

HERITAGE COUNTS

The State of the
NORTH WEST'S
Historic Environment
2006



Local traders relaxing at the Orchard Tea Rooms in Lytham St. Annes in Lancashire, repaired under the Heritage Economic Regeneration Scheme

HERITAGE COUNTS 2006

NORTH WEST

Heritage Counts 2006 is the fifth annual survey of the state of England's historic environment. The report identifies the principal trends and challenges facing the historic environment, with a particular focus in 2006 on the role that communities play by valuing and engaging in England's heritage. This report is one of nine separate regional reports and has been prepared by English Heritage on behalf of the North West's Historic Environment Forum. It should be read in conjunction with the national *Heritage Counts 2006* report, available at www.heritagecounts.org.uk where a fuller version of this report with more examples and images, and a regional data set, are both available.

The region boasts spectacular examples from our past which have long been highly valued by residents and visitors alike. Prehistoric sites such as Castlerigg stone circle, the border stronghold of Carlisle Castle, Furness Abbey, Lyme Hall and a magnificent range of privately owned historic houses open to the public are all cases in point. In the later 20th Century, the importance of the legacy of our Victorian forebears was increasingly recognised and the significance of the North West as an industrial power house on the world stage was also appreciated. Nevertheless it is only recently that the special character and distinctiveness of places, which may not attract formal heritage designations, have emerged as a key component of the historic environment and furthermore one which can be played into the economic and social regeneration agenda, and the creation of sustainable communities. While some people may not feel part of any community, most might identify themselves as belonging to more than one community such as the neighbourhood or area in which they live; their ethnicity or social class; the community of their work or key interests.

If the historic environment is to maximise its contribution to this regeneration agenda, it is crucial that everyone is able to make clear what it is that they value in their own environment. *The North West Heritage Counts, 2006* showcases a number of excellent examples of community engagement in the historic environment, including some where the views of traditionally "hard to reach" people have been drawn out. There are also examples of the value which the historic environment adds to people's lives.

There remains much more to be done to ensure that the views of as wide a range of communities as possible can be taken into account, and to ensure that the social, economic and environmental value of heritage is maximised, but this report shows that firm foundations have been laid in England's North West, and provides models of good practice that are widely applicable.



IMAGES OF ENGLAND

is a Heritage Lottery funded project which is creating a digital image library of England's 370,000 listed buildings. One photograph is being taken of each listed building by volunteer photographers, such as Brian Lomas from Failsworth, Manchester (pictured) who has volunteered for Images of England since May 2004.

Over that time he has taken over 400 images across the North West Region. He has photographed Norway House, below, (formerly the Co-operative emporium, dating from 1906) a grade II listed building in Colne, Lancashire.



POLICY DEVELOPMENTS

Nationally, three key policy developments in 2006 and into 2007 will set the framework for the historic environment for a number of years to come; the Department for Culture, Media and Sport is due to publish its White Paper taking forward the Heritage Protection Review agenda, the Department for Communities and Local Government is due to publish its White Paper on local government reform, and finally there is the Comprehensive Spending Review process, the results of which are due to be published in the summer of 2007.

These three developments are closely related. The reform of heritage protection will give local government a significantly enhanced role in relation to the historic environment. However, the local authorities taking on that role could themselves be facing significant reforms to their structure, functions and funding. Both reforms will be taking place against the background of a significant slowing down in the rate of growth of public spending, which will call into question the resources available for local government and other key agencies charged with protecting, managing and making accessible the historic environment.

There are also many policies affecting the region generated by the various agencies and organisations that work in the historic environment. Three important regional ones are outlined below. These can come under the umbrella of the Historic Environment Forum (NWHEF) 'Making it Count' agenda launched in 2003. The roll out of the Merseyside Heritage Investment Strategy, currently being worked upon, comes under the section 'development of urban areas' and the Lake District National Park Vision is part of the 'rural development' section. The review of the regional tourism strategy, led by the NWDA, also fits in with the HEF agenda, cutting across several themes – the promotion of the image of the region, urban and rural development.

The Merseyside Heritage Investment Strategy (MHIS)

There are various national and regional agencies as well as local authorities that play a key role in the heritage of Merseyside; many of these bodies also offer funding and support towards heritage projects. To date, however, there has been no single list of heritage investment priorities in the sub region. Jura consultants were employed by Culture Northwest in 2004 to identify potential projects and develop a robust methodology that would make an assessment of the heritage merit and the economic benefit of each project. By the summer of 2005, a matrix was

produced that was designed to help ascertain whether a project was likely to produce a high or low heritage merit and a high or low economic benefit. Each project would then be scored according to a set of criteria to rank the project. Given recent investment and developments in the heritage sector in Merseyside it was decided to review and update the assessment criteria. This will lead to a newly prioritised list of potential investment opportunities. It is hoped that this methodology can eventually be rolled out across the region.

The vision of the MHIS is that "all heritage investment should achieve improvements in our physical and economic surroundings and contribute to the daily lives of our citizens irrespective of whether they are directly connected with heritage". The implementation of the roll out of the investment strategy will benefit the historic environment, the economy and the lives of the region's people.

