

WHAT DO THE PUBLIC THINK OF INDUSTRIAL HERITAGE?

Earlier this year, English Heritage commissioned BDRG Continental to do a survey into people's attitudes towards industrial heritage. 2,007 adults in England completed the online survey. 118 adults responded from the **North East** (100 weighted), 78% had lived in the local area for 20 years or more.

Why industrial heritage is important

- 68% of those in the NE agree that the industrial revolution is the most important period of British history (63% England)
- 70% of those in the NE agree that the local area where they live is well known for a particular type of industry (43% in England)
- 92% of those in the NE agree that "it is important that we value and appreciate the industrial heritage we have in this country" (87% England)
- 89% of those in the NE agree "it is important to identify the industrial heritage sites of significance, so they can be protected" (86% England)
- 86% of those in the NE agree that "our industrial heritage is as important to preserve as our castles and country houses" (80% England)

Why there is an issue

- 58% of those in the NE agree that "we seem to care less about what happens to the industrial heritage sites of this country than most of our other heritage sites" (57% England)

Industrial heritage is important for identity

- 82% of those in the NE agree that its industrial heritage sites 'are an important reminder of what makes this country great'. (71% England)
- 77% of those in the NE agree that its industrial heritage sites 'are important in making this area of England special'. (62% England)
- 77% of those in the NE agree that its industrial heritage sites 'provide me with an important connection to this area's history'. (62% England)
- 71% of those in the NE agree that its industrial heritage sites 'make me feel proud of my local area'. (56% England)
- 54% of those in the NE agree that its industrial heritage sites 'provide a link to my or my family's history'. (33% England)

- 52% of those in the NE agree that its industrial heritage sites 'are important to me because my direct ancestors worked in those buildings'. (29% England)

Industrial heritage is important for the economy

- 72% of those in the NE agree that its industrial heritage sites 'help to attract visitors to the local area'. (61% England)
- 38% of those in the NE agree that its industrial heritage sites 'play an important role in the local economy'. (40% England)
- 58% of those in the NE agree that its industrial heritage sites 'are an important reminder of the economic decline of the area'. (41% England)

Industrial heritage is important for quality of life

- 85% of those in the NE agree that its industrial heritage sites 'are important to pass down to future generations'. (75% England)

When asked what words or phrases they associate with local industrial heritage sites

- NE 'educational' (66%) – England (51%)
- NE 'thought provoking' (52%) - England (41%)
- NE 'inspiring' (37%) – England (33%)
- NE 'decaying' (23%) – England (26%)
- NE 'famous' (23%) – England (20%)

Getting involved

- 51% of people in the NE would be interested in 'getting involved with helping to protect the industrial heritage...for example through volunteering or helping with fundraising' (44% England). 16% would be very interested (10% England)

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