

# HERITAGE COUNTS

The State of the  
**EAST MIDLANDS'**  
Historic Environment

2005



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# Heritage Counts 2005 in the East Midlands

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**Cover image:** The Hunsbury Hill Centre, Northamptonshire: A Grade II listed farmhouse and ancillary buildings, located near to the Iron Age hillfort of Hunsbury Hill. The converted farm buildings are the headquarters of Northamptonshire ACRE and are a successful venue for corporate and family events. The surrounding Northamptonshire countryside is coming under considerable pressure from new housing development with the expansion of Northampton and further afield, the Milton Keynes South Midlands Growth Area. Historic Landscape Characterisation is being undertaken by the Built and Natural Environment Team at Northamptonshire County Council to help manage this significant change to the landscape.

*Heritage Counts 2005* is the fourth state of the historic environment report. It provides new information and analysis on the condition of heritage assets in the East Midlands, the pressures they face and the social and economic benefits that they provide. The report has been prepared by English Heritage on behalf of the East Midlands Heritage Forum and is one of nine separate regional documents. It should be read in conjunction with the national *Heritage Counts* report, available at [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk) or via the HELM portal [www.helm.org.uk](http://www.helm.org.uk)

## KEY FINDINGS OF HERITAGE COUNTS 2005

- That traditional craft skills are in short supply and training is a priority.
- That agri-environment schemes are a positive method to manage our rural heritage.
- There are real benefits provided by heritage tourism in the region.
- Historic Landscape Characterisation is crucial to manage change and new development in the landscape.
- There is a real need to reuse and diversify rural buildings to prevent redundancy.
- Heritage plays a crucial role in binding rural communities together.
- The historic environment faces potential pressures through climate change.

This year's *Heritage Counts* report addresses the heritage in our countryside. This emphasis on the rural historic environment is timely. It not only coincides with a major restructuring of the principal government organisations responsible for the management of the countryside, but also with the launch of Environmental Stewardship, an important new environmental land management scheme.

More than ever before is known about the heritage of our countryside and the fundamental contribution it makes to the character and quality of the English landscape. But just as our understanding increases so too does our appreciation of the threats that our rural heritage faces. Challenges in the East Midlands include the new development in the Growth Area, the increasing loss of historic parkland, the need for increased training in the traditional craft skills sector and the need to find creative new uses for historic rural buildings. Increasingly, change to our climate is also recognised as a major threat to the historic character of our rural areas.

*Heritage Counts 2005* examines key data relating to the region's historic environment in order to quantify and monitor its condition and assess the pressures it faces. These data will contribute to key regional documents including the new Regional Economic Strategy. This report demonstrates through a series of case studies how the historic environment can be successfully managed through good farming practice, is able to attract tourists and can give new rural communities a 'sense of place'. Key indicator data for the region can be found at [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk).

Finally *Heritage Counts 2005* reports on the progress made by the East Midlands Heritage Forum over the last year and provides updates on two heritage projects highlighted in the 2004 report.

Anthony Streeten  
Chair of the East Midlands Heritage Forum

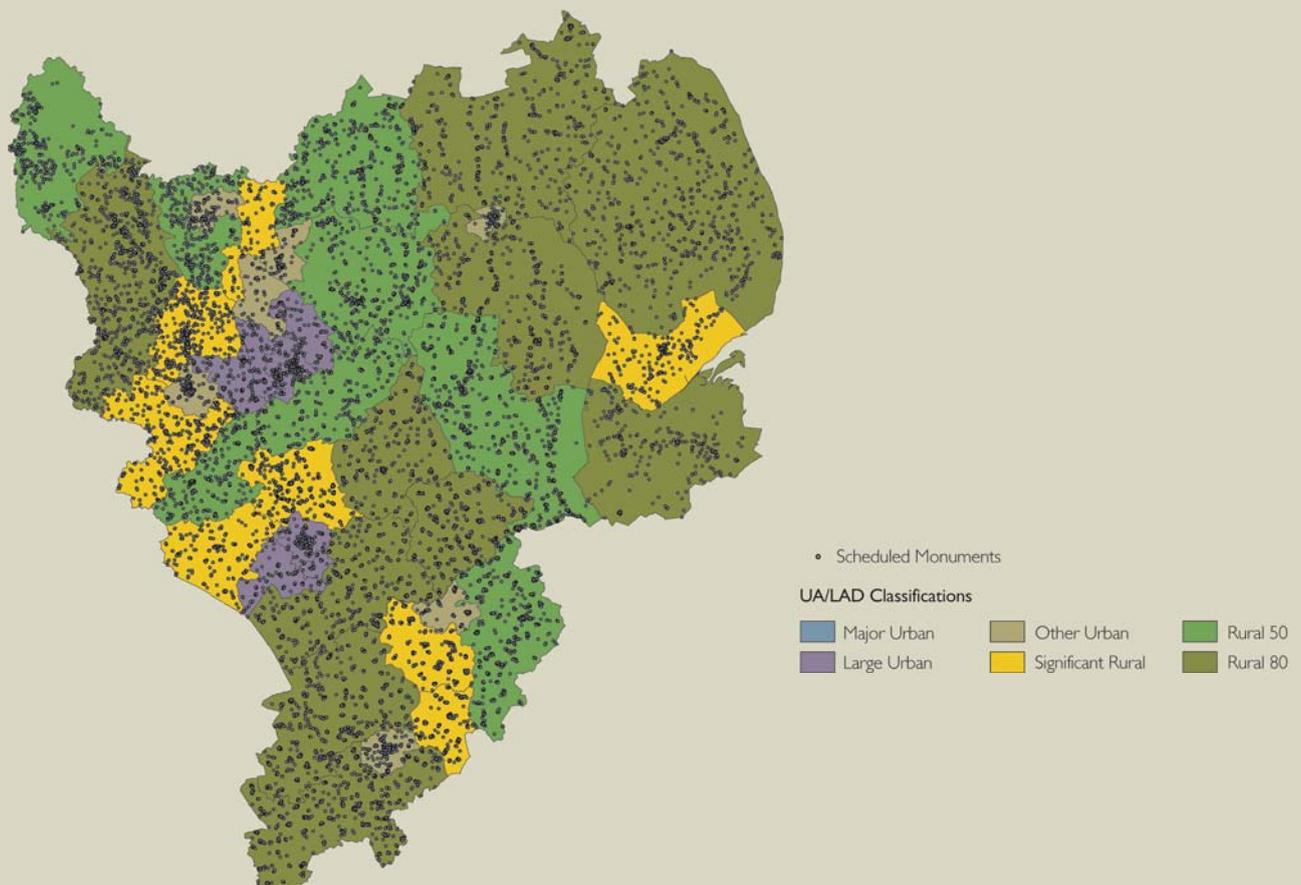
# The historic environment in the East Midlands: distribution of assets

