

A photograph of a man in a white striped shirt and a colorful tie, laughing heartily with his arms crossed. He is standing in a courtyard with brick buildings and laundry hanging on a line. The scene is bright and sunny.

# HERITAGE COUNTS 2004

The State of the  
**WEST MIDLANDS'**  
Historic Environment

# Heritage Counts 2004 in the West Midlands region

**Cover image:** The Back-to-Backs in Birmingham are located in one of the most deprived wards in the UK, and are the last remaining courtyard of early nineteenth-century back-to-back housing. Supported by the Heritage Lottery Fund, National Trust and Birmingham Conservation Trust, the project shows how conservation can deliver both regeneration and training benefits. The project has already acted as a catalyst for additional investment in the area, including a neighbouring development which will provide affordable housing. Over 100 volunteers will be trained as part of the project, traditional skills are being revived, and there are strong links to local schools and colleges.

*Heritage Counts 2004* is the third annual state of the historic environment report. It provides new information and analysis on the condition of heritage assets, the pressures they face and the social and economic benefits that they provide. This report has been prepared by English Heritage on behalf of the West Midlands Historic Environment Forum and is one of nine separate regional documents. It should be read in conjunction with the national *Heritage Counts 2004* report, available at [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk).

2004 sees the tenth anniversary of the creation of the National Lottery, during which time the Heritage Lottery Fund has distributed over £200 million to projects in the West Midlands. It is also the 21st anniversary of the creation of English Heritage and it is just over 50 years since the Historic Buildings and Ancient Monuments Act (1953) formalised government's authority to give grants for the repair and restoration of listed buildings. This combination of anniversaries and milestones gives us the opportunity to reflect on the value, impact and contribution of investment in the historic environment. *Heritage Counts 2004* examines the effect and influence that direct heritage investment has had across the six counties of the West Midlands: Herefordshire, Shropshire, Staffordshire, Warwickshire, the metropolitan West Midlands and Worcestershire.

2003/04 has seen the fruition of some major heritage-led projects. Birmingham's last remaining back-to-back terraces have been carefully restored and are now open to the public, thanks to a major injection of funding and support by the National Trust and the Birmingham Conservation Trust. Elsewhere in the city, St Martin's church has been carefully restored and is now the proud centrepiece of the city centre's revitalised Bull Ring Centre. Around the region, the completion of the Three Aqueducts project on the Stratford-on-Avon canal, the restoration of the Perseus and Andromeda Fountain at Witley Court in Worcestershire and the successful adaptation of Shrewsbury's Market Hall are just a few current examples of the way in which heritage investment can generate significant returns.

As a consequence, the public profile of the historic environment has continued to rise over the last twelve months. The BBC's successful *Restoration* programme highlighted the plight of some of the country's most 'at risk' buildings, and was won by the King's Norton Grammar School and The Saracen's Head Pub in South Birmingham thanks to tremendous public support.

Set against this, however, are some bleak facts. The *Register of Buildings at Risk* shows that the West Midlands, when compared with the other English regions, has more buildings in need of major (million pound plus) repair schemes than anywhere else and more buildings in the most 'at risk' category than any other region. This is an alarming trend when set against the relatively meagre financial resources that are available to the West Midlands' heritage. *Heritage Counts* exists to highlight these trends, while at the same time drawing attention to future opportunities for the historic environment in the region, *Heritage Counts* exists to highlight these trends, while at the same time drawing attention to future opportunities for the historic environment in the region.

Chris Smith  
Chair of the West Midlands' Historic Environment Forum

# The regional context

The West Midlands has undergone a number of significant changes over the last 30 years. Recession and global competition in the 1970s and early 1980s brought a re-evaluation of the region's position and a shift in its economic foundations. The region is now ranked as the fifth most productive of the nine English regions, with an economy that is based less on manufacturing and industry and more on innovation, knowledge and the service industries as the regional economic drivers.

Agriculture is a key component of the region's economy, particularly in Herefordshire and Shropshire, but changes in working patterns, improving technology and the more specialised nature of firms and companies have diversified the economic complexion of rural areas. Business parks and good-quality communications links have generated new growth and employment outside the traditional concentrations of industry such as Birmingham, the Black Country and the Potteries, although this is more evident in the south east and south west of the region than elsewhere.

Within this context the historic environment of the West Midlands can be seen as an evolving feature of regional life, as it changes and adapts to meet a diverse range of pressures. *Heritage Counts* is an attempt to capture those changes and to monitor them year on year. This is an important task as the West Midlands region strives to attract investment and to improve its position in the global markets by galvanising public and private sector action into making the region a truly world class destination. The historic environment, which defines the landscape, identity and culture of the West Midlands, is an integral part of this vision. Monitoring and evaluating it will underpin its ability to contribute to the next phase of development in the West Midlands.

