



HERITAGE COUNTS 2004

The State of
SOUTH WEST'S
Historic Environment

Heritage Counts 2004 in South West

Cover image: Circus performers at St Paul's Church, St Paul's, Bristol. This grade I-listed church is situated in Portland Square, at the heart of the St Paul's district of the city. Formerly redundant and decaying, this landmark townscape building has been repaired by The Churches Conservation Trust, with the help of grant totalling £3.5 million from the Heritage Lottery Fund. On completion, it will be leased to the Circomedia Circus Skills School, which will bring a new and vibrant use into this area of the city, where neighbourhood renewal is much needed.

Heritage Counts 2004 is the third annual state of the historic environment report. It provides new information and analysis on the condition of heritage assets, the pressures they face and the social and economic benefits that they provide. This report has been prepared by English Heritage on behalf of the South West Historic Environment Forum, and is one of nine separate regional documents. It should be read in conjunction with the national *Heritage Counts 2004* report, available at www.heritagecounts.org.uk.

There were a number of significant milestones for the historic environment sector in 2004, not least the Heritage Lottery Fund's tenth anniversary and English Heritage's twentieth anniversary. This year's *Heritage Counts* focuses on the value of investment in the historic environment from these and other organisations. As well as providing data about the state of our historic environment, the report aims to demonstrate the wide-ranging effects of this investment across the South West.

This year has seen a number of key plans and strategies developed for the South West which recognise the contribution made by the historic environment to the life of the region. *Our Environment: Our Future*, the regional strategy for the environment (South West Regional Assembly, 2004), recognises the historic environment as one of the region's key environmental assets, and aims to 'conserve and enhance the landscape and historic environment as assets for everyone to value and enjoy,' and 'safeguard and manage the elements of the environment that underpin local distinctiveness'. South West Tourism's ten-year plan, *Towards 2015* (South West Tourism, 2004), recognises history and heritage as one of the region's key visitor experiences. The development of management plans for the region's 13 Areas of Outstanding Natural Beauty identified 38 actions relating to the historic environment (*Prospectus for Protected Landscapes in the South West*, 2004). Such recognition by the wider environmental and cultural sectors underlines the key role played by the historic environment in the life of the region, and demonstrates the opportunities which exist for wider partnership in the South West.

Robert Bewley
Chair of the South West Historic Environment Forum

The South West is the largest of the nine English regions, covering 18.3 per cent of the total land area of England. Its population has grown by 12.5 per cent over the past 20 years, the fastest rate of growth in any region in England. Despite this it remains the least densely populated English region with only one third of the population living in towns of over 100,000.

The character of the South West's historic environment today is the product of economic, social and political forces and their impact on the landscape. This has provided a legacy of remarkable diversity:

- A wide variety of landscape forms, which have a strong influence on the historic character of the region
- A long and varied coastline with strong maritime traditions, reflected in the presence of harbours, coastal fortifications and coastal settlements
- A high proportion of small market towns, villages and hamlets, many of medieval origin
- A lack of conurbations: Bristol is the regional centre, whose population is roughly 500,000. Plymouth is the next largest with a population of around 200,000

These factors have contributed to a richly diverse historic environment, with significant sites dating back to the Palaeolithic and representing human activity in the environment in every era from prehistory to the twentieth century.

THE HEADLINES

- £334 million given by the Heritage Lottery Fund to more than 935 projects in the South West since 1994, with a total of over £29 million offered in 2003/04 alone
- £3.2 million given by English Heritage in grants to places of worship (jointly with the Heritage Lottery Fund), and secular buildings and conservation areas in 2003/04
- 170 grade I and grade II* buildings at risk, with a total conservation deficit of over £40 million
- Pressures facing the region's historic environment from agricultural practices such as intensive arable cultivation, mineral and aggregates extraction, and the loss of wetland areas
- Pressures from new developments such as land-based wind farms, plans for major new road schemes, and new housebuilding schemes
- The lack of local authority resources to tackle the large numbers of buildings at risk, particularly at grade II
- Conservation skills shortages in particular a lack of skills for dealing with traditional materials amongst contractors
- Pressures resulting from changing patterns of use such as declining and aging congregations of places of worship





