

# Industrial Heritage at Risk

## Public Attitudes Survey

February 2011

# How can this research help EH?

As part of the Heritage at Risk programme, English Heritage will be focussing on the industrial heritage theme in 2011.

To inform the launch of 'Industrial Heritage at Risk' in October 2011, English Heritage wish to understand attitudes towards industrial heritage among the public in England.

The objectives of this study were to:

- Assist in national and local media campaigns – informing the process of raising the profile of industrial heritage in England;
- Provide evidence of the value of industrial heritage in England, why it is valued and who it is most valued by;
- Help to inform strategic policy around conservation of industrial heritage and solutions for re-use.

## Comparisons made with 2009 research of Public Attitudes towards Heritage Protection Designation

BASE: Nationally representative sample of 996 GB adults aged 15 years and over  
FIELDWORK DATES: 22<sup>nd</sup>-28<sup>th</sup> Jan 2009

Primarily attitudes towards the historic buildings, places and archaeological remains that we have in this country

# Method

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Research among a **representative sample of the adult population of England**



To ensure we understand attitudes of the public as a **whole**

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**Sample of 2,007 interviews achieved**



**Sufficiently large to allow for significant sample sub-group analysis, particularly geographically**  
– it was hypothesized opinion would vary notably according to the nature of industrial heritage locally

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**Interviews conducted online, Respondents recruited from an online panel**



To generate the large sample sizes required for this study, which are representative of the demographics of the England population

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# Agenda

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## Market Context

### The Value of Industrial Heritage in England

- Is industrial heritage valued?
- Who values industrial heritage?
- Why is industrial heritage valued?
- Is there an appetite for greater public involvement?

### Informing Strategic Policy on Conservation

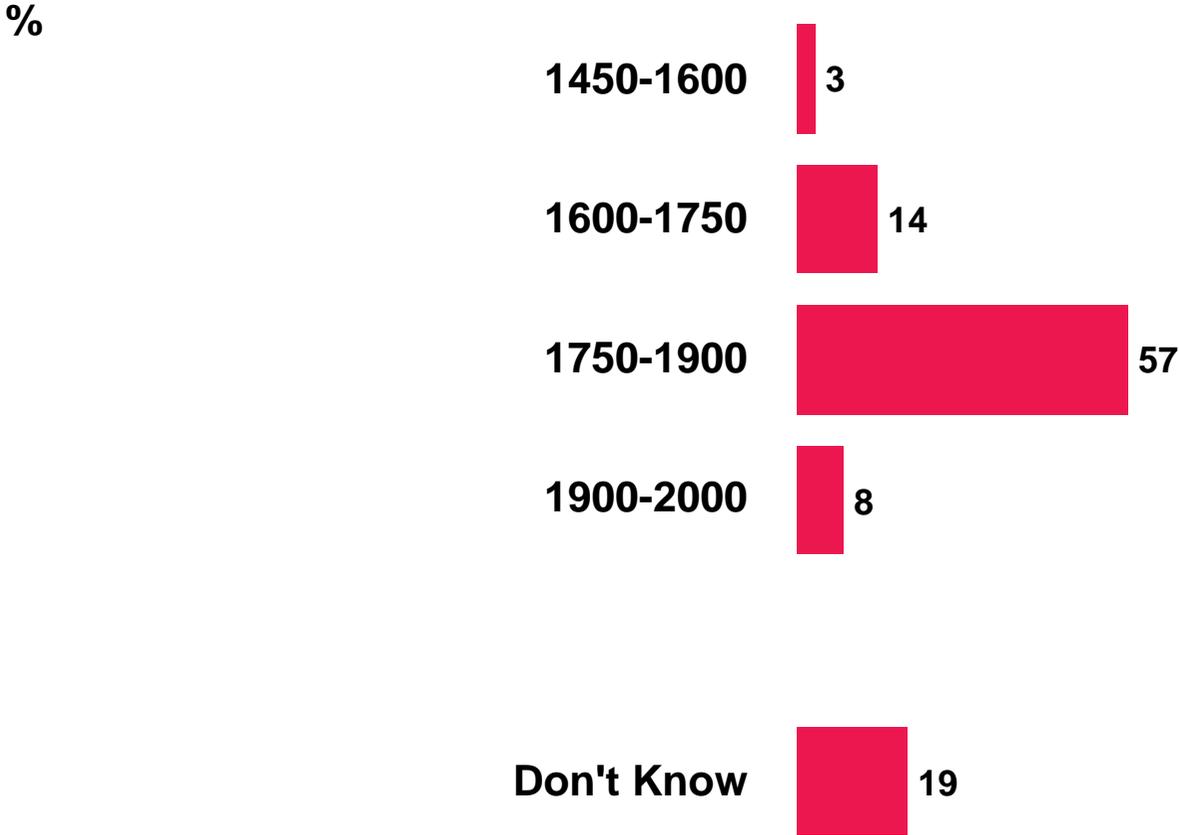
- Reuse? Preserve? Demolish? Decay?

### Implications for English Heritage

# Market Context

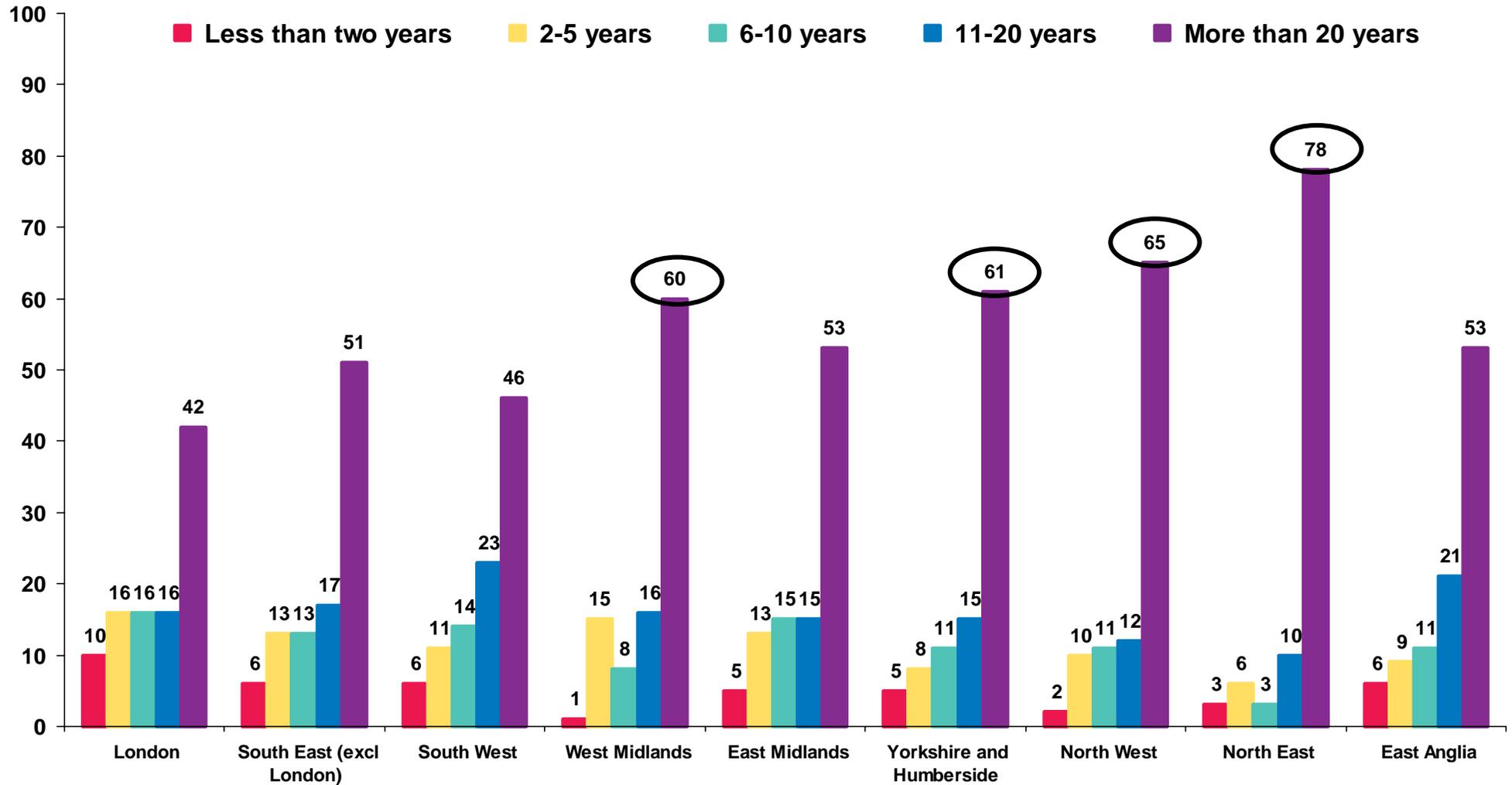
# Awareness of when the Industrial Revolution took place

When do you think the industrial revolution took place?



Source: Telephone Omnibus 1<sup>st</sup> -28<sup>th</sup> Feb 2011  
Base: All GB population n=960 (weighted=48,472)

# Who we spoke to...how long lived in current local area



Source: Q11  
Base: All England respondents n=2,007

# Understanding of local industrial heritage

Is the local area where you live well known for a particular type of historic industry?

%

**“YES” –by region**

**“YES” –by length of time lived in area**

Total 43

Total 43

London 25

Less than 2 years 28

South East (excl London) 25

2-5years 34

South West 49

6-10years 35

West Midlands 56

11-20years 37

East Midlands 52

More than 20years 50

Yorkshire and Humberside 58

North West 57

North East 70

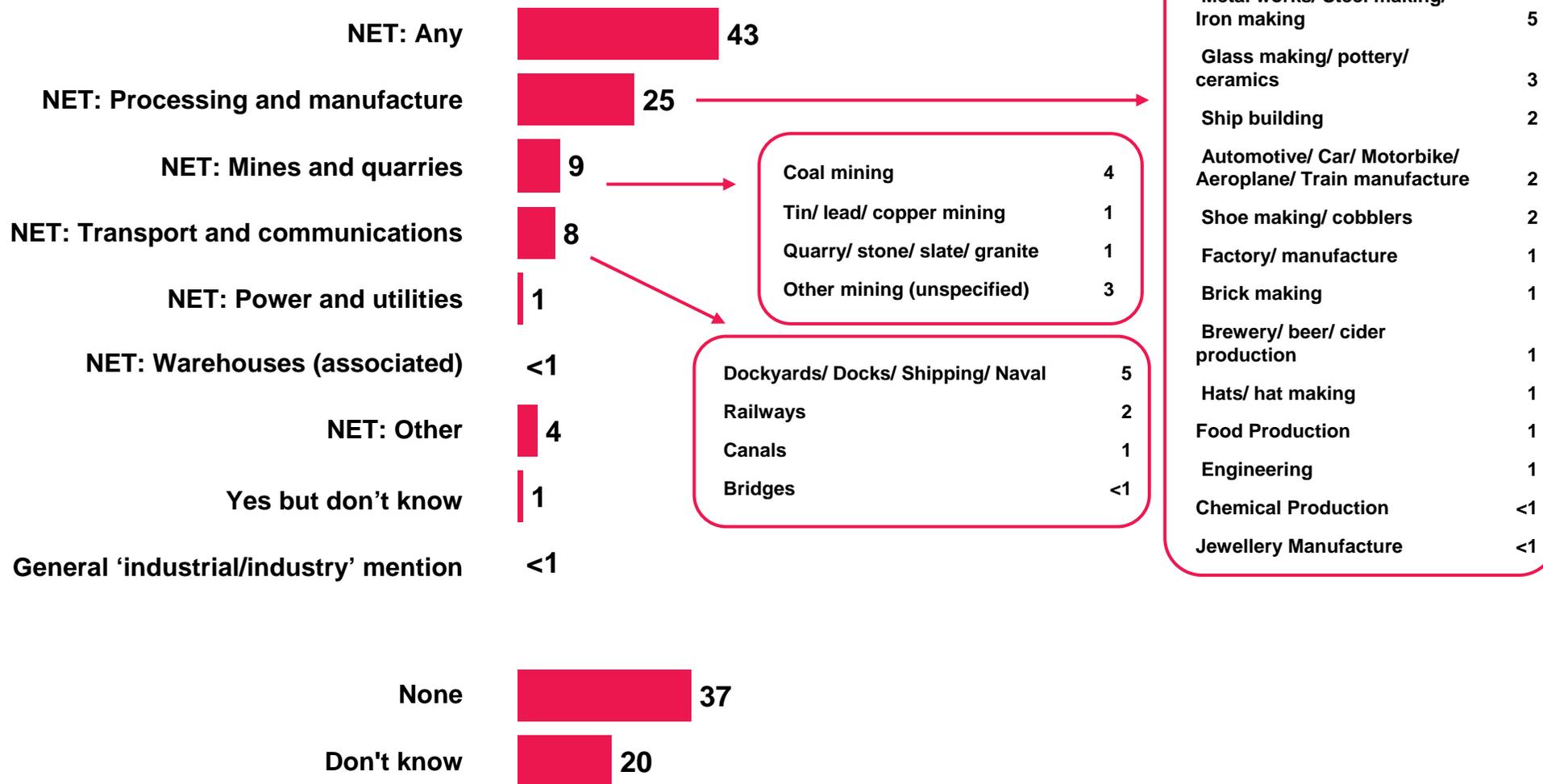
East Anglia 23

# Understanding of local industrial heritage – which industry?

Is the local area where you live well known for a particular type of historic industry? What type of industry?

%

All



# The Value of Industrial Heritage in England

Is industrial heritage valued?

Who values industrial heritage?

Why is industrial heritage valued?

Is there an appetite for greater public  
involvement?

# Definition of industrial heritage

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Extensive work has defined what is meant by industrial heritage

Industrial heritage was defined for all respondents up front



**All are basing their opinions of its value in the same context**

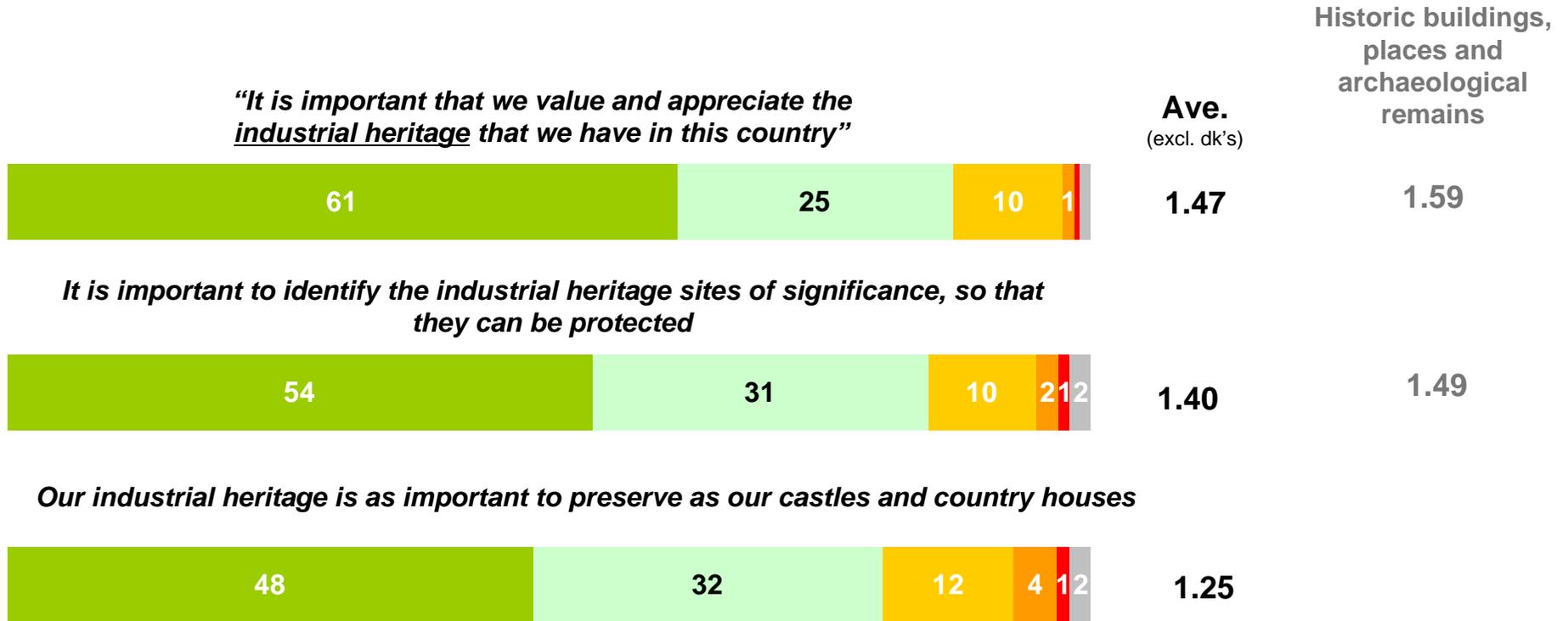
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*“Buildings, sites and landscapes used in the following industries from the start of the Industrial Revolution to the present day with a focus on the period from 1750 to the onset of the First World War:*

- *Mines and quarries – coal, stone, clay, iron etc*
- *Processing and manufacture, metal industries, textile mills, glassworks, potteries, factories of all kinds, chemical production and food and drink production (including wind and watermills)*
- *Power and utilities – gas works, water and sewage works*
- *Warehouses associated with processing and manufacture industries*
- *Transport and communications – roads, bridges, canals and waterways, railways, ports docks and airports.*

# Do individuals value industrial heritage?

How much do you agree or disagree with the following statements about Industrial Heritage in this country?



Source: Q7a(i)-h(i)  
Base: All England respondents n=2,007

Source: Heritage Protection Omnibus research 2009  
Base: All GB respondents n=996

# Do these individuals feel society values industrial heritage?

How much do you agree or disagree with the following statements about Industrial Heritage in this country?

*The industrial heritage sites that I care about are well recorded and protected already*



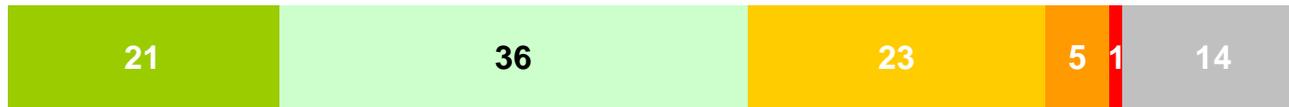
**Ave.**  
(excl. dk's)

**0.17**

Historic buildings, places and archaeological remains

**0.87**

*We seem to care less about what happens to the industrial heritage sites of this country than most of our other heritage sites*



**0.82**



# The Value of Industrial Heritage in England

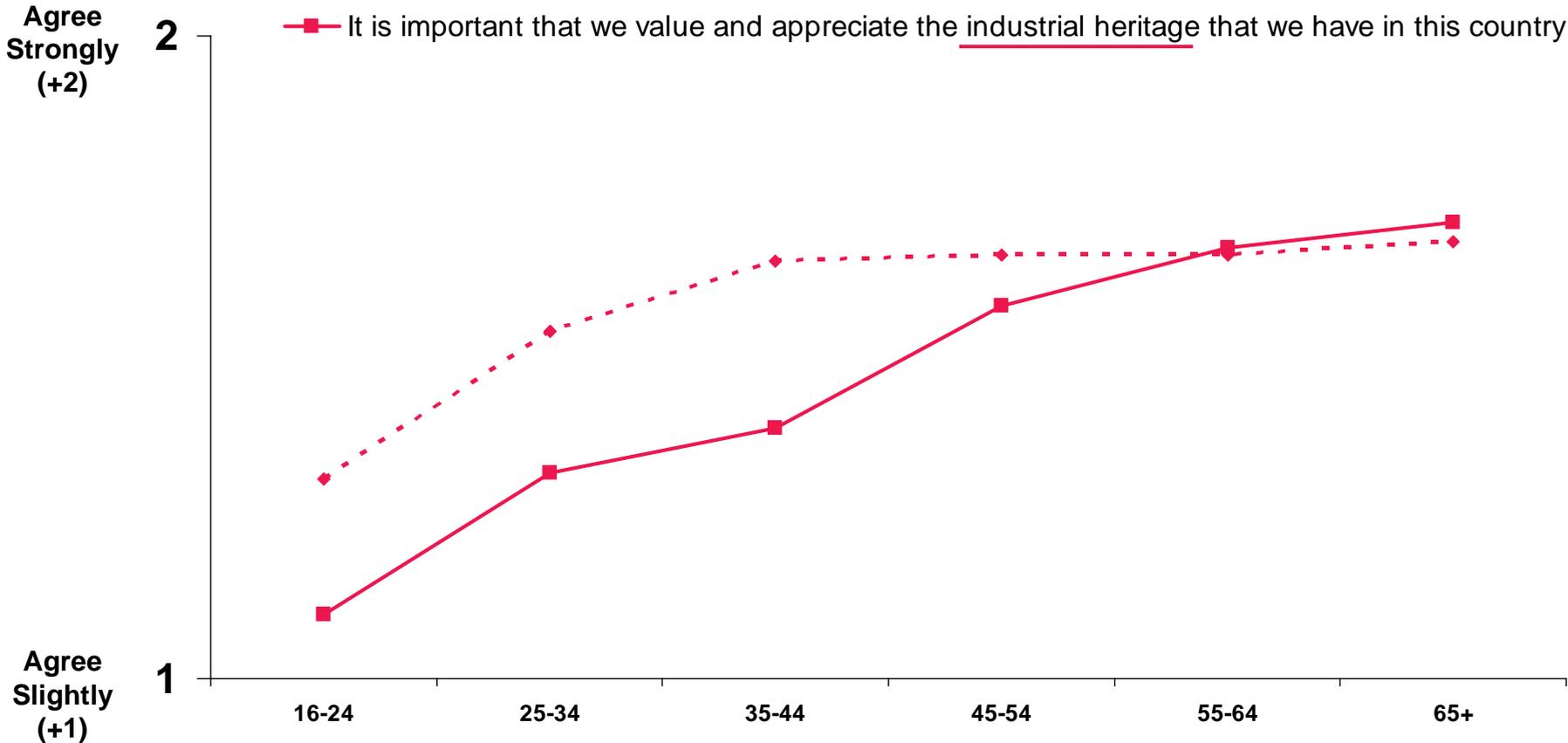
Is industrial heritage valued?  
Who values industrial heritage?  
Why is industrial heritage valued?

