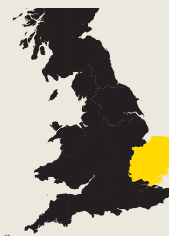


# HERITAGE COUNTS

## EAST OF ENGLAND



*Heritage Counts 2010* is the ninth annual survey of the state of England's historic environment. It is prepared by English Heritage on behalf of the East of England's Historic Environment Forum. Visitors to the *Heritage Counts* website can download the full set of local statistics and maps detailing the historic environment in the East of England. Please see [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk) for more information about the historic environment in the East of England.

### THE ECONOMIC IMPACT OF THE HISTORIC ENVIRONMENT

Investing in the historic environment brings real economic benefits to local places. New research for *Heritage Counts* shows that on average £1 of investment in the historic environment generates an additional £1.6 in the local economy over ten years; while investments in 72 historic visitor attractions have generated £197 million of additional spend in regional economies, with half of all jobs created by heritage tourism in businesses surrounding historic sites.

The historic environment is important to local economies because it attracts businesses, residents and visitors. One in four businesses surveyed agreed that the historic environment was a factor in deciding where to locate, as important as road access. 91% of respondents regarded the historic environment as an important part of decisions on where to visit, live (74%) or work (68%). The Anglesey Abbey visitor centre in Cambridgeshire was assessed as part of this research and is discussed below.

#### ANGLESEY ABBEY, EAST OF ENGLAND

Anglesey Abbey is a Jacobean-style country house located near the village of Lode, seven miles from Cambridge. The Abbey started life as a priory until it was dissolved by Henry VIII in 1536. After having a number of owners, it was entrusted to the care of the National Trust in 1966.

The original Abbey visitor centre was built in 1976 and extended subsequently. Eventually, a new structure was needed. Work on a new visitor centre began in 2005, funded by an investment of

£4 million from the National Trust, a legacy, and the East of England Development Agency. The building was opened in December 2007.

#### THE ECONOMIC IMPACT

Research has estimated that the construction phase of the visitor centre created: 1

- ▶ 60 job years of work (This is a measure of temporary employment equivalent to creating full time employment for 60 people for a year; or three years full time employment for 20 people etc.)
- ▶ £2.5 million of Gross Value Added (GVA) for the area's 2 economy.

The new facilities have allowed the Abbey to cope with increasing visitor numbers which are partly driven by the growing local population. The centre also has expanded the site's retail and catering provision; allowed it to host conferences, weddings and private parties; and move to seven day opening. This has increased employment at the site and purchases of goods and services, which has, in turn, generated further economic activity in the surrounding area. Research has estimated that the new visitor centre has created: 3

- ▶ Ten extra jobs on site and supported a further ten jobs in the area.
- ▶ £0.4 million GVA of economic activity for the area on an ongoing basis.

#### FOLLOWING THE INVESTMENT ANGLESEY ABBEY AS A WHOLE:

- ▶ Provides employment for 30 staff on-site and supports the employment of a further 43 people in the area.
- ▶ Generates £1.6 million GVA of economic activity for the area on an annual basis.



Image Anglesey Abbey Visitor Centre © National Trust

This research demonstrates the importance of investing in the buildings which support the operation of historic visitor attractions. Such outlays improve the visitor experience and expand the range of activities sites can offer, helping to create economic activity and employment for local areas.

For more information on the research including further facts and figures on the benefits of investing in the historic environment, please see [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk)

### UNDERSTANDING THE ASSETS

EAST OF ENGLAND	2010
WORLD HERITAGE SITES	0
SCHEDULED MONUMENTS	1,724
LISTED BUILDINGS GRADE I	1,743
LISTED BUILDINGS GRADE II*	3,447
LISTED BUILDINGS GRADE II	52,429
REGISTERED PARKS AND GARDENS	210
REGISTERED BATTLEFIELDS	2
PROTECTED SHIP WRECKS	1
CONSERVATION AREAS	1,214
NATIONAL PARK	1

## MANAGING POSITIVELY

In 2009/10 in the East of England there were:

- ▶ 50,343 planning application decisions, a 32% fall on 2002/03.
- ▶ 3,673 listed building consent decisions, a 18% fall on 2002/03.
- ▶ 133 scheduled monuments consent decisions, a 32% increase on 2002/03.
- ▶ 407 conservation area consent decisions, a 13% fall on 2002/03.

