

HERITAGE COUNTS 2014 NORTH EAST

Heritage Counts 2014 is an annual report on the state of England's historic environment. The North East version is prepared on behalf of the North East Historic Environment Forum. This year's report focuses on the social and economic impact of the historic environment and features some excellent local projects that demonstrate these values in practice.

Visitors to the Heritage Counts website can download the research commissioned to support this year's theme and can access a full set of local statistics on the historic environment in the North East. New local area profiles are also available to download via the website. For more information please see www.heritagecounts.org.uk

THE VALUE AND IMPACT OF HERITAGE

REGENERATION AND ECONOMIC DEVELOPMENT

34,000 jobs are directly supported by the national heritage tourism economy and conservative estimates suggest that at least 7,345 jobs are supported by heritage organisations in the North East^{1,2}. Heritage-led regeneration also plays a key role in economic development, creating special places in which to live, work and visit.

Research has found that the historic environment is a key factor in decisions on business location – ranked alongside road access in levels of importance³. 91% consider the historic environment important or very important in decisions on where to visit and, in Northern areas, there is a 6% favourable difference in the market value of house prices in conservation areas compared with similar properties outside⁴.

Lingfield Point development in Darlington

Lingfield Point is a striking business and housing development in the outskirts of Darlington. Starting life as the Paton's and Baldwin's wool factory in the 1940s, by the 1980s much of the site laid unoccupied and derelict.

Developers Marchday have transformed Lingfield Point into a dynamic and award-winning place for twenty-first century business. The 107 acre site is currently home to major businesses and entrepreneurial companies including the Student Loans Company and Capita.

The distinctive character and history of the site was essential to the success of this development by providing a truly unique environment that appealed to business investors. Lingfield Point's history is also commemorated through an annual Festival of Thrift event, which celebrates the site's re-birth.

www.lingfieldpoint.co.uk

Images right: The unique historic character of Darlington's Lingfield Point has been key to attracting business investors and is celebrated at an annual Festival of Thrift event. © Lingfield Point.



¹ Oxford Economics (2013) The Economic Impact of the UK Heritage Tourism Industry

² ARUP (2005) An Economic, Social and Cultural Impact Assessment of Heritage in the North East

³ Heritage Counts 2010

⁴ LSE (2012) An assessment of the effects of conservation areas on value

HEALTH AND WELLBEING

Local heritage sites provide attractive and stimulating places for enjoyment and fulfilment. Visiting heritage sites has a statistically significant impact on wellbeing and people who have taken part in heritage activities in the past 12 months have significantly higher happiness scores compared with those who have not⁵. North East heritage sites are also used for outdoor sports and therapeutic benefit – helping those with mental illness or dementia.

National Trust Guided Rides

The National Trust has teamed up with British Cycling and Sky's local Sky Rides programme to offer free guided bike rides around some of the North East's most beautiful historic places.

The rides take in three stunning locations at Haltwhistle, Wallington and Gibside and offer cyclists a combination of lovely routes, great facilities, and friendly support from British Cycling trained Ride Leaders.

The National Trust actively encourages its visitors to arrive on two wheels as a green and healthy alternative to car transport. Other outdoor pursuits such as walking and running are also promoted, with downloadable routes available for different ability levels via the National Trust website.

www.nationaltrust.org.uk



Image: Cycling is just one of a number of healthy activities promoted at National Trust sites.

Living with Dementia at Beamish

Beamish is famous for celebrating times gone by, but some of its most valuable work focuses on supporting people with dementia, their families and carers. Beamish's period environment appeals to all of the senses and provides a setting that is both familiar and comfortable for older people with dementia.

Group sessions are tailored to individual interests (including baking, music, crafts and gardening) and are very 'hands-on' and activity-based to remove the 'pressure' to remember.

For years, museum staff have been working with local care providers in using the museum's collections to provide positive activities for those living with dementia. Ambitious plans to build a new 1950s town at the museum will also feed into this work. A new block of Aged Miners' Homes will provide 'Homes for Memory' – a dedicated centre where people living with dementia, their families and carers can experience the museum in a supported, positive and engaging environment.

www.beamish.org.uk



Image: Activity-based support for people with dementia at Beamish Museum. © Beamish Museum.

Natural Health Service

Parks and green spaces are for everyone. The Heritage Lottery Fund's (HLF's) Parks for People scheme has invested millions of pounds in green spaces across the North East that were previously neglected or rundown. This investment has been particularly welcome at a time when 86% of park managers are reporting cuts to their revenue budgets.

Since 1994, the HLF and the Big Lottery Fund have jointly invested £60 million in more than 50 parks across the region – benefitting both visitors and local residents alike. From restoring historic features and improving planting, to creating new cafés and play areas, the scheme has transformed local parks and created better places for recreation.

⁵ Bickerton, C and Wheatley, D 2013 Arts, Cultural Activity, Sport and Wellbeing. Nottingham: Nottingham Trent University

LEARNING AND SKILLS

The heritage sector provides important learning opportunities for both children and adults and helps to tackle issues of employability and worklessness. Museums and heritage sites are inspiring places. They provide alternative learning environments for those who don't respond to more traditional learning and a focus through which skills and confidence can be raised.

