



Heritage Counts 2016

Heritage and Place Branding

A Guide to Heritage and Place Branding

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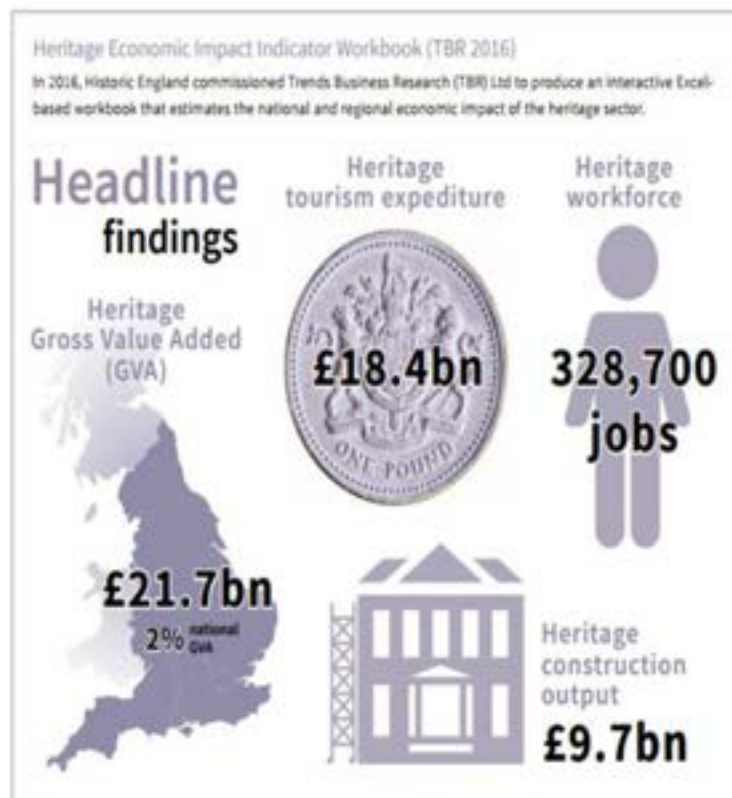
HERITAGE COUNTS 2016

Heritage and the Economy

The historic environment is intrinsically linked to economic activity, with a large number of economic activities occurring within it, dependent on it or attracted to it. Bespoke studies have attempted to unravel the complex relationships and interdependencies between heritage and economic activity to understand and estimate the value added of heritage.

Heritage and the Economy 2016 summarises the findings from these studies and also introduces new research: the Heritage Economic Impact Indicator Workbook 2016. The workbook and technical note can be found on the [Heritage Counts website](#).

HERITAGE AND THE ECONOMY:



*Facts and figures on
the economic benefits of
heritage (£'s & jobs)*

HERITAGE COUNTS

Heritage and Society 2016

Heritage:

1. Plays an important part in our wellbeing and quality of life – 93% of residents say that local heritage has an impact on their personal quality of life.
2. Improves places – 80% of people think local heritage makes their area a better place to live.
3. Engages young people – Almost 2 million children visited a historic property as part of a school trip.
4. Is viewed positively by the general public – Nearly all adults (95%) agree or strongly agree that it is important to them that heritage buildings and places are well looked after.

For most people, the historic environment represents the place in which they live and work. 99.3% of people in England live less than a mile from a listed heritage asset¹.

1. Heritage plays an important part in our wellbeing and quality of life

1.1 Heritage makes you happy. People who visit heritage sites are happier than those who do not. The Taking Part survey asked respondents to self-assess their happiness on a scale of 1 to 10, where 10 is 'extremely happy'. Between 2010 and 2013, on average, those who had visited a heritage site in the previous 12 months, reported happiness scores 1.6% greater than those who had not². See Chart 1 for 2014/15 findings.



1. Ipsos England (2013) New Evidence Shows Surge in Enthusiasm for Heritage
2. DfC (2014) Culture, Sport and Wellbeing

At a personal level, 93% of residents say that local heritage has an impact on their quality of life³.

