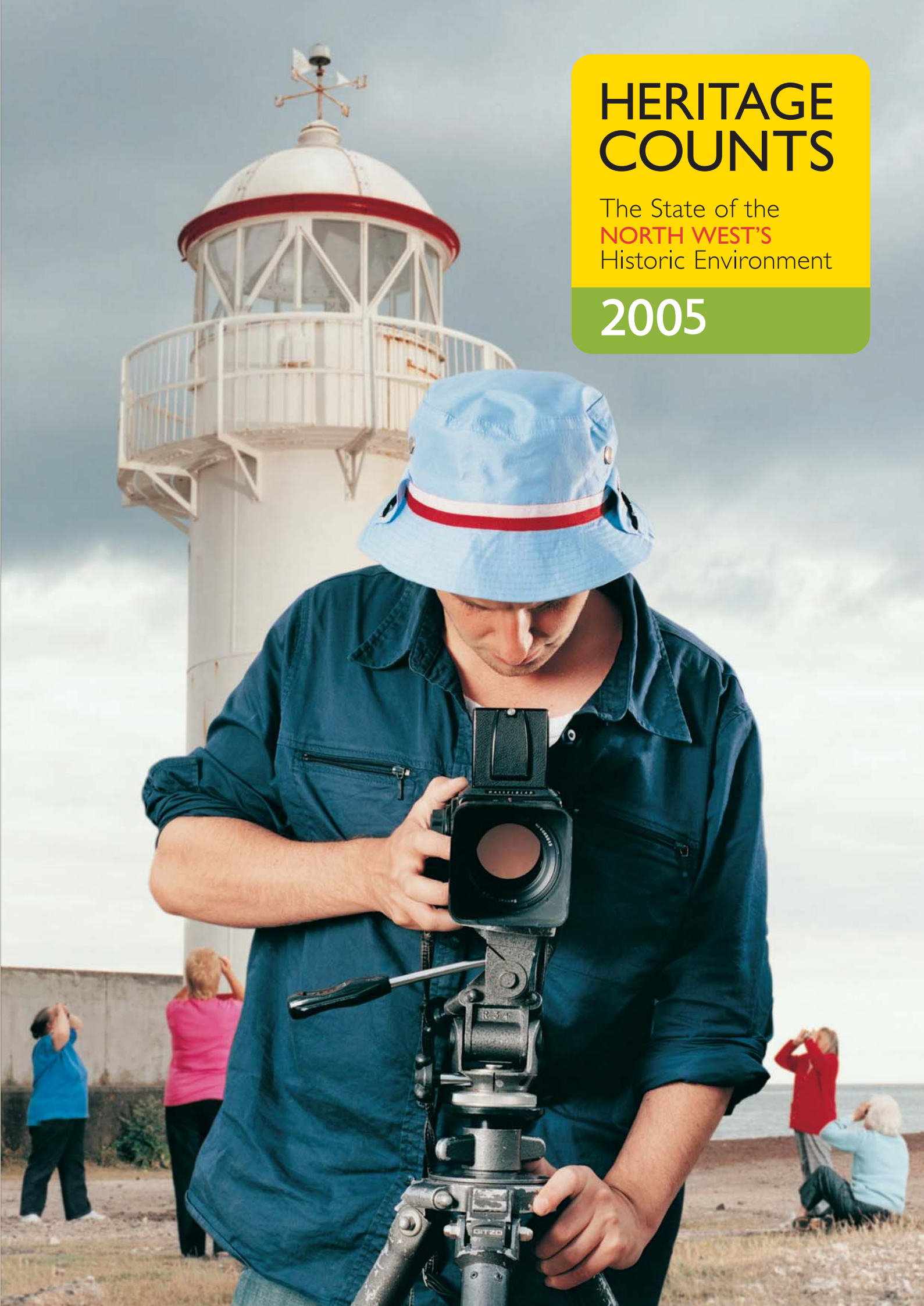


HERITAGE COUNTS

The State of the
NORTH WEST'S
Historic Environment

2005



Cover image:
Observing and
recording the
historic environment.

Millom is a coastal town in Cumbria. Like many other similar places with an industrial past it has suffered from the decline of traditional industries in the region. English Heritage is working with local partners and Copeland Borough Council on a project which encourages local people to observe and record their historic environment – as a way of helping them to celebrate the history of the area. The project will conclude with an exhibition in the town.

Heritage Counts is the annual survey of the state of England's historic environment. The report identifies the principal trends and challenges affecting the historic environment, with a particular focus in 2005 on the state of England's rural heritage. This report, one of nine separate regional reports, has been prepared by English Heritage on behalf of the North West Historic Environment Forum. It should be read in conjunction with the national *Heritage Counts 2005*, available at www.heritagecounts.org.uk.

CONTENTS

Letter from chair of HEF	P1
Map of the region and key facts	P2 – 3
The regional context	P4
Policy analysis	P5
A Understanding the Assets	P6 – 9
B Caring and Sharing	P10 – 13
C Using and Benefiting	P14 – 16
Key initiatives for the next year	P17

Heritage Counts 2005 in the North West

Two years ago, the North West Historic Environment Forum published *The North West's Historic Environment: Making it Count*, an examination of the historic environment's contribution to the economic, social and environmental agenda in the North West. Six key areas were identified: Image of the Region, Learning and Skills, Quality of Life, Urban Renaissance, Rural Renaissance and Tourism. *Making it Count* recognised that, while the historic environment was making a worthwhile contribution, there was considerable potential for further enhancement. A series of actions was recommended, such as the appointment by Culture Northwest of a Heritage Tourism officer, funded by the Northwest Regional Development Agency and English Heritage. *Making it Count* also identified the need for research to inform wider regional strategies. The success of these initiatives should contribute both to our urban and rural renaissance.

The rural agenda is the focus of this year's *Heritage Counts*, and there is progress to report. It should be remembered, however, that industry has long played a role in the rural environment of the region, and this report demonstrates that, along with farming, the landscapes we know and value so highly today are living, working places that have been created by over 3,000 years of interaction between human activity and the geological landform. The lesson from history is that, if our precious landscapes are to survive for the benefit of all, they need to continue to develop and change.

The historic environment sector will need to have strong partnerships with landowners and managers, Government and the tourism industry if we are to contribute positively to the essential processes of change. The NWHEF is committed to developing and strengthening these partnerships.