Is there an appetite for greater public  
involvement?

# Who most values industrial heritage?

How much do you agree or disagree with the following statements:

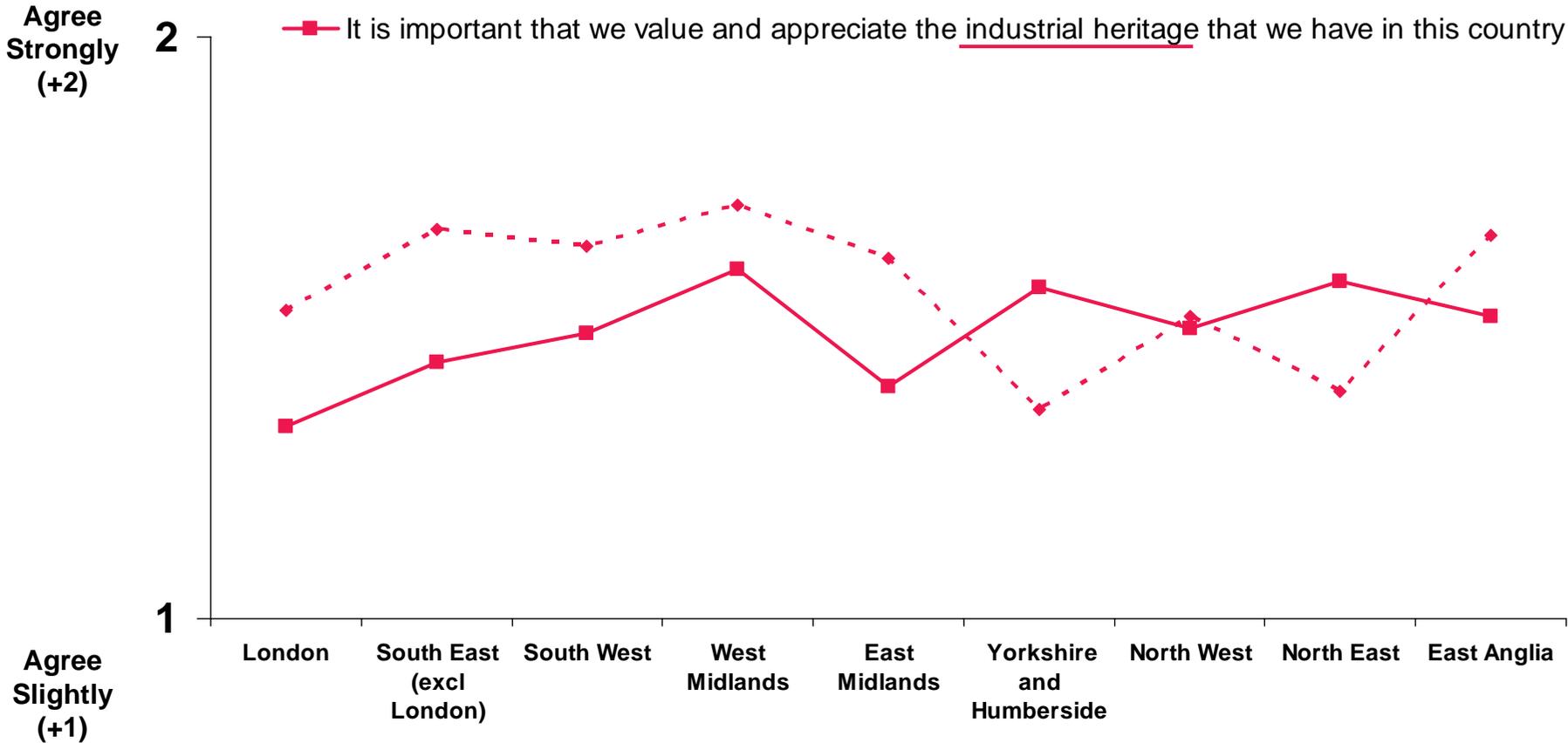
- ♦ - It is important that we value and appreciate the historic buildings, places and archaeological remains that we have in this country
- ■ - It is important that we value and appreciate the industrial heritage that we have in this country



# Who most values industrial heritage?

How much do you agree or disagree with the following statements:

- ♦ - It is important that we value and appreciate the historic buildings, places and archaeological remains that we have in this country
- ■ - It is important that we value and appreciate the industrial heritage that we have in this country



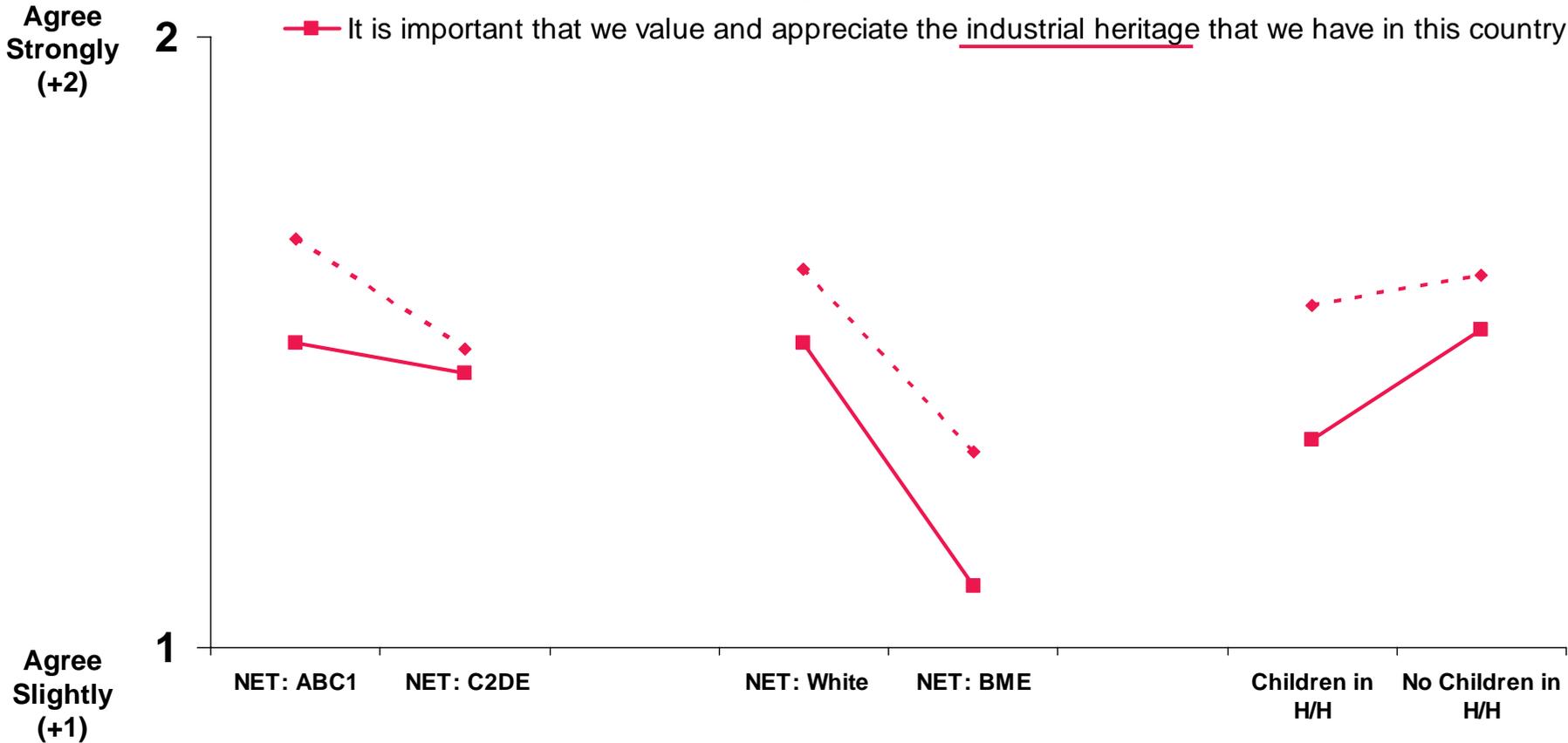
Source: Q7a(i)  
Base: All England respondents n=2,007

Source: Heritage Protection Omnibus research 2009  
Base: All GB respondents n=996

# Who most values industrial heritage?

How much do you agree or disagree with the following statements:

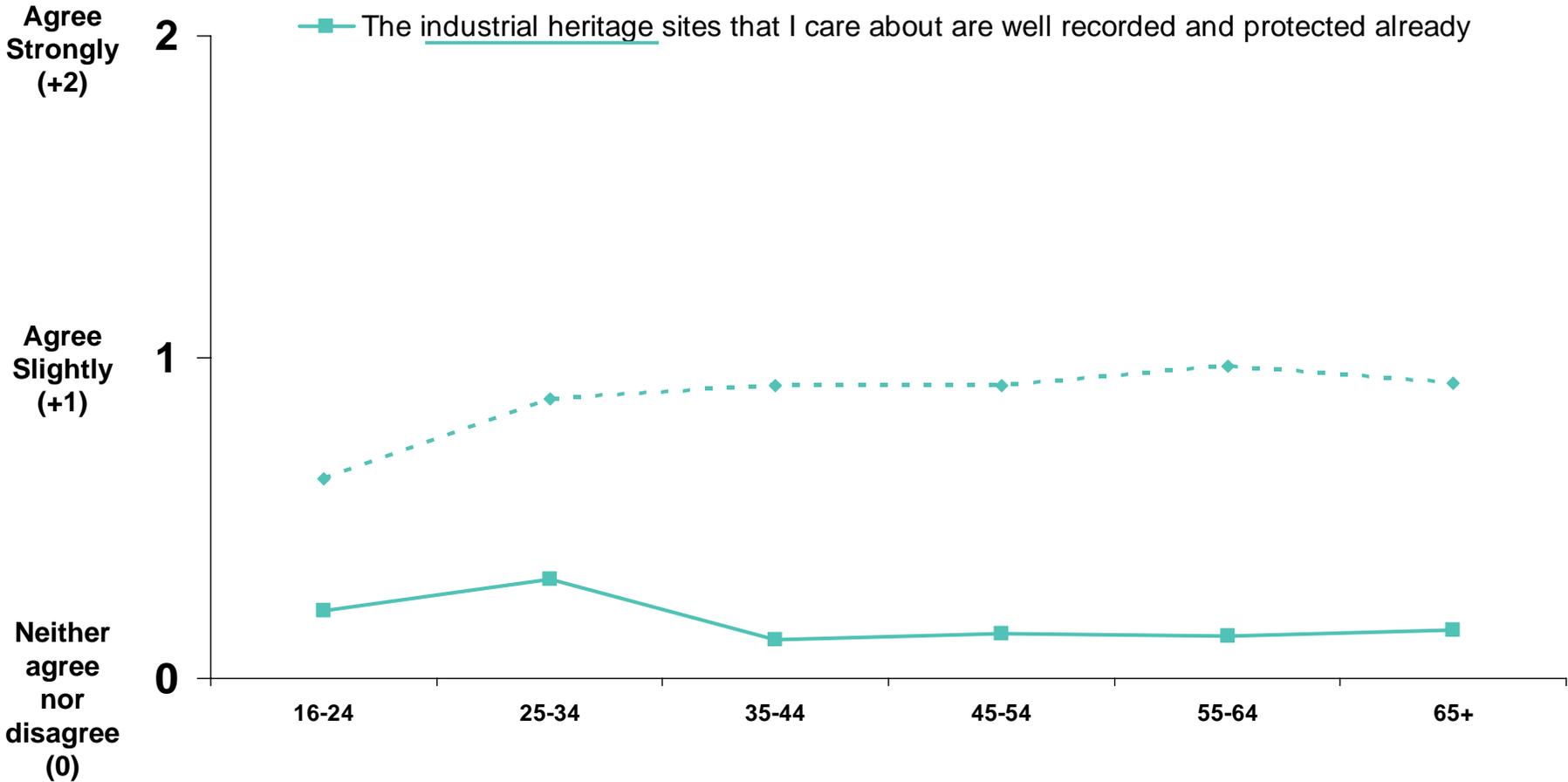
- ♦ - It is important that we value and appreciate the historic buildings, places and archaeological remains that we have in this country
- ■ - It is important that we value and appreciate the industrial heritage that we have in this country



# Who feels society values industrial heritage?

How much do you agree or disagree with the following statements:

- ♦ - The types of historic buildings, places and archaeological remains that I care about are well recorded and protected already
- ■ - The industrial heritage sites that I care about are well recorded and protected already

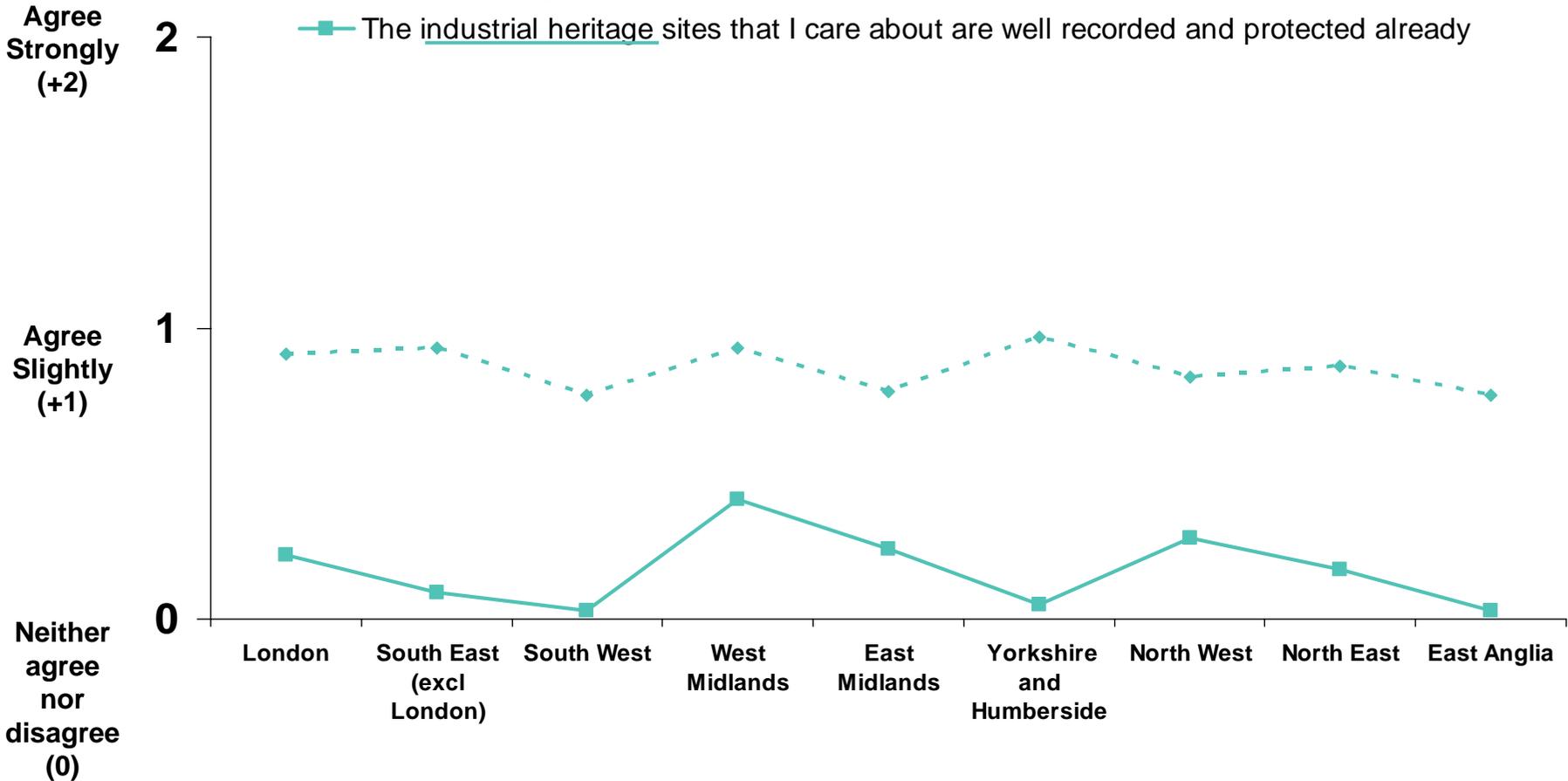


# Who feels society values industrial heritage?

How much do you agree or disagree with the following statements:

- ◆ - The types of historic buildings, places and archaeological remains that I care about are well recorded and protected already

- ■ - The industrial heritage sites that I care about are well recorded and protected already



# The Value of Industrial Heritage in England

Is industrial heritage valued?

Who values industrial heritage?

Why is industrial heritage valued?

Is there an appetite for greater public  
involvement?

# Why is industrial heritage valued by individuals?

How much do you agree or disagree with the following statement about Industrial Heritage in this country?

*The Industrial Revolution is the most important period of British history*

**Ave.**  
(excl. dk's)



**0.82**



Source: Q1/Q7  
Base: All England respondents n=2,007

It is important that we value and appreciate the industrial heritage that we have in this country...

## Provides (national) identity

**Part of who we are / It's part/piece of our history/heritage/past/culture (in general) (21%)**

**Made Britain what it is / was great / a leader in developments / led in industrial revolution (10%)**

**We should be proud of our heritage/ past (3%)**

*"Britain has exported the industrial miracle around the world and has the duty to preserve it for the next generations"*

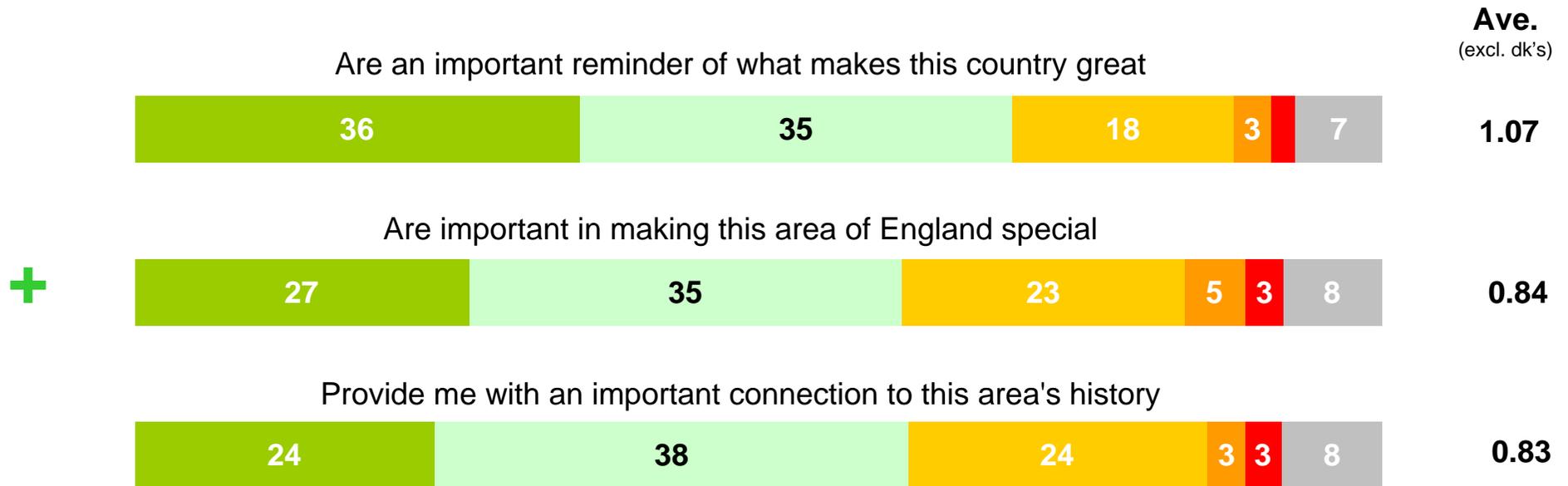
*"Because we live in a country that is now no longer a leading industrialist a country that makes nothing, it's important to show our young that we really were once a great country"*

*"We should be proud of our industrial past & how we were a fastest growing economy in the world & built the largest empire in history on the back of our industrial revolution"*

*"We should appreciate the level and speed of development that took place in Britain during the industrial revolution. It helps to instill a sense of national pride and self-belief, and hopefully will encourage future generations to ensure Britain remains an influential country globally. People should realise the achievements of a small country"*

# Why is industrial heritage valued –Identity

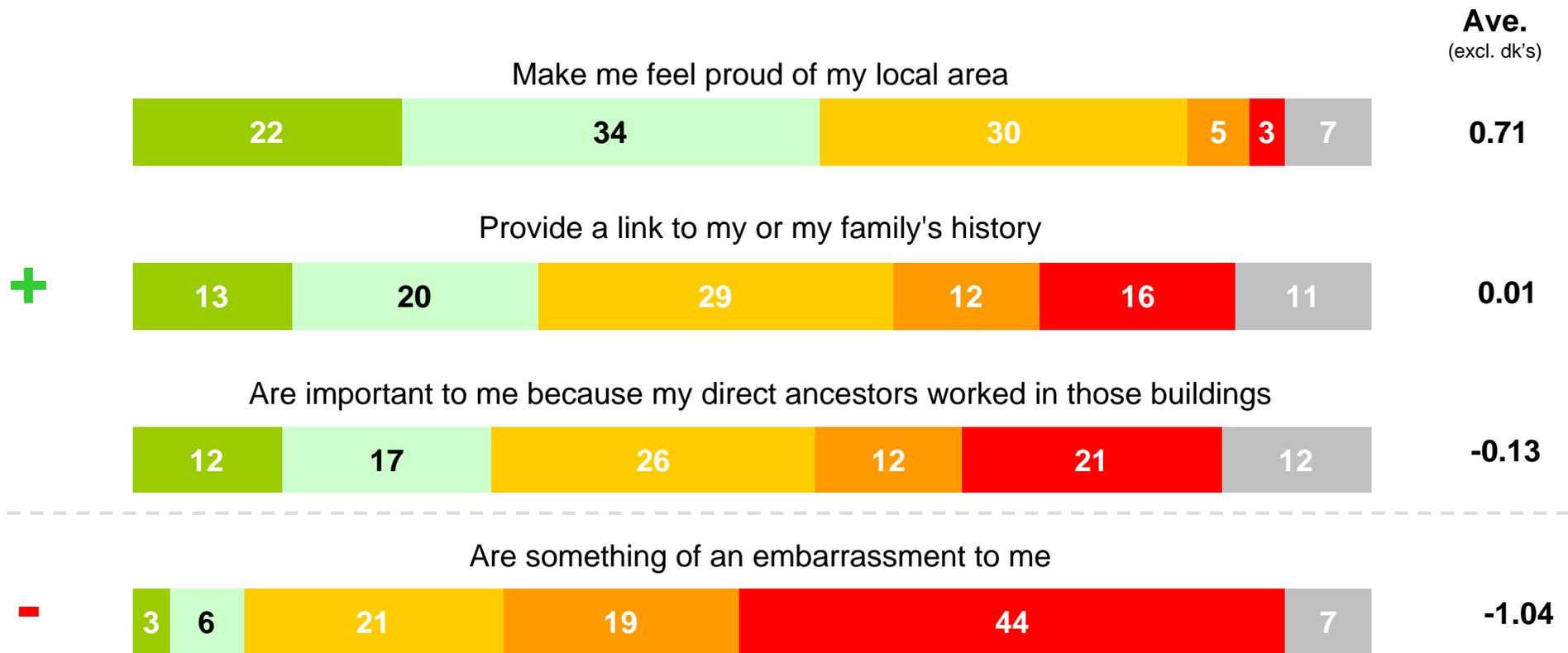
How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?