## East Midlands – Regional Data

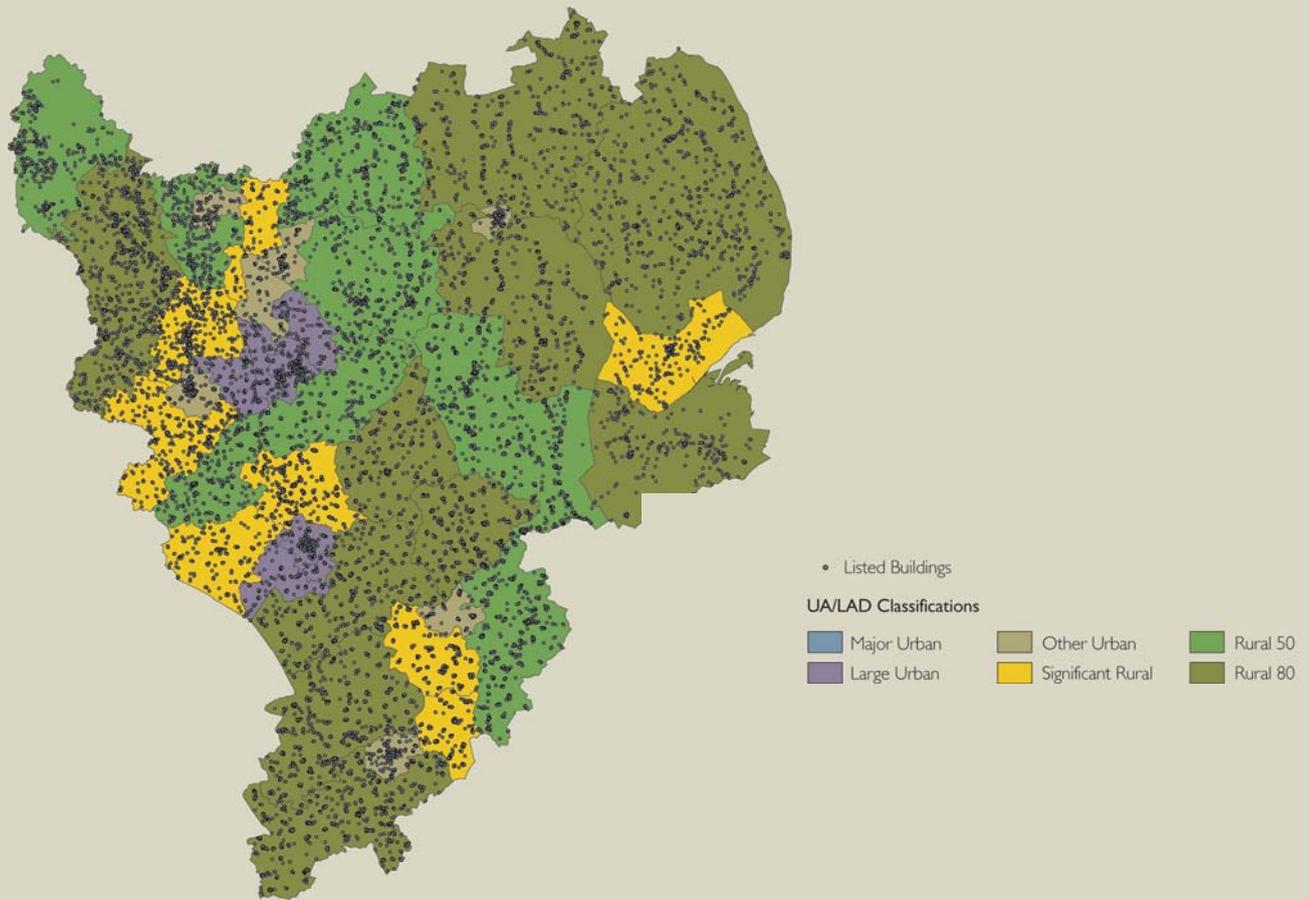
UNITARY AUTHORITY	DISTRIBUTION OF LISTED BUILDINGS	DISTRIBUTION OF MUSEUMS	DISTRIBUTION OF SCHEDULED MONUMENTS	DISTRIBUTION OF REGIST. PARKS & GARDENS AND BATTLEFIELDS	CONSERVATION AREAS
DERBYSHIRE	5,569	36	476	30	272
DERBY	372	8	7	3	14
LEICESTERSHIRE	3,915	18	181	14	200
LEICESTER	388	13	10	6	22
RUTLAND	1,398	3	28	2	34
LINCOLNSHIRE	6,936	37	478	28	155
NORTHAMPTONSHIRE	6,448	32	174	29	159
NOTTINGHAMSHIRE	3,762	22	157	17	128
NOTTINGHAM	791	3	10	8	29

