

Heritage

The Foundation for Success



Historic England



© Michael Chapman

Great places have heritage at their core. Today’s great placemakers are achieving this by incorporating surviving historic buildings into new schemes, by reflecting historic street patterns, and through the faithful use of traditional materials and exquisite architectural features. The most successful places embrace all these.

Every settlement across the United Kingdom, whether a medieval market town or a post-war city centre, has a unique and distinctive history that can be harnessed to help achieve a prosperous future. Those with the power to shape the places where we live, work and visit are increasingly recognising that heritage is the key that unlocks success. It creates value and sustains economic vitality, supporting jobs and attracting investment. Heritage provides a canvas for flourishing cultural activity and it helps build connected and healthy communities. It is the vital factor underpinning vibrant and successful places.

Development that ignores heritage risks being less profitable. The evidence for this is overwhelming.

Historic England’s research demonstrates that:

- Historic places are more attractive to businesses and visitors
- Investment in historic areas delivers substantial economic as well as environmental benefits
- Investment in the historic environment significantly improves the way people feel about places.

The following is a small selection of case studies from a large portfolio of recently completed successful developments with heritage at their core.



© Wykeland Beal

The Fruit Market, Hull

- 109 new homes
- 733 jobs to be created between 2013–2024

The Fruit Market was a derelict segment of Hull's Old Town Conservation Area, but is emerging as a vibrant new district accommodating music venues, studios, bars and restaurants in repurposed warehouses. Wykeland Beal and Hull City Council are further transforming the area with homes and digital businesses. Local knowledge was the key to ensuring the development enhanced and acknowledged local heritage. The scheme 'stitched' new development into the existing historic fabric, with the reactivated Humber Street at its heart. The partners have reinstated the medieval grid with its kinked building lines, creating an interesting public realm and hierarchy of secondary open spaces.

The Old Vinyl Factory, Hayes

- 642 new homes
- 750,000 sq. ft of commercial and leisure space

A £250 million regeneration scheme by U+I has reintroduced employment to a globally renowned site, and puts Hayes back on the map as a centre of innovation and technology.

The site's musical past has been used to create a new and eclectic quarter of London. A distinctive mixed-use scheme incorporates new development amongst original Art Deco buildings. A cinema and live music venue speak to the area's rich heritage and attract people from far and wide. This respectful homage to Hayes' industrial and musical legacy creates a sense of cultural continuity and identity, factors which are essential in good place-making.

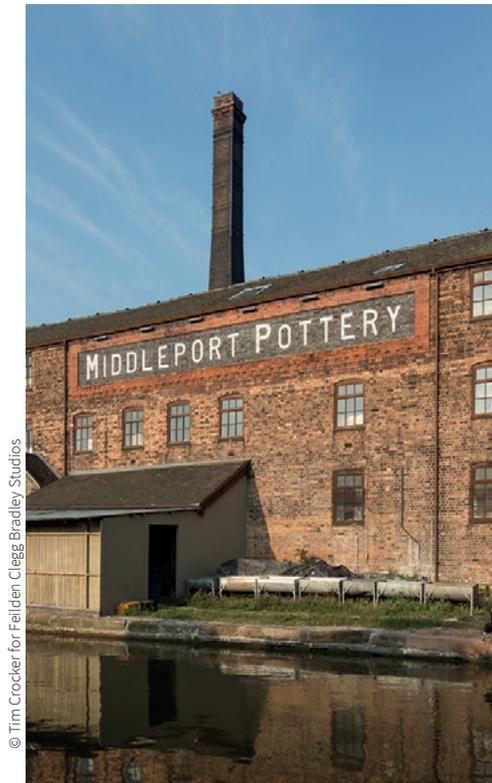


© U+I Plc

Middleport Pottery, Stoke On Trent

- Grade II* historic pottery complex at risk restored and in original use
- 66 new jobs created and 50 local jobs safeguarded

A complete late 19th-century steam-powered potter's mill, this is the last working Victorian pottery in the UK. A £9million regeneration programme undertaken by the Prince's Regeneration Trust has safeguarded 50 local jobs and created 66 more. The Pottery is now a successful visitor destination with rising visitor numbers, while a growing number of businesses are also based at the site. This is being developed to restore pride, create possibility and unlock the area's potential for growth. The rebirth of Middleport Pottery has helped reinforce Stoke's global reputation as a centre of high-quality ceramic manufacture.



