

# 1 HERITAGE COUNTS 2014: THE VALUE AND IMPACT OF HERITAGE

Can heritage really contribute to sustainable development? For me, the better question is: Can sustainable growth really exist **without** heritage playing a part? If we respect and celebrate our past, then we can create a never-ending story from which everyone benefits. Places need stories. New-build glassy offices and blocks of flats that aren't connected to the history of the places where they are built don't have stories. Stories are what makes a place unique.

**Martyn Evan**

Creative Director, Cathedral Group

## SUMMARY OF THE VALUE AND IMPACT OF THE HISTORIC ENVIRONMENT

- The majority of people in England visit heritage sites and believe that they are important to local communities. The historic environment is valued for its contribution to our knowledge and sense of identity, and because it helps to make places feel 'special'.
- Participating in heritage can contribute to people's personal development, and there is emerging evidence of a positive relationship between heritage participation, wellbeing and health.
- The historic environment is seen as making a positive contribution to community life by boosting social capital, increasing mutual understanding and cohesion and encouraging a stronger place – but further research is needed to understand these effects in full.
- Heritage makes a contribution to UK GDP, particularly as a driver of overseas tourism but also in making a place attractive to those looking to work, study or undertake business; recent research has found that cultural and historical sites are the most important asset in making a country attractive.
- Economists have developed methods to monetise the overall value of particular heritage sites. People typically gain more value from a site than it costs them to visit, and the total value generated by a site can be considerably greater than the cost of its upkeep.
- The historic environment has a potentially powerful role to play in shaping distinctive, vibrant, prosperous places; further research on the role of heritage in everyday life and the relationship between heritage and identity will help to realise the potential.

# - HERITAGE COUNTS 2014 - THE VALUE AND IMPACT OF HERITAGE



In 2013 **13%** of people donated money to the heritage sector.



In 2011, built heritage tourism in the UK provided **134,000 direct jobs & £5.1bn** economic output.



Visiting heritage is worth **£1,646** p.p. per year  
Sport is worth **£993** p.p. per year.



In 2011 **54% of overseas tourists** to the UK visited historic buildings; in the Nation Brand Index Britain ranked 5 out of 50 countries in terms of being rich in historic buildings and monuments.



**92%**

of HLF volunteers meet new people. 35% of them sustain friendships outside the project.



**73%**

of adults attended at least one heritage site in the UK within the previous 12 months.



**72%**

of HLF volunteers had more contact with older adults. 23% stated an increase of understanding in over 65s.



**58.6**

MILLION visits to historic sites in England in 2013. Population was 53.5m.



**87%**

of people agree that better quality buildings and public spaces can **improve quality of life**. 69% believe that heritage sites are important to the local community.



**90%**

of respondents to a survey agreed that investment in their local historic environment **made the area a better place**.



**92%**

of respondents to a survey about historic environment-led regeneration projects felt that their local project had **raised pride in the area**.

- ALL PRIMARY SOURCES AVAILABLE AT [WWW.HERITAGECOUNTS.ORG.UK](http://WWW.HERITAGECOUNTS.ORG.UK) -

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## Introduction

Explaining the value of heritage is not a straightforward thing to do – evidencing it even less so. Firstly we need to be clear of our definition of heritage. Are we talking about the built historic environment, natural heritage or intangible culture such as stories, knowledge and practices that people and communities have amassed over the years. And who decides what counts as heritage? 'Official' heritage is generally identified through a top-down process in which public agencies classify and promote heritage sites according to established criteria and particular regional, national and international values – but 'unofficial' heritage is also brought about locally through the bottom-up relationships between people, objects, places and memories.

What's more, the ways in which heritage is valued are many and varied. A family may value their visit to a historic site because they learned something new about how people lived in the past, and spent time together in a beautiful or unusual location; an officer at the local council may value the same site as a distinctive local landmark that says something important about the area, creating jobs, attracting tourists and drawing in investment. A business may be attracted to base itself in a heritage property because of the values it portrays for the company. How can we best capture the full range of ways in which heritage is valued by individuals, communities and businesses?

Despite these challenges, it is important for people working in the heritage sector to continue to develop narratives and an evidence base to understand and demonstrate the value of heritage. At a time of significant cuts in public funding at both local and national level, when parts of the heritage sector are under extreme pressure, it is more important than ever to develop a compelling and robust argument for the value of heritage in order to:

- Make the overall case for heritage as a cultural, social and economic asset to central and local government departments and present it as an appealing and rewarding option to other potential investors.

- Inform proposals for large-scale public sector capital projects in which government makes decisions about investments in heritage based on analyses of the full range of costs and benefits involved.
- Help bodies responsible for the protection and development of heritage in the UK make well-informed decisions about the best use of scarce resources.
- Develop a wider public narrative that encourages people to feel that heritage is something that belongs to them and that inspires them to get involved.

This year's edition of *Heritage Counts* provides an overview of research on the value and impacts of heritage. It is mainly concerned with demonstrating the value and impact of the *built historic environment*, this definition is chosen in response to the common interests of the majority of Historic Environment Forum Members. The term historic environment and heritage are both used throughout this report.

The first section of this chapter reports on overall levels of participation in heritage and perceptions of and attitudes to it among members of the public. The main section examines three different types of heritage impacts:

- **Individual impacts** such as pleasure and fulfilment, meaning and identity, challenge and learning and the relationships between heritage participation and health and wellbeing.
- **Community impacts** including social capital, community cohesion and citizenship.
- **Economic impacts** such as job creation and tourism.

The chapter goes on to explore some of the ways in which economists have tried to quantify the overall value that people place on heritage, for example by measuring their 'willingness to pay' to visit a heritage site or to preserve it for posterity. The chapter concludes by considering how different types of impacts and value come together in a local context to underpin the development of vibrant, sustainable and prosperous places.

## Heritage participation and perceptions

There is now a solid and growing evidence base on the extent to which people participate in heritage, for example by visiting heritage sites, donating money or volunteering time to support heritage organisations. To some extent participation can be seen as a proxy measure for value, assuming that people participate in heritage because of the benefits they derive from their participation. Researchers have also sought to understand value by exploring how people think and feel about heritage, for example by asking people how much they agree or disagree with different statements about heritage in an opinion poll, or by exploring peoples' views and experience of particular heritage sites in focus groups or interviews.

According to *Taking Part*, the national survey of culture, leisure and sport run by Department for Culture, Media and Sport (DCMS), in 2013 **73% of adults and 69% of 5-15 year olds had visited at least one heritage site in the previous 12 months. That is 40.1m adults and 4.7m 5-15 year olds.** In 2013 there were at least 58.6 million visits to historic properties in England, a number greater than the population of England (53.5 million)<sup>1</sup>. That is 15 million more visits that there were to all premier and league football matches in 2013/14.

