



Historic England

# Historic England Segments

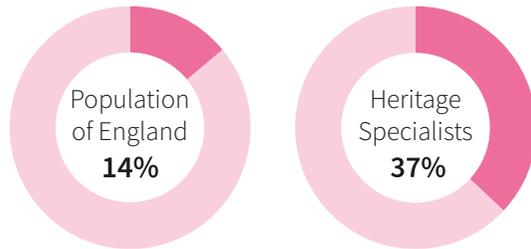
## Segments in Full



# PINK. cultured, fascinated, open-minded

## Who are they?

**Open-minded** and **ethically-driven** people who are fascinated by heritage and want to feel a **connection** with the past. They are **highly engaged** with everything from local history groups to community volunteering, and want history to be **accessible** to everyone.



## At a glance...

**As people:** Ethical, passionate, liberal

**Profile:** Empty nesters, educated to degree level, settled

**General interests:** History, community, culture, politics

**Beliefs:** Heritage defines us

**Specialists:** Conservation experts, strategists

**Participation:** Constant consumption and endorsement

**Potential:** Join, contribute and lead community projects

**Heritage interests:** Social, industrial, hidden and diverse histories

**Themes:** Social history and cohesion, urban development

**Motivation:** Connecting the past to the present

**Barriers:** Pace of change can be a worry

**Online:** Desktop, in-depth, open to ideas

**Diversity attitude:** Welcome diversity, not ethnically diverse

**Environment:** Climate-concerned, willing to change

## Lifestyle



Their all-round **passion for arts and culture** is reflected in the diversity of their cultural, hobbyist and learning pursuits. **Ethical and social responsibility** is valued and will impact upon their decision-making. Likely to be **members of organisations** they feel affinity with and will get involved in issues they feel strongly about, including local heritage or the environment.

## Values



- I am passionate about **culture** and the arts
- I believe that heritage can **define you**
- I want to preserve **diverse heritage** and histories
- I love **everyday history**; heritage is everywhere
- I am energetic, **optimistic** and engaged

## Profile



- Female, older (55+), educated to degree level
- Settled – living in their community for 10+ years
- Welcome diversity but not ethnically diverse themselves
- Highest levels of heritage specialists found in this segment



## What role does heritage play for them?

### The historic environment to them is...

The chance to discover and connect. It's about diverse experiences; it's local, national and global. It's social history that connects us all and helps us to shape futures. It's the natural world and the local pub.

### What counts as heritage?

Social history

Museums

Art galleries

Traditions, customs and practices

Language, folklore and stories

### No.1 motivation

#### To make connections between the past and what's happening in the present day

They are 'people' people. They also love the connection of the past to the present.

### No.1 barrier

#### Competing with many other interests and passions

There are very few topics which disinterest them totally. They still love famous national monuments as well as being interested in local history.



## How can participation in the historic environment be increased?

### Current level of active participation in the historic environment



- Constant consumers of the historic environment
- Open to 'joining' in different ways. For example, newsletters, volunteering and community groups
- Endorse and spread their love of heritage by donating, campaigning or supporting local businesses
- Retired specialists in this segment continue to support the sector as a hobby
- Lead by example, donating time and money to projects they believe in

### Opportunities to increase level of active participation



- Invite them to take more direct action through specific programmes and activities
- Activate their natural campaigning interests
- Encourage them to bring communities together through heritage interests

### Themes that will drive participation

- Responding to the bland sterilisation of our urban areas
- How societies and communities have formed
- How cityscapes have changed over time

**Level of specialism:** No segment is more likely to have a specialist connection to the historic environment. They are likely to be specialists within the heritage sector, such as working in conservation strategy.

## Are they concerned about diversity?

This is the second-least ethnically diverse segment after Purple, with 96% identifying as White. However, they are passionate believers in the benefits of **increasing equality and access** to the historic environment. But as highly-engaged audiences themselves, they might **struggle to see the barriers** that other segments encounter to engaging with heritage.

Engage them in debates around diverse histories. But they are keen that diverse voices are also heard. They can be facilitators on issues of diversity.

## Are they concerned about the climate crisis?

This is the segment that is the most **concerned about the climate crisis**. They are the segment most likely to feel that 'it's vitally important we improve energy efficiency through the responsible refurbishment of old buildings'. They treasure the past but are more concerned about the climate crisis. They are the segment most **willing to make drastic or substantial changes** to their behaviour to help the environment.

**Concern about the climate crisis**   
**Propensity for behaviour change** 

Give them practical suggestions of how to change their behaviour. Communicate the work that heritage is delivering to help fight the climate crisis.

## How to reach them?

**How to engage with them?** By inviting them to take action to take part and support heritage. Partnerships with established local community groups.



**What to say?** You can help us to make a difference to heritage.



**Where to say it?** Facebook, local radio stations and through heritage websites. Be story and content-led.



## Level of online participation

More likely to use their desktop for browsing. Not big social media users. They are more likely than any other segment to have looked for information online about heritage sites to visit, educational resources and information about heritage archives. They are open to heritage podcasts, online events and virtual visits but unlikely to have done any of these yet.