Source: English Heritage

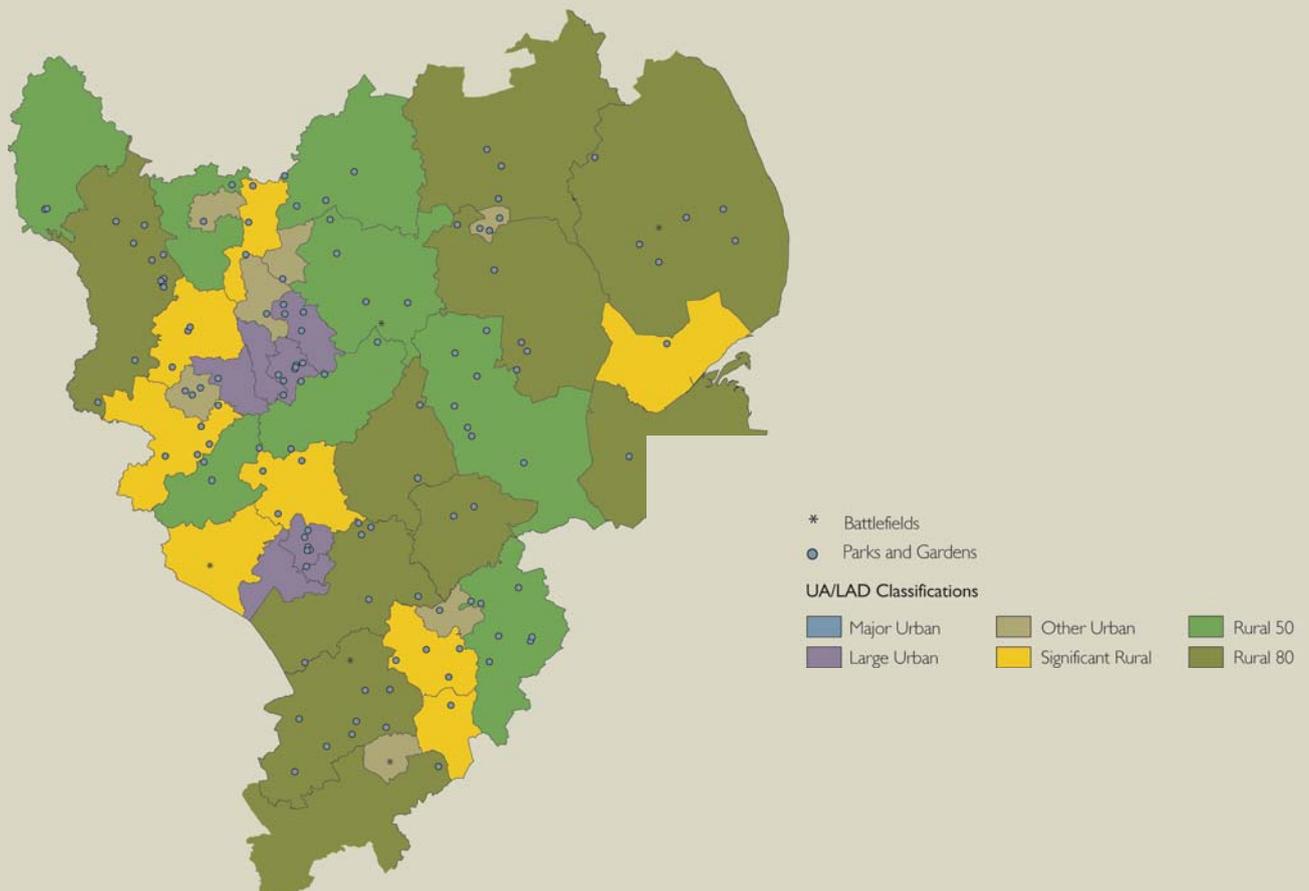
## Scheduled Monuments in the East Midlands Region against the Rural/Urban Classification of Local Authorities



## Listed Buildings in the East Midlands Region against the Rural/Urban Classification of Local Authorities



## Battlefields and Parks & Gardens in the East Midlands Region against the Rural/Urban Classification of Local Authorities



# The Policy context



Lincolnshire landscape

© Countryside Agency/Julia Bayne

## OVERVIEW OF THE REGION'S CHARACTER AND ITS LANDSCAPES

The Countryside Agency recently launched the Countryside Character Initiative to assess the landscape variation throughout England. The country was mapped into 159 separate, distinctive landscape character areas. As we know, the East Midlands has a varied landscape character ranging from the moorlands and uplands of the Derbyshire Peak District, to the rolling countryside of Leicestershire and Rutland and the flat fenlands and coastline of Lincolnshire. The study found that the region has 19 separate landscape character areas. These take into account the geological variations, topography, agricultural practice, ecology, archaeology, settlement patterns and building types within the region. In short the region has an abundance of landscapes – which are both a precious asset and part of what makes our region distinctive.



The River Trent, Nottinghamshire

© Countryside Agency/Rob Cousins

## THE REGIONAL PICTURE

The historic environment has a significant contribution to make in helping achieve the regional rural agenda. Key rural policy to impact upon the region includes the Rural White paper, published in 2000, which sets out the Government's vision of a 'living, working, protected and vibrant countryside'. At a regional level, Government Office's Rural Strategy 2004 sets the framework for delivering this for the next 3-5 years. Alongside this the East Midlands Development Agency also supports the view that the rural economy plays a critical part in the economic success of the whole region. To be sustainable, our rural communities need access to services, opportunities and support for their businesses, infrastructure and people.

To help achieve this, Regional Rural Affairs Fora were established to strengthen the link between ministers and rural people in the regions. The East Midlands Rural Affairs Forum (EMRAF) provides a forum for sharing information on issues and initiatives affecting rural areas. Several members of the East Midlands Heritage Forum sit on EMRAF to ensure the historic environment has a voice and its contribution to the rural agenda is recognised. Membership of EMRAF provides an opportunity for the heritage sector in the East Midlands to engage with others with similar interests; to share best practice; to influence the formulation of national, regional and local rural policies, and to influence the delivery and impact of those policies.

## HISTORIC ENVIRONMENT POLICY

The heritage sector has introduced a number of key rural policy documents recently, including *Outstanding Beauty, Outstanding Heritage* which looks at Areas of Outstanding Natural Beauty (AONBs) and the historic environment. AONBs are a major repository of our most important historic sites and in England and Wales they contain nearly 50,000 listed buildings, nearly 5,000 nationally important ancient monuments and over 300 designated historic parks and gardens. Eight AONBs also include parts of internationally important world heritage sites. Change within these areas is inevitable and caring for the historic environment is therefore a matter of working with change and managing it to ensure we retain what society most values. The document promotes the importance of AONB Management Plans and the integrated long term approach to land management which will be of particular relevance to the Lincolnshire Wolds.

## THE REVIEW OF THE REGIONAL ECONOMIC STRATEGY

The historic environment also has a role to play in the new Regional Economic Strategy. This document will have greater emphasis on not only the strength of the economy but also the quality of the environment and the East Midlands social conditions. There will be an emphasis upon the interdependency of the three to ensure the success of the region economically. The historic environment will make a contribution to the accompanying evidence base document which will build a picture of the quality and condition of the region's environment as a whole. In addition, the economic contribution of tourism and regeneration and the historic environment sector will be studied in a joint project between emda and the Regional Heritage Forum in 2005/6. The results will be used to influence future regional policy and the implementation of the Economic Strategy.