The way in which individuals engage with heritage goes beyond visiting historic properties. For example, the *Taking Part Survey* in 2013/14 showed that:

- **13% of adults, seven million people, donated to the heritage sector in the last 12 months, with just under one in four donating more than £50.**
- **Approximately 500,000 adults regularly volunteer in historic environment each providing more than 11 hours of time each month on average.**

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*Whether or not you think the architecture is good or bad, buildings like the town hall look like they were built with the aim that they would be there in 100 years' time, that we would still be here looking at them thinking 'oh, that's really nice'. But I'm not convinced the people who make these modern buildings necessarily do that when they're building strange buildings that come out at funny angles. They're more about 'isn't this so modern, isn't this amazing, aren't you going to enjoy it?' instead of 'is somebody going to think that in 70 years' time?*

**Female, older, Sheffield**

People and Places: Public attitudes to beauty

### Cultural Access and Participation Report, European Commission (2013)

UK citizens have among the highest heritage participation figures in Europe.

In November 2013 the European Commission published results of a cultural survey conducted across 27 member states of the European Union (EU). Similar to England's *Taking Part Survey*, respondents were asked how many times in the past 12 months they had engaged in a variety of activities, which included: 'visited a historic monument or site (palaces, castles, churches, gardens etc.)'.

- UK citizens have the 4th highest participation rates for visiting cultural heritage in the past 12 months with 65% having done so at least once. This is twenty five percentage points higher than the European average.
- When people do not visit heritage sites, it is not usually due to a lack of interest (UK 24%, EU 29%) limited choice, poor quality (UK 7%, EU 10%) or cost (UK 5%, EU 9%), but rather a lack of time (UK 42%, EU 37%).

To some degree people have no choice about participating in the historic environment; most people experience it every day of their lives in buildings, streets and public spaces. Survey data can therefore give an indication of how people think and feel about heritage, regardless of whether they visit 'official' heritage sites. For example 87% of people agree that better quality buildings and public spaces can improve quality of life<sup>2</sup> and 69% of UK adults believe that heritage sites are important to the local community<sup>3</sup>. Older people are more likely to believe this, with 73% for those aged 55 and over agreeing compared with 64% of those aged 18-34.

2010 research from Commission for Architecture and the Built Environment (CABE) carried out more in-depth, mixed methods research to explore how people relate to the places

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<sup>1</sup> BDRC Continental (2014) Survey of Visits to Visitor Attractions, Visit England and Partners

<sup>2</sup> Ipsos MORI (2010) People and Places: public attitudes to beauty on behalf of CABE

<sup>3</sup> Ecclesiastical Insurance Group (2013) Community Census: A Report for the Ecclesiastical Insurance Group July 2013

in which they live using beauty as a stimulus for debate about the quality of their local environment<sup>4</sup>. The research found that people see beauty as a 'universal good' – a positive experience that can bring about happiness and wellbeing in individual lives. The quantitative element of the study found that the vast majority of the English public believe it is important that their local area is beautiful and many people would prefer to see more beauty in their local built environment.

Perhaps one of the most striking areas of consensus amongst those surveyed as part of the study was in the value people placed on old versus new buildings. Across all age groups, older buildings were invariably favoured. Whilst this could be interpreted as a preference for a certain architectural style findings from the qualitative research revealed a more complex interpretation. The most common reason people gave for this was the fact that they considered older buildings to convey a sense of 'longevity' and 'grandeur', while there was a concern that modern buildings weren't of the same quality or made to last.

In 2006 English Heritage and the HLF explored the public's views on the value of heritage<sup>5</sup>. A deliberative research methodology was used in which 16 participants in two different locations in the UK reviewed, visited and heard testimony from a number of HLF funded projects. Participants were then brought together to discuss their perceptions of and feelings about the projects.

Participants understood the core 'intrinsic' value of heritage in terms of knowledge and identity – helping people to learn about themselves and society, to explore individual and collective identities and to understand how life today is shaped by what has happened in the past. They recognised the importance of preserving and protecting this knowledge for future generations. Heritage was also seen as critical to the identity, distinctiveness and prosperity of a place, themes which are now explored in more detail.

*The projects all matter for the same reasons; helping future generations to understand the past and how things have developed from the past.*

*It's important to keep an element of history in a rapidly modernising world in order to cement the area's character and historical meaning.*

**Participants in Citizens' Juries**  
Capturing the Public Value of Heritage

## JUBILEE COLLIERY: PRESERVING THE PAST

Jubilee Colliery in Greater Manchester was threatened by vegetation encroaching on the historic remains of industrial structures which epitomise the mining history of the area. To tackle the decline of the site, *Preserving the Past* – a six month project which ran until October 2014 – aimed to increase awareness of Oldham's rich mining heritage through engaging local communities and developing a plan to preserve and interpret the site for future generations.

The project focused on drawing volunteers and participants from deprived sectors of the local community, creating opportunities for greater involvement from ethnic minorities, disabled groups and young people. Activities included the excavation of key elements of the colliery, educational outreach with local primary schools and visits from local groups.

Volunteers have been able to develop archaeological skills, participate in building repair and maintenance sessions and gain experience in working in teams. The



Image: Visit from Holy Cross School © Oxford Archaeology

element of team work is especially useful in terms of employability for both young and old.

*Preserving the Past* not only helped to establish the Colliery as a site of regional historical significance, but improved the understanding and interpretation of the site boosting community pride and identity. It has also meant that people were engaging in healthy activities in the great outdoors.

<sup>4</sup> Ipsos MORI (2010) People and Places: public attitudes to beauty on behalf of CABE

<sup>5</sup> Opinion Leader Research (2006) Capturing the public value of heritage, English Heritage and HLF

<sup>6</sup> BOP Consulting (2011) Assessment of the social impact of volunteering in HLF projects: Year 3: HLF

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## THE IMPACTS OF HERITAGE FOR INDIVIDUALS

Numerous studies have explored the benefits that individuals gain through engagement with heritage – particularly through active participation in heritage projects – from enjoyment and a sense of fulfilment, to the development of new skills and improved physical and mental health. The 2013 review of the value and benefits of heritage by HLF noted that *'there is widespread agreement that the strongest evidence for the benefits of culture for individuals is found in 'personal development': e.g. new skills, new experiences, improved confidence, changed attitudes, education support.'*

Some of the most detailed evidence in this area comes from HLF. They commissioned a three year study of the impact of participating in heritage projects and found that **HLF volunteers report levels of mental health and wellbeing that are far higher than for the general population, or for the general volunteering population**, particularly with regard to their ability to 'play a useful part in things' – an indicator that combines a measure of self-worth with social connectedness. One in three (35%) of volunteers report an increase in self-esteem and confidence in their abilities<sup>6</sup>. The research also found that HLF volunteers make modest skills gains and were using these skills in different ways beyond the workplace to further their community engagement.

### Heritage and Wellbeing

In recent years there has been a growth in interest in understanding the relationship between culture and wellbeing, not least because of the priority set by the Coalition Government on improving the nation's wellbeing. However to date there is limited evidence on the relationship between heritage and wellbeing, though one recent study found that visiting historical sites had a statistically significant impact on wellbeing similar to attending arts events<sup>7</sup>.