Lake District National Park Vision

The Lake District National Park has been working closely with a wide range of partners to establish a new 30 year vision for the National Park. Grouped around themes such as spectacular landscapes and world class tourism provision, the vision provides opportunities for a closer level of engagement for local communities in the future of the Park. In addition, as partner agencies such as English Heritage have signed up to the Vision, there is a shared ownership and responsibility for delivery against the 24 key tasks which have been agreed as the first steps towards the implementation of the Vision. There is now a real opportunity to ensure that the outstanding historic character and distinctiveness of the National Park can play an increasingly important role in its future.

Regional Tourism Strategy Review

Since the strategy was launched three years ago it has become clear that there was a need for a mid-term review. This was needed particularly in the light of the new Regional Economic Strategy (RES) and other developments affecting the tourism sector. The review will evaluate the achievements of the strategy and its programmes over the last three years. It will also analyse changes in the conditions that created the original strategy. The intention is to produce a revised strategy that will have reassessed its relevance, examined relative priorities and made any additions or deletions necessary from the list of programmes. Also under review will be a range of cross-cutting agenda and their relevance and importance to tourism and the visitor economy.

The review will be managed and led by the North West Development Agency (NWDA), with additional support where necessary from external specialists. It will involve meetings with both internal and external specialists, dialogue around focused themes, with individuals and small groups, the production of interim conclusions leading to a draft strategy, followed by wider consultation on this. The revised strategy is due to be published by mid-November 2006.

WHAT COMMUNITIES VALUE

The historic environment sector has in recent years been engaged in a keen debate about how we identify what people value, with different communities valuing different elements of the historic environment. Organisations working with those communities need to engage in a dialogue with the public to secure trust and legitimacy for the decisions about prioritising the allocation of resources. This dialogue has recently involved the concept of 'public value' and has challenged organisations to think through how they behave and how they engage with different communities. Whilst there is still a debate over the precise definition of what 'public value' means in the context of the historic environment, a study undertaken by Jura Consultants for the MLA in Bolton illustrates the potential of the 'contingent value' concept in advocacy for the sector.

Bolton's Museum, Library and Archive services: an economic valuation

One of the most difficult problems facing public services in the cultural sector is finding evidence that illustrates the degree of public support for the sector and trying to place an economic figure on that support. In 2005 Bolton Metropolitan Borough Council in partnership with Museums, Libraries and Archives North West, commissioned Jura Consultants to undertake an economic impact assessment of Bolton's museum, library and archive services. Rather than a traditional economic assessment based on the cost of providing the services or on various case-studies, the Bolton study used the 'Contingent Valuation' technique to ascertain a comprehensive quantitative evaluation of these services.

This technique establishes the value of the services to users and allows the calculation of the consumer surplus: the value gained by users over and above any cost to them of using the services. The technique also allowed the involvement of non-users and recognised that they may also place a value on the services. In their case this was not a 'use' value but an 'existence' value, where they may value the existence – either in its own right, because they have used them in the past, or because they may have a potential future use.

Users provided data, via a survey, on their use and the value of their use of the services. Non-users were also involved in the survey to support the estimation of the non-user valuation. Focus groups were also held to allow a greater understanding of the data.

The Museum and Library services are well used in Bolton

with annual visitor figures of approximately 250,000 for the museum service and 1.5 million for libraries. At the time of the study the cost of the services provided by the council were around £6.55 million per annum. The direct user valuation amounted to £7.8 million per annum. In addition, non-users valued the service to the tune of £2.95 million per annum, yielding a total valuation of the service of £10.3 million per annum. The direct users valued the service at a level that exceeded the cost of provision. The addition of the non-user benefit increased the surplus of value over the cost of provision to a combined total 1.6 times greater than the cost to Bolton council.

The study found that the majority of value is placed on the services by those who actually use them. The value from non-users of the service proves that although some residents do not use these services they still value the fact that they exist. The contingent valuation approach places users and their valuation centre stage in the economic impact assessment in contrast to traditional approaches which track expenditure flows. This approach can be more widely used in the historic environment and culture sectors to strengthen the case for further resources and recognition from policy makers and developers. Further information about the project can be found at: www.mlanorthwest.org.uk/mlanorthwest/publications/index.asp



A Restored traditional Cumberland Finger Post sign in Dalston, Cumbria

COMMUNITY SIGNPOST RESTORATION PROJECT

In 2003, Dalston Parish Council undertook a project to restore the 40 traditional cast iron Cumberland Finger Post road signs that had deteriorated through damage and lack of maintenance. The signs were erected in the 1920s-30s and are a part of just a handful of remaining cast iron direction posts in Britain.

Funding was secured from several sources including the Local Heritage Initiative and Friends of the Lake District, so that the volunteers could restore and repaint all of the signs. A research element was also undertaken to establish the history of the signs and local school pupils were involved in producing a leaflet about the whole project. A community launch was held and a small exhibition displayed at the village show and regular updates in the parish newsletter helped to maintain community support.

