

HERITAGE COUNTS 2016 SOUTH WEST

Heritage Counts 2016 is the fifteenth annual survey of the state of England's historic environment. This Regional Report is prepared by Historic England on behalf of the South West Historic Environment Forum. Visitors to the Heritage Counts website can download the complete research projects commissioned to support this year's report and access the full set of local statistics and maps detailing the historic environment for the South West, including asset data, funding information, employment numbers and visitor figures. Please see: www.heritagecounts.org.uk #heritagecounts

This year, research for Heritage Counts focused on place making and heritage. To investigate this topic, research was commissioned on the use of heritage in place branding by Business Improvement Districts (BIDs).

Place branding is a holistic and strategic concept that focuses on developing, communicating and managing the perception of a place. Place branding targets the perception and reputation of place in the eyes of residents, businesses, investors, workers, visitors and the wider public. Organisations use brands to help consumers identify their products and services and to differentiate them from competitors.

Main research findings:

- Amongst BIDs, **strong place brands are associated with a range of desirable outcomes** including improved economic performance, increased visitor numbers, increased media profile, and enhanced sense of pride among local residents. **Half of BIDs (51%) rated heritage assets as being important** (either 4 or 5 out of 5) to achieving their objectives.
- **Heritage is used extensively by BIDs in local place branding activities.** The primary use of heritage is to provide images for corporate materials. BIDs also see heritage as important for attracting visitors and for marketing campaigns, and as a canvas for events and festivals.

Main benefits of heritage in place branding:

- Heritage assets differentiate places.
- Heritage provides an authenticity to place brands that appeals across the full spectrum of audiences.
- Heritage can provide a more comprehensive day out that can convince day visitors within a one-hour drive time to spend a full day somewhere rather than a couple of hours.

CASE STUDY: BOURNEMOUTH

Bournemouth Coastal BID, set up in 2012, is focused on eight 'coastal village' districts. Its vision is to raise the profile of Bournemouth as a destination, highlighting the uniqueness and variety of the individual trading districts. Destination marketing and branding is of great importance, as over 50% of the businesses are tourism based.

In a recent survey, businesses identified place making as a BID priority, along with destination marketing and street safety. The BID has developed distinct identities for each coastal village, for example, Westbourne's Victorian Arcade and shopping area, with quirky independent shops in a historic setting, helps market the area as an urban village, whilst Boscombe's place brand has developed around being a market 'town' with a cultural quarter in an area with a strong and interesting local heritage, including the Romantic poet Percy Shelley's family.

Through the BID, businesses want to become more involved in caring for and maintaining heritage, as they have become more aware that doing so improves how places present themselves, benefitting economic performance.



Image: Boscombe's distinctive Royal Arcade. © Bournemouth Tourism.

Historic Environment Statistics for the South West

Assets

The number of heritage assets in the South West is below.

South West	2016
World Heritage Sites	4
Scheduled Monuments	6996
Total Listed Buildings	89,849
Listed Buildings Grade I	2,047
Listed Buildings Grade II*	5,181
Listed Buildings Grade II	82,621
Total Registered Parks and Gardens (RPG)	300
RPG Grade I	30
RPG Grade II*	94
RPG Grade II	176
Registered Battlefields	10
Protected Ship Wrecks	24
Conservation Areas	1524

Local action in 2016

DOING WELL

There are 31 Building Preservation Trusts in the South West. They are managing more live projects (23) than in any other region. 13 of the projects are assets on the Heritage at Risk Register.

Two new local heritage forums have been established – Heritage Kernow in Cornwall and the Bristol Heritage Forum.

FUTURE CHALLENGES

Only a quarter (24%) of the South West's local authorities have a Local List (10 in total). The national figure is 46%.

The number of local authorities with Heritage Champions in the South West has decreased from 36 in 2015 to 25 in 2016.

TWO MAJOR FIRES IN HISTORIC BUILDINGS IN 2016

In October 2016 fire destroyed the Royal Clarence Hotel and badly affected a number of other grade II listed buildings on Cathedral Green in Exeter. The incident prompted a wave of public support for the city and affection for its famous historic hotel. As part of the recovery process, Exeter City Council set up a special Heritage and Architecture group to look into the retrieval and recording of important fabric and artefacts.

For more information and to keep up to date go to <https://exeter.gov.uk/cathedral-green-fire/>



Image: People visiting the Royal Clarence Hotel, Exeter, days after it was devastated by fire. © Historic England.

Just a few weeks earlier, on 16 October, fire severely damaged St Michael on the Mount in Bristol. The church, which has been vacant since 1999 and is on the Register of Heritage at Risk, dates from the 1770s, with an earlier tower dating to the 1480s. Although half the roof has been lost, fire crews were able to prevent damage to the late medieval tower.

Thankfully, there was no loss of life or injury in either incident.



Image: Damage to the roof of St Michael on the Mount, Bristol following a major fire in October. © Avon Fire & Rescue Service.

Heritage at Risk

In the last year 103 assets were removed from the 2015 Register. However, 1,535 assets remain at risk in the South West, representing 29% of the Heritage at Risk Register for England. For further details go to www.historicengland.org.uk/advice/heritage-at-risk

Asset type	% at risk in England	% at risk in the South West	Number at risk in the South West
Buildings and structures (grade I and II* buildings excluding places of worship)	3.8	3.0	161
Places of Worship	6.0	6.0	178
Scheduled Monuments	13.0	16.0	1,144
Parks and Gardens	6.0	6.0	17
Conservation Areas	6.0	3.0	34

MAKING GREAT PROGRESS AT MOUNT BATTEN TOWER, PLYMOUTH

Mount Batten Tower was built in the 1660s as part of the post Civil War defences of Plymouth Sound. Under repair by Plymouth City Council in 2016, it is on course to be removed from the Register of Heritage at Risk in 2017.