© Tim Crocker for Feilden Clegg Bradley Studios



Holmes Mill, Clitheroe

- 180 jobs created
- 63,000 sq. ft of floor space

In 2015, developers James' Place took on the restoration and conversion of the former cotton spinning mill in the heart of Clitheroe, Lancashire. The Grade II listed mill dates back to 1823 and comprises a range of buildings relating to the textile manufacturing process.

Redevelopment was divided into three phases following the form of the mill: the Boiler House, the Weaving Shed and the Spinning Block. Holmes Mill is now a popular venue, playing host to live music events and functions, with a 38-bedroom hotel within the Spinning Block and brewery, beer hall and food hall offering food and drink from across the region.

In some areas of the North West nearly half of all historic textile mills have been lost, but many survive and are capable of conversion to provide good growth. In Greater Manchester and Lancashire alone there is enough floor space available to provide at least 25,000 highly desirable new homes.

Quakers Friars, Cabot Circus, Bristol

- Revitalised former monastic complex providing focal point and authentic destination within multi-national city centre project
- Cabot Circus attracts 18.2 million visitors a year

This neglected 13th-century Dominican monastery and the Grade I listed Quaker Meeting House were previously 'lost' within a retail service yard but have now been transformed as part of the Cabot Circus redevelopment. Following restoration and commercial occupation it now provides the focal point for a high quality public space flanked by a high-end retail courtyard, a network of pedestrian streets and is a key element of the award-winning mixed-use Cabot Circus urban regeneration scheme.

© Chapman Taylor Masterplanners and Architects



Sunderland Fire Station

- The bar took more than £30,000 in its first week
- The regeneration project will deliver more than £10 million of investment in Sunderland City Centre

The Fire Station is the first phase of an ambitious regeneration project for Sunderland City Centre. The scheme restored the vacant fire station, creating a bar and restaurant, dance studio and theatre space run by Sunderland Music, Arts and Culture Trust.

The Fire Station opened in November 2017 and quickly established itself as the 'go-to' bar and restaurant in the city. Following an opening performance attended by 3,000 people, the connection of people to local arts and culture is beginning to gather pace: Dance City and Live Theatre commenced their programmes of classes and performances in late January 2018, with high take-up.

© David Allen





© Tony Green

The Grand Hotel, Birmingham

- 300 direct employees in newly refurbished shops and offices
- Reuse of 20,520m² of redundant space in a Grade II* building at risk

A £47 million project restoring the Grand Hotel, one of Birmingham's largest and finest 19th-century buildings, as a 180-bed luxury hotel with offices and shops on the street frontage. It is Principal Hotels' first investment in Birmingham, and the shops are now open and flourishing. Funded by the owner, Horton Estates and GB&S LEP, Birmingham City Council and Historic England, the hotel is creating 80 direct and 30 indirect jobs; the businesses will have about 300 direct employees. Economic appraisals estimate it will contribute £4.5 million GVA annually to the local economy and generate £460,000 of business rates.

Sunny Bank Mills, Farsley, Leeds

- 300 jobs created
- Home to 70 businesses

Sunny Bank Mills was a major employer for more than a century. Production of woollen cloth ended in 2008 and the Gaunt family, sixth-generation owners, commenced incremental regeneration, to re-establish an employment centre and to create high-quality commercial floor space. They have used the individual character of the buildings and the site's history to make and market a unique product. It is now home to over 70 businesses including designers, textile artists and a children's play gym. It also accommodates a café, art gallery and shop, and hosts an annual community festival, drawing thousands of visitors every year.

© Sunnybankmills



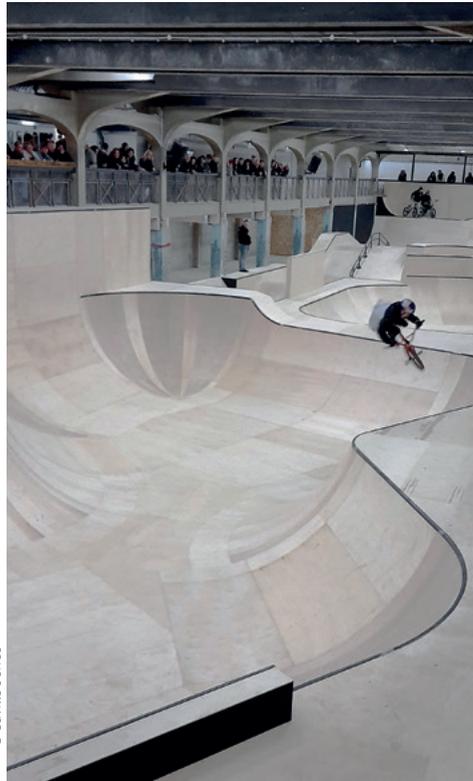
The Source BMX Park, Hastings

- £1.4 million project cost
- 30 jobs created

Brothers Rich and Marc Moore came to the rescue of a derelict Grade II listed public baths. There they have turned their passion for BMX into an international business that has remained connected to the grassroots sport in their home town.

