A woman in a red sweater is holding a silver camera up to her eye, taking a photograph. The background is a large, ornate interior space with a high, vaulted ceiling featuring a complex wooden truss system and green-painted metal beams. The lighting is warm and comes from several hanging lamps. The overall scene suggests a focus on historic architecture and photography.

HERITAGE COUNTS 2004

The State of the
NORTH EAST'S
Historic Environment

Heritage Counts 2004 in the North East

Cover image: Youth Voice community photography project, Great Hall, Discovery Museum, Newcastle upon Tyne. The magnificent Great Hall was the most impressive feature of the Co-operative Wholesale Society warehouse and headquarters when it was built in 1897. The building now houses the Discovery Museum (the biggest free museum in the North East) and the head offices for Tyne & Wear Museums.

The building has been restored and updated thanks to over £12 million investment, including £8.5 million from the Heritage Lottery Fund. The Great Hall was reopened in July 2003, with its original colour scheme reinstated, and it can once again be used for functions, exhibitions, lectures, performances and events.

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

This year sees the tenth anniversary of the creation of the National Lottery and the Heritage Lottery Fund which has distributed over £133 million to more than 800 projects in the North East. It is also the 21st anniversary of the creation of English Heritage; the National Heritage Memorial Fund is celebrating its 20th anniversary; and it is just over 50 years since the Historic Buildings and Ancient Monuments Act (1953) formalised government's authority to give grants for the repair and restoration of listed buildings.

This combination of anniversaries and milestones gives us the opportunity to reflect on the value and impact which historic environment investment has had on regeneration, the regional economy and quality of life. In the past year, the North East Regional Historic Environment Forum commissioned a report to assess the socio-economic impact of the heritage in the region. This report will enable the sector to demonstrate the importance of conserving and maintaining the historic environment.

As *Heritage Counts 2004* shows, there are some positive trends for the historic environment and some continuing challenges. The North East continues to have the highest increase (16 per cent) in overall visits to the region in 2003/04 and a MORI poll, commissioned by English Heritage revealed that the majority of residents of the North East feel strongly about their local heritage. For example 96 per cent think 'that it is important to keep historic features wherever possible when trying to improve villages, towns and cities'.

However, though the proportion of grade I- and II*-listed buildings at risk has fallen (from 8.5 per cent to 8.29 per cent) it is still the highest nationally (national average 3.3 per cent) and the North East is the only region this year with a net increase in the number of buildings at risk.

Ensuring the availability of skills, from traditional building techniques to specialist conservation officers, remains a challenge for the region. The average number of conservation officers in North East planning authorities continues to be significantly lower than the national average, while the region has experienced the highest increase in planning applications.

Carol Pyrah
Chair, North East Historic Environment Forum

The North East is the second smallest of the nine English regions after London, forming less than seven per cent of the total land area of England. Over two thirds of the region is classified as rural land.

56 per cent of the region's population lives in wards ranked within the most deprived 20 per cent in England. These wards are concentrated in the urban and former coalfield areas of the region. The North East continues to have the highest rate of unemployment in the country, with only 69.3 per cent of the working age population employed (compared to a national average of 75.1 per cent). However, quality of life in the North East is relatively high, with travel to work times, house prices and levels of disposable income all better than the UK average.

Policies and strategies in the region are increasingly looking to understand and capitalize on regional distinctiveness. Both the recently published Tourism Strategy and the Regional Cultural Strategy attempt to identify what makes the region special. Unsurprisingly, heritage figures highly in regional identity.

In a recent MORI poll where residents were asked what gave the North East its special character, 24 per cent said 'heritage and the built environment', second only to the 'people and sense of community'. A further 21 per cent identified the landscape and countryside as making the region distinctive.