This is an excellent example of community action being supported by a Parish Council and with the signs spread across the whole of the parish; the results highlight real improvements in the local character of the area. Cumbria County Council has agreed to retain the signs and be responsible for their maintenance in the future.

COMMUNITY PARTICIPATION

One of the key challenges facing the sector is widening participation by enabling more people from traditionally under-represented communities to gain access to the historic environment. The DCMS has set a target of increasing by 3% by 2008 the proportion of adults from ethnic minorities, adults with a disability and adults from lower socio-economic groups who visit designated historic environment sites. To determine whether the sector has met this challenge, the DCMS, with the support of several cultural agencies, has set up the Taking Part survey to measure and analyse participation in cultural and sporting activities.

The data reported in Heritage Counts are mostly drawn from the first three quarters of the annual survey (interviews undertaken between July 2005 and April 2006). The provisional findings are that nationally approximately 69% of all adults attended a (widely defined) designated historic environment site during the past 12 months. In the North West the figure was slightly lower – at around 67%. The national picture is reported fully in the national Heritage Counts document.

The case studies in this section illustrate some ways in which North West communities are participating in their heritage and illustrate the importance of joint working by a range of organisations in the heritage sector. Often the impetus to explore aspects of a community's heritage originates from community voluntary groups. Sefton Coast Partnership's Archaeology & History Task Group involved a number of professional and voluntary organisations to run a series of activities, such as guided walks, re-enactments, slide shows and archaeological surveying along the Sefton coast during National Archaeology Week in July 2006. This was the first time such a programme had taken place in Sefton and it attracted around 470 members of the public. A fuller account is available in the full version of Heritage Counts at www.heritagecounts.org.uk

Manchester's online Black History Trail

The Black History Trail (www.actsofachievement.org.uk/blackhistorytrail) was developed from an idea formulated in 2000 by the Ahmed Iqbal Ullah Race Relations Archive with historian Dominique Tessier, Maria Noble of Manchester Education, and the Black Arts Alliance (BAA).

Intended to be a journey of remembrance, the website encourages people to follow a route around selected areas of Manchester and Salford that highlight the contribution made by black people to the lives of the two cities.



The Monastery of St. Francis at Gorton, Manchester

RESTORING COMMUNITY COHESION: THE MONASTERY OF ST. FRANCIS AT GORTON, MANCHESTER

The Monastery of St. Francis in Gorton is one of the most beautiful buildings in one of the poorest areas of Manchester. For over a hundred years,

the building served as a monastery and was a focal point for the local community. However, after it was left empty for 10 years in the 1990s it suffered extensive vandalism. The establishment of the charitable Monastery of St. Francis and Gorton Trust led to funding being secured from the Heritage Lottery Fund, English Heritage and the European Union to restore the building.

When complete the monastery will be used for exhibitions and conferences while visitors will be able to make use of the bars, cafes and restaurants. The Angels Healthy Living Centre project is intended to meet the health needs of local people. The Trust wants to use the restoration as a catalyst to restore community cohesion and are involving vulnerable people very successfully to help do it.

The Inside Out Trust, in conjunction with the Prison Service, has been involved in coordinating part of the rebuilding in line with its restorative justice agenda. For example, members of the public can sponsor an angel by choosing one from the monastery, making a donation and in return they are given a mini replica angel made by prisoners in the therapeutic community at Wymott. One of the prisoners in the workshop is from Gorton and intends to give his time to the Trust on release. In an area where drug use is high, he plans to give talks on the dangers of illegal substances as well as taking up other community work. Risley prison has been commissioned to manufacture new stained glass windows for the chapel and other prisons nearby are also involved. This is good example of how inclusion, in this case of prison communities, can be built into community regeneration.

Representation of a broad range of historic and culturally significant landscapes was achieved. Hence, the legendary Russell Club is listed alongside the Twelve Tribes of Israel headquarters, the site of the 5th Pan African Congress alongside Trafford Park. Images from the Manchester City Council Local Studies Archive illustrate many of the pages that were compiled for the on-line version of the trail that was devised by local historian Washington Alcott.



A performance of 'Hetty Esther and Me' at the Apprentice House at Quarry Bank Mill

'HETTY, ESTHER AND ME': THE UNTOLD STORY OF QUARRY BANK MILL

This 'Young Roots' project built upon the success of the National Trust's 'Untold Story' project at heritage sites including the Quarry Bank Mill and Styal Estate, a working Georgian cotton mill on the outskirts of Manchester. Looking to sustain the benefits from this project and the link with local communities, the National Trust embarked on a partnership in 2005 with Trafford Youth Service and Stretford High School to allow young people to explore aspects of life at the Mill. 15 Afro-Caribbean girls from Stretford High School researched the history of the mill and the wider social issues of slavery and poverty during the industrial revolution. From this, they created a very powerful and moving piece of drama called 'Hetty, Esther and Me' exploring the experience of a slave (Hetty), pauper apprentice (Esther) and comparing that with their own experience. The outcome was both a dramatic and moving interpretation of the impact of the Greg family, founders of the Mill, on the

lives of young people both nationally and internationally as well as increased engagement between the Trust and the Afro-Caribbean community in Manchester.