## SMART GROWTH: THE MIDLANDS WAY

The production of the draft strategy *Smart Growth: The Midlands Way* has a great potential to link together the priorities of the heritage sector in the East and West Midlands. The strategy presents an opportunity to promote sustainable development including the regeneration, reuse and restoration of our historic building stock as well as the creative use of good quality design, and public open space. The document should be an opportunity to promote a proactive approach to environmental improvement using the emerging work on green infrastructure in the Growth Area and the wider East Midlands. *Smart Growth* represents an opportunity to enhance the environment of the Midlands in its widest sense and in doing so strengthen the distinctiveness and attraction of the area for people to live, work and invest. Heritage has been demonstrated to not only contribute physically to environmental quality, local distinctiveness and a sense of place and identity, but also has been shown to deliver benefits in terms of quality of life and successfully contributes to community interaction, cohesion and enjoyment. In addition, the Regional Tourism Strategy *Destination East Midlands 2003* acknowledges the crucial role heritage plays in attracting inward investment and visitors to the Midlands.

# A

## Understanding the region's assets

### A.1 ASSETS

#### A.1.1 DEVELOPMENTS IN THE WORLD HERITAGE SITE

One of the principal historic assets in the region is the Derwent Valley Mills World Heritage Site which not only holds international significance but is on a par with other renowned attractions such as Hadrian's Wall in the North East and Stonehenge in the South West. Recently partners have been working to develop the Derwent Valley World Heritage Site Economic Masterplan. This initiative is funded by Derby and Derbyshire Economic Partnership and is supported by a steering group which includes English Heritage, the Heritage Lottery Fund, Derby City Council and Derbyshire County Council. The aim of the study is threefold: first, to carry out a baseline mapping exercise establishing the state of the economy and current economic trends in the world heritage site; secondly to develop proposals for a range of projects aimed at enhancing the economic development and tourism of the area and thirdly to ensure that these projects are based upon comprehensive research and that there is a universal commitment to implementing the Economic Masterplan, particularly among the relevant local authorities.

#### A.1.2 KEDLESTON HALL AND ITS PARKLAND

The East Midlands is blessed with a rich collection of impressive country houses and associated parklands which add a great deal to the region's distinctive character. The importance of these landscapes has been recognised in the East Midlands Regional Spatial Strategy. At Kedleston Hall, a Grade I listed building, the National Trust has been working closely with Amber Valley Borough Council, English Heritage and Derbyshire County Council to ensure this crucial asset is given the protection it needs and deserves. The extent of the parkland's setting has been defined in the draft Local Plan and will form planning policy. However, despite this positive step forward Kedleston's tranquillity and beauty still remains under pressure. Set in open countryside to the north west of Derby, there is increasing pressure

for development as Derby continues to advance. Work by the partners will therefore continue to raise awareness of the intrinsic value of the parkland itself and its international importance.

#### A.1.3 THE REGION'S WATERWAY NETWORK

The East Midlands also boasts an impressive collection of historic waterways. The canal network provided a key communication and transport link in the region. Today the network provides enjoyment and recreational opportunities to many visitors and residents and also actively contributes to the tourism economy. Such an extensive historic asset requires maintenance and careful management. During 2004/05 British Waterways successfully carried out repairs to Misterton Top Lock on the Chesterfield Canal in Bassetlaw, North Nottinghamshire. The repair works provided a unique opportunity to see parts of these historic structures that are normally hidden from view, and the site was opened to visitors to see what is involved in this type of repair work. As well as raising awareness of the historic environment, the work also revealed diverse examples of the natural heritage that has become associated with artificial waterways, such as freshwater sponges and the swan mussel.

A.2 AREAS

**A.2**  
AREAS

**A.2.1**  
CONSERVATION AREAS

The Region's conservation areas are designated nationally as being of special architectural or historic interest. To enhance and protect these areas not only are careful planning decisions required but also continued maintenance. Over the period 2004/05 nearly £1.5 million in grants have been provided by English Heritage and the Heritage Lottery Fund for area regeneration schemes. This assistance will contribute to maintaining the region's important and distinctive character through the revitalisation of key historic buildings.



The Lincolnshire Wolds

© English Heritage

**A.2.2**  
THE LINCOLNSHIRE WOLDS AREA  
OF OUTSTANDING NATURAL  
BEAUTY

In 1973, 558 km<sup>2</sup> of the Wolds became designated as an AONB. The Wolds has a rich legacy of prehistoric sites and a wealth of historic landscape features, including many important ancient trackways and one of the largest densities of deserted medieval villages in the country. The area also contributed to the industrial revolution in supplying iron ore for the development of Scunthorpe's iron and steel economy and played an important role in airborne defence and telecommunications in the 20th century. Unfortunately, recent research has shown that the Wolds has the most scheduled monuments at risk through intensive arable cultivation in the entire region.

As a result of being an AONB, attention needs to be focussed carefully to conserve and enhance this special landscape, to make its communities more sustainable, and to make the area more accessible both physically and intellectually. A key document to direct this work is the Lincolnshire Wolds AONB Management Plan and a number of partner organisations are working with the Lincolnshire Wolds Countryside Service to help achieve these objectives.

**A.2.3**  
ANCIENT WOODLAND

In the East Midlands some 25,000 hectares (32 per cent) of our woods are on ancient woodland sites – sites which have been under more or less continuous tree cover since at least 1600 AD. Ancient woodlands are found in significant clusters right across the East Midlands. Some, such as Sherwood, are familiar and well recognised. Elsewhere however nationally and internationally important woodlands such as the Lincolnshire Limewoods, the dale woodlands of the Peak District and areas of ancient forest such as Leighfield, Rockingham & Charnwood are perhaps less well known.

Trees make an important contribution to the quality of life in many built-up areas, providing a greener and more visually interesting environment and also reducing the impacts of pollution, improving air quality and providing a valuable urban wildlife habitat. Ancient woodlands and parklands are also home to important populations of veteran trees. Whether they are living or dying, standing or fallen, these ancient and venerable features make a unique contribution to the character of the landscape. They also provide a habitat for a wide range of rare and highly specialised species, such as fungi, bats and lichens.

A.2 AREAS



Kinder Moorland 1982

© National Trust



Kinder Moorland 2003

© National Trust

Trees and woodlands have a valuable role to play in the mitigation of climate change impacts. In the right places they aid the management of surface water, provide shade, shelter and humidity in urban microclimates and an important alternative source of renewable energy.

**SPACE4TREES**

Since the 1920s over 2,200 hectares of ancient woodland have been lost in the region and important woodlands and wooded sites continue to face a range of threats. Space4trees is the East Midlands' first Regional Forestry Framework and its goal is to put trees and woodland on the regional agenda. It marks the start of a long-term effort to bring together landowners and managers, public bodies, voluntary sector organisations and communities to work for the future of our woodland heritage.