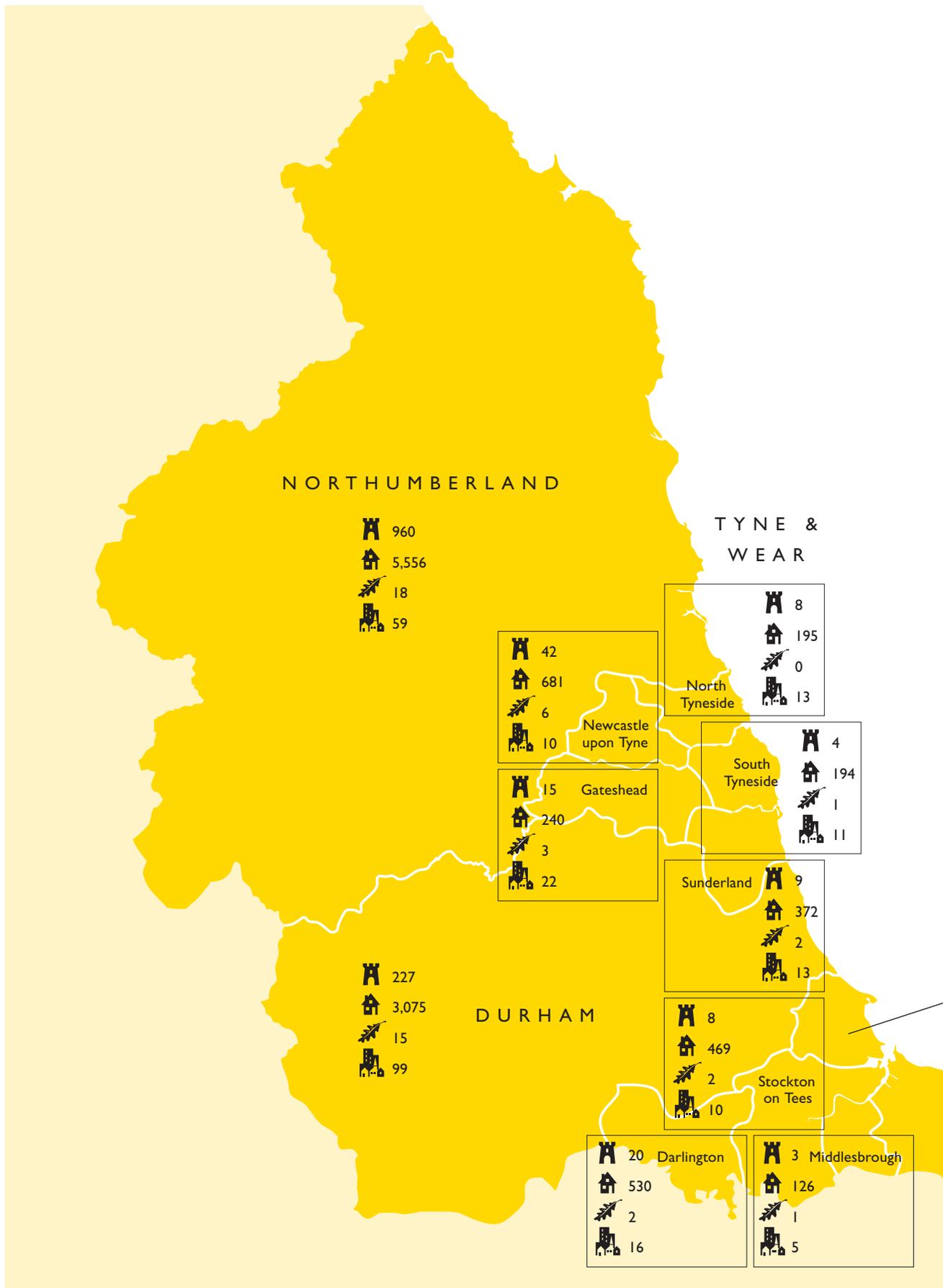
Other figures also revealed that local heritage is important to the people of the North East:

- 96 per cent of North East residents think 'that it is important to keep historic features wherever possible when trying to improve villages, towns and cities' and 92 per cent think that 'the heritage in their local area is worth saving'
- People in the North East are twice as likely as those in the rest of the country to think that heritage refers to local history

- Most residents name places important to their sub-region when asked to name sites that are part of their local historic environment. Beamish and the Angel of the North are exceptions to this trend and are felt to encapsulate the North East as a whole

There is growing recognition that the historic environment is more than just that which is designated or protected. *Heritage Counts* concentrates upon protected elements as their numbers and condition are recorded and monitored. However, our heritage is all around us and new ways need to be developed to monitor the state of the historic environment as a whole.

The North East: key facts



MAP KEY

			
Scheduled Monuments	Listed Buildings	Parks & Gardens	Conservation Areas
 Unitary authority			



AREA	8,592 square kilometres
POPULATION	1.45 million
GDP	£11,750 per head

Though the North East comprises seven per cent of England's land area it has:

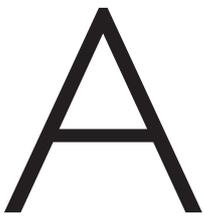
- 14 per cent of England's battlefields and 12.5 per cent of its world heritage sites
- about three per cent of England's conservation areas, historic parks and gardens, listed buildings and scheduled monuments
- the highest proportion of grade I- and II*-listed buildings at risk (8.25 per cent compared to the national average of 3.5 per cent)
- three of the 63 museums nationally that hold designated collections

In the last ten years heritage funding has made a significant contribution to the face of the North East:

- In ten years the HLF levered in £74,703,958 – an extra 55 per cent – in match funding in the region
- The North East has the highest (70.35 per cent) success rate for HLF applications (60.16 per cent in England)

TEES VALLEY

Hartlepool		8
		153
		1
		6
Redcar and Cleveland		80
		616
		1
		15



Understanding the Region's assets

A1 DESIGNATED HISTORIC ASSETS

The historic environment is everything that is created by past human activity. It gives our communities a distinctive flavour and a sense of place and particular areas, sites, collections and structures are recognised for their exceptional architectural or historic contributions.

A1.1 WORLD HERITAGE SITES

UNESCO inscribes sites considered to be of outstanding universal value as world heritage sites. There are 16 world heritage sites in England of which two, Durham Castle and Cathedral (inscribed in 1986) and Hadrian's Wall (inscribed in 1987), are in the North East. In addition, work has started on a nomination for Wearmouth-Jarrow which is on the UK tentative list.