South West: key facts

AREA	5 million
POPULATION	4.9 million
GDP	£69.2 billion

MAP KEY

			
Scheduled Monuments	Listed Buildings	Parks & Gardens	Conservation Areas



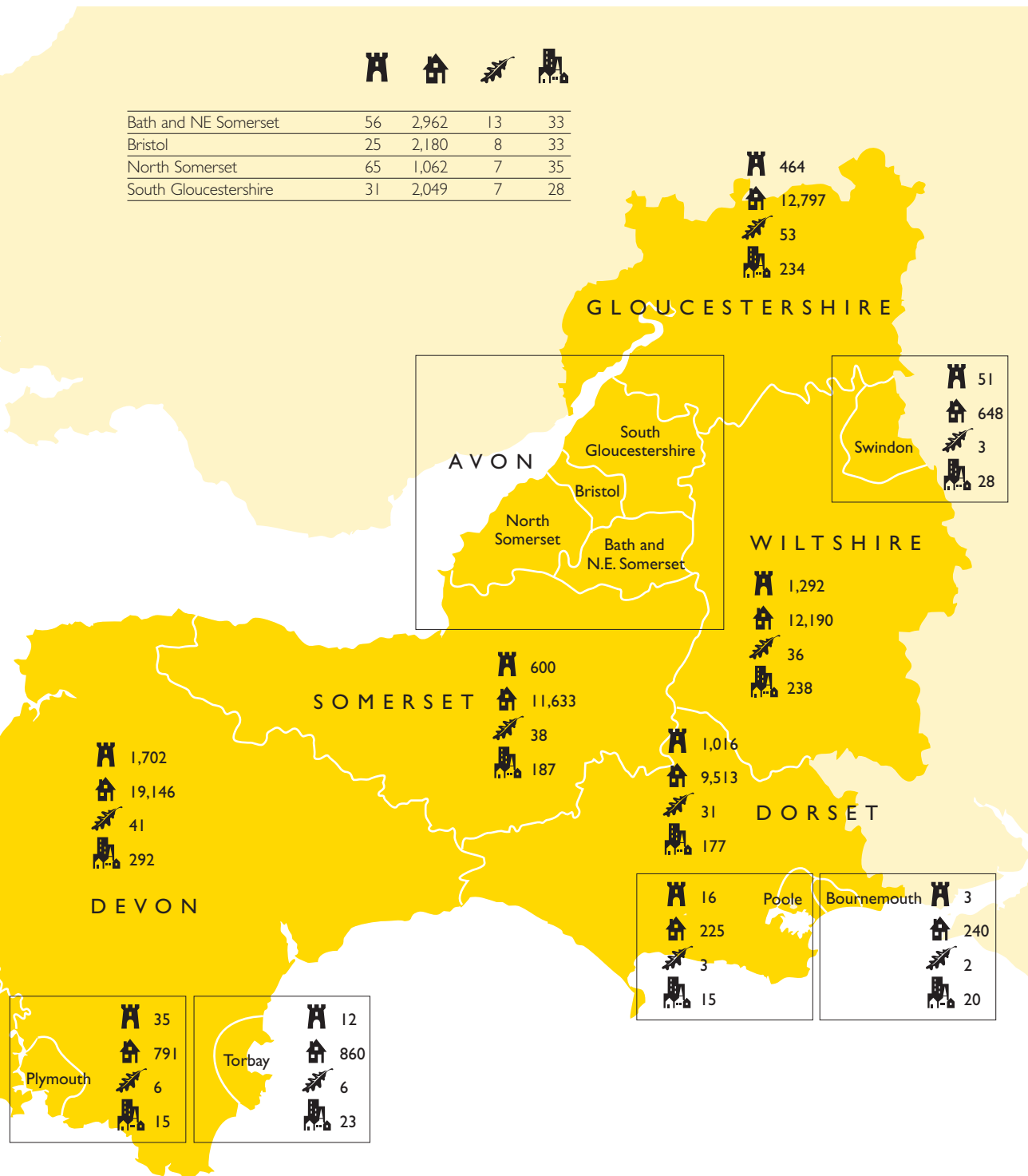
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ISLES OF
SCILLY





Bath and NE Somerset	56	2,962	13	33
Bristol	25	2,180	8	33
North Somerset	65	1,062	7	35
South Gloucestershire	31	2,049	7	28



A

Understanding the Region's assets



World Heritage Site – City of Bath
© NMR

World Heritage Site – City of Bath

The City of Bath World Heritage Site encompasses the entire Georgian cityscape, and includes the important buildings of the Royal Crescent and the Circus, the planned spaces of Queens Square and rows of elegant eighteenth-century terraces, together with the best preserved Roman baths complex in the country. In addition to this unique heritage, the city supports a vibrant community and faces challenges in balancing the needs of modern living with the conservation of the historic environment which provides it with its economic base. These challenges are being addressed through the management plan for the world heritage site, which has been co-ordinated by a dedicated officer part funded by English Heritage. The plan was completed in 2003 and work on its implementation is underway.

AI DESIGNATED HISTORIC ASSETS

The South West is remarkably rich in protected sites. Although the region accounts for just 19 per cent of the land area of England, it has 32 per cent of the country's scheduled monuments, 26 per cent of all listed buildings, and 18 per cent of the registered designed landscapes. The region also contains 1,513 conservation areas (16.5 per cent of the national total) and three of the country's sixteen inscribed world heritage sites.

AI.1 WORLD HERITAGE SITES

There are three world heritage sites in the South West region: Stonehenge, Avebury and associated sites (inscribed 1986); the City of Bath (inscribed 1987); and Dorset and East Devon Coast ('The Jurassic Coast') (inscribed 2001).

AI.2 SCHEDULED MONUMENTS

Uninhabited buildings, sites of archaeological or traditional interest can be scheduled by the Secretary of State for Culture, Media and Sport as nationally important sites. Since last year, the number of scheduled sites in the South West has increased from 6,904 to 6,944. The South West enjoys by far the largest number of scheduled sites in England – 32 per cent of the national total. This brings special challenges, particularly as agriculture accounts for 80 per cent of the land use in the region, and the preservation of buried archaeological sites can sometimes be in conflict with agricultural practices such as arable cultivation.