Today, Source Park is an all-year amenity that promotes a growing sport and is helping to establish Hastings as a world centre of BMX riding. The project has stimulated regeneration of the White Rock area and contributed to its growing appeal as a hub for young people.

© Saville Jones





© Lincoln Co-op

Corn Exchange, Lincoln

- 50,000 sq. ft refurbished
- 120 FTE jobs created

The Cornhill area of Lincoln is undergoing an inspiring transformation thanks to its owners, Lincoln Co-op. Development began with the skilful conversion of the beautiful, but largely vacant, 19th-century Corn Exchange into a stunning new restaurant venue, now occupied by the Cosy Club. The area is also set to benefit from the restoration of its many historic shop premises, and a new arts cinema will follow. The high-quality regeneration of central Lincoln is utilizing its extraordinary architectural heritage to create highly desirable and successful commercial premises and public spaces.

Hotwalls Studios and Café, Old Portsmouth

- 13 new workspaces created
- 23 direct/82 indirect jobs created

Hotwalls Studios started life as artillery barracks dating back to around 1850. Having fallen out of use, this historic site has been brought back to life by investment of £1.75 million from the government's Coastal Communities Fund, and an additional £140,000 from other sources. Thirteen studios have been created for both new and established artists at competitive rates, an enviable position in the heart of Old Portsmouth. The studios are available on leases from three months up to three years. They vary in size and there is an opportunity to share spaces. Glazed fronts mean that the studios attract the curious. The transformed public realm is used for outdoor events.

© Ray Habbens



The Cotton Works, Bolton

- 275 apartments with significantly above-average rental yields
- 300 car parking spaces in the lower floors of the mill

The Cotton Works is a Grade II listed cotton spinning mill dating from 1926. Developers P J Livesey adopted an innovative approach to the use of space, avoiding the need for an expensive central atrium. South- and west-facing apartments were designed to be much larger than those facing north and east, maximising revenues by increasing the amount of saleable floorspace on the side of the building benefitting from the most natural light. External windows were removed and internal terraces created.





Accordia, Cambridge

- Density of 40 dwellings per hectare
- 30% affordable housing

The first housing development to win the Stirling Prize for Architecture, Accordia is an exemplar for a high density mix of housing types following principles set out by Richard Rogers in his 1995 Reith Lecture. On the 9.5 hectare site there are 378 units, of which 212 are houses of various sizes and 166 are flats. Thirty percent (114) were affordable housing. Its incorporation of 19th-century trees from neighbouring Grade II Brooklands House garden, and the use of a pale brick and architectural details referencing Cambridge but in a modern context, has helped root the development into its existing context.

Derby Cathedral Quarter

- 97 properties refurbished
- 30,000 sq. ft of floor space brought back into use

Derby's shoppers and visitors can now enjoy one of Britain's most distinctive historic shopping areas, thanks to nine years of collaboration between Historic England, Derby City Council and local retailers. The programme refurbished 97 properties, brought over 30,000 sq. ft of floor space back into use, created 42 new jobs, and helped Derby Cathedral Quarter win the category of Best City Location in the Great British High Street Awards 2016. Once one of England's poorest-performing retail areas, and a 'conservation area at risk', the quarter is now a thriving, award-winning shopping destination.



Tibby's Triangle, Southwold

- High density of 87 dwellings per hectare
- 34 homes, ten of these affordable

The Adnams Brewery's former distribution yard next to Grade I St Edmund's Church, was redeveloped to provide a brewery shop and café on the main street frontage and much-needed homes behind. The creation of a new street through the site with smaller passageways evoking the existing grain of Southwold opened up attractive new views to St Edmund's Church. With half of properties in Southwold being second homes or holiday lets, the multiple award-winning design provides, on a 0.4 hectare site at a density of 87 dwellings per hectare, 34 homes including ten affordable houses which are integrated throughout the development.