The historic environment is a vital part of West Midlands' life. Of the current regional strategies in place, the following are arguably the most salient in terms of their potential to influence and mould the way in which the region's heritage is managed:

- Regional Planning Guidance, which sets regional priorities for housing, environment, transport, economic development and agriculture
- Regional Economic Strategy which plans for economic development in the West Midlands and complements the Regional Planning Guidance
- Regional Cultural Strategy, which is designed to help maximise the potential of the region's museums, heritage, media, tourism and creative industries
- Regional Sustainable Development Framework, which promotes sustainability in a wide range of regional activities
- Regional Visitor Economy Strategy
- Sustainable Communities

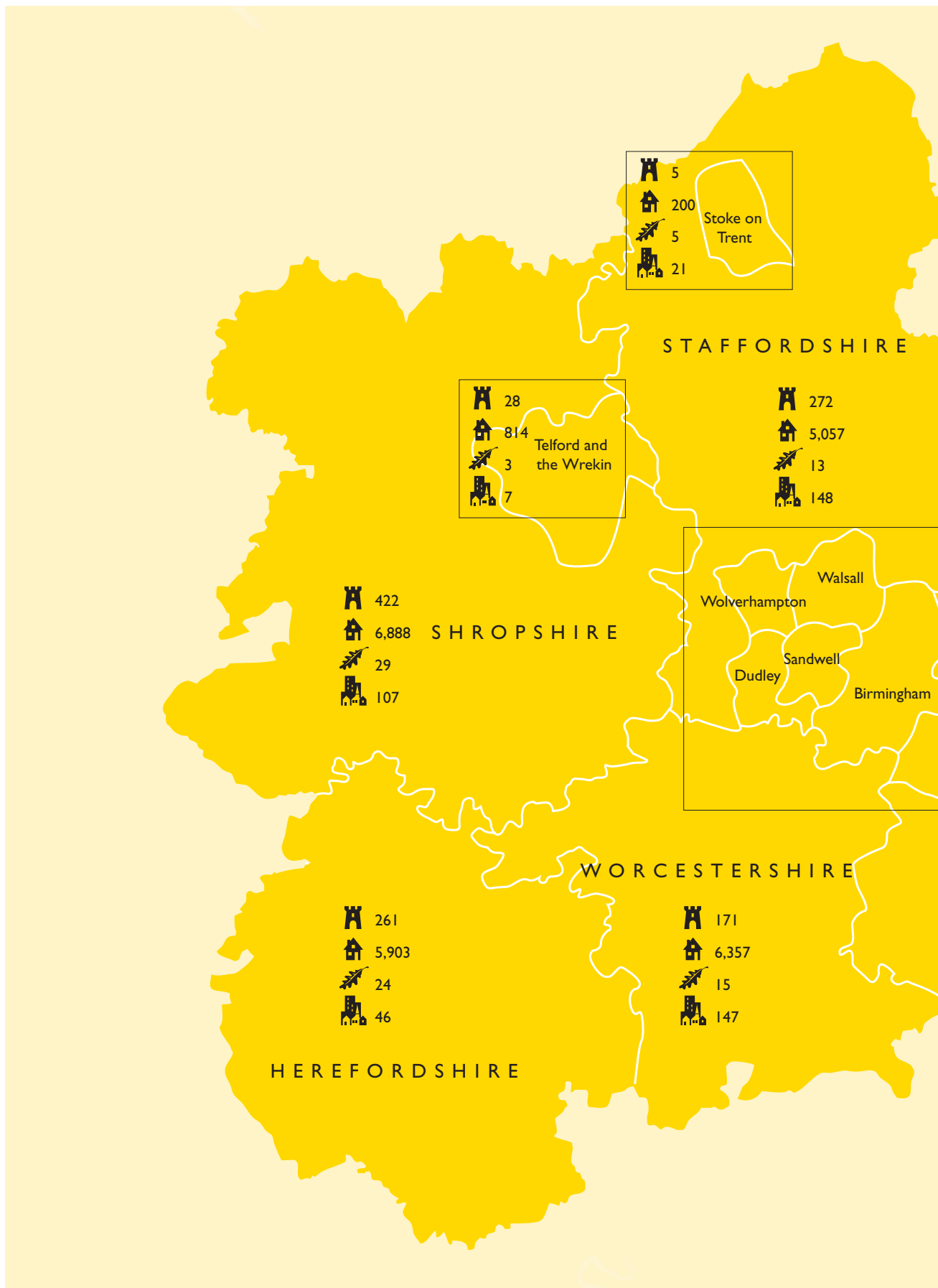


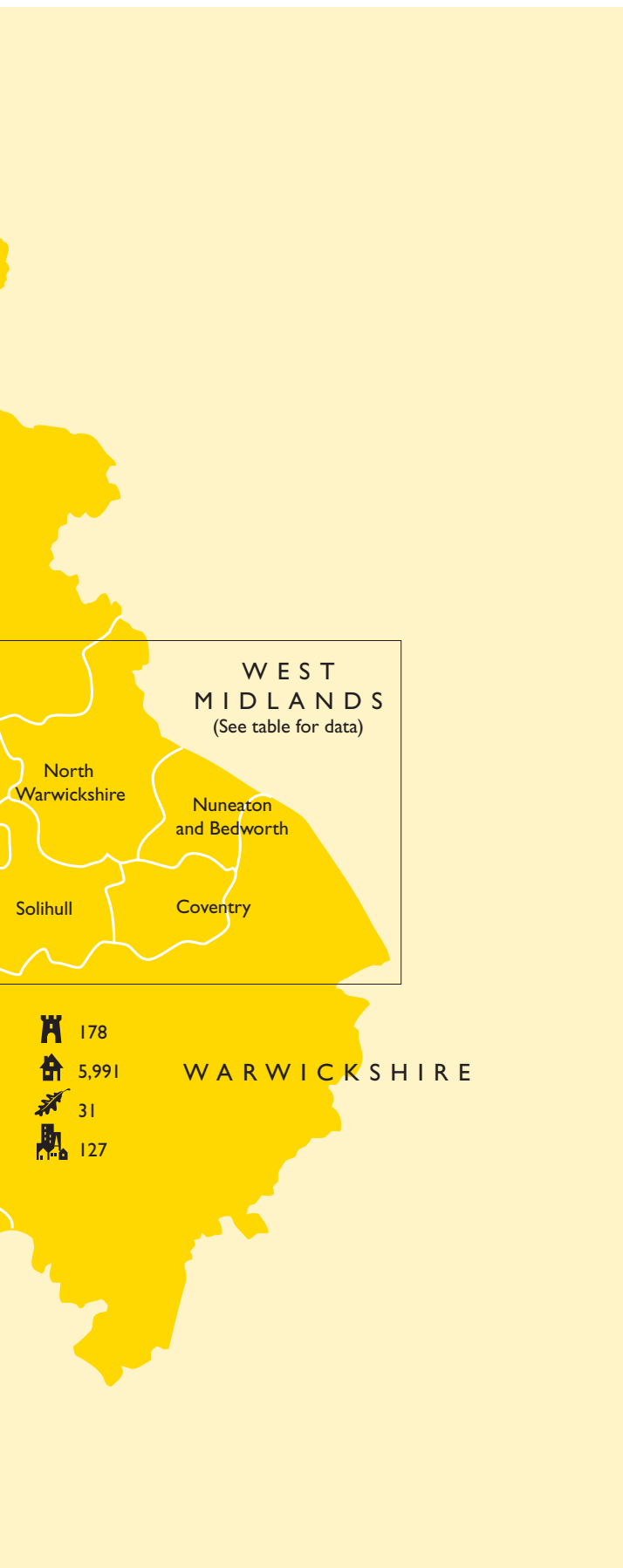
**King's Norton Grammar School in south Birmingham**  
© VirtualBrum.co.uk

## King's Norton Grammar School in south Birmingham

Thanks to a concerted effort by the local community and the sympathies of viewers of BBC2's *Restoration*, the former Grammar School and the neighbouring Saracen's Head public house will benefit from over £3 million of funding from the Heritage Lottery Fund. This will enable the building to be fully restored and an imaginative new use found for this remarkable collection of medieval buildings.

# The West Midlands: key facts





AREA	13,000 square kilometres
POPULATION	5.26 million
GDP	£65 billion

MAP KEY

Scheduled Monuments	Listed Buildings	Parks & Gardens	Conservation Areas
Unitary authority			



**WEST MIDLANDS**

Unitary Authority	Scheduled Monuments	Listed Buildings	Parks & Gardens	Conservation Areas
Birmingham	13	1,372	14	29
Coventry	10	278	3	13
Dudley	9	261	2	20
Sandwell	5	273	3	6
Solihull	15	366	1	20
Walsall	5	143	3	18
Wolverhampton	4	373	2	28



# Understanding the Region's assets

## A1 DESIGNATED HISTORIC ASSETS

The historic environment is protected according to a complex range of legislative checks and balances, many of which are currently under review.