AI.3 LISTED BUILDINGS

The South West has a total of 88,932 listed buildings or structures, against a national total of 371,971, or 23.7 per cent. The number of high-grade buildings is greater than in all other regions, with the South West contributing 21.8 per cent of the national total of those listed at grade I, and 24.2 per cent of those at grade II*. Built structures are listed by the Secretary of State for Culture, Media and Sport in three grades (I, II* or II) according to their architectural or historical importance. With increasing need for good quality affordable housing in the region, which has seen soaring house prices in recent years, there is continued pressure from development on the South West's listed buildings.

A1.4 HISTORIC PARKS AND GARDENS

The English Heritage *Register of Historic Parks and Gardens* also classifies designed landscapes using three grades (I, II* and II). Inclusion on the register does not afford sites any special protection in law, but it does constitute a material consideration in all planning matters. Applications affecting landscapes registered at grades I and II* are referred to English Heritage as statutory consultee, and those affecting grade II are referred to the Garden History Society. The South West has a total of 290 registered landscapes, against a national total of 1,584 (18.2 per cent). However, it enjoys a greater proportion of high-grade designed landscapes than the national average, with 41 per cent of the regional total at grades I and II*.



Queen Square, Bristol
© Zak Waters/Insight

A2 HISTORIC AREAS AND OPEN SPACES

The South West has a rich and diverse historic environment and its open spaces, coasts and countryside help to make the region one of the most attractive and popular destinations in England for holidays and visits.

A2.1 CONSERVATION AREAS

The South West has a total of 1,513 conservation areas, a number which has risen modestly but steadily over recent years. This represents 16.5 per cent of the national total of 9,140. Conservation areas, if they are to work effectively as tools for managing change within the historic areas they define, must have a Character Assessment, which identifies exactly what is particular about the place. These Assessments offer guidance which ensures that only appropriate changes take place. Local planning authorities in the region are responsible for the designation of conservation areas and for drafting character assessments, which work best when the community is involved in their development.

Queen Square, Bristol

This historic Georgian town square has been restored to its former glory for the community and visitors to enjoy, with the help of a £3.67 million Heritage Lottery Fund grant. The project restored the formal period landscaped square which is thought to have been the first landscaped square outside of London and one of the largest in Europe. Post-war town planning had seen the tranquil square divided by a dual carriageway and the HLF funds helped to re-route traffic, restore the distinctive historical style and reinstate the statue of William IV. As a popular recreational space the square plays host to events and can welcome up to 5,000 people. It improved disabled and pedestrian access, making it an invaluable resource for the local community.

A2.2 URBAN OPEN SPACES

Although much of the region is rural, the South West also enjoys good urban open spaces. The value of such spaces in regeneration and the creation of sustainable communities should not be underestimated.

UNDERSTANDING THE REGION'S ASSETS

A2 HISTORIC AREAS AND OPEN SPACES



Wild About Lorton
© Heritage Lottery Fund

Wild About Lorton, Weymouth, Dorset

This project, awarded funding of £19,100 through the Heritage Lottery Fund's Young Roots Programme, set out to create a nature trail through Lorton Meadows Nature Reserve. HLF also provided a grant to enable the project to purchase the grade-II listed Lorton Barn, which was repaired and converted into a visitor centre. The young people involved in the project designed the new interpretation material and worked to restore the land around the barn to create a pond and wildflower meadow, and the project has encouraged other local young people to become involved in conservation.

The Woodland Trust has recently undertaken research to establish the extent to which ancient woodland survives. In the South West, we have a total of 73,664 hectares of ancient woodland, either surviving semi-natural ancient woodland or plantations on the sites on ancient woodlands, representing three per cent of the total land area.

Areas of Outstanding Natural Beauty (AONBs) and National Parks extend across 37 per cent of the South West region's area. There are two National Parks, Exmoor and Dartmoor; and twelve Areas of Outstanding Natural Beauty. The Cotswold AONB is the largest in the country, covering 2,038 square kilometres. Under the Countryside and Rights of Way Act (2000), AONBs have a statutory duty to have management plans in place. AONB partnerships were set up to involve relevant agencies and organisations and to engage with local communities in order to build and implement successful management plans.

The South West Protected Landscapes Forum recently published a *Prospectus for Protected Landscapes in the South West* (2004), setting out challenges and opportunities for the future management of protected landscapes and the development of their contribution to rural development and quality of life. The vision of the Forum is to ensure that protected landscapes improve the social and economic well being of communities and businesses in the South West, while safeguarding and enhancing our landscape resource for future generations.

A2.3 HISTORIC COUNTRYSIDE

From the Cotswold Hills in the north of the region, through the wilds of Exmoor and Dartmoor and the wide spaces of the Somerset Levels to the cliffs and caves of Cornwall, the South West enjoys some of the most varied and spectacular countryside in England. The landscape has been shaped by thousands of years of human activity but much remains remarkably unspoilt.

