

HERITAGE COUNTS

The State of the
SOUTH WEST'S
Historic Environment

2005



Heritage Counts 2005 in the South West

Cover image: Bee keeping in an orchard in Burrington, a small village located within the Mendip Hills Area of Outstanding Natural Beauty. Alex Sampson has been keeping bees in traditional hives for over 20 years. The bees provide natural pollination for the orchard. Apple growing for cider making has been at the heart of rural life in Somerset for many generations and is an integral part of the county's historic and natural environment.

Heritage Counts is the annual survey of the state of England's historic environment. The report identifies the principal trends and challenges affecting the historic environment, with a particular focus in 2005 on the state of England's rural heritage. This report is one of nine separate regional reports and has been prepared by English Heritage on behalf of the South West Historic Environment Forum. It should be read in conjunction with the national report, *Heritage Counts 2005*, available at www.heritagecounts.org.uk.

The theme for this year's *Heritage Counts* is the rural historic environment. This is particularly relevant to us in the South West, given that we have the highest proportion of rural land of any English region. Our rural areas are experiencing many changes that will have a considerable impact on the historic environment, such as agricultural restructuring, the loss of traditional farm buildings and land (especially orchards), the continuing growth of our towns and cities, and the effects of climate change.

There have been many welcome developments over the past year, such as the Government's increasing support and encouragement for our farmers to play a greater role in managing the land for its historical and environmental value as well as for food production. The historic environment is proving a huge asset for the region, and this report contains many examples of historic buildings and landscapes that are increasingly delivering economic, social and environmental benefits to our rural communities. I hope you find *Heritage Counts 2005* a useful and informative publication.

Dr Robert Bewley
Chair of the South West Historic
Environment Forum

INTRODUCTION TO THE REGION

The South West is the largest of the nine English regions and covers 18 per cent of the total land area of England. Almost five million people live there, a figure that is expected to increase by 669,000 over the next 20 years. One of the defining features of the South West is the predominantly rural nature of the region:

- Just over half the region's population live in rural areas, a higher proportion than any other region in England.
- Nearly 40 per cent of the landscape of the South West is designated for its outstanding qualities either as a National Park or Area of Outstanding Natural Beauty (AONB).
- Farmland makes up approximately 80 per cent of the total area of the region.
- Farming accounts for 2.5 per cent of the region's Gross Domestic Product.
- With just over 620 miles of coast, the South West has the longest seaboard of any English region.

THE HEADLINES

- £70 million was awarded to 151 projects in the South West in 2004/05 by the Heritage Lottery Fund.
- £3.6 million was awarded to projects in the region in 2004/05 by English Heritage.
- There are 163 Grade I and II* listed buildings and structural scheduled ancient monuments at risk in the region, a reduction of seven over the previous year.
- The region lost 45 per cent of its parkland between 1918 and 1995.
- Changes to key rural agencies will come into effect over the next year with the creation of Natural England.
- In 2005, two major government schemes were launched which affect farming and the rural historic environment: the Single Payment Scheme and the Environmental Stewardship Scheme.
- Over a half of all contractors in the region are facing difficulties recruiting staff with traditional building skills.

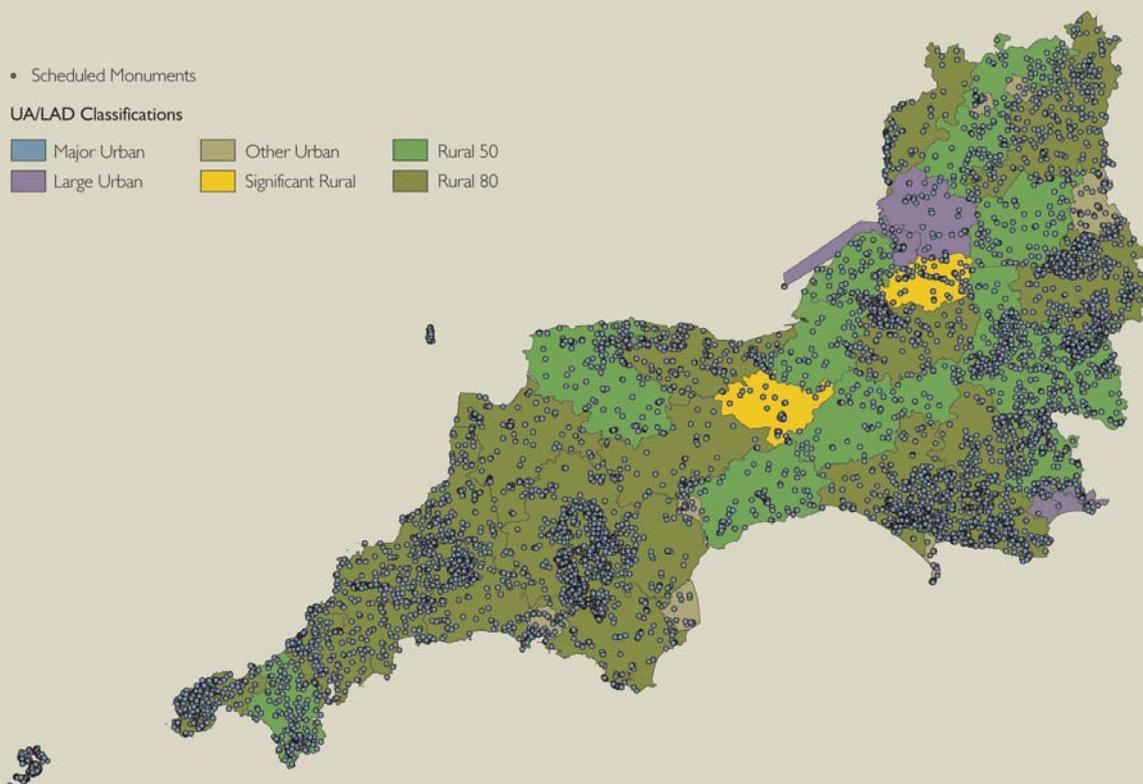
The historic environment in the South West: distribution of assets