### A1.1 WORLD HERITAGE SITES

The world's first iron bridge spans the river Severn in Telford and Wrekin. The Ironbridge Gorge in Shropshire was inscribed as a world heritage site in 1986 and is the only site in the region to enjoy that status. A comprehensive Management Plan for the Gorge was adopted in 2002. Meanwhile, in the Black Country a consortium of public and private sector groups and individuals are pursuing world heritage site status for the canal network of that area whilst 'Shakespeare's Stratford' is one of ten sites on the UK's tentative list for future world heritage status.

### A1.2 SCHEDULED MONUMENTS

Uninhabited buildings, sites of archaeological, artistic and traditional interest can be scheduled by the Secretary of State for Culture, Media and Sport as nationally important sites of interest. There was a slight reduction in the number of scheduled monuments in the West Midlands, from 1,407 in April 2003 to 1,395 in 2004, partly due to a change in the way monuments are recorded.

### A1.3 LISTED BUILDINGS

34,276 buildings or structures in the West Midlands are listed. This represents a relatively small proportion of the region's total buildings stock. For example in 2001 there were over 2.1 million occupied domestic dwellings in the region. Built structures are listed because they warrant protection based on their special architectural and/or historical interest. Listed buildings or structures will normally fall under one of three

grades (I, II\* and II) while a small number of ecclesiastical buildings in the West Midlands are listed according to a parallel system of grades which will be re-classified under the new designation system. Buildings can be added to or removed from the list as their individual circumstances change. In the West Midlands in 2003/04, 332 buildings were de-listed, while 619 were added to the list leading to a net increase of 287, or approximately two per cent compared to 2002/03.

### A1.4 HISTORIC PARKS AND GARDENS

English Heritage has maintained a register of historic parks and gardens since the 1980s. Sites on the register are graded I, II\* and II according to their relative interest and importance to the nation's heritage. Local authorities are obliged to consult English Heritage and the Garden History Society whenever they receive a planning application that might affect a registered park or garden. 148 sites from the West Midlands featured on the register in 2004, a net increase of three on the total for 2003.