English Heritage is working with AONBs through its National Mapping Programme, which interprets, maps and records all archaeological remains visible on aerial photographs. Surveys employing this standard of investigation have been carried out to date in the Quantocks, Mendips and Cotswold AONBs, and the whole of Cornwall including the AONBs.

A2.4 COASTAL, MARITIME AND WETLAND ZONES

The South West has the longest seaboard in the United Kingdom, including 60 per cent of the country's Heritage Coast. Over half of all the

protected wrecks designated under the Protection of Wrecks Act (1973) are to be found off the coasts of the region, together with other archaeological remains in the coastal zone, including submerged sites, sea walls and military installations. Threats to the region's historic coastal areas include improvements to sea defences, mineral extraction and the potentially damaging effects of offshore wind farms and tidal energy projects.

The Isles of Scilly and Dorset have been the subject of Rapid Coastal Zone Assessments, which will be used to promote a more thorough understanding of the scope and scale of the resources in these areas. 2005 is the 'Year of the Sea' and *Heritage Counts 2005* will explore more fully issues relating to the region's coastal and maritime heritage.



Bodrugan Farm
© English Heritage

A3 ACQUIRING INFORMATION

A3.1 HISTORIC ENVIRONMENT RECORDS

Historic environment records (HERs, formerly sites and monuments records) are generally based in local authorities. They are used as resources for planning needs or for those with an interest in the archaeological resource. With the help of Lottery funding, some HERs have now been made available on line, as will be the case for Gloucestershire County Council Archaeology Service, whose site went live this year. As might be expected for a region so rich in archaeological sites, the South West has the largest number of monuments recorded in its HERs of any region in England, at almost 229,000, or 22.6 per cent of the national total, with information coming from almost 120,000 sources and archive items.

A3.2 HISTORIC LANDSCAPE CHARACTERISATION

Historic landscape characterisation (HLC) is concerned with understanding the nature and character of landscapes, leading to better protection

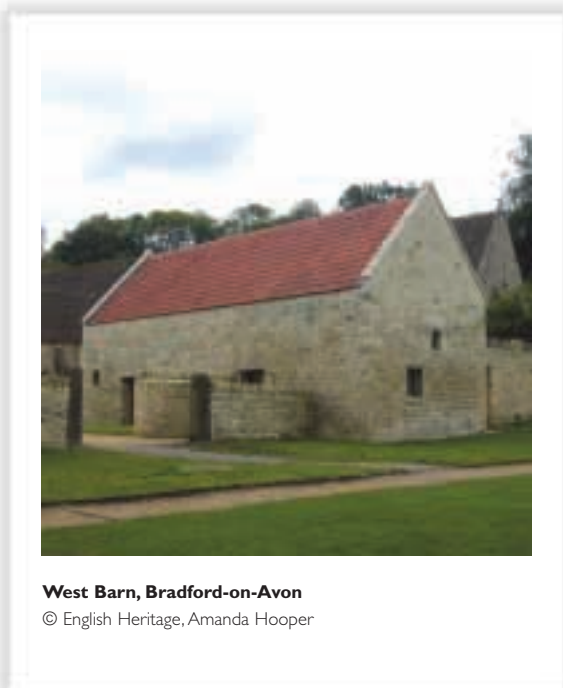
Bodrugan Farm, Mevagissey, Cornwall

Bodrugan is a great medieval estate with a fortified house, chapel and deer park. It lies in a particular form of anciently enclosed land associated with barton farms (home farms of the lord of the manor) and is one of Cornwall's best-defined barton systems, with larger and more rectilinear fields than those commonly found on similar but smaller sites. Plans were proposed to subdivide one large field with a new hedge, but through understanding the character of the site thoroughly the local authority was able to persuade the applicant to use a fence instead, which was less visually intrusive and retained the character of the site.

and management of dynamic rural landscapes. The principles of HLC are concerned with understanding and mapping the historic dimension of today's rural and urban landscapes, rather than assessing the significance of individual sites. HLC provides an informed starting point from which to consider issues and proposals affecting the future of the historic environment. Historic landscape characterisation was piloted in Cornwall in the 1990s and now covers over half of England. The positive results of this approach are being felt across the South West, as part of a national programme.

B

Caring and sharing



West Barn, Bradford-on-Avon
© English Heritage, Amanda Hooper

West Barn, Bradford-on-Avon, Wiltshire

West Barn forms part of an important farm complex of medieval origins. Thought to date from the twelfth century, the West Barn is grade I-listed and a scheduled monument. After suffering a disastrous fire it lay derelict and almost ruinous for 20 years before the Bradford-on-Avon Preservation Trust secured funding from the Heritage Lottery Fund and English Heritage to repair the building using traditional materials and techniques. The Trust also took on the adjacent stables, granary and stackyard, and the rental income from the other buildings on the site gives a secure future for the whole complex, including the West Barn, which now serves as a visitor centre for the historic town, as well as providing community meeting facilities.

deficit on those properties remaining on the English Heritage register continues to rise. Of those 170 entries on the South West register, only 11 (6.5 per cent) are considered economic to repair (that is, the cost of the repair they require is less than value of the repaired building). The remaining 159 buildings all have a conservation deficit, with the majority (55 per cent) requiring additional funding estimated at between £31,000 and £250,000, and a significant seven per cent needing £500,000 upwards to breach the gap between the cost of repair and their eventual market value. For such buildings, simply offering them for sale on the open market will not usually be successful, and more imaginative solutions must be sought.