The main messages from this year's *Heritage Counts* are that:

- The North West has 153 total entries on the buildings at risk register
- 6 per cent of all Grade I and II* agricultural buildings are on the at risk register.
- Less than a third of planning authorities have information that allows them to characterise their historic farm buildings.
- Around 400 additional skilled crafts people are needed in the region to meet the demands for repair and maintenance of historic buildings.
- 1,595 Church of England churches in the region are listed Grade I or II*. Listed churches of all grades are facing an estimated repair bill of £27.6 million.
- An estimated 43.1 per cent of parkland has been lost in the North West since 1918.
- Over a quarter of working farm buildings have been converted to residential use since the 1980s.
- Investing in repairs to historic farm buildings makes economic sense: every £1 invested in grants in the Lake District Environmentally Sensitive Area generated £2.49 in additional economic value.
- The Heritage Lottery Fund (HLF) awarded grants of £35,189,133 in the North West in 2004/05.

Henry Owen-John
Chair of the North West Historic
Environment Forum

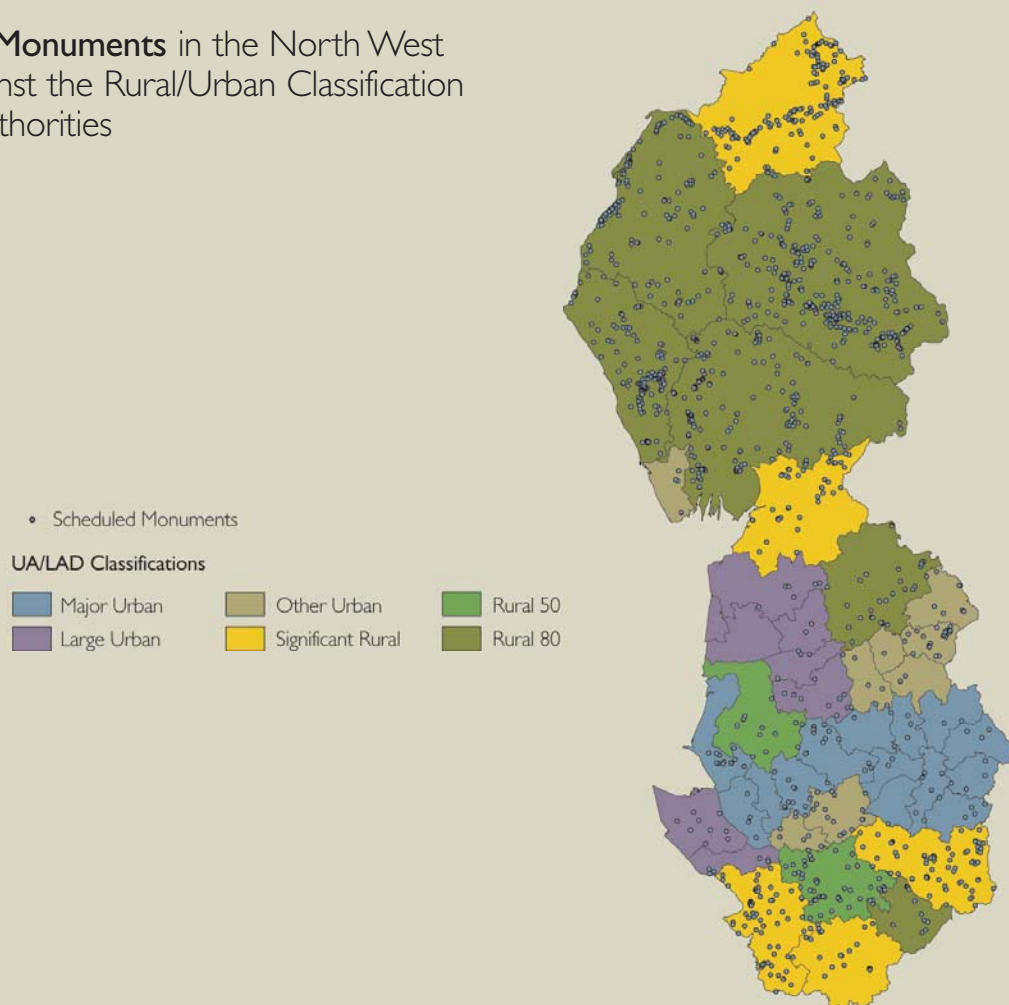
The historic environment in the North West: distribution of assets

North West – Regional Data

UNITARY AUTHORITY	DISTRIBUTION OF LISTED BUILDINGS	DISTRIBUTION OF SCHEDULED MONUMENTS	DISTRIBUTION OF REGIST. PARKS & GARDENS AND BATTLEFIELDS	DISTRIBUTION OF CONSERVATION AREAS
CHESHIRE	5,163	225	24	176
HALTON	122	7	0	10
WARRINGTON	364	13	0	19
CUMBRIA	7,682	855	19	117
GREATER MANCHESTER	3,846	48	29	218
LANCASHIRE	5,255	144	35	188
BLACKBURN WITH DARWEN	226	6	6	1
BLACKPOOL	39	0	1	2
MERSEYSIDE	3,002	38	22	105

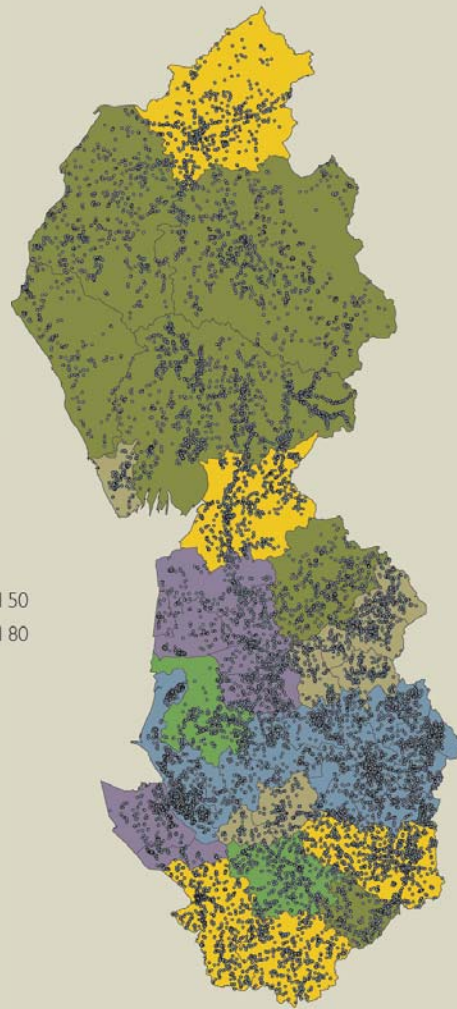
Source: English Heritage

Scheduled Monuments in the North West Region against the Rural/Urban Classification of Local Authorities