### A1.5 BATTLEFIELDS

English Heritage also maintains a *Register of Historic Battlefields*. There are 43 in England, five of which are in the West Midlands region, at Shrewsbury, Hopton Heath in Staffordshire, Edge Hill in Warwickshire, Worcester and Evesham in Worcestershire.

## A2 HISTORIC AREAS AND OPEN SPACES

### A2.1 LOCAL LISTS

Some local authorities maintain lists of buildings and structures of special local significance, which might not meet the criteria for statutory designation. This local designation is taken into account when the alteration or removal of such buildings is proposed. In the West Midlands, 14 of the region's 38 local authorities maintain a local list.

### A2.2 CONSERVATION AREAS

Local authorities benefit from discretionary powers to designate areas of special architectural or historic interest. This in turn provides a consideration for local authorities and other local, regional and national bodies when determining planning applications and when establishing area-based management regimes. There were 737 conservation areas in the West Midlands region in 2004, a net increase of four on the total for 2003. There is a notable lack of information about the relative quality of conservation area appraisals in the region.

### A2.3 CANALS

Canals are a characteristic feature of the West Midlands' urban landscape. The Birmingham Canal Navigations are approximately 160 miles in length, while the Grand Union, Trent and Mersey and Shropshire Union canals bisect the region. The region's canals are a major resource for tourism and leisure and have been the focal point for a number of urban regeneration schemes across the West Midlands.



**Herefordshire's Community Commons Project**  
© Herefordshire Nature Trust

## Herefordshire's Community Commons Project

The Herefordshire Nature Trust is leading a project to help communities to understand, appreciate and to take practical action to protect and celebrate the county's commons. With a grant of £104,000 from the Heritage Lottery Fund and match funding from English Nature and Herefordshire Council, the project will target 14 commons and devise management plans that will promote traditional and sympathetic land management techniques, nurture the distinctive character of Herefordshire's commons and promote both biodiversity and local involvement.



## Warwickshire's Historic Environment Record Service

With the help of Phil Harding, of Channel 4's *Time Team*, the 'Take the Timetrail' website was launched in December 2003 with support from the Heritage Lottery Fund. It is an interactive internet version of Warwickshire's historic environment record, which can be used to find out about sites, finds and buildings in the county. The website can be viewed at [www.warwickshire.gov.uk/timetrail](http://www.warwickshire.gov.uk/timetrail).

## A2.4 HISTORIC COUNTRYSIDE

Five of England's 37 Areas of Outstanding Natural Beauty (AONB) are in the West Midlands. Designated by the Countryside Agency, each area is rich in natural and landscape beauty. Each AONB is managed by a partnership of local authorities and public and private sector organisations which tries to secure and maintain the integrity of these landscapes. Approximately 127,000 hectares of the West Midlands are designated as Areas of Outstanding Natural Beauty, representing ten per cent of the total area of the region.

The Peak District National Park lies in the north-eastern corner of the West Midlands. 20,000 hectares of the Peak District fall within Staffordshire, representing some two per cent of the total area of the region.

Ancient woodlands often contain important archaeological or historic remains. There are 39,618 hectares of ancient woodland in the West Midlands, almost 13,000 acres of which are in Herefordshire. The region can boast a further 21,000 acres of semi-natural woodland and almost 18,700 acres of ancient replanted woodland. Of the 13 British natural areas assessed by the Department of Environment, Food and Rural Affairs (Defra) to be of 'outstanding' value for their woodlands, four are in the West Midlands. However, many areas are unmanaged and face potential threats. Where there is little or no economic return on woodlands they can be left vulnerable as their wildlife interest is eroded and fragmented.



## A3 ACQUIRING INFORMATION

The management, protection and enhancement of the West Midlands' historic environment relies on detailed and accurate information.

### A3.1 HISTORIC ENVIRONMENT RECORDS

County historic environment records (previously known as site and monuments records) maintain data and information about known archaeological and historic sites within a particular geographical area. There are 14 historic environment record services in the West Midlands, many of which are making their information accessible on-line.

The region's records offices indicate that there are 77,645 monuments in the West Midlands, slightly below the national average of 93,055, and some 9,102 archaeological finds. Much of the information held on these records is now accessible on-line.

### A3.2 HISTORIC LANDSCAPE CHARACTERISATION

By collecting and mapping the commonplace and distinctive aspects of the region's contemporary rural and urban landscapes, historic landscape characterisation (HLC) is increasingly important in achieving the sustainable management of the region's historic environment. HLC has been applied to a number of the region's rural areas and is being extended to urban areas in a number of pilot projects. It is being used to help analyse and interpret the urban townscapes of Sandwell, some of which are designated as housing growth and Pathfinder areas under the government's sustainable communities strategy. Landscape mapping in this way has been completed in Herefordshire, is on-going in Staffordshire, Shropshire and the Black Country, and began in Warwickshire and Worcestershire in 2004.



