

HERITAGE COUNTS 2016 LONDON

Heritage Counts 2016 is the fifteenth annual survey of the state of England's historic environment. This Regional Report is prepared by Historic England on behalf of the London Historic Environment Forum. This year, the theme for Heritage Counts is heritage and placemaking. 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 London including asset data, funding information, employment numbers and visitor figures. Please see: www.heritagecounts.org.uk #heritagecounts

HERITAGE AND PLACEMAKING

Research for *Heritage Counts 2016* focused on placemaking and heritage. To investigate this topic, research was commissioned on the use of heritage in place branding by Business Improvement Districts (BIDs). Place branding is a holistic and strategic concept that focuses on developing, communicating and managing the perception of a place, in the eyes of residents, businesses, investors, workers, visitors and the wider public.

The research commissioned shows that BIDs, working at the very local level, are actively engaged in place branding and place branding activities. The findings of this research are relevant to all organisations involved with place branding (and any activity associated with placemaking, place developing, identity and shaping) and with an interest in how heritage can be incorporated to enhance places.

CASE STUDY: TEAM LONDON BRIDGE

The research for Heritage Counts 2016 provides many examples of heritage being used by BIDs to assist place branding. Team London Bridge deliver guided walks for newly locating businesses, which draw attention to the heritage of the area. The prominence of heritage and place branding terms in their Business Plan (2016-21) suggest Team London Bridge are pursuing heritage-led place branding and making full use of heritage assets within its place brand. With a number of notable heritage and cultural assets (including London Bridge railway station, Tower Bridge and HMS Belfast), the BID believe the area's heritage offers a unique edge and appeals to businesses relocating to the area.



Image: Tower Bridge. © Historic England.

Main research findings:

- Amongst BIDs, **strong place brands are associated with a range of desirable outcomes** including: improved economic performance, increased visitor numbers, increased media profile, and enhanced sense of pride among local residents. Half of BIDs (51%) rated heritage assets as being important to achieving their objectives.
- **Heritage is used by BIDs in local place branding activities** and is often implicit in their placemaking activities. 89% of surveyed BIDs felt that heritage played an important role in the image and identity of a place.
- **Heritage can provide a unique means of differentiation from competitors.** BIDs recognise the value heritage adds to a place brand as an opportunity to differentiate one place from another. 80% of surveyed BIDs felt that heritage was important to visitors' perceptions of their BID area.

KEY DEVELOPMENTS IN LONDON

New London Plan

London's historic environment is not immune from the challenges presented by the need for growth. In the Mayor's recently published *A City for All Londoners* (October 2016) we begin to see the focus of the new London Plan, and the vision for a number of other strategies such as housing, transport and the environment. Historic England has been working towards developing a better evidence base for London's historic environment, in preparation for a new London Plan, since the start of 2016 and have commissioned a number of studies including:

- An assessment of the implementation of the heritage policies in the current London Plan
- An audit of borough-wide characterisation reports
- An examination of different types of character areas, and their capacity to absorb growth

Further studies will be undertaken, for example on heritage-led regeneration and its benefits for London. Our findings, and recommendations, will be made available in 2017. (continued overleaf)

KEY DEVELOPMENTS IN LONDON (cont.)

Culture and the Historic Environment

For the first time ever, culture is being seen as an integral part of the vision for 'good growth' and the Mayor has committed to producing the world's first cultural infrastructure plan. London's heritage provides the backdrop, and inspiration, for much of London's cultural activity and identity and we will be working closely with the Mayor, and the Greater London Authority, as this plan develops.

Keep it London Campaign

In recognition of the huge challenges facing London, and the impacts, positive and negative, these may have on London's historic environment, we have launched our "Keep it London" campaign. We want people to look at London afresh and really appreciate the amazing buildings, streets and character of their city. London is ever-changing and that's part of its identity, but it must evolve by building on its unique character, rather than by turning into a generic city.

More information on our Keep it London campaign can be found on our website: <https://historicengland.org.uk/get-involved/protect/keep-it-london/>

HISTORIC ENVIRONMENT STATISTICS FOR LONDON

London Assets	2016 Totals
World Heritage Sites	4
Scheduled Monuments	162
Listed Buildings Grade I	597
Listed Buildings Grade II*	1,412
Listed Buildings Grade II	17,011
Registered Parks and Gardens	151
Registered Battlefields	1
Protected Ship Wrecks	0
Conservation Areas	1,026
Accredited Museums†	134

†Data provided by Arts Council England.

Engagement and Participation

London's historic environment has seen a growing popularity amongst visitors and residents alike. 6% of the adult population in London has visited at least one heritage site in the past year, whilst 1.2% of the adult population regularly volunteers in the heritage sector. There has been a sharp increase in the membership of heritage organisations too. English Heritage has increased its membership by 11% in the past year, the National Trust by 7% and the Historic Houses Association by a huge 41%.

London's heritage and the economy

London's economy is boosted by heritage tourism, with three of the top four most visited paid attractions in England all in London, and all World Heritage Sites (Tower of London, Westminster Abbey and Kew Gardens). The fourth site is St Paul's Cathedral. In 2014, heritage tourism generated nearly £7.9 billion in

spending by both domestic and international visitors in London. But it isn't just heritage tourism which boosts London's economy, the sector also provides jobs, with over 33,100 people directly employed in heritage in the capital in 2013.

Heritage at Risk

A total of 32 historic buildings and sites (including conservation areas) have been removed from London's Heritage at Risk Register in 2016. Despite these successes our historic environment is still vulnerable. A total of 45 entries have been added to the Register this year. Most notable, is the addition of 11 conservation areas, reflecting the growing development pressures London continues to face. Finding solutions for sites at risk is a priority for us, requiring the support of all our partners. This includes other funding bodies, both large and small.

Managing London's Heritage



Image: Newington Green Unitarian Chapel, Stoke Newington, the 'birthplace of feminism' is now at risk. © Historic England

London has seen another drop in the number of staff working in conservation and archaeology this year, down 5% from 2015, which saw a slight peak in full time equivalent (FTE) roles. Overall London has seen a reduction of 34% of FTE roles in the past 10 years.

The decline in staff resources continues against the trend of rising planning and Listed Building Consent applications. The number of planning applications across London has seen a 5% increase over the past 12 months, whilst LBC applications have risen again, increasing by 2% since 2014/15.

Greater London Archaeology Advisory Service

GLAAS maintains London's Historic Environment Record (GLHER) and provides archaeological planning advice to London boroughs (except the City of London and Southwark, who have their own in-house advice). In 2015-16 GLAAS commented on 2581 planning applications and 608 other development related consultations; an increase of 16% on the previous year. Potential archaeological interest was identified in half these cases, triggering further investigation.

The GLHER undertook 773 data searches, created 1312 new records and enhanced another 4469, with the help of volunteers and placement students. The programme to update London's Archaeological Priority Areas is progressing well with appraisals for Barking & Dagenham, Croydon, Kensington & Chelsea and Redbridge completed.

This Heritage Counts 2016 Regional Report is edited by Rachael McMillan and produced by Historic England on behalf of the London Historic Environment Forum (London HEF). London HEF comprises the following organisations: Association of Local Government Archaeological Officers; Council for British Archaeology; Diocese of London; Greater London Authority; Heritage Lottery Fund; Heritage of London Trust; Institute of Historic Building Conservation; London Forum of Civic and Amenity Societies; London Parks and Gardens Trust; Museum of London Archaeology; The National Trust; Transport for London; University of Westminster.

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