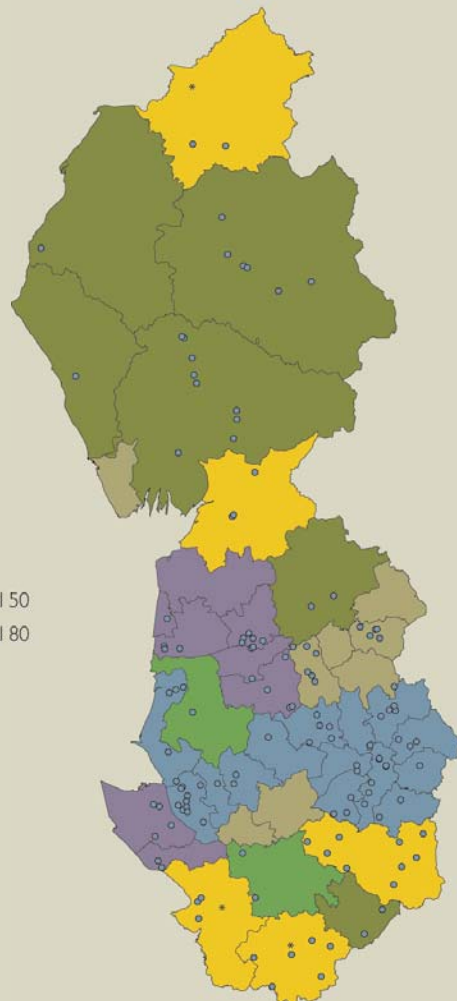
Listed Buildings in the North West Region against the Rural/Urban Classification of Local Authorities

- Listed Buildings
- UA/LAD Classifications**
- | | | |
|---|---|---|
| ■ Major Urban | ■ Other Urban | ■ Rural 50 |
| ■ Large Urban | ■ Significant Rural | ■ Rural 80 |



Battlefields and Parks & Gardens in the North West Region against the Rural/Urban Classification of Local Authorities

- * Battlefields
 - Parks and Gardens
- UA/LAD Classifications**
- | | | |
|---|---|---|
| ■ Major Urban | ■ Other Urban | ■ Rural 50 |
| ■ Large Urban | ■ Significant Rural | ■ Rural 80 |



The regional context

BROAD OVERVIEW OF THE REGION'S HISTORIC ENVIRONMENT

The landscape of North West Region comprising the counties of Cheshire, Lancashire and Cumbria is characterised by the farming traditions that have evolved from prehistoric times. Each county has a discrete character determined by topography, geology and rainfall that supports dairy farms in the south, horticulture on the rich coastal plains, and sheep and beef production on the uplands of the Forest of Bowland and the high peaks of the Lake District.

The ancient settlement pattern of the region is based on a network of market towns, such as Penrith, Clitheroe and Nantwich. These were the main distribution centres for agricultural produce brought in from villages, which themselves provided essential facilities for the small hamlets and scattered and isolated farms. The 19th-century Industrial Revolution not only created a rapid expansion of the settlements, particularly in central and south Lancashire, but also prompted a huge demand for wool to support the textile industry and food to supply the rapidly growing population. The current landscape owes much to this period of prosperity in agriculture, when many new farmsteads were constructed, together with stone barns and miles of dry-stone walls, for the increasing numbers of livestock.

Some of the earliest medieval rural features that can still be identified throughout the region are the lime kilns, which provided a means to fertilize and improve land for farming, such as those at Wycoller, near Colne. By the early 16th century landowners began to build permanent farmsteads here, quarries were excavated for stone, and woodland was planted to produce timber and charcoal for industrial use. Over the next three hundred years the agricultural estates became the larder for the urban population. Stonemasons, joiners and other craftsman used local materials in their vernacular designs. The development of country house, from the fortified mansions, such as Hoghton Tower and the 'stately' elegance of Dalemain and Tatton, also dates from this period, each residence a showcase of innovative architectural design and local craftsmanship.

In the last hundred years, the countryside has undergone great changes, often led by mechanisation and intensification of agriculture. This has put pressure on the traditional small farms, dry-stone walls and stone barns that dominated the region. The challenge now is to find ways of both conserving and finding new uses for much of this rural environment.

KEY FACTS

- The total area of the North West is 14854.11 sq km, or nearly 12 per cent of total area of the UK.
- The North West has 1,000 km of coastline.
- The Gross Value Added (GVA) per head in the region is £14,346 which is 90 per cent of the UK average (*source: GONW*). However in rural Lancashire it is £9,870 and in West Cumbria it is £10,562.
- 81 per cent of the region's land mass is defined as rural
- 88 per cent of the population live in the urban areas
- Urban areas have a population density of 22 per hectare, rural towns of seven per hectare, and all other areas of less than one person per hectare.
- Over 90 per cent of the region's agricultural land is classed as 'moderate to very poor' for agricultural quality.
- 20 per cent of the region's land is designated an Environmentally Sensitive Area.
- 14.5 per cent of the region's land is designated as a Site of Special Scientific Interest
- The boundaries of three national parks (Lake District, part of the Peak District and part of the Yorkshire Dales) together cover 18 per cent of the region.
- 11 per cent of the region is designated as Areas of Outstanding Natural Beauty (the Solway Coast, North Pennines, Arnsdale and Silverdale and the Forest of Bowland).
- Seven per cent of the region's land is woodland.
- The rural economy of the region generates around £21 billion, while urban areas generate £70 billion. However in rural areas, agriculture contributes only around three per cent of the total GVA, while industry accounts for 34 per cent and the service sector for 63 per cent. (*Source: Pion Economics 2005*).

AGRI-ENVIRONMENT SCHEMES

In March 2005 Environmental Stewardship (ES) was launched by Defra. This is a new agri-environment scheme, designed to deliver conservation and good management of the landscape, and replaces two earlier schemes. A high proportion of the North West's farmland is expected to come under agreement.