Space4trees aims to:

- provide and promote more opportunities for everyone to enjoy the social, health and educational benefits of trees and woodlands.
- maximise the contribution of trees and woodlands to the region's natural, cultural and historic environment while ensuring that trees and woodlands are better able to withstand external environmental pressures.
- encourage the innovation, enterprise and growth of woodland related businesses and enhance their contribution to the regional economy.
- create a better understanding of the roles and benefits of trees, woodlands and wooded environments and support the sharing of information, innovation and good practice.

**A.2.4**

**THE PEAK DISTRICT NATIONAL PARK AND ITS MOORLAND**

The Peak District National Park is not only home to some impressive heritage assets but also to areas of stunning natural beauty which can come under pressure from large numbers of visitors and intensive farming. Within the National Park efforts have been made to regenerate moorland in the Dark Peak Site of Special Scientific Interest (SSSI) through the Kinder Restoration project. When the National Trust acquired Kinder in 1982 it displayed some of the worst upland erosion in the country, due to over-grazing and pollution. The Trust has therefore removed over 40,000 sheep from Kinder and has built over 6 km of walls to stop sheep trespassing.

A.2 AREAS

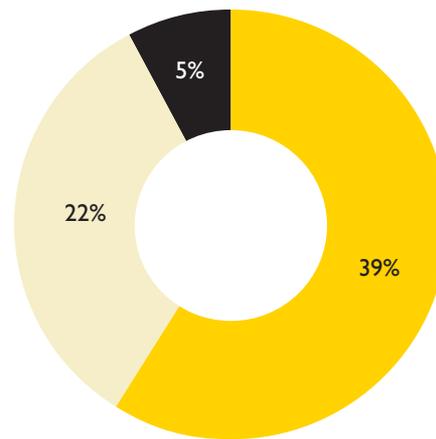
A.3 RESEARCH AND KNOWLEDGE

By managing the numbers of sheep, the erosion problem has been successfully reversed and what was once bare ground is now vegetated with several hundred acres of heather and bilberry moor. Staff are working to restore the habitat to one identified in a map of the Peak District in 1913. More recently, cattle were re-introduced to help the restoration process. This work has been undertaken over the last 10 years with the support of Environmentally Sensitive Areas scheme.

In 2004, the following percentages of designated sites fell within 'classic' agri-environment schemes within the East Midlands:

# A3

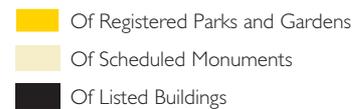
## RESEARCH AND KNOWLEDGE



### A.3.1

#### MILTON KEYNES AND SOUTH MIDLANDS GROWTH AREA

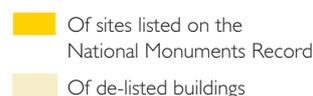
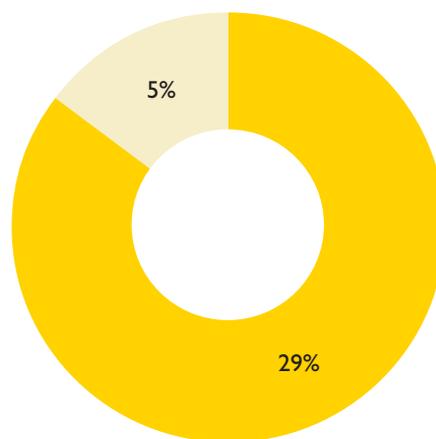
The Milton Keynes South Midlands Growth Area is part of the Government's Sustainable Communities Strategy. It is proposed that 99,500 new dwellings should be built in the County between 2001 and 2021, 30,000 of which would be in the Northampton area. It is also anticipated that the area should also receive higher levels of growth in the period to 2031. Clearly, this level of growth, together with the need to provide for new employment, roads and other infrastructure, has the potential to have a significant impact on the historic environment of the County.



Recent guidance for Local Delivery Vehicles has been produced by the Department of Culture, Media and Sport. *Living Spaces* describes ways in which culture can support the development of sustainable communities in the Milton Keynes South Midlands Sub-region. It shows that culture, including heritage, can help meet the aims of the Sustainable Communities Plan produced by ODPM.

In 2004, the following percentages of non-designated sites fell within agri-environment schemes within the East Midlands:

English Heritage is engaging in the development process to try and ensure that sufficient attention is given to the protection of the historic assets in the area and that there are opportunities for their enhancement, through the provision of multi-purpose greenspace or green infrastructure. A Historic Landscape Characterisation project is being carried out to assist with this. This project aims to ensure the important heritage of the area is recognised as a vital plank of any new community and when protected can be used to ensure new communities have a sense of place.



# B

## Caring and sharing



### Hallaton Motte and Bailey Castle, Harborough, Leicestershire

Hallaton Castle, Leicestershire, demonstrates how a rural archaeological site and its wider landscape can benefit from positive management under Environmental Stewardship. Hallaton is a scheduled motte and bailey castle, considered to be the finest example of its type in Leicestershire and for a number of years has benefited from sheep grazing and increased public access under the existing stewardship agreements. There was, however, also a convincing case for arable reversion on the fields which were being ploughed adjacent to the monument, in order to enhance the setting of this highly visible monument.

In 2004, with the support of English Heritage and Leicestershire County Council, the two cultivated fields next to the Castle were reverted to grassland. Public access to these fields was also introduced, together with interpretation panels, further increasing the amenity value of the site.

As well as improving Hallaton Castle's setting and increasing public enjoyment of the monument, the arable reversion has also achieved other wider, integrated objectives. The enhanced visual setting has helped to strengthen the local landscape character, and an Iron Age/Roman occupation site situated close to the scheduled monument has been removed from cultivation. Chemical and soil run-off from the reverted fields has also been reduced, which in turn has provided biodiversity benefits to adjacent grassland.

© Defra RDS

## B.1

### HISTORIC ENVIRONMENT AT RISK

## B.1.1

### AGRI-ENVIRONMENT SCHEMES AND THE HISTORIC ENVIRONMENT

Agri-environment schemes are the principle mechanism for the delivery of conservation and good management of the historic environment in rural areas. The new Environmental Stewardship schemes aim to secure widespread environmental benefits and have two elements:

- Entry-Level Stewardship/Organic Entry Level Stewardship: a 'broad and shallow' scheme available to all farmers, rewarding them for a basic level of environmental management.
- Higher-Level Stewardship: a competitive scheme open to farmers and land managers who want to deliver higher levels of environmental management.

