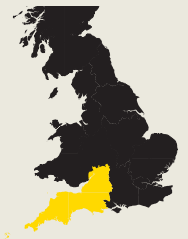


HERITAGE COUNTS

SOUTH WEST



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 South West 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 West.

HERITAGE AND ECONOMIC IMPACT

Investing in the historic environment brings real economic benefits to local places. New research for *Heritage Counts* shows that on average £1.0 of investment in the historic environment generates an additional £1.6 in the local economy over ten years; 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%). Plymouth Barbican in the South West was assessed as part of this research and is discussed below.

THE BARBICAN, PLYMOUTH

Plymouth's Barbican comprises much of the city's historic core which developed between the C13th and C18th. It is characterised by late medieval buildings, narrow cobbled streets and the historic waterfront, from which the Pilgrim Fathers set sail in 1620. It was one of the few parts of the city centre that escaped destruction in the Second World War and is an essential part of the city's heritage. The Barbican was one of the earliest conservation areas in the country to be designated.

INVESTMENTS IN THE BARBICAN

By the 1950s the Barbican had severely deteriorated and was, for a time, under threat of demolition. The Barbican Association was formed to campaign for its preservation. The Barbican's properties, which were primarily owned by Plymouth City Council, were then transferred to the Association on long leases so that they could refurbish and maintain them in perpetuity.

The Sutton Partnership, a partnership between The Sutton Harbour Company and the City Council, was established about six years ago as a delivery mechanism for regeneration around the harbour. It undertook a series of investments in new build residential and office blocks overlooking the harbour and improvements to the public realm.

ECONOMIC IMPACT

As a result of the preservation of the Barbican and the recent investments that have been undertaken:

- ▶ The Barbican has evolved into the primary restaurant area in Plymouth. The number of pubs, bars and restaurants in the area increased from 13 to 21 between 2001 and 2010, while improvements to the streetscape and buildings have also allowed outside seating for restaurants.
- ▶ The area has a vibrant mix of businesses including bookstores, gift and antique shops, bakers and an interior designer, nearly all of which are independent.
- ▶ The area has become the focus for other leisure and cultural activity. For example, it hosts the Plymouth Jazz and Blues Festival, which has become one of the city's most popular events.



Image Plymouth Barbican looking towards Quay Road © Plymouth City Council

- ▶ There is office accommodation in the upper floors of the Barbican, and the area now has a substantial residential population.

2009 research by Plymouth City Council which interviewed 1,500 visitors living up to 120 miles from Plymouth found that:

- ▶ The Barbican was in joint second place as the main visitor destination in Plymouth alongside the neighbouring Plymouth Hoe. The Barbican was more popular among those travelling from 60-120 miles than those travelling a shorter distance indicating its importance in attracting visitors to Plymouth from further afield.
- ▶ The Barbican's popularity was considered to be due to the area's character. It was found to be most liked by survey respondents for its ambience and for being regarded as 'My Sort of Place'.

The investments in the Barbican show how investments in the historic environment can create destinations which attract visitors to local areas and help support a range of independent businesses.

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 WEST	2010
WORLD HERITAGE SITES	4
SCHEDULED MONUMENTS	6,968
LISTED BUILDINGS GRADE I	1,993
LISTED BUILDINGS GRADE II*	5,035
LISTED BUILDINGS GRADE II	81,518
LISTED OTHER*	130
TOTAL LISTED BUILDINGS	88,676
REGISTERED PARKS AND GARDENS I	28
REGISTERED PARKS AND GARDENS II*	95
REGISTERED PARKS AND GARDENS II	171
TOTAL REGISTERED PARKS AND GARDENS	294
REGISTERED BATTLEFIELDS	8
CONSERVATION AREAS	1,534

* Listed buildings currently ungraded or listed at grades A, B, and C

CARING AND SHARING

- ▶ 17 grade I or II* buildings were added to the regional *Heritage at Risk* Register this year, bringing the total number of at risk buildings in the region to 173.
- ▶ Nine buildings were removed from the Register in 2009.
- ▶ 12% of the conservation areas surveyed in the region are at risk.
- ▶ 1,409 scheduled monuments are at risk in the South West, representing 20% of all monuments in the South West.
- ▶ Planning applications in the South West are decreasing in line with the national trend (down 30% in the eight years 2002/03 to 2009/10) to 56,300.
- ▶ Listed building consents and conservation areas consents have also decreased since 2002 to 5,687 and 455 respectively in 2009/10, but scheduled monument consents and registered parks and gardens referrals steadily increased over this period to 199 and 150 respectively.
- ▶ In 2009/10 English Heritage offered £2.62m to 57 projects and the HLF offered £7.03m to 133 projects.
- ▶ Since 2005, Natural England have allocated over £9m (20% of the national total) to Environmental Stewardship projects in the region which include an historic environment option.

- ▶ Between 2008 and 2010 thirty Local Authority Full Time Equivalent (FTE) posts working on the historic environment in the region were lost; a 16% decrease as opposed to 6% nationally, and greater than any other region. There are now 159.6 FTE in the South West.

USING AND BENEFITING

- ▶ The number of Heritage Open Days is increasing year on year in the South West, which hosted 13% of all HODs in 2009 (514 events).
- ▶ The number of National Trust members in the South West is 609,122 an 8.6% increase over the period 2006/07 to 2009/10.
- ▶ Just under a quarter of all the National Trust's volunteers are in the South West (12,851).
- ▶ There were 1.6m visitors to staffed English Heritage properties in 2009/10, up 8% on the previous year; and 4.4m visitors to the region's staffed National Trust properties, up 15% from the previous year.
- ▶ Education visits to English Heritage properties in the South West have increased by 33% since 2001 against a national decrease of 7% over the same period. They account for nearly 20% of all English Heritage Education visits.

KEY POLICY DEVELOPMENTS

The national Heritage Counts document www.heritagecounts.org.uk outlines the key national policy developments that have taken place since the election of the Conservative and Liberal Democrat Coalition Government in May 2010.

IN THE SOUTH WEST:

Government reorganisation in the region is in progress at the time of writing. Heritage organisations and agencies will need to understand and engage with

new groups and sectors – for example the emerging Local Enterprise Partnerships to ensure that the historic environment and its capacity to promote quality of life is reflected in their work.

There will be challenges around effective management of change in the historic environment in the light of public sector funding cuts and the 16% decrease in the numbers of local authority staff working in the historic environment in the South West between 2008 and 2010. Achieving best practice as set out in Planning Policy Statement 5 (PPS 5) with less funding and expertise will inevitably present challenges in the future. New ways of working are likely to be needed and some are in development, for example shared service models.

Voluntary and community groups already make a significant contribution to the quality of life in the South West – over 1% of the region's adult population are regular heritage volunteers. The Government's Big Society initiative could provide further impetus to this activity. Many voluntary and community groups are directly involved in the regeneration of major historic assets. For example Building Preservation Trusts are taking on key buildings at risk whilst commercial developers continue to feel the impacts of recession. The Big Society agenda could also support communities to celebrate local historic assets, for example through Heritage Open Days which has scope for further development in the South West.

The South West has the longest coastline of all English regions. Fishing, trade, naval defence, seaside tourism and communication are important to the region's identity and have shaped its terrestrial and marine historic environment. Changes in coastal and marine policies – particularly around the Marine and Coastal Access Act – are therefore of key importance to the South West. These are summarised and discussed in further detail in a supplement to *Heritage Counts South West 2010* and is available on www.heritagecounts.org.uk

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