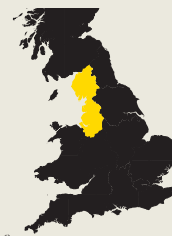


HERITAGE COUNTS

NORTH WEST



Heritage Counts 2009 is the eighth annual survey of the state of England's historic environment. It is prepared by English Heritage on behalf of the North West's Historic Environment Forum. This year *Heritage Counts* has increased its online presence. Visitors to the *Heritage Counts* website will be able to download the full set of regional indicators as well as view maps detailing the historic environment in their region. This year we have also undertaken a ground-breaking study which shows that the historic environment has a positive impact on sense of place and social capital. Please see www.english-heritage.org.uk/heritagecounts for more information on the historic environment in North West England and our sense of place research.

UNDERSTANDING THE ASSETS

| NORTH WEST REGION | 2009 |
|------------------------------|--------|
| WORLD HERITAGE SITES | 2 |
| SCHEDULED MONUMENTS | 1,316 |
| LISTED BUILDINGS GRADE I | 486 |
| LISTED BUILDINGS GRADE II* | 1,535 |
| LISTED BUILDINGS GRADE II | 23,444 |
| REGISTERED PARKS AND GARDENS | 129 |
| NUMBER OF CONSERVATION AREAS | 865 |

CARING AND SHARING

A number of the North West's historic assets relate to its long legacy of industry, from mining to manufacture, storage to distribution. With the decline of industry in the region, finding new uses for these assets and managing these remains is a real challenge. There have been some notable successes over the past year, such as the conservation of the main buildings at Saltom Pit in Cumbria, but many of the buildings and monuments remaining on the English Heritage 'At Risk' register are more difficult cases. A range of partners are working to make the necessary repairs and find a viable future for this important historic environment.

In 2009, 5.1% of listed buildings (Grade I and II*) were at risk, a change from 6.7% in 1999. In 2009 15% of scheduled monuments were at risk as are 4% of registered parks and gardens, also 24% of conservation areas surveyed in the region were at risk.

MANAGING POSITIVELY

- ▶ 1,928 listed building consents in 2008/09, a 3% decrease on 2002/03.
- ▶ 60 scheduled monuments consents in 2009, up by 20% on 2002/03.
- ▶ 254 conservation area consents in 2009, an 18% increase on 2002/03.

CAPACITY AND RESOURCES

Spending in the historic environment comes from a variety of resources, private owners, the voluntary sector, local and regional government and central government. It is not possible to collate all this data together to produce total expenditure for spend in the historic environment. In most regions, two key sources of funding for the historic environment are the Heritage Lottery Fund (HLF) and English Heritage. Their funding figures are presented here.

There has been a reduction of 39% in annual grants spent by English Heritage from 2002/03 to 2008/09 – from £3,273,000 to £2,010,000. The largest proportion of English Heritage spending in 2008/09 (44.6%) went on grants to secular historic buildings and designed landscapes, with 29.8% going to Grade I and II* places of worship – a scheme financed jointly by the HLF.

In 2008/09 HLF funding is down on previous years. In part this is because of the 2012 Olympics but is also due to legislative changes in the way that Lottery money is funded. The HLF has invested a total of £492,144,361 in the North West since it was started in 1994/95, with £24,793,411 invested this last financial year. This continues the downward trend in HLF investment over the past three

years (down by £8 million on last year, which was £9 million down on the previous year).

LOCAL AUTHORITIES

Local authorities are central in the protection and management of the historic environment. Their role is set to be even greater under Heritage Protection Reform. An important piece of research this year looked at existing historic environment resources in Local Government.

In the North West region, there were 101.2 full time equivalent staff working in the historic environment in 2008, a reduction of 2.4 since 2006 – and five since 2003.

There are 33 local authorities in the North West with a heritage champion (79%). This is an increase of 12 since 2006 when the scheme was introduced.

USING AND BENEFITING

PARTICIPATION

In 2008, the final figures for measuring Public Service Agreement (PSA) 3 – increasing participation in culture and sport for priority groups was published. In the North West region participation in the historic environment was 70%, this has not increased significantly from the baseline in 2005/06. In 2008/09 DCMS moved to a new PSA and a new measure of participation in the historic environment, with the definition changing from one visit in the last 12 months to two visits plus. The baseline figure in the North West region is 57%.

There were 175,302 visits to English Heritage sites in 2008/09. This is 20,000 less than last year and 30,000 less than the baseline figure of 205,467 in 2004/05. There were 888,420 visits to National Trust pay for entry sites in the North West – an increase of 58,000 over last year. The Historic Houses Association reported 1,143,816 visits to their member's sites in 2008/09, a reduction of approximately 30,000 over last year's figure.

