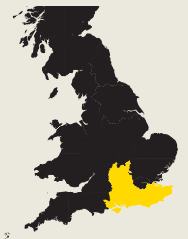


HERITAGE COUNTS

SOUTH EAST



Heritage Counts 2010 is the ninth annual survey of the state of the South East's historic environment. It is prepared by English Heritage on behalf of the South East 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 South East.

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 being in the wider economy 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%). New Road, Brighton was assessed as part of this research and is discussed below.

NEW ROAD, BRIGHTON

New Road is a street on the east-side of Brighton's city centre, which links the gardens of the Royal Pavilion to the new Jubilee library. The street was built by the Prince of Wales in the early 19th century to help divert traffic around the Royal Pavilion. It is part of a conservation area and has a number of listed buildings, including two theatres.

INVESTMENTS IN NEW ROAD

Prior to the recent investment in the public realm, New Road was a one-way street with narrow footways and cycle lanes, and few places to sit and relax. Despite it providing the main access to the Theatre Royal and Pavilion Theatre, New Road itself was not generally considered an attractive place for people to come and spend time.

Given the importance of the street's location and use, Brighton Council was committed to ensuring its potential was realised. In 2007, the Council commissioned a design team to assess how the streetscape could be enhanced, investing £1.45 million in its improvement.

ECONOMIC IMPACT

New Road has become one of the first 'shared space' schemes in the country. It is no longer divided into separate areas for different users, but is a shared space that is able to accommodate the more informal uses associated with theatres, cafes and restaurants. Investments have been made in the layout of the street surface and furniture which are designed to encourage defensive driver behavior and make the environment less hazardous.

As a result of the changes:

- ▶ Traffic levels have dropped by 93%, pedestrian and cycling numbers have risen by 162%, and the street has become one of the most popular attractions in the city.
- ▶ The Council has encouraged restaurants, cafes and bars to use the street for continental style outdoor seating.



Image New Road Brighton © Brighton and Hove City Council

- ▶ The street has become the focus of a cultural quarter and is used regularly for events such as farmer's markets and festivals.
- ▶ The investment has won a number of awards including one from the Council for Architecture and the Built Environment (CABE), and was one of three finalists for the Academy of Urbanism 2010 Great Place award.

The investments in New Road are an example of how innovative investments in the historic environment, even if they don't necessarily create new space, can help contribute to the economic activity of surrounding areas.

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

SOUTH EAST	2010
WORLD HERITAGE SITES	2
SCHEDULED MONUMENTS	2,629
LISTED BUILDINGS GRADE I	1,715
LISTED BUILDINGS GRADE II*	3,806
LISTED BUILDINGS GRADE II	70,568
REGISTERED PARKS AND GARDENS	367
REGISTERED BATTLEFIELDS	6
PROTECTED SHIP WRECKS	19
CONSERVATION AREAS	2,119
DESIGNATED COLLECTIONS	19
ACCREDITED MUSEUMS	252

CARING AND SHARING

HERITAGE AT RISK

The Heritage at Risk programme supplies the historic environment sector with information on the state of the historic environment and is increasingly used to direct funding, research and policy decisions in the historic environment. In 2010 there were a total of 542 entries on the South East Heritage at Risk Register across all asset types, down 40 from 2009.

MANAGING POSITIVELY

The amount of planning activity in the South East has continued to fall in 2010. There were 82,375 planning application decisions in 2009/10, a 29.7% fall since 2002/03; 5,599 listed building consent decisions, a 16.8% fall since 2002/03 and 493 conservation area consent decisions, a 0.8% fall since 2002/03. In the main, this fall is due to the recession and the corresponding decrease in building work.

LOCAL AUTHORITIES

Survey work undertaken in 2003, 2006, 2008 and 2010 identifies a reduction in the number of conservation staff employed at local authorities in the region. In 2003 there were 193.3 full time equivalent staff in the region and by 2010 this was down to 183.4 (a decrease of 5%).

CAPACITY AND RESOURCES

Spending in this historic environment comes from a wide variety of sources – public, private and voluntary. Whilst it is impossible to collate all this data to produce an overall figure for spend in the historic environment it is possible to monitor spend by two key sources in the region – English Heritage and

the Heritage Lottery Fund (HLF). English Heritage paid out £2.4m in grant aid in 2009/10, the majority towards sites identified as 'at risk' or to places of worship. The HLF awarded nearly £1.6m in 2009/10 – an increase of 33% on 2008/09 which saw the lowest ever amount of funding awarded by the HLF in the region, which in part was due to changes in the way HLF allocate funding. In 2010/11 the HLF's resources for new grants is expected to increase due to higher ticket sales. It may also increase further from 2011/12 if the government enacts proposals to change how Lottery shares are awarded.

USING AND BENEFITING

PARTICIPATION AND VISITING HISTORIC VISITOR ATTRACTIONS

The number of Heritage Open Days in the region continues to grow – in 2009 there were 1,073 events, up 287 since 2007.

In 2009/10 there were: 1.2 million visitors to English Heritage staffed sites in the region, up nearly 12% on the previous year; 4.6 million visitors to staffed National Trust sites in London and the South East, up 16% on 2008/09; and 3.8 million visitors to Historic Houses Association properties, again up 12% on the previous year. These increases are indicative of the successful summer last year for all domestic tourism attractions.

KEY POLICY DEVELOPMENTS

2010 has been a year of great change for the historic environment sector in the region. In March 2010 *Planning Policy Statement 5 (PPS5): Planning for the Historic Environment*, was published by CLG and DCMS. Shortly afterwards the government also published its *Vision Statement on the Historic Environment*. Together they provide a new integrated approach to the historic environment which will help ensure its significance is taken into account in the planning process whilst

maximising opportunities for enjoyment of heritage. The overriding objectives of PPS5 are to deliver sustainable development in a way that recognises the role of the historic environment; to conserve England's heritage assets in a manner appropriate to their significance and to contribute to our knowledge and understanding of our past.

Changes to regional governance have been introduced this year that have implications for the sector. The South East Regional Partnership Board, formerly the Regional Assembly, closed in July 2010. The Coalition Government has also outlined plans to abolish Regional Development Agencies by March 2012 at the latest and replace them with Local Enterprise Partnerships. These changes are tied up with the Government's plans to reduce public spending and to strip out the regional tier of governance. They are bound to have an impact on the many publicly funded organisations who are vital to the protection and management of the historic environment, for example local authorities, museums and visitor sites. Whilst a proposed increase in HLF funding may mitigate the full impact of the fall in government spending on heritage, funding will still be significantly less in the future than it has been in recent years. The sector will need to be ever more creative in maximising the effect of available resources to ensure we can both conserve and enjoy our heritage.

Heritage Counts 2010 is produced by English Heritage on behalf of the South East Historic Environment Forum:

- Association of Gardens Trusts
- Association of Preservation Trusts
- Association of Local Government Archaeological Officers
- Campaign to Protect Rural England
- English Heritage
- Government Office South East
- Heritage Lottery Fund
- Historic Houses Association
- Institute of Historic Buildings Conservation
- Museums Libraries and Archives
- National Trust
- Natural England
- South East Protected Landscapes

If you would like this document in a different format, please contact our Customer Services department:

Telephone: 0870 333 1181

Fax: 01793 414926

Textphone: 01793 414878

E-mail: customers@english-heritage.org.uk



ENGLISH HERITAGE