The process of developing the drama considerably improved the girls' understanding of and engagement with Quarry Bank Mill and history in general. Adrian Tissier, Central Learning Adviser to the National Trust, described it as 'emotionally captivating, full of historically accurate detail and very importantly, intellectually challenging... just about the best piece of interpretation I have witnessed.' It proved inspirational for participants and audience alike – the overwhelmingly positive audience reaction proved a massive boost to the confidence of the girls taking part and showed the powerful effect that heritage is able to bring on the lives of those, including an audience, who are engaged with it. The project has given encouragement to other plans for projects during the anniversary of the abolition of the slave trade in 1807.

Cruel Sea

Cruel Sea is a major reminiscence project involving 705 participants, run by Liverpool Culture Company, Liverpool Everyman & Playhouse theatres, Age Exchange Theatre Trust and Age Concern Liverpool. It focuses on Liverpool's Black and Chinese World War II Merchant Navy veterans and their families. Between March and August 2005, trained reminiscence workers recorded the experiences of 55 surviving Black and Chinese Merchant Navy veterans and their families, capturing memories which had never been revealed before and throwing new light on Liverpool's war-time history. Reminiscence training was given to all project workers and care assistants to ensure best practice at the 7 care settings. The resulting archive will be deposited in Liverpool Record Office and a professional playwright has been commissioned to use the interviews to create a major theatre production to be staged in 2007.

In August 2005, white Liverpool Merchant Navy veterans and veterans from Somali, Caribbean, Malaysian, Arab, Yemeni and Chinese communities were presented with certificates and copies of their recordings. This was the first time all Liverpool's veterans from many different ethnic backgrounds had come together.

National Trust Community Links Project

Staff at historic sites can have to deal with a range of challenging behaviour (such as graffiti, vandalism or abusive behaviour) on site. This saps employee and volunteer morale and, in some cases, causes damage to the property itself. Many of the incidents involved members of the local community who, it was felt, did not care about the property or feel connected to it.

In 2005 a number of NT properties joined together to establish the Community Links project which aims to promote a more positive relationship between each property and its neighbouring community and encourage local people to appreciate and care more for the property. Consultants supported each property to develop a site Action Plan.

Speke Hall, for example, has tried to develop a closer relationship with the local community. New links are being forged with Speke schools, local housing associations and youth groups and the value of volunteering has been promoted. Practical measures to ensure greater security on site have also been put in place, for example, employing a security guard, providing the Estate Warden with a cyber tracker phone, and fostering a stronger relationship with police. Property staff have benefited from training which taught them techniques for dealing with incidents of challenging behaviour, violence and aggression. This has been positively received by those staff participating.

One year into the process, each participating property has evaluated their project. Despite limited resources, there have been many successes. One of the main results is that staff are more motivated and equipped to carry out community consultation because they understand its value and how to go about it. Future plans include media training, mapping local communities, working in partnership, and measuring effectiveness. It is hoped to roll out good practice to other Trust properties and partner organisations tackling similar issues.

COMMUNITY ENGAGEMENT

The Taking Part survey showed that around 67% of adults in the North West region attended at least one historic site in 2005-06. However, there are a number of forms of engagement by communities in the historic environment that go well beyond simply attending a site. The various agencies and organisations working in the sector and the large number of volunteers are involved in various projects and campaigns to raise the level of public engagement with the historic environment. The role of volunteers is a vital one but as yet there is no clear picture of the extent of volunteering in the region in the sector. However, in 2005-6 the National Trust had 5,175 volunteers in the North West, giving 312,337 hours of their time. If we assume this was counted at the minimum wage level of £5.05 this equates to a cash contribution of £1.58 million.

The examples below illustrate the importance and benefits of a close working relationship between various historic sites or organisations and their local communities.

Whitefield Regeneration Partnership

Whitefield is an area with a large Asian community in Nelson, Lancashire. Following controversy over how best to renew the housing market they enlisted the support of key agencies and organisations to save 400 Victorian terrace houses threatened with demolition. After two high profile Public Inquiries, the houses were given a reprieve, and now all parties have come together with Pendle Borough Council to form the Whitefield Regeneration Partnership. This provides a model of the local community, along with interested groups and organisations, joining with the local authority to shape the decisions made about their future.

Members of the Partnership include representatives of the Whitefield community, Heritage Trust for the North West, English Heritage, The Prince's Foundation, English Partnerships and Elevate. Led by Pendle Borough Council under the independent chairmanship of Lord Shutt, it was launched on 27th October 2005 by the Prince of Wales. The regeneration projects include housing improvements funded by Elevate, the re-use of a redundant mill pioneered by The Prince's Regeneration Trust, and adaptation of the redundant Grade II St Mary's Church. The Heritage Lottery Fund is considering a Townscape Heritage Initiative in the area.