South West – Regional Data

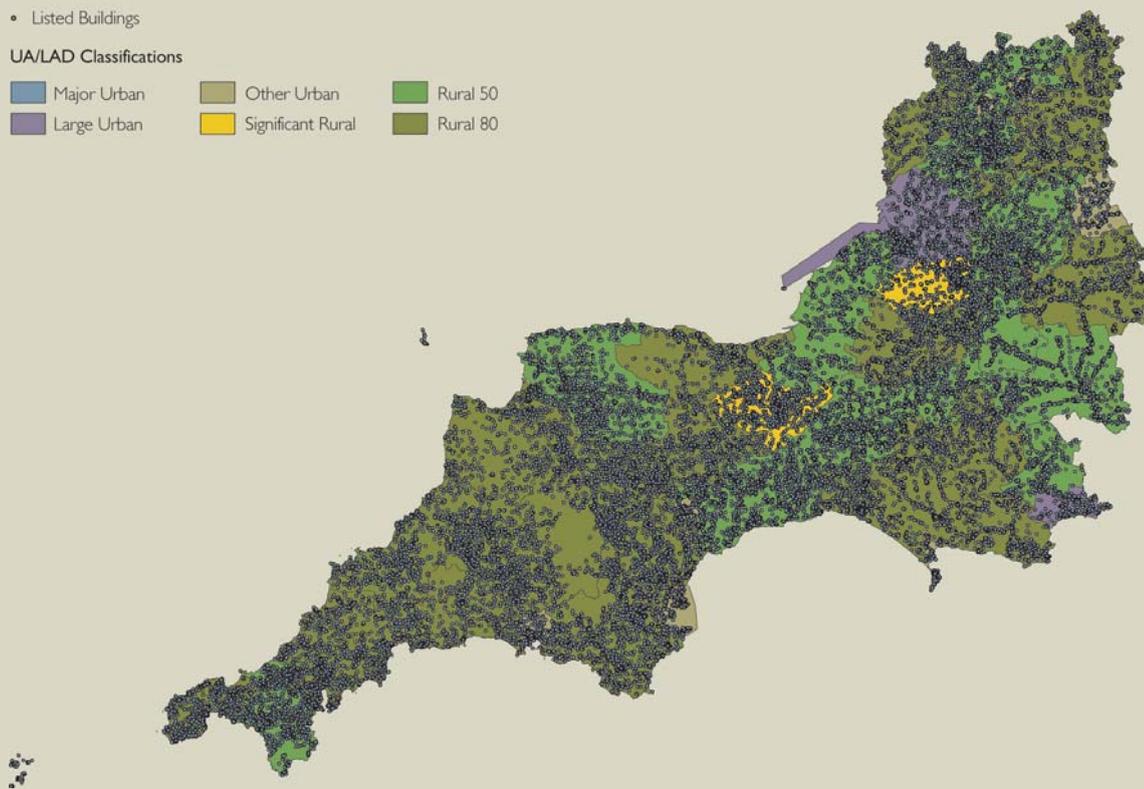
COUNTY AND UNITARY AUTHORITIES	DISTRIBUTION OF LISTED BUILDINGS	DISTRIBUTION OF SCHEDULED MONUMENTS	DISTRIBUTION OF REGISTERED PARKS & GARDENS AND BATTLEFIELDS	DISTRIBUTION OF CONSERVATION AREAS
AVON				
BATH AND NORTH EAST SOMERSET	2,961	56	16	33
BRISTOL	2,180	23	10	33
NORTH SOMERSET	1,065	67	8	35
SOUTH GLOUCESTERSHIRE	2,052	31	9	28
CORNWALL	12,510	1,350	36	155
ISLES OF SCILLY	129	238	0	1
DEVON	19,150	1,723	47	295
PLYMOUTH	792	36	6	15
TORBAY	860	13	6	24
DORSET	9,516	1,024	30	177
BOURNEMOUTH	241	3	2	21
POOLE	225	16	4	21
GLOUCESTERSHIRE	12,809	468	53	236
SOMERSET	11,651	605	38	188
WILTSHIRE	12,191	1,313	36	241
SWINDON	648	52	3	28

Source: English Heritage

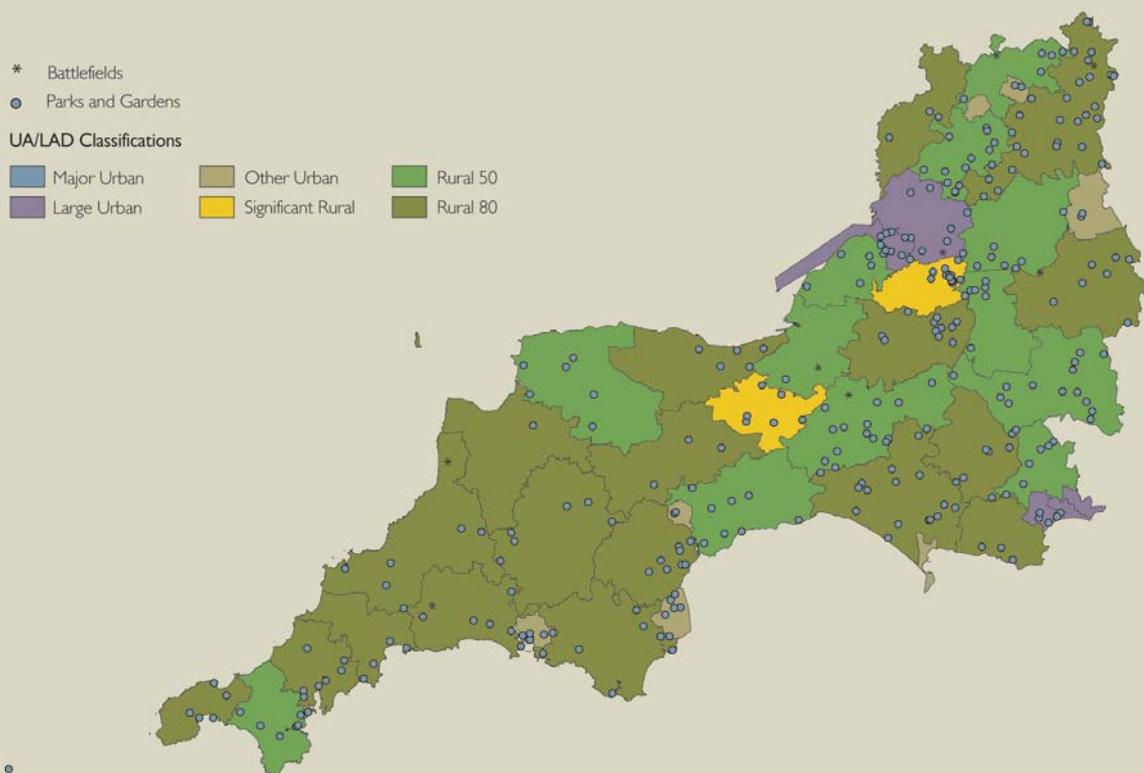
Scheduled Monuments in the South West Region against the Rural/Urban Classification of Local Authorities