A1.2 SCHEDULED MONUMENTS

The Secretary of State for Culture, Media and Sport designates nationally important archaeological remains as scheduled monuments. In the North East there are around 1,381 scheduled monuments ranging from Weetwood Bridge in Berwick-upon-Tweed to the remains of Kilton Castle in Redcar and Cleveland. This represents an increase of 2.3 per cent since March 2003.

A1.3 LISTED BUILDINGS

The Secretary of State for Culture, Media and Sport also lists structures of special architectural or historic interest on the advice of English Heritage. The North East has a total of 12,207 entries on the list, which represents around 3.3 per cent of the total number in England. 396 (3.2 per cent) of the listed buildings in the region are grade I compared to 2.46 per cent nationally. The iron gates and railings at Lambton Castle, Chester le Street are one of the 677 grade II*-listed buildings. The majority of listed buildings (91 per cent) are listed grade II, such as Thornaby town hall in Tees Valley.

Hundreds of buildings are not included on the Department for Culture, Media and Sport's list, yet are of local importance. Local authorities are encouraged to create and maintain lists of these buildings. Of the 23 authorities in the region, five now have lists of buildings of local interest.

A1.4 HISTORIC PARKS AND GARDENS

English Heritage maintains a register of parks and gardens of historic interest. Within the region there are 52 entries on the register, representing about three per cent of the national total. Craggside is one of four entries categorised as grade I. There are nine historic parks and gardens in the region (2.2 per cent of the 408 national total) categorised as grade II*. The largest number (39) of historic parks and gardens fall within grade II. Over the past year, one grade II historic park was added to the register in the North East.

A1.5 BATTLEFIELDS

Within the North East there are six historic battlefields (14 per cent of England's total) on English Heritage's Register of battlefield sites.

A1.6 COLLECTIONS

The North East's museums, libraries and archives make a significant contribution to heritage in the region. They comprise 223 organisations, managing 454 venues, employing approximately 2,500 (full-time equivalent) staff, requiring an annual budget of £75 million to £100 million each year.

There are more than 90 museums in the North East, including 66 registered museums which meet with the minimum registration standard and three museum services with nationally designated collections. The designated museums, together with Hartlepool Museums, are partners in a £6.7 million programme to 2006 – *Renaissance in the Regions* – to develop museums in order to improve delivery for users. Killhope, the North of England Lead Mining Museum was voted The Guardian's Family Friendly Museum, 2004. Since 2001 more than £18.7 million has been brought into the region's museums.

There are 44 archive collections in the North East including the main Record Offices of Teesside, Durham, Tyne & Wear and Northumberland – which hold more than 3,000 cubic metres of records. There are major archives collections owned by the region's five universities, in fourteen museums, in public libraries and in private collections.



Pilgrims at the launch of Bede's Way

© Nuala Wright Wearmouth-Jarrow Candidate World Heritage Site

Bede's Way

Bede's Way is a 12-mile path linking the twin Anglo-Saxon monasteries of St Peter's in Wearmouth and St Paul's in Jarrow. These churches and their monastic remains form the core of the candidate world heritage site of Wearmouth-Jarrow, once the cultural capital of Europe. Bede described them as 'one monastery in two places'. The path is a joint effort of the Great North Forest, Wearmouth-Jarrow, South Tyneside Council, City of Sunderland, Tyne and Wear Rural Partnership and Bede's World to allow people to follow the pilgrim's footsteps and discover a trail of rich heritage and beauty. It includes an interpretative leaflet with information on attractions in the area as well as the history of the walk (see www.wearmouth-jarrow.org.uk).

UNDERSTANDING THE REGION'S ASSETS

A2 HISTORIC AREAS AND OPEN SPACES



Halidon Hill Battlefield
© English Heritage

Halidon Hill Battlefield Interpretative Trail

The Department for Environment, Food and Rural Affairs (Defra) provided over £35,000 at Conundrum Farm towards a scheme to provide public access to Halidon Hill battlefield and to create a self-guided interpretative path. Two illustrated glass panels as well as a tour-guide leaflet will be set up to explain the perspectives and strategies of the English and Scottish. Further support and expert advice has been provided by English Heritage as well as the Royal Armouries Museum.

A2 HISTORIC AREAS AND OPEN SPACES

A2.1 CONSERVATION AREAS

Local Planning Authorities designate areas of architectural or historic interest as conservation areas. Within the region there are 279 conservation areas (about three per cent of the national total). Two new conservation areas have been designated in the region since last year, like the year before. Currently 15 per cent of the region's conservation areas have character appraisals, a significant increase on last year's estimated 2.5 per cent.