## HERITAGE AT RISK

HERITAGE AT RISK	2010
GRADE I & II* BUILDINGS AND STRUCTURAL SCHEDULED MONUMENTS	123
SCHEDULED MONUMENTS	209
PARKS AND GARDENS	8
CONSERVATION AREAS <sup>1</sup>	33
BATTLEFIELDS	0
MARINE ASSETS	0

The number of scheduled monuments at risk has reduced since the baseline year in 2009 when there were 221 at risk. Arable ploughing remains the most significant risk to these nationally-important remains, affecting 66% of all the monuments at risk in the East and reflecting the amount of land under cultivation in this area. Natural England's Environmental Stewardship scheme has been able to invest over £5 million between January 2005 and December 2010 in schemes that have benefitted the historic environment including taking known archaeological features out of cultivation and helping to reduce the number of monuments at risk.

## USING AND BENEFITING

The National Trust and English Heritage staffed sites have each seen a 15% increase in visitor numbers between 2008/09 and 2009/10, with 1.2 million and 360,000 visitors respectively, and an 8% rise in membership over the same period to 374,000 National Trust members and 98,000 English Heritage members. Along with the increases in visitors and membership at Historic Houses Association properties, this demonstrates the so-called 'staycation' effect generated by the recession.

The National Trust has seen a notable increase in volunteers over the last few years to 6,000 which indicates that there is a capacity and willingness, despite the recession, in people to volunteer for good causes for the benefit of wider society.

## KEY POLICY DEVELOPMENTS IN THE EAST OF ENGLAND

### THE BIG SOCIETY

Community involvement in local heritage is strong in the sector, and it attracts people who are passionate, enthusiastic and determined. Local people get involved in everything from alerting local authorities and English Heritage to heritage at risk, to forming building preservation trusts in order to rescue much-loved local buildings – the historic environment relies on people power. There is a lot people can do. Volunteering with the National Trust and other heritage organisations can help people develop new skills. Encouraging councils to create lists of locally important buildings, which are not listed nationally, can provide local planning protection. Doing a street audit can help people understand their area and identify where it can be improved, or form the basis for conservation area status to protect it. Supporting a local place of worship with skills, fundraising or use helps keep it in good order for everyone. The historic environment is all around us in the East of England – from the man-made Broads to the Icknield Way. Owning a listed building, visiting a historic site or becoming a member of a civic society or community group are some of the many ways to get involved. The historic environment is our inheritance and our legacy. Use it, contribute to it, care for it.

### CLIMATE CHANGE

The changing climate remains a constant problem for the historic environment and how the historic environment can rise to the challenge posed by different climatic conditions remains important. All along our coastline, historic resources are lost as erosion continues. We document our heritage at the literal cliff face of archaeology. The recent archaeological dig at Happisburgh, close to the mouth of the ancient route of the River Thames, found the earliest settlement of humans in Northern Europe. The Portable Antiquities Scheme ([www.finds.org.uk](http://www.finds.org.uk)) provides an important service in recording objects that people may find whilst walking along the foreshore or gardening. Although finds may appear insignificant on their own, together they can provide important information which changes our view of our world.

In the search for buildings which are sustainable, traditional methods and materials can provide options which encourage using local sources of materials. Such activity generates additional economic benefits and lower carbon transport costs. From reed and straw for thatch in Fletton or Cambridgeshire white bricks, these provide options not just for repairs, but for new build too, as well as reinforcing local distinctiveness. For more information on traditional buildings and climate change see [www.climatechangeandyourhome.org.uk](http://www.climatechangeandyourhome.org.uk)

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Edited by Natalie Gates.

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<sup>1</sup> GHK (2010), 'Impact of Historic Site Investment'

<sup>2</sup> GVA measures the contribution to the economy of individual producers, industries or sectors, and is equivalent to their gross output less their purchased inputs. It comprises wages, salaries, profits and rents. Area is defined as within 50 miles of the site.

<sup>3</sup> GHK (2010), Ibid.

<sup>4</sup> There are 34 conservation areas at risk as Witham town centre has two separate conservation areas.

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ENGLISH HERITAGE