Listed Buildings in the South West Region against the Rural/Urban Classification of Local Authorities



Battlefields and Parks & Gardens in the South West Region against the Rural/Urban Classification of Local Authorities



A

Understanding the region's assets



Stonehenge and Avebury World Heritage Site

For many years, important archaeological features within the world heritage site were being damaged or destroyed by ploughing. A Countryside Stewardship Special Project was developed to provide enhanced payments to local farmers to convert arable land to permanent grassland to protect the archaeology. To date, 450 hectares of arable land have been converted to grassland, protecting 125 monuments and creating a rich habitat for wildlife. Recognising the need for this level of payment has led to higher rates of grant being introduced nationally to protect archaeology.

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A.1 DESIGNATED HISTORIC ASSETS

A.1.1 WORLD HERITAGE SITES

There are 16 World Heritage Sites in England, three of which are in the South West: Stonehenge, Avebury and associated sites (inscribed in 1986); the City of Bath (inscribed in 1987); and the Dorset and East Devon Coast, known as the Jurassic Coast (inscribed in 1986). The Cornwall and West Devon Mining Landscape has been chosen as the UK's 2005 nomination for becoming a World Heritage Site. A decision is expected sometime in 2006.

A.1.2 SCHEDULED MONUMENTS

Uninhabited buildings and sites of archaeological or traditional interest can be scheduled by the Secretary of State for Culture, Media and Sport as nationally important sites. Since last year, the number of scheduled sites in the South West has increased from 6,944 to 7,018. The South West has by far the largest number of scheduled sites in England – 35 per cent of the national total – and the majority of these can be found in the region's rural and upland areas.

A.1.3 LISTED BUILDINGS

Buildings and built structures are listed by the Secretary of State for Culture, Media and Sport in three grades (I, II* or II) according to their historical or architectural importance. There are 372,038 listed building entries (including structures) in England, of which 30,491 are listed Grade I and II*.

There are 88,980 listed building entries in the South West Region, 24 per cent of the total for England. The number of listed buildings in the South West has increased by 48 on the previous year. Of all Grade I and II* listed buildings in England, 23 per cent are found within the region.

90 per cent of all listed buildings in the South West are located within predominantly rural areas. This is reflected in the many listed churches, agricultural and farm buildings in the region.

A.1.4 REGISTERED LANDSCAPES

The *English Heritage Register of Historic Parks and Gardens* classifies designed landscapes using three grades (I, II* and II). The South West has a total of 296 registered landscapes, 18 per cent of the total for England. In terms of high-grade landscapes, the South West has 29 Grade I and 92 Grade II* designated landscapes, a much greater proportion than the national average.

There are 43 registered battlefields in England, eight of which (19 per cent) are in the South West Region. These cover the Wars of the Roses (the Battle of Tewkesbury in 1471), the Monmouth Rebellion (the Battle of Sedgemoor in 1685) and six English Civil War battlefields.

A.1 DESIGNATED HISTORIC ASSETS
A.2 HISTORIC AREAS AND SPACES

A.1.5
**REGISTERED HISTORIC VESSELS
AND WRECKSITES**

The Protection of Wrecks Act (1973) allows the Government to designate wreck sites that are identified as being likely to contain the remains of a vessel, or its contents, which are of historical, artistic or archaeological importance. Of the 42 designated protected wrecks in England, more than half (22) are to be found off the shores of the South West.

A.2
HISTORIC AREAS AND OPEN SPACES

A.2.1
CONSERVATION AREAS

There are 9,374 conservation areas in England, of which 1,530 (16.3 per cent) are in the South West. This is an increase of 22 over the previous year. In 2005, the Government introduced a new set of Best Value Performance Indicators for conservation areas. These are intended to monitor the number of conservation areas within each local authority area and the proportion of these that have an up-to-date character appraisal and a published management plan.

A.2.2
DESIGNATED AREAS

There are two National Parks, Exmoor and Dartmoor, and 14 AONBs in the South West, covering 37 per cent of the region's area. National Parks and AONBs help underpin the rural economy of their areas. Their management plans address issues of tourism, farming, the economy and the natural and historic environment.



Royal William Yard, Plymouth

The Royal William Yard was designed by Sir John Rennie in 1824, and most of its buildings are listed Grade I and II*. The Yard is the most complete victualling yard in the world and is of international importance. The Navy withdrew from the Yard in 1992 and since 1999 it has been in the ownership of the South West Regional Development Agency (SWRDA), who has invested more than £25 million on repairing the exterior of the listed buildings and on improvements to the Yard's roads, pavements and quaysides. English Heritage has been actively involved in the regeneration of the site; setting the framework for development and by sustaining a close and detailed involvement with all parties.