Under the new schemes the protection of the historic environment and the maintenance and enhancement of landscape character are two of the main objectives. In 2004, just over half of all sites listed on the National Monuments Record in the East Midlands were on arable land and therefore at risk of damage. In Lincolnshire, this figure was even higher; with 63 per cent of sites under cultivation. There is clearly the potential to encourage applicants to remove sites completely from the plough or undertake minimum cultivation to prevent further damage. Stewardship offers farmers high payment rates for arable reversion and offers opportunities to apply for funding for other works including the conservation and restoration of historic farm buildings. This offers an exciting way forward for managing the rural historic environment and it also provides an opportunity for heritage to lever in funding to areas that are facing a tough economic climate.

## B.1 HISTORIC ENVIRONMENT AT RISK

## B.2 PLANNING AND THE HISTORIC ENVIRONMENT

## B.1.2

HISTORIC PARKLANDS AND  
BUILDINGS AT RISK

Development pressure and some agricultural practices still continue to threaten some of the region's beautiful parks and historic buildings. Recent research carried out by the Rural Development Service and the Countryside Agency has monitored the loss of parkland in the region since 1918 by comparing the 1918 Ordnance Survey edition maps and modern land use and development data. Nationally, it has been found nearly half of parkland in England disappeared between around 1918 and 1995. The results for the East Midlands are also startling with several areas losing above the national average such as the Trent and Belvoir Vales suffering a loss of 64.2 per cent and the Trent Valley Washlands with a 75.9 per cent loss. Areas such as Rockingham Forest in the south of the region have suffered a much lower loss with 22.5 per cent.

In addition a number of the region's historic buildings still remain in danger. The 2005 *Buildings at Risk Register*, published annually by English Heritage, indicates 133 buildings are still considered 'at risk' and in need of urgent repairs. Details of how the 2005 figures compare to previous years can be found at [www.heritagecounts.org.uk](http://www.heritagecounts.org.uk).

## B.2

PLANNING AND THE HISTORIC  
ENVIRONMENT

## B.2.1

HISTORIC ENVIRONMENT  
CHAMPIONS

Local Authorities continue to play a fundamental role in caring for and managing the region's historic environment. Therefore, the Government and English Heritage are committed to helping local authorities identify ways in which heritage can contribute to their social and economic goals. To help do this championing and leadership at a local level is also crucial. All local authorities in the region are therefore being urged to appoint a Historic Environment Champion at Member or Senior Officer level to:

- Provide leadership for heritage issues within the authority
- Ensure the historic environment is included in the local authority's policies and forward strategies
- Identify opportunities for the authority to use the historic environment in pursuit of its wider corporate objectives

At the moment there are 13 Historic Environment Champions registered in the region, but there is still work to be done to encourage the remaining 33 authorities to sign up to the scheme.

## B.2.2

## HERITAGE PROTECTION REFORM

The importance of our historic sites is currently recognised through specific statutory designations: including listed buildings; scheduled ancient monuments; registered historic parks and gardens; and registered battlefields. However, following the publication of *Protecting our Historic Environment: Making the System Work Better* in June 2004 a new system for designation and management of the historic assets was outlined in the government Decision Report. This proposes the amalgamation of the existing designations into a new, inclusive and unified list: as well as a new unified Heritage Consent, and the introduction of statutory management agreements. These reforms represent the most fundamental re-examination, for at least a generation, of the ways we protect and manage the historic environment.

Initial changes have already come into effect, including the transfer of the administration of listing from the Department for Culture Media and Sport (DCMS) to English Heritage. A number of pilot projects, launched in May 2004, have been testing the longer term proposals, exploring the consequences of unified designation and consent regimes, and statutory management agreements. Further DCMS work evaluating the outcomes of the pilots is now underway to feed in directly to the White Paper, to be published in 2006. The Government is aiming to introduce a Heritage Bill in the 2007/08 Session.

## B.3 SKILLS



Crafts skills training at College of the Peak

© English Heritage

## B.3 SKILLS

### B.3.1 TRADITIONAL BUILDING CRAFT SKILLS

This year the National Heritage Training Group released the report *Traditional Craft Skills – a Skills Needs Analysis of the Built Heritage Sector in England 2005*. This report revealed there is a serious shortage of the necessary skills to maintain the country's historic properties. The rates of re-use or adaptation of historic buildings in the region means that joiners, lead workers and roofers are likely to be in high demand in the coming 12 months. Less than 23% per cent of contractors and sole traders in the region have one employee with a specific craft skill. This makes it difficult to find particular trades in the region such as stonemasons and thatchers. There are a number of training initiatives in the East Midlands to help address this heritage skills deficit. The College of the Peak in Derbyshire offers a range of training courses including stone masonry, the construction of dry stone walls and plastering. In addition the National Trust's careership training scheme trains and develops those entering careers as gardeners and countryside wardens.

### B.3.2 SKILLS IN THE HERITAGE SECTOR

It is recognised there is a need to continue and promote training within the heritage sector and at heritage attractions in the region. During 2004/05 the East Midlands Museums, Libraries and Archives Council awarded two Traineeships as part of its commitment to encourage people from ethnic minority groups to take up careers in museums and galleries. Currently only 4.4 per cent of the museum workforce is from an ethnic minority background and it is hoped the proportion will increase through training schemes such as these. Both Harborough Museum and Northampton Central Museum and Art Gallery hosted the student trainees.

In addition, in order to help existing staff in the region's museums, libraries and archives EMMLAC has recently produced three 'How to...' guides to assist with audience development work. The guides were piloted in organisations across the sector during 2004 and over thirty organisations from across the East Midlands were involved in the piloting process, including several independent and local authority rural museums. Further information on these advisory guides can be found at [www.emmlac.org.uk](http://www.emmlac.org.uk)

In addition East Midlands Tourism has found it increasingly important to promote training in customer service and commercial skills at heritage attractions to help boost the tourism economy of the region. These skills are vital to not only enhance the quality of the attractions and the visitor experience, but to ensure the reputation of the East Midlands spreads favourably. With the economic impact of tourism measuring £4.4 billion in the region, it is important for the area's high standards to be maintained.