NORTON PRIORY OUTREACH DEPARTMENT

The remains of the important medieval priory at Runcorn are administered by a trust which has won awards for their museum, education and outreach work in the local community. In 2005-6, the outreach programme involved some 3,058 people and helped attract 25,104 people to the exhibition at the Priory ruins. The Travelling Exhibition was seen by a further 21,346 people at 8 venues, including local libraries and community centres. A 6 week family learning course was developed, delivered and evaluated in partnership with Halton Borough Council's Family Learning department. The course explored the theme of the Home Front in Halton and Norton Priory. The outreach department has also worked in partnership with Age Concern's Good Neighbour service and Castlefields Community Centre to bring older isolated people from Castlefields together, encouraging social interaction and developing new skills.

Working with a number of partners, including the local volunteer bureau, the Prince's Trust, Thorn Cross Young Offenders' Institute and YMCA Training, Norton Priory is also working to widen access to volunteering, encourage participation in heritage and engage with local communities. The volunteering programme currently involves over 100 people, mainly from the Halton area. These volunteers range in age from 15 to over 70 and there is a wide diversity in terms of backgrounds and experience. Through volunteering roles in the gardens, the Museum, on outreach and at events, volunteers can get involved in a way that suits them; using existing skills and developing new ones. A real emphasis is put on sustainable volunteering, with training and support on offer to allow volunteers to try different roles and to develop their skills. Training is given in various aspects of gardening, developing IT skills, communication and working with children. Volunteers have made a crucial difference in the 2½ acre walled garden and at successful events in 2005 such as the Medieval Christmas and the 1940's Tea Party (which involved 5 outreach sessions in residential homes, with 500 people attending the actual event – around 200 vulnerable, older people being provided with free transport). Volunteers are essential in the day to day running of Norton Priory, helping to improve the experience for visitors.

Young carers from HITS (Hope, Inclusion, Time, Success) – a Halton based charity which provides a unique range of services for vulnerable children, young people and their families – make Yule dolls at Norton Priory



MUNCASTER CASTLE, CUMBRIA

Muncaster Castle, near Ravenglass is a Grade I listed building and West Cumbria's premier heritage visitor attraction (85,433 visitors in 2005). The building, which displays a complex development from the late 14th-century onwards, stands within a wider landscape exhibiting archaeological remains spanning many centuries, and magnificent gardens.

Commencing in February 2006, English Heritage's architectural and archaeological investigators, working in collaboration with the owner (the Duff Pennington family) and local volunteers, have been undertaking a major programme of research, investigation and survey designed to unravel the tangled history of the building and its landscape. Funded by the Heritage Lottery Fund, the work gives local people the chance to share the excitement of discovery as well as giving them insights into the methods employed by professionals. To date some 80 people have attended at least one of the talks and day-long workshops, whilst a small team of volunteers have undertaken archival research. A specialist report will combine the results of both professional and volunteer activity and will also produce a 'plain English' publication setting out the main discoveries in a way that everyone can enjoy.

The Castle is a member of the Historic Houses Association and a longer-term objective of the project is the encouragement of similar initiatives at other HHA properties. By promoting the understanding of these special places the public's enjoyment is enhanced and local people can be inspired with a passion for finding out more and to learn the necessary skills.

One of the three public workshops at Muncaster Castle: surveying earthwork remains of an earlier garden layout on the west lawn



East Manchester Works

Research showed that not many people from East Manchester visited or engaged with the Museum of Science and Industry in Manchester despite it being only a few miles away and containing archives and objects relating to the history of East Manchester's industries. A project run from the Museum but working with a range of local partners and community groups in various locations in East Manchester aimed to engage local people in the heritage of their area. Heritage was revealed through different generations talking together and through the use of Museum collections and resources. It culminated with an exhibition at the Museum in 2004 and initiated ongoing outreach work with the communities involved – including a new 2 year initiative begun in July 2006 to collect oral histories relevant to the Museum's collections.

As a result of the scheme, people involved in the project and in visiting the exhibition found out more about the heritage of the East Manchester area. They also developed other skills relating to historical enquiry, display of objects and improving literacy skills. The exhibition and series of events were produced to showcase the achievements of the residents and inform visitors to the Museum about the history of the area. Whilst there are not accurate figures on the numbers of people visiting this particular exhibition, there are figures for the numbers of people involved with heritage outreach projects in the last couple of years (i.e. during the East Manchester Works project). They show a large increase from 838 in 2004-05, to 2,458 in 2005-06 – a reflection of the increased emphasis on community development work by the museum.

Cheshire Gardens Trust

Cheshire is rich in garden history and garden visiting is a popular pastime in the region. So it is surprising that the county took so long to get its own Gardens Trust, but not surprising that it has such a vibrant membership (currently 140 members, mostly individuals). Since the first meeting of the steering committee in March 2003, the Trust has steadily built up a wide and interested membership. On average, one event is held per month, with annual themes – for 2005 it was walled gardens and for 2006 it is classical and new movements. Garden visits are popular – being shown round by the owner or head gardener adds incalculably to the experience. Other events have included lectures and practical workshops. The popular quarterly Newsletter includes photos and write-ups of events, historical information about gardens, gardeners and gardening plus news and letters.