© South West Regional Development Agency



Bigswier Wood, Gloucestershire

Bigswier Wood, an area of ancient woodland near Redbrook in Gloucestershire, is a Site of Special Scientific Interest and a Special Area of Conservation. Offa's Dyke, the 8th-century boundary between England and Wales, passes through the wood and the earthwork has been at risk of damage from falling trees tearing up tree roots. In 2005, as part of a project supported by the Heritage Lottery Fund, the Woodland Trust carried out targeted thinning work to protect the Dyke for future generations, while at the same time prolonging the life of the ancient trees through surgery.

© J. Davis (Woodland Trust)

A.2.3

ANCIENT WOODLAND

Ancient woodland (land that has been continually wooded since at least AD 1600) is a key component of the historic environment. Ancient woodlands cover just over three per cent of the land area in the South West Region (the figure is 2.6 per cent for England as a whole). There are also some significant areas of ancient trees in the South West, such as Savernake Forest in Wiltshire. Ancient woodland sites are irreplaceable – the interactions between plants, animals, soils, climate and people are unique and have developed over hundreds of years. The Government's recently published policy on ancient and native woodland, *Keepers of Time* (Defra and the Forestry Commission, 2005) is seeking to maintain and increase the area of native woodland.

A.2.4

THE COAST

The region's coastline is 634 miles long and includes Lundy Island and the Isles of Scilly. 396 miles are designated as Heritage Coast, which is 60 per cent of the total Heritage Coast in England. This includes the Jurassic Coast World Heritage Site.

Rapid Coastal Zone Assessments have been undertaken in many parts of the region to provide information on the historic environment in coastal areas. In 2005, the National Trust published *Shifting Shores*, a new pamphlet about the future management of the coastline in the face of climate change and sea-level rise. In the South West, the National Trust owns 350 miles of coastline. 62 Trust sites, covering some 165 miles of the coast, could be affected by erosion over the next century.

A.3 RESEARCH AND KNOWLEDGE

A.3
RESEARCH AND KNOWLEDGE

Understanding and recording the region's assets, and their historical context, is vital in terms of their management and their relevance for future generations. 2005 is the 50th anniversary of the publication of W G Hoskins' *The Making of the English Landscape*. This seminal work greatly increased our understanding of the development of the English landscape. Professor Hoskins had many connections with the South West. He was born in Exeter and was for many years the President of the Dartmoor Preservation Association.

Professor Hoskins' understanding of the English landscape is the foundation of today's method of understanding our historic environment. Historic Landscape Characterisation (HLC) was pioneered in Cornwall in the 1990s. It involves mapping and understanding the landscape of a particular area, from a local village or parish to an entire county or region, to help inform decision making. To date, HLC has been completed for the whole of Cornwall, Devon, Somerset, Gloucestershire and the former Avon area. Work is in progress across Dorset and parts of Wiltshire.

Historic Environment Records (HERs, formerly Sites and Monuments Records or SMRs) are generally kept by local authorities. They are a valuable resource for dealing with planning matters or for those with an interest in the archaeological assets of the area.



Moorland Vision, Dartmoor National Park

Designated as a National Park in 1951, Dartmoor covers 368 square miles of magnificent moorland, wooded valleys and dramatic tors. With many areas of importance both for archaeology and wildlife, the Park Authority has been working closely with stakeholders, including English Heritage, the Royal Society for the Protection of Birds, English Nature and the Rural Development Service of the Department for Environment, Food and Rural Affairs (Defra), to mutually agree a vision for Dartmoor's landscape to the year 2020. Called Moorland Vision, it includes the identification of 14 Premier Archaeological Landscapes (PALs) where managing primarily for archaeology will be possible without conflicting with wildlife interests.

© DNPA

B

Caring and sharing



Lyscombe Chapel, Dorset

Lyscombe Chapel is a 12th-century Grade II* listed building and scheduled monument. Following conversion to domestic use in the 17th century, it was still lived in until the 1950 but subsequently fell into serious disrepair. More recently, a change of ownership resulted in a partnership scheme being set up between the owners, Defra and English Heritage to provide funding for the major repairs which were necessary. Following this work, the building is now a stopping place for walkers on the adjacent footpath and was removed from the *Buildings at Risk Register* in 2005.

© English Heritage

A building has a 'conservation deficit' when the cost of its repair and conversion exceeds its value after repair and conversion. Within the South West, the total deficit reduced from £35.5 million in 2004 to £31 million in 2005. Of the region's 163 buildings and monuments at risk, 128 require additional funding estimated at between £31,000 and £500,000, and a further 21 need £500,000 or more to breach the gap between the cost of repair and their eventual market value. Only 14 do not have a conservation deficit.

As a last resort, buildings may be subject to Urgent Works Notices, Repairs Notices and ultimately to Compulsory Purchase. This situation applies to 26.3 per cent of the buildings at risk in the South West, the highest total for any English region. This represents a slight increase on 2004, when the figure was 24 per cent.

Loss of parkland (areas of designed landscape, wood pasture and former estate lands has been a particular problem) for the region. In 1918, there were an estimated 58,000 hectares of parkland in the region. By 1995, this had been reduced to 32,000 hectares, a loss of 45 per cent, the third highest figure for any English region. Some areas have suffered even more, such as Dorset Heath (68 per cent loss) and the Somerset levels and moors (a 55 per cent loss). The extent of parkland in the region has almost halved, from 2.4 per cent of the region's area in 1918 to 1.3 per cent in 1995.

B.1

HERITAGE AT RISK

English Heritage maintains a *Register of Buildings at Risk* (the *Register*) of all Grade I and II* listed buildings and structural scheduled monuments in England known to be at risk through neglect and decay, or vulnerable to becoming so. There are 145 Grade I and II* listed buildings in the region on the 2005 *Register*. Of these, 34 are Grade I and 111 are Grade II*. Since 2004, there have been 19 deletions from the *Register* in the South West, although 12 have been added, giving an overall reduction of seven. In terms of securing a future for these 145 buildings, conversion to a new use remains the most appropriate course of action. There are also 18 scheduled monuments at risk in the region, giving a total of 163 entries on the *Register* for the South West.