50% answered 7 or more out of 10 when asked to rate the impact local heritage sites have on their personal quality of life⁴.

The wellbeing value of visiting heritage sites has been calculated as equivalent to £1,646 per person per year⁵.

This is the amount of money that would have to be taken away from a person to restore them to their level of wellbeing had they not visited a heritage site. This figure is more than participating in sports or the arts. Visiting a historic town or city was found to be the most beneficial.

Heritage activity (such as visiting, volunteering and heritage membership) is a driving factor for wellbeing.

As part of the 2015 Heritage Index research, areas which scored highly on heritage activity also tended to have higher levels of well-being⁶.

56% of adults surveyed agree that their local area's heritage is important for their personal sense of identity⁷.

3. Heritage Lottery Fund (HLF) (2013) 20 years in 10 places
4. Ibid
5. Fyfe et al. (2014) Subjective wellbeing and heritage
6. HLF (2015) 20 Years in 10 Places
7. Ibid

HERITAGE AND SOCIETY:

Facts and figures on the benefits the historic environment brings to society

HERITAGE AND SOCIETY

- Heritage participation is a driving factor for wellbeing.
- The public feels that heritage is important for sense of identity and quality of life.
- Heritage improves the perception of place and sense of place.
- The English public care deeply for their heritage.

HERITAGE COUNTS

Heritage Indicators 2016

A vital element of valuing and appreciating the historic environment is understanding the scale, scope and breadth of the historic environment. Since 2002, Heritage Counts has collected and presented indicators about the state of the historic environment. In this document, a summary of the main indicators is presented. The detailed heritage indicator datasets can be found on the [Heritage Counts website](http://www.heritagecounts.org.uk) (www.heritagecounts.org.uk).

The Heritage Counts website also has online [Local Authority Profiles](#) allowing users to compare indicators across Local Authorities.

The Heritage Indicators are presented according to the five strategic priorities of Heritage 2020:

- **Discovery, identification & understanding** - Provides indicators on the scale and scope of the historic environment and assets;
- **Constructive conservation and sustainable management** - Includes indicators on the overall condition of the historic environment with indicators from the Heritage at Risk programme and data on managing the historic environment, including planning statistics;
- **Public engagement** - Presents data on participation in heritage, heritage membership and volunteering in the sector;
- **Capacity building** - Includes indicators of heritage investments from private, public and voluntary sectors as well as the skills and capacity of the sector;
- **Helping things to happen** - Provides data from Building Preservation Trusts and the local authority Heritage Champions initiative.



Shakespeare's Globe, London © Historic England

HERITAGE INDICATORS:

*Indicators and statistics
about the historic
environment*

HERITAGE INDICATORS

- *How many designated assets?*
- *Trends in memberships to heritage organisations*
 - *How rapid is the decline in LA conservation staff?*
 - *Who visits and participates in heritage?*
 - *How many GCSE students study history?*
 - *How many heritage champions are there?*
 - *Where does HLF funding go?*

HERITAGE INDICATORS 2016

Growing membership of heritage organisations



4.3
million
members
2015 +8%



932,000
members
2015 +10%

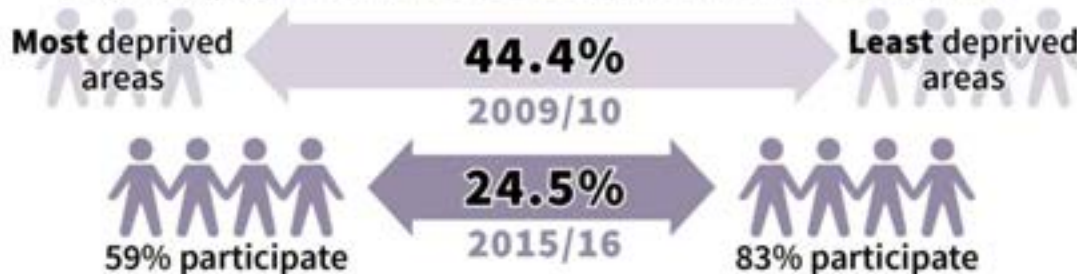
Types
of designated heritage assets



Listed Building Consent applications are an increasing proportion of all planning applications