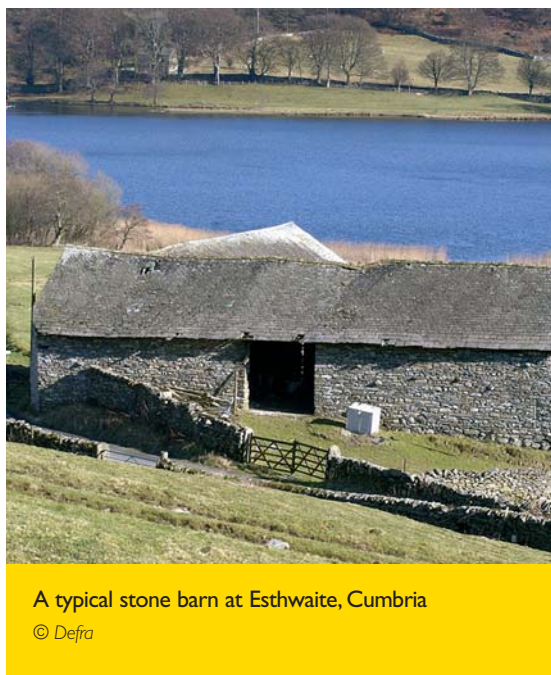
ES operates on two levels: a 'broad and shallow' entry level (with an organic entry level for farmers who are either farming or converting to farming organically) available to all farmers, and a higher level, targeted at areas and features of high priority, identified in regional 'targeting statement'. Two of the five primary objectives are the protection of the historic environment and the maintenance and enhancement of landscape character. These should have significant impacts on the long-term management on the historic environment of the region.

TOURISM STRATEGY

Part of the tourism strategy for the region is to increase the quality of the visitor experience through improvements in the public realm, the clustering of tourism businesses, better and more targeted provision of visitor information, and investments in new technology. The North West Development Agency and its partners recognise that the historic environment can have a key role to play in this. This belief has led to initiatives such as the *Historic Towns and Cities in England's Northwest* project (involving Chester, Carlisle, Bolton, Lancaster and Birkenhead). This project is evaluating the heritage assets, assessing the existing tourism product, considering existing tourism strategies and initiatives and examining heritage-related regeneration and economic development benefits.

THE NORTHERN WAY: ENGAGING THE HISTORIC ENVIRONMENT

The Northern Way seeks to transform the £30 billion output gap between the North and the average for England. Three key priorities are to build a dynamic economy, to improve skill levels and to bring more citizens into employment. Nine-tenths of the North's economic activity takes place in the eight 'City Regions' and there are significant opportunities within each of these places for the historic environment to contribute to sustainable neighbourhoods and communities, to exploit the economic potential of the cultural offer and to offer a better and unique quality of life.



A typical stone barn at Esthwaite, Cumbria

© Defra

There is an opportunity to develop the understanding of the economic relationship between the core urban centres, market towns and rural economies. The historic environment can also contribute to the Academy for Sustainable Communities, based in Leeds, and in the specific targeted marketing of the North's image and cultural assets.

HOUSING MARKET RENEWAL

The North West has four of the nine Housing Market Renewal Pathfinder areas: Elevate East Lancashire, Manchester-Salford, Merseyside, and Oldham-Rochdale. These are programmes of restoration, demolition and new build in designated urban areas. The majority of the region's terraced houses are being retained with only a small percentage being cleared. English Heritage, the Commission for Architecture and the Built Environment (CABE), local authorities' Design Champions, the Housing Corporation, RENEW, and the North West Historic Environment Forum have a watching brief on the character of place (whether the retention of homes or the design of new housing) to try to avoid the mistakes of the past, particularly by the active participation of local residents.

A

Understanding the region's assets



The Burwardsly Parish Project

Characterisation identifies what makes a place unique, but more importantly, it can provide a mechanism for involving communities in decisions that affect their local surroundings. In 2002, the Countryside Agency and Scottish Natural Heritage produced new guidance on Landscape Character Assessment (LCA), an approach developed by professionals for professionals. Residents of Burwardsly, Cheshire, trialled the methodology which established local people as the 'experts', characterising the landscape, making judgements and developing a strategy and action plan. Public exhibitions and talks throughout the project culminated in a Village Design and Parish Landscape Statement, the first combined document in the country, approved by Chester City Council as a Supplementary Planning Guidance on 30 March 2005.

The project demonstrated that LCA is a valuable tool for promoting community action where both product and process are of importance. The combined document, which links the local to district, county, regional and national levels of LCA, can be used as material evidence in a Planning Inquiry and adds value to a parish plan. Other communities are now keen to follow this methodology.

© John Gittins, Cheshire Landscape Trust

A.1

LISTING HAS CHANGED

The Government's consultation paper, *Protecting the Historic Environment: making the system work better*, proposes important changes in the way the historic environment is managed and recorded. One of the pilots to test these proposals is the Central Lakeland Neolithic Axe Factories, comprising around 600 sites. These axe factories are the most extensive of their kind in Britain and offer a unique insight into many little-understood elements of the Neolithic period. None of these archaeological sites presently enjoys any form of heritage protection. The pilot has defined the whole area, highlighted areas of great sensitivity and proposed a Heritage Protection Partnership Agreement that defines the scope of remedial work needed and future maintenance, to be agreed in advance to avoid repetitive consent procedure.

A.2

CHARACTERISATION

Characterisation, a way of understanding the evolution of the unique features of a particular place, is based on observations in the field and historical records and maps. Characterisation projects in the North West have been carried out Lancashire, nearly completed in Cheshire, Merseyside and Cumbria, and about to begin in Manchester.

A.3

MARITIME CHARACTERISATION

Characterisation need not be confined to land. Maritime archaeology is affected by rapidly expanding development pressures and new forms of marine planning. The submerged landscapes of the inter-tidal zone, in particular, offer some of the highest potential for archaeological research. There are two main challenges: joining up management strategies from the land to sea and ensuring heritage management can be integrated with other aspects of marine spatial planning. The English Heritage Aggregates Levy-funded project, England's Historic Seascapes, undertaken by Wessex Archaeology, has established a national methodology for characterising historic landscape in inter-tidal and marine zones, using

A.4 THE STATE OF THE COUNTRYSIDE

A.5 THE HISTORIC FARM BUILDING PHOTO SYSTEM (HFBPS)

A.6 FARM TRENDS FOLLOWING CAP REFORM (NT)

Liverpool Bay as the pilot area. The methodology includes GIS-based terrestrial characterisation surveys, enabling integrated spatial planning. Once tested in contrasting coastal areas around England, the methodology will be adopted nationally.

A.4 THE STATE OF THE COUNTRYSIDE

Traditional farm buildings are fundamental to the rural environment's sense of place, local distinctiveness and historic interest. However, six per cent of the North West's Grade I and II* agricultural building entries are at risk from neglect and decay, with 47 per cent incapable of beneficial use even if repaired.

Enormous pressures for change to traditional farm buildings have seen 57 per cent of list entries subject to planning applications since 1980, with two-thirds of these subject to multiple applications (eight out of ten applications were approved). 73 per cent of conservation officers report a significant demand for the conversion of listed working farmstead buildings into dwellings, while only 21 per cent reported significant conversion demand for economic re-use. Less than a third of planning authorities update their registers annually or have the information that allows them to characterise their historic farm buildings, while less than half monitor changes to listed buildings.