B.2

MANAGING POSITIVELY

In 2005, a number of key organisations in the region produced Just Connect, an integrated regional strategy for the South West for the next 20 years. One of the five headline aims for this strategy is to enhance our distinctive environments (which includes the historic environment) and the quality and diversity of our cultural life.

Work on preparing the Regional Spatial Strategy (RSS) for the South West has been ongoing throughout 2005. Following recent changes by the Government to the planning system, the RSS will become much more important in determining future patterns of growth and development in the region. The RSS, once agreed, will cover the period from 2006 to 2026.

B2 MANAGING POSITIVELY

B.3 CAPACITY AND RESOURCES

The new planning system presents a number of opportunities and challenges at the more local level. Planning authorities now have to produce a Local Development Framework instead of a Local Plan. This will be a more flexible approach to planning, and it is vital that the importance of the historic environment is not diminished in this process. Organisations across the historic environment sector are providing resources, advice and support to local authorities to help achieve this, such as English Heritage's Historic Environment – Local Management (HELM) programme.

B.2.1 PLANNING TRENDS

There were approximately 87,300 planning applications decided in the South West in 2004/05, a reduction of around 6,000 over 2003/04. Of these, 8,145 were for listed building consent, an increase of 269 over the previous year. Works affecting a scheduled monument require the consent of the Department for Culture, Media and Sport. There were 265 applications for consent in 2004/05, compared to 227 in 2003/04.

In the South West, there were 635 decisions on applications for conservation area consent for works affecting buildings and sites within conservation areas. This represents an increase of 25 per cent over the 508 decisions made in 2003/04. The Garden History Society received notification of 140 planning applications affecting sites on English Heritage's *Register of Historic Parks and Gardens in the South West Region* in 2004/05, compared to 116 in 2003/04.

B.2.2 HERITAGE PROTECTION REVIEW

A review of the heritage protection system is currently taking place. The Government's intention is to make the system more open and easier to understand. Changes are being considered that would amalgamate existing designations (listed buildings, scheduled ancient monuments, registered historic parks and gardens, and registered battlefields) onto a new, inclusive and unified list, to be known as *The Register of Historic Sites and Buildings of England*.

A number of pilot projects, launched in May 2004, have been exploring the consequences of unified designation and consent regimes and statutory management agreements. In the South West, these



Freams Cart Shed, Gloucestershire

The owner of a seemingly unprepossessing, though listed, cart shed applied to the Rural Development Service for grant-aid, through an Environmentally Sensitive Areas agreement, to restore the building. Under the tin roof was an old thatch roof, rare in Gloucestershire. This lovely little building is now in the process of being re-covered with long straw thatch and will once again become useful for the storage of vehicles, as originally intended.

© RDS

are: Godolphin Estate, Cornwall; the Weld Estate, Lulworth, Dorset; Cornish Bridges and Crosses; and Arnos Vale Cemetery, Bristol. Further work is underway to evaluate the pilots. The Government is aiming to produce a White Paper in 2006 and to introduce a Heritage Bill in the 2007/08 parliamentary session.

B.3 CAPACITY AND RESOURCES

B.3.1 INVESTMENT

The Heritage Lottery Fund (HLF), established in 1994, is the major non-government fund for heritage projects in the UK. The HLF has given £836 million to heritage projects in English rural areas over the past ten years. For the South West,

B.3 CAPACITY AND RESOURCES

B.4 SKILLS AND TRAINING



Simonsbath Sawmill Project, Somerset

The sawmill lies within the Exmoor National Park and, although not listed, is a rare example of a surviving 19th-century sawmill complex, retaining much of its original equipment. After a long period as the estate sawmill, it was turned to war work in World War I, when large parts of the local plantations were felled for the war effort. It also supplied much of the local requirement for electricity. With the help of a grant of over £367,000 from the Heritage Lottery Fund, the site has been restored as a working 19th-century sawmill, with some basic visitor facilities provided. The site now provides a valuable resource for teaching traditional skills, as well as fulfilling a wider education function.

© English Heritage

the HLF awarded just under £70 million to 151 projects in the region in 2004/05. Of this, £24.2 million (35 per cent) was awarded to 55 projects under the historic buildings and monuments programme; £12.6 million (18 per cent) to six projects under the industrial, maritime and transport programme; and £9.3 million (13 per cent) to 27 projects under the land and biodiversity programme. Other heritage initiatives were awarded £468,500, and museums, libraries and archives £23.3 million (34 per cent in total).

English Heritage in the South West awarded a total of £3.6 million in grant-aid in 2004/05. Of this amount, £1.1 million (30 per cent) was for repairs to historic buildings, monuments and designed landscapes; £1.9 million (53 per cent) was for places of worship; and £626,000 (17 per cent) was for

area regeneration and conservation projects. Grants for places of worship are awarded jointly by English Heritage and the HLF.

Agri-environment schemes help support farmers in caring for the environment while farming, rather than just in producing food. In the South West, since 1994, agri-environment schemes have invested more than £36 million in protecting the historic environment. £11 million of this has been spent on restoring more than 1,100 historically important non-domestic buildings on farms in the region, and £1 million for the specific management and protection of archaeological sites and other features of historic interest in the South West.

Rural Enterprise Scheme Grants are provided to restore and reuse buildings, and funding is available for projects that help develop more sustainable, diversified and enterprising rural economies and communities. A specific category of the Rural Enterprise Scheme is for the renovation and development of villages and conservation of rural heritage.

The Aggregates Levy Sustainability Fund (ALSF) was introduced by the Government in April 2002 to provide funding to tackle the environmental impacts of aggregates extraction. The Fund has enabled English Heritage to distribute over £4.5 million to over 70 projects in the past year. In the South West some 13 projects ranging from community archaeology to resource management have benefited from over £533,000 of grant aid.

European Union (EU) funding has made a significant contribution to enhancing the historic environment in Cornwall and the Isles of Scilly, which qualify for the highest level of EU economic regeneration assistance. Designated as an Objective One area in 1999 and running until 2006, the programme has invested £10.8 million in heritage-led regeneration projects. This has attracted £14.8 million of match funding from the private sector and other public sources, including £2.6 million by English Heritage and £4.9 million by the HLF.