A2.2 HISTORIC COUNTRYSIDE

A large proportion of the land area in England falls under landscape conservation designations which protect wildlife, landscape and cultural aspects of the countryside:

- 146.4km (91.5 per cent) of Northumberland, Durham and Tees Valley coastline have Heritage Coast status
- 13 per cent of the region is designated as National Park (Northumberland National Park lies entirely within the region, whilst the southern parts of Tees Valley lie within the North York Moors National park)
- 17 per cent of the region is designated as Areas of Outstanding Natural Beauty (AONB) (North Pennines and Northumberland Coast – both of which have recently published management plans)

- 15 national nature reserves
- over 250 Sites of Special Scientific Interest
- 13 per cent of the region is designated as nature conservation areas with ten candidates for Special Area Conservation
- first UK area to be awarded Geopark status (the North Pennines)
- approximately 9,665km of rights of way, 76 per cent of which are footpaths

A3 ACQUIRING INFORMATION

A3.1 HISTORIC ENVIRONMENT RECORDS

Historic environment records (HERs) promote better understanding of the wide range of assets, designated and non-designated, that comprise the historic environment. Five of the nation's 98 HERs are in the North East, holding information on more than 28,000 monuments and 4,000 archaeological finds. Half of these HERs are accessible online, compared to just 13 per cent nationally.

The economic value of the protected landscapes in the North East of England

In December 2003 the North East regional development agency (ONE North East) commissioned a study to assess the economic value of national parks, heritage coastlines and AONBs in the North East, to reveal the value of public and private sector investment in the management of protected landscapes and to inform regional policy thinking on the existing and potential contribution of protected areas to the regional economy.

The research demonstrates that the five protected landscapes represent an important asset to the region, accounting for 11 per cent of all tourism activity. Through businesses and the effects of tourism these areas generate output of £700 million and support 14,000 jobs. For the majority of businesses in these areas, the quality of the landscape and the environment was considered to be a factor in their performance.

B

Caring and sharing



Grace Darling monument, Bamburgh
© Robin Kent Architecture & Conservation

Grace Darling monument

A monument to Northumberland's Grace Darling was designed by Anthony Salvin and erected in St. Aidan's Churchyard, Bamburgh in 1848. Due to severe erosion, the original stone effigy had to be replaced in 1885 and the canopy was blown down during a gale in 1893. In recent years, fresh structural faults had appeared. The Grace Darling Memorial Trust submitted an application to English Heritage for grant aid in February 2003 and a sum of £32,300 was offered to the Trust towards eligible repair works. The works were completed successfully by late summer and a re-dedication of the memorial was led by the Bishop of Newcastle in October 2003.

BI HERITAGE AT RISK

BI.I BUILDINGS AT RISK

Since 1998, English Heritage has published an annual *Register of Buildings at Risk* which contains details of all grade I- and II*-listed buildings known to be 'at risk' from factors such as climate change, lack of use and daily erosion as well as vandalism, inappropriate repair and unsympathetic development.

The North East has 8.3 per cent of England's buildings at risk. Of its grade I-listed buildings, 5.3 per cent are considered to be at risk (the comparable figure for England is 3.0 per cent) along with 9.89 per cent of its grade II*-listed buildings (compared to a national figure of 3.7 per cent). This gives a total of 8.29 per cent of the top two grades (compared to a national average of 3.5 per cent). This number is down from 8.5 per cent in 2003, though it continues to be the highest proportion of all the regions. In the past year a further two buildings were removed from the register as their futures were secured. Last year, six sites were removed, but seven were added. The region is the only one in the country where the number of buildings added exceeds those removed.

The English Heritage register only provides information on grade I and II* buildings (8.8 per cent of the total number of listed buildings in the region). There is no central source for data on grade II buildings. However, seven (30.4 per cent) of the region's local authorities have a register of grade II buildings at risk and a further four are in the process of compiling one. These registers reveal that approximately 8.5 per cent of grade II-listed buildings in the region are at risk.

B1.2 MONUMENTS AT RISK

English Heritage employs two part-time field monument wardens to monitor the condition of the North East's monuments. On average, each site is visited once every six to seven years, although sites under a management agreement are visited every three to four years.

Building on its 1995 Monuments at Risk Survey (MARS) English Heritage has piloted a methodology for rapid assessment of the level and origin of risks affecting the condition of scheduled monuments. This is now being implemented nationally and the project will commence in the North East this year.

B2 MANAGING POSITIVELY

The range of designations for historically important sites provides varying degrees of protection controlling development materially affecting the appearance, character, setting or special features of interest of the designated sites.

B2.1 PLANNING TRENDS

There were 27,414 planning applications decided across the North East region in 2003/04. This was the lowest number of applications for any of the English regions, but represents a continuation of the steady increase in the figure since 2000/01 (when 18,316 applications were decided).

B2.2 LISTED BUILDING CONSENTS

In 2003/04, 913 applications were made for listed building consent in the North East, affecting 7.4 per cent of the total number of listed building entries in the region. This is a 7.1 per cent increase on last year. Over 90 per cent of these applications were granted.

B2.3 SCHEDULED MONUMENT CONSENTS

Scheduled monument consent must be obtained from the Secretary of State for all works to scheduled monuments. In 2003/04, 72 applications for scheduled monument consent were referred to English Heritage in the region.

B2.4 CONSERVATION AREA CONSENTS

No data is specifically collected of the number of applications received each year within, or affecting, the region's conservation areas. Nationally, it has been estimated that up to a third of planning applications have the potential for direct impact upon the historic environment. Applications for Conservation Area Consent for demolition are recorded and in 2003/04 there were 71 decisions, one fewer than last year.