## B.4 OUTREACH/SOCIAL INCLUSION

## B.4 OUTREACH/SOCIAL INCLUSION

### B.4.1 HERITAGE OPEN DAYS

The Heritage Open Day scheme was established to provide an opportunity for members of the community to enjoy heritage on their doorstep or further afield. During 2005 English Heritage worked in partnership with the Leicester Centre for Deaf People to offer a free British Sign Language Tour of Ashby Castle, and to cover the cost of accessible transport to Ashby de la Zouch. Ashby de la Zouch is an imposing ruin of a 15th-century castle that began as a 12th-century manor house. It has a dramatic history of siege and imprisonment, and visitors can climb a 24-metre tower to enjoy views of Ashby and the surrounding countryside. The Centre's minibus collected people from across the county and transported them to the signed tour of the site. There was also an opportunity to explore the market town of Ashby de la Zouch and use its shops and services.



Half term activities at the National Stone Centre, Wirksworth

© English Heritage

### B.4.2 USING HISTORIC BUILDINGS TO FULFIL COMMUNITY NEEDS

Increasingly in rural areas there is a need to reuse and diversify historic buildings to ensure they meet community needs and continue to add vibrancy to community life. To help encourage this, the Heritage Lottery Fund awarded a grant to the Sutton Cheney Village Hall Management Committee to carry out restoration and improvement works to this important community venue.

The village hall dates from the 19th century when it served as the village school and it forms an important part of the Sutton Cheney Conservation Area. The Hall was in urgent need of repair and had been forced to close due to the extent of its dilapidation and failure to meet new legislation. The small size of the community meant that the village had struggled to fundraise to meet the substantial restoration costs and the building was at risk of being lost completely.



### Sheepy Magna Church and Post Office

After the closure of the shop and post office in Sheepy Magna, Leicestershire the village was left with no local amenities. Therefore the west side of the church was offered to the community and was non-intrusively converted to be used as a satellite Post Office. The work involved creating a secure post office room and public toilets using grants from the Post Office, Church of England Local Diocese and Central Churches, Leicestershire County Council, Hinckley & Bosworth Borough Council and Atherstone Market Town Programme. Hinckley and Bosworth Council also decided to take its services on a weekly basis to Sheepy Church as part of its *Access to Services in the Communities* scheme. Having a Local Authority and Post Office at one location serves a real need and has provided a focal point for the villagers. As a result of this creative reuse of part of the building the Church has received a real boost and is now open most days of the week. In addition, the Council has received positive feedback from residents who, as public transport is very infrequent, have found the local facilities to be of great benefit.

© Leicestershire Rural Partnership

The grant covered 86 per cent of the project costs and enabled the building to be repaired to a high conservation standard, while also providing for the incorporation of improved facilities, including the building of a modest extension and disabled access. These works ensured that the Hall could be used for an even wider variety of activities, including regular use by the local parish council and to host major functions relating to the Battle of Bosworth. The improvements included the supply of an internet-linked computer by BT Community Connections for use by the local library service.

### B.4.3 COMBATING ANTI-SOCIAL BEHAVIOUR

English Heritage recently commissioned a report into crime and anti-social behaviour in and around Bolsover Castle in Derbyshire during the summer period. This report identified that the English Heritage property was experiencing similar difficulties with anti-social behaviour as the surrounding businesses and residential areas. Therefore during 2004 young people from the area were invited to the National Stone Centre in Wirksworth as part of a week of half-term activities funded by English Heritage. The activities involved examining different types of local stone, hearing about how a stone mason works, making carvings as well as participating in guided tours of Bolsover Castle. With the help of the Government's *Positive Activities for Young People* programme, the events were organised to positively engage young people aged 10-17 years with the past and the historic built environment in the central Bolsover area and help them develop respect for their important local heritage. By building these relationships it hopes to reduce incidences of anti-social behaviour at Bolsover Castle and other sites in the vicinity.

## C.1 EDUCATION

### C.1.1 THE HERO PROJECT

Historic houses and stately homes have played an important role in the rural and national economy for many centuries and are steeped in history and tradition. Many of these now offer their services and public access through English Heritage and the National Trust. The East Midlands region, however, retains an unusually high proportion of properties in private ownership. These houses also have much to offer the public, but do not have the same public funding opportunities. The Heritage Education Regional Outreach Project (HERO) is a 3 year Heritage Lottery Fund project, working to develop new heritage education programmes at five owned sites within the East Midlands. Each site is developing a distinct heritage education opportunity, demonstrating best practice to the education and heritage sectors in partnership with The Heritage Education Trust.

In addition, at Doddington Hall, a Grade I listed building, an HLF grant of £49,800 was awarded in 2004 to help the owners make their family home more accessible and welcoming to a broad range of visitors and to increase the number of visitors in specific target groups. The new range of interpretation facilities will help children and people with physical disabilities and sensory impairments to enjoy their visits to Doddington.

### C.1.2 IMPROVEMENTS AT RUTLAND COUNTY MUSEUM

Rutland Museum is sited in a Grade II listed former riding school and holds many important collections from the rural county. In 2004 a project was completed which upgraded visitor facilities in accordance with the Disability Discrimination Act and provided a dedicated research area with IT facilities for public use. The project was funded by the Heritage Lottery Fund, Rutland County Council, the Friends of Rutland County Museum, the Rutland Local History and Record Society and the Rutland Decorative and Fine Art Society.



### Sir John Moore Heritage Centre, Appleby Magna

Until recently the future of Sir John Moore School was bleak with the departure of the local primary school threatening to leave the building useless and lifeless. The local community, proud of their 17th century Grade I listed building, based on an original design by Sir Christopher Wren, set about raising money to refurbish the school. Over £2 million was raised and the site, which opened in 2004, is now run as a 'Victorian school' museum, a gallery, gardens, a training suite, and office and residential space.

Last year, by working with the East Midlands Museums, Libraries and Archives Council, the community was able to look at developing audience profiles, virtual tours and increasing access to the site. All the hard work was rewarded with a Leicestershire Heritage Award for 'best restoration programme' and recognition from EM Media of the site's potential as a TV and film location.

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The project has delivered substantial access improvements to Rutland's heritage, both physically and intellectually. The "Welcome to Rutland Gallery" in particular contains a concise history of England's smallest county that is not available anywhere else. The exhibition sets the rest of Rutland County Museum's collections in context and also helps Museum staff to direct visitors outwards to other destinations, businesses and services in Rutland.

C.2 ECONOMIC IMPACTS

C.3 PARTICIPATION

**C.2**  
ECONOMIC IMPACTS

**C.2.1**  
MARKET TOWNS RESEARCH

In 2004 the East Midlands Development Agency and the East Midlands Museums Libraries and Archives Council commissioned an *Evaluation of Museums, Libraries and Archives as Tourist Destinations in Market Towns* in the region. The report estimates that tourism activity undertaken in and by market town museums, libraries and archives is worth some £15 million per annum, and supports around 440 jobs in the regional economy. The research emphasises the important role that museums, libraries and archives play in extending visitor stay because they hold information about the local area.