A.5 THE HISTORIC FARM BUILDING PHOTO SYSTEM (HFBPS)

Using baseline photographic records from the 1980s Accelerated National Resurvey of listed buildings and the Images of England project, this recent research project produced a database of listed farmstead buildings which could be interrogated by numerous variables: date and type of construction, roof condition, and use. It illustrated, in particular, structural decay and adaptive re-uses. In the North West, 93 per cent of farm buildings are of the mass-wall construction typical of Northern England. The majority (95.4 per cent) of roofs and walls were intact (compared to 92.5 per cent nationally). 44.9 per cent of working farmstead buildings were attached to dwellings, compared to only 16.9 per cent nationally. Significantly, over a quarter (25.7 per cent) of working farm buildings had been

changed to residential use with 71.6 per cent remaining unchanged, compared to 28.4 per cent and 68.2 per cent, respectively, at the national level.

A.6 FARM TRENDS FOLLOWING CAP REFORM (NT)

From the Lake District to the Yorkshire Dales, the uplands are dependent on livestock farming to maintain their historic character. The loss of hill farming would have a severe impact on these landscapes. Recent research based on financial information from 60 National Trust tenanted upland farms has shown that the majority faced severe falls in their income during the shift from historic payments under the old CAP system to area payments under the Single Payment Scheme. The research showed that the basic payments will decrease by up to 50 per cent, compared to the historic payments under the previous 'coupled' regime, indicating that, unless there is radical change in upland farming, by 2012 most farms will be making a loss. In the worst cases, farmers face a loss of more than £10,000 per year.

The rural landscape has been shaped by centuries of agricultural production; however the retirement of a farmer in the Lake District enabled the National Trust to carry out analysis, which demonstrated there was no viable economic future for the farm. Consequently, the land will be split between the neighbouring farms and the house let separately. This may threaten the future appearance of the landscape and suggests that the new methods of supporting farmers may not be enough to save small farms in distinctive upland areas.



The Herdwick Project

The appearance and character of the Lake District landscape owes much to its long history of grazing, primarily by upland sheep and cattle. The Herdwick, a hardy sheep of Scandinavian origin, is found almost exclusively on Lakeland fells and remains integral to the strong cultural traditions and farming way of life, contributing to a rich historic landscape.

The Herdwick Project seeks to add value to the breed at a time when farm incomes are under extreme pressure through changing markets and subsidy. It comprises a Wool Scheme, where farmers are paid a premium for Herdwick Wool, which is used in carpet manufacture, and a complementary Meat Scheme, which encourages the sale of boxed meat direct to the consumer.

© Ian Brodie

A.7

CHANGES IN THE CHARACTER OF THE COUNTRYSIDE SINCE 1918

Research just completed for English Heritage on the extent of the nation's parkland compared records from 1918 with data from 1995. The findings show that, in the North West, there were around 25,000 ha of parkland in 1918 (two per cent of the region's area), and only 14,000 ha in 1995 (one per cent of the region). This represents a decrease of nearly half. While below the national rate of loss, it reflects the continuing pressures on the region's open spaces.

A.8

THE VALUE OF FARM BUILDING REPAIR

English Heritage, Defra and the Lake District National Park Authority commissioned an evaluation of the social, economic and public value of the long-term repair programme to the traditional, non-residential, farm buildings in the Lake District Environmentally Sensitive Area (ESA) during the period 1998-2004. The aim of the project was to quantify benefits (other than heritage conservation) such as creating employment, supporting craft skills, enhancing the landscape and contributing to the local economy. Among the important findings were that the scheme had created up to 30 new jobs (one for almost all of the locally based contractors who carried out the work) and had resulted in a direct and indirect injection of between £8.5 million and £13.1 million into the local economy (with every £1 of expenditure on farm building repair generating an additional £2.49 for the economy within the ESA). Also, eight out of nine contractors surveyed reported at least a 16 per cent increase in turnover, and the majority of farmers reported that the repairs had improved their efficiency. During the study period, over 450 conservation plans were agreed for more than 655 buildings, including 35 listed ones. Without the scheme, two-thirds would have become derelict and the rest repaired to a lower standard, (92 per cent of the repaired buildings are now in productive use). Crucially, 71 per cent of local groups, 60 per cent of domestic visitors and 63 per cent of international visitors rated the Lake District's sense of history and tradition as extremely or very important

A.9 SHORTAGES OF TRADITIONAL MATERIALS FOR HISTORIC BUILDINGS
A.10 PLANNING TRENDS

A.9

SHORTAGES OF TRADITIONAL MATERIALS FOR HISTORIC BUILDINGS

The New Red Sandstone of the Eden Valley in Cumbria has been used in many locally distinctive red stone roofs. However, stone slates have not been in production for many years, and there is no local supply for repairing historic roofs, such as the one at St. Cuthbert's Church, Nether Denton. The stone required, which should be capable of being split thinly, is either unavailable or uneconomic to produce. To find a solution, English Heritage, Historic Scotland and the local authority conservation officers on both sides of the border have agreed to a joint initiative to re-start production. All options will be considered, including the possibility of producing from several working quarries or sawing masonry stone to a suitable thickness, and then surface-texturing and edge-dressing to produce an appearance similar to the original.

A.10

PLANNING TRENDS

Statistics from the Office of the Deputy Prime Minister showed that the district planning authorities in the North West received 72,575 planning applications in 2004/5. Local authorities made decisions on 1,963 listed building applications, of which 1,760 were granted (nearly 90 per cent). There were 306 decisions made on conservation area applications over the same period, with 263 granted (85.9 per cent). The Garden History Society was notified of 46 planning applications for the year 2004/5 – six for registered gardens.