## Interests to tap into?

Social and political history

Hidden and secret history

Community industry

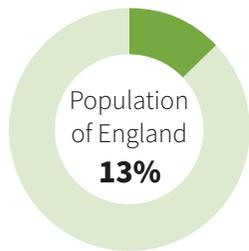
Natural landscapes interacting with communities

Diverse community history

Women's history

## Who are they?

Outdoor lovers who like to **connect with nature** in all its forms when they can. They're upbeat but **pragmatic** people – not as opinionated as other segments. They tend to see the world through a more **traditional** viewpoint but are **open to change**. The historic environment plays an important part in their lives, but tends to come second to their love of natural landscapes.



## At a glance...

**As people:** Pragmatic, optimistic, active, explorers

**Profile:** Educated to degree level, aged 35-44, rural

**General interests:** Nature, outdoors, history, learning

**Beliefs:** Being close to nature makes you happy

**Specialists:** Geologists, archaeologists

**Participation:** Sharing photos, joining, visiting

**Potential:** Volunteering, digital discovery, facilitating

**Heritage interests:** Everyday history, archaeology

**Themes:** Preserving nature and heritage, being active

**Motivation:** Discovery, learning and development

**Barriers:** Contemporary or overly-cerebral ideas

**Online:** Mobile, sharing selected photos on Facebook

**Diversity attitude:** Value the diverse perspectives of others

**Environment:** Protective of country's natural heritage

## Lifestyle



This isn't a segment that sits still. Being indoors isn't their thing. Whenever they can they'll **get out of the house**, whether with others or alone. They may have a **hobby**, such as bird watching, photography, or cycling. They will visit **heritage sites**, especially those in rural settings.

## Values



- I am passionate about **nature** and spending time in it
- I love the thrill of **discovering** new places
- I'm interested in **history** as a learning pursuit
- I like to be involved, but I'm **not a leader**
- I have some **traditional** values but am **open** to change

## Profile



- Likely to be aged 35-44, educated to degree level, female and white
- Tend to stick close to where they grew up
- High level of heritage specialists in this segment, who are more likely to be hands-on than the more strategic Pink segment

Interest in volunteering 

Membership of heritage organisations 

Propensity to donate to heritage 

## What role does heritage play for them?

### The historic environment to them is...

The chance to discover and be active. It's as much organic and natural as it is built. They will connect with the built environment, and love learning about the past, but their biggest driver is the wonder of nature.

### What counts as heritage?

The countryside, natural landscapes

Parks and gardens

Native wildlife, plant life

Rivers, canals, waterways

### No.1 motivation

#### To learn more about a place and its stories

They are people who like to add to their knowledge of the world around them. They particularly like learning about places and what has been discovered there.

### No.1 barrier

#### Being too highbrow or overly philosophical

There is little that will totally turn them away from engaging with heritage. But being over philosophical will put them off - they are logical and scientific. They aren't seeking celebrity endorsements and are less interested in urban work.

Level of participation in heritage 

Passion for heritage 

Community minded 

Family focused 

Environmental 

Traditional approach 

## How can participation in the historic environment be increased?

### Current level of active participation in the historic environment



- Continuously engaged with the historic environment
- Not big social media users, but will share selected photos
- Attend talks and events – not campaigners or leaders
- Concerned about protecting their local environment but won't lead the crusade to do so
- Will donate to causes in which they believe and support local businesses
- Join organisations that align with their interests

### Opportunities to increase level of active participation



- Spark curiosity through their personal interests
- Invite them to join local groups or heritage organisations
- Align fundraising opportunities with their interests
- Communicate the learning opportunities available through participation with heritage

### Themes that will drive participation

- Preserving nature locally, nationally and globally
- Conserving heritage sites and their stories
- Activities – cycling, gardening, walking, bird watching

**Level of specialism:** They are the third most likely segment to have a specialist connection to heritage. But this representation is half the size of that in the second largest. They are also among the younger segments which means they may be students or earlier in their career trajectory. Their connection may be geology, archaeology, education or wildlife. As with the non-specialists in this segment, there is a natural love of discovering new things.

## Are they concerned about diversity?

Whilst they are not ethnically diverse, with 85% identifying as White British, they believe we should be interrogating diversity and equality issues within the historic environment. They are likely to be **aware of the debate** around decolonising collections at cultural organisations and mindful of the lack of diversity in this area. They are **interested in other people's points of view** and want this to be reflected in the historic environment.

They aren't a naturally vocal segment, but they may have passionate views. They should be engaged in ways that allow their voices to be heard through private and anonymous channels.