Image: Mount Batten Tower, Plymouth. © Historic England.

Planning

The number of planning applications has grown by 4% nationally, and by 1% in the South West. Listed Building Consent applications are up by 1% on 2014/15 nationally, but down by 2%, in the South West. The total number of applications is still higher than in 2012/13 and this year's small drop follows three years of steady growth in numbers.

Type of application	Number of decisions taken – England	Change on previous year	Number of decisions taken – South West	Change on previous year
Planning	424,707	+4%	52,414	+1%
LBC	30,193	+1%	5,739	-2%

Funding

The Heritage Lottery Fund (HLF) made awards totalling £44,255,477 to 4,012 projects in the South West last year, a decrease of 20% on 2014/15. The vast majority (77%) of projects funded in the region were under £50k, including project planning grants and smaller awards such as those in the First World War programme.

Historic England spent £1.30m in grants, an increase of 25% on the previous year's expenditure.

Under the new Rural Development Programme for England 2014-2020, the Environmental Stewardship scheme was replaced by Countryside Stewardship which commenced in January 2016. The scheme includes a number of historic environment options, which can fund, for example, the maintenance of traditional farm buildings or the protection of archaeological features. The take-up of historic environment options has been higher in the South West than any other region, with 104 options totalling £807k, 25% of the national total.

Staffing

The table below shows the current provision of local authority historic environment staff in the South West. The South West Historic Environment Forum is researching the impacts of cuts to local authority historic environment services on service users. The results will be reported in 2017.

In the past ten years, the South West has lost 44% of its local authority conservation staff, compared to 35% for England.

	SW FTE 2015	SW FTE 2016	Change % since 2015 (SW/England)	Change % since 2006 (SW/England)
All local authority historic environment staff	122	120	-1% / -6%	-44% / -35%
Local authority staff working on Conservation (Conservation Officers)	70	74	+6.5% / -0.5%	-45% / -36%
Local authority staff working on Archaeology (Archaeological Officers)	52	46	-12% / -15%	-42% / -33%

THE MAN ENGINE

In July and August 2016, a cultural arts project developed by the Cornwall and West Devon Mining Landscape World Heritage Site and partners tapped into huge public enthusiasm for the area's mining past.

The 'Man Engine' – a 10 metre high mechanical giant and the largest puppet ever made in Britain – travelled the length of the World Heritage Site, from Tavistock in west Devon to Geevor in the far west of Cornwall, celebrating ten years of World Heritage Site status.

The project engaged 2,200 school and community participants, a live audience of 149,000 and a remote audience of 112 million. Man Engine was a major celebratory triumph which resonated with the area's strong sense of place. In addition to the high level of public support garnered, the event is estimated to have generated around £3m spend in the local economy.



Image: Cornish Mining WHS Tenth Anniversary – Man Engine at Truro.
© Ainsley Cocks.

Participation

In 2015/16 there were 11.2 million visits to historic properties in the South West. This number is up by 7% on the previous year, more than the national increase of 2%.

In 2015/16 there were 1.95 million visits to English Heritage sites in the South West, up by 0.2% on the previous year (2% nationally). National Trust properties in the South West experienced an 8% increase in visitor numbers, with 5.51 million visits in 2015/16.

According to DCMS's 2015/16 Taking Part Survey, 78% of all adults in the South West had visited a heritage site at least once during the past 12 months, a 2% increase on 2014/15. This is higher than the national rate of 73%.

However, the rate of participation by lower socio-economic groups in the South West fell from 74% to 65% in 2015/16: the national figure is 61%. Participation by black and minority ethnic groups remains higher in the region than nationally, at 73% (as opposed to 57%), but has dropped from 81% in the previous year, the highest ever rate.

There were 79,679 education visits to English Heritage sites in the region in 2015/16, down by 4% on the previous year. Between 2001 and 2015, education visits to English Heritage properties in the South West have increased by 51%.

Just under 2% of the adult population in the South West regularly volunteer in the heritage sector.

PAIGNTON PICTURE HOUSE, TORBAY

There were 585 Heritage Open Days (HODs) in the South West in 2015. Paignton Picture House in Torbay took part for the first time this year. The Paignton Picture House Trust, set up to secure the future of one of the oldest and most important cinemas in the country, offered the public exclusive behind-the-scenes tours over HODs weekend, including a chance to see Agatha Christie's favourite seat. All the tours sold out in a single day. For more go to <http://www.paigntonpicturehouse.org/>



Image: The Paignton Picture House. © Historic England.

This Heritage Counts 2016 Regional Report is edited by Elizabeth Clare and produced by Historic England on behalf of the South West Historic Environment Forum (SW HEF) which comprises the following organisations: Architectural Heritage Fund, Association of Local Government, Archaeological Officers South West, The Heritage Network, Churches Conservation Trust, Campaign to Protect Rural England, CLA, English Heritage, Heritage Lottery Fund, Historic England, Historic Houses Association Wessex Region, Institute of Historic Building Conservation South West, National Trust South West, RIBA, RTPI, University of the West of England.

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