Organisations such as the National Trust play a crucial role in raising funds and investing in the historic environment of the region. The National Trust spends approximately £32 million a year in the South West. The majority of historic buildings and landscapes in the region are in private ownership, where the full cost of maintenance and repair falls to these owners. Local authority expenditure also contributes considerably to the upkeep of the historic environment in the region.

B.4 SKILLS AND TRAINING

B.5 ATTRACTING NEW AUDIENCES

B.3.2

PEOPLE

3,434 people were directly employed at historic properties and museums in the region in 2004/05. This is a reduction of 103 on the previous year.

English Heritage and the Government are working with local authorities to identify a Historic Environment Champion in every local authority in England. Historic Environment Champions are councillors or senior officers of the local authority. Their role is to provide leadership for heritage issues within their council and to help ensure that the historic environment is recognised and valued as an important asset in all the local authority's policies and actions. Within the South West there are currently 22 Historic Environment Champions, an increase of eight over the previous year.

B.4

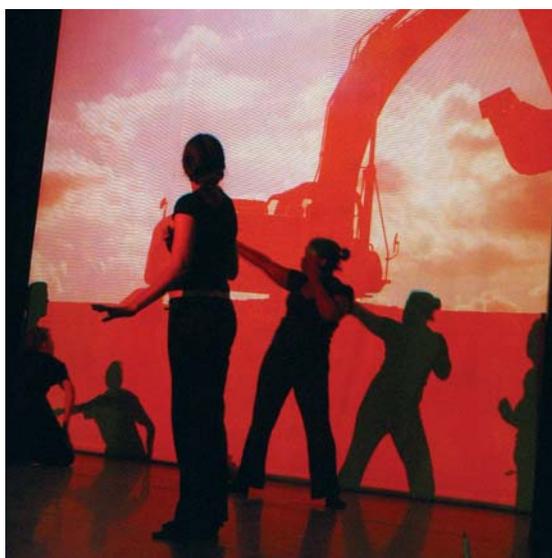
SKILLS AND TRAINING

Maintaining the historic environment is dependent upon keeping alive the skills that have passed down over many years. As well as more general building and construction skills, the historic environment relies on traditional skills such as thatching, lime plastering, dry-stone walling and stone masonry to maintain its historic character and integrity. A number of these skills are at risk of dying out, yet they are a valuable resource that can help improve the economic future of the region, particularly its rural areas. In 2005, the National Heritage Training Group published a skills needs analysis of the built heritage sector in England, which estimated that there were 2,344 traditional building craftspeople in the South West (3.7 per cent of the total for England). Just over a half of all contractors identified recruitment difficulties, the main reasons being a lack of applicants and a lack of skills. Trades most in demand in the region are carpenters, stonemasons, slate and tile roofers, and general builders.

B.5

ATTRACTING NEW AUDIENCES

Many activities take place in the region to broaden access to the historic environment and engage with a wide range of diverse communities. English Heritage and the Civic Trust work in partnership



Memento Mea

The Groundwell Ridge Community Archaeology Project in Swindon involved a group from the local Foyer, which provides accommodation and support for homeless young people. The group visited the site and worked as volunteers on the excavation. One young person was so inspired that he enrolled on an archaeology course. Others in the group devised a work of drama and movement, called *Memento Mea* (being performed above), which drew on the site's Roman past. The group performed the play locally and at this year's Festival of History.

© Calyx

to organise Heritage Open Days, which are held annually to celebrate England's architectural and cultural heritage. Thousands of buildings that are usually closed to the public or charge an entrance fee open for free. Heritage Open Days took place in September 2005, and 360 properties and events were opened across the South West.

The region's coast is well known for its wealth of natural and historic sites, and this wonderful asset is being celebrated throughout 2005 as part of Sea Britain. As well as celebrating historic events, such as the 200th Anniversary of the Battle of Trafalgar, Sea Britain is encouraging people to visit and explore the coast more.

2006 will be the 200th anniversary of the birth of Isambard Kingdom Brunel. There is a rich legacy of Brunel's work across the South West, and a series of events will take place through 2006 under the banner of Brunel 200 (see www.brunel200.com for details).



Muddy Puddles, Hingston Farm, Devon

Hingston Farm is an arable and beef farm in the heart of South Hams, Devon. Its owners decided, around the kitchen table, to diversify into making machine-washable waterproofs for children. The business has flourished and a successful application to Defra's Rural Enterprise Scheme has enabled the conversion of a derelict barn into a much needed warehouse and office. The Rural Enterprise Scheme, administered by the Rural Development Service, provides grants for projects that help develop a more sustainable, diversified and enterprising rural economy.

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The uses and benefits of the historic environment in the South West are wide-ranging and numerous, and make a real contribution to the sustainable development of the region and the quality of life of its inhabitants.

C.1

ECONOMIC BENEFITS

The environment, which includes the historic environment, is recognised by the Regional Development Agency as a key economic driver of the South West's economy. Tourism is one of the key sectors of the economy in the South West Region. With 26 million staying visits to the region, tourism makes up ten per cent of the South West's economic prosperity (GDP). 300,000 jobs, which is one in eight of all jobs in the region, are dependent on tourism (the figure is one in 13 for the UK as a whole). It is estimated that tourism is worth £8 billion to the region's economy, with £4.4 billion (55 per cent) being generated by staying visitors, and £3.6 billion (45 per cent) by day visitors.

Of all tourists from within the UK who visited the South West in 2004, 40 per cent visited the seaside, 22 per cent a large town or city, 16 per cent a small town, and 21 per cent the countryside or a village. 31 per cent of UK visitors came from London or the South East and 26 per cent from the South West. There were two million overseas visitors to the region in 2004, the highest numbers coming from the USA, (273,000), France (265,000) and Germany (230,000).

In 2005, Tourism South West produced *Towards 2015*, a strategy for taking forward tourism in the region. The strategy identifies history and heritage as one of its priority tourism sectors and has developed a brand for this sector, which accounts for 22 per cent of the tourism market in the region.