## Are they concerned about the climate crisis?

They have above average **concerns** about the climate crisis and environment. This reflects their **love of being in nature**. They are protective of the country's natural heritage and especially concerned about their **local environment**. They may be involved in **local action groups** but they aren't necessarily radicals. They believe more needs to be done to ensure historic buildings are reused rather than demolished.

**Concern about the climate crisis**

**Propensity for behaviour change**

They love being in nature. This is the route into helping increase their propensity to change their behaviour. They may have strong opinions on how the built environment needs to respond to the climate crisis, but might not always want their opinions highlighted publicly.

## How to reach them?

**How to engage with them?** They are open to joining heritage organisations as members or volunteers - so opportunities to join are required. They have a general desire to support worthwhile causes, often in their community, but there is likely to be something in it for them at the same time. Some sort of personal development opportunity is necessary.

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**What to say?** Discover something new about the historic environment you cherish.



**Where to say it?** They have average levels of social media use, including Instagram and YouTube. But they have above average use of Facebook. That and local TV news are primary routes in.



## Level of online participation

They are savvy online users who mostly access the internet via their smartphones. They have a higher propensity than average to have looked online for information about specific places or visits related to heritage. They are open to reading online reviews, searching online photography archives and browsing heritage sites to spark their curiosity.

## Interests to tap into?

Archaeology and archaeological discovery

Stories of successful preservation and conservation

Everyday people, places and trades

Nature reserves and wetlands

Specific interests such as bird watching and wildlife

## Who are they?

**Progressive and liberal** in outlook, this segment wants to feel part of the zeitgeist. Getting together with friends is vital, and they might do so at music gigs or other cultural events. They're digital natives who are concerned about the climate crisis and have a strong interest in ethnically diverse history, for example, Black or Asian history, LGBTQ+ history, and social justice. They believe in the power of community to make a difference in the world.



## At a glance...

**As people:** Liberal, creative, social, connected

**Profile:** Aged 25-34, ethnically diverse, city dwellers

**General interests:** Culture, equality, digital, environment

**Beliefs:** Culture makes heritage relevant

**Specialists:** Educators, students and archaeologists

**Participation:** Teaching, learning crafts, TV

**Potential:** Digital, local volunteering, place marking

**Heritage interests:** Unrepresented histories

**Themes:** History of ideas and revealing untold histories

**Motivation:** Curiosity, inspiration and creativity

**Barriers:** Travel and perceptions of traditional heritage

**Online:** Multi-device, multi-platform social connectors

**Diversity attitude:** We address historic injustice

**Environment:** Climate change is a global emergency

## Lifestyle

Being with **friends** is vital to them and doing so at events which keep them **connected** to current trends is perfect. But this isn't frivolous content just to post on social media, they are in this for the **joy of discovery**; to satisfy their desire to be **creative**; to learn and develop; and to make a **change** in the world. They live in the **city** to access culture.

## Values

- I am liberal and passionate about **social justice**
- I seek ideas and inspirations through **culture** of all kinds
- I like being around other **people**
- I'm disconnected from traditional heritage
- I'm up for new **digital** solutions and innovations
- I'm **creative** and interested in crafts

## Profile

- Likely to be single and working full-time
- The second most ethnically diverse segment
- More likely to be educated to degree level than any other segment than any other
- Younger and less likely to have children
- City-dwellers

Interest in volunteering 

Membership of heritage organisations 

Propensity to donate to heritage 

## What role does heritage play for them?

### The historic environment to them is...

The chance to satisfy their curiosity for secret or hidden histories. It's a chance to explore with their local community. It's about changing the narrative of ethnically diverse, LGBTQ+, disability and other social history stories.

### What counts as heritage?

- Museums and galleries
- Traditions, customs and practices
- Archaeological sites
- Language, folklore and stories
- Industrial buildings and heritage

### No.1 motivation

#### To learn more about a place and its stories

They are intellectually-motivated and moved by stories of social change. But whilst progressive, they are also creative and interested in traditional crafts.

### No.1 barrier

#### The difficulty and cost of travelling to 'traditional' heritage attractions

As city-dwellers, they are less likely to have access to a car and so may feel they lack access to traditional 'heritage' sites.

Level of participation in heritage 

Passion for heritage 

Community minded 

Family focused 

Environmental 

Traditional approach 

## How can participation in the historic environment be increased?

### Current level of active participation in the historic environment



- Above average arts consumption
- Visit museums, galleries, libraries, music concerts, and events
- Creative and may have learned a traditional craft or skill
- 'Making' as a hobby or second job

### Opportunities to increase level of active participation



- Harness their enthusiasm for new experiences through cultural participation and activities
- Encourage them to share content on their social channels
- Ask them to share photos
- Invite them to volunteer for local heritage causes related to their interests

### Themes that will drive participation

- Telling previously untold and hidden histories
- Uncovering stories of unjust oppression
- Connecting urban heritage to climate change

**Level of specialism:** They are the third most likely segment to have a specialist connection to heritage. But they are half the size of the second largest (Green). Their connection is likely through education, as either a teacher or student. A high proportion of archaeologists are in this segment, reflecting a general motivation for discovery.