EDUCATION

There were 17,132 educational visits to English Heritage sites in the North West in 2008/09. This was up on the 14,923 recorded the previous year. The National Trust had 69,086 education visits to their pay for entry sites, an increase of 7,374 over last year.

MEMBERSHIP

5% of English Heritage members live in the North West, a proportion that has remained constant over the past 3 years. 9.8% of the National Trust's members live in the North West region; again this figure has remained fairly constant over the past 3 years.

For more information on the state of the historic environment in your region please visit <http://www.english-heritage.org.uk/heritagecounts>

THE ECONOMIC IMPACT OF HERITAGE IN THE NORTH WEST

As part of its evidence gathering to inform their new regional strategy, the North West Development Agency (NWDA) commissioned Amion Consulting, in association with Taylor Young and Locum Consulting, to try to 'plug the gap' regarding the scale and nature of the economic value of heritage to the region. The traditional approach used is to focus on easily measured things such as employment in heritage activities or amount of grant awarded. This assessment also examined the wider economic effects on tourism, construction, skills, businesses based in heritage buildings and property market values. The methodology was to study the direct and indirect use values – it did not attempt to analyse the non-use values, such as the value placed on the existence of a heritage asset.

Amongst the key findings emerging from the study are that some 50.5 million visits to the region are motivated by heritage, resulting in expenditure of some

£1.96 billion to the economy, supporting around 20,400 jobs and generating an annual Gross Value Added (GVA) of £804 million. A further 8,500 jobs are in heritage management and operation generating an annual GVA of £226 million. Around 10,772 jobs are supported by conservation and maintenance of heritage assets in the construction sector generating a further £584 million GVA. This gives a total direct use employment figure of 39,680 jobs in the North West and around £1.6 billion generated by heritage in GVA to the regional economy. The examination of employment and businesses accommodated within heritage assets found an estimated 535,737 jobs and £21.1 billion in GVA.

The total spend on heritage assets in the region is almost impossible to estimate, given that much of it is private, and much indirect. However 2 organisations alone (the Heritage Lottery Fund and English Heritage) have invested in excess of £390 million in heritage related grants in the region in the last 10 years. Clearly the heritage sector plays an important role in the regional economy.

The number of case studies included in the research also indicated the importance of 'heritage landscapes' – basically meaning clusters of historic buildings (not necessarily listed) that together create 'neighbourhoods of distinctive character'. Most of these are in towns and cities but some also are in villages. Initial analysis suggests that these townscapes have a greater impact on economic performance than individual heritage assets. This is recommended as an area for further study. The full report plus the appendices is available from the NWDA at the Regional Intelligence Unit.

HERITAGE PROTECTION REFORM

When the draft Heritage Protection Bill was deferred in December 2008, English Heritage continued to implement those parts of Heritage Protection Reform set out in the White Paper which require no primary legislation – the majority

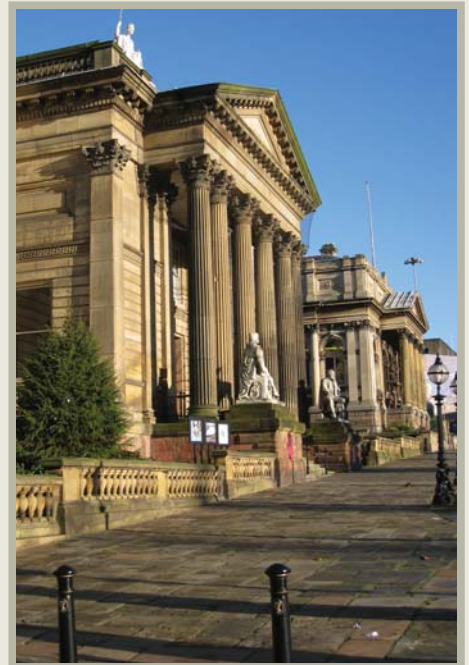


Image The NWDA study raised the importance of 'character areas' for the regional economy. One of the key 'character areas' in Liverpool is the 'cultural quarter' of William Brown Street and part of Lime Street. This area is dominated by the impressive neo-classical museums, library, art gallery, station, hotel and St Georges Hall. Together with an imposing public realm they create a unique character, which is easily recognisable to anyone there.

of reforms. The publication of a draft Planning Policy Statement for the Historic Environment (PPS) on 24th July is a significant step in reform, ensuring consistency with the wider planning system. The PPS reflects approaches in the draft Bill and in English Heritage's 'Conservation Principles', stressing the importance of understanding significance of any 'heritage asset' in informed management of change through the planning system. The new Principles of Selection for designating heritage assets is a further key document setting out the criteria which will guide English Heritage in recommending to the Secretary of State the listing of buildings or scheduling of archaeology or wrecks. This too will adopt an integrated approach to heritage assets.

If you would like this document in a different format, please contact our Customer Services department:

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