

HERITAGE COUNTS

WEST MIDLANDS



Heritage Counts 2010 is the ninth annual survey of the state of England's historic environment. It is prepared by English Heritage on behalf of the West Midlands Historic Environment Forum. Visitors to the *Heritage Counts* website are able to download the full set of regional indicators and maps detailing the historic environment in their region. Please see www.heritagecounts.org.uk for more information on the historic environment in the West Midlands.

THE ECONOMIC IMPACT OF HERITAGE

Investing in the historic environment brings real economic benefits to local places. New research for *Heritage Counts* shows that on average £1 of investment in the historic environment generates an additional £1.6 in the local economy over a ten year period; while investments in 72 historic visitor attractions have generated £197 million of additional spend in regional economies, with half of all jobs created by heritage tourism in the wider economies surrounding historic sites.

The historic environment is important to local economies because it attracts businesses, residents and visitors. One in four businesses surveyed agree that the historic environment was a factor in deciding where to locate, as important as road access, and 91% of respondents regarded the historic environment as an important part of decisions on where to visit, live (74%) or work (68%). The Kenilworth Castle Gardens and Visitor Centre project was assessed as part of this research and is discussed below.

KENILWORTH CASTLE

Between 2004 and 2009, £4.8 million was invested in Kenilworth Castle in Warwickshire to recreate the Elizabethan Gardens, open new visitor facilities and provide a venue for education, community use and events (such as weddings). Funding was provided by English Heritage and the Wolfson Foundation.

During the project, suppliers of goods and services from within the West Midlands were the chief beneficiaries. Of the 49 suppliers used, 80% were based within 50 miles of the site. The castle remained open throughout the project, so no jobs were lost. 12 full-time jobs, covering construction,

project management, carpentry and stonemasonry were created during the construction phase. In addition, local volunteers helped with visitor operations and leading free tours of the garden for local residents. An estimated 59 job years (i.e. providing full-time employment for 59 people for a year) were created by construction related expenditure as well as creating £2.5million in Gross Value Added – GVA - for the regional economy.

Key results of the project include:

- ▶ Operating expenditure increased by 37% – which included the recruitment of an additional four full time equivalent (FTE) staff at the Castle;
 - ▶ Income rose by 177%, which was due in part to the use of the Castle for events such as weddings and civil partnership ceremonies for the first time, and a significant increase in turnover at the on-site café;
 - ▶ Visitor numbers rose by 36%, compared to 2005/06, with a new type of visitor (garden enthusiasts) being attracted;
 - ▶ Visitor spend worth an additional £309,000 for the local economy, and £246,000 for the regional economy per annum;
 - ▶ New business for local restaurants, caterers, hotels and B&Bs – largely due to weddings and receptions being held at the Castle; leading to the creation of an estimated 10 FTE jobs;
 - ▶ More orders for local businesses to supply the increasingly popular Castle café;
- ▶ In total the generation of £350,000 in GVA locally each year, due to more orders for local businesses from the site, and increased numbers of visitors to the Castle – who went on to patronise the village's shops, restaurants and pubs.

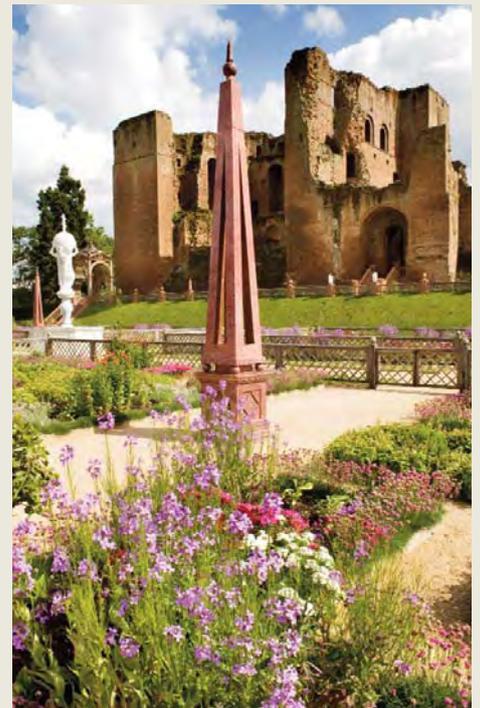


Image Kenilworth Castle and Elizabethan Garden, © English Heritage Photo Library

The project at Kenilworth shows that an astute investment in the historic environment can not only increase visitor satisfaction, but can deliver tangible benefits for the local community with local jobs created and business supported.

