

HERITAGE COUNTS

EAST MIDLANDS



Heritage Counts 2010 is the ninth annual survey of the state of England's historic environment. It is prepared by English Heritage on behalf of the East Midlands Heritage Forum. Visitors to the *Heritage Counts* website are able to download the full set of regional indicators and maps detailing the historic environment in their region. Please see www.heritagecounts.org.uk for more information on the historic environment in the East Midlands.

THE ECONOMIC IMPACT OF THE HISTORIC ENVIRONMENT

Investing in the historic environment brings real economic benefits to local places. New research for *Heritage Counts* shows that on average £1 of investment in the historic environment generates an additional £1.6 in the local economy over a ten year period; while investments in 72 historic visitor attractions have generated £197 million of additional spend in regional economies, with half of all jobs created by heritage tourism being in the wider economy surrounding historic sites.

The historic environment is important to local economies because it attracts businesses, residents and visitors. One in four businesses surveyed agree that the historic environment was a factor in deciding where to locate, as important as road access, and 91% of respondents regarded the historic environment as an important part of decisions on where to visit, live (74%) or work (68%). East Lindsey Heritage Economic Regeneration Scheme (HERS) was assessed as part of this research and is discussed below.

EAST LINDSEY HERITAGE ECONOMIC REGENERATION SCHEME (HERS)

The East Lindsey HERS was a conservation-led economic regeneration programme for the villages of Burgh le Marsh, Tattershall, Woodhall Spa and Wragby completed over a five year period between 2003 and 2009. Grants administered by the District Council were provided for the repair and restoration of a number of buildings, the majority of which were owned by small businesses.

The main sources of funding were English Heritage, East Lindsey District Council, Lincolnshire County Council and the European Regional Development Fund. Overall, 32 individual projects with a total value of around £990,000 were funded. Public sector funding accounted for between 50% and 80% of the cost of each project with local business owners contributing matched funding for the repair/restoration works to their own buildings. Local groups were able to contribute to decisions on funding allocation and the design of new public realm works. The investments encompassed:

- ▶ reinstatement of traditional shop fronts, building materials and architectural features;
- ▶ reuse of vacant and underused floor space and vacant sites;
- ▶ general structural repairs.

ECONOMIC IMPACT

The investments addressed a backlog of repairs and alterations to commercial properties, which had affected the viability of businesses and the character and appearance of the conservation areas involved. This in turn helped improve the economic activity of the village centres.

- ▶ It is estimated that the improvements in the historic environment as a result of the investment have resulted in additional local economic activity of £2.8 million to £5.9 million over a 10 year period and created employment for 12-27 people. This is above and beyond the economic activity which would have occurred without the scheme (e.g. already existing employment in the shops).



Image Shopfronts in Woodhall Spa restored as part of the East Lindsey HERS © East Lindsey District Council

- ▶ The scheme has provided businesses with accommodation that is fit for purpose while maintaining its historic appeal.
- ▶ The overall improvements to the areas and the conservation of the historic environment have helped to create attractive places for visitors and residents to shop and spend time.

A large part of the scheme's success is attributable to the distinctive sense of place historic environments can create. The towns and villages covered by the East Lindsey HERS are good examples of how people are drawn to traditional streets of small shops due to their unique appearance and character. Investing in such attributes can therefore help to boost economic activity and increase the vitality of an area.

For more information on the research including further facts and figures on the benefits of investing in the historic environment please see www.heritagecounts.org.uk

UNDERSTANDING THE ASSETS

EAST MIDLANDS	2010
WORLD HERITAGE SITES	1
SCHEDULED MONUMENTS	1,510
LISTED BUILDINGS GRADE I	980
LISTED BUILDINGS GRADE II*	1,842
LISTED BUILDINGS GRADE II	58
REGISTERED PARKS AND GARDENS	136
REGISTERED BATTLEFIELDS	5
PROTECTED SHIP WRECKS	0
CONSERVATION AREAS	1,075
DESIGNATED COLLECTIONS	6
ACCREDITED MUSEUMS	98

The East Midlands region covers Derby and Derbyshire, Leicester and Leicestershire, Nottingham and Nottinghamshire, Northamptonshire and Rutland. Across this area there is a wide diversity of landscapes, natural building materials and economic histories. Consequently designated heritage assets are not evenly spread throughout the region. For instance Derbyshire and Lincolnshire each have nearly one third of the region's scheduled monuments. The districts with the most listed buildings (more than 1,500) are Derbyshire Dales (including part of the Peak District National Park), South Kesteven, South Northamptonshire and Daventry.