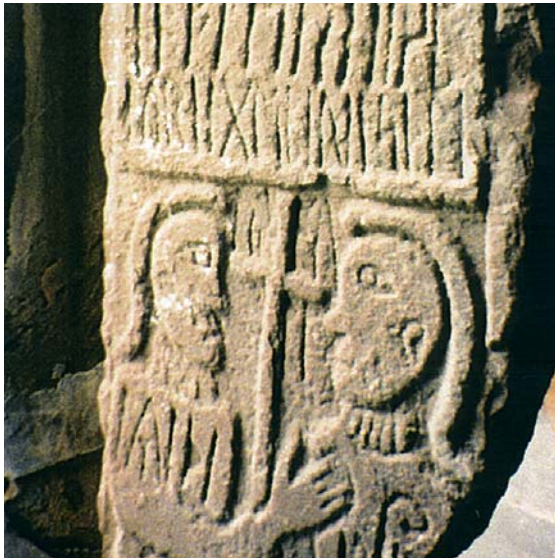
The Wray Castle Estate Historic Landscape Survey

The Wray Castle Estate, developed in the 1840s, was one of the last influenced by the villa building movement in the Lake District. A 2004/5 survey was used to help the owners, the National Trust, make informed management decisions for the future of the estate. This has led to a demonstration project to illustrate the range of potential uses for redundant historic farm buildings, such as a Grade II listed stable block on the shore of Windermere. The project involves the creation of four craft workshops and integrates sustainability in design without compromising the historic integrity of the structure – the most notable innovation being the use of sun-pipes to bring light into the ground floor of the building. Significantly, the project sought a use for the building that was related neither to tourism nor agriculture, in a small but deliberate move to contribute to the broadening of the Cumbrian economy.

© Jamie Lund, National Trust

B

Caring and sharing



Hidden Britain Centres scheme

The purpose of this scheme, set up following the foot and mouth crisis, is to attract visitors back to the lesser known parts of the countryside through the development of a network of tourism projects, owned and led by local communities. During a two-year pilot project in Cumbria, a development worker was appointed to help local groups with organisation, provide 'pump priming' funds and advise on access to other grants. By 2004, ten centres had been set up, including one at St Mary the Virgin and St Michael Church in Great Urswick, Cumbria, which has attracted many visitors to see the church's Tunwinni Cross, an Anglo-Saxon engraved sandstone cross, originally three metres high.

© Steve Dickinson

B.1

RURAL PLACES OF WORSHIP

The economic importance of faith communities was reported in a survey in *Faith in England's North West: Economic Impact Assessment* (NWDA, February 2005). This major survey found that faith communities generate between £69.6 million and £94.9 million for the regional economy. Volunteering was estimated to involve 45,667 people contributing around 8.1 million volunteer hours per year. Around 697,114 'faith visitors' and tourists generate £8.4 million per year – and support 263 full time equivalent jobs.

According to *Building Faith in our Future*, produced by the Church Heritage Forum, 'using historic church buildings for activities besides worship can offer scope for a sustainable future, enrich the life of the neighbourhood, help meet repair and running costs and develop the skills of the community'. This is crucial, as many historic churches face high repair costs. At All Hallows (Grade I) in Mitton, Lancashire, a renovation and alteration project has not only improved the facilities for the local community, but has also increased visitor interest because of the publicity given to the project. Members of the church have attended a tourism course and have become more aware about the need to maintain and preserve such ancient monuments.

B.2

HERITAGE CRAFT SKILLS

A survey of the built heritage sector, published in June 2005 by English Heritage and the National Heritage Training Group (NHTG) and backed by ConstructionSkills, reported that 3,728 people currently work on the repair and maintenance of some 848,000 pre-1919 buildings, including 25,684 listed buildings, in the region. However, almost 400 additional people are needed just to meet immediate demand. This figure includes over 50 speciality bricklayers, carpenters and slate and tile roofers; over 40 lead-workers and stonemasons; and over 30 joiners, painters and decorators to work in an industry estimated to be worth over £3.5 billion across England every year. There are also shortages in smaller trades, such as wheelwrights and thatchers. The effect of these shortages has meant that while almost 66 per cent of public and commercial stockholders and private home dwellers were satisfied with the work done on their property, 54 per cent of public and commercial stockholders

B.3 EARLY IRON SMELTING IN THE LAKE DISTRICT NATIONAL PARK (LDNP)

B.4 TOURISM AROUND HADRIAN'S WALL WORLD HERITAGE SITE

and 42 per cent of private stockholders were unhappy with the time taken to complete the work, citing a labour or skills shortage as the reason for a delay. Delays of over three months were reported for the availability of a skilled craftsman, potentially setting back programmes of repair and maintenance.

B.3

EARLY IRON SMELTING IN THE LAKE DISTRICT NATIONAL PARK (LDNP)

The natural resources of iron ore and charcoal, from extensive woodlands, led to the establishment of an important iron industry in the Lake District in the medieval period. An overview of the industry from medieval un-powered smelting to the charcoal blast furnaces of the 18th century was included in *Furness Iron* (English Heritage, 2000). In 1999, the LDNP and National Trust implemented a programme of research into the earliest phase of iron production, which included geophysical surveys and radiocarbon dating of un-powered bloomery sites. The aim of the work was to produce new information to assist with their management and preservation. Results from the project have transformed our understanding of bloomeries and have established sizes and locations of furnaces dating from between the 13th and 16th century AD.

Recent work has concentrated on the investigation of medieval charcoal production, with the identification and radiocarbon dating of charcoal pits in the Rusland Valley. This information is now being used to identify sites which merit statutory protection.



The Bastle at Upper Denton (Scheduled Monument 27671)

Upper Denton is a small village in northern Cumbria, not far from the Scottish border. The Bastle, a ruined late medieval fortified house, once served as the vicarage for the nearby church. The structure had deteriorated seriously and parts had collapsed. In view of its condition, it was added to the Buildings at Risk Register in 2004.

The owners, Mr and Mrs Paludan, commissioned a structural engineer experienced in dealing with historic structures to draw up a specification for repairing the building. Negotiations with English Heritage resulted in an offer to grant-aid 80 per cent of the work, as a result of which the Bastle has been repaired and removed from the latest edition of the Register.

Taken for the Images of England project © Mr Kenneth Robinson

B.4

TOURISM AROUND HADRIAN'S WALL WORLD HERITAGE SITE

Much of Hadrian's Wall is in the Northwest of England, and the World Heritage Site extends beyond the Wall to include the defences on the Cumbrian coast as far south as Ravenglass and the outpost fort at Bewcastle to the north. In April 2003, the two northern regional development agencies jointly commissioned a strategic review of the Wall in response to issues identified in the previous Management Plan. The report recommended a vision, branding position, strategy and development plan that it forecast would generate 1,622 jobs across

B.4 TOURISM AROUND HADRIAN'S WALL WORLD HERITAGE SITE

B.5 THE MARKET TOWNS INITIATIVE

B.6 IMPROVED INTERPRETATION AT WORDSWORTH HOUSE



Conservation work at Force Crag Mine, Coledale, Cumbria

Force Crag Mine and Processing Mill is located at the head of the Coledale Valley, south-west of Braithwaite. The site was mined from 1839 until it was finally abandoned in 1991. The remaining mill dates from 1908-9 and contains the machinery that was in use until the 1990s.

