

Heritage Counts is an annual report about England's historic environment. The North East version is prepared by Historic England on behalf of the North East Historic Environment Forum. *Heritage Counts 2016* focuses on the role played by heritage in supporting place branding. Visitors to the *Heritage Counts* website can download detailed research and case studies about this theme. The website also provides a full set of statistics about the historic environment in the North East and Tees Valley, including its social and economic value. For more information, please see: www.heritagecounts.org.uk #heritagecounts

HERITAGE AND PLACE BRANDING

People care passionately about historic places and what makes them different and special. *Heritage Counts 2016* demonstrates some of the different ways that heritage has been used to support place identity and branding, with some inspiring examples drawn from across the North East and Tees Valley.

Whilst the primary focus of destination marketing is to attract visitors, place branding covers the wider communication of a place to attract investment, business, people and talent. Place branding also has an important role to play in building pride and vision amongst local communities.

One of the first steps in place branding is to understand what specific qualities make a place special or unique. *Heritage Counts* demonstrates the fundamental role played by heritage in this process.

NE1 AND THE RENAISSANCE OF THE BIGG MARKET

Home to 31 listed buildings, the Bigg Market area of Newcastle has been in decline since the 1990's, with many of the area's properties currently vacant or in partial use.

Recognising the commercial potential of this area and the appeal of its unique heritage assets, local Business Improvement District (NE1) successfully applied for £1.6 million from the Heritage Lottery Fund to redevelop and regenerate this area. This contributed to a total investment pot of £3.2 million when additional investment from the local authority, NE1 and private landlords is also taken into account.

The project aims to transform the economic fortune of the Bigg Market by capitalising on the area's fabulous heritage. The project is also expected to have a catalyst effect on the surrounding area, currently estimated at around £30 million.



GREAT EXHIBITION OF THE NORTH

Newcastle and Gateshead have successfully bid to host the Great Exhibition of the North.

The exhibition, which is planned for Summer 2018, will celebrate the great art, culture, design and innovation that help to define the North of England.

The Government is contributing £5million towards this event with a further £15 million being invested in a legacy fund, designed to attract further investment and support economic development.

It is hoped that the Great Exhibition of the North will celebrate Northern creativity, boost investment and tourism and leave a lasting cultural legacy.



SUNDERLAND, CITY OF CULTURE BID 2021



The city of Sunderland is bidding to become the UK's City of Culture for 2021. Sunderland plans to use the bid as an opportunity to establish itself as a national centre for arts, heritage and culture.

By placing Sunderland in the cultural spotlight, the city hopes to boost the local economy through the transformative effects of City of Culture status.

Heritage forms an important part of the bid, from celebrating venues such as the Empire Theatre to regenerating the sea front, local parks and Old Fire Station building.

TEES VALLEY, CITY OF CULTURE BID 2025

Tees Valley Unlimited is also leading on a bid for the Tees Valley to become City of Culture in 2025. Heritage is a core component of the bid, which if successful, will coincide with the bicentenary of the birth of passenger rail travel.

The world's first public railway to use steam locomotives was officially opened in Teesside in 1825, connecting local collieries with the towns of Stockton and Darlington.

The City of Culture bid recognises the importance of the cultural sector to the Tees Valley. The bid aims to enhance Teesside's cultural offer as a force for change and economic development.