## Are they concerned about diversity?

The Yellow segment contains a more **ethnically diverse group of people** than other segments (18%). Only Blue contains a more ethnically diverse group of people. They are more interested than any other segment in ethnically diverse history, for example, Black or Asian history, LGBTQ+ history, and disability history. They believe that 'Discovering and understanding the heritage around us can help **bring communities together**'.

Reaching more of this segment would mean increasing engagement with a more ethnically diverse group of people. They aren't diverse in socio-economic background. They can, however, be a voice for change in an un-diverse heritage sector. They need to be given a platform to do so.

## Are they concerned about the climate crisis?

This segment sees the climate crisis as a **global issue** and is very concerned about the future of the planet. As a result, along with the Pink segment, they are more likely than any other to make **drastic or considerable changes** to their behaviour to help the environment.

**Concern about the climate crisis**

**Propensity for behaviour change**

Proactively reach out to them to demonstrate the connection between heritage and climate change.

## How to reach them?

**How to engage with them?** Consider online routes to engagement such as through social channels. And think about the partnerships they would value, related to music and relevant arts trends.

**What to say?** We tell diverse heritage stories that matter to you and your friends.

**Where to say it?** High users of all social media, but as visual people, particularly Instagram. Broadsheet or long read style articles for when they have more time.

### Level of online participation

Total digital natives, they use devices interchangeably but with especially high tablet use. They are also more likely to use WhatsApp and YouTube than any other segment. They are more open than any other segment to take part in a heritage event online. They are open to listening to a history podcast or following a heritage organisation on social media.

### Interests to tap into?

Social and political history including minority histories

Women's history

Immigration histories

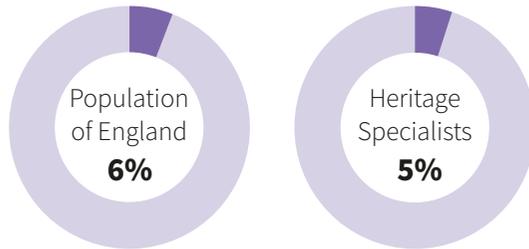
Hidden and secret histories

History of ideas

# PURPLE. nostalgic, traditional, protective

## Who are they?

Nostalgic, traditional and **very protective of British heritage**. This includes being very protective of and concerned for our natural heritage. They like to stick with what they know and worry modernisation is changing the character of the country for the worse.



## At a glance...

**As people:** Concerned, private, traditional, realistic

**Profile:** Older, least ethnically diverse, high levels of disability

**General interests:** Built heritage, countryside, Britain

**Beliefs:** We should respect the past

**Specialists:** Hobbyists, family research, local interest

**Participation:** Personal research, local groups, TV

**Potential:** Speak out, sign petitions, buy books

**Heritage interests:** Industrial, military, natural and royal history

**Themes:** Craftsmanship, construction, national pride

**Motivation:** Protecting the past to improve the future

**Barriers:** Physical access, health and finances

**Online:** Desktop hobbyists, not social media

**Diversity attitudes:** Contested history sceptic

**Environment:** Climate-concerned, reuse is vital

## Lifestyle

Reading and factual TV are likely to be important to them along with **personal research hobbies**. They may be **less active** in general than they might have been in the past, possibly due to age, health and finances. So they tend to **stay more local** to home. The internet helps them to pursue hobbies, which for some will have a connection to heritage.

## Values

- I think things were done better in the **past**
- I am **proud** of my British identity
- I think we should protect **British heritage**
- I value local built and **industrial heritage**
- I think the **climate crisis** could ruin Britain's nature

## Profile

- The oldest segment
- Retired
- More likely to identify as disabled
- Financially pressured
- Least ethnically diverse segment
- More rural

Interest in volunteering 

Membership of heritage organisations 

Propensity to donate to heritage 

## What role does heritage play for them?

### The historic environment to them is...

All about the past. It's about the ingenuity of engineering, the stoicism of the British public and the magnificence of the countryside. But it's also threatened by modern development that is irreversible. It's incredibly fragile and they fear it's already too late.

### What counts as heritage?

Listed, historic buildings

Monuments, statues, or battlefields

The countryside, natural landscapes

Native wildlife, plant life

Rivers, canals, waterways

### No.1 motivation

#### To learn about what makes Britain 'Britain'

They are proud of their national identity and want stories that tap into national nostalgia.

### No.1 barrier

#### Physical access problems e.g. lack of wheelchair ramps

They will not be interested in engaging on topics which try to make heritage contemporary or trendy. They will always prefer real objects or print to digital solutions. But the biggest barrier to them is likely to be their health and access.