The results indicates that this economic contribution can be improved even further by:

- key agencies working together to support the development of tourism activity associated with market town museums, libraries and archives.
- EMMMLAC working with emda emda to assist museums, libraries and archives to improve their business skills, especially in the areas of:
  - visitor monitoring
  - market research
  - marketing strategies and audience development plans
  - retail and catering
- improving signposting to museums, libraries and archives and that this should be addressed by local authorities
- maximising the contribution of genealogical tourism, as highlighted in the 'Finding Family' section of the Regional Tourism Strategy.

**C.3**  
PARTICIPATION

**C.3.1**  
VOLUNTEERING AND THE  
HERITAGE SECTOR

The historic environment provides a wealth of opportunities for people to put something back into the community, gain new skills as well as enjoy themselves. Volunteering is vital to the region's heritage organisations – the National Trust could not operate without the 40,000 people who give up their time each year. In this region alone 3,500 volunteers perform the equivalent of over £1 million worth of 'work' every year for the Trust. Projects that will be undertaken this year will involve 60 employees from the Social and Corporate Affairs team at E.ON UK. They will not only restore the Kedleston Hall estate boundaries by repairing the perimeter fence but also will install tree guards to protect newly planted trees and help to re-surface the pathway of Kedleston's 'Long Walk'.

**C.3.2**  
THE WORK OF THE LINCOLNSHIRE  
GARDENS TRUST

Members of the Lincolnshire Gardens Trust are continuing to support the conservation of the county's important garden heritage through a recent project to record historic gardens along and near to the line of the Roman road, Ermine Street. Members hope to create a Gazetteer as there has been little to date to inform the public about Lincolnshire's designed landscapes. The Trust has used archive material and Lincoln's Central Library to collate background information and, using surveying techniques, have recorded Easton Park and Cross O'Cliff Orchard in Lincoln. Further examples included in the project are the Victorian kitchen gardens at Normanby Park and Old Brumby Hall, Scunthorpe, where two of the original Cedars of Lebanon were brought to England and planted in the early 1600's.

## C.3 PARTICIPATION

## C.4 WELL BEING AND QUALITY OF LIFE

## C.3.3

THE 'BIG ROMAN DIG'  
AT MEDBOURNE

The Leicestershire Museums Archaeological Fieldwork Group has been in existence since 1976 and has around 400 members from across Leicestershire and Rutland. Since 1995 Leicestershire County Council has also run a Parish Warden scheme, inviting parishes to appoint an archaeological warden who acts as a local point of contact for the County Council Heritage Services team. Currently over two thirds of parishes in the county are signed up to this scheme. Training in fieldwalking techniques and artefact identification is provided regularly by experts at the County Council and the University of Leicester Archaeological Services, but there has been increasing demand for training in excavation techniques. This summer Time Team's Big Roman Dig at Medbourne provided an opportunity to involve 50 volunteers and the results have shed new light on important local archaeology, including an early Christian cemetery thought to date to the 5th century AD.

## C.4

## WELL BEING AND QUALITY OF LIFE

## C.4.1

## WHY HERITAGE MATTERS

During 2005 the Citizens' Jury event in the region was developed as an innovative approach to test and evaluate how the public perceives completed Heritage Lottery Fund projects. Citizens' Jury participants told us:

- they value heritage most because it adds to our knowledge – it is central to learning about ourselves and our society.
- it gives us a sense of identity – personal, cultural, regional and national.
- it is essential for the shared commemoration of both the achievements and the hard times of the past.
- it makes where we live more special and distinctive – linking the personal and cultural identity of individuals within their community.

The challenge now for the heritage sector is to continue to capture systematically how and why the public values heritage and use this research to inform and develop our future priorities.

THE REGIONAL HERITAGE FORUM –  
PROGRESS AND FUTURE PRIORITIES

The East Midlands Heritage Forum was established in 2001 to give a united voice to the heritage sector in the region. It now consists of nineteen member organisations representing the public, private and voluntary sector. During 2005 the Forum organised a seminar to discuss best practice under the Disability Discrimination Act and submitted a successful bid to the East Midlands Development Agency (emda) to research the contribution of heritage to the regional economy.

In 2005/06 the Forum will continue its commitment to produce *Heritage Counts*, will undertake and publish the results of the economic research in partnership with emda and will work with Local Authorities to increase the number of Historic Environment Champions in the region. The Forum will continue to provide responses to key regional consultations to ensure the historic environment is given full consideration. If you would like to find out more about the East Midlands Heritage Forum and its work please contact [eastmidlands@english-heritage.org.uk](mailto:eastmidlands@english-heritage.org.uk)

## 2004 CASE STUDY UPDATE

In 2004 *Heritage Counts* featured a number of case studies showing the benefits of investment in our heritage. Here are updates on the progress made by two of the projects.

- Following the completion of its HLF-funded repair project, the Blakesley Reading Room, Northamptonshire remains in constant community use and the villagers are delighted with the building's transformation. The income now received from community groups is providing for the building's long term maintenance to ensure that the project's benefits can be sustained.
- The Buxton Pavilion Gardens are now in full use following their HLF parks restoration project and once again are enjoyed by many, including students from the University of Derby campus at the Devonshire Royal Hospital, Buxton.



*Heritage Counts 2005* is produced by English Heritage on behalf of the East Midlands Regional Heritage Forum

- Association of Building Preservation Trusts
- British Waterways
- Council for British Archaeology
- Country Land and Business Association
- Defra RDS
- East Midlands Amenity Societies Association
- East Midlands Association of Local Government Archaeological Officers
- East Midlands Development Agency
- East Midlands Local Government Association
- East Midlands Museums, Libraries and Archives Council
- East Midlands Regional Assembly
- East Midlands Tourism
- Government Office East Midlands
- Heritage Education Trust
- Heritage Lottery Fund
- Historic Houses Association
- Institute of Historic Building Conservation
- National Trust



ENGLISH HERITAGE



This report has been prepared by English Heritage with the support of Farrer & Co. and Cowley Manor.

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 Designed by Evolve, London. Printed by the colourhouse, London. Photography: Front and Back cover images by James O. Davies.  
 This document is printed on recycled paper.