



Historic England – Listing audience reach events

Leeds engagement summary

Why did we select Leeds?

The purpose of this exercise was to gather opinions from three communities regarding the National Heritage List for England, targeting a wider and more diverse audience than might usually engage in this topic.

Leeds was selected as the urban location for this engagement as it is a city with a diverse community that provided many different community stakeholders to engage with. Based in West Yorkshire, it is a city with pockets of wealth and social deprivation that co-exist side by side. Additionally, there were a range of community groups representing ethnic minorities, and groups that support the LGBTQ+ community and young people.

Responses were considered from across Leeds, but social media campaigns were live in Chapeltown and Harehills. They were chosen as they are inner-city locations with a diverse population. Harehills has a long history of immigration resulting in a diverse population and a high number of residents from ethnic minorities to engage with.

Engagement methods

Promotion – Social media advertising was used to promote the engagement in the local community. This allowed us to target residents based on location as well as priority groups, maximising the potential for these audiences to engage, and the adverts invited recipients to fill out the online survey or attend our workshops. Overall, 4,279 people engaged with the social media adverts, across all three locations, with 1,195 click-throughs reported on the Leeds social media adverts.

Stakeholder groups were also written to inviting them to attend the workshops and take part in our online survey. These stakeholder groups, including a variety of local community groups, provided an effective means of promotion, as the information that we provided could be dispersed further throughout the group's networks. The Historic England website was also used to promote the engagement, which included a link to the online survey.

Workshops – Five online workshops were held across a week, which included two for Leeds, held on 1 November between 13:00-14:30 and 3 November between 18:30-20:00. The workshops included information about Historic England and the Listing process, as well as discussions about heritage in the local area, and specific examples of heritage within Leeds that had been highlighted by those who signed up to attend. There was also a discussion about which places were important to attendees, how communities felt Historic England could best protect these places, and the significance of the use of places.



Online survey – An online survey was developed with the Historic England team, which covered the same topics as in the workshops, inviting respondents to give their feedback at their convenience.

In-person engagement – The initial response rate in Leeds was not as high as the other communities we engaged with. Therefore, on 29 November an in-person pop-up was held in Leeds city centre, which proved to be successful at reaching an increased audience. A shortened version of the main online survey was loaded onto iPads and members of the public were canvassed.

Feedback response rates

For Leeds, the response rates were:

- 10 people filled out the sign-up survey
- 3 people attended the online workshops
- 11 people filled out the main online survey
- 42 people were reached at the in-person pop-up

Overall, Leeds saw a significantly lower level of response to the initial engagement methods, when compared to the other locations. This may have been due to the lifestyle and demographics associated with living in a city, with more free time being taken up by commuting and greater competition with other social media adverts. It could also be that people did not view themselves as the audience of this kind of engagement activity. A more diverse audience engaged in the in-person event, likely because of the direct, face to face engagement involved.

Response themes

Protection of different spaces – Respondents from Leeds highlighted the need to protect “quirky buildings” with less architectural value than those traditionally protected by listing. This came out much stronger in the feedback from Leeds than the other locations. There was also a desire to use Listing to protect open spaces.

Understanding of Historic England – Respondents from the in-person event in Leeds had a limited understanding of Historic England and its role.

Heritage as a shared experience – This was a key theme from respondents from Leeds, who viewed heritage assets as essential for shaping early experiences of communities, both as experiences in early life and as new members of a community.

Learning more about Historic England – People from Leeds felt that social media, the Historic England website and partnerships with local government and community groups would be the most effective way to find out more about Historic England.

Specific locations – Chapel Allerton, Potternewton, Harehills and Bradford were all suggested as areas with important heritage and with places that should be listed. In particular, Leeds Theatre, Royal Armouries, Roundhay Park, the Town Hall, and Kirkstall Abbey were all highlighted as important places in the area that hold heritage value.