Level of participation in heritage 

Passion for heritage 

Community minded 

Family focused 

Environmental 

Traditional approach 

## How can participation in the historic environment be increased?

### Current level of active participation in the historic environment



- Consumers of heritage, will visit historic sites and historic towns but may be slowing down this activity
- Remain members even if they can't visit
- Watch TV about heritage
- Research their family tree
- Participate in local interest groups
- Research listed buildings at risk of modern developments
- Voice concerns to authorities

### Opportunities to increase level of active participation



- Ask them to join local projects and volunteer time on heritage projects (ideally not digitally)
- Invite them to support campaigns that protect the local historic environment
- Bring them to meetings at civic buildings
- Persuade them to donate (low level) or leave legacies to projects very dear to them

### Themes that will drive participation

- Craftsmanship and construction techniques
- Local and national pride interwoven
- The loss of UK status globally

**Level of specialism:** Despite having strong values relating to heritage, this isn't a large specialist segment. Heritage is therefore more likely to be something they do in their spare time, rather than as a job.

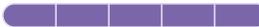
## Are they concerned about diversity?

They're the **least ethnically diverse segment** (3%). They are the second most likely segment to believe 'It's important we conserve and celebrate the heritage of our diverse population' – but this interpretation may or may not be connected to issues around ethnicity. They also struggle to see barriers that others might face in the heritage sector.

This segment is more likely than others to be socially isolated. Strategies needed to engage them at home. They may not be naturally sociable, so this might not be in person. Think about research projects through local newspapers and community groups that can be done remotely.

## Are they concerned about the climate crisis?

Along with Pink, they are the most **concerned about the climate crisis**. This supports their views on built heritage: 'Historic buildings should be **reused** rather than demolished and replaced by new buildings'. They also strongly believe that using **knowledge of the past**, heritage organisations can lead the way in responding to the climate crisis. They also feel that protecting the environment is more important than protecting jobs. However, their own level of **behavioural change can be moderate**.

**Concern about the climate crisis**   
**Propensity for behaviour change** 

Start with a local focus but quickly connect that to the impact of the climate crisis on the UK countryside. Ask them to contribute to local climate crisis action that when done together with other places makes a national impact.

## How to reach them?

**How to engage with them?** Through local heritage and history that connects to wider national conservation needs (e.g. collections contribution at local libraries)



**What to say?** These buildings are critical to our national heritage. They are a direct line to the past which we cherish as much as you.



**Where to say it?** Local TV and print media, or in TV and radio documentaries.



## Level of online participation

Spending a lot of time at home results in high use of the internet. This might be important to their hobby, meaning it's best done on a desktop. They have low use of smart phones and are the lowest users of social media. They are more likely than any other segment to have looked online for information about historic buildings by theme e.g. pubs, war memorials. They are also likely to have looked for information about a specific area, place or heritage archive.

## Interests to tap into?

Industrial and social history, especially locally

Their local countryside and built heritage in it

Royal history

War and military history

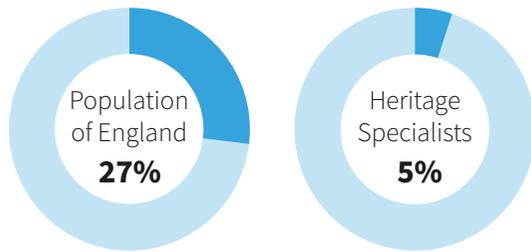
Natural history

Specific era of history relevant to local area

# BLUE. dynamic, passionate, outgoing

## Who are they?

**Outgoing**, extrovert and driven by **progress**. People in this segment are driven by social and technological development and the desire to improve the world around them. They are more focused on the future than the past. They have strong beliefs, **embrace new ideas**, and are fascinated by contemporary culture.



## At a glance...

**As people:** Social, extrovert, city lovers, forward-looking

**Profile:** Ethnically diverse, young, families, city-based

**General interests:** Friends, fun, digital

**Beliefs:** Live for the now and make life better for the future

**Specialists:** Small pockets of related work

**Participation:** Museums and contemporary culture

**Potential:** Online and immersive in-community events

**Heritage interests:** Ethnically diverse and LGBTQ+ histories

**Themes:** Relevant and recent history (not 'heritage'!)

**Motivation:** Spend quality time with friends and family

**Barriers:** Competition for their free time

**Online:** Constantly online, gaming, social media

**Diversity attitudes:** Ethnically diverse, driven by progress

**Environment:** Rarely in nature and not cause-driven

## Lifestyle

Nothing is more important to them than spending time with **friends**. Living in the **city**, they have plenty of access to culture and seek out **contemporary experiences** and **fun events**. There will be **influencers** or emergent YouTube artists they actively follow online. They may even be these themselves, reflecting a natural inclination to **stand out** from the crowd.

## Values

- **Fun** and friends give my life purpose
- I like new ideas and **contemporary culture**
- I think we need to **move on** to improve things
- I prefer the **buzz** of the city to the quiet countryside
- I feel I face more **barriers** than others

## Profile

- The largest of all the segments
- Youngest segment
- Most ethnically diverse of all the segments
- Young families
- City-dwellers
- Still live with parents, or recently moved out

Interest in volunteering 

Membership of heritage organisations 

P propensity to donate to heritage 

## What role does heritage play for them?

### The historic environment to them is...

They want fun and new experiences with their friends and struggle to see how heritage could provide that or how it's relevant to their lives right now.