**The Landscape Project of the Upper Onny Valley**  
© Shropshire County Council

### The landscape project of the Upper Onny Valley

As part of a wider programme of historic landscape characterisation in Shropshire, a network of parishes in the Upper Onny Valley worked in tandem with local and regional public sector organisations to provide information about the history of their local landscape. With support from Shropshire County Council, the Heritage Lottery Fund and English Heritage, members of the local community identified and mapped the features of the Upper Onny Valley that were important to them and which thereby warranted special management. This generated a number of projects including the repair and conservation of a series of stone field walls, which the group had identified as being of local interest. Future initiatives include a project to restore a locally distinctive line of beech trees on the Linley Estate and the publication of a book on the history and folklore of the Upper Onny Valley.

# B

## Caring and sharing



**Molineux Hotel, Wolverhampton**  
© English Heritage

### Molineux Hotel, Wolverhampton and Astley Castle, Warwickshire

The Molineux Hotel is an eighteenth-century house, which was converted to a hotel in the mid-Victorian period. It has been redundant since 1979. Despite arson attacks, many changes of ownership, and two applications for demolition, the energy of local campaigners has ensured that work is now underway to stabilise the structure, supported by funding from Advantage West Midlands, the City Council and English Heritage.

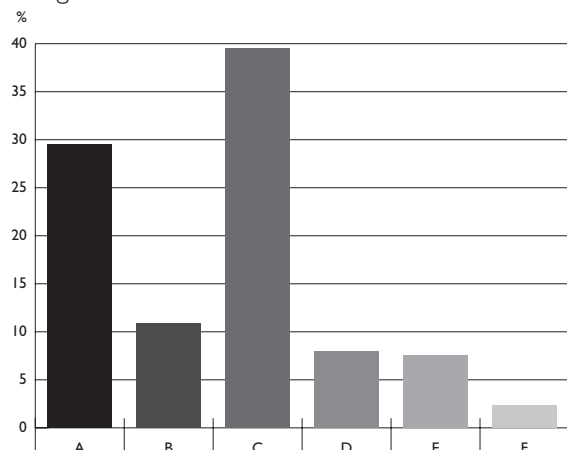
## BI HERITAGE AT RISK

### BI.1 BUILDINGS AT RISK

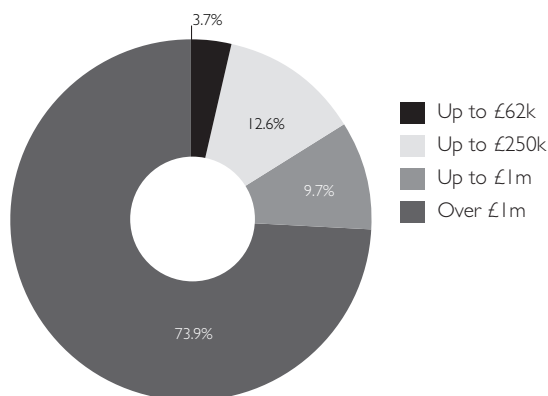
English Heritage maintains a register of grade I and II\* buildings and scheduled ancient monuments (excluding earthworks) which are considered to be at risk or vulnerable to decay. 183 West Midlands buildings are included in this year's register (about 5.2 per cent of the total number of grade I and II\* buildings in the West Midlands), which represents no net change compared with 2003. Only the South East of England has more buildings that are considered to be 'at risk.'

The total cost of repair, and where appropriate, conversion of these buildings to their optimum viable use is estimated to be £61.8 million (the conservation deficit). The pie chart below shows the proportion of buildings that could be repaired by cost band. For example, of the total conservation deficit (£61.8 million) less than four per cent involves repair costs of £62,000 or less. Almost 75 per cent of repair projects to buildings at risk in the West Midlands involve costs of £1 million or more. By some margin, this represents the highest proportion of the English regions, with the South East having the next highest at approximately 55 per cent.

% of Buildings at Risk entries. Priority categories along horizontal axis



Proportion of buildings that could be repaired by cost band



The relative urgency of repairs to those West Midlands buildings on the 'at risk' register is summarised on page 8. Each entry on the at risk register is given a priority rating, the highest being A, where there is an immediate risk of deterioration to the fabric of the property, the lowest being F where a repair scheme is in progress or where some solution has been agreed and is either being or is about to be implemented.

29.5 per cent of buildings on English Heritage's *Register of Buildings at Risk* for 2004 for the West Midlands are in the most at risk category (category A). As a percentage of the total number of entries this is the highest proportion of the English regions, the next greatest being the North East (29 per cent) and the North West (26 per cent).



Kenilworth Castle Gatehouse, Warwickshire

© PApicselect

## B2 MANAGING POSITIVELY

### B2.1 PLANNING TRENDS

50,570 planning applications were received by local authorities in the West Midlands region in 2003/04. Of those, 2,855 or 5.6 per cent, directly involved the designated historic environment (this excludes scheduled ancient monuments, for which applications for change are handled by central government).

### B2.2 LISTED BUILDING CONSENTS

Special consent is required for alterations to listed buildings. Decisions were made on 2,549 applications for consent in 2003/04, of which over 90 per cent were granted and 473 related to grade I or II\* buildings. This number remained relatively static when compared with the previous year, as did the proportion of those which were passed. Nationally, the West Midlands accounted for approximately 7.6 per cent of all listed building consents in England.

