

Freddie Gilroy and the Belsen Stragglers sculpture, North Bay, Scarborough, North Yorkshire. The sculpture by Ray Lonsdale depicts retired miner Freddie Gilroy, who was one of the first soldiers to relieve the Bergen-Belsen concentration camp at the end of the Second World War.

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Heritage is increasingly recognised as a key component in shaping the development of places where people live, work, visit and invest. From prehistoric henges and medieval market towns to postwar city centres, each place has a unique history and its own distinctive character. That distinctiveness is a resource that can be harnessed to deliver future prosperity.

Across England, the heritage sector currently generates £13.1bn for the economy, higher than either the security, defence or the aerospace industries.⁴⁹ Investing in historic areas can deliver substantial economic as well as environmental benefits to a local community. £1 of public sector investment on heritage-led regeneration generates £1.60 additional economic activity over a 10-year period.⁵⁰

Heritage shapes people's perceptions of place; is an important 'pull' factor in business location decisions; and provides an attractive backdrop for businesses and visitors. Investing in historic areas and buildings can be a catalyst to regenerate and revitalise both communities and local economies.⁵¹

Baseline

There are a range of publicly held sources of information that can support your work on your local baseline. These include:

- Your local Historic Environment Record (HER). HERs are locally run information services that provide access to comprehensive resources relating to the historic environment in that area. Access to HERs in England are available from the [Heritage Gateway](#).
- [The National Heritage List for England](#).
- [The Heritage at Risk Register](#).
- [Heritage Counts](#), the audit of England's heritage.
- [Local Authority Heritage profiles](#).
- [The RSA Heritage Index \(2016\)](#).

[Historic characterisation](#) is a useful tool for regeneration strategies and master-planning to assess and identify local strengths. Historic England (formerly English Heritage) has supported survey work in historic towns, cities and suburbs across the country. The results of these projects are typically held by local HERs, and can be used for a wide range of purposes, including strategic planning and development management. Many of these projects are also available on the [Archaeology Data Service website](#).



Case study: the Bristol Temple Quarter Enterprise Zone

The Bristol Temple Quarter Enterprise Zone uses a [heritage assessment](#) to highlight heritage significance, placing it at the heart of subsequent master-plan work and informing the vision for the redevelopment of sites around Isambard Kingdom Brunel's Grade I listed Bristol Temple Meads Station. A key component of this Enterprise Zone is the [Engine Shed](#): an innovation centre for companies, in the high-tech, creative and low-carbon sectors, which provides flexible work-spaces within the station.

49 CEBR for Historic England, [The heritage sector in England and its impact on the economy](#), 2018

50 AMION and Locum Consulting, [Impact of Historic Environment Regeneration](#), 2010, p.72

51 Historic Environment Forum, [Heritage Counts](#), [Heritage and the economy](#), 2018, and [Heritage in Commercial Use](#), 2018

Agreeing Objectives

You have an opportunity to develop a vision and objectives that can support positive heritage strategies developed by Local Planning Authorities as part of their spatial development plans. These ensure that the benefits of the historic environment are maximised. The delivery of these objectives will be most effective if they are agreed with, and shared by, all partners and stakeholders.

Examples of objectives you may want to consider are:

- X% increase in footfall to the (high street/ market place/other heritage destination) by [20XX].
- Attract [£ amount] in non-public funding to support environmental improvement works (public realm, building repairs/ enhancements) by [20XX].
- Increase by [X%] the number of people (including under-represented groups, youth, BAME etc) participating in heritage related events/ activities/ volunteering in X place by [20XX].
- X% increase in individuals' feelings of belonging to their community and subjective well-being [by 20XX].
- X% increase in positive perceptions of the heritage of X place, measured through a survey.
- X% decrease in the number of At Risk heritage assets (for positive reasons) by [20XX]

Heritage Counts provides further guidance that can help you develop [economically](#) and [socially](#) focused objectives.



Case study: Nottingham Heritage Strategy

Nottingham's [Heritage Strategy](#) aims to understand the contribution that the historic environment makes to the city, to capitalise on the existing and potential roles that heritage brings to city life and to celebrate the city's rich past, promoting Nottingham as a distinctive place to live and visit.

The strategy was developed for the City Council, working with partners, including the local community, business, government agencies, civil society organisations and educational institutions. It sets out how heritage will be used to attract investment, foster local identity, increase volunteering, promote social cohesion and