As the last working mineral mine in the Lake District, Force Crag is an important site; its significance is increased by the near complete survival of the processing plant. As the final phase of an ambitious project to conserve and interpret the site, and provide safe public access, the National Trust commissioned specialist engineering conservation work. The mill at Force Crag Mine is now open on special days throughout the year and includes information panels and guided tours.

© English Heritage

the North of England and increase visitor expenditure by 34 per cent. A Steering Group containing representatives from various stakeholders was established in October 2004 to direct the overall work of designing the new organisation. The intention is to use the attractions of the World Heritage Site to encourage the economic, social and cultural regeneration of the area. The Management Plan ensures that the management and conservation needs of the wall are met. The new company will lead the co-ordination and delivery of activity relating to this agenda from April 2006.

B.5

THE MARKET TOWNS INITIATIVE

There are 19 settlements in the North West that have Market Towns Initiative (MTI) status, a scheme funded by the NWDA. The scheme intends to improve a market town's chance of becoming a viable place for people to live and work, with the provision of improved transport, housing, services, employment and quality of life. English Heritage is represented on the regional steering group and has met with local communities to discuss the historic built environment. Many of the towns have benefited from English Heritage area grants. In many cases such as Ulverston in South Cumbria, English Heritage grant-aid is combined with MTI funding to undertake historic building repair and public realm improvements.

B.6

IMPROVED INTERPRETATION AT WORDSWORTH HOUSE

Wordsworth House, where the poet was born in 1770, is situated on Main Street in Cockermouth, Cumbria. Built in 1745, a great deal of the original fabric inside the house still remains, including the staircase, fireplaces and panelling. When the National Trust acquired it 1937 it was an empty shell. Research in 2000 showed that the furnishing and decoration had failed to excite visitors and inform them of the lives of the Wordsworths. A four-year project set out to re-create William's childhood home and encourage people to interact with it. Wordsworth House re-opened to critical acclaim in June 2004. Detailed historic research has revealed a picture of the way in which the young Wordsworth family lived and provided clues about the furnishings and decoration.

B.6 IMPROVED INTERPRETATION AT WORDSWORTH HOUSE

B.7 PLACE DETECTIVES IN THE LAKE DISTRICT

With re-designed gardens, all of this has been brought to life by the activities of costumed interpreters who represent the daily lives of the Wordsworth's servants. The interpreters engage visitors and provide the opportunity to try some of the daily chores.

B.7

PLACE DETECTIVES IN THE LAKE DISTRICT

South Lakeland District Council has designed its conservation area review process to allow local people to have a say about what they value in the places where they live and work. Residents were invited to a Place Detectives event where a number of activities were organised by the council to find out what people feel about their local environment. Activities included identifying and voting for their favourite and least favourite buildings and public spaces, using instant cameras to record and display personal perceptions of the town's architectural and historic interest, looking at historic maps and aerial photographs to see how the town has developed, undertaking a streetwise appraisal (a mini assessment of a street or neighbourhood), and using specially prepared guidance and activities for younger members of the family on an architectural theme.

The feedback from the event has been incorporated into the conservation area appraisal document, both in the form of directly quoted text and through a series of thematic maps, which evaluate the way each building shapes the quality of the area.



Stott Park Bobbin Mill access project

English Heritage has been working on a project at Stott Park Bobbin Mill to enhance the experience for visitors with visual impairments. After seeking advice from a local voluntary group working with visually impaired people, the project has delivered tailored staff training in etiquette and descriptive strategies. There is also a guide pack containing raised profile maps, photos and large print text to assist the guides and visitors in orientation and tell the story of the mill. Pre-booked visitors will be directed to a mini website that will focus on oral history testimony and on some of the key sites and sounds of the mill, introducing Stott Park in its wider context.

© English Heritage



Wordsworth Trust archive and museum in Grasmere

The new Jerwood Centre at the Wordsworth Trust in Grasmere was opened in June 2005 by Seamus Heaney. The £3.15 million funding has come from the HLF, NWDA, the Jerwood Foundation and the European Regional Development Fund. Built close to Wordsworth's former home, Dove Cottage, the Jerwood Centre keeps the designated collections of manuscripts, art work, books and other items from the Romantic period in secure and climate-controlled conditions as well as allowing access for researchers, for talks and seminars and for exhibitions both at Grasmere and around the country.

© Charlotte Wood, The Wordsworth Trust

C.1

CULTURE AND THE ECONOMY

It is estimated by consultants EKOS that the Cultural Sector contributes £15 billion to the North West economy and employs 12 per cent of the region's workforce. There are 9,629 people employed in the heritage sector. The average household expenditure on culture and recreation is 15 per cent. The heritage sector has attracted over £545 million of investment in the last ten years and has an estimated 1,027 businesses. The level of interest in our heritage is reflected in the regional membership of English Heritage (29,425) and the National Trust (338,846). Visitor data from MEW research in The 2004 Visitor Attractions Survey for English Heritage showed that the largest number of heritage visits in the region were to historic houses (39 per cent) and places of worship (19 per cent).

C.2

RAVENGLASS VILLAGE ENHANCEMENT

Ravenglass, the only coastal village in the Lake District National Park, was designated a conservation area in 1981, which encouraged the enhancement of the area for the benefit of local people and visitors. A Village Forum was set up by the Parish Council and Park Authority to generate ideas and coordinate an overall enhancement scheme. The aim was to strengthen the identity and distinctiveness of Ravenglass by using local materials and locally generated designs. It was recognised that the prosperity of local business was related to the attractiveness of the village and that it was necessary to forge links with the existing popular tourist attractions of the Ravenglass-Eskdale Railway and Muncaster Castle.

Achievements include the removal of all the overhead wires in Main Street, more attractive street lamps, traffic calming setts and a Millennium Garden with a mosaic designed by local school children. To coincide with a new market cross, a heritage tour leaflet was launched. There is still work to be done, but the residents now have the confidence to work in partnership with others to enhance the village.