Many grant programmes from heritage funding bodies also promote skills and training, both through their funding objectives and through dedicated grant programmes. For example, the Heritage Lottery Fund's Skills for the Future programme funds work-based training and in May 2013 awarded £20.1 million to 39 first-round projects. These will deliver 876 new placements, adding up to 918 years' worth of paid training opportunities for people seeking a career in heritage.

www.hlf.org.uk

Culture Track

Many heritage organisations offer volunteering opportunities, apprenticeships and vocational qualifications that develop people's skills and confidence. Heritage volunteering has also proven effective at developing skills and confidence in the long-term unemployed.

Phase 1 of the Culture Track programme run by Tyne & Wear Archives & Museums was particularly targeted at this demographic and provided work placements across a range of cultural venues in the Tyne and Wear area. Two thirds of its

69 participants went onto further training, education or paid employment.

Phase 2 began in 2013, with funding from the Paul Hamlyn Foundation. This phase specifically targeted young people aged 18-25, who were not in education, employment or training and with specific issues preventing them from finding employment. So far, more than 40 young people have participated in the project, taking part in training and heritage based placements.

WallQuest

WallQuest is a three-year community archaeology project managed by Tyne & Wear Archives & Museums and supported by a range of funders, including the Heritage Lottery Fund.

It aims to help local people learn more about the easternmost sections of Hadrian's Wall where the remains of the Wall are often below ground but still play an important role in supporting local pride and identity.

The project provides opportunities for local people to get involved in research and excavation with support from trained archaeologists.

To date, some 300 volunteers have taken part in the excavations, enjoying exercise, fresh air and teamwork, while learning more about the Roman remains that lie beneath their neighbourhoods. In Wallsend, one group of volunteers even succeeded in finding the original bathhouse of the Roman Fort.

www.twmuseums.org.uk



Image: WallQuest is helping local people learn about the Roman remains beneath their neighbourhoods.
© Tyne & Wear Archives & Museums.

TOURISM

The historic environment plays a huge role in the UK economy and is a key driver of tourism. It is estimated that built heritage tourism directly accounted for £5.1 billion in gross domestic profit (GDP) in 2010⁶. For every £1 spent during a heritage visit, 32p was spent on site with the remaining 68p spent in the wider local economy⁷.

In 2013, the UK was ranked 5th out of 50 nations for its wealth of historic buildings and monuments⁸. Research has also shown that almost half of international tourists holidaying in the UK visit a historic site during their stay and nearly three quarters of adults in England have visited a heritage site in the past year with participation rates at an all-time high in the North East^{9,10}.

Lindisfarne Gospels

The story of the Lindisfarne Gospels and their journey is strongly interwoven with the landscape, history and people of the North East. Summer 2013 saw the Lindisfarne Gospels on display at Durham's UNESCO World Heritage Site for three months, on loan from The British Library.

The project was led by programme partners Durham University working with Durham County Council, Durham Cathedral and the British Library with additional support from the Heritage Lottery Fund, Arts Council England and business sponsors.

100,000 people attended the exhibition from 58 different countries of origin. Together with a region-wide festival, the exhibition helped to generate an economic impact estimated at £8.3 million. The event has also helped to raise the profile of Durham and North East England through media coverage viewed by millions of people.

The event was covered by national broadcast media, including BBC Breakfast who broadcast live from Durham as the exhibition opened. Regional coverage from The Northern Echo, The Journal and The Sunderland Echo was critical to the local success of the exhibition, whilst marketing support from East Coast, Ticketmaster, English Heritage and the British Library brought the event to a national audience.

www.lindisfarnegospels.com



Image: The Lindisfarne Gospels display at Durham's World Heritage Site attracted national marketing support and media coverage. © Lindisfarne Gospels.

THE HISTORIC ENVIRONMENT IN THE NORTH EAST

Heritage Assets	2014	% of English Total 2014
World Heritage Sites	2	11%
Scheduled Monuments	1,390	7%
Listed Buildings	12,264	3%
Registered Parks and Gardens	55	3%
Protected Wrecks	1	2%
Conservation areas	299	3%
Accredited museums	64	4%
Designated collections	6	–
Entries in the UNESCO Memory of the World Register	2	–

About the North East Historic Environment Forum

The North East Historic Environment Forum is a group of organisations responsible for managing the historic environment in the North East who work together voluntarily in partnership.

The following organisations are represented on the Forum:

- Arts Council
- Association of Local Government Archaeological Officers
- Association of North East Councils
- English Heritage
- Heritage Lottery Fund
- Historic Houses Association
- Institute of Historic Building Conservation
- National Trust
- Natural England
- Northern Architecture
- North of England Civic Trust
- Northumberland National Park Authority on behalf of protected landscapes
- Tyne & Wear Archives & Museums



Published by English Heritage.

Text © English Heritage 2014. Edited by Nicky Harrison.

⁶ Oxford Economics (2013) The Economic Impact of the UK Heritage Tourism Industry

⁷ Heritage Lottery Fund (2010) Investing in success: heritage and the UK tourism economy

⁸ VisitEngland (2014) Foresight Issue 123 January 2014

⁹ VisitEngland (2011) Activities data

¹⁰ DCMS (2013) Taking Part Survey