritage resilience

Longlands, on the Holkham Estate in north Norfolk, is a former farmstead and workshops that had become largely redundant as a result of the large-scale mechanization of agriculture. Covering approximately 50,000 sq.ft. the redevelopment of the site brought together North Norfolk District Council's economic development team, New Anglia Local Enterprise Partnership, the AONB, Historic England and the local community. An independent economic appraisal resulted in a mixed office and residential scheme within the Grade II* & II buildings. As a major employer in north Norfolk, this also fitted with the estate's responsible business strategy aiming to create sustainable employment securing the prosperity of the local community and long-term local residents who are no longer employed in agriculture and fishing.

Key challenges included upgrading services and facilities, guaranteeing a 100MB Internet connection, thermal improvements, ground source heating and the installation of aluminium windows to reduce future maintenance. A key aim was to also create sufficient flexibility for the future to reduce the impact of additional conversions. The economic benefit to the local area is now evident. Monica Vinader Ltd, an international jewellery business, directly employs 45 people on site. The enterprise is sustained by other existing local businesses. The project has created an environment to attract future businesses. The construction phase of the project employed many local trades and engaged with a number of local businesses throughout the development, culminating in 50 personnel employed on the development at its peak.



Image: Longlands Farm © Holkham Estate

Heritage at risk to affordable housing

1-4 St Paul's Square, Bedford, traces over 555 years of Bedford's architectural and civic history. The earliest building dates to c.1460. A project rescued this historic terrace from dereliction and provided town centre affordable homes. The buildings had fallen out of use in 1969, narrowly avoiding demolition, and the condition of the properties had declined – threatening their historic fabric. Given the high cost of repair, Aldwyck Housing Group needed grant and public funding sources to make the scheme viable, including *Bedford High Street Townscape Heritage Initiative* (a Heritage Lottery Fund scheme), the Homes and Communities Agency *Empty Homes Initiative* and Bedford Borough Council's own affordable housing budget. The remainder of the project was funded by Aldwyck who purchased the buildings in July 2014. Work started on site in August 2014 to create 9 flats and 1 three bedroom house and was completed in June 2015. The contractors offered on-site work experience to Technical & Professional NVQ learners from Bedford College and delivered a taster session on the use of lime-wash for Bedford College Painter & Decorator learners. A mother and her three year old son were the first residents to move in. Kerry, who has lived and worked in Bedford all her life, said: "We are extremely lucky to have been given the chance to live in this house, I am so overwhelmed. The place is amazing and it is so close to my work and the river. We are very excited about living here and starting our new lives."



Image: 1-4 St Paul's Square © Adam Smyth



Image: Key handover to first residents in June 2015 © Adam Smyth

The story of a road, the ties of a community

The Mill Road History Project is a two year project celebrating the character of Mill Road, Cambridge. Since 1845 and the arrival of the railway, Mill Road has become the spine of new urban communities which developed either side of the railway line. The project aims to create a permanent record of the history of Mill Road with the diverse communities who now live along its route. An Heritage Lottery Fund grant has enabled Mill Road History to deliver an ambitious programme researching and recording key buildings and their associated histories, such as the eponymous mill, the workhouse which became the maternity hospital, the library, the isolation hospital, the public baths and the first purpose built cinema in Cambridge, as well as local railway housing and shops. Working with many partners such as Museum of Cambridge, Cambridge City Council, Oxford Archaeology East, Coleridge Community College/Parkside Federation, and the Cambridge Ethnic Community Forum, the project has gathered histories that would have been lost. This has been achieved through a variety of methods including

urgent recording of buildings currently under threat or sites soon to be redeveloped, archaeological investigations at 56 Mill Road and Ditchburn Place, as well as an oral history programme to record memories of community members in their 80s and 90s. The project has enabled the recording, sharing and enhancement of a part of Cambridge's rich and varied history, making a valuable contribution to social history, not only of the road, but to its residents' place in the community. www.CapturingCambridge.org



Images: Ditchburn Place © Mill Road History (left), Mill Road Women for International Women's Day © Mill Road History (right)

This Heritage Counts 2015 Regional Report is edited by Natalie Gates, supported by Carla Piper, and produced by Historic England on behalf of the East of England Historic Environment Forum (HEF). East of England HEF comprises the following organisations:

- Association of Local Government Archaeological Officers – www.algao.org.uk
- Association of Preservation Trusts – www.ukapt.org.uk/apt-east-anglia @AssocPresTrusts
- Campaign to Protect Rural England – www.cpreast.org.uk @CPRE
- East of England Civic and Amenity Societies – www.cambridgeppf.org/eecas/
- Historic England – <https://historicengland.org.uk/services-skills/our-planning-services/local-advice/east-of-england/> @HE_EoE
- Heritage Lottery Fund – <http://www.hlf.org.uk/about-us/who-we-are/committees/east-england-committee> @HLFEoE
- Historic Houses Association – www.hha.org.uk @Historic_Houses
- Institute for Historic Building Conservation – http://www.ihbc.org.uk/branches/e_anglia/index.html @IHBC_EA
- National Trust – <http://www.nationaltrust.org.uk/visit/east-of-england/> @East_England_NT