■ Agree Strongly (+2)  
 ■ Agree Slightly (+1)  
 ■ Neither agree nor disagree (0)  
 ■ Disagree Slightly (-1)  
 ■ Disagree Strongly (-2)  
 ■ Don't know

# Why is industrial heritage valued –Identity

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?



■ Agree Strongly (+2)  
 ■ Agree Slightly (+1)  
 ■ Neither agree nor disagree (0)  
 ■ Disagree Slightly (-1)  
 ■ Disagree Strongly (-2)  
 ■ Don't know

# Why is industrial heritage valued – identity by region



Source: Q9  
Base: All England respondents n=2,007

# Why is industrial heritage valued – identity by region

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

	ALL	London	South East	South West	West Midlands	East Midlands	Yorks & Humber	North West	North East	East Anglia
<b>+</b> Are an important reminder of what makes this country great	<b>1.07</b>	0.91	0.94	1.07	1.29	1.01	1.27	1.13	1.30	1.00
<b>+</b> Are important in making this area of England special	<b>0.84</b>	0.66	0.63	0.92	1.09	0.74	1.07	0.96	1.17	0.59
<b>+</b> Provide me with an important connection to this area's history	<b>0.83</b>	0.65	0.69	0.85	0.98	0.77	1.08	0.99	0.93	0.63
<b>+</b> Make me feel proud of my local area	<b>0.71</b>	0.57	0.59	0.77	0.84	0.63	0.87	0.78	1.02	0.55
<b>+</b> Provide a link to my or my family's history	<b>0.01</b>	-0.25	-0.21	-0.14	0.18	0.13	0.23	0.25	0.51	-0.28
<b>+</b> Are important to me because my direct ancestors worked in those buildings	<b>-0.13</b>	-0.25	-0.41	-0.29	0.09	-0.17	0.13	0.10	0.42	-0.49
<b>-</b> Are something of an embarrassment to me	<b>-1.04</b>	-0.79	-0.97	-1.11	-1.17	-1.04	-1.11	-1.15	-1.12	-1.10

# Why is industrial heritage valued – identity by age/SEG

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

		ALL	16-24yrs	25-34yrs	35-44yrs	45-54yrs	55-64yrs	65yrs+	ABC1	C2DE
<b>+</b>	<b>Are an important reminder of what makes this country great</b>	<b>1.07</b>	0.62	0.99	0.98	1.24	1.28	1.27	1.06	1.09
<b>+</b>	<b>Are important in making this area of England special</b>	<b>0.84</b>	0.50	0.81	0.74	0.99	1.03	0.93	0.79	0.91
<b>+</b>	<b>Provide me with an important connection to this area's history</b>	<b>0.83</b>	0.52	0.81	0.70	0.97	0.95	0.99	0.82	0.85
<b>+</b>	<b>Make me feel proud of my local area</b>	<b>0.71</b>	0.39	0.72	0.67	0.86	0.81	0.76	0.62	0.83
<b>+</b>	<b>Provide a link to my or my family's history</b>	<b>0.01</b>	-0.29	-0.02	0.08	0.07	0.11	0.04	-0.15	0.20
<b>+</b>	<b>Are important to me because my direct ancestors worked in those buildings</b>	<b>-0.13</b>	-0.29	-0.02	-0.13	-0.07	-0.17	-0.15	-0.31	0.09
<b>-</b>	<b>Are something of an embarrassment to me</b>	<b>-1.04</b>	-0.91	-0.76	-0.85	-1.24	-1.33	-1.14	-1.08	-0.99

It is important that we value and appreciate the industrial heritage that we have in this country...

## Helps us learn/understand

**For future generations/ to educate children/young people about our history / heritage (14%)**

**Memories / reminder of past / insight into past / people forget (12%)**

**To learn about/from history/the past/our heritage (8%)**

**It shaped the future / changed how we live today (7%)**

*“For our children and our children's children to educate and witness first hand what buildings and industry were like in days gone by”*

*“To remind future generations we have a diverse industrial heritage and diversity of styles of architecture”*

*“Our industrial heritage is what brought us to where we are today, it is important that, that is remembered and appreciated”*

*“...it can show how the industrial past shaped the future of technology”*

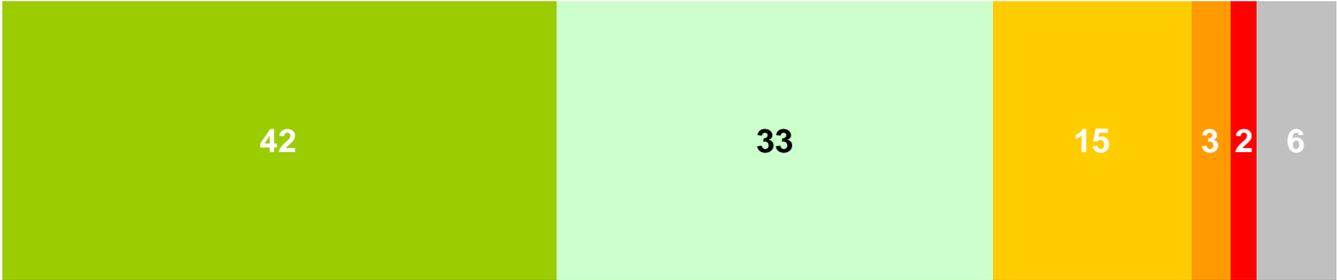
*“Without the industrial revolution we would not be where we are today. It is important to know our past to know how to move on better in the future”*

# Why is industrial heritage valued – Learn/Understand

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Are important to pass on to future generations

**Ave.**  
(excl. dk's)



**1.18**



Source: Q9  
Base: All England respondents n=2,007

It is important that we value and appreciate the industrial heritage that we have in this country...

## To Protect

**Irreplaceable / otherwise heritage will disappear (6%)**

**Need to preserve what's left / treasure it / look after it (7%)**

**Not much left / lost enough already (2%)**

*“Almost all our modern buildings are unsightly or ugly; many of the buildings which are part of our industrial heritage are still very impressive and even almost beautiful”*

*“I'm a chartered engineer and I was inspired to study engineering at university by my childhood visits to museums of science and industry and visiting what are now called industrial heritage sites. I'd like future generations to have the same chance to be inspired”*

*“It is a major part of our social and industrial heritage and should be there for the next generation to see and not as a photo in a book”*

It is important that we value and appreciate the industrial heritage that we have in this country...

## Contributes towards heritage overall

**History/heritage is important / means a lot / should be valued / appreciated (general) (12%)**

**Industrial history/heritage is important / means a lot / should be valued / appreciated (1%)**

*“Once gone it can never be replaced. We should be proud of our industrial heritage and preserve it for future generations”*

## To Enjoy

**Old buildings and/or architecture is beautiful / has character / prefer old to modern (1%)**

## For Economic Benefit

**Tourism (1%)**

# Why is industrial heritage valued – Economic

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?



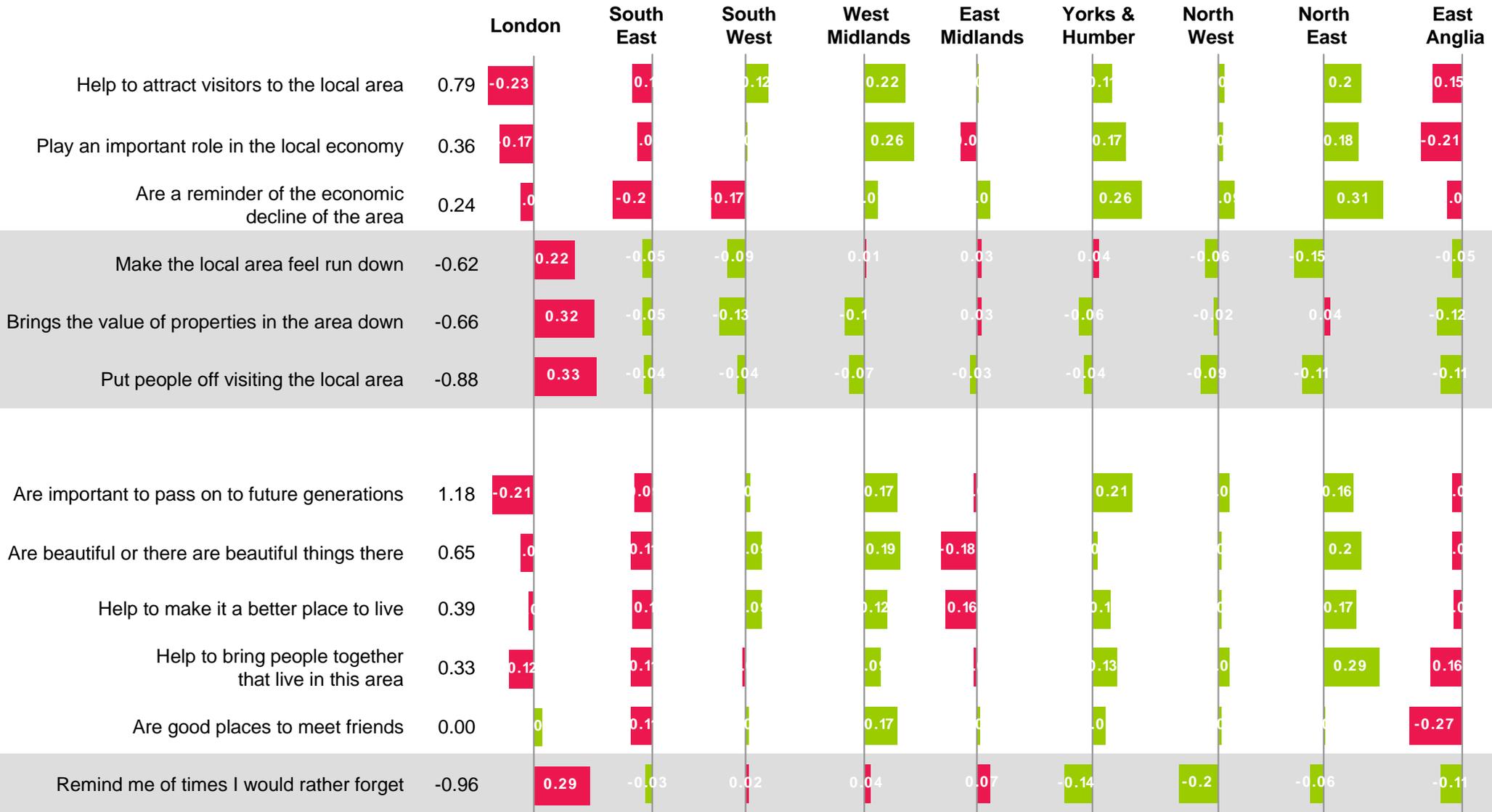
Source: Q9  
Base: All England respondents n=2,007

# Why is industrial heritage valued – economic by region

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

	ALL	London	South East	South West	West Midlands	East Midlands	Yorks & Humber	North West	North East	East Anglia
<b>Are a reminder of the economic decline of the area</b>	<b>0.24</b>	0.18	0.04	0.07	0.31	0.31	0.50	0.33	0.55	0.17
<b>Make the local area feel run down</b>	<b>-0.62</b>	-0.40	-0.67	-0.71	-0.61	-0.59	-0.58	-0.68	-0.77	-0.67
<b>Brings the value of properties in the area down</b>	<b>-0.66</b>	-0.34	-0.71	-0.79	-0.76	-0.63	-0.72	-0.68	-0.62	-0.78
<b>Put people off visiting the local area</b>	<b>-0.88</b>	-0.55	-0.92	-0.92	-0.95	-0.91	-0.92	-0.97	-0.99	-0.99

# Why is industrial heritage valued – economic and social by region



-XX Points less than the mean
 
XX Points more than the mean

Source: Q9  
Base: All England respondents n=2,007

# Why is industrial heritage valued – economic and social by region

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

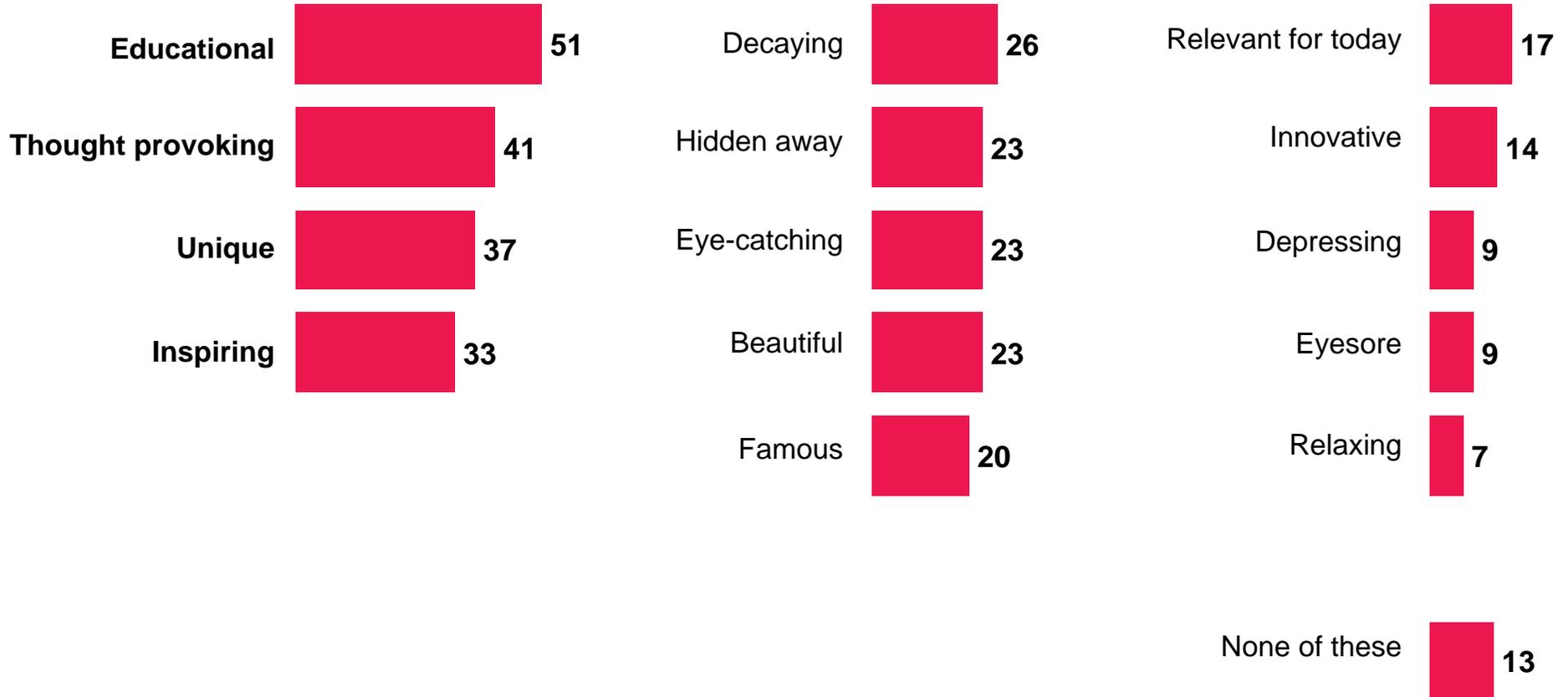
	ALL	London	South East	South West	West Midlands	East Midlands	Yorks & Humber	North West	North East	East Anglia
<b>+</b> Help to attract visitors to the local area	<b>0.79</b>	0.56	0.69	0.91	1.01	0.80	0.90	0.83	0.99	0.64
<b>+</b> Play an important role in the local economy	<b>0.36</b>	0.19	0.29	0.37	0.62	0.28	0.53	0.39	0.54	0.15
<b>-</b> Are a reminder of the economic decline of the area	<b>0.24</b>	0.18	0.04	0.07	0.31	0.31	0.50	0.33	0.55	0.17
<b>-</b> Make the local area feel run down	<b>-0.62</b>	-0.40	-0.67	-0.71	-0.61	-0.59	-0.58	-0.68	-0.77	-0.67
<b>-</b> Brings the value of properties in the area down	<b>-0.66</b>	-0.34	-0.71	-0.79	-0.76	-0.63	-0.72	-0.68	-0.62	-0.78
<b>-</b> Put people off visiting the local area	<b>-0.88</b>	-0.55	-0.92	-0.92	-0.95	-0.91	-0.92	-0.97	-0.99	-0.99
<b>+</b> Are important to pass on to future generations	<b>1.18</b>	0.97	1.09	1.21	1.35	1.17	1.39	1.24	1.34	1.13
<b>+</b> Are beautiful or there are beautiful things there	<b>0.65</b>	0.59	0.54	0.74	0.84	0.47	0.68	0.67	0.85	0.6
<b>+</b> Help to make it a better place to live	<b>0.39</b>	0.37	0.29	0.48	0.51	0.23	0.49	0.41	0.56	0.35
<b>+</b> Help to bring people together that live in this area	<b>0.33</b>	0.21	0.22	0.32	0.42	0.32	0.46	0.39	0.62	0.17
<b>+</b> Are good places to meet friends	<b>0.00</b>	0.05	-0.11	0.02	0.17	0.02	0.07	0.02	0.01	-0.27
<b>-</b> Remind me of times I would rather forget	<b>-0.96</b>	-0.67	-0.99	-0.94	-0.92	-0.89	-1.10	-1.16	-1.02	-1.07

Source: Q9  
Base: All England respondents n=2,007

# Why is industrial heritage valued?

Which of these words or phrases would you associate with your local industrial heritage sites?