### What counts as heritage?

Museums and art galleries

Traditions, customs and practices

Language, folklore and stories

Historic buildings

City heritage

### No.1 motivation

#### To spend quality time with friends and family

Life in general is motivated by spending time with friends. This is no different in an historic environment context.

### No.1 barrier

#### I'd rather do other things in my spare time

They don't currently prioritise activities related to heritage. It doesn't feel that it is designed for them or relevant to their lives. They also wouldn't know where to 'find it' in their local community.

Level of participation in heritage 

Passion for heritage 

Community minded 

Family focused 

Environmental 

Traditional approach 

## How can participation in the historic environment be increased?

### Current level of active participation in the historic environment



- Likely to visit museums and galleries
- Interested in contemporary culture
- May connect with heritage via social media or online stories
- Low interest in traditional heritage attractions
- Little interest in the historic environment

### Opportunities to increase level of active participation



- Invite them to take part in new experiences e.g. outdoor events, celebratory experiences
- Encourage them to connect with heritage via influencers and online content creators that they follow
- Build trust by working with partners that mean something to them

### Themes that will drive participation

- Relevant and recent histories (don't call it heritage!)
- Hidden histories
- Famous stories
- Hands on, social, immersive experiences

**Level of specialism:** They are unlikely to be specialists, but as the largest segment represented in the population of England, the 5% heritage specialists still equates to a lot of people, some will also become specialists in the future. They seem more likely to be educators or policy makers – relating to their interests in diverse and social histories.

## Are they concerned about diversity?

This is the **most ethnically diverse** (21%) of all the segments. It is a segment for whom **social change** is important, and they have a keen interest in the history of minority communities. They are **driven by progress rather than historic reflection** and are unlikely to feel that social justice can be achieved by focusing on history. For them, social change can only be delivered by making changes to people's lives right now.

Strategies needed to help them see heritage differently by tackling difficult topics. It needs to be about the future more than the past. They need activations and events embedded in their city community.

## Are they concerned about the climate crisis?

They are the segment that spends the **least time in nature** and they feel more at home in the city than the countryside. They are somewhat concerned about the climate crisis as a global issue, but they live for now, and are **less willing to make big changes to their behaviour** to help the environment than other segments. As city-dwellers, they may feel these issues are more relevant to those living in the countryside.

**Concern about the climate crisis**

**Propensity for behaviour change**

Despite being forward-looking, they aren't yet fully embracing the urgency of the climate crisis. Consider creative content that can get across their radar to alert them to how they can make a difference.

## How to reach them?

**How to engage with them?** Increase relevance; make activities fun; embed within city communities; be partner-led.



**What to say?** We are for everyone. We are facilitators, we are not gatekeepers.



**Where to say it?** Through social media platforms such as Instagram and YouTube.



## Level of online participation

They are significantly the most frequent users of the internet. They are higher users of all devices with the exception of desktops. They are, by far, the segment most likely to use a games console to access the web. They are the biggest users of social media platforms. They are very unlikely to have carried out online activity related to history or heritage. In the right context and if made relevant to them, they could be tempted to listen to a podcast, or engage with an influencer.

## Interests to tap into?

Ethnically diverse history

LGBTQ+ history

Contemporary city heritage

Well-known buildings or monuments

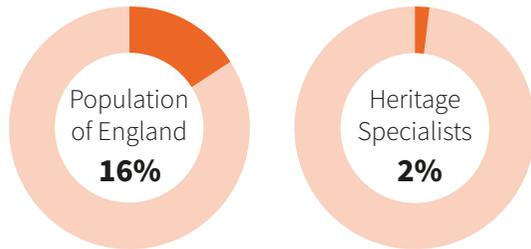
Mysterious or infamous historic events

Well-known events or periods in a community's history

# ORANGE. mainstream, proud, family

## Who are they?

More **mainstream** and traditional of taste with a focus on **home** and relaxing. This segment is currently detached from traditional heritage activity, though they find national history to be some source of **comfort**. TV is their main source of entertainment, along with sport.



## At a glance...

**As people:** Mainstream, homely, traditional

**Profile:** Younger, families, ethnically diverse

**General interests:** Sport, TV, family time

**Beliefs:** Stick to what and where you know

**Specialists:** Least specialist but possibly in building trade

**Participation:** Least heritage engaged; local outdoors, family events

**Potential:** Through kids' school projects or work

**Heritage interests:** Local people, sport, industry

**Themes:** What makes Britain 'Britain'

**Motivation:** To feel proud of my heritage

**Barriers:** Heritage not presented in exciting ways

**Online:** Lowest internet usage - they are busy working

**Diversity attitudes:** Unformed opinions on diverse histories

**Environment:** Least environmental

## Lifestyle

Social life tends to be **stress-relieving** and entertainment focused for some this will be sport, the local pub, cinema or eating out. This tends to be with **immediate family**. Holidays and **'getting away'** are also important. There are plenty of **young families** in this segment across the country – keeping the kids entertained is therefore a primary motivation. This might mean soft play or one-off treats to big events like bonfire night.