In cases where all other solutions have been exhausted, coercive action by local authorities remains the last resort. Buildings may be subject to Urgent Works Notices, Repairs Notices and ultimately to Compulsory Purchase. In 2003/04, English Heritage undertook to guarantee such action by local authorities to the value of £490,000 in the South West.

There is no national register of grade II-listed buildings at risk, despite the fact that these represent the majority (92 per cent) of listed buildings in England. As champions of the historic environment, local authorities are encouraged to monitor their historic building stock as a whole and, as part of the process, to compile their own registers for all grades of listed buildings at risk. According to a survey carried out by English Heritage, more than half (54 per cent) of the local authorities in the South West maintain a buildings at risk register. Analysis of these registers suggests that 3.3 per cent of all grades of listed buildings in the region (around 2,000 buildings) are deemed to be 'at risk', and 2.2 per cent are judged to be in the highest category of risk.

BI HERITAGE AT RISK

BI.1 BUILDINGS AT RISK

The English Heritage *Register of Buildings at Risk* covers buildings listed at grades I and II* and structural scheduled monuments. The survey has been maintained on an annual basis since 1999, allowing trends to be identified. The conservation

BI.2 MONUMENTS AT RISK

English Heritage has begun a comprehensive survey of all scheduled sites in the region, which will evaluate the condition and setting of all scheduled monuments and establish priorities for monument management. The survey is being piloted in Gloucestershire, and the first report and synthesised data will be available in early 2005.

B2 MANAGING POSITIVELY

English Heritage is currently piloting a number of approaches to managing development at designated heritage sites around the country as part of its review of heritage protection. In the South West, these are: the Godolphin Estate, Cornwall; the Weld Estate, Lulworth, Dorset; Cornish Bridges and Crosses; and Arnos Vale Cemetery, Bristol.

B2.1 PLANNING TRENDS

There were 93,319 planning applications for the South West region decided in 2003/04. This represents the continuation of an upwards trend in planning applications over the last ten years (in 1993/94, for example, there were 58,542 applications decided).

B2.2 LISTED BUILDING CONSENTS

There were 7,876 applications for listed building consent in 2003/04 for works on listed buildings. 1,234 applications were notified to English Heritage because they affected grade I- or II*-listed buildings. These figures represent slight increases on the figures for recent years.

B2.3 SCHEDULED MONUMENT CONSENTS

There has been a steady increase in applications to the Department for Culture, Media and Sport for consent for works affecting scheduled monuments. There were 227 applications in 2003/04, compared to 193 in 2002/03, 174 in 2001/02 and 158 in 2000/01.

B2.4 PLANNING APPLICATIONS AFFECTING PARKS AND GARDENS

The Garden History Society received notification of 116 planning applications affecting sites on English Heritage's register of historic parks and gardens.

B2.5 CONSERVATION AREA CONSENTS

In the South West there were 508 decisions on applications for conservation area consent for works affecting buildings and sites within conservation areas. This is a slight decline on the 529 decisions recorded in 2002/03.

B2.6 REGIONAL SPATIAL STRATEGY

Recent changes to planning law contained in the Planning and Compulsory Purchase Act 2004 have resulted in the Regional Assembly's appointment as the regional planning body. The Act also introduced a new type of regional plan, the Regional Spatial Strategy (RSS). In the South West, the RSS will cover the period 2006-26, and will replace the current Regional Policy Guidance 10 (RPG10). The new plan will contain important policies and information to shape the development of the region, and will be broader in scope than RPG10, including development for health, education and culture in addition to housing and business. Consultation took place in 2004 to gather views on the direction which the broad thrust of the strategy might take. This work will inform the first draft of the RSS, which will be developed by the Assembly and key partners. It is anticipated that the final draft will be submitted to the Secretary of State in Autumn 2005. Further information is available at the South West Regional Assembly website, www.southwest-ra.gov.uk.

CARING AND SHARING

B3 CAPACITY AND RESOURCES



National Maritime Museum, Falmouth
© Heritage Lottery Fund

National Maritime Museum, Falmouth

The National Maritime Museum is helping to bring new life to Falmouth and the local economy of surrounding areas as the HLF-supported £30 million project provides a catalyst for regeneration in the South West. Based in the formerly derelict waterfront, the museum is a source of pride for local people and ensures that Falmouth's maritime heritage can be recognised and enjoyed by current and future generations. The museum is on track to attract up to 180,000 visitors a year and has created jobs for 30 full-time employees who are supported by 200 volunteers. It is estimated that a further 400 new jobs will be created in Falmouth amongst local suppliers, accommodation providers and retailers. By helping to strengthen the year-round visitor economy and lengthen the visitor season, the museum is an extremely important asset for the Cornish tourist industry.

B3 CAPACITY AND RESOURCES

B3.1 INVESTING IN THE HISTORIC ENVIRONMENT

The Heritage Lottery Fund (HLF) celebrates its tenth birthday this year. Since 1994 HLF has (at July 2004) awarded almost £300 million to over 1,500 projects in the South West, 11.5 per cent of the total funding for England.