Given the scarcity of this type of research specifically for the heritage sector, this year's *Heritage Counts* commissioned a study on the impact of visiting heritage on wellbeing<sup>8</sup>. The research looked at the relationship between heritage visits and wellbeing using data from the *Understanding Society* survey which is a large and representative sample of the UK population.

The research assessed the impact on life satisfaction (a standard measure of wellbeing in the academic and policy literature) of visiting eight different types of heritage during the past year.

Regression analysis was carried out to estimate the effect of heritage visits on life satisfaction. The analysis controlled for a range of factors which past research has suggested are the main determinants of individual wellbeing: household income, health status (including diet), marital status, employment status, social relationships, gender, age, geographic region, religion and education.

The research found that once these variables are accounted for, **visiting one or more of the eight different types of heritage site measured in the *Taking Part Survey* has a significant and independent positive relationship with life satisfaction.** The impact of heritage visits on life satisfaction was found to be slightly higher than the impacts of participating in sport and the arts.

Of the eight different types of heritage site, visits to historic towns and historic buildings were found to have the greatest impact on wellbeing. There was also some evidence (but not statistically significant) that people with a disability, people over 45 years of age, people in 'blue-collar' occupations and those without children derive higher wellbeing benefits from visiting heritage.

The wellbeing valuation approach was used to estimate the monetary value of visits to heritage sites. **The amount of money which provides the same impact on wellbeing as visiting heritage overall is calculated as £1,646 per person per year.** Or in other words this is the amount of money you would have to take away from someone who visits heritage sites to return them to the level of wellbeing they would have had if they are not able to visit heritage. This figure is for an average heritage participant (who visits 3.4 sites a year, is 47 and in employment). By way of comparison, the research calculated the value of sport in terms of its impact on wellbeing to be £993 per person per year. The full report is available on the *Heritage Counts* website.

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<sup>7</sup> Bickerton, C and Wheatley, D (2013) Arts, Cultural Activity, Sport and Wellbeing. Nottingham Trent University

<sup>8</sup> Fujiwara et al (2014) Heritage and Wellbeing for English Heritage

## The impact of heritage sciences on medical and health sciences

Heritage science offers a wealth of different techniques, research and skills which have contributed to research and development within the medical sciences as well as health professions. In particular, heritage scientific approaches and methodologies used in the analysis of historic objects have contributed to furthering cancer research through their development and modification, whilst studies on handling artefacts and museum objects have begun to show the positive impacts on wellbeing of handling heritage.

Research on the Roman Lycurgus Cup which changes colour with reflected or transmitted light has inspired nanoplasmonic research for targeted radiation treatment. Similarly, research on the antioxidative properties of Gallic acid in Fenton-Type systems found in historic inks because of the blue colour formed between iron and Gallic acid has led to better understanding of cancer development<sup>9</sup>.

Non intrusive techniques of object investigation have also been developed by medical sciences to aid cancer detection. Three dimensional imaging of Roman stilus tablets through Shadow Stereo and Imaging Filtering has fed into the development of image processing algorithms for the detection of breast cancer<sup>10</sup>.

Artefacts and museum objects and their impact on wellbeing through handling sessions have also been the focus of studies carried out by University College London. Object therapy research carried out by medical students evaluated the potential of artefact handling as an enrichment activity in hospitals. The study measured the physiological impacts of object therapy using standard Quality of Life (QoL) measures. Qualitative analysis indicated an increase in overall wellbeing and patients perceptions of their health status at the end of the sessions<sup>11</sup>.

## BREAKER'S YARD, SUTTON HOUSE

*Sutton House has enriched the lives of the community and enhanced the local area by transforming a former brownfield site into a 'pocket park'. The Grade II\* listed Tudor building in East London is owned and managed by the National Trust who have facilitated the project.*

Local people are at the heart of the transformation of a contaminated former car breaker's yard into a playful events and community pocket park. The project started in 2011 with consultation of over 1,000 local people. The consultation included specialists from the National Trust and children's play experts. The results were summarised in a report which helped win over £155,000 worth of external funding from Biffa Award, Mayor of London's Pocket Parks and significant generous donations.

The design brief for the regeneration of Breaker's Yard had the following requirements: for the industrial heritage of the site to be revealed, especially the 20th Century use as a car breaker's yard; to feature play equipment; and be a versatile events space and wildlife friendly community garden. The brief was won by renowned garden designer Daniel Lobb in collaboration with fine artist Gavin Turk and House of Fairy Tales children's charity.

Lobb and his team brought the brownfield site to life with designs such as a double-decker caravan with historic house interior and a coach converted into a greenhouse.

The installations integrate the history of the site with its contemporary use as a community park. In addition, over 500 years of archaeology were unearthed on the site during construction.

By taking an inclusive and progressive approach to revealing industrial and recent heritage of the site, and the on-going involvement of local people, a once derelict scrap of land has been transformed into a vibrant, empowering community space. In the future, Breaker's Yard hopes to facilitate community building schemes, offer volunteering opportunities and engagement with schools across London.



Image: The opening of Breaker's Yard © National Trust

<sup>9</sup> Strlic et al (2002) Anti- and Prooxidative Properties of Gallic Acid in Fenton-Type Systems. in *Journal of agricultural and food chemistry* (50) 6313-6317

<sup>10</sup> Brady et al (2005) Shadow Stereo, Image Filtering, and Constraint Propagation. in Bowman and Brady 2005, *Images and Artefacts of the Ancient World*, British Academy, OUP 15-30

<sup>11</sup> Chatterjee, H (2009) Object Therapy: A student –selected Component Exploring the Potential of museum Object Handling as an Enrichment Activity for patients in Hospital. in *Global Journal of Health Science* (1) 2 pp42-49

## THE IMPACTS OF HERITAGE FOR COMMUNITIES

There has been considerable interest in the wider social value of heritage and the built environment. CABE define the value of the built environment as 'developments that make connections between people, creating or enhancing opportunities for positive social interaction, reinforcing social identity and civic pride, encouraging social inclusion and contributing to improved social health, prosperity, morale, goodwill, neighbourly behaviour, safety and security, while reducing vandalism and crime'. However, the evidence base in this area is relatively new and in its 2013 review HLF commented that 'in contrast to a general consensus on how culture and heritage can make a difference to individuals there is much less agreement and understanding of how they can contribute to community concepts such as social capital, community cohesion, social inclusion and civic society'.

There are indications that the individual impacts of heritage – particularly concepts such as learning, identity and belonging – can translate into impacts on the wider community through a number of mechanisms:

- Visiting heritage sites and participating in heritage projects enable people to connect with each other and form new friendships and networks, leading to increased **social capital** in the community.
  - The vast majority (92%) of HLF volunteers meet new people through their involvement with HLF projects. Perhaps more importantly, 35% of volunteers sustain these relationships by socialising outside of the project itself<sup>12</sup>.
- Heritage experiences can help people to understand more about themselves and others who are different to them, contributing to greater levels of tolerance and respect and increased **community cohesion**.
  - Heritage projects can become part of the currency of conversation within a local community which boosts instances of 'co-presence' amongst distantly connected people. In particular, 72% of HLF volunteers increased or significantly increased contact with older adults and 23% stated that volunteering helped them to increase their understanding of over 65 year olds<sup>13</sup>.
  - Heritage projects can be seen to contribute to a greater public spirit and mutual understanding in an area, with one participating commenting that *"the projects all unite communities with a reason to be proud of those that have gone before them"*<sup>14</sup>.