King's Cross, London

- 2,000 new homes
- 3 million sq. ft of commercial floorspace

Providing a mix of residential, business, plus 500,000 sq. ft of new retail space with some of the highest values in London, Argent's development supports a new population of over 42,000 people in a scheme that puts heritage firmly at the centre of placemaking.

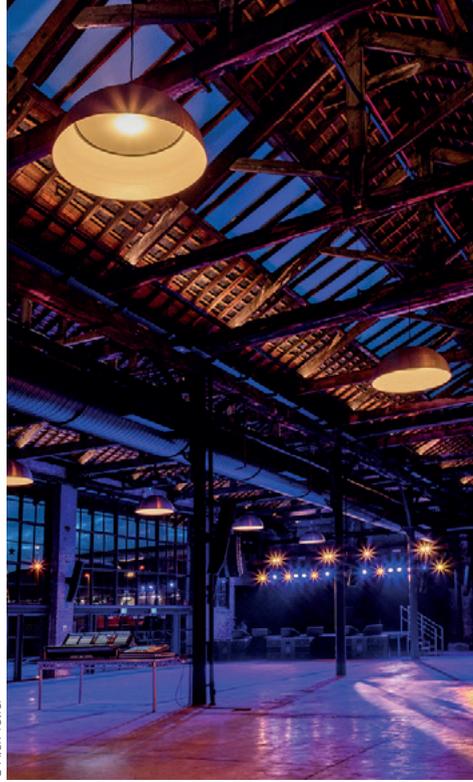
Industrial heritage has been central to the concept, with three listed gasholders providing residential dwellings in a bespoke response to the site's history. The range of brand names filling the converted railway buildings demonstrates the lure that heritage and placemaking hold, commercially as well as aesthetically. Early investment in the public realm has created characterful places which draw people in and keep them there.

The Boiler Shop, Newcastle upon Tyne

- Part of the £200 million redevelopment scheme of the railworks, now called Stephenson Quarter
- Creation of a state-of-the-art events venue in a Grade II* listed building

Starting with light-touch occasional uses for creative enterprises and monthly food and music events, the Boiler Shop soon became established as a popular venue attracting up to 3,000 visitors. Using the atmospheric interior of the former steam train workshops of Robert Stephenson, this Grade II* listed building found new relevance in the vibrant cultural life of Newcastle, a move which fitted in perfectly with the major regeneration plans for Stephenson Quarter. Investment in repairs, facilities and thermal efficiency in the last couple of years has now secured its future whilst expanding its uses to cover weddings and conferences.

© Alex Telfer



Royal William Yard, Plymouth

- Largest collection of Grade I listed military buildings in Europe.
- “Spectacularly restored...” *The Financial Times*

The Royal William Yard is a remarkable early 19th century ‘Neo-Classical’ maritime complex considered to be one of the most important groups of historic military buildings in Britain; with the largest collection of Grade I listed military buildings in Europe.

Urban Splash, in association with partners and Historic England has worked to transform the area with a mixed-use conversion delivering contemporary apartments, offices and leisure uses. Two hundred and fifteen homes have been created, and today the yard is thriving as both a visitor destination and a local centre.

© Urban Splash



Heritage delivers dividends

These case studies show the many ways heritage and its management lead to successful growth in England's towns and cities and underpin their special character and offer a sense of place. England's historic environment provides the 'brand' for revitalised places and provides a unique context that acts as a catalyst for good growth.

Overall economic impact of the heritage sector in England

- It directly employs more people (168,000 jobs) than the whole of the agriculture, forestry and fishing industries combined (157,000 jobs).
- It directly generates more GVA (£11.9 billion) than the entire output of the agriculture, forestry and fishing industries and the mining and quarrying industries combined (£11.3 billion).
- £1 of public sector investment on heritage-led regeneration generates £1.60 additional economic activity over a ten-year period, a 60% return on investment.
- The density of heritage assets is highly and positively related to the concentration of firms in a local economy.
- The quality of the historic environment is as important a factor as road access when businesses decide where to locate.
- The greater the density of heritage assets, the better the performance of the creative industries and the greater the level of specialisation towards the creative industries.



Historic England

If you would like to discuss heritage-led regeneration and placemaking with a representative of Historic England, or if you have a great example of heritage-led regeneration to share with us, please email us at

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Front image: Gasholder Park, Kings Cross

Rear image: Holmes Mill, Clitheroe

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