B2.5 PARKS AND GARDENS

In 2003/04 English Heritage was notified of 751 applications affecting historic parks and gardens of which 21 were in the North East, affecting 40 per cent of the region's registered landscapes.

B2.6 WORLD HERITAGE SITES: MANAGEMENT PLANS

No additional planning controls exist in world heritage sites, however; their designation is a material consideration which must be taken into account by local authorities when considering development proposals. Hadrian's Wall WHS was one of the first sites in England to develop a management plan. ONE North East, the region's development agency, is helping to fund the development of a management plan for Durham Castle and Cathedral as well as one for the tentative Wearmouth-Jarrow site.



Community visit to Fashion At Belsay
© Tony Griffiths

Fashion At Belsay (FAB) community visits

English Heritage offered the opportunity for 27 community groups (totalling almost 650 individuals) to visit the FAB exhibition free of charge and also provided a guided tour and transport to and from the site. The FAB community visits were made possible through a grant from the Northern Rock Foundation.

Northumberland Strategic Partnership Culture Sector Board

The Northumberland Strategic Partnership Culture Sector Board works to a cross-cutting, multi-sector strategy. However, sector-specific knowledge and expertise is essential to breathe life into the process and ensure Northumberland's heritage is fully contributing to the county's economic and community growth. A heritage action plan was therefore commissioned and a Heritage Panel established to develop the sector, initiate projects, influence mainstream programmes and ensure that heritage can fully exploit its relationship with tourism, learning, training and community cohesion.

B3 CAPACITY AND RESOURCES

B3.1 INVESTING IN THE HISTORIC ENVIRONMENT

In the North East, the Heritage Lottery Fund (HLF) represents the single largest source of funding for conservation of the historic environment. Since 1994 the HLF has awarded over £133 million to more than 800 projects in North East England. In this ten-year period, annual allocations to the North East represented 5.47 per cent of total HLF expenditure in England. HLF funding covers a wide range of heritage projects. Although well-known for supporting conservation, HLF also seeks to encourage community involvement in decisions about their heritage to maximise the number of people with an active interest in safeguarding our diverse heritage for the future.

The HLF Townscape Heritage Initiative schemes have been a catalyst for regeneration that would not otherwise have happened and have brought in genuinely new money from other sources. In ten years of the HLF, £74 million (an extra 55.3 per cent) was contributed as match-funding in the North East.

Other sources of public support for heritage in the North East include:

- **English Heritage:** 16 grant offers totalling £370,000 towards historic buildings, monuments and designated landscapes (of which £185,000 went to private owners); eight grant offers totalling £594,000 to places of worship; and £3.8 million to area partnership schemes in 22 of the 23 local authority areas in 2003/04. A further £60,826 was awarded to ten projects in the region aimed at increasing the capacity of the heritage sector and £16,444 to owners of scheduled monuments for management agreements

- **The Designation Challenge Fund:** provided £1,097,842 in the region since 1999 for the care and interpretation of the museum collections within the designation scheme
- **North East Museum Libraries and Archives Council (NEMLAC):** awarded £177,875 to support its members in a variety of development projects, including a diversity of partnerships from within the sector as well as non-sector collaborations
- **Renaissance in the Region:** £6.7 million has been committed over three years to support the DCMS agenda for regional museums including the regional museum hub. The North East Hub comprises: Tyne and Wear Museums (11 sites), Beamish, The North of England Open Air Museum, The Bowes Museum (Barnard Castle), and Hartlepool Museums and is charged with building capacity in its partners to allow them to grow as centres of excellence, with a particular focus on education. It will develop and promote best practice across the region to make museums more accessible, inclusive and inspirational, build audiences and deliver quality services to their users
- **Aggregates Levy Sustainability Fund (ALSF):** granted £208,500 to three projects in the North East in 2002/03 to encourage environmental protection and community involvement in areas affected by aggregates extraction
- **Agri-environment schemes** operated by the Department for Environment, Food and Rural Affairs (Defra) – entry- and higher-level: aim to encourage a large number of farmers to deliver simple yet effective environmental management across a wide area of farmland. Environmental issues addressed include biodiversity, landscape, the historic environment and diffuse pollution. A pilot entry-level scheme was launched in 2003 in four areas and Barnard Castle, County Durham, was chosen as the uplands pilot. Evaluation revealed that 20 per cent of participants (16 per cent in Barnard Castle) were unaware of historic features on their land



Mowbray Park, Sunderland
© Heritage Lottery Fund

Sunderland

One of the big success stories of the North East is the regeneration of Sunderland. A grant from the Heritage Lottery Fund of £9.9 million helped upgrade the museum and restore Sunderland Winter Gardens which are now a key tourist attraction, with over 800,000 visitors per year. A grant of £600,000 through the HLF Townscape Heritage Initiative Scheme in the Sunnyside area of the city was matched by a further £1.2 million from the local authority and will secure the repair of historic buildings and bring vacant/underused floor space back into modern economic use. A grant of £2.7 million was also awarded to restore the grade II-listed Exchange buildings.