C.3 IMPERIAL WAR MUSEUM NORTH'S VOLUNTEER PROGRAMME

C.4 THE CUMBRIA POETS PROJECT

C.3

IMPERIAL WAR MUSEUM NORTH'S
VOLUNTEER PROGRAMME

The Imperial War Museum North's innovative and award winning Volunteer Programme, Learning Through Volunteering, promotes lifelong learning, improves basic skill levels and vocational attainments, especially in localities where social and economic deprivation is highest. The programme recruits individuals from a range of groups throughout Greater Manchester, such as the long-term unemployed, non-learners and people with low and outdated skill levels. Individuals joining the programme follow a unique 12-week Cultural Heritage course, which includes Maths, English and interpersonal skills (teamwork and communication). This training prepares participants for volunteer work in the Museum and helps to encourage re-engagement with learning in an informal, friendly environment. Delivered by a Basic Skills tutor, the course is mapped to the Skills for Life Core Curriculum. Crucially, volunteering at the War Museum is not time bound, and volunteers can develop at their own pace. As a result of the programme, volunteers have successfully gained the confidence and skills to progress to further courses (ICT courses, GCSE history, access courses and university placements) as well as employment (a range of cultural and non-cultural organisations). Volunteers can also encourage lifelong learning among their families, peers and the wider community.

C.4

THE CUMBRIA POETS PROJECT

Millom is a small coastal town situated on the fringe of the Lake District National Park. Formerly an iron ore mining and ironworking town of over 10,000 people, it suffered greatly when both the mine and the local ironworks closed in 1968. Millom's most famous son is poet and author Norman Nicholson (1914-87), and a project is underway that uses Nicholson's work as a springboard for generating new artistic output among the residents of Millom. This creative writing and photography project – developed by English Heritage, Copeland Borough Council and Millom Tourist Information Centre – enables participants to write about and photograph their experience of Millom and West Cumbria. The project will conclude with an exhibition promoting a more positive image of Millom, securely rooted in its past.

The Merrygill Railway
Viaduct, Cumbria

The Merrygill Viaduct (Grade II), near Kirby Stephen, Cumbria, is part of the former Trans-Pennine Barnard Castle-Tebay Railway. Used until the 1970s to transport aggregates and lime, the viaduct has benefited from an English Heritage Aggregates Levy Sustainability Fund grant of over £30,000. This money has helped the Northern Viaducts Trust to undertake a number of improvements, including safe public access, the renovation of two signalmen's huts for interpretation, and the production of literature highlighting the links between the aggregates industry, local landscape, community and the railway. The viaduct was re-opened for public access in July 2005 by Sir Neil Cossons, Chairman of English Heritage.

© WANT Media 2005



The Forest of Bowland AONB

A central upland core, fringed by foothills, including those of the Lune Valley, dominates the forest of Bowland AONB. Historic Landscape Characterisation has been carried out in Lancashire, and the heritage section of the AONB management plan has drawn on this to ensure that the historic dimension of the entire landscape has been taken into account. In the Forest of Bowland and Lune Valley, a joint project between English Heritage and the Archaeological Service of Lancashire County Council has engaged local communities in the historic aspects of their landscape. The results have included a dedicated website and landscape reconstruction paintings, computerised reconstructions of a motte and bailey castle and self-guided tours of the area.

© Lancashire County Council

C.5

AREAS OF OUTSTANDING NATURAL BEAUTY (AONBS) AND HISTORIC ASSETS

The North West region contains all, or parts of, four AONBs: Bowland, the North Pennines, the Solway Coast and Arnsdale-Silverdale. All AONBs have recently produced management plans which set out a framework for local authority policies, identify key features of each AONB and the forces for change, as well as management objectives, and action plans. The historic environment is one of the key aspects of the management plans. English Heritage and local authorities have been closely involved in their development. In Arnsdale-Silverdale, three tower houses are owned and managed by the Dallam Tower Estate. The history and development of the towers is poorly understood, and all three are in poor condition and present challenges in their management and conservation. English Heritage, Cumbria County Council and South Lakeland District Council have funded a project to gain a better understanding of the buildings' development and their historical significance and to secure a long-term future for the buildings.

Key initiatives for the North West Historic Environment Forum over the next year include:

The Cumbrian Clay Buildings Project

- The clay walled buildings of the Solway have been studied in an English Heritage funded project carried out by Oxford Archaeology North. The results will be published, and the specialist building conservation skills needed will be promoted in partnership with Rural Regeneration Cumbria.

Heritage Craft Skills

- The National Heritage Training Group and English Heritage will hold seminars on the heritage training needs of the region. Key training providers and funding bodies will be invited to help develop a strategic plan to deliver training that matches heritage and industry needs.

Carlisle

- The Carlisle Historic Core Group will work closely with the City Council to promote the potential of the historic environment to make a major contribution to the renaissance of the city following the devastating floods of January 2005.

Cultural Observatory

- A Northwest Culture Observatory has been established as a centre for research and data on all aspects of the cultural sector. Evidence-based intelligence about the North West's culture, including the historic environment, will be produced to inform policy and promote the benefits which the sector brings to the region.

The MLA North West Cultural Entitlement Programme

- This two-year programme continues to run projects which help schools use museum and archives and train school staff on the better use of such resources.

The Regional Economic Strategy

- The sector continues to be actively engaged in the updating of the Economic Strategy for the region, seeking to ensure that the economic value of the historic environment is fully recognised in the strategy, which will be published next spring.

Conservation Area Awareness

- The North West Association of Civic Trust Societies (nw.acts) is undertaking a project to promote interest in conservation areas among residents, community groups and politicians. Conservation Area Awareness, the initial pilot project, includes an information leaflet and a web-based register of all 822 conservation areas in the North West. Further stages of the project will be developed in 2006.

Tourism

- The NWDA and English Heritage are establishing a Heritage Tourism post to develop stronger links between the historic, environmental and tourism sectors. The NWDA is also examining proposals for investment in a number of regional museums, with a focus on improving the coordinated interpretation of the region's historical heritage.



Heritage Counts has been produced by English Heritage on behalf of the North West Historic Environment Forum, a consultative body comprising organisations and agencies of the region's historic environment sector. The Forum aims to develop a coherent voice to give effective advocacy to the region's historic environment, including:

- Association of Building Preservation Trusts
- Association of Local Government Archaeology Officers
- Commission for Architecture and the Built Environment
- Council for British Archaeology
- Country Land and Business Association
- Culture Northwest
- Department for Culture Media and Sport
- English Heritage
- Garden History Society
- Heritage Lottery Fund
- Historic Houses Association
- ICOMOS for World Heritage Sites
- Institute of Historic Building Conservation
- Museum of Science and Industry in Manchester
- North West Association of Civic Trust Societies
- North West Development Agency
- North West Museums, Libraries and Archives Council
- North West Regional Archive Council
- North West Regional Assembly
- The Dean of Liverpool (on behalf of faith communities)
- The National Trust
- National Museums Liverpool



ENGLISH HERITAGE

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

English Heritage North West Region, Canada House, 3 Chepstow Street, Manchester M1 5FW. All text. All text © English Heritage 2005. Published by English Heritage (produced by Creative Services Department, Swindon). 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.