The conservation working group keeps an eye on planning proposals and feeds into the local plans drawn up by local authorities. The research and recording working group has a huge undertaking. More than 600 parks and gardens have been identified from the 1870s Ordnance Survey maps. Currently, the group has a special focus on the Congleton area, where 44 parks and gardens have been identified.

COMMUNITY REGENERATION

The historic environment can play a major role in helping to regenerate communities – and the North West has had significant investment in a range of heritage led regeneration schemes. The examples illustrate how restoration of important historical buildings has been integral to the restoration of the community itself.

Lytham St Annes regeneration scheme

This 6 year Heritage Economic Regeneration Scheme (HERS) supported by English Heritage, Fylde Borough Council, the Heritage Trust for the North West and Lancashire County Developments was completed in 2005 and comprised nearly 50 projects to restore and refurbish historic buildings and architectural features, helping to give the buildings viable uses for the next half century.

The programme also aimed at reversing the economic and environmental decline of the resort centre. Lack of investment, disrepair and unsympathetic alterations had badly affected the Victorian and Edwardian buildings and streets. By 1999 60% of the town centre businesses stated that they were not confident in the town's future. In The Square almost 30% of properties were vacant and in Orchard and Park Roads the vacancy levels were approaching 60% and parts of Wood Street nearly 70%. Large numbers of the upper floors were unused. Public concern meant that the refurbishment of buildings thus became an important element of the regeneration strategy for the newly designated conservation area. Funding totalling £4 million from the North West Development Agency, English Heritage and Lancashire County Developments Ltd was put together and attracted around £20 million of private investment. By 2005, vacancy levels in The Square had tumbled to 4% and in the surrounding streets, to 5%. Upper floor space is being used, rather than leaving it vacant, and for the first time there is now a stable residential community in the town centre contributing to its economic base and supporting the small independent sector. It is estimated that the HERS scheme alone created 39 new jobs whilst 45 town centre buildings were refurbished, 38 shop fronts replaced or restored and 46 businesses assisted. The St Annes on Sea Town Centre Regeneration Programme was awarded the 2005 Best Practice Award in Regeneration by BURA and a further Conservation Area Restoration Scheme (CARS) is planned. More information on this successful scheme can be found on the council's website www.fylde.gov.uk/regeneration.



Murrays' Mills before the restoration scheme

MURRAY'S MILLS, ANCOATS, MANCHESTER

Ancoats in Manchester, the world's first industrial suburb, suffered extreme social, economic and physical decline, since cotton spinning ceased in the 1950s. Housing clearance in the 1960s was followed by the closure of shops, schools, pubs and churches. The leviathan cotton mills gradually became vacant and fell slowly into dereliction. However, in 1989 Ancoats was declared a conservation area and 13 buildings were listed, seven of them at grade II*.

Regeneration efforts began with the Eastside Regeneration programme and continued with the formation of the Ancoats Urban Village Company and Ancoats Buildings Preservation Trust (ABPT) in 1996. The Company has concentrated on creating the conditions for private investment in the area, through a judicious use of public funds, whilst the BPT, with support from the HLF has worked on safeguarding specific historic buildings. The Regional Development Agency provided much of the public funding and crucially used its compulsory purchase powers in 2002 to acquire buildings where the owners were not progressing development schemes.

From a population of around 400 residents in 1996 and a handful of declining light industries; 1,700 new homes and apartments have either been completed or are in the pipeline. 40,000 square metres of commercial space have been created and around £40 million of public sector funding has brought in over £300 million of private sector investment.

One of the initial critical projects in Ancoats was the restoration of Murrays' Mills, the world's earliest surviving urban steam-driven textile complex. Costing over £11 million this project has strengthened the mill buildings in a quadrangle surrounding a re-excavated canal basin. It has been a catalyst for the investment of around £80 million in the adjacent Royal Mills complex and stands as an exemplar of best conservation practice. A complementary education and outreach project has delivered construction skills training for young people and run school visits to the site.

COMMUNITY PROSPERITY

Putting more resources into heritage can play a role in enhancing the prosperity of communities, either directly because of the impact on the tourist economy or indirectly because it enhances the 'image' and quality of life of a place which in turn may help attract and retain economic activity. In the North West there has been considerable funding of the historic environment by various organisations. For example English Heritage spent a total of £2,788,000 on grant-aided projects during 2005/06 and the National Trust spent £16 million on their properties. The HLF cumulative total funding in the region now stands at £391,013,908 (from 1994/95 to 2005/06). The full impact of putting resources into heritage or cultural schemes can be difficult to measure, as the effects are not just economic but often social, educational and cultural too. One such attempt to measure the impact of a cultural event is 'Impacts 08'.