Heritage participation is becoming more inclusive
Decreasing gap in participation between most and least deprived areas



HERITAGE COUNTS

The Historic Environment in 2016: An Overview

2016 has been an important year for the heritage sector. The publication in March of the Government's Culture White Paper represented the first comprehensive government strategy for the sector in over 50 years, and the first of its kind to reflect the value of all the cultural sectors. This year also saw the formal launch of the Heritage 2020 framework and first anniversary of the restructuring of English Heritage into Historic England and The English Heritage Trust. On-going reforms to the planning sector also continued to be made covering both legislation and policy.

This year has seen major changes in the country's political landscape. The decision to leave the EU represents a major step into the unknown and the full ramification of the decisions and its effects upon the heritage sector are yet to be seen. The subsequent resignation of David Cameron and resultant cabinet reshuffle under the new Prime Minister Theresa May brought about the appointment of Karen Bradley as the new Secretary of State for Culture, Media and Sport.

Heritage participation has also featured prominently in 2016 with a number of heritage initiatives and activities taking place, demonstrating the enthusiasm of those who care for heritage. These included the launch of the Enriching the List project, the Discover England Fund, and the Great Place Scheme. 3.4 million people also took part in Heritage Open Days, and over 120,000 children benefited from the Heritage Schools programme.

The heritage sector continued to face many challenges in 2016, with further cuts to funding, the continuing decline in the number of local authority specialists, serious instances of heritage crime, on-going neglect of heritage assets, and unsympathetic planning all representing substantial threats to the historic environment. Proposed changes to the planning system in the past year could also have significant impacts on heritage, especially archaeology. Nevertheless, the sector has continued to display determination and resilience in safeguarding the nation's heritage assets.

This paper is divided into five main sections:

- **Management of Heritage** – covering major heritage-wide developments over the past 12 months.
- **Changes to the Funding and Resource Landscape** – concerning the financial situation of the sector.
- **Planning System Changes** – providing insight into changes to heritage planning on both local and national levels.
- **Participation** – regarding voluntary work and events in 2016.
- **Sector Insight** – providing an overview of heritage research, awards, and specific heritage organisations.

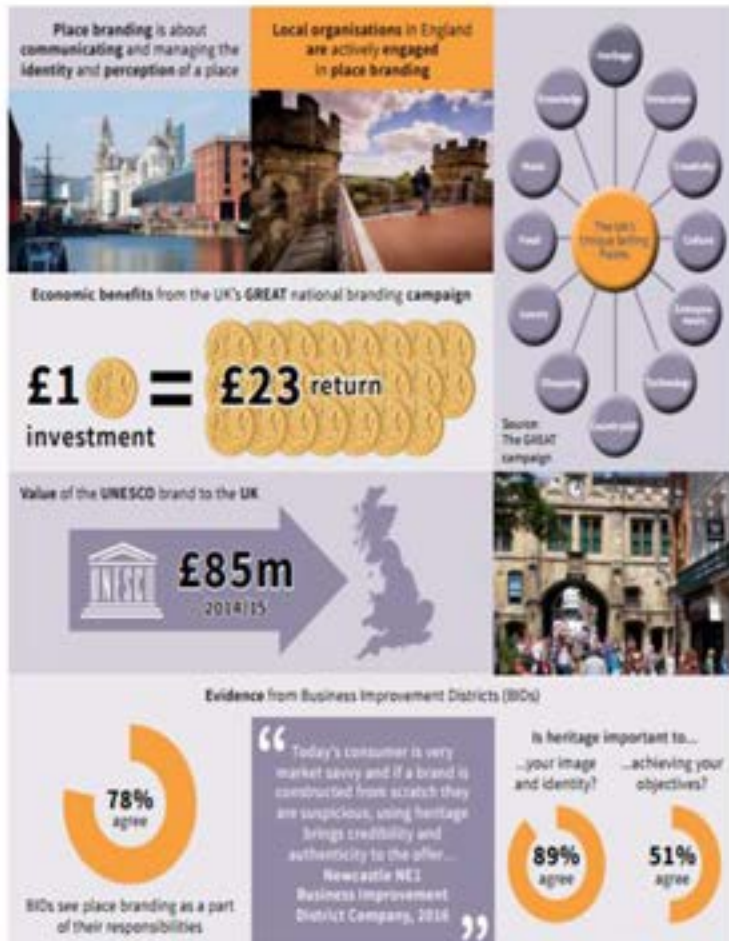
THE HISTORIC ENVIRONMENT IN 2016: An Overview