Three-quarters of the region is now covered by Historic Landscape Characterisation, a substantial increase from 63% in 2009. The Historic Environment Records for Derbyshire, Leicestershire and Rutland and Lincolnshire are now available on-line through www.heritagegateway.org.uk

CARING AND SHARING

The region's *Heritage at Risk* register shows that 4.6% of the region's Grade I and II* listed buildings are 'at risk' (a total of 132) compared to a national average of 3.1%. Of its scheduled monuments 7.7% are at risk. This figure is less than half the national average of 17.2%, and is the lowest of any English region. Much of this success can be attributed to the active use of Higher Level Stewardship funding to protect monuments, and a dedicated programme for the Conservation of Scheduled Monuments in Cultivation (COSMIC).

The impact of the recession can be seen in the number of planning applications determined. In 2009/10 the overall number of decisions (36,424) in the region fell by 16% compared to 2008/09 and a third less than three years ago (2006/07).

However the downturn in applications has been less marked in the historic environment. Listed building consents fell by only 8%, and the number of planning decisions affecting registered parks and gardens rose by a quarter between 2008/09 and 2009/10 from 53 to 75. The number of scheduled monument consent decisions also rose by over 50% between 2008/09 and 2009/10 (from 51 to 82).

There has been a gradual reduction in specialist expertise employed by local authorities. Local authority conservation and archaeological staffing has fallen by 8% since 2006 to 124.8 FTE.

USING AND BENEFITING

In 2009/10 1.7 million visits were made to properties affiliated to the Historic Houses Association (HHA) in the region. This makes the HHA the region's largest provider of heritage visits. 1.2 million were made to National Trust staffed properties, and 260,000 to English Heritage staffed sites. Since 2006/07 the number of National Trust and English Heritage visitors in the region has risen steadily and by 2009/10 numbers had risen by 52% and 10% respectively on 2006/07. There are now 4,700 National Trust volunteers in the region.

69.4% of all adults in the East Midlands, 2.5 million people, visited at least one heritage site in the last 12 months.

KEY POLICY DEVELOPMENTS

The context in which the historic environment is managed has changed markedly since last year's *Heritage Counts* was published. The Coalition Government has instigated a radical shift of power from the regions to the local level, and is planning significant cuts in public spending.

Local communities are expected to play a bigger part in determining their future. In July 2010 Regional Strategies were revoked, including the policies for cultural heritage in the East Midlands Regional Plan.

In March the previous Government published a national Planning Policy Statement (PPS5) on the historic environment. PPS5 provides local authorities with a new integrated approach to managing change in historic places. More far-reaching planning reforms are expected, which may provide new mechanisms for voluntary heritage organisations to make their views heard.

Local authorities are working with business leaders to form Local Enterprise Partnerships (LEPs). LEPs will supersede the East Midlands Development Agency, which has funded several heritage-related regeneration projects including a *Framework for investment in heritage*. This year's *Heritage Counts* report demonstrates the contribution good conservation can make to economic vitality. LEPs will need to be briefed with evidence of this kind if the historic environment is to benefit from their investment and support for tourism.

Existing heritage work in the public sector can be expected to come under scrutiny as the government's spending review is implemented. It will be all the more important to make creative use of the funding which continues. The next few years will require more strategic collaboration in the heritage sector at local level. Local authorities themselves may need to explore more fully the benefits of sharing the delivery of historic environment services across administrative boundaries.

The region's Heritage Forum is seeking to help local partners respond to the new context for heritage. It is agreeing a 'shared statement of ambition' which each council area, to enable local aspirations for heritage and quality of place to be fulfilled. It is collaboration of this kind which will ensure that the historic environment is strongly positioned for the challenges ahead.

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