- People living in a historic area or building are not only more likely to know their neighbours but also to trust the people that live in their area<sup>15</sup>.
- Adults and young people who cite a local building or monument as special have higher levels of social capital<sup>16</sup>.
- Heritage can encourage people to feel more positive about their local area, contributing to a stronger **shared sense of place** and **increased civic pride**.
  - An on-street survey of residents and visitors in areas which had seen significant historic environment led regeneration found that 93% of respondents felt that the project had improved their perceptions of the local area and 91% that it had improved the image of the wider town<sup>17</sup>.
  - 92% of respondents felt that the project had raised pride in the local area and 93% that it had increased their sense of place.
  - 96% of respondents rated the project as positive in terms of its impact on local heritage and 93% felt that the contribution of the project to the local area was good or very good.
  - Living in areas of higher concentration of historic environment has a positive, independent and significant relationship to the sense of place among the adults living there<sup>18</sup>.
  - Adults and young people who cite a local building or monument as special are likely to have a stronger sense of place<sup>19</sup>.
- Heritage sites and projects can act as safe, equitable and non-market social spaces encouraging **greater social interaction**.
  - 95% of respondents in areas where heritage led regeneration had taken place agreed that the project areas were now good places to meet friends and the same proportion agreed that they were now better places to engage in social activities such as visiting restaurants and going shopping. This was corroborated by businesses in the area, with over half of businesses agreeing that the place was now a better place to meet friends (62%) and eat or drink (56%)<sup>20</sup>.
  - In some of the case study areas examined in the *Heritage Counts* 2010 research there were significant changes in the proportion of people who assessed the area as safe or very safe after the investment. For example, in Sheffield Cultural Industries Quarter the proportion of respondents feeling safe or very safe rose from 73% to 98% after the project<sup>21</sup>.

<sup>12</sup> BOP Consulting (2011) Assessment of the social impact of volunteering in HLF projects: Year 3: HLF

<sup>13</sup> Ibid 12

<sup>14</sup> Opinion Leader Research (2006) Capturing the public value of heritage, English Heritage and HLF

<sup>15</sup> DCMS (2013) Taking Part Survey

<sup>16</sup> English Heritage (2009) Heritage Counts 2009

<sup>17</sup> English Heritage (2010) Heritage Counts 2010

<sup>18</sup> English Heritage (2009) Heritage Counts 2009

<sup>19</sup> English Heritage (2009) Heritage Counts 2009

<sup>20</sup> Ibid 17

<sup>21</sup> English Heritage (2010) Heritage Counts 2010



- Heritage projects can empower communities by raising awareness of rights and benefits and encourage people to work together and engage more deeply in **civic life**.
  - Research for *Heritage Counts* 2011 on the historic environment and ‘big society’ concluded that the historic environment can provide the context or means by which people take an active role in their local area. For example, a survey of members of The Heritage Alliance found that 46% provide advice and guidance on planning for regional and local groups and a study by Civic Voice found that 70% of civic societies engage with their local development framework and 85% comment on planning applications.
  - Of those who had been actively involved in a planning decision in their local area (15%), one in five stated their involvement concerned a case around a heritage site or building<sup>22</sup>.

## IVY HOUSE, SOUTHWARK

The Ivy House is a traditional 1930s pub which retains many original features. It went to a private developer in April 2012 and the local community feared the building would be converted into flats or retail space.

A campaign was launched to save The Ivy House, with the primary aim to keep the building in its original use.

The campaign steering group became a Community Benefit Society and sought to acquire the pub for the local community. Shortly before the pub was closed it was Grade II listed, and the society used the Localism Act to also have it designated as an Asset of Community Value: the first in the country.

Funding was acquired from the Architectural Heritage Fund, Social Investment Business Group and community fundraising to buy and refurbish The Ivy House. The pub reopened in August 2013, regaining its position in Nunhead as an important local landmark with strong cultural significance, and role as a community hub. The building is used to host community support services and boosts the local economy by using local suppliers.



Image: The front of the Ivy House in Nunhead © Ewan Munro (Creative Commons licence)

## HARTLEY'S VILLAGE, AINTREE

Hartley's Village was built in 1886 when William Hartley moved his jam production business to what was then the outskirts of Liverpool. Forty houses initially supported the large factory site which contained warehouses, offices, an engine house, railway sidings and access roads, as well as the main production factory itself. The village steadily grew and was designed to have a community atmosphere with tennis courts, gardens and bowling greens for the resident workers to enjoy.

After Hartley's moved jam production to London, the factory and associated land was sold to either private purchasers or existing residents. Since then major environmental problems have blighted the area – such as derelict or under-used buildings and vacant lots – as well as the loss of the tree lined avenues and recreational spaces.

In response to this decline, local resident Tony Vacarrazzi organised a street party for the community to host a 'big ideas forum'. This led to the formation of the Hartley's Village Heritage Council (HVHC) in 2009.

A key achievement of the group was successfully campaigning for Hartley's Village to become a designated Conservation Area in 2011. HVHC worked alongside local residents, Liverpool County Council, local councillors and Liverpool's Heritage Champion to demonstrate the significance of the village and help protect it for future generations.

Although Hartley's Village is currently included on the Heritage at Risk Register, HVHC is taking a proactive, community led approach to visioning and planning for the future development in and around the area. The main aim of this plan is to establish a more prosperous and sustainable future for the village as a place to live, work, study and visit, whilst retaining the historic character of the village. This is felt by local residents as crucially important both to them as a community and to the city as a whole.



Image: Hartley's Village Heritage Council standing outside Hartley's factory at Long Lans Aintree © Hartley's Village Heritage Council

<sup>22</sup> DCMS (2013) Taking Part Survey

## THE ECONOMIC IMPACTS OF HERITAGE

A range of methods have been developed for assessing the contribution that heritage makes to the UK economy.

One of the key ways that heritage contributes to the economy is as a driver of overseas tourism. In 2011, 35% of overseas visitors to the UK visited castles, churches, and historic houses. This was one of the most popular activities after shopping (58%), going to a pub (46%) and visiting parks and gardens (36%). Of those whose visit to the UK was for a holiday rather than other reasons 54% visited historic buildings and 28% of total activities carried out by holidaying visitors to the UK were to heritage sites and attractions. Britain ranked five out of 50 countries in terms of being rich in historic buildings and monuments, and seven for cultural heritage in the Nation Brand Index. Visit Britain's view is that: **'the power of Britain's Culture and Heritage in attracting visitors has been demonstrated in all the relevant research that Visit Britain has conducted, in both established and emerging markets'**<sup>23</sup>.

Similarly a British Council report identified key aspects of the UK that make it attractive to other people around the world. **It found cultural and historical attractions as the most important asset in making a country attractive**, with 61% of people citing heritage as important<sup>24</sup>.