*An audit of the key strategic
developments and events
influencing heritage in 2016*

HERITAGE COUNTS 2016

Heritage and Place Branding

Heritage Counts 2016 presents research on the use of heritage in place brands. New research commissioned this year highlights the value of heritage as a source of identity; a source of character and distinctiveness; and as an important driver of competitiveness and place.



HERITAGE AND PLACE BRANDING

Research on place branding in Business Improvement Districts

HERITAGE AND PLACE BRANDING

Distinctive places prosper

“Every place must identify its strongest, most distinctive features and develop them or run the risk of being all things to all persons and nothing special to any. [...] Livability is not a middle-class luxury. It is an economic imperative.”

Robert Solow, Economist and Nobel laureate, in *Economics of Uniqueness* (2012)

HERITAGE AND PLACE BRANDING

Managing place identity

Place branding is associated with good economic outcomes.

Economic benefits from the UK's GREAT national branding campaign



Source: National Audit Office, *Exploiting the UK brand overseas* (2015)

Value of the UNESCO brand to the UK

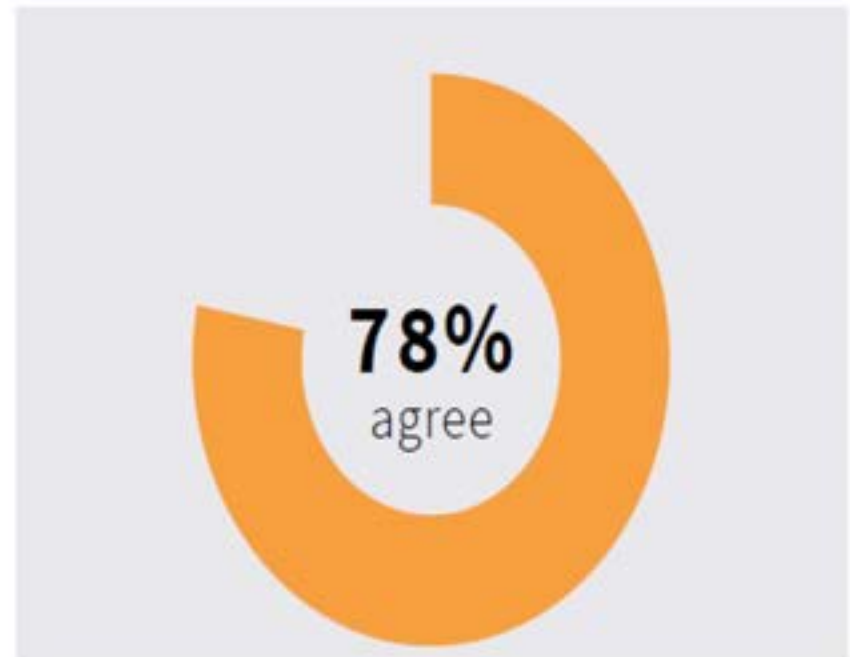


Source: UNESCO, *Wider Value of UNESCO to the UK 2014-15* (2015)

HERITAGE AND PLACE BRANDING

Managing local place identities

Place branding is happening in England and it is happening at national, regional and at the local level.



Business Improvement Districts see place branding as a part of their responsibilities

HERITAGE AND PLACE BRANDING

Differentiation through heritage

Heritage is used extensively in local place branding, providing places with a "unique selling point" and shaping people's perceptions and experiences of a place.