### Kenilworth Castle Gatehouse, Warwickshire

A Department for Culture, Media and Sport (DCMS) sponsored study into the long-term strategic management of Kenilworth Castle and its surrounding area, in particular the Mere and Kenilworth Abbey, is one of the pilot projects being carried out under DCMS's review of heritage protection. Kenilworth is an appropriate choice for a pilot study because the castle is owned and managed by two different organisations (the town council and English Heritage) and the ownership of the surrounding land, including the site of the historic Abbey, is fragmented. In addition the mere is prone to flooding and is subject to a range of checks and controls by the Environment Agency. This complex collection of interests and agencies can lead to a confusing approach to conservation management. The aim of the pilot is to develop an integrated system that can reconcile these interests whilst enhancing and promoting access to this part of Kenilworth.

### B2.3 SCHEDULED MONUMENT CONSENTS

94 applications for scheduled monument consent in the region were referred to English Heritage by the Department for Culture, Media and Sport (DCMS) in 2003/04.

CARING AND SHARING

B2 MANAGING POSITIVELY

## B2.4 HISTORIC PARKS AND GARDENS

There were 88 planning applications reported to the Garden History Society as affecting registered historic parks and gardens (all grades) in the West Midlands in 2003/04, which represents 59 per cent of the total number (148) of such sites in the region (though there may be more than one application per site).

## B2.5 CONSERVATION AREA CONSENTS

Consent is also required for certain changes to buildings in conservation areas. Decisions were made on 194 applications for conservation area consent in the West Midlands in 2003/04, while English Heritage was consulted on 449 planning applications relating to buildings or places within conservation areas.

## B2.6 UNSCHEDULED ARCHAEOLOGICAL REMAINS

Every planning application submitted to a Local Planning Authority in the West Midlands is assessed for its impact upon archaeological remains. A minority will have the potential to cause some impact upon a resource which is non-renewable. Archaeologists employed by local authorities or acting on their behalf will work with developers to find ways in which this impact can be reduced. If no such solution can be found and the archaeological remains are not of national importance the applicant may be required to ensure a record is made of remains which are disturbed. In this way our knowledge of the West Midlands' past is being increased.

### Archaeology in the West Midlands in 2003

The table below summarises the extent of development-based archaeology in the West Midlands in 2003

AUTHORITY	DESK-BASED ASSESSMENT	EVALUATION	EXCAVATION	WATCHING BRIEF	BUILDING RECORDING	TOTAL
BIRMINGHAM	5	6	7	2	2	22
COVENTRY	1	10	0	11	0	22
DUDLEY		7	7	6	19	39
HEREFORDSHIRE	8	17	9	101	35	170
SANDWELL	7	2	0	5	5	19
SHROPSHIRE (INCL TELFORD)						25
SOLIHULL	0	2	12	0	16	30
STAFFORDSHIRE	N/A	N/A	N/A	N/A	N/A	N/A
STOKE	0	5	5	7	4	21
WALSALL	6	3	1	3	2	15
WARWICKSHIRE	0	56	59	101	63	279
WOLVERHAMPTON	10	4	3	3	5	25
WORCESTER	7	14	2	27	8	58
WORCESTERSHIRE	0	16	45	41	51	153
<b>TOTALS</b>	<b>44</b>	<b>142</b>	<b>150</b>	<b>307</b>	<b>210</b>	<b>878</b>

Source: Association of Local Government Archaeology Officers

## B3 CAPACITY AND RESOURCES

The management of the West Midlands' historic environment is a complex business. A number of national, regional and local public bodies have direct or indirect responsibilities for the guardianship of the region's heritage. However, without the contribution of voluntary groups, societies and the private sector, not to mention the private citizens who contribute to the maintenance of our built environment, the heritage of the West Midlands would look very different.

### B3.1 INVESTING IN THE HISTORIC ENVIRONMENT

The bulk of direct public investment to the historic environment comes from the Heritage Lottery Fund (HLF). Since 1994 the HLF has awarded some £200 million to more than 1,200 projects in the West Midlands. HLF is unique in two ways: no other heritage funder covers such a breadth of heritage; and no other UK organisation funds heritage projects on such a huge scale. HLF can also take an integrated approach to funding the heritage – for example, supporting projects on sites which combine a range of interests such as a museum



**Sutton Park**  
© Birmingham City Council

### Sutton Park

Sutton Park in North Birmingham is Europe's largest urban park and England's largest scheduled site. The park contains a remarkable range of well-preserved archaeological remains, including a Roman road, burnt mounds, medieval deer park boundaries and medieval fishponds. With the encouragement and assistance of Birmingham City Council, the Friends of Sutton Park, the Sutton Coldfield Civic Society obtained funding from the Local Heritage Initiative, the Nationwide Building Society and local charities to provide a series of interpretation panels around the park, allowing visitors to gain an appreciation of the park's historic environment.

### Heritage Lottery Fund since 1994

This table illustrates the value of grants in the West Midlands by the Heritage Lottery Fund since the organisation was established in November 1994. The grants levered in £147.7 million in match funding from other sources.