Impacts 08 (The Liverpool Model)

Impacts 08 is a pioneering programme of research involving the University of Liverpool and Liverpool John Moores University, commissioned by Liverpool City Council. It will evaluate the social, cultural, economic and environmental impact of Liverpool's status as European Capital of Culture in 2008 on the city, its people and the North West of England. This longitudinal study is the first of its type focussing on the period from the initial bid, the run up to the festival year 2008 itself and its legacy. The intention is to provide a robust and replicable model for measuring the multiple impacts of culture-led regeneration programmes that can be applied to events across the UK and around the world.

The Economic Value of Visitors to the Region

Tourism, and the 'visitor economy', is very important to the North West economy as a whole. The numerous historic sites make an important contribution to the visitor economy and this in turn helps to sustain them. The most recent data available, for 2004, shows that visitors to the region spent an estimated £10.5 billion per annum an increase of 1.7 percent compared to 2003 figures. Spending by day visitors is estimated to have been £6.3bn during 2004.

Research demonstrates that the Historic Houses of the North West play a key role in the regional heritage economy; the findings also highlight the importance of industrial heritage to the North West and the relatively smaller contribution that castles and monuments make.

THE HERITAGE TOURISM IMPROVEMENT SCHEME

Despite the importance of heritage to the growth of the tourist economy of the North West (for example the Historic Houses Association (HHA) estimates that its members contribute £23.3 million to the regional economy), it is often difficult for many historic attractions to gain the capital needed to improve their visitor experience. The NWDA and English Heritage have therefore jointly funded a pioneering scheme to address this need and to forge closer links between the heritage and tourism sectors. Managed by a partnership of the NWDA, EH, the National Trust and the HHA, a 3 year funded post based at Culture Northwest supports these objectives, and includes the management of a capital grant programme to support capital infrastructure improvements for historic buildings to improve their appeal.

In 2005/06 the scheme funded car parking at Levens Hall, Cumbria, improved parking and access at Leighton, Lancashire and Rode Hall, Cheshire and supported a new greenhouse at Arley Hall in Cheshire as essential parts of the visitor experience. Already the scheme has seen increased visitors to some attractions. For example in 2006, 1,500 extra visitors were able to attend the snowdrop walks at Rode Hall, an increase of 30% over the previous year, thanks to the provision of a surfaced car parking area and better disabled access. Support has been given to regional initiatives, such as Industrial Powerhouse (which markets the industrial heritage of Greater Manchester), the development of Hadrian's Wall and the Coastal Frontier in Cumbria. A new 'cluster' for Lancashire Heritage tourist attractions has also developed from a group brought together to develop skills, share information, and work on joint marketing initiatives.

Arley Hall, Cheshire: one of the historic houses to benefit from the Heritage Tourism Improvement scheme



REGIONAL INDICATORS

Understanding the Region's Assets

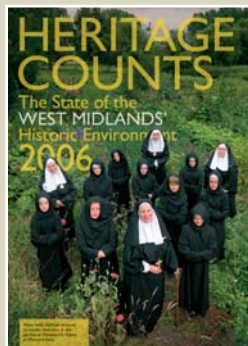
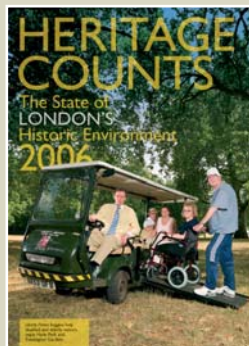
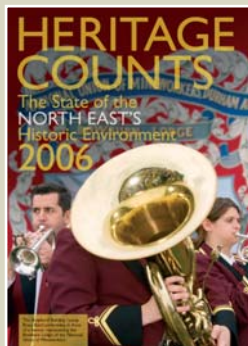
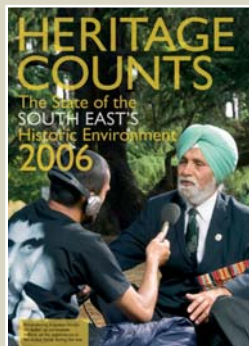
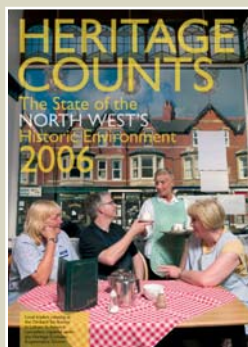
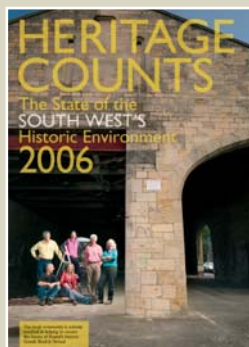
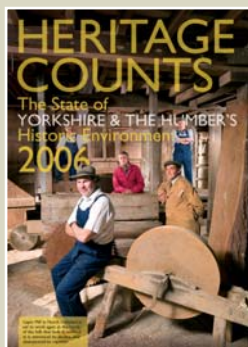
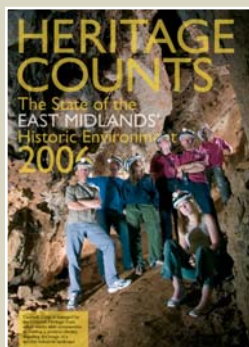
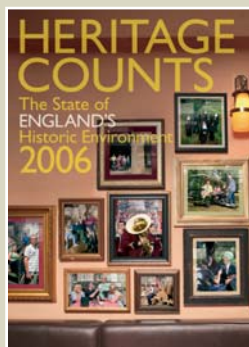
- There were 25,716 listed buildings in the region in April 2006, an increase of 17 on 2005. This represents 6.9% of the national total. There were 484 at grade I, 1,553 at grade II* and 23,675 at grade II.
- There are 137 registered Parks and Gardens, 8.6% of the national total.
- There were 842 conservation areas in the North West in 2006, an increase of 20 on 2005. Whilst there is widespread public support for conservation areas, only 22% of reported areas had a character appraisal in the past 5 years and only 9% of reported areas had an appraisal involving a community group.
- In 2006, there were 111 grade I and II* buildings at risk in the North West region (representing 5.5% of the total number of listed buildings). This was a decrease of 6 from 2005. The region had 11% of England's buildings at risk.
- An ongoing national survey into scheduled monuments at risk across the whole country has found that in the North West there are 1,335 scheduled monuments. Of these 782 (59%) are considered to be at low risk, 350 (26%) are at medium risk and 203 (15%) are deemed to be at high risk. The main threats to such monuments are from agriculture, plant growth forestry, natural processes and development or urbanisation.