HERITAGE AND PLACE BRANDING

Heritage a source of authenticity

“ Today’s consumer is very market savvy and if a brand is constructed from scratch they are suspicious; using heritage brings credibility and authenticity to the offer...

Newcastle NE1
Business Improvement
District Company, 2016

”

Is heritage important to...

...your image
and identity?



...achieving your
objectives?



HERITAGE AND PLACE BRANDING

Examples from BID's – *Lincoln*

Heritage and Place identity

"The historic city is a fundamental part of the city identity and a huge asset ... It gives uniqueness to the place particularly when the retail centres we are competing with all have the same brands. We look different... This cannot be created without the heritage assets, which bring differentiation to the place brand." Lincoln Business Improvement Group



HERITAGE AND PLACE BRANDING

Examples from BIDs – *London Bridge*

Heritage and place identity

The London Bridge BID appointed place branding experts to establish a compelling place brand for the area. The essence of the place brand:

A globally significant, historic and vibrant place of modern commerce, enterprise and creativity.

The London Bridge Revealed place identity brand.

Heritage and the history of the area are a key part of the brand.



HERITAGE AND PLACE BRANDING

Examples from BIDs - *Liverpool*

Heritage Trails

Liverpool's BID employs a tour guide as part of a healthier workforce initiative who leads heritage walks for employees in the commercial district– lunchtime 'Net Walk'.

"The aim is for workers in BID businesses to get to know the heritage and highlights of this World Heritage listed area and to encourage a more active lifestyle."

HERITAGE AND PLACE BRANDING

Examples from BIDs - *Blackburn*

Heritage Events and Festivals

Blackburn's BID has used heritage as part of a calendar of events, including the Blackburn Heritage Festival linked to the national Heritage Open Days.

"It celebrates our fantastic history, architecture and culture; offering people the chance to see hidden places and try out new experiences."

"Last year's Blackburn Heritage Festival attracted additional footfall of 29,000 to the town centre compared to an average weekend."

HERITAGE AND PLACE BRANDING

Examples from BIDs – *Newcastle*

Heritage led Regeneration

Newcastle's NE1 BID successfully applied for £1.6 million from the Heritage Lottery Fund to redevelop and regenerate the city's historic Bigg Market. Home to 31 listed buildings the project aims to transform the economic fortune of the market by capitalising on the area's heritage.

"...we have secured £3.2m of investment to re-develop the Bigg Market which is expected to leverage a further £30m of private investment in the area"

HERITAGE AND PLACE BRANDING

Heritage a source of prosperity for the future

“

In order to be competitive, places are advised to build a brand that is befitting to the sense of place [and] to engage and develop meaningful initiatives that reflect identity. The essential role of heritage is obvious.

Robert Govers, 2014

”

The number of BIDs and other local place-making organisations is growing in the UK. As they grow and mature, the role of heritage in place-making and place branding will also grow.