All



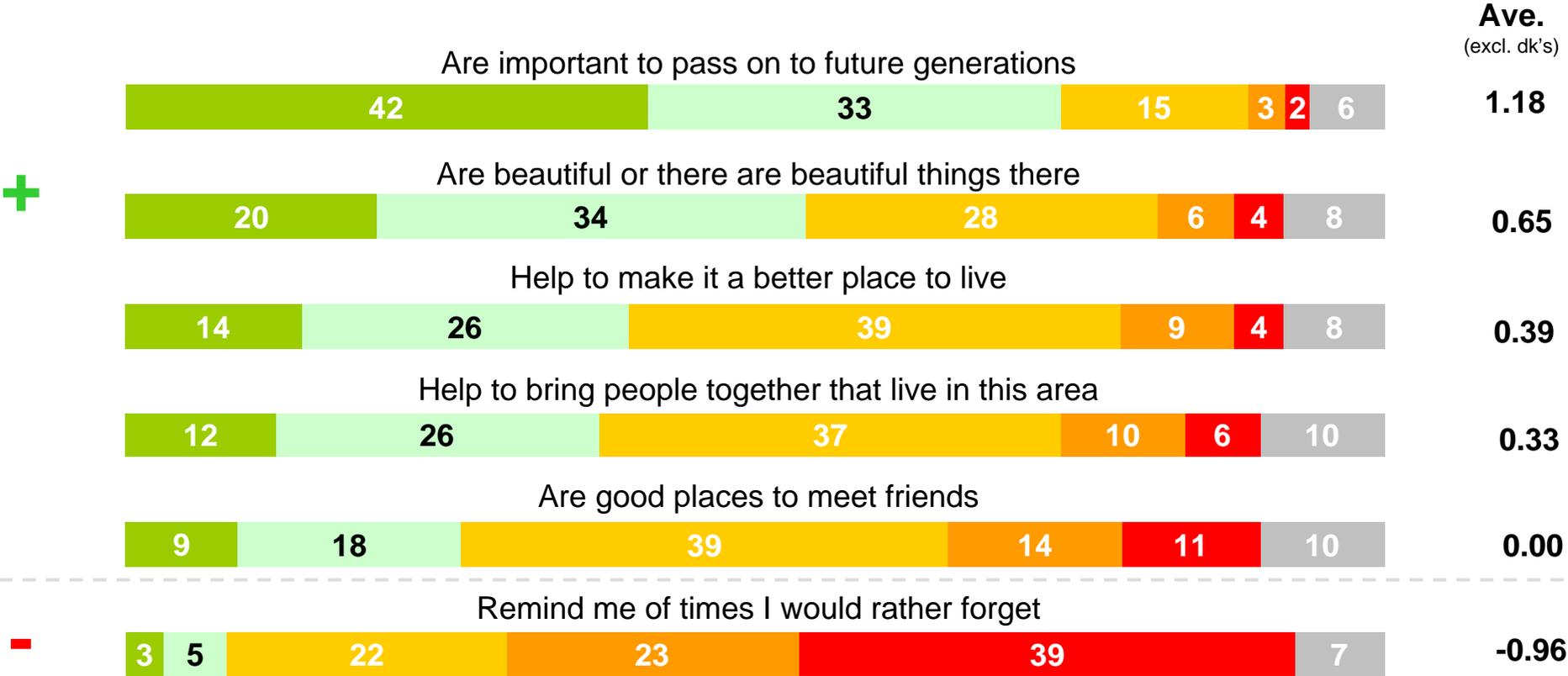
# Why is industrial heritage valued?



Source: Q8  
 Base: All England respondents n=2,007

# Why is industrial heritage valued –Other

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?



Source: Q9  
Base: All England respondents n=2,007

# Why is industrial heritage valued –by age/SEG

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

	ALL	16-24yrs	25-34yrs	35-44yrs	45-54yrs	55-64yrs	65yrs+	ABC1	C2DE
<b>+</b> Help to attract visitors to the local area	<b>0.79</b>	0.48	0.76	0.68	0.92	1.02	0.87	0.72	0.89
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<b>-</b> Make the local area feel run down	<b>-0.62</b>	-0.44	-0.32	-0.53	-0.82	-0.85	-0.72	-0.60	-0.64
<b>-</b> Brings the value of properties in the area down	<b>-0.66</b>	-0.46	-0.29	-0.61	-0.8	-0.97	-0.78	-0.69	-0.62
<b>-</b> Put people off visiting the local area	<b>-0.88</b>	-0.78	-0.53	-0.71	-1.05	-1.15	-1.06	-0.87	-0.9
<b>+</b> Are important to pass on to future generations	<b>1.18</b>	0.73	1.05	1.11	1.37	1.40	1.38	1.20	1.17
<b>+</b> Are beautiful or there are beautiful things there	<b>0.65</b>	0.48	0.66	0.66	0.8	0.74	0.55	0.58	0.73
<b>+</b> Help to make it a better place to live	<b>0.39</b>	0.12	0.42	0.37	0.50	0.54	0.40	0.34	0.47
<b>+</b> Help to bring people together that live in this area	<b>0.33</b>	0.00	0.43	0.30	0.40	0.44	0.36	0.25	0.42
<b>+</b> Are good places to meet friends	<b>0.00</b>	-0.37	-0.06	0.05	0.10	0.10	0.13	-0.12	0.16
<b>-</b> Remind me of times I would rather forget	<b>-0.96</b>	-0.78	-0.62	-0.82	-1.16	-1.16	-1.16	-1.00	-0.9

Source: Q9  
Base: All England respondents n=2,007

# Why the public believes society seems to care less about what happens to the industrial heritage sites of this country than most of our other heritage sites ...

## Agree

**People favour country houses, castles / care more about other sites / more money put into preserving country houses, castles**

*“Organisations such as English Heritage and The National Trust seem only to be interested in castles, country houses and ancient monuments”*

*“The likes of Stonehenge and our churches receive far more attention and money for preservation than our industrial ones as the urge to regenerate “old eyesores” leads to more and more of our past being destroyed”*

*“The industrial north always comes second to the stately home south. The great factories were the palaces of the working class - less elegant, less cultured, but just as much a part of the British way of life”*

*“People naturally seem to care more about aesthetically pleasing looking heritage sites than industrial ones”*

*“Millions spent on old houses and palaces for people to roam over and envy. Very little money and even less publicity for where the majority of us come from”*

*“They do not seem as bothered about our industrial heritage sites, they are not as jaw-droppingly glamorous and visually appealing”*

**Lack of education on industrial heritage**

*“I don't believe the younger generation care for such things. This attitude, mainly through lack of education on the subject”*

# The Value of Industrial Heritage in England

Is industrial heritage valued?

Who values industrial heritage?

Why is industrial heritage valued?

Is there an appetite for greater public  
involvement?

# What is the appetite for greater public involvement?

How much do you agree or disagree with the following statements about Industrial Heritage in this country?

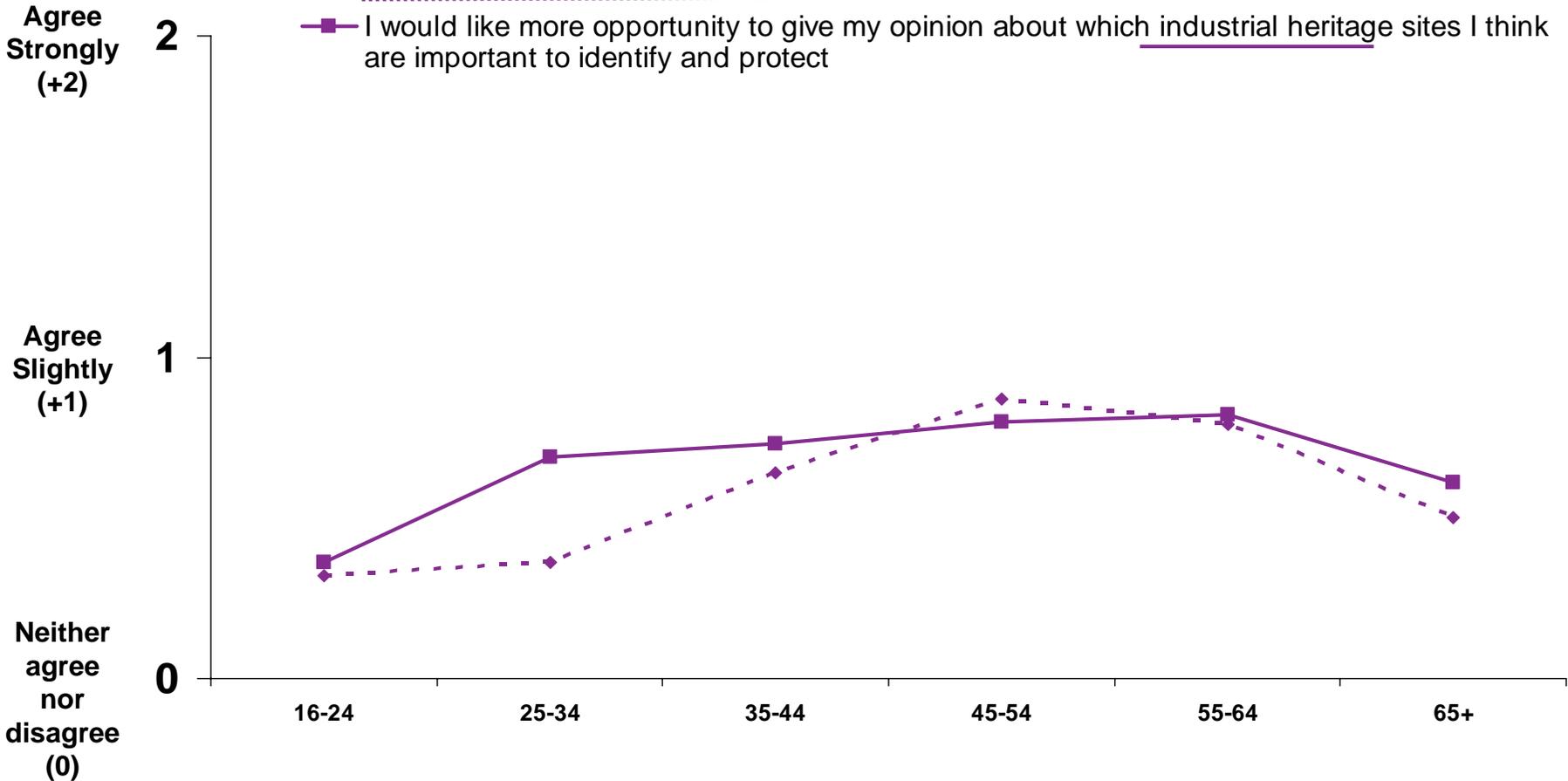


■ Agree Strongly (+2)
 ■ Agree Slightly (+1)
 ■ Neither agree nor disagree (0)
 ■ Disagree Slightly (-1)
 ■ Disagree Strongly (-2)
 ■ Don't know

# What is the appetite for greater public involvement?

How much do you agree or disagree with the following statements:

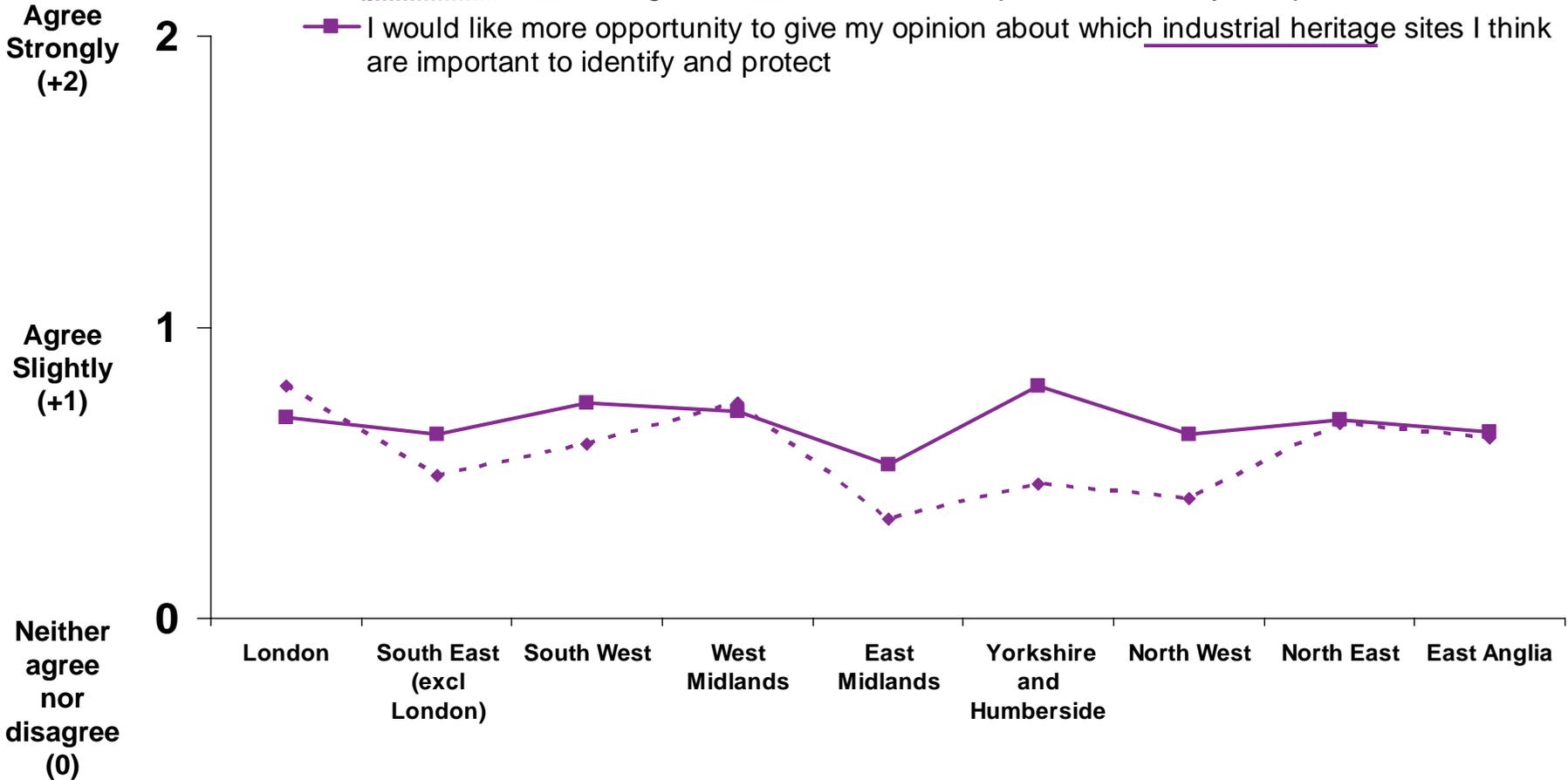
- ♦ - I would like more opportunity to give my opinion about which types of historic buildings, places and archaeological remains I think it is important to identify and protect
- ■ - I would like more opportunity to give my opinion about which industrial heritage sites I think are important to identify and protect



# What is the appetite for greater public involvement?

How much do you agree or disagree with the following statements:

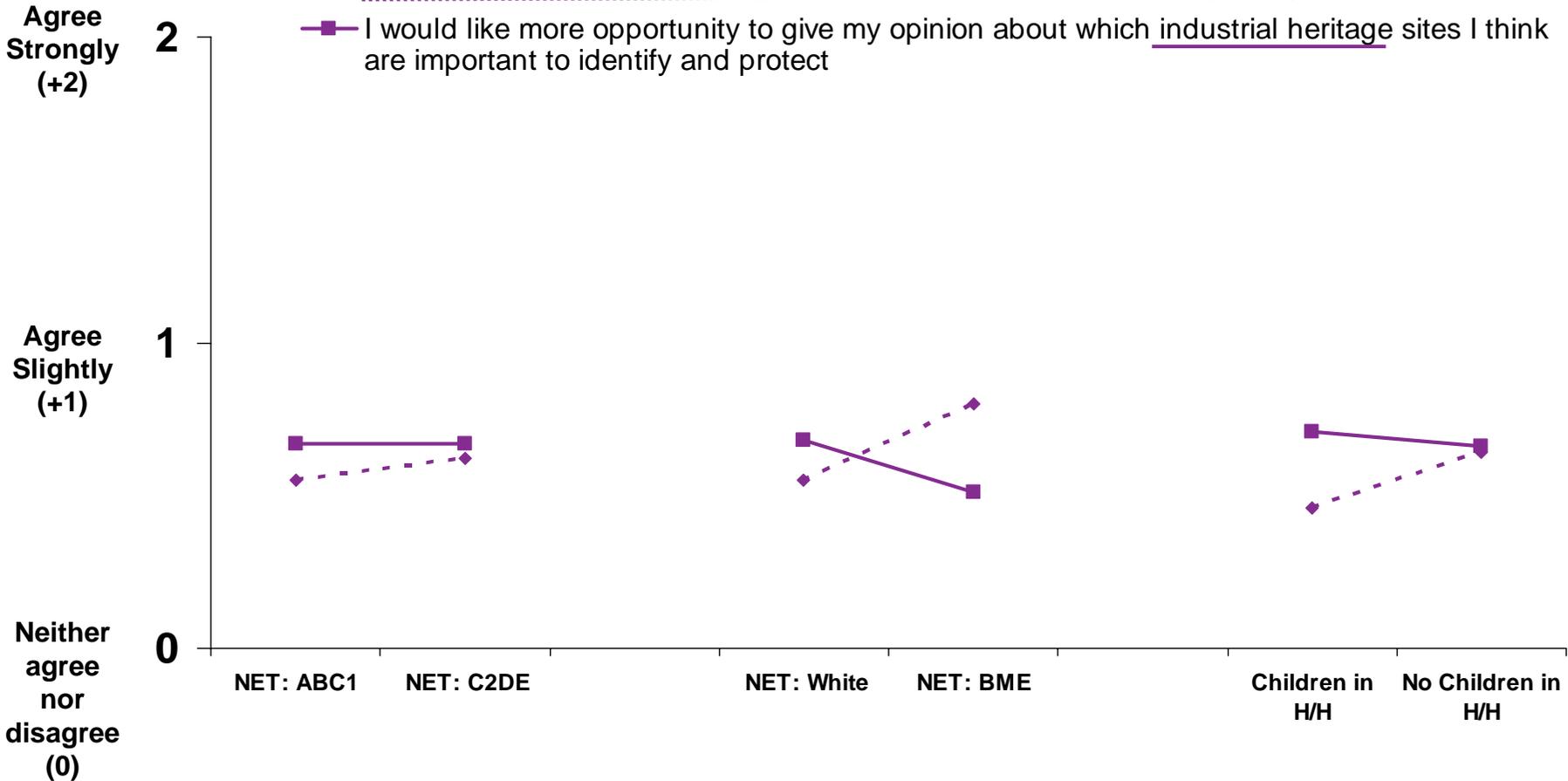
- ♦ - I would like more opportunity to give my opinion about which types of historic buildings, places and archaeological remains I think it is important to identify and protect
- ■ - I would like more opportunity to give my opinion about which industrial heritage sites I think are important to identify and protect



# What is the appetite for greater public involvement?

How much do you agree or disagree with the following statements:

- ◆ - I would like more opportunity to give my opinion about which types of historic buildings, places and archaeological remains I think it is important to identify and protect
- ■ - I would like more opportunity to give my opinion about which industrial heritage sites I think are important to identify and protect



# What is the appetite for greater public involvement?

How interested would you be in getting involved with helping to protect the industrial heritage in your local area, for example through volunteering or helping with fundraising?



# What is the appetite for greater public involvement?

How interested would you be in getting involved with helping to protect the industrial heritage in your local area, for example through volunteering or helping with fundraising?

	Total	Age					
		16-24	25-34	35-44	45-54	55-64	65+
<b>NET: Interested</b>	44	40	50	50	46	43	36
<b>Very interested</b>	10	7	17	14	11	8	5
<b>Fairly interested</b>	34	33	33	36	36	35	31

	Total	SEG				Presence of Children in Household		Local Area Well Known for Particular Historic Industry	
		AB	C1	C2	DE	Yes	No	Yes	No /DK
<b>NET: Interested</b>	44	48	40	49	40	49	42	51	39
<b>Very interested</b>	10	13	7	13	9	14	9	12	9
<b>Fairly interested</b>	34	35	33	36	31	36	33	39	30

# Informing Strategic Policy on Conservation

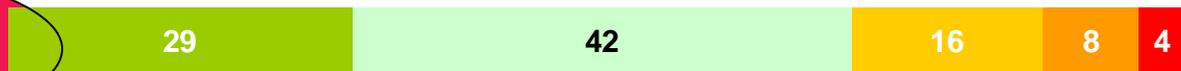
Reuse? Preserve? Demolish? Decay?

# Reuse? Preserve? Demolish? Decay? – general attitudes

Here are some statements about what should be done with industrial heritage sites in this country generally. How much do you agree or disagree with each one?