CARING AND SHARING

B4 SKILLS AND TRAINING B5 ATTRACTING NEW AUDIENCES

B3.2 EMPLOYMENT

All local authorities within the region are able to draw upon the specialist advice of planning officers, conservation officers or archaeologists, whether at a local or county level. However, the average establishment of specialist Historic Building Conservation staff within authorities in the Region is currently 0.8 FTE (21 full-time equivalent posts in the 26 county and local planning authorities). This is significantly less than the national average of approximately two full-time equivalent posts. Currently, English Heritage supports six conservation officer posts (City of Durham; Castle Morpeth; Northumberland National Park; Middlesbrough; Berwick-upon-Tweed; Durham County Council).

B4 SKILLS AND TRAINING

Skills needs for the region are being addressed in a variety of ways:

- In March 2004 English Heritage launched Historic Environment – Local Management (HELM), a web-oriented training programme supported by the Office of the Deputy Prime Minister which aims to improve all decisions that impact on the historic environment. The website includes information on local heritage management as well as technical advice and training activities. It also contains examples of good practice from both English Heritage and local authorities across the country (www.helm.org.uk).
- The government has proposed a new employer-led Sector Skills Council (SSC) for the Creative and Cultural Industries (CCI) which includes traditional and contemporary crafts, design, and museums, galleries and heritage organisations. The SSC will provide strategic leadership to enhance skills and improve business performance in the region
- HLF has set aside £4 million to establish HLF Bursary Schemes to address work-based training and skills development in the heritage sector

- The University of Newcastle has offered a range of postgraduate studies in urban conservation since 1999, ranging from a Masters level qualification to certificate courses. About 70 students have undertaken these programmes to date, many of whom have gone on to work in the region

B5 ATTRACTING NEW AUDIENCES

Assessing the state of the historic environment is not just about the physical condition of sites and objects. It also involves recognition of the extent to which people understand, value, enjoy and care for the heritage around them. The historic environment belongs to all of us and we should all have the opportunity to enjoy it to the fullest extent, regardless of mobility or sensory impairments, cultural background, gender or class. However, in order to provide the broadest access possible, it is essential that the resources are properly conserved so they can be enjoyed by future generations.

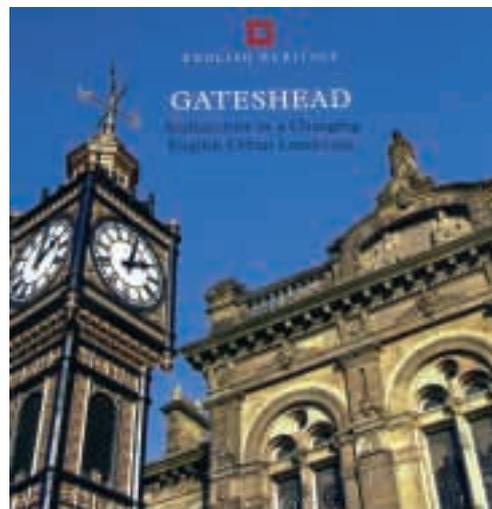
In September 2003, more than 173 properties all over the North East were open to the public, free of charge, as part of the annual Heritage Open Days initiative, co-ordinated by the Civic Trust and funded by English Heritage. 18,900 people visited 80 buildings in Newcastle and Gateshead, making it the most successful programme in the UK. In 2004 there were 250 buildings open, tours and talks all celebrating the region's heritage. Special effort was put into making the scheme more socially inclusive by incorporating a more diverse organiser base and widening the geographical spread of events.

The Max Card Scheme began as a partnership between NEMLAC, social services departments, Culture North East and LPAs in May 2002 to enable looked-after children and their carers to gain free access to over 50 museums, galleries and heritage sites in the North East. The Max Card concept has now been exported to Yorkshire museums. NEMLAC has also set up an Access and Learning forum as well as a regional Cultural Diversity Forum.

CI HERITAGE AND REGENERATION

Regeneration is the positive transformation of a place that has previously displayed symptoms of physical, social and/or economic decline. Heritage-led regeneration can add significantly to an area's sense of place as it reflects and respects its context and emphasises local history and community.

A recent MORI survey found that 96 per cent of people in the North East (92 per cent nationally) felt it important to keep historic features wherever possible when trying to improve villages, towns and cities. The survey found that concern about the state of buildings in their area often acts as a motivation for people to take much greater interest in local heritage. A recent report on Newcastle and Gateshead also indicated that the culturally-led regeneration of the area is beginning to lead to a 'brain gain' of graduates and professionals from outside the region, as well as improved retention of local graduates. Major cultural attractions, and the area's diversity and authenticity of historic buildings are cited as some of the main reasons why people have chosen to live there. (Demos/RICS (2003), *Northern Soul*). The re-use and revitalisation of the historic environment, including buildings, parks, gardens, streetscapes and landscapes helps to achieve successful regeneration. It is directly linked to people's desire to live in an interesting, distinctive and attractive environment and can result in cultural pride, employment and tourism revenue.



Gateshead: Architecture in a Changing English Urban Environment
© English Heritage

The NewcastleGateshead Housing Market Renewal Pathfinder

The Housing Market Renewal Pathfinder is a fifteen-year programme designed to develop and sustain communities in which people want to live. The NewcastleGateshead Pathfinder covers 77,474 homes with a population of 467,359. It was awarded an initial £2.7 million to start the process and, in 2003/4, was awarded a further £7 million as part of a negotiated £73 million total award to March 2006.