A Guide to Heritage and Place Branding



A GUIDE TO HERITAGE AND PLACE BRANDING

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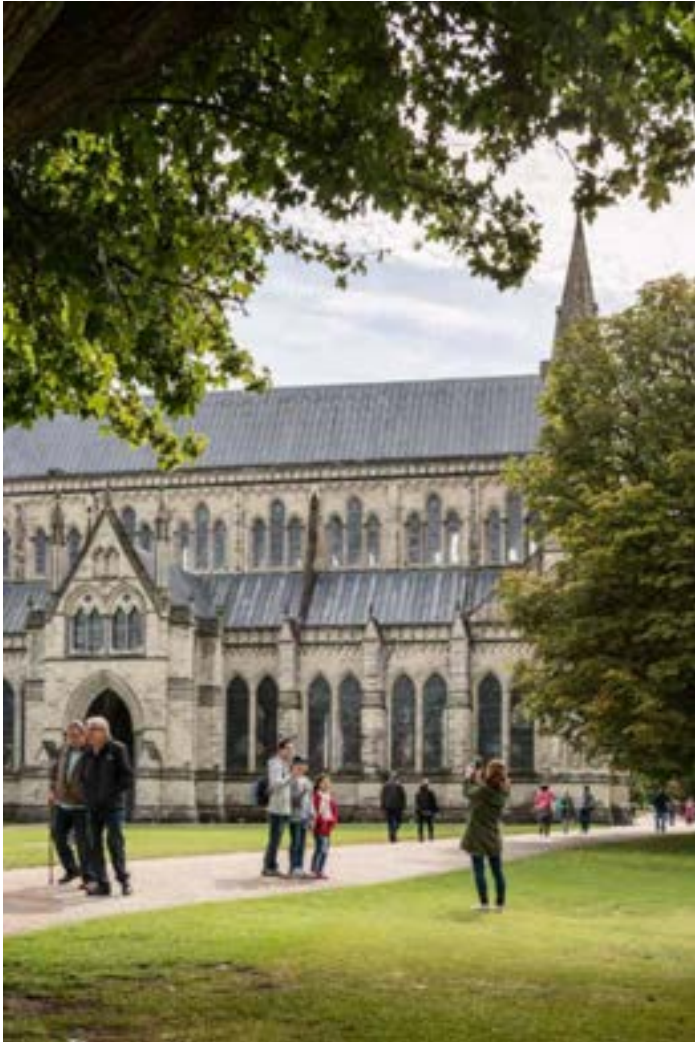
- **What is Place Branding?**
- **Place Branding and BIDs**
- **The Benefits of Heritage in Place Branding**

THE BENEFITS OF USING HERITAGE PLACE BRANDING

- Highlight the **unique character and distinctiveness** of a place – it plays an important part in shaping peoples' perceptions and experiences of a place.
- Provides **authenticity and credibility**, signifying the culture of place.



THE BENEFITS OF USING HERITAGE PLACE BRANDING

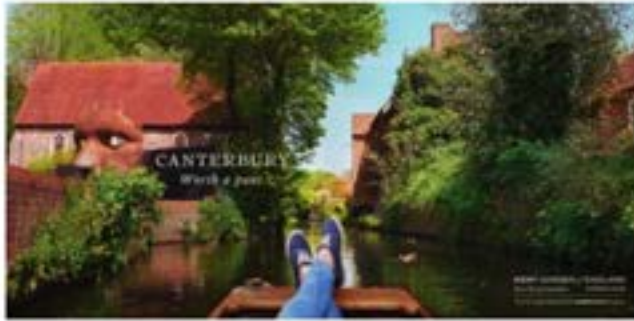


- Increases a places **attractiveness**, providing a **competitive advantage**.
- A means through which **greater substance** can be delivered through place branding.

THE BENEFITS OF USING HERITAGE PLACE BRANDING

- Heritage can provide an **economic boost** if used in place branding.





**Create 'destinations'
through heritage -
*Canterbury***



**Create Heritage
Festivals - *Blackburn***



**Revive forgotten
heritage - *Southport***



**Promote Heritage
Trails – *Lincoln,
Liverpool, London
Bridge, Blackburn***



**Support Heritage
Events –
*Bournemouth,
Canterbury***



**Help support
regeneration of
heritage assets –
*Newcastle, Southport***



**Engage with local
heritage
organisations and
assets – *Lincoln,
London Bridge***

A Guide to Heritage and Place Branding





Current Research

Research on the value and practice of place branding and the significant role of heritage in place brands.



Past Reports

The Heritage Counts Archive contains information on previous issues of Heritage Counts and the research it presents.



Heritage and Society

Enhancing our wellbeing and quality of life, improving the way places are perceived, and engaging the general public.



Heritage and the Economy

The historic environment is intrinsically linked to economic activity, with economic activity occurring within it, dependent on it or attracted to it.



Heritage Indicators

Each year, Heritage Counts analyses a series of indicators which provide an insight into the state of the historic environment.



Heritage Sector Overview

An overview of key developments in the historic environment for 2016 in England.



Regional Reports

Further information -

<https://historicengland.org.uk/research/heritage-counts/>

Thank you

Questions?