## Values

- **Family** is very important to me
- I'm concerned about my own **opportunities** and for those of my children
- **Politics and politicians** don't really interest me
- I love **relaxing** with my favourite TV show
- I'm interested in what **makes Britain 'Britain'**.

## Profile

- Likely to be younger, but mixed in age
- Most male segment
- Third most ethnically diverse segment
- Highest proportion with no educational qualifications
- Often in lower socio-economic groupings
- Kids at home

Interest in volunteering 

Membership of heritage organisations 

Propensity to donate to heritage 

## What role does heritage play for them?

### The historic environment to them is...

An abstract concept that currently lacks much connection to what they enjoy doing. They might go to local outdoor nature spots with the kids, work in the building trade or love the stories of local characters, but don't see this as heritage.

### What counts as heritage?

Stately homes and grand buildings

Parks and natural landscapes

Craft and heritage skills

Rivers, canals, waterways

Industrial buildings and heritage

### No.1 motivation

#### To feel proud of my heritage

They are proud of their family, their home, their work and see this as their heritage. Connections to these themes in the historic environment can get them motivated.

### No.1 barrier

#### History and heritage are not presented in an exciting way

They aren't people who go out of their way to visit heritage attractions – cost, travel but especially interest are barriers. Heritage 'through the back door' could overcome these barriers, aligning to local needs, their work, their kids' school or places they already go – like the football club they support.

Level of participation in heritage 

Passion for heritage 

Community minded 

Family focused 

Environmental 

Traditional approach 

## How can participation in the historic environment be increased?

### Current level of active participation in the historic environment



- Participation is currently extremely limited
- Will watch local landmarks if they're on TV
- Make community connections in local pubs, shops and cafes
- High proportion work in construction

### Opportunities to increase level of active participation



- Demonstrate the link between construction and heritage
- Invite them to work with schools on projects
- Encourage their community pride by inviting them to share local connections to buildings and stories and places

### Themes that will drive participation

- How the community they live in came to be
- How the industry they work in has changed over time
- How sporting heritage has changed in England

**Level of specialism:** They are the segment least likely to be specialists. However, there is a professional connection which is non-specialist. Many in this segment work in building, construction and manufacturing.

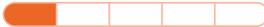
## Are they concerned about diversity?

This segment is **relatively ethnically diverse** compared to other segments (13%). They are generally in **neutral ground** on topics around diverse histories and **unlikely to hold strong beliefs**. This reflects their tendency to not really want to stand up and speak out. They do lean towards agreeing heritage of the diverse population should be conserved and celebrated - but again this isn't a strong belief.

Strategies are needed that demonstrate they are connecting with the local and diverse historic environment in more ways than they might realise. They must be actively targeted through mainstream partnerships.

## Are they concerned about the climate crisis?

They are the **least concerned about the climate crisis** of all the segments. By far the most likely to feel people's jobs should be protected as a priority over the environment. They are also least likely to change their behaviour to protect the environment. But whilst they are therefore the least cause-driven segment, they do derive pleasure from their local outdoor spaces. They value nature personally, but don't worry about loss of habitat or climate change in general.

**Concern about the climate crisis**   
**Propensity for behaviour change** 

Connecting with them on topics concerning the climate crisis will be difficult. But they believe it's good for kids to be outdoors, and this might be a route into engagement.

## How to reach them?

**How to engage with them?** Community isn't a driving passion, but they do care about their local area. The route could be through partnerships with local construction firms.

**What to say?** Heritage keeps stories about the colourful characters and special places from your local area alive.



**Where to say it?** Through local schools and their kids, as well as via local clubs connected with sport, or at shopping or cinema complexes.



## Level of online participation

They are the segment least likely to use the internet more than once a day and for more than two hours a day. This may reflect busy working lives. They are low users of WhatsApp compared to the average, likely due to smaller social circles. But they have average usage of Facebook, YouTube and Twitter. They are the segment least likely to have looked online for information about heritage sites or archives.

## Interests to tap into?

How different people lived in the community

How the communities ended up settling in the area

The history of different industries within the community

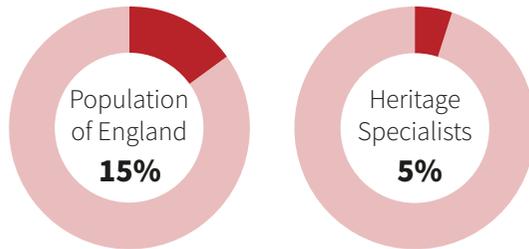
The natural landscapes within the community

Maritime history, shipwrecks

# RED. escapists, enjoyment, trips out

## Who are they?

Keeping life simple, comfortable and uncomplicated is their priority. Down time for them means **pleasant** and **relaxing** days out against a **grand**, elegant backdrop - driven by the wow factor over stories of people and place. For them, heritage is a chance to relax and **switch off**, rather than switch on.