English Heritage has 97 sites in the South West that are open to the public. Of these, 19 have staff on site to provide visitor services and charge an average of £2.48 for entry. The total number of visitors to English Heritage sites and properties in the South West in 2004/05 was 696,000. This is a reduction of 17,400 (or 2.5 per cent) on the total for 2003/04.

C.2 SOCIAL BENEFITS

In the South West, the National Trust manages 52,000 hectares of countryside and 350 miles of coast and has 83 historic houses and gardens that are open to the public. This year, Trust properties in the region received 3.8 million visitors.

Within the region, 31 historic houses and 17 gardens are privately owned, and the owners are members of the Historic Houses Association (HHA). HHA properties nationally attract over 12 million visitors each year. Information on 17 properties in the region shows that in 2004 there were 1.07 million visits, an increase of 150,000 (or 14 per cent) over the previous year.

C.2
SOCIAL BENEFITS

2005 is the Year of the Volunteer, and the historic environment offers many opportunities for people to volunteer their time and expertise to a worthwhile cause. Volunteers play a crucial role in helping to protect and enhance our historic buildings and areas of open space, and in helping to explain their history and significance to the many groups and individuals who visit them. Volunteer support programmes, which are run by organisations such as the National Trust, help to ensure that people who give up their time can get the most out of the experience. The National Trust estimates that it had 7,000 volunteers in the South West in 2004/05.

People are taking an ever increasing interest in family history, the history of their local area and of the country's rich and fascinating past. Apart from informal learning, the historic environment of the region provides unlimited opportunities for more structured learning. Educational visits to historic properties are very popular and rewarding. In 2004/05 there were 26,051 educational visits to Stonehenge and a further 25,373 to other English Heritage sites in the region. Organisations such as the Woodland Trust, the National Trust and English Heritage have developed a range of education materials that promote greater understanding of the historic environment and which directly support the delivery of the national curriculum in our schools. The historic environment also offers a wide range of lifelong learning opportunities to people of all ages and from all walks of life, from heritage trails to adult learning courses, some of which lead to a formal qualification.



**The Summer House,
Prior Park, Bath**

Prior Park is an 18th-century landscape garden in the Bath City World Heritage Site, owned by the National Trust. It provides many opportunities for people to get involved in heritage and conservation work. The restoration of the 1912 summer house involved school children on work experience, students on Duke of Edinburgh schemes and gap years, and long-term volunteers and staff. Local materials were used, and restoration work was based on information provided by an old photograph and the skills and experience of the National Trust staff and volunteers involved.

© National Trust

English Heritage launched a new learning strategy in October 2005. This strategy places learning at the heart of the organisation's five year corporate plan, and will result in a new programme of workshops, tours and other activities for schools at English Heritage properties in the region.



From plot to plate, Barrington Court, Somerset

The National Trust's From Plot to Plate programme enables people to discover more about the history and distinctiveness of British food, how we farm our land and the choices we make when deciding what we eat. The project began at Barrington Court, where the Trust's kitchen gardens were the focus of a scheme involving pupils in growing and cooking the produce, which is then served in the Trust's restaurant. The project delivers many aspects of the National Curriculum and gives pupils the opportunity to gain practical experience learning outside the classroom.

© National Trust

C.3

ENVIRONMENTAL BENEFITS

The historic environment provides a sense of local distinctiveness, which is increasingly important in the face of globalisation and the standardisation of many of our high streets and new housing estates. Historic buildings, through sensitive restoration and management, lend themselves to re-use, thus saving resources in terms of waste generation and avoiding the need for new build. There are many benefits to the natural environment, particularly through the creation and preservation of habitats for often endangered species of wildlife. Historic buildings and landscapes provide a much needed recreational resource, enabling people to improve their health and general well-being.

C.4

REGENERATION BENEFITS

There are many examples of heritage-led regeneration to be found in the urban and rural parts of the South West. The recently established Gloucester Heritage Urban Regeneration Company is planning to use the historic docks in the city as the centre-piece of its regeneration plans and has a representative of English Heritage on its Board. As part of the Cornwall and Isles of Scilly Objective One Programme, a number of heritage organisations are actively involved in directly supporting heritage-led regeneration projects. For example, English Heritage provides funding for a post in the Objective One Partnership team to offer advice and support to applicants and ensure that all successful projects are sustainable in historic environment terms. As a consequence of this successful engagement, English Heritage has been recognised as a Competent Environmental Authority to help develop the agenda for post-2006 European Structural Fund programmes.

C.4 REGENERATION BENEFITS

Another important development in the region was the establishment of the Market and Coastal Towns Initiative Association in October 2004. Supported by a range of regional organisations, including the South West RDA and English Heritage, the Association is charged with supporting the regeneration of 65 market and coastal towns and their surrounding areas. At the heart of the Initiative is the preparation by local people of a long term community strategic plan covering the social, economic, environmental and cultural future of their towns and the provision of support to enable their plans to be implemented. The historic environment can make an important contribution to the future success of our coastal and market towns, and in recognition of this the Association, supported by English Heritage, was able to take on a Heritage Development Advisor in October 2005.

Historic and architecturally important farm-houses, barns, stables, forges, mills and churches can be found all over the rural parts of the south west. Where these have fallen into disuse or are at risk, their sensitive restoration can provide opportunities to attract new investment to the local area and help to create new jobs. This often results in imaginative new uses being found. Some recent examples in the region include the conversion of an old water mill to a small scale hydro-power generator and a former cider barn to a new micro-brewery. The sensitive restoration of a historic building can also make it a visitor attraction, which can have a spin off in terms of helping to create new employment opportunities in our rural areas.

Projects of this kind highlight how working in partnership to protect our historic and cultural heritage can revitalise our towns, cities and the countryside, and support the regeneration of both urban and rural communities in the region.