## Industrial heritage sites should be.....

...**reused** for other, modern day purposes, but making sure that their **character is preserved**



Ave.  
(excl. dk's)

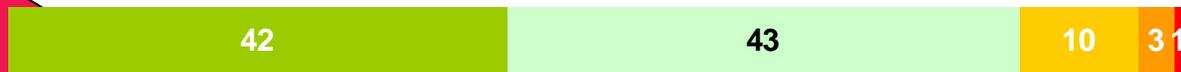
0.85

...**reused** for other, modern day purposes **without necessarily preserving their character**



-0.81

...**preserved** (perhaps as museums demonstrating their original use or conserved monuments) to remind us of our industrial past



1.23

...**demolished** and replaced with modern buildings and structures



-1.35

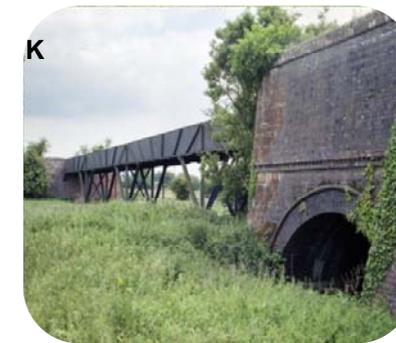
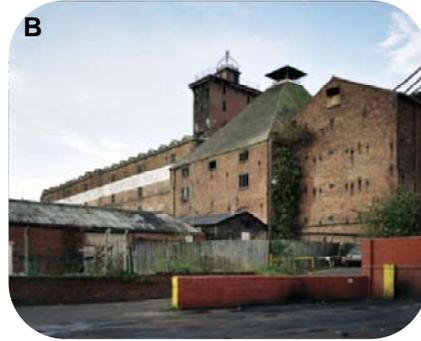
...**left** exactly as they are to decay naturally



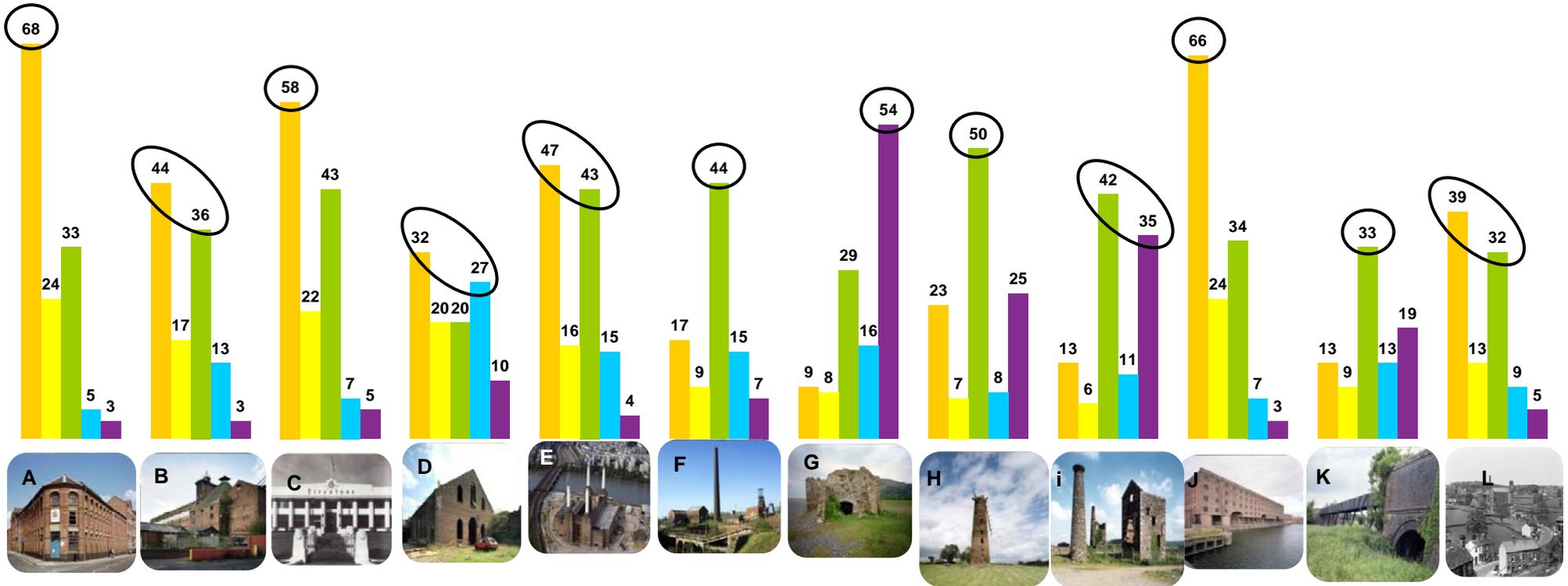
-1.06



# Examples of industrial heritage



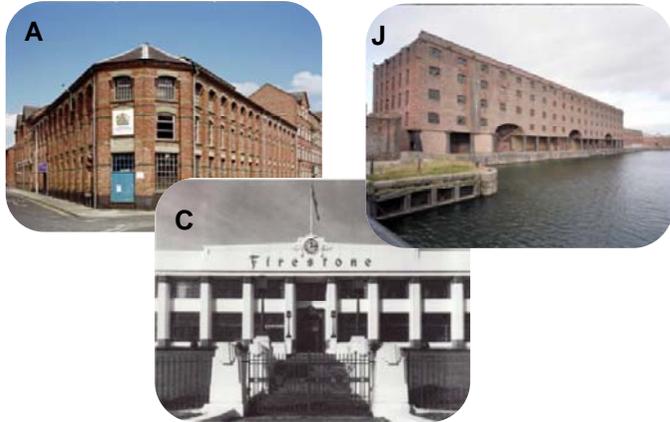
# Considered appropriate conservation strategy for each



Source: Q6a-e  
Base: All England respondents n=2,007

# Majority decisions on most appropriate conservation outcome

Reused...character is preserved



Preserved... to remind us of our industrial past



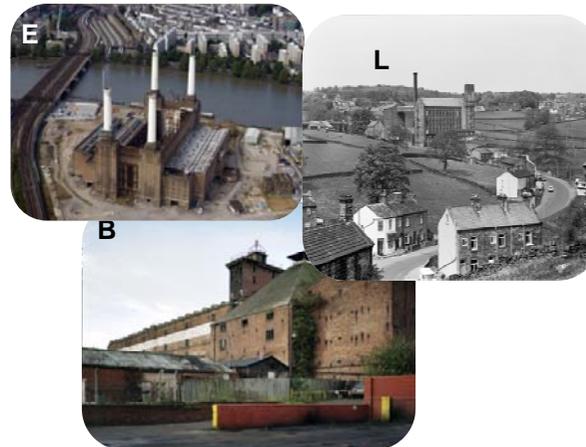
Left... to decay naturally



Reused...character is preserved

OR

Preserved... to remind us of our industrial past



Preserved... to remind us of our industrial past

OR

Left... to decay naturally



# What are the guidelines that we might apply?

When does the public believe we should:

## Reuse, preserving the character?

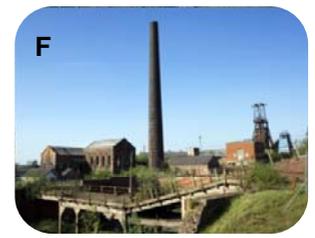
- When the original external structure remains intact
- When it is financially viable – solid, large structures
- When they generate local identity – unique local characteristics



When does the public believe we should:

## Preserve as museums or conserved monuments?

- When they are a 'classic' or 'rare' example of type
- When they have appeal as a visitor attraction – visually impressive, engaging to experience, financially viable
- When they have particular educational value



# What are the guidelines that we might apply?

When does the public believe we could:  
**Reuse, without preserving the character?**  
**(but never the preferred option)**

- When far from unique – many local examples
- If too 'far gone' to cost effectively preserve character
- When it is not visually appealing
- When it is more cost effective to reuse than demolish



When does the public believe we should:  
**Leave to decay?**

- When they are features which enhance rural landscapes
- ....and are already beyond repair and viable for reuse



.....and **demolishing** is never the preferred option for any example

# Summary of appropriate conservation outcomes

**MOST APPROPRIATE  
CONSERVATION OUTCOMES  
OVERALL CONSIDERED TO BE  
TO...**

**Reuse, preserving character  
and/or**

**Preserve, to remind us of our  
industrial past**

**LEAST APPROPRIATE  
CONSERVATION OUTCOME  
OVERALL CONSIDERED TO BE  
TO...**

**Reuse, without preserving  
their character**

***“Because heritage sites should be either preserved if appropriate,  
turned to modern usage whilst keeping character”***

# Why are Reuse, preserving character AND/OR Preserve, to remind us of our industrial past considered overall most appropriate conservation outcomes...

As a reminder of our heritage

To educate

For future generations

So we can SEE as well as read about our heritage

*“What is the point of teaching history when there is no **evidence** of it??”*

*“Because they look like they were **part of our heritage** like docks, mills etc which should be used to teach future generations about industry”*

*“Some of them have their own **unique style** ...but on the whole because I believe in the importance of history as a **reminder of things we have achieved** and as a **valuable teaching** tool for the younger generation”*

*“We need to be educated and learn about the industries which existed in England in the past so we find out about the working lives etc of our ancestors”*

*“It is our history and **should not be allowed to be lost or confined to books and pictures**”*

*“It is very difficult to convey the sense of being to young children- they would prefer to experience it for themselves”*

*“Because they are a unique opportunity to show future generations how the United Kingdom developed”*

*“I think it is important to retain **tangible** evidence of our past”*

# Why is Reuse, preserving character AND/OR Preserve, to remind us of our industrial past considered overall most appropriate conservation outcomes...

## Importantly stop them being destroyed / lost

*'Every effort should be made to at least keep these sites stable and not decay. They are all important and need to be kept, after all, once they are gone, they are gone'*

*"They all form part of our national and cultural identity - the policy of ' Bulldoze and Build ' should be outlawed - if the Europeans adopted this policy then history and heritage would be meaningless"*

## They are unique

*"Because they all have their **uniqueness** that would disappear forever if their character wasn't retained"*

*"These are very **unique** examples of the past"*

*"Because they are important and **unique** landmarks"*

*"They appear to be '**unique**' (or rare examples) of their type which it would be a shame to lose"*

*"They are **unique** structures that need to be preserved for future generations, as seeing photos cannot convey properly what they were"*

*'They are such lovely and **unique** building and structures, so I feel their character should be preserved'*

# Why should sites be preserved to remind us of our industrial past (specifically)



Museums and historical sites can be interesting places to visit

Could generate money for upkeep

Remind and learn through experience



Interesting stories to tell

As an example of their kind



*"They can be used to teach about the history at the time the buildings were used, using staff dressed for the time"*

*"...are **rare or are unique enough** to be made into a museum"*



*"I could see it being **a fascinating place to visit** to tell us more about our history"*

*"...in a built up area which is likely to attract visitors"*



*"Museums **can make money** and the sites would benefit our youth and teach them history"*

*"They present themselves perfectly for museums, they should be used to teach industrial history"*



*"They are all wonderful examples which are part of our history and heritage, and future generations should be able to **see them and experience the way of life in the periods depicted**"*

*"They have had a defined purpose, they can teach us about our historical past by bringing into use as a working museum"*



*"A Windmill would visually impressive from the exterior and also the workings would be simple to explain. The brewery would be **interesting from a local historical point**"*

*"As these seem most suitable for that and **have real stories to tell**"*

*"The buildings appear to be unique and original, and as if they could **tell a story**"*

# Why should sites be reused ensuring their character is preserved (specifically)



Impressive/ Attractive structure

Still solid structures/ large spaces  
lend themselves to being re-used



Economical way to  
preserve & maintain them

Allow them to serve a useful  
purpose again



*“Easy to convert buildings with a **solid structure** and **visually interesting**”*

*“**Distinctive structures** that could teach people about earlier ways of life”*

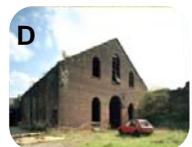
*“They may not offer much historical need, but can provide unique shopping or residential use”*

*“The architecture of the buildings **exterior is impressive** and would suit reusing”*

*“**Impressive buildings with a lot of character** and a lot of scope for modern use”*

*“The buildings are **far too impressive to let them decay**. They could easily be renovated but without destroying the outside facade”*

*“They look like they could be used in such a way, and are **not sufficiently unique to require complete preservation**”*



*“Still solid structures so **save demolition and clearance costs** internally spacious allowing style and design without compromise”*

*“**Good solid structures crying out to be reused**”*



# ...Preserve OR Re-use maintaining character

---

***“If left un-restored the buildings will become derelict and over time will have to be pulled down. By giving them a renewed purpose they will stay standing for many more years whilst still retaining the character that makes them historically interesting. As much as turning buildings into museums is a nice idea, there's only so many "mill museums", "factory museums" you can have. It's often the look of the building that's so important to preserve, what happened inside can be recorded elsewhere if necessary. Once a building/feature is gone, it's gone for good”***

# ...what are the reasons for exception

## Why should sites be reused without necessarily preserving their character

If a site is NOT unique

*"Because they look just the same as some buildings that are used nowadays so nothing significant or different about these buildings"*

If cost to preserve is not worth the benefit

*"They don't seem sufficiently unique and aesthetically pleasing to require their preservation if that prevents sensible re-use"*

If its not practical to do so

*"Frankly they look too far gone to be worth the effort unless they are unique"*

If sites not aesthetically pleasing

*"Sites that are not unique and are too far gone to renovate need to be used for other things"*

Structurally sound, large spaces that should be put to good use

*"There is no history character in these buildings and I don't think a lot of people will be interested in it. It is too ugly and will cost a lot to conserve them"*

*"These buildings are in good locations with big land. If they are refurbished, they can be reused for modern day purposes"*

*"None of these are particularly 'nice' buildings so have no real character to preserve but, if the structure is sound, they should be reused rather than just razed to the ground"*

*"These ones are functional and didn't have much character to begin with"*

**...but this option was not considered most appropriate conservation outcome for any example shown, suggesting this should be a last resort**

*"To be re-used even if character is not kept is better surely than falling down and losing everything"*

# Appendix

# Statistical difference

This research was designed to ensure robust sample sizes for analysis

As the survey is conducted with a sample of the target audience, we cannot be 100% certain that a census of the whole population would yield the same results

We can be 95% certain that the actual figure (in the population as a whole) falls within a certain range of the survey figure

The percentages within the table represent the error variance

Base	Survey finding of...		
	5 / 95%	20 / 80%	50 / 50%
Total Sample (2,007)	+/- 1.0%	+/- 1.8%	+/- 2.2%

# Demographic Summary by Region

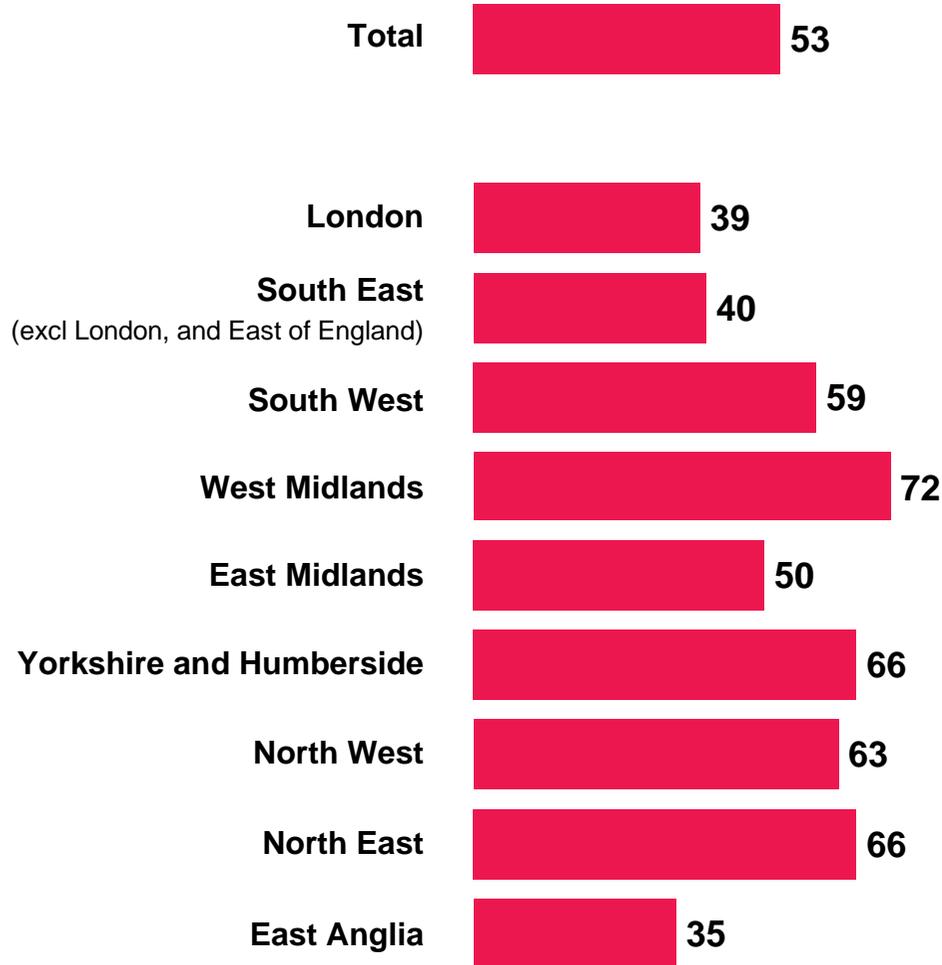
%		Region									
		Total	London	South East (excl. London)	South West	West Midlands	East Midlands	Yorks & Humber	North West	North East	East Anglia
Gender	Male	49	52	48	45	48	45	49	52	49	47
	Female	51	48	52	55	52	55	51	48	51	53
Age	16-24	15	20	15	15	14	14	14	10	17	10
	25-34	16	27	14	18	12	13	14	16	13	16
	35-44	18	20	19	14	18	17	13	21	16	15
	45-54	17	12	15	20	19	17	19	16	18	22
	55-64	14	9	14	17	15	15	15	16	13	17
	65+	20	11	23	16	21	24	24	21	22	20
	SEG	AB	26	33	28	23	22	23	29	23	22
C1		29	28	32	31	29	26	27	28	32	28
C2		21	21	19	20	23	21	19	19	28	24
DE		24	17	21	27	26	30	26	30	18	21
Ethnic Background	NET: White	93	79	94	96	94	94	95	96	96	98
	NET: BME	6	18	4	2	5	5	4	3	4	<1
Presence of Children in Household	Yes	27	31	30	23	25	22	27	26	28	27
	No	73	69	70	77	75	78	73	74	72	73
Local Area Well Known for Particular Type of Historic Industry (Q4)	Yes	43	25	25	49	56	52	58	57	70	23
	NET: No/ Don't know	57	75	75	51	44	48	41	43	30	77

# Proportion able to name a specific industrial heritage site/place in their local area

What industrial heritage sites are there in the local area where you live?

%

## *Any mentioned*

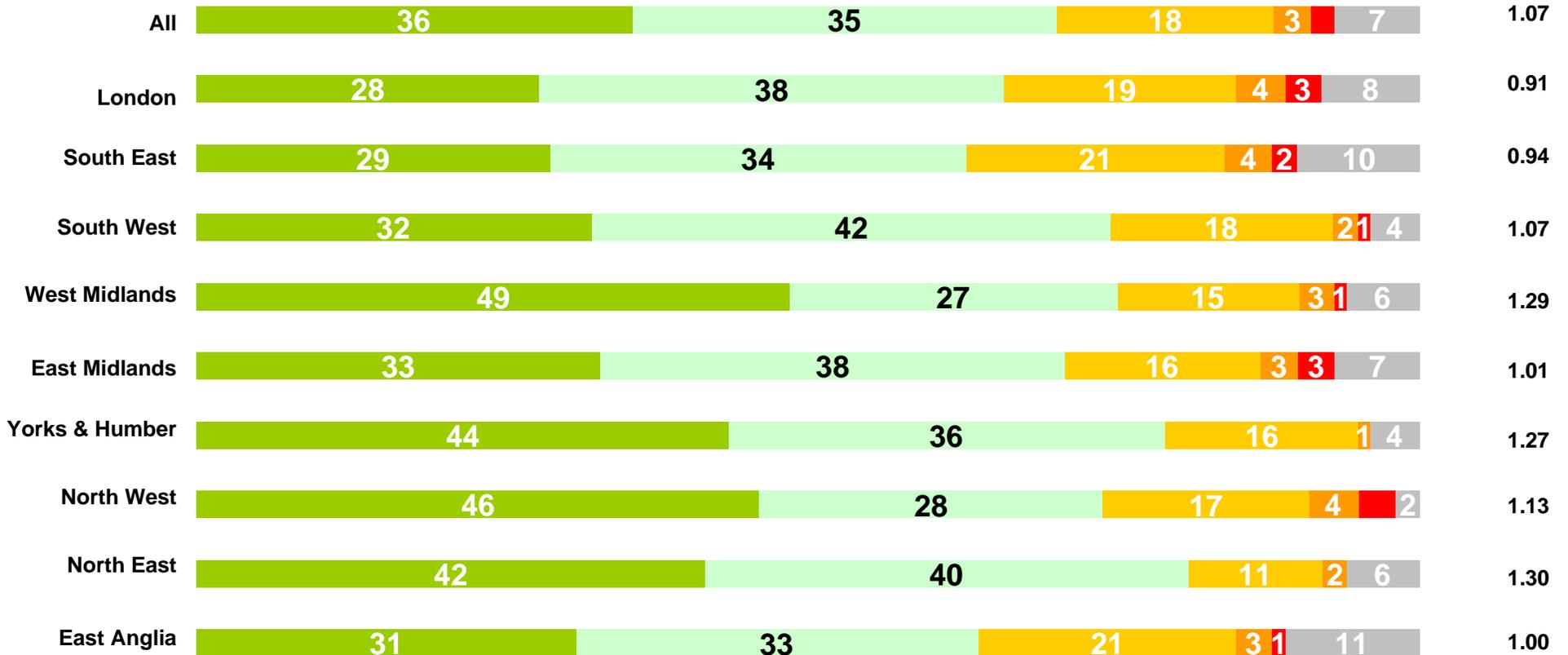


# Why is Industrial Heritage Valued – Identity

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Are an important reminder of what makes this country great