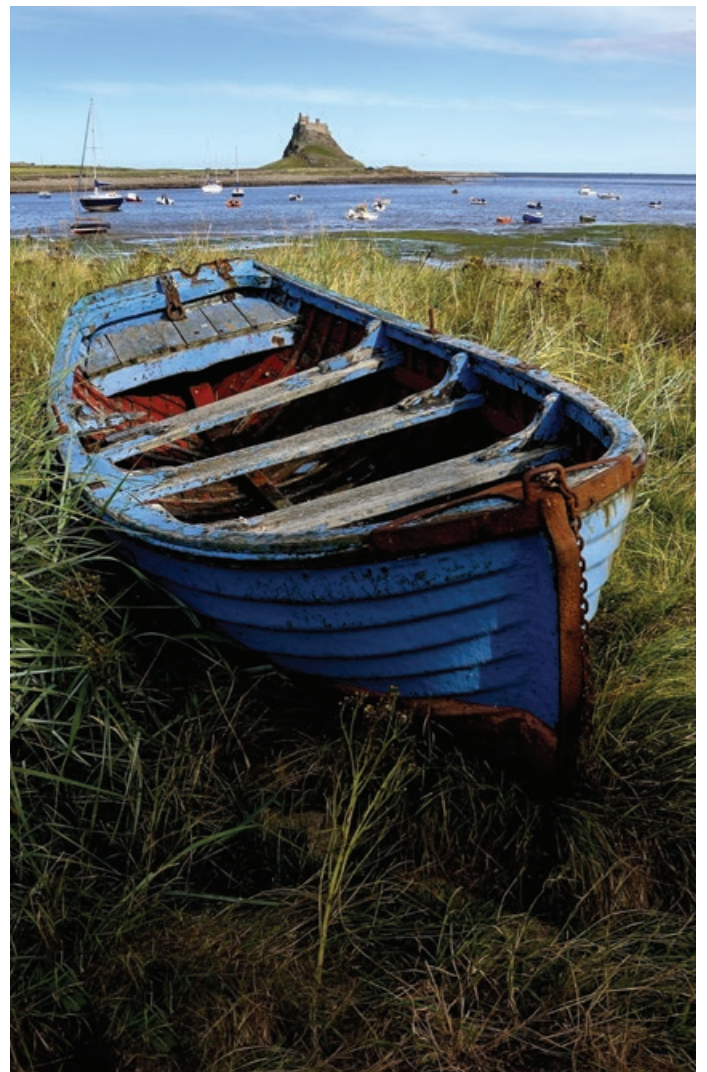
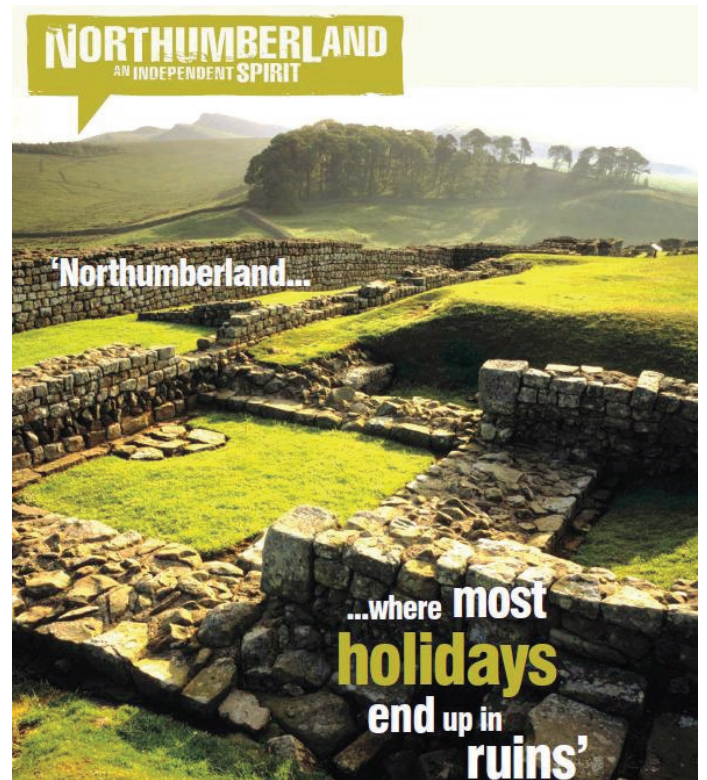


NORTHUMBERLAND, AN INDEPENDENT SPIRIT

Northumberland's *Independent Spirit* brand has been built around a desire to protect and promote Northumberland's unique cultural heritage, traditions and landscapes.

Northumberland's historic market towns are promoted as the jewels in the crown with visitors invited to "experience heritage with a modern outlook" and to "revel in the history of the border".

Northumberland Tourism figures suggest that 9.5 million people visited Northumberland in 2015 and that Northumberland's tourism industry now supports a total of 11,591 jobs.



PASSIONATE PEOPLE, PASSIONATE PLACES

The *Passionate People, Passionate Places* campaign was created for Regional Development Agency One North East.

The campaign sought to position the North East as a great place to live, work and do business.

The campaign used positive heritage imagery to promote economic development and was extremely successful, being adopted by over 1000 organisations for their own marketing.



DURHAM PLACE OF LIGHT

Developed by Visit County Durham, the *Durham Place of Light* brand promotes Durham as a culturally rich county where the possibilities shine bright. Under the themes of 'lighting up the past' and 'lighting up days and nights' *Durham Place of Light* shines a spotlight on the county's historic environment as providing great places to live, work, invest and visit. Visit County Durham's economic impact study shows that Durham attracted 18.67 million visitors last year and that the value of the local economy grew by £17 million to £777.5 million.



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THE HISTORIC ENVIRONMENT IN THE NORTH EAST AND TEES VALLEY

Heritage asset	2016	% of English total 2016
World Heritage Sites	2	11%
Scheduled Monuments	1,397	7%
Listed Buildings	12,265	3%
Registered Parks and Gardens	55	3%
Registered Battlefields	6	13%
Protected Wrecks	1	2%
Accredited Museums	63	5%
Designated Collections	6	5%

About the North East Historic Environment Forum

The North East Historic Environment Forum is a partnership of key organisations responsible for managing the historic environment in the North East.

The following organisations are represented on the North East Historic Environment Forum:

- Arts Council
- Association of Local Government Archaeological Officers
- Country Land and Business Association
- English Heritage
- Heritage Lottery Fund
- Historic England
- Historic Houses Association
- Institute of Historic Building Conservation
- National Trust
- Natural England
- North East Cultural Partnership
- North of England Civic Trust
- Northumberland National Park Authority (for protected landscapes)
- Tyne & Wear Archives & Museums



North East Historic Environment Forum



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