HLF is unique both in the range of heritage it can support, and also in that no other UK organisation funds heritage projects on such a huge scale. It is the largest source of funding for the conservation of the historic environment in England and in the South West, contributing to the funding of a broad range of projects involving the local, regional and national heritage of the United Kingdom. These projects include historic buildings and sites, public parks, industrial, maritime and transport heritage, countryside and nature conservation, traditional crafts and customs, oral history, documentary heritage and museums and collections.

Although well known for supporting conservation, a high priority is attached to encouraging communities to identify, be involved in, and make decisions about their heritage. By ensuring that everyone can have a role in looking after their local heritage assets, for example through volunteering, educational projects and training, HLF support has significantly increased the number of people with an active interest in safeguarding our diverse heritage for the future.

English Heritage continues to offer grant aid to individual buildings and monuments deemed to be outstanding, and to run delegated grant schemes with local authorities, based on conservation areas. Over recent years the value of grant aid has fallen in real terms as grant aid from central government has remained unchanged, and although individual repair projects can still receive majority funding from English Heritage, the focus has shifted toward more strategic investment, designed to maximise the impact of the grant. Nevertheless, English Heritage funding remains an important factor in cases where projects are ineligible for other public funds, or where a partnership is necessary to create a funding package and English Heritage funds allow applicants to attract additional grants from other bodies.

The National Trust in the South West helps to conserve, maintain and provide access to a huge variety of the region's high-quality environment and rich cultural heritage. The National Trust's work also provides a variety of public benefits including education, skills and training, contributing to the local environment and supporting local economies particularly in rural areas.



Poltimore House, Devon

© English Heritage

Poltimore House, Devon

This building at risk has a medieval core with fine later Palladian work. Until 1921 it was occupied for over six centuries by the Bampfylde family. When the family left, the house became a girls' school and then a hospital until the mid-1970s when it was bought by a company which went into receivership soon afterwards. The house was subject to theft, neglect and arson and the building is suffering from water ingress with the roof in imminent danger of collapse. This is endangering the house's fine plasterwork. Now owned by the Poltimore House Trust, English Heritage has awarded grant aid of approaching £200,000 towards the provision of a temporary roof and scaffolding, to ensure that the building survives while a sustainable future is found. Grant aid for holding works such as these would not have been available from any other source of public funds.

CARING AND SHARING

B3 CAPACITY AND RESOURCES



The Lizard Peninsula, Cornwall
© National Trust, Dan Flunder

The Lizard Peninsula, Cornwall

Over the last 15 years the National Trust has invested £2.5 million to help transform the Lizard Peninsula in Cornwall and deliver long-term economic, social and environmental benefits to the area, leveraging in public and private funds worth over £1.2 million from partners including the European Commission, the Regional Development Agency and the Heritage Lottery Fund. This has enabled the Trust to remove the blight of intrusive buildings, improve neglected ones and remove overhead cables from the landscape, as well as changing farming practices to restore habitats. Ongoing work has improved public access and opened the Poldhu Marconi Centre at the birthplace of modern communications. In partnership with the Youth Hostels Association, a neglected hotel has been converted into the country's most southerly youth hostel, and in 2004 the Trust invested in solar energy slates on the roof of a cafe at Kynance, as part of a project to dramatically improve facilities at this iconic Cornish beach.

B3.2 EMPLOYMENT

The number of people employed in caring for the region's heritage continues to grow, demonstrating the importance of the sector to the economy of the South West. Since 1998, the number has risen from 2,353 to 3,539 in 2002 (latest available figures), a rise greater than the national average.

The region continues to enjoy the greatest number of tourist visits in England annually, and this is reflected in the huge numbers of people employed at historic properties in the South West. In 2003, over 7.3 million were employed at historic properties around the region, and of these, over 1.7 million were in permanent employment. In the South West, historic properties employ an average of ten permanent full-time staff, second only to London where the average is 11. The South West also attracts the highest average number of unpaid volunteers, at 35 per property, with over 4.6 million people volunteering across the region in 2003.

Central government and English Heritage are committed to helping local authorities identify ways in which the historic environment can make a contribution to their social and economic goals, and to working with them to ensure that this approach fits within their wider activities. Government is therefore urging all local authorities to appoint a Historic Environment Champion at Member or Senior Officer level. The South West currently has 14 Historic Environment Champions in place, which means that so far almost 27 per cent of local authorities in the region have made this appointment. This compares favourably with other regions, representing 16 per cent of all those Historic Environment Champions so far appointed. Work continues with those local authorities remaining to encourage them to engage with this important new initiative.

English Heritage has also compiled a programme of training and best practice guidance for local authority members and senior officers, known as Historic Environment Local Management (HELM), which can be seen at www.helm.org.uk.

B4 SKILLS AND TRAINING

Traditional conservation skills are at risk of dying out in the UK. Today, there are fewer than 40,000 craftsmen with the necessary specialist skills to maintain our historic environment. To help alleviate this problem, the Heritage Lottery Fund (HLF) has announced that it is setting up a £4 million Training Bursary Scheme to keep alive essential heritage skills as diverse as harling, pargeting, flint knapping, heather thatching, dry stone walling, stone masonry, frieze restoration, gold leafing and hedgelaying, as well as training for essential customer services skills at heritage sites.