Recent research considers the broader economic impacts of heritage tourism<sup>25</sup>. It is estimated that there were 134,000 direct jobs in built heritage tourism in the UK in 2011. This estimate rises to 253,000 jobs when natural heritage tourism (such as visits to parks and gardens) is included. In terms of economic output or GDP, it is estimated that built heritage tourism contributed £5.1bn in the UK in 2011, rising to £9.6bn when natural heritage is included.

After including indirect and induced effects (e.g. the effects generated by the heritage sector purchasing from other

industries) the following estimate of the total economic impacts of heritage tourism in 2011 was produced:

- **393,000 jobs in built heritage tourism (742,000 jobs including natural heritage tourism)**
- **£14.0bn of economic output in built heritage tourism (£26.4bn including natural heritage tourism)**

**Heritage led tourism contributes more to the UK economy than the advertising, car manufacturing or film industries.**

The value of heritage tourism is expected to increase between 2013 and 2025, as the economic output in tourism is expected to rise from £58 billion (4.1% of the UK economy) to £119 billion (4.6% of the UK economy), with the number of tourism jobs rising from 1.75 million jobs to 2.10 million jobs over the same period<sup>26</sup>.

### The economic impact of cathedrals

New research to assess the economic and social impacts of Anglican cathedrals, conducted for the Association of English Cathedrals, has revealed that cathedrals are responsible for visitor-related spend of approaching £125 million and for total spend of around £220 million (including multiplier effects) in their local areas.

Cathedrals employ almost 1,900 staff (FTE), with over two-thirds living locally, and attracted an estimated 8.25 million visitors in 2013. Spending by staff and visitors, along with procurement of goods and services by the cathedral, generates substantial benefits for local businesses, supporting further employment in these areas.

It is estimated that, overall, cathedrals have a net additional impact of over 5,500 jobs (including multiplier effects).

<sup>23</sup> Visit Britain – Culture and Heritage <http://www.visitbritain.org/insightsandstatistics/topics/cultureheritage/>

<sup>24</sup> Ipsos MORI (2014) As Others See Us, British Council

<sup>25</sup> Oxford Economics (2013) The Economic Impact of the UK Heritage Tourism Economy, HLF

<sup>26</sup> Deloitte (2013) The Economic Contribution of the tourism economy in the UK, Visit Britain

## COLERIDGE WAY, EXMOOR NATIONAL PARK

In January 1797, Samuel Taylor Coleridge rented a house at Nether Stowey on the Quantock Hills in Somerset. Inspired by the local landscape, he produced *Rime of the Ancient Mariner* and *Kubla Khan* and, with William Wordsworth – then living in nearby Alfoxden – *The Lyrical Ballads*.

In 2005, the Coleridge Way walking route opened, linking sites and locations associated with the poet's stay in Somerset. Beginning at Nether Stowey, the path was an immediate success with a wide range of visitors. By 2007 it was estimated to be bringing £160k per year into the local economy, with 72% of businesses along the route seeing 'significant benefits' as a direct result of the Coleridge Way.

In May 2014, a 15-mile extension to the route was opened following the successful completion of a project by Exmoor National Park in partnership with the Lyn Community Development Trust, Lyn Valley Society, Lynton and Lynmouth Town Council and Lynmouth Flood Memorial Hall Fund.

As well as enhancing the visitor experience, it is hoped the extension will increase the economic benefits to the local economy, in particular the settlements along the route which provide key services to visitors.



Image: The opening of the Coleridge Way extension, May 2014  
© Exmoor National Park Authority

Another way to judge the economic contribution of heritage is to consider the economic activity that occurs in historic buildings. **It was estimated that in 2011, there were 138,000 UK businesses located in listed buildings. These accounted for £4.7 billion of economic output and for 1.4 million jobs, representing 3.5% of UK economic output and 5% of all UK employment in 2011**<sup>27</sup>.

The historic built environment is also a key source of demand for the construction sector. It is estimated that in 2010 there were around 5.4 million historic buildings in England and that the repair and maintenance on this stock of historic buildings supported around 180,000 jobs and generated economic output (GDP) of around £4.1bn. Adding in the indirect and induced impacts, as for heritage tourism, gives estimates of the total economic impacts of heritage related construction of around 490,000 jobs and £11.0bn of economic output in England<sup>28</sup>.

Finally, heritage can play a role in influencing personal and business location decisions. Research on the economic impact of the historic environment for *Heritage Counts* 2010 found that over 90% of respondents in case study areas agreed or strongly agreed that investment in their local historic environment made the area a better place in which to live, work, visit or operate a business. Furthermore case studies in five areas indicated that 25% of businesses agreed or strongly agreed that heritage was an important factor affecting the decisions of businesses to locate in the area. In terms of influence, heritage ranked equal with road access as a determinant of business location<sup>29</sup>.

The attractiveness to business of locating in a historic building is further indicated by the relative returns to investing in historic commercial buildings compared to other commercial buildings. Research by Colliers International, a leading property company<sup>30</sup>, **indicated that over 5, 10 and 30 years the annualised total return on listed offices has been higher than for offices overall**. Finally, evidence described in more detail in the next section showed that being located in a conservation area adds around 9% to property prices, suggesting that people value the contribution of historic buildings to the local environment and quality of life, which in turn may have an indirect impact on business location decisions by encouraging a supply of suitable qualified labour.

<sup>27</sup> Oxford Economics (2013) An assessment of the economic impact of heritage buildings, HLF

<sup>28</sup> Ecorys (2012) The Economic Impact of Maintaining and Repairing Historic Buildings in England Heritage Lottery Fund and English Heritage.

<sup>29</sup> English Heritage (2010) Heritage Counts 2010

<sup>30</sup> Colliers International (2011) Encouraging Investment in Industrial Heritage at Risk: Investment Performance of Listed Properties, English Heritage

## Economic perspective from a Heritage Champion

*“Our forbears are continuing to help secure a prosperous present and future for us. How? They left us a beautiful City with interesting buildings and higgledy-piggledy sky lines – a City that has grown organically with interesting details and special quirks. This has helped successfully attract national and international inward investment. If people have to move with their jobs they want to go somewhere that appeals to them, somewhere that their friends and family will regard with pleasure and maybe a little envy. It has to be the type of location to which businesses will want to invite their clients, suppliers and maybe their financiers. We all benefit from a thriving local economy – it’s good for residents, visitors and workers. So, many thanks ancestors!”*

**Hillary McNae**

Cheshire West and Chester Heritage Champion

## THE ORANGERY STUDIOS, GREENWICH ENTERPRISE BOARD

Once the Orangery to the former Eltham House, the Greenwich Enterprise Board (GEB) bought the ‘beautiful but unusable’ Grade II\* listed building in 2006 with plans to redevelop the site for commercial use. The GEB is a not-for-profit company working for the regeneration of Greenwich. The Board selects projects primarily for their regenerative affects but also their impact on the built environment, long-term financial potential and passion for historic buildings.