**Ave.**  
(excl. dk's)



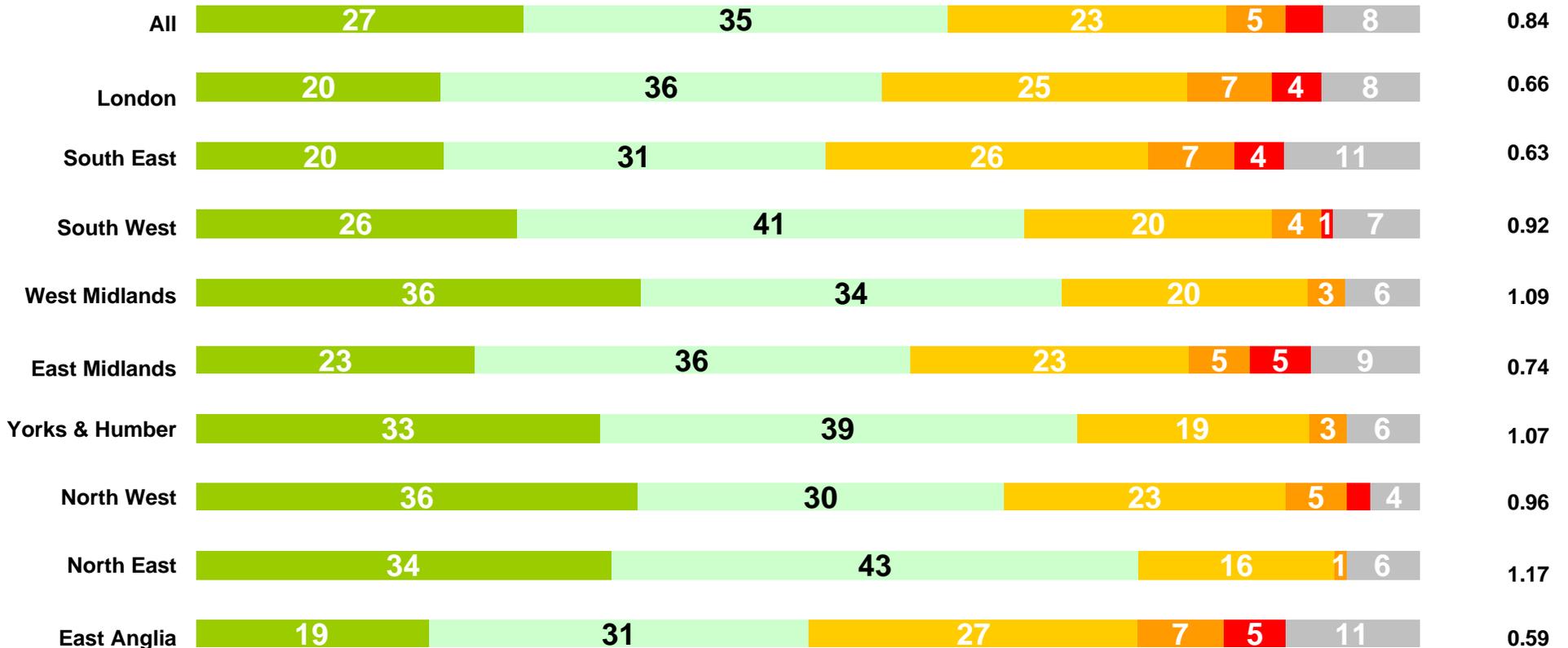
Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued – Identity

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Are important in making this area of England special

**Ave.**  
(excl. dk's)



Agree Strongly (+2)



Agree Slightly (+1)



Neither agree nor disagree (0)



Disagree Slightly (-1)



Disagree Strongly (-2)



Don't know

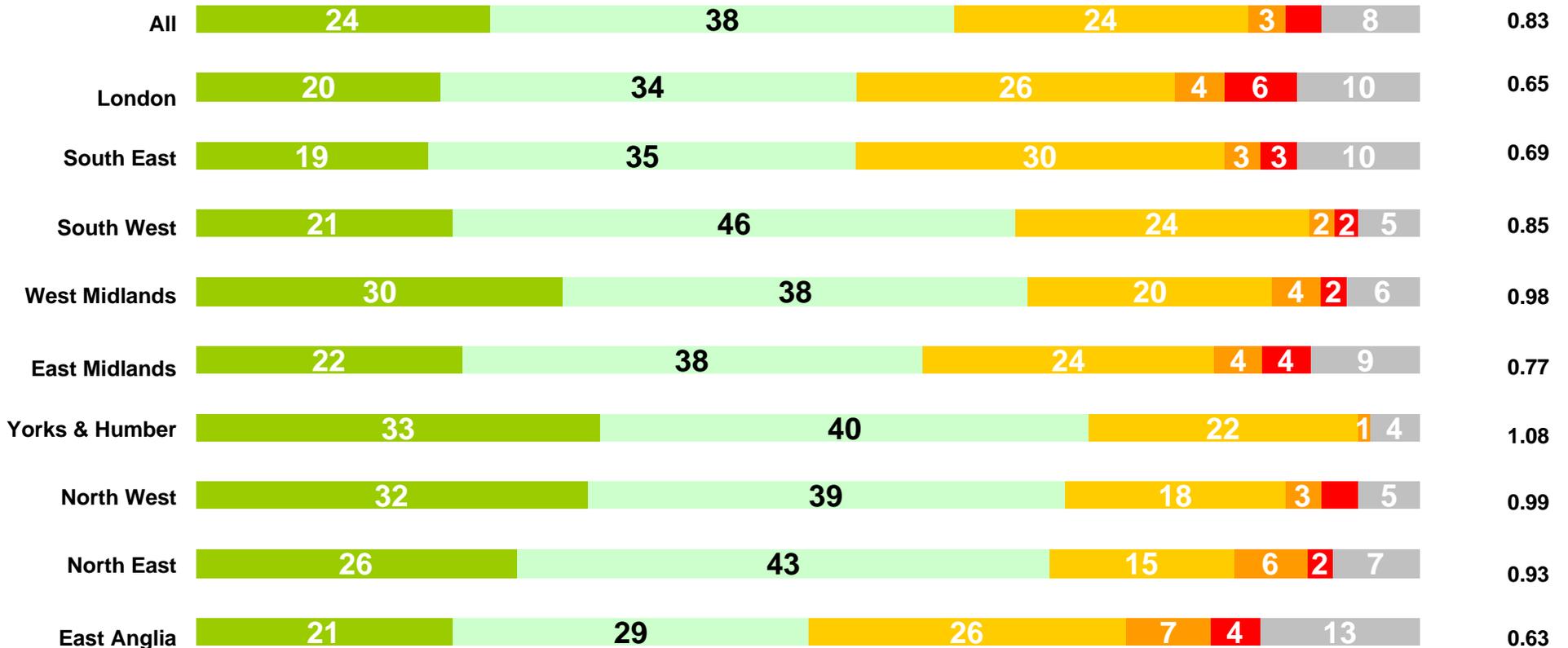
Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued – Identity

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Provide me with an important connection to this area's history

**Ave.**  
(excl. dk's)



Agree Strongly (+2)



Agree Slightly (+1)



Neither agree nor disagree (0)



Disagree Slightly (-1)



Disagree Strongly (-2)



Don't know

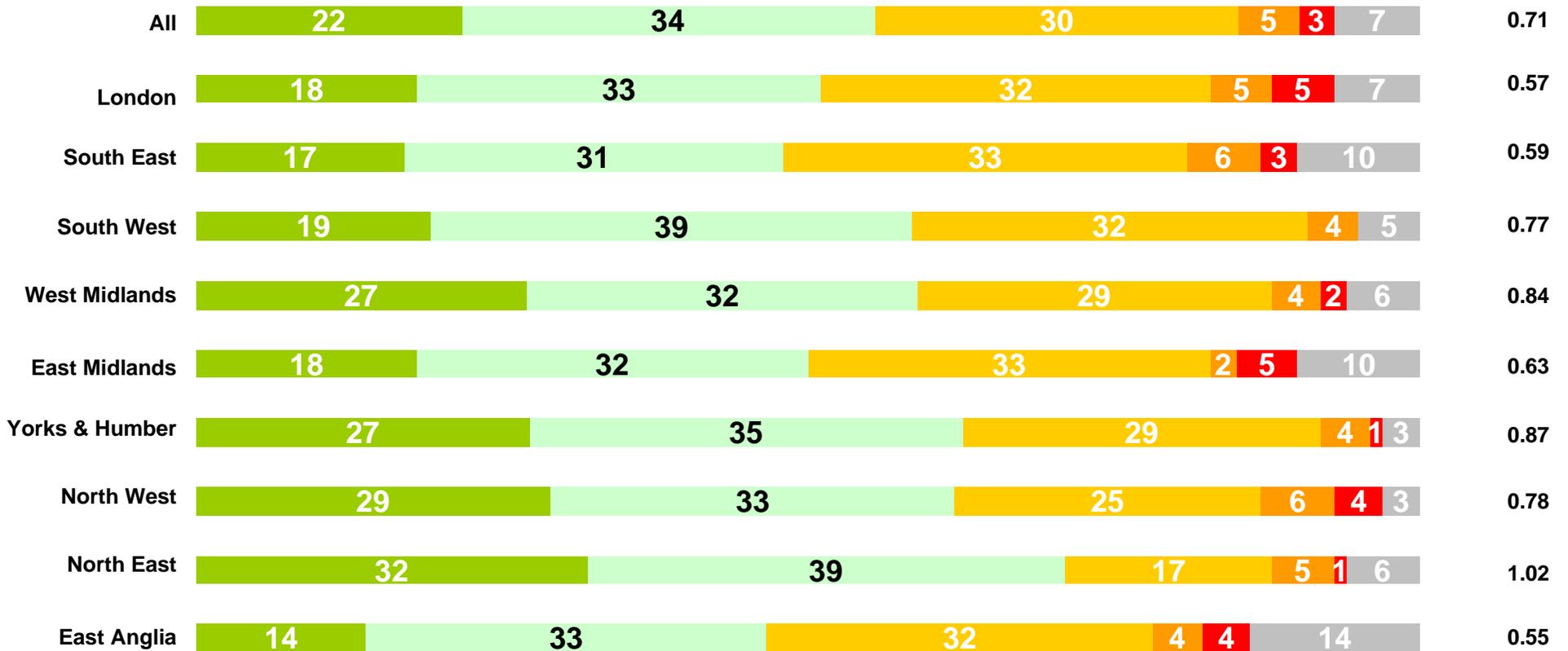
Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued – Identity

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Make me feel proud of my local area

**Ave.**  
(excl. dk's)



Agree Strongly (+2)



Agree Slightly (+1)



Neither agree nor disagree (0)



Disagree Slightly (-1)



Disagree Strongly (-2)



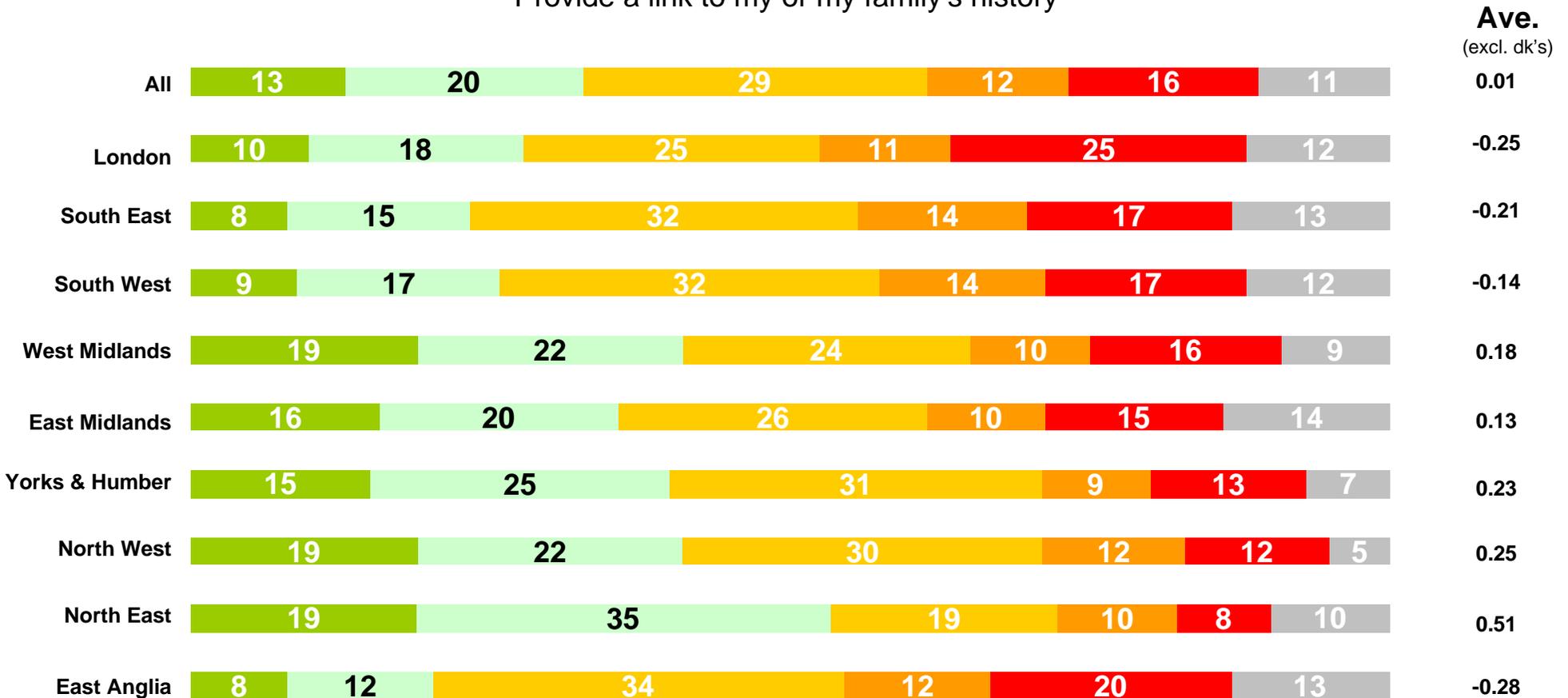
Don't know

Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued – Identity

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Provide a link to my or my family's history



Agree Strongly (+2)



Agree Slightly (+1)



Neither agree nor disagree (0)



Disagree Slightly (-1)



Disagree Strongly (-2)



Don't know

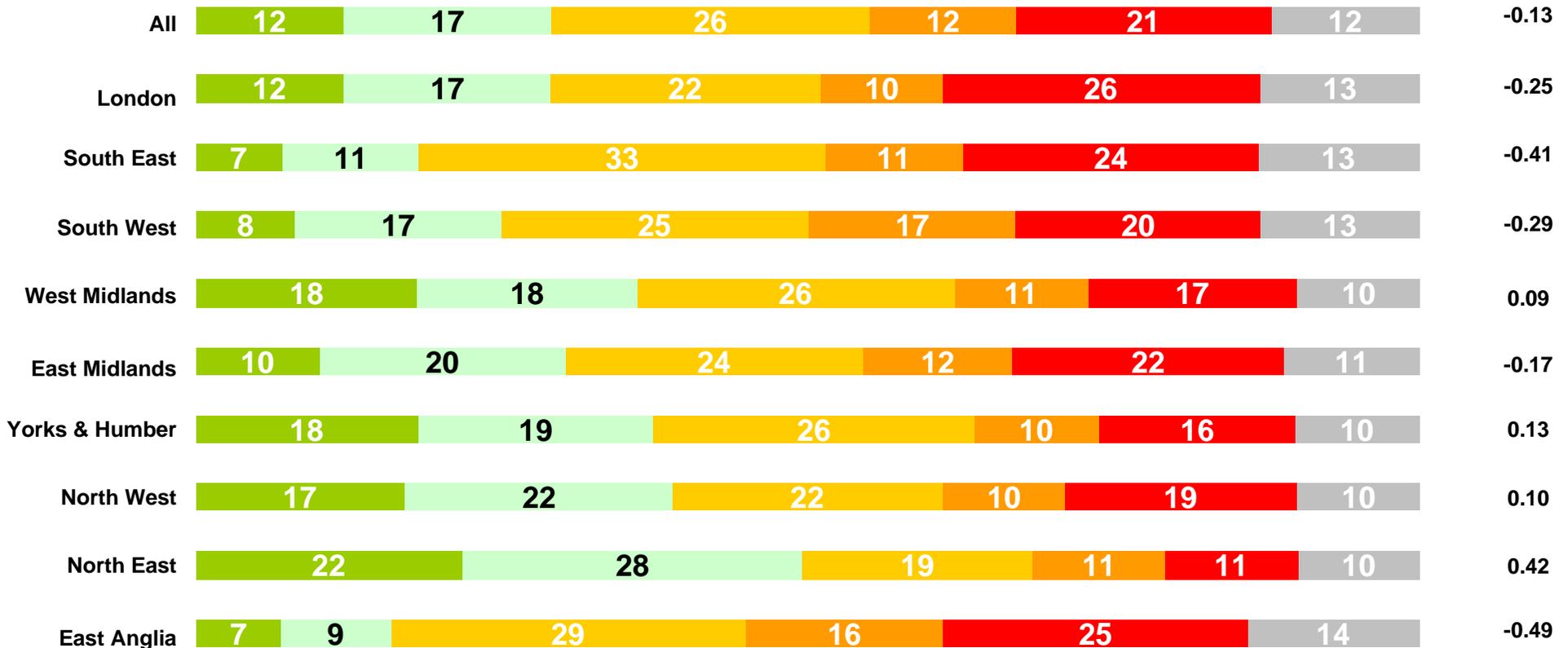
Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued – Identity

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Are important to me because my direct ancestors worked in those buildings

**Ave.**  
(excl. dk's)



Agree Strongly (+2)



Agree Slightly (+1)



Neither agree nor disagree (0)



Disagree Slightly (-1)



Disagree Strongly (-2)

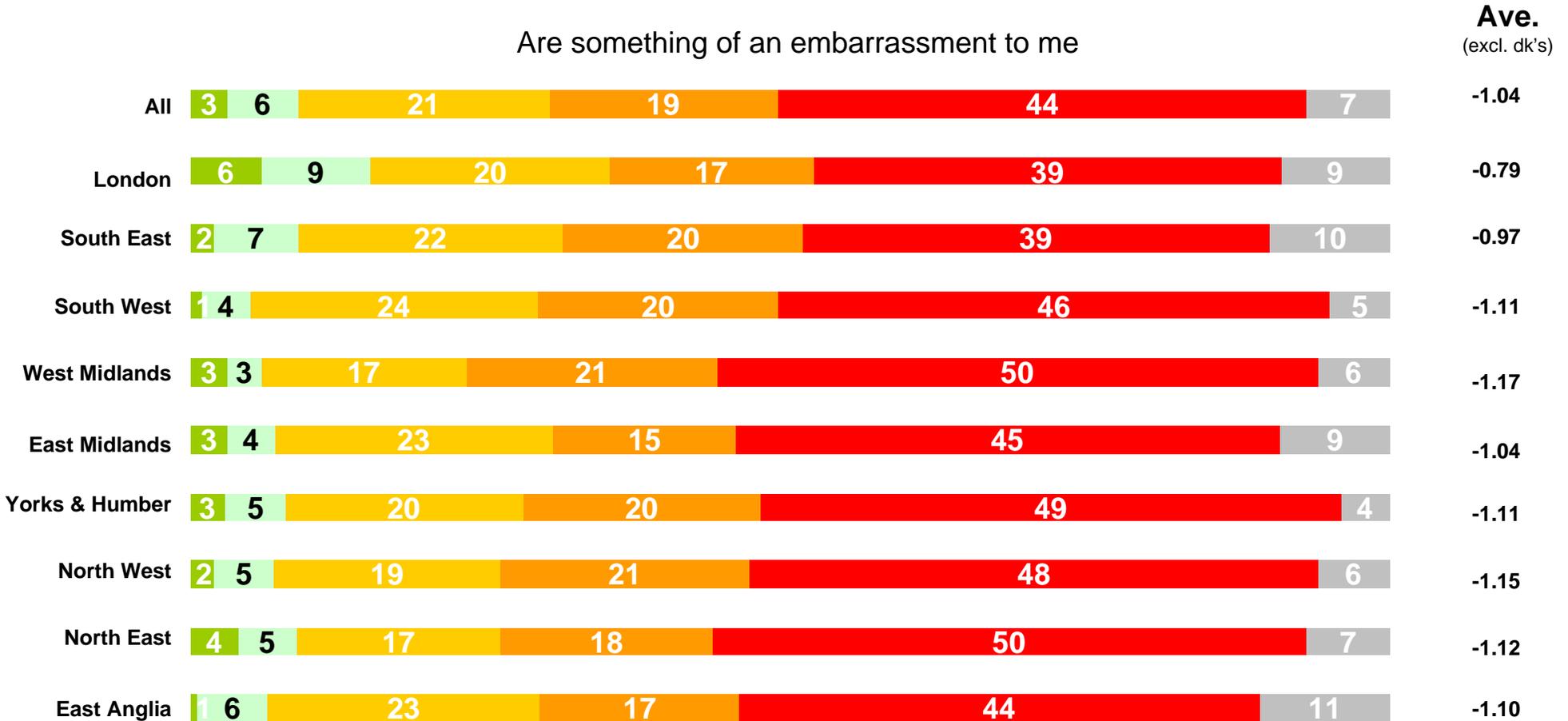


Don't know

Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Identity

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

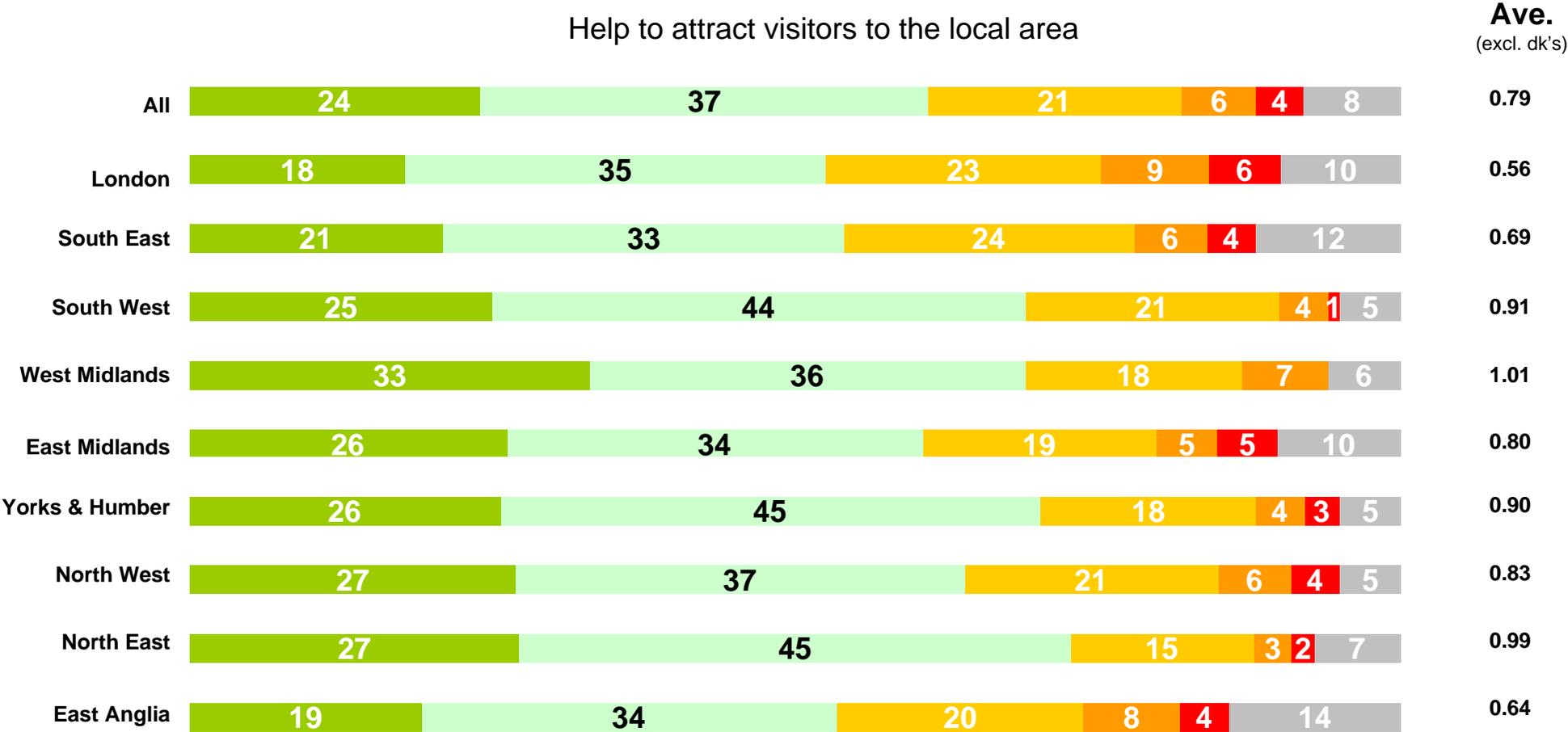


Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Economic

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Help to attract visitors to the local area