English Heritage and the Commission on Architecture and the Built Environment are working closely with the Pathfinder authorities to help them assess the significance and character of the housing market renewal areas and to encourage high quality environments, recognising heritage as an asset.

In an attempt to record some of the region's local distinctiveness English Heritage and Gateshead Council have collaborated to produce *Gateshead: Architecture in a Changing English Urban Environment*. The publication gives a profile of housing in Gateshead and shows how each style responded to the changing demands of the population. The book, and the partnership which produced it, aim to ensure that understanding of Gateshead's historic environment is at the heart of planning for future change and development.

USING AND BENEFITING

C2 HERITAGE TOURISM C3 PARTICIPATION AND ENGAGEMENT



Conference members at Swinburne Castle
© English Heritage

Privately owned heritage: problems and solutions – joint conference between English Heritage and the Historic Houses Association (HHA)

Much of the historic environment of the region is in private ownership, and private owners play an essential role in managing, caring for, and often providing public access to buildings and landscapes which are of wider benefit to everyone.

In May 2004 English Heritage and the HHA organised a joint conference at Swinburne Castle, Northumberland to discuss challenges facing owners of privately-owned historic sites such as meeting the cost of specialist maintenance, sensitive modernisation and providing access.

The conference was attended by more than 70 property owners, land agents, conservation officers, architects and developers from across the country.

C2 HERITAGE TOURISM

The addition of certain key heritage attractions in the region has led to a marked increase in visitors to the region:

- There are 58 Historic Houses Association member houses in the region, of which nine are regularly open to the public. Together they attracted 293,015 visitors in 2002. However, in 2003 this figure increased more than threefold to 997,955 with the opening of Alnwick Gardens
- The Hadrian's Wall Path National Trail officially opened in May 2003. It has become a major tourist destination in the North East, with steadily rising tourist numbers

C3 PARTICIPATION AND ENGAGEMENT

Historic attractions in the North East include privately-owned stately homes, community-run museums, gardens managed by local authorities and world heritage sites. They provide education and enjoyment for their visitors and make a significant contribution to the economy of the region.

In 2003/04 all regions (except London) saw an increase in visits. The North East recorded the highest increase (16 per cent), continuing the trend from 2002. This follows the greatest decline in any region in 2001 (12 per cent due to Foot and Mouth Disease).

The increase in visits in the North East was driven partly by the 14 per cent increase in visits to museums/art galleries (the highest increase in any region) and 15 per cent increase in visits to historic houses/castles (also the highest in any region).

Other key trends include:

- Visits to places of worship declined in all regions except the North East, North West and Yorkshire and The Humber

- As in 2002, rural attractions enjoyed increases in visits in 2003 in all regions, particularly the North East (14 per cent). However, the highest increase (19 per cent compared to no change nationally) was to urban locations
- Despite having one of the smallest increases in adult admission charges (13 pence or four per cent), the North East had one of the greatest average increases (11 per cent) in gross revenue

C4 EDUCATION AND LIFELONG LEARNING

The historic environment is an invaluable educational resource. It is a tangible link with the past and helps bring history to life. The North East Culture and Education Forum was established by partners to provide strategic advice and advocate the use of culture and creativity in education and learning. In addition, the group has debated how a 'cultural entitlement' might be delivered at regional level, and is about to commission research that explores the impact of cultural activity on educational engagement and attainment.



Hadrian's Wall Major Study, 2004

© English Heritage

Hadrian's Wall major study, 2004

In 2003 there were an estimated 776,000 visitors to Hadrian's Wall. These significant numbers inspired ONE North East and the North West Development Agency to examine the potential of Hadrian's Wall to support the regeneration of the north of England within the framework of the management plan and taking into account the environmentally sensitive nature of the landscape.

The report points out that the wall is geographically diverse with a variety of owners and operators, resulting in different presentation and quality of interpretation. It suggests that a joint vision, a more focused organisational set-up and effective partnership will create a more cohesive visitor experience as well as boost the region's economy through visitor spend and jobs created.

■ "Who Do You Think You Are – Geography, Identity and the Historic Environment in the North East" survey was conducted by telephone among representative samples in four geographical areas (Tyne & Wear, Cleveland, Durham, Northumberland). Quotas were set within each sub-region for age, sex and working status. Data were weighted to reflect the sub-regional profiles. Interviewing took place between 6-12 January 2004 and a total of 1,030 interviews were achieved overall.

THEMATIC REPORT: Economic, Cultural and Social Impact of the Historic Environment in the North East

The North East Regional Historic Environment Forum has recently commissioned a study to assess the economic, cultural and social impact of the historic environment in the region. The aim of the report is to collate and present relevant information; analyse changing regional policy, funding and institutional structures; and make the case for the historic environment.

The report examines the wider economic impacts of the historic environment through tourism, urban renaissance, rural regeneration, skills development and regional competitiveness and distinctiveness. Aspects of the historic environment that have a cultural impact are also assessed including cultural and creative industries; wider cultural product of all of the region; liveability and quality of life; events and participation; and regional and local image, identity and profile.