The National Trust provides a range of skills development, education and training opportunities including placements and work experience, volunteer groups, employee volunteering and ongoing training for staff and volunteers. There were also over 100,000 education visits to Trust properties in the South West last year.

B5 ATTRACTING NEW AUDIENCES

Heritage Open Days celebrate England's architecture and culture by allowing visitors free access to interesting properties that are either not usually open, or would normally charge an entrance fee. Heritage Open Days also include tours, events and activities that focus on local architecture and culture. Organised by volunteers, Heritage Open Days is England's biggest and most popular voluntary cultural event, attracting some 800,000 people every year. The Civic Trust gives central co-ordination and a national voice to the event, which is made possible by funding and support from English Heritage, whose Outreach officers spend approximately half their time working on the project. Heritage Open Days provide visitors with a unique opportunity to explore and enjoy these sometimes hidden, often curious and always interesting places in English cities, towns and villages – and completely free of charge. Over 2,600 properties took part in Heritage Open Days 2004; in the South West, these included medieval manor houses in Devon, a 1930s modern movement home near Bristol, a World War II radar development facility in rural Wiltshire and a cave containing Ice Age bone remain.



Plymouth Townscape Heritage Initiative
© Heritage Lottery Fund

Plymouth Townscape Heritage Initiative

The Stonehouse area in Plymouth had suffered from the effects of the gradual closure of the naval dockyard, which provided the city's economic base. HLF contributed £950,000 towards a total project cost of over £1.7million; other related projects also benefited from EU Objective 2 funding and monies from the Single Regeneration Budget. Strong working relationships between housing associations, landlords, and the THI partnership enabled the re-use of empty properties as residential units, and individual building grants improved business premises, acting as a catalyst for inward investment. Private businesses are now able to invest in their own premises without recourse to grant aid.

C1 HERITAGE AND REGENERATION

Investment in the important historic elements of towns makes a vital contribution to regeneration. In certain areas and for some buildings, pump-priming grants are often a pre-requisite for economic activity. Funding from local authorities, the Heritage Lottery Fund, English Heritage and other agencies is often the first element from which

larger regeneration schemes are built, in the form of grant aid both to individual historic buildings as well as to areas. Conservation led-regeneration is now an established principle and its benefits can now be measured.

C2 HERITAGE TOURISM

Tourism and recreation in the South West are heavily dependent on the beauty and enjoyment of the environment and are a mainstay of the region's economy, earning some 6.4 per cent of the South West's GDP in 2001. 21 per cent of all tourist visits in the UK are made to the South West, over 12.8 million visits in 2003. The contribution they make to the economy of the country is greater than in any other region, with the South West generating 30 per cent of England's total income from tourism in 2003. 13 per cent of the visitors in 2003 were from overseas, 45 per cent were local, and the remaining 42 per cent travelling from elsewhere in the country.

Towards 2015, South West Tourism's 15-year plan sets history and heritage firmly at the heart of tourism in the region, identifying the historic environment as one of the ten key aspects of the region for visitors. The contribution that the historic environment can make towards sustainable tourism in the region has been recognised and it will form a key part of the new strategy.

English Heritage opens over 100 sites in the South West to the public annually. Of these, eighteen, plus Stonehenge, are staffed sites which make a charge for entrance. In 2003/04, sites in the region received over two million paid visits by adults (including over 750,000 to Stonehenge), a quarter of all those made to English Heritage properties in England. Over one million paid visits were made by children. Since 2003, English Heritage has offered free entry to its sites by any young person under nineteen accompanying a member, in an attempt to widen access for young people. The average additional spend per head is £2.67, against a national average of £3.82, though this rises to £5.43 at Stonehenge.

C3 PARTICIPATION AND ENGAGEMENT
C4 EDUCATION AND LIFELONG LEARNING

Members of the Historic Houses Association in the region open 60 houses regularly and commercially to the public, with a further 117 opening on an occasional basis or by appointment. Between them, these properties accounted for 2.2 million visitors in the South West in 2003/04. Beyond day visits, the owners of these properties also undertake other activities centred on the historic estates including agriculture, concerts, events, corporate entertainment, provision of accommodation for holidays, business and industry. The economic contribution from all of these activities, together with day visits, is £275 million annually to the South West's economy.

The National Trust in the South West owns over 52,000 hectares of countryside and 350 miles of the South West coastline. The Trust opens 83 historic houses and 28 gardens to the public as pay-for-entry properties and through National Trust Enterprises they have 26 gift shops, 22 catering outlets and over 150 holiday cottages in the region. Last year their pay-for-entry properties in the South West received over 3.5 million visitors, with many more millions visiting their open access countryside and coast. There are over 500,000 National Trust members living in the South West region.