	NUMBER OF PROJECTS	VALUE OF AWARDS
REGENERATION PROJECTS	542	£194 million
ENVIRONMENTAL PROJECTS	102 (COVERING 1282 HECTARES)	£19.4 million
HISTORIC BUILDINGS AND MONUMENTS		£77 million
MUSEUM, LIBRARIES AND ARCHIVES		£51.3 million
PARKS	18	£23.7 million
INTANGIBLE HERITAGE		£2.9 million
PLACES OF WORSHIP		£15.2 million
AWARDS OF £50,000 AND UNDER	799	
<b>TOTAL</b>	<b>1,226</b>	<b>£334.5m (inc. £201.1m HLF grant)</b>

Source: Heritage Lottery Fund

## CARING AND SHARING

### B3 CAPACITY AND RESOURCES



**The Dhamma Talaka Peace Pagoda in Birmingham, which was opened to the public for 2004's Heritage Open Days weekend in September (see page 15)**

© English Heritage

## New Audiences and Access Network

English Heritage, Museums, Libraries and Archives West Midlands and the West Midlands' Local Government Association set up a free network in 2004 specifically for people across the West Midlands' heritage sector whose role is to attract new and diverse audiences to their institution or heritage site or to find ways to overcome barriers to access, widen understanding and encourage participation. NAAN is aimed at and for practitioners rather than policy makers or senior managers. There have been two NAAN conferences and the network produces a bi-monthly electronic newsletter through which members can disseminate information and exemplars of best practice, find partners to work with, share contacts and recommendations, and support and learn from each other's work.

collection housed in a historic building in a designed parkland setting. Bantock House Museum and Park in Wolverhampton has received assistance of over £1.4 million in this way.

Although well known for supporting conservation, HLF doesn't just fund the repair and restoration of historic collections, land and buildings. A high priority is given to encouraging communities to identify, be involved in and make decisions about their heritage. By ensuring that everyone can have a role in looking after their local heritage assets, for example through volunteering, educational projects and training, HLF support has significantly increased the number of people with an active interest in safeguarding our diverse heritage for the future.

Many projects HLF has supported have involved finding new community uses for sites that have fallen into dereliction or disrepair. At the same time, each project has also had people at its heart – ensuring that as well as addressing conservation needs, there is provision for public access, in the broadest sense, and opportunities for learning and enjoyment.

In the last ten years HLF funding has contributed to the changing the face of the West Midlands through projects ranging from the ongoing restoration of Birmingham Town Hall which achieved an HLF offer of £13.5 million, to land acquisitions and biodiversity projects which have enabled local communities to take ownership of, and bring into conservation management, areas of land at risk. There is much work still to do, however, and the challenge remains of retaining the West Midlands distinctive character and ensuring that heritage continues to contribute to the economy, tourism, education and quality of life in the region.

English Heritage has powers to distribute repair grants to certain categories of grade I and II\* buildings, scheduled ancient monuments, historic areas and to war memorials. In 2003/04 the total amount distributed by English Heritage in the West Midlands was £2.5 million, spread between grants to secular sites (£477,000); grants to places of worship (£836,000); and grants to conservation areas (£1.2 million)

Of the region's local authorities the greatest amount of direct grant expenditure was from Herefordshire UA (£463,000), Birmingham City Council UA (£360,000), Stoke-on-Trent City Council UA (£326,000), Wychavon District Council (£220,000) and Shrewsbury and Atcham Borough Council (£200,000).

## B3.2 EMPLOYMENT

An estimated 2,638 individuals were employed in the care of the built heritage and museums in 2002 (the most recent available figure) in the West Midlands. Of those, about 44 per cent were full time employees. This is just above the regional average (excluding London) of 2,511. Approximately 1,700 of these individuals will work for a local authority. Including overheads and salaries this represented a commitment of around £3 million from the region's local authorities in 2002/03. Total income from attractions and other revenue generating activities managed by local authorities was £305,000.

The local authorities with the greatest number of employees either directly or indirectly engaged in the stewardship of heritage and museums are Herefordshire UA (354), Stoke-on-Trent City Council UA (223), Birmingham City Council UA (193), Wychavon District Council (137) and Shrewsbury and Atcham Borough Council (136).

## B4 ATTRACTING NEW AUDIENCES

Financial investment in the historic environment can deliver significant economic and social returns. However, a large proportion of people in the West Midlands feel that the region's historic environment is of marginal interest and of little benefit in their day-to-day lives. This may be for cultural, social or economic reasons and is usually a combination of these factors. In partnership with the Civic Trust, English Heritage's Outreach Department is examining the causes of this sense of exclusion and initiating a wide and diverse range of projects to help deliver the often intangible dividends that the historic environment is capable of delivering to as broad a range of people as possible.

At Witley Court in Worcestershire extensive consultation with a range of disability groups and with different cultural communities has been carried out in order to understand how English Heritage can improve the visitor experience for these groups. The first-hand experiences of the people with disabilities were filmed, and written guidelines on this consultation methodology and a CD Rom will be distributed to help other heritage providers to improve the experience of people with disabilities at heritage sites. New research was commissioned to explore the cultural links between Witley and the wider world and to tell the 'hidden histories' of the site.

In conjunction with English Heritage's Outreach Department, 13 young African and Caribbean people and two adults from a Rastafarian group in Birmingham were involved in a photography project in the city. This led to a touring photography exhibition of the buildings, places and spaces within Birmingham.