For more information on the research including further facts and figures on the benefits of investing in the historic environment please see www.heritagecounts.org.uk

UNDERSTANDING THE ASSETS

WEST MIDLANDS	2010
WORLD HERITAGE SITES	2
SCHEDULED MONUMENTS	1,428
LISTED BUILDINGS GRADE I	610
LISTED BUILDINGS GRADE II*	2,112
LISTED BUILDINGS GRADE II	31,478
REGISTERED PARKS AND GARDENS	150
REGISTERED BATTLEFIELDS	6
PROTECTED SHIP WRECKS	0
CONSERVATION AREAS	767
DESIGNATED COLLECTIONS	11
ACCREDITED MUSEUMS	143

CARING AND SHARING

In 2010, 38 scheduled monuments were removed from the **Heritage at Risk** register – cutting the proportion of monuments at risk in the West Midlands from 20.1% to 17.4%. This is due to a combination of factors including the use of management agreements between English Heritage and owners as well as Environmental Stewardship.

The **awarding of grants** continues to be a vital component of the work of several organisations. In 2009/10, English Heritage gave £3,036,204 to support historic buildings, monuments & designed landscapes; conservation areas; places of worship; and other projects to build capacity within the community and voluntary sector. The Heritage Lottery Fund made awards worth £9,033,643 in 2009/10, bringing the total spend on grants since 1995/96 to £327,060,133 (comprising £123million on historic buildings and monuments; £32 million on industrial, maritime and transport heritage; £22million on intangible heritage; £84 million on projects related to land and biodiversity; and £66million on museums, libraries, archives and collections). Natural England made £8,004,176 worth of Environmental Stewardship awards between 2005 and 2010 (including £2.5million for historic building restoration; £2million to take archeological features out of cultivation; and £1million for historical & archeological feature protection).

Planning applications are a reasonable way to understand what is happening in the historic environment. They continue to decline with 34,626 planning application decisions this year (down from a high of 53,800 in 2003/04).

There has been a similar trend in listed building consent decisions (2,015 in 2009/10 down 21.1% on 2002/03) and conservation area consent decisions, of which there were 169 in 2009/10 (from a high of 250 in 2005/06, to 200 in 2008/09). Meanwhile, there was an increase in the number of applications affecting scheduled monuments (due in part to new reporting administrative arrangements for making changes to scheduled monuments) with 153 scheduled monuments consent decisions being made (up from a low of 86 in 2005/06 and 114 in 2008/09).

USING AND BENEFITING

Volunteer levels continue to rise – there were an estimated 5,220 volunteers working with the National Trust in 2009/10.

The 'staycation' trend continues to boost the number of visitors to heritage places in the West Midlands with English Heritage's staffed sites attracting 328,797 visitors in 2009/10 (up 23.8% since 2008/09). National Trust properties have experienced a similar lift with visitor figures at sites with an entrance fee increasing by 17.1%, since 2006/07 to 1,420,971. In addition, 66 properties linked with the Historic Houses Association are now open to the public.

Membership of historic environment bodies also continues to grow in the region. English Heritage membership has risen to 65,865 (up 27.1% since 2006/07) and the National Trust's has increased by 12.3% to 358,579.

SUPPORTING THE RURAL HISTORIC ENVIRONMENT IN THE WEST MIDLANDS

Natural England and English Heritage have successfully used **Environmental Stewardship** to address the problems affecting scheduled monuments at risk by working with owners and third parties (such as charitable trusts and

local authorities). For example, the medieval Thonglands Dovecote, within a moated site on farmland in Shropshire, is benefiting from a close working relationship between the Millichope Estate, Natural England (providing a grant of more than £75,000) and English Heritage (playing a statutory and close advisory role). The Stewardship agreement has enabled the owners to safeguard the crumbling masonry of this rare round dovecote, a sign of wealth and prestige in medieval England. The opportunity for builders working on the project to train in traditional lime mortar techniques has been an added bonus, and will benefit the local historic environment in the future.

Community groups in rural areas have been **supported to restore heritage assets**. Hopton Castle in Shropshire was left a ruin after a notorious Civil War siege but work to stabilise and preserve the Castle is now under way – thanks to more than £1 million in grants from the Heritage Lottery Fund, English Heritage and the EU-backed LEADER programme. The Hopton Castle Preservation Trust has acquired the site and surrounding land, and commissioned conservation works that will ultimately see the Castle opened to the public.

The **West Midlands Farmsteads and Landscapes** Project has mapped and logged the locations and characteristics of more than 22,000 historic farmsteads, describing their present use and economic role, and developing a set of planning tools to inform spatial planning, land management and economic development. By understanding the character, condition and current use of historic farmsteads, and their traditional working buildings, policy and delivery programmes can respond appropriately in supporting their sustainable use, conserving landscape character and realising economic benefits.

Heritage Counts 2010 has been produced by English Heritage on behalf of the West Midlands Historic Environment Forum.

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