When purchased, the Orangery was in a poor state of repair: work carried out in the early 2000s was failing and neighbouring land was derelict. GEB acquired planning permission to build new offices next to the Orangery so as not to encroach on the small historic building. The new structure would house facilities such as the kitchen where installation may have caused too much damage to the Orangery’s original fabric.

The Orangery officially opened in September 2013 and is fully let to seven small businesses. Local people are extremely pleased by the improvements made to the site, and it is hoped that it will kick-start further regeneration in the area. By embracing the historic qualities of the Orangery, GEB have built a business centre of almost unique attractiveness which would not have been possible with a new-build scheme. This has drawn small businesses to the area which supports the local economy, whilst also rescuing a historic building from fatal deterioration.

## Measuring the overall value of heritage: an economic approach

The final type of evidence considered in this chapter is drawn from studies in which economists have tried to quantify the overall value that people attach to heritage. These studies are economic in that they use economic research methods, and generally express value in monetary terms so that the findings of different studies can easily be compared. However they are different to the studies described so far that monetise economic impacts such as job creation and tourism, in that they attempt to capture the value of all the different impacts that people might experience as a result of a heritage site, from the pleasure they derive from visiting the site to the contribution they think it makes to their local community.

Economists have developed the concept of total economic value (TEV) to categorise the different ways in which individuals value heritage. TEV has four components:

- **Direct use value** – the value that comes from people using goods or services such as the benefits that people gain from visiting a heritage site.
- **Indirect use value** – the benefits that people receive without actually visiting a heritage site, for example by living in an area surrounding a landmark heritage site.
- **Option value** – people may value preserving a heritage site for future use, either by themselves or others.
- **Non-use or existence value** – when people value the existence of a heritage asset, even though they may not visit it or live near it, perhaps because they identify with heritage as an element of national identity.

Economists have developed a number of techniques that can be used to provide a monetary estimate of the value of heritage to individuals based on either ‘revealed preferences’ or ‘stated preferences’. Revealed preference techniques are primarily used to measure use value and calculate how much people spend on heritage in real world situations, for example by examining property prices near to historic areas or by calculating how much people spend in terms of time and travel to visit a heritage site. Stated preference techniques can be used to measure non-use value by asking people to state their preferences in a hypothetical market, for example by asking people how much they would be willing to pay to visit a heritage site or to preserve it for future generations.

These economic valuation methods are not widely used in the cultural sector but there have been a handful of studies that provide some insight into the value that individuals place on particular heritage assets.

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## Revealed preference – measuring value through behaviour

English Heritage commissioned a study to analyse residential property prices and conservation areas<sup>31</sup>. **The study found a price premium for residential properties inside conservation areas of on average of 9 per cent after controlling for a range of other factors that affect house prices.** This premium roughly doubles with properties in the centre of a conservation area compared with those on the edge of the area. In addition, there is a smaller but statistically significant premium for properties just outside the conservation area. Overall, the research suggests that an increase in the intensity of the heritage character of an area increases the value of residential properties. Or in other words, that the value of historic environment is seen in the premium people are willing to pay for properties within a historic setting.

A 2005 Eftec review<sup>32</sup> looked at studies that had investigated the value of heritage, including a number of studies based on an analysis of travel costs. The rationale being that travel to heritage sites, with the time and monetary costs associated to it, must be an indication that it is valued by those visiting the site. For example, the report review reported on:

- A study of the travel costs of visitors to the Cathedral of Palencia and the historic walled city of Uruena in Spain which suggested a value of €3.75 per visit to the cathedral and €2.09 per visit to Uruena (in 1998 prices).
- Poor and Smith (2004) calculated a value of \$8.00 per person per visit to the historic city of St Mary's in Maryland, USA, for the years 1999 to 2001.

## Stated preference – measuring value through willingness to pay

Figures from these type of studies, which ask people what they would be willing to pay to maintain/enhance heritage, have been successfully used to attract both private and public investment by demonstrating additional value among visitors and local population – beyond that already accounted for by existing charges. Below are some of the most interesting examples from across the sector.

A 1996 study of Warkworth Castle in Northumberland used the stated preferences approach<sup>33</sup>. The study found that the mean willingness to pay for a visit to the castle was £2.53, well above the then standard entrance charge of £1.80. The researchers broke down overall willingness to pay into

how much people were prepared to pay for the recreation and education they derived from their visit, and how much for the preservation of the castle. Based on these data the researchers estimated the total annual value of Warkworth Castle to be £152,000, of which £82,000 related to recreation and education, and £70,000 to preservation.

A study of Vindolanda<sup>34</sup> showed how stated preference techniques can be used to value different aspects of a site and whether changing aspects of a site would increase its value to visitors. Vindolanda is a fort on the central section of Hadrian's Wall. It is largely an open air site with excavated remains of structures and several reconstructed Roman buildings, where visitors are able to watch archaeologists at work. Visitors were asked about their willingness to pay for various characteristics of the site over and above the £4.95 entrance fee. Interestingly, visitors were prepared to pay more for excavation and research to continue at the site (£10.74) than they were for the display of artefacts discovered at the site in the site museum (£7.52), even though excavation work was largely behind the scenes and therefore not something that visitors benefited from directly.

A 2002 study explored the value of Nidaros Cathedral in Trondheim, Norway which dates in part from the mid 12th century<sup>35</sup>. Visitors were asked about their willingness to pay for two different options: a reduction in air pollution so that the present state of the cathedral was maintained; and keeping air pollution at its current level and implementing a programme of increased maintenance and restoration which might mean some original features of the cathedral would be lost. The study found that greater value would be created by reducing air pollution to preserve the cathedral, with an annual per person value of £27.90 (converted into pounds sterling in 1991 prices) compared with £24.40 for restoring the cathedral with a risk to its original features.

The stated preference studies described so far were all carried out with visitors to a particular heritage site and currently there is very little research on the value of heritage to non-users or to the wider historic environment. However there is an interesting example from the closely related field of museums. A 2005 study of Bolton Museum assessed the willingness of both users and non-users to pay for the museum<sup>36</sup>. Users of the museum were willing on average to pay £2.77 per month for the museum and non-users were willing to pay on average £1.14 per month for the museum to continue to open. When converted into annual values and

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<sup>31</sup> London School of Economics (2012) An Assessment of the effects of conservation areas on value, English Heritage

<sup>32</sup> Eftec (2005) Valuation of the Historic Environment. The Scope for using results of valuation studies in the appraisal and assessment of heritage-related projects and programmes

<sup>33</sup> Powe and Willis (1996) Benefits Received by Visitors to Heritage Sites: a Case Study of Warkworth Castle Leisure Studies 15, pages 259–75

<sup>34</sup> Kinghorn and Willis (2008) Valuing the Components of an Archaeological Site: An application of choice experiment to Vindolanda, Hadrian's Wall, *Journal of Cultural Heritage*, 9: 117–124.