**Investing in Birmingham's last Back-to-Backs  
and the people of Birmingham**

© English Heritage

## Investing in Birmingham's last Back-to-Backs and the people of Birmingham

The Back-to-Backs, on the corner of Hurst Street and Inge Street in Birmingham, were opened to the public in July 2004. These houses, now owned by the National Trust, are the last surviving courtyard of back-to-back housing in Birmingham. Visitors are able to explore the stories of the ordinary working people who lived in these houses and helped make Birmingham 'the city of a thousand trades'. The involvement of local people was a particular success of the project. Volunteer tour guides have received free training accredited by the Open College Network, under a scheme established by the National Trust and South Birmingham College. Guides are taught the history of the site, as well as customer service and public relations skills, and how to deal with complex issues such as health and safety management. Almost a third of the people who completed the course lived in back-to-backs themselves, and many more remember visiting them. The volunteers report that their work is helping them to gain confidence and new skills, and many have already used the course as a stepping stone into employment, or to help them change the course of their careers.



# Using and benefiting



---

## C1 PARTICIPATION AND ENGAGEMENT

---

In the West Midlands region 218 buildings of every style, function and age opened their doors to the public, free of charge for the annual Heritage Open Days event in September 2004. This year a range of new organisers helped to develop the programme which included the opening of Sikh, Hindu and Buddhist temples, and public lectures about the Anglo-Sikh wars and black-led churches. Lichfield Cathedral saw a demonstration of Sikh swordsmanship and martial skills while a variety of exhibitions in Wolverhampton illustrated the broad cultural community and the religious heritage of the city. In Herefordshire a public art exhibition at Rotherwas Chapel highlighted the work of professional artists and young people from the Youth Offending Team and the Looked After Children project worked with the artists to reinterpret the Chapel through contemporary media.

---

## C2 EDUCATION AND LIFELONG LEARNING

---

Citizenship is a key component of the National Curriculum. It provides students with the knowledge, understanding and skills that prepare pupils to play an active role as citizens. It is a unique opportunity for the heritage sector to engage young people with their local historic environment.

English Heritage embarked on a wide range of Citizenship pilot projects with schools across the country. Upper Tean village in Staffordshire was the setting for an innovative project that was run by English Heritage in partnership with Great Wood Primary School and Staffordshire Moorlands District Council. All of Great Wood's pupils, from the reception class upwards, were actively involved in a study of Upper Tean's Heritage Economic Regeneration Scheme, an English Heritage and Staffordshire Moorlands sponsored grant project, the aim of which was to stimulate local regeneration by enhancing and improving the physical environment of a collection of buildings, including the local mill. The results of this and the other case studies, together with suggestions for similar projects, have been compiled into a major new English Heritage publication for teachers: *Citizenship: Using the evidence of the historic environment*. This was launched in November 2004.



Lower Smite Farm Education Centre, Worcestershire  
© Worcestershire Wildlife Trust

## Lower Smite Farm Education Centre, Worcestershire

Lower Smite Farm is a collection of grade II-listed buildings set within 142 acres of land. With a grant of £999,000 from the Heritage Lottery Fund and help from Wychavon District Council, the Worcestershire Wildlife Trust has been able to restore and reuse this complex of farm buildings, which include a seventeenth-century granary, to establish an education centre that will be of use to pre-school, school and adult learners as well as being a base for the Trust's volunteers. With assistance from the Worcestershire Buildings Preservation Trust and local conservation architects the buildings have been sympathetically restored and provide a valuable base for the Trust to raise awareness and understanding of the built and natural environments while encouraging participation through education and volunteering.

## C3 LOOKING AHEAD

The purpose of *Heritage Counts* is to present available facts and statistics about the state and condition of the region's historic environment. The amount and variety of this data varies. Improvements to this evidence-based resource will be delivered in 2004/05. For example, the Monuments at Risk programme will add to our collective understanding of the region's archaeological resources. Improvements in the way the historic environment is monitored and recorded, notably in the way English Heritage is working towards a more comprehensive system of monitoring and analysis, which will sit alongside its new statutory responsibilities for designation (from April 2005), will add to the collective evidence base.

It is hoped that this evidence base will help contribute to the delivery of the rural and urban objectives of the West Midlands in 2004/05, in particular the strategic objectives outlined in this report. It is clear that the historic environment can add to the quality of life of the region's visitors and residents, as the case studies in this report demonstrate. The challenge for the sector is to embed the historic environment's potential into the next phase of development in the West Midlands.





This document has been produced by the West Midlands Historic Environment Forum:

- Atherstone Civic Society
- Advantage West Midlands
- Association of Local Government Archaeological Officers
- Birmingham City Council
- Birmingham Museum and Art Gallery
- Black Environment Network
- Borough of Telford and Wrekin Council
- British Waterways
- Campaign to Protect Rural England (CPRE)
- Civic Trust / West Midlands Amenity Society Association
- CLA West Midlands
- Commission for Architecture and the Built Environment
- Council for British Archaeology / West Midlands Archaeological Collections Unit
- Department for Environment, Food and Rural Affairs
- English Heritage
- Government Office for the West Midlands / Department for Culture, Media and Sport
- Heritage Lottery Fund
- Historic Houses Association
- Institute of Historic Building Conservation
- Museums, Libraries and Archives Council West Midlands
- National Trust
- West Mercia District Workers' Educational Association
- West Midlands Regional Assembly



ENGLISH HERITAGE