## At a glance...

**As people:** Content, settled and seeking a quiet life

**Profile:** Older, many nearly retired, live where they were born

**General interests:** Home, family, TV

**Beliefs:** Heritage is to be admired not analysed

**Specialists:** Looking after a building they own

**Participation:** Only consuming - visiting, TV, shopping

**Potential:** Research family history, environmental themes

**Heritage interests:** Royal, military and natural history

**Themes:** Breathtaking elegance, national and local heritage

**Motivation:** Enjoyment and relaxation

**Barriers:** Seeing the value of paying for heritage

**Online:** Communicating with loved ones on mobile

**Diversity attitudes:** Not engaged in discourse around diversity

**Environment:** Moderately climate concerned

## Lifestyle

**Home life** is important to them, staying close to family in their area. They might have young grandchildren who will be a big part of their life. They like a life of **routine** and comfort. They will have **favourite places** to return to and favourite TV shows they never miss. They **enjoy days out to stately homes** and museums and will plan staycations in **picturesque towns** with nice places to stop for tea and cake!

## Values

- I am happy, settled and love the **comfort** of home
- I look for **relaxation** in my free time
- I love the elegance of **grand** heritage
- I'm slightly more **traditional** by nature
- I'm happy to **go with the crowd** when decision-making

## Profile

- On the cusp of retirement, likely to work in manufacturing/construction/engineering
- Slightly more men in this segment
- Less likely to be educated to tertiary level
- More likely than any other segment to live where they were born



## What role does heritage play for them?

### The historic environment to them is...

Seeing elegant and grand buildings. An opportunity to unwind and enjoy themselves with their families. It's a chance to be in nature and get fresh air.

### What counts as heritage?



### No.1 motivation

#### To pass time in an enjoyable way and spend time with family

Their motivation for the historic environment is about just being in a nice place with family.

### No.1 barrier

#### They don't want to engage on a deeper level

They want to engage with heritage in a way that is low intensity, helping them to relax and escape.



## How can participation in the historic environment be increased?

### Current level of active participation in the historic environment



- Visit heritage attractions, especially stately homes
- Watch TV programmes about heritage or featuring grand properties
- Shop at small businesses that contribute to the nature of historic towns
- Low interest in participation through learning or attending talks, events
- Quite concerned about protecting the environment

### Opportunities to increase level of active participation



- Encourage their fondness for their local community by asking them to support campaigns to save local heritage
- Invite them to sign a petition
- Demonstrate practical steps about how they can support the environment through heritage

### Themes that will drive participation:

- The breathtaking elegance of British heritage
- The beautiful buildings in the community they love
- Escaping into nature and protecting the environment

**Level of specialism:** Specialists in this segment aren't particularly common. But there will be some hobbyists in this segment, they may be finally getting around to doing the family tree or just browsing for some inspiration.

## Are they concerned about diversity?

They are slightly less ethnically diverse than average (9%) – and they **don't tend to engage in discourse around ethnicity, equality and inclusion**. They need support to help them discover and understand how heritage can bring communities together.

Strategies are needed that demonstrate they are connecting with their local historic environment in more ways than they might realise. But they will not proactively seek out or engage by themselves, reach them by using partnerships they are more familiar and comfortable with. .

## Are they concerned about the climate crisis?

They are **generally in support of global efforts** to address the climate crisis and help the environment. They tend to agree with key concepts such as reusing buildings and making them more energy efficient. And whilst the majority in this segment are only willing to make **'moderate' change** to their own behaviour, there is a reasonable minority willing to make considerable change.

**Concern about the climate crisis**

**Propensity for behaviour change**

Light touch involvement in relatively low level environmental behaviour change could be one route in to engaging more with this segment. But keep it uncomplicated and relevant to local outdoor sites.

## How to reach them?

**How to engage with them?** Keep it simple, logical and unemotional. Remember their fondness for the elegant and grand side of heritage.



**What to say?** Admire and enjoy beautiful places with your family, and help us to protect them for future generations.



**Where to say it?** They may use Facebook and Tripadvisor to plan their days out. They will read printed, local newspapers. And consider harnessing TV drama tie-ins and documentaries.



## Level of online participation

They are slightly below average users of the internet. When they do so they use a range of devices but defer to mobile - WhatsApping friends and family. Their online engagement with heritage is generally below average. They are likely to have looked online for information about heritage sites, but no more than average.

## Interests to tap into?

Royal history

War and military history

Natural history

History related to TV and film locations

Industrial history