Trebah Garden, Cornwall

© Heritage Lottery Fund, Peter Everard Smith

Trebah Garden, Cornwall

Trebah Garden has been regenerated as one of the county's most impressive tourist attractions. A £1.39 million HLF grant contributed towards restoring and replanting areas of the famous sub-tropical ravine garden and opening the Hibbert Visitor Centre, including a gallery, café, shop and a 120-seat lecture theatre. The garden is of national horticultural significance and its education programme encourages large numbers of visitors who discover and enjoy the inspiring natural heritage. With sympathetically designed facilities blending in to such beautiful surroundings, the garden is proving to be an important contributor to the local economy as a year-round tourist attraction.

C3 PARTICIPATION AND ENGAGEMENT

Volunteers play an important role helping to look after National Trust properties and deliver a wide range of activities. In the South West the Trust has some 7,000 regular volunteers involved in a wide range of activities from working holidays and specialist volunteer groups to room and garden stewards, education volunteers and volunteer clubs and speakers. The Trust also offers opportunities for full-time volunteering to provide hands on experience and skills training and employee volunteering. It aims to ensure volunteers receive appropriate support and recognition and enjoy the many benefits of volunteering including gaining new experiences, learning and developing skills, meeting new people and keeping active.

C4 EDUCATION AND LIFELONG LEARNING

The historic environment of the South West offers unique opportunities for education, not just in the fields of history and heritage, but more widely. English Heritage has recently published a new teaching pack on Citizenship using the evidence of the historic environment, which gives a number of toolkits to be used with the Citizenship curriculum in order to engage young people with their community and their environment.



Heritage Education for All, Bristol
© Heritage Lottery Fund



Chedworth Roman Villa – Gloucestershire
© National Trust

Heritage Education for All, Bristol

The project, a partnership between the Workers' Educational Association (WEA) and the National Trust was set up to provide a three-year programme of heritage education at National Trust properties in the Wessex region, and to develop links with disabled learners across the region. The WEA had found that the majority of applicants for its courses based on heritage were white, middle class and able-bodied. This project, part funded by a grant of £232,500 from the Heritage Lottery Fund, aimed to open up heritage education to those with disabilities, and to date has proved successful in improving the confidence and motivation of people who were previously excluded from learning about heritage.

Chedworth Roman Villa – Gloucestershire

Chedworth Roman Villa receives between 9,000 and 10,000 school children a year. They cover the National Curriculum for KS2/3/4 as well as AS and A2 Classical Civilisation. The site offers in-house interactive Living History sessions ranging from farming and medicine-making to Roman religion.

School visits to historic attractions are increasing. English Heritage has recorded an overall increase in visits to its sites in England of 2.88 per cent between 2002/03 and 2003/04, but the South West has seen much greater increases, with Stonehenge receiving over 20 per cent more visitors over the same period and the remaining sites in the South West receiving almost seven per cent more visits in 2003/04 than in the previous year. Such activity underlines the value of the historic environment of the region in formal education.

The South West Historic Environment Forum

The South West Historic Environment Forum will concentrate in the coming year on building and implementing an action plan for the Strategy for the Historic Environment in the South West. The strategy identified ten priorities :

- 1 To continue to improve our knowledge and understanding of the South West's historic environment and reflect this in informed and positive conservation and enhancement of the historic environment.
- 2 To place conservation at the heart of urban renewal and regeneration strategies, initiatives and proposals across the South West.
- 3 To encourage the wider appreciation and conservation of the historic dimension of rural areas.
- 4 To increase our understanding of the South West's coastal and maritime historic environments and wetland landscapes.
- 5 To promote the design of buildings and landscape that is sensitive to its location.
- 6 To promote the use of traditional conservation and management skills wherever possible and ensure that professionals have a good understanding of current best practice. Encourage opportunities for training across the South West.
- 7 To ensure the education sector in the South West takes full account of the value of the historic environment.
- 8 To remove physical, cultural and social barriers which inhibit access, understanding or enjoyment of the South West historic environment.
- 9 To tackle the legacy created by poor management and maintenance of the historic environment of the South West.
- 10 To develop a co-ordinated and prioritised research strategy for the South West to fill key gaps in our understanding of the historic environment.

The aim is to build an action plan to address these priorities through a number of workshops across the region in February and March 2005, co-ordinated by English Heritage on behalf of the Historic Environment Forum. We will welcome a wide range of participants from across the sector to take part. If you would like to be involved, please contact Amanda Hooper at English Heritage on 0117 975 0668 or email amanda.hooper@english-heritage.org.uk.



This report has been prepared by the South West Historic Environment Forum, a group representing the key agencies and organisations whose work involves the historic environment of the region.

English Heritage
www.english-heritage.org.uk

The Department for Culture, Media and Sport
www.culture.gov.uk

The Association of Preservation Trusts
www.heritage.co.uk/apt/

The Association of Local Government
 Archaeological Officers
www.algao.org.uk

The Country Land and Business Association
www.cla.org.uk

The Commission for Architecture
 and the Built Environment
www.cabe.org.uk

The Heritage Lottery Fund
www.hlf.org.uk

The Historic Houses Association
www.hha.org.uk

The Institute of Historic Building Conservation
www.ihbc.org.uk

The National Trust
www.nationaltrust.org.uk

The Royal Institute of British Architects
www.riba.org

The University of the West of England
www.uwe.ac.uk



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