<sup>35</sup> Navrud and Strand (2002) Social Cost and Benefits of Preserving and Restoring the Nidaros Cathedral *Valuing Cultural Heritage*, Chapter 3

<sup>36</sup> Jura Consultants (2005) Bolton's Museum, Library and Archive Services: An Economic Valuation for Bolton Metropolitan Borough Council and MLA North West

aggregated up for the total number of users and non-users in Bolton then the total annual value of Bolton museum was estimated at £4,446,000 compared to an annual cost of running the museum of £1,800,000.

For this year's *Heritage Counts* English Heritage commissioned a stated preference study for two of its sites, Walmer Castle and Gardens in Kent and Castle Acre Priory in Norfolk. The sites were chosen to reflect the variation in English Heritage sites in terms of location, size, facilities and popularity. Both visitors and the local population were asked what they would be willing to pay (and for visitors above what they already paid to visit the site) to maintain the site and keep it open to the public. The results are below<sup>37</sup>.

The results also indicate that socio-economic status is a significant determinant of willingness to pay (WTP), with age and gender significant for most samples. Respondents who are visiting the site for its historic characteristics and frequent visitors are also more likely to have a positive WTP than those who visit for other characteristics such as picnic areas. An interest in the history of the site is also a driver of WTP among non-visitors.

The study provides a value transfer function so that similar sites can make use of the findings in their own site planning. Anyone interested in this should make contact with the Social and Economic Research team through the Heritage Counts site. The full report is also available through [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk)

## Conclusions – heritage making places

This chapter has presented findings from studies that have used a variety of methodologies to explore the different ways in which heritage affects our lives. While the evidence base is more developed for some types of impact and value than others, it seems reasonable to conclude that:

- People enjoy participating in heritage and believe it has an important role to play in their lives and in society more broadly.
- Heritage has the potential to achieve a range of positive impacts for individuals, communities and the wider economy, although we need to know more about the mechanisms by which heritage might improve wellbeing, say, or bring people close together.
- It is possible to monetise the value of particular heritage sites by recording how much time and money people spend – or would be willing to spend – to visit or protect a site. People typically gain more value from a site than it costs them to visit, and the total value generated by a site can be considerably greater than the cost of its upkeep.

Ultimately it may be in the local context that heritage can make the greatest difference to individual and collective lives. Our built environment, and the decisions we make about how to preserve and develop that environment, are expressions of our shared values. Local heritage embodies the histories, people and ideas that have shaped an area; it

### Willingness to pay to maintain the site (over and above what is paid already): Castle Acre Priory and Walmer Castle

SITE AND TYPE OF SAMPLE	UNIT	£ VALUE*
<b>Castle Acre Priory</b>		
Visitor – EH member	£ <i>increase in membership fee</i> per year	2.14 (0-5)
Visitor – non-EH member	£ <i>increase</i> per ticket	2.66 (0-9)
Non-user – non-EH member	£ <i>increase in general taxes</i> per year	1.83 (0-8)
<b>Walmer Castle and Gardens</b>		
Visitor – EH member	£ <i>increase in membership fee</i> per year	3.99 (1-10)
Visitor – non-EH member	£ <i>increase</i> per ticket	2.73 (0-7)
Non-user – non-EH member	£ <i>increase in general taxes</i> per year	1.77 (0-6)

a. The number in brackets are statistical confidence intervals and should be used in further analysis

b. For both sites: due to low sample size, estimation was not possible for visitors who purchased family tickets, and non-users who were EH members.

<sup>37</sup> Eftec (2014) Economic Valuation of Heritage

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also offers a means by which local communities can engage in a dialogue about the past, present and future identity of the place they call home. In 'A Place for Heritage', a paper for the Heritage Exchange 2014 conference, Matthew Taylor and Clare Devaney argue that heritage has a powerful role to play in ensuring that rich and distinctive concepts of local identity lie at the heart of place-shaping strategies. However, they also point out that to realise the full potential of heritage, local agencies, civic leaders and citizens need to engage in a collaborative process to identify what they value most about the local area and the principles that should underpin tough decisions about what to preserve and how to move forward as a community.

In this context it is worth reflecting on both the strengths and limitations of the economic and social science methods commonly used to assess the value and impact of heritage. To support effective policy and decision-making it will doubtless continue to be important to generate high quality evidence. At the same time it seems unlikely that, if used in isolation, the impact assessment methods described in this chapter will ever capture the full range of meanings and stakes attached to local heritage or the depth and diversity of emotions that people experience when parts of that heritage are under threat.

*I get passionate about the fact that people don't look after buildings properly... I hate old buildings being ripped down. There's one down the road here, an old mill building, it's fallen into disrepair... before they demolished it I took a photograph of it because it was there from early 1800s. And I firmly believe that the council should turn round to people who have historic buildings like this and say, "You have to put in place some kind of means to make sure that building is still standing in a 100 years, because if you don't we're going to fine you heavily." Because then people will take more pride in the buildings.*

**Cheetham Hill resident**

Understanding Everyday Participation  
– Articulating Cultural Values

# THE VALUE AND IMPACT OF HERITAGE AND THE HISTORIC ENVIRONMENT





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## Tourism

### Heritage based tourism makes a significant contribution to the UK economy

Built heritage based tourism is worth £14.0bn in economic output and accounts for 393,000 jobs.

**Source:** Oxford Economics (2013). The Economic Impact of the UK Heritage Tourism Economy

### Heritage attractions boost local economies

For every £1 spent as part of a heritage visit, 32p is spent on site and the remaining 68p is spent local businesses: restaurants, cafés, hotels and shops. Half of all jobs created by investment in heritage attractions are off site.

**Sources:** HLF (2010). Investing in success: heritage and the UK economy. [www.hlf.org.uk/aboutus/howwework/Documents/HLF\\_Tourism%20Impact\\_single.pdf](http://www.hlf.org.uk/aboutus/howwework/Documents/HLF_Tourism%20Impact_single.pdf)  
English Heritage (2010) Heritage Counts 2010 [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk)

### Heritage is critical to the ongoing success of tourism as an export industry

Half of all inbound holiday makers to the UK visited a historic castle or house, only shopping, visiting the pub or parks and gardens was more popular. Four in five of visitors most likely to come to the UK state they will visit heritage sites.

**Source:** [www.english-heritage.org.uk/publications/heritage-and-economy/heritage-and-the-economy.pdf](http://www.english-heritage.org.uk/publications/heritage-and-economy/heritage-and-the-economy.pdf)

## Education and Skills

### Historic environment construction skills are critical to maintaining our special places

One fifth of all dwellings were built before 1919. We need the right skills in the construction sector to ensure we can look after them.

**Source:** English Heritage (2008) Heritage Counts 2008 [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk)

### Interaction with the local historic environment helps young people develop important general skills

Of those who participated in heritage schools, 71% of teachers agree that the project has involved their students developing a greater understanding of difference and significance and 43% of cause and consequence.

**Source:** Qa Research (2014) – Heritage Schools Year Two Evaluation

## Sense of Place

### People who live in areas with greater historic environment are likely to have a stronger sense of place

Adults and young people that live in areas of higher levels of historic environment or cite a local building or monument as special are likely to have a stronger sense of place (after controlling for other socio-economic factors that impact on sense of place).