Finally, the social impact of the historic environment in enhancing education and learning; providing a focus for community participation and volunteering; involving diverse groups; providing places for recreation and play and a place where people live is assessed.

WHO DO YOU THINK YOU ARE?: Geography, Identity and the Historic Environment in the North East

In 2003 English Heritage in the North East commissioned MORI to conduct a study to explore how the historic environment is important to the region beyond its economic value in conjunction with the HOME project being led by Northern Print and ISIS arts studio. The result is a report entitled *Who Do You Think You Are? Geography, Identity and the Historic Environment in the North East*. ■

The report showed that the North East has a strong regional identity and a strong sense of the importance and value of its historic environment—especially local heritage:

- **Heritage is most closely associated with the built environment by most audiences.** There is a strong sense that they should be preserved for future generations.

- 96 per cent overall think 'that it is important to keep historic features wherever possible when trying to improve villages, towns and cities'

- 93 per cent think that 'heritage can mean my local area as well as historic castles and stately homes'

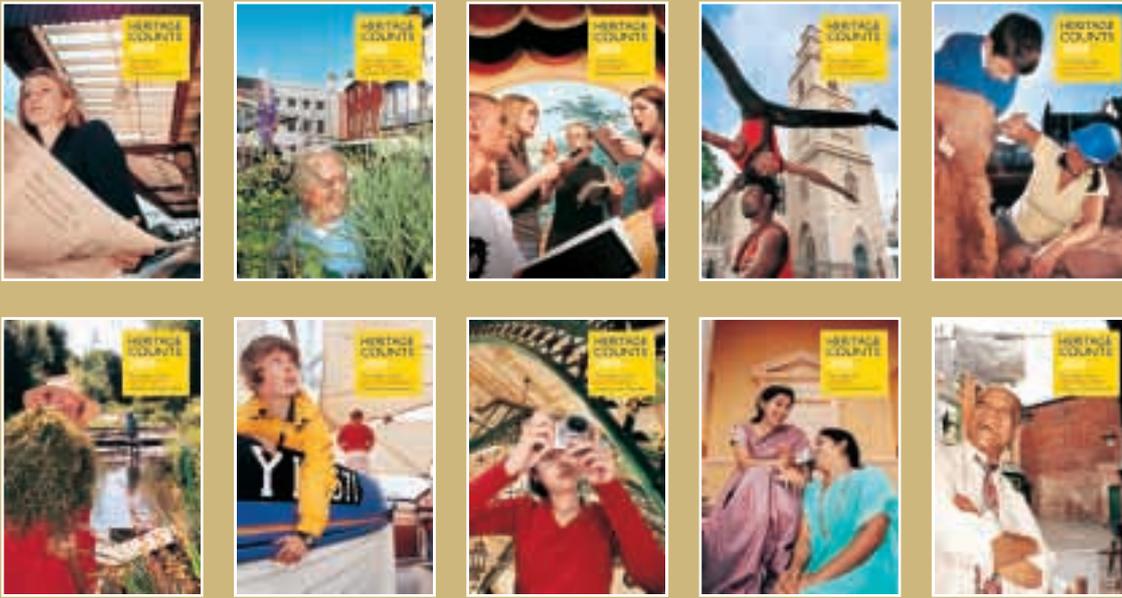
- 92 per cent think that 'the heritage in my local area is worth saving'

- 84 per cent think that 'my local area would not be the same without heritage' again with majorities in each area 'strongly' agreeing.

- **Concern about the state of buildings in the local areas is a motivation for many to take a greater interest in the historic environment.** Widespread support for finding ways to improve derelict and boarded-up buildings and improving the state of buildings are high spending priorities and are testament to the strength of feeling on these issues. When residents were asked about how money should be spent on heritage issues, improving the built environment is the second highest priority: saving historic buildings (45 per cent), improving local shops, streets and homes (38 per cent), and improving access to historic buildings (25 per cent).

- **Educating children about heritage is felt to be of high importance by all groups.** 98 per cent overall think that it is important to educate children about heritage with majorities in each area 'strongly' agreeing. This is slightly up on comparable reports. Also, two thirds of residents agree, when asked how money should be spent on heritage issues that education is a priority.

This study is a significant tool for demonstrating the value of the heritage, beyond purely economic factors. It shows that the historic environment is important to the people of the region, even if they do not go out and visit it and that local heritage is part of what creates the identity and distinctiveness of the region.



The North East Historic Environment Forum was formed in 2001, bringing together organisations with experience in the various aspects of the heritage sector, to advocate the need for the protection, restoration, promotion and positive management of the historic environment.

- Association of Local Government Archaeological Officers
- Commission for Architecture and the Built Environment
- Country Land and Business Association
- Culture North East
- Department for Culture, Media and Sport
- English Heritage
- Heritage Lottery Fund
- Historic Houses Association
- Institute of Historic Buildings Conservation
- National Trust
- North East Civic Trust
- North East Museums Hub
- North East Museums, Libraries, and Archives Council
- North East Regional Assembly
- ONE North East