Caring and Sharing

- There were 66,027 planning applications in the North West in 2005/06, 1,854 of these were seeking listed building consent (2.8%). There were 249 conservation area applications determined.
- There were 56 Scheduled Monument consents granted in the region in 2005/06, 38 in Cumbria, 16 in Cheshire and 2 in Lancashire.
- There were 35 planning applications made for listed parks and gardens, 8 for grade II* sites and 27 for grade II.
- The Environmental Stewardship Scheme take-up in the region has 2,081 Entry Level Scheme agreements, 49 Organic Entry Level Scheme agreements, and 66 Higher Level (or joint application) Schemes, which provide for varying levels of positive management for the rural historic environment.
- English Heritage offered £5,867,412 in grants in 2005/06 in the region (which includes the Repairs Grants for Places of Worship scheme operated on behalf of the Heritage Lottery Fund).
- In July 2006, there were 21 Heritage Champions in the region's 46 local authorities (covering 46% of all authorities).
- The Heritage Lottery Fund cumulative total for funding in the region now stands at £391,013,908 (from 1994/95 to 2005/06).
- Heritage Economic Regeneration Schemes are successful – before the Lytham St Annes scheme started, 60% of the town centre businesses stated that they were not confident in the town's future and up to 70% of premises were empty in some town centre roads. After the scheme which attracted 80% funding from the private sector, vacancy levels have tumbled to 4% or 5%, confidence has returned and it is estimated that 39 new jobs have been created.
- Tourism and the 'visitor economy' is very important to the North West economy as a whole – and to the numerous historic sites in particular. The most recent data available, for 2004, shows that visitors to the region spend an estimated £10.5 billion per annum an increase of 1.7 percent compared to 2003 figures. Spending by day visitors is estimated to have been £6.3 billion during 2004.

Using and Benefiting

- The DCMS Taking Part Survey has found that nationally around 69% of all adults attended a designated historic environment site during the past 12 months. In the North West the figure was approximately 67%.
- English Heritage membership in the region was 31,714 (in September 2005), up by 3,009 on September 2004 figures. This is 5.3% of the national total. There were 130,326 paying visits to EH sites in the region in 2005/6, a decrease of 15,948 from 2004/05. There were 15,780 school visits to EH staffed properties in the North West in 2005/06, up by 1,258 from 2004/05.
- National Trust regional membership is 391,934 (2005/06). There were 779,000 paying site visits to National Trust properties in the region in 2005/06, an increase of 5160 from 2004/05.
- There are 79 Historic House Association member houses in the North West of which 35 are open to the public. There were 1,256,574 visits to HHA properties in the region in the calendar year 2005.
- The role of volunteers is a vital one, but as yet there is no clear picture of the extent of volunteering in the region in the sector. However, in 2005/06, the National Trust had 5,175 volunteers in the North West, giving 312,337 hours of their time. If we assume this was counted at the minimum wage level of £5.05 this equates to a cash contribution of £1.58 million.
- Increased resources devoted to education and outreach by Liverpool Museums and the Museum of Science and Industry in Manchester has resulted in large increases in participants in their programmes (by 155% and 324% respectively).



This document has been produced by English Heritage on behalf of the North West Historic Environment Forum. The North West Historic Environment Forum is a consultative body comprising organisations and agencies from across the region's historic environment sector. The Forum aims to develop a coherent voice to give effective advocacy to the region's Historic Environment. Forum members are the:

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 *
 Defra (North West)
 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

An executive group to take forward specific initiatives was established in 2006. Members of this group are marked with a *.

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