The St Just Coast Project, Cornwall

Objective One funding supports a range of heritage projects in Cornwall and the Isles of Scilly, such as the £3.9 million St Just Heritage Area Regeneration Project. Over the last three years, work rehabilitating the area's industrial heritage has formed a key part of the project. Investment from Objective One and other sources has been used to improve access, enhance the local environment, attract visitors and improve the economic prosperity of the local area. The active involvement of a wide range of partners, including the local community, has been key to the project's success. The work builds on the St Just Coast Project, which was set up in 1995 by the National Trust and has ensured the survival of over 70 industrial sites.

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The South West Historic Environment Forum

As highlighted in this report, there are many challenges and opportunities facing the historic environment in the South West. A number of organisations in the region are therefore working closely together through the South West Historic Environment Forum to help ensure a better, more sustainable future for our historic environment.

The Forum seeks to influence policy makers and ensure that the historic environment is a vital part of other people's agendas. The members work together to share knowledge and expertise and to develop plans and actions that lead to positive results on the ground. (The membership of the South West Historic Environment Forum is set out overleaf).

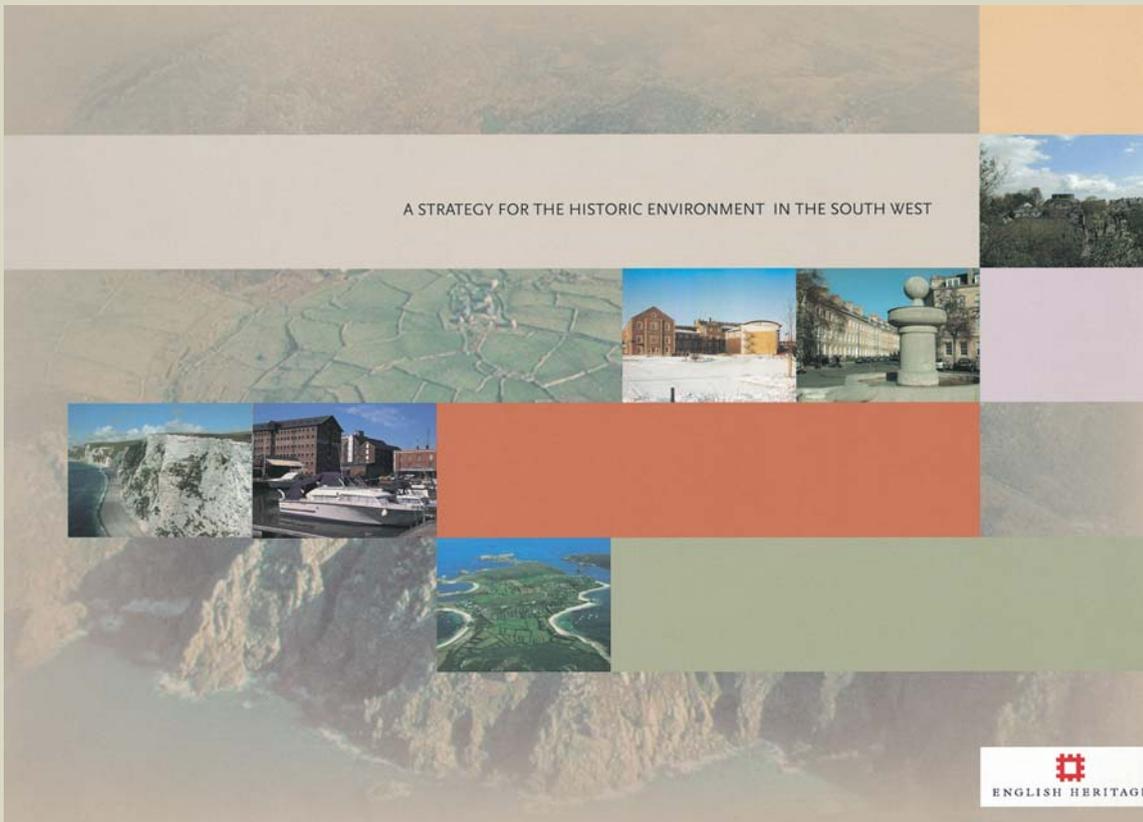
In 2004, the Forum published its *Strategy for the Historic Environment in the South West*. Following discussions with key partners throughout 2005, a number of priorities for action have been identified. These include:

- Improving engagement with the historic environment, reaching new audiences and working more effectively with other partners.
- Increasing the recognition, understanding and support for heritage by promoting the contribution it makes to the region.
- Highlighting and addressing issues of increasing skill shortages in the historic environment.
- Improving communication, awareness and access to information about the historic environment.

The Strategy for the Historic Environment in the South West

HERITAGE
COUNTS
2005

The State of the
SOUTH WEST'S
Historic Environment



If you would like to find out more about the *Strategy for the Historic Environment in the South West* or about the South West Historic Environment Forum, please contact: dave.johnson@english-heritage.org.uk.



This report has been prepared by the South West Historic Environment Forum, a group representing the key agencies and organisations with an active interest in the historic environment of the region.

British Waterways (South West) www.britishwaterways.co.uk

Culture South West www.culturesouthwest.org.uk

English Heritage www.english-heritage.org.uk

South West Museums, Libraries and Archives Council www.swmlac.org.uk

South West Regional Assembly www.southwest-ra.gov.uk

South West Tourism www.swtourism.co.uk

South West Regional Development Agency www.southwestrda.org.uk

Sustainability South West www.sustainabilitysouthwest.org.uk

The Department for Culture, Media and Sport www.culture.gov.uk

The Rural Development Service www.defra.gov.uk/corporate/rds

The Association of Preservation Trusts www.heritage.co.uk/apt/

The Association of Local Government Archaeological Officers www.algao.org.uk

The Country Land and Business Association www.cla.org.uk

The Heritage Lottery Fund www.hlf.org.uk

The Historic Houses Association www.hha.org.uk

The Institute of Historic Building Conservation www.ihbc.org.uk

The National Trust www.nationaltrust.org.uk

The Royal Institute of British Architects www.riba.org

The University of the West of England, Bristol www.uwe.ac.uk



ENGLISH HERITAGE

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