**Source:** English Heritage (2009). Heritage Counts 2009. [hc.english-heritage.org.uk/content/pub/HCO9\\_England\\_Acc.pdf](http://hc.english-heritage.org.uk/content/pub/HCO9_England_Acc.pdf)

### People value the historic environment in their local places and agree it improves quality of life

87% agree that better quality buildings can public spaces can improve quality of life and seven in ten that heritage sites are important to their local community.

**Source:** Ipsos Mori (2009) for Caba  
Ecclesiastical Insurance Group (2013) Community Census Report [www.ecclesiastical.com/churchmatters/news-and-faqs/newsletters/community-census-report/index.aspx](http://www.ecclesiastical.com/churchmatters/news-and-faqs/newsletters/community-census-report/index.aspx)

### Investment in the historic environment raises pride in areas and encourages social interaction

Nine out of ten residents in areas where historic environment investment took place agreed that it raised pride in their local area, increased sense of place and produced places that encouraged social activities such as shopping and visiting restaurants.

**Source:** English Heritage (2010) Heritage Counts 2010 [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk)

## Personal Development

### Involvement in heritage aids personal development

A 2013 review by the Heritage Lottery Fund noted that 'the strongest evidence for the benefits of culture for individuals is found in 'personal development': e.g. new skills, new experiences, improved confidence, changed attitudes, education support'.

**Source:** Heritage Lottery Fund (2013). Values and Benefits of Heritage. [www.hlf.org.uk/aboutus/howwework/Documents/ValuesandBenefits2012.pdf](http://www.hlf.org.uk/aboutus/howwework/Documents/ValuesandBenefits2012.pdf)

### Involvement in heritage projects can improve people's sense of worth and self esteem

Evidence from the evaluation of Heritage Open Days (HODs) from 2010 reported that almost 49% of volunteers who took part stated that their willingness to try new things had increased due to taking part in HODs and 35% reported an increase in self-esteem and confidence in their own abilities. 75% agreed that their participation in HODs had increased their sense of making a useful contribution.

**Source:** Heritage Open Days (2011). Heritage Open Days Report

### Heritage develops connections between people and groups in local areas

Over 90% of HLF volunteers benefitted from socialising on heritage projects, and 35% sustained these friendships outside the project.

**Source:** BOP Consulting (2011). Assessment of the social impact of volunteering in HLF-funded projects: Yr 3. Heritage Lottery Fund. [www.hlf.org.uk/aboutus/howwework/Documents/Social\\_Impact\\_Volunteering\\_Sep11.pdf](http://www.hlf.org.uk/aboutus/howwework/Documents/Social_Impact_Volunteering_Sep11.pdf)

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## Environmental Life

### Historic features should not be equated with energy inefficiency

Research by English Heritage and Historic Scotland found that traditional sash windows can be upgraded to meet modern Building Regulation targets for energy conservation, whilst also protecting the character of the building and the wider streetscape. A combination of measures can achieve a 62% reduction in heat loss.

**Source:** Baker, P (2009). Research into the thermal performance of traditional windows: timber sash windows. [www.climatechangeandyourhome.org.uk/live/content\\_pdfs/580.pdf](http://www.climatechangeandyourhome.org.uk/live/content_pdfs/580.pdf)

### Refurbishing old building reduces energy costs

The Government estimates that 18% of emissions over a building's lifetime arise in design, manufacture, distribution and construction and demolition, and about a fifth of its emissions while operational.

**Sources:** ICE (2010). Housing and sustainability: demolition or refurbishment?

[www.ice.org.uk/ice\\_web\\_portal/media/events/housing-and-sustainability.pdf](http://www.ice.org.uk/ice_web_portal/media/events/housing-and-sustainability.pdf)

RICS (2012). Methodology to calculate embodied carbon of materials. [www.rics.org/Documents/Methodology\\_embodied\\_carbon\\_final.pdf](http://www.rics.org/Documents/Methodology_embodied_carbon_final.pdf)

### Cultural heritage is a critical part of our ecosystem

People value landscapes for the cultural heritage as well as their natural attributes. A survey in the Lake District found that 71% of local groups, 60% of domestic visitors, and 63% of international visitors rated the area's sense of history and tradition as extremely or very important.

**Sources:** Natural England (2009). Experiencing Landscapes: Capturing the cultural services and experiential qualities of landscape. [publications.naturalengland.org.uk/publication/48001](http://publications.naturalengland.org.uk/publication/48001)  
DEFRA (2014) UK National Ecosystem Assessment Follow on [www.gov.uk/ecosystems-services](http://www.gov.uk/ecosystems-services)

## Quality of Life

### Visiting heritage sites has a significant impact on wellbeing and life satisfaction

The amount of money that provides the same impact on wellbeing is calculated at approximately £1,600 for your average heritage participant.

**Source:** English Heritage (2014). Heritage Counts 2014 [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk)

### People who engage with heritage activities report high happiness scores compared to those who don't

On average people who had engaged with heritage activities in the previous 12 months reported significantly higher happiness scores (8.0) compared to those who had not (7.6).

**Source:** English Heritage (2013). Heritage Counts 2013. [hc.english-heritage.org.uk/content/pub/2013/hc-2013-england.pdf](http://hc.english-heritage.org.uk/content/pub/2013/hc-2013-england.pdf)

### Heritage volunteering can improve mental health and wellbeing

Heritage volunteers reported levels of mental health and wellbeing that are higher than for the general population, or amongst all those who undertook some form of volunteering activity.

**Source:** BOP Consulting (2011). Assessment of the social impact of volunteering in HLF-funded projects: Yr 3. Heritage Lottery Fund. [www.hlf.org.uk/aboutus/howwework/Documents/Social\\_Impact\\_Volunteering\\_Sep11.pdf](http://www.hlf.org.uk/aboutus/howwework/Documents/Social_Impact_Volunteering_Sep11.pdf)

## Regeneration and Development

### Investing in the historic environment generates economic returns for local places

Every £1 of investment in the historic environment is estimated to generate £1.6 of additional economic activity over a ten year period.

**Source:** English Heritage (2010) Heritage Counts 2010 [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk)

### Listed buildings often generate higher commercial value

Listed retail, office, and industrial properties have generated total returns equal to or higher than their non-listed counterparts for 3, 5, 10 and 30 year periods between 1980 and 2011.

**Source:** Colliers (2011) Encouraging Investment in Heritage at Risk: The investment performance of listed properties

### High growth businesses are attracted by historic places

One in four businesses agree that the historic environment is an important factor in deciding where to locate, the same as for road access. Businesses that occupy listed buildings generate £13,000 extra gross value added (GVA) per business per year.

**Source:** English Heritage (2010) Heritage Counts 2010 [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk)

HLF (2013) New Ideas need old buildings [www.hlf.org.uk/aboutus/howwework/Pages/NewIdeasNeedOldBuildings.aspx#.VDu2-uJwbVI](http://www.hlf.org.uk/aboutus/howwework/Pages/NewIdeasNeedOldBuildings.aspx#.VDu2-uJwbVI)