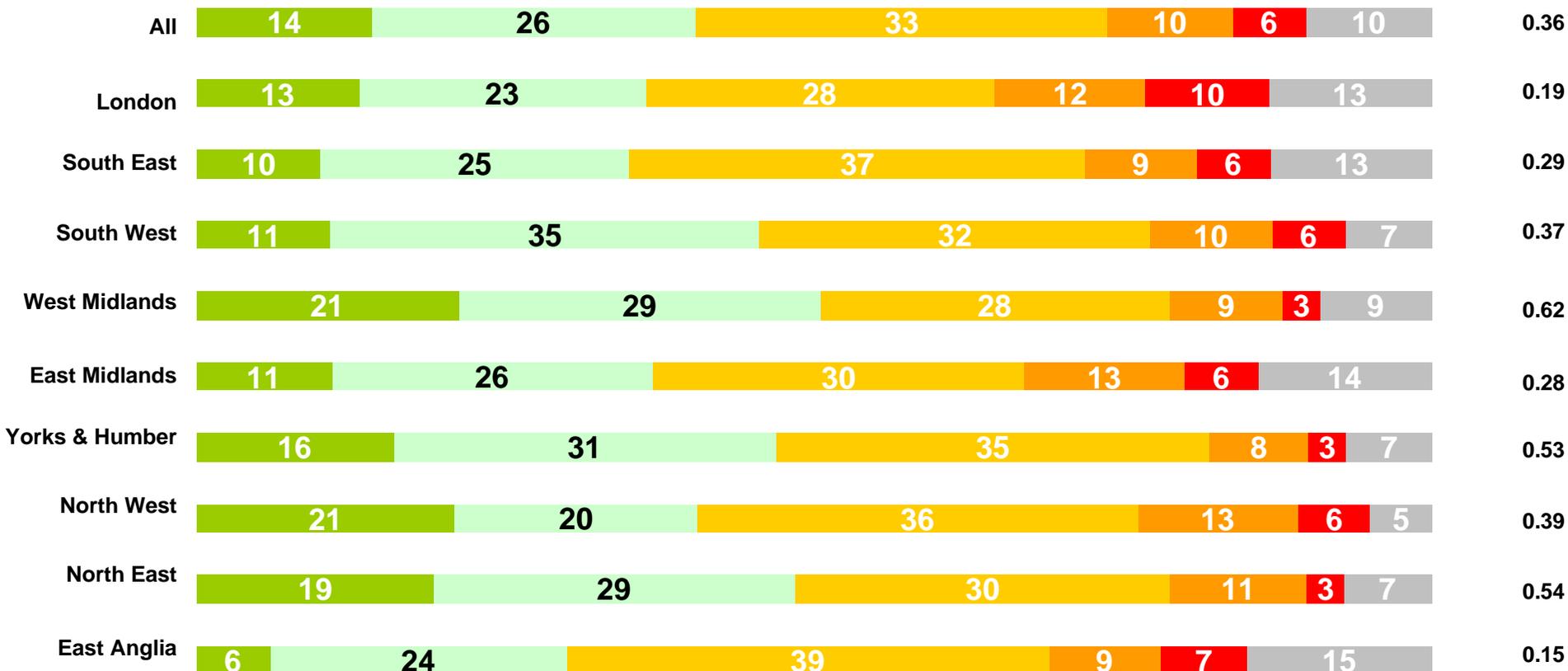
Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Economic

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Play an important role in the local economy

**Ave.**  
(excl. dk's)



Agree Strongly (+2)



Agree Slightly (+1)



Neither agree nor disagree (0)



Disagree Slightly (-1)



Disagree Strongly (-2)

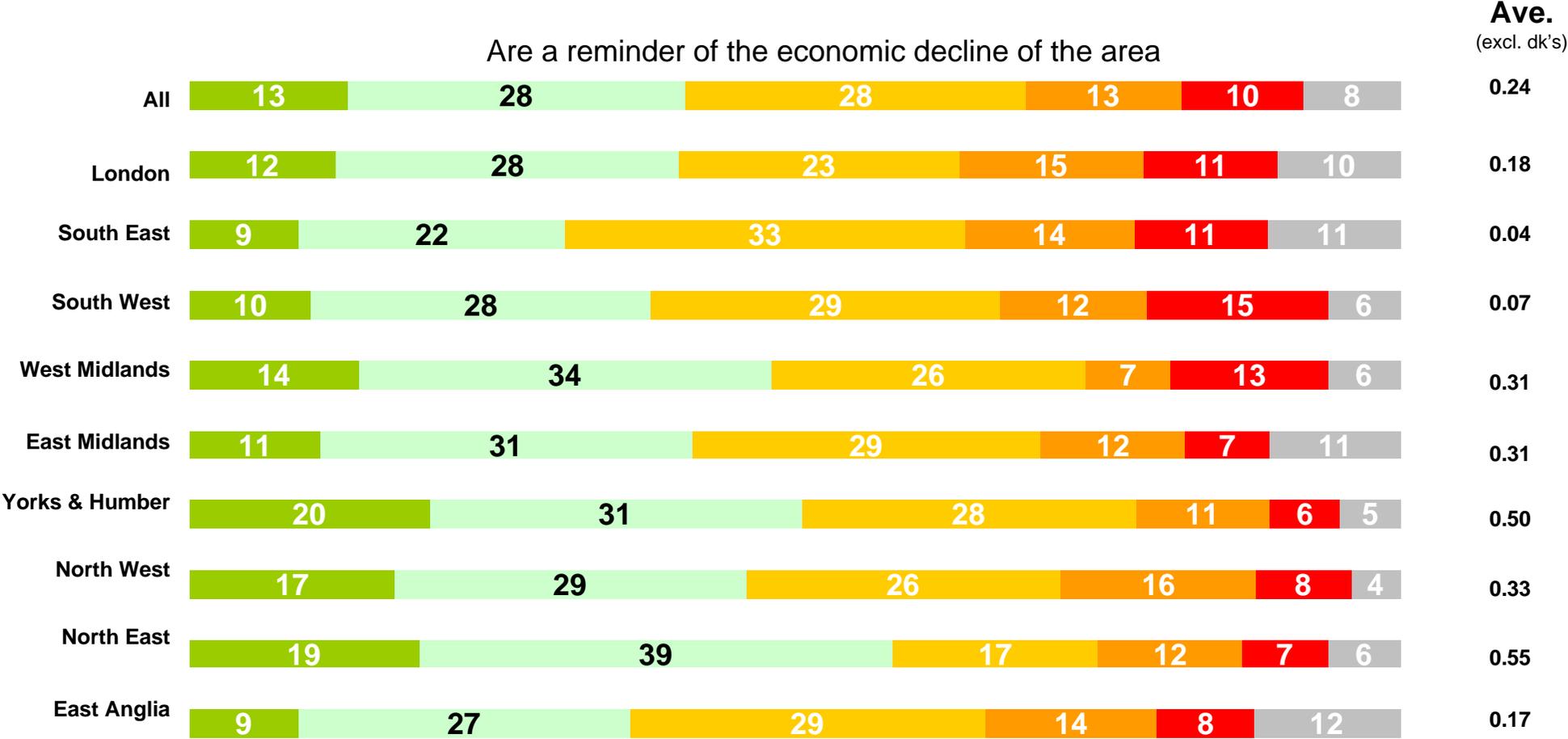


Don't know

Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Economic

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

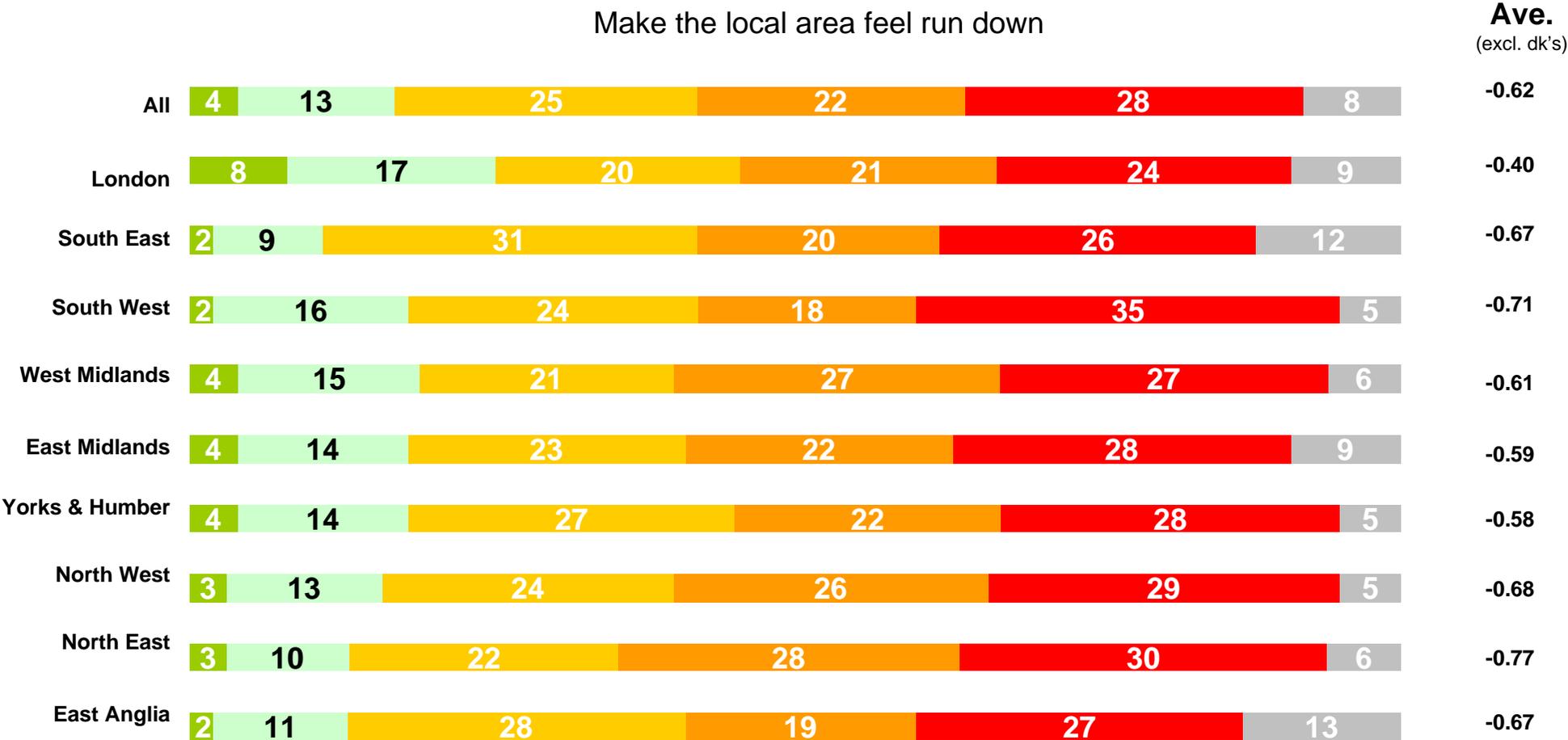


Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Economic

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Make the local area feel run down

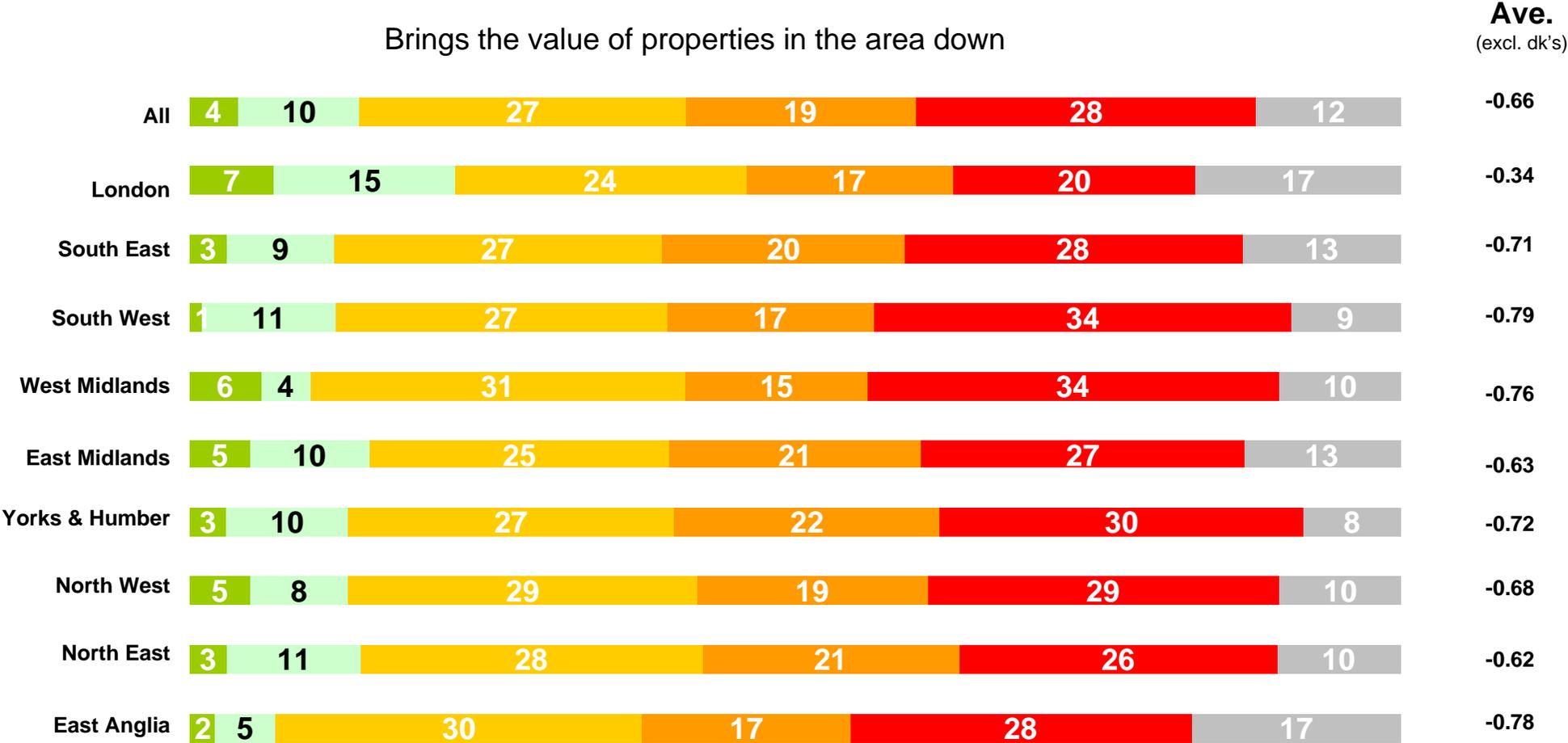


Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Economic

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

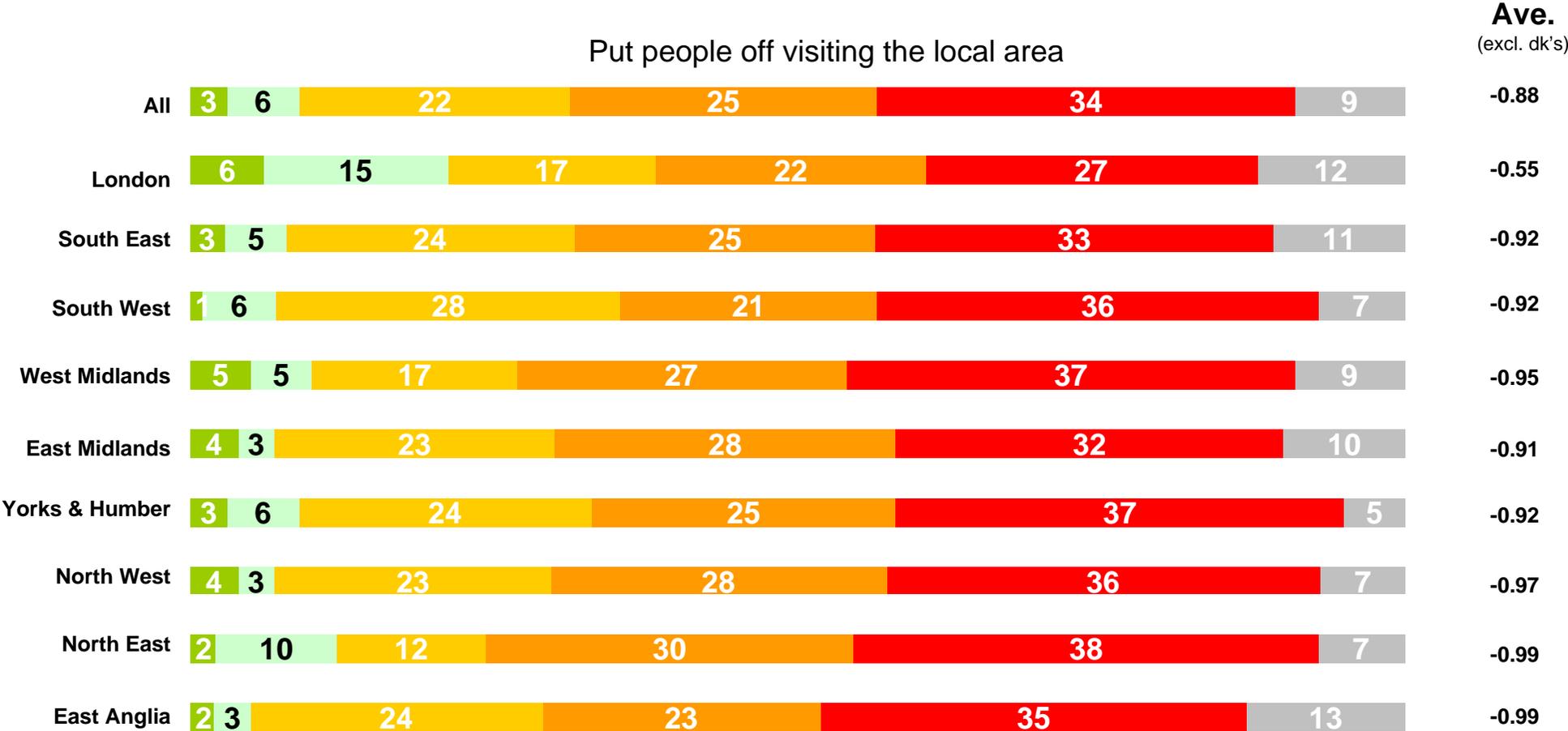
Brings the value of properties in the area down



Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Economic

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?



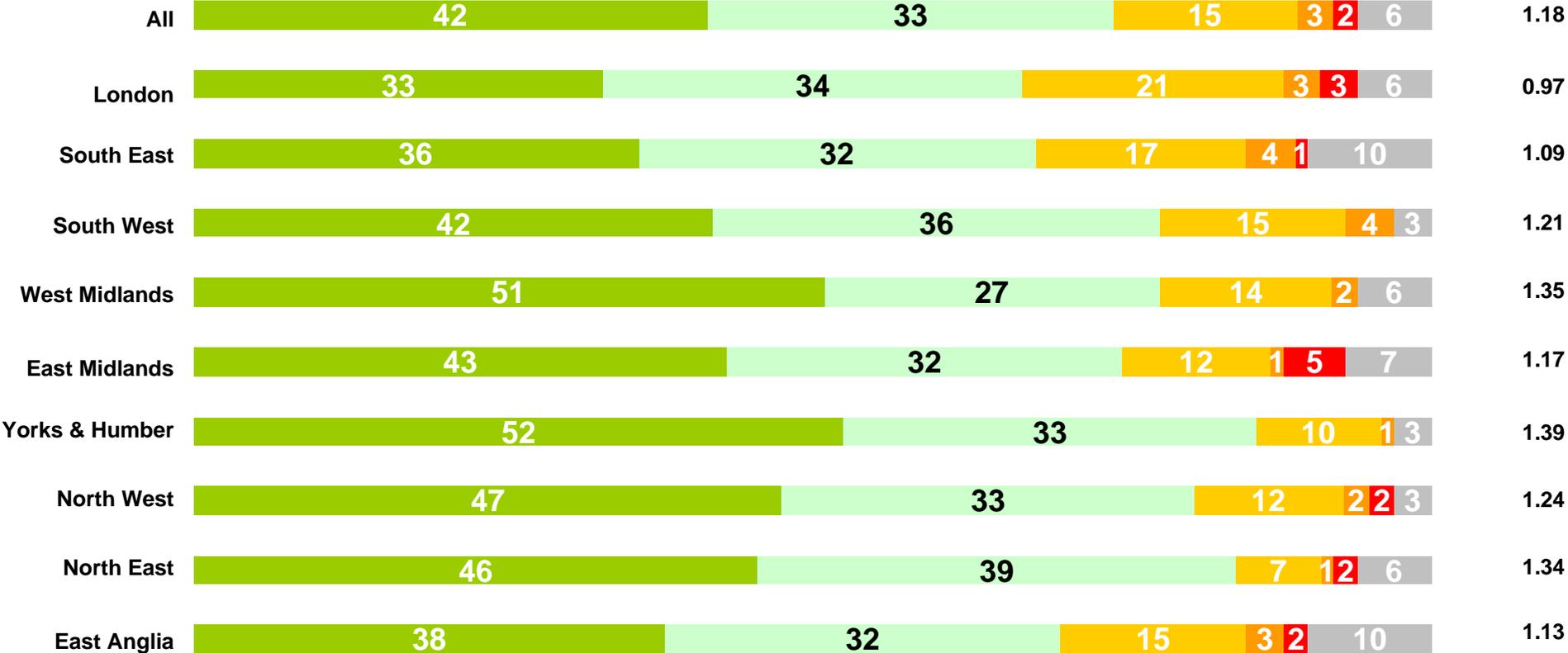
Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Other

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Are important to pass on to future generations

Ave.  
(excl. dk's)

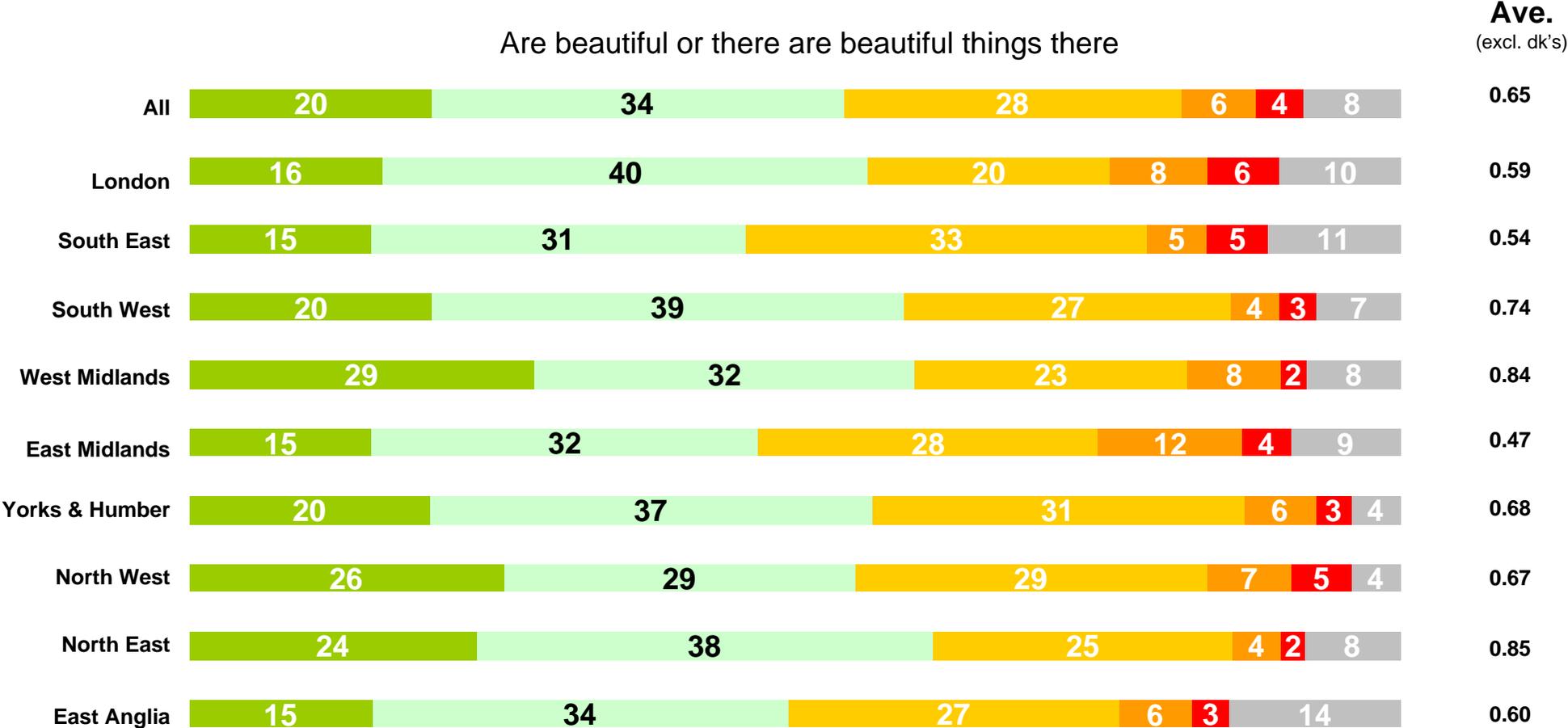


Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Other

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Are beautiful or there are beautiful things there

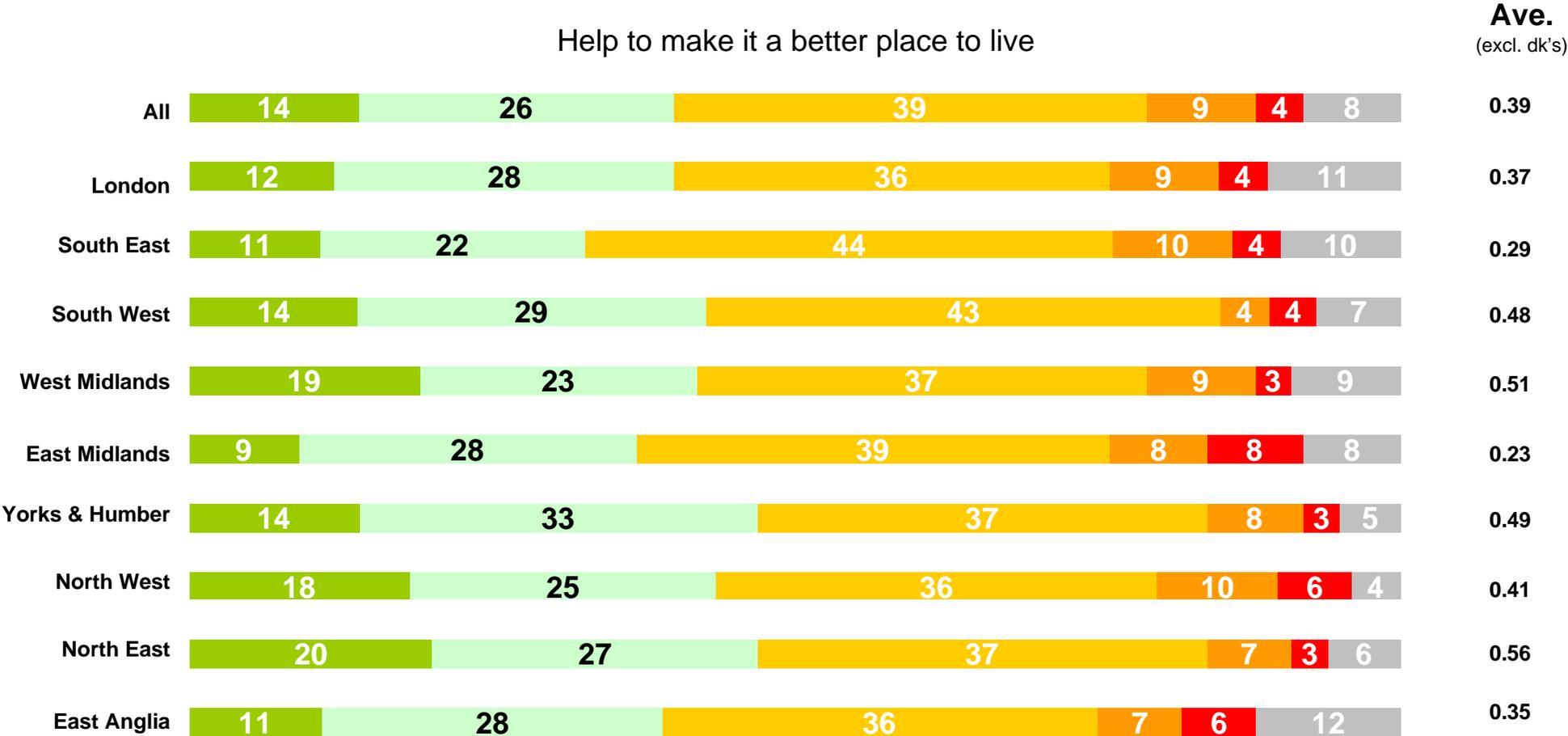


Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Other

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

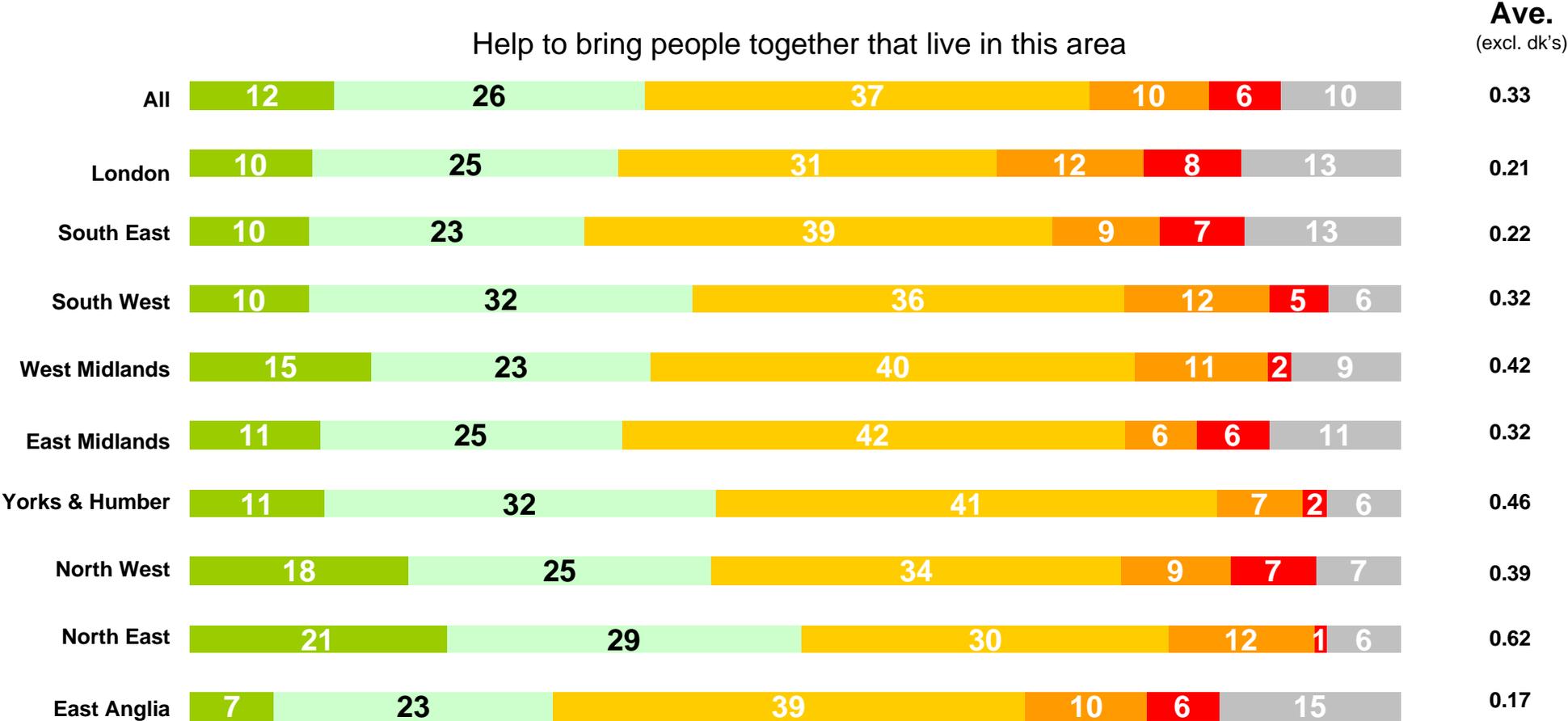
Help to make it a better place to live



Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Other

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

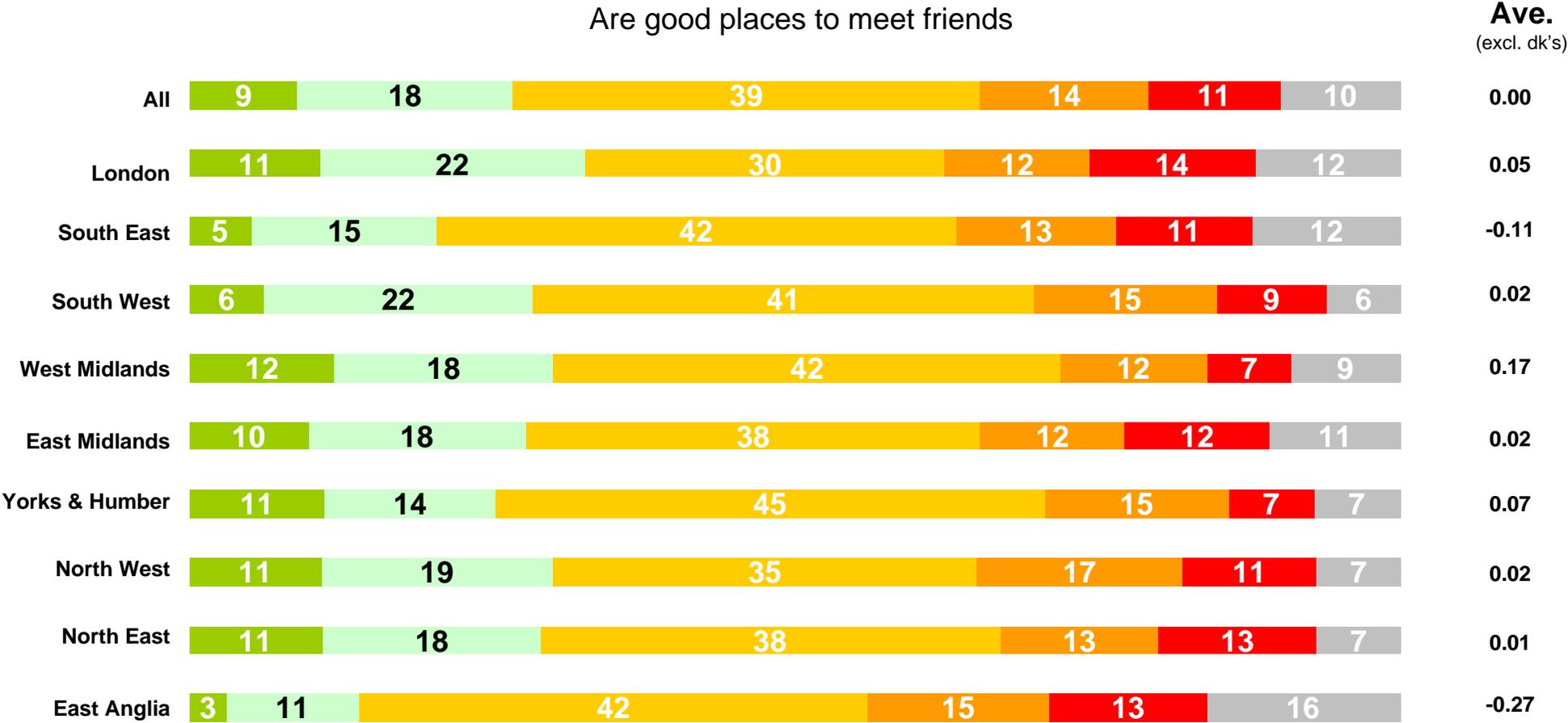


Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Other

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Are good places to meet friends

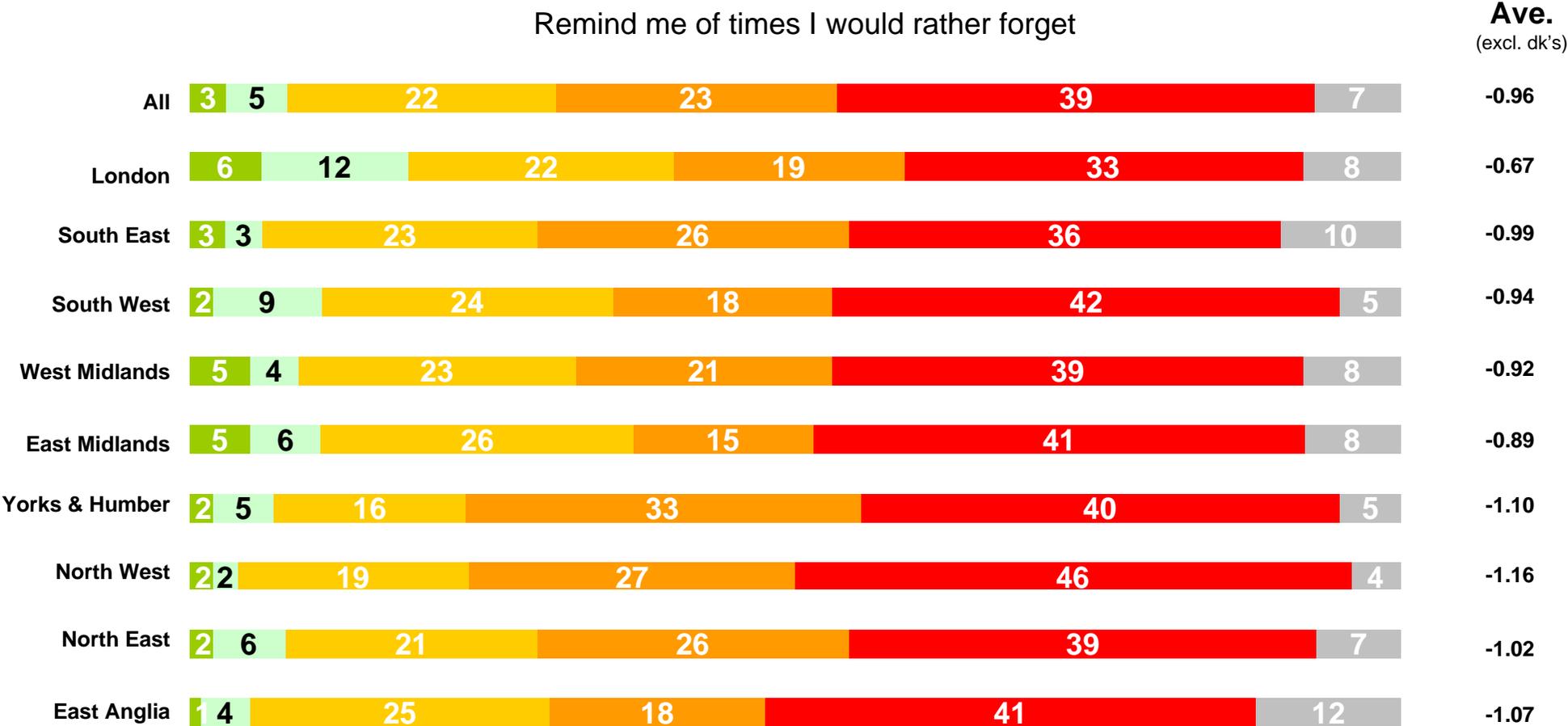


Source: Q9  
Base: All England respondents n=2,007

# Why is Industrial Heritage Valued –Other

How much do you agree or disagree with these statements about the industrial heritage sites in the local area where you live?

Remind me of times I would rather forget



Source: Q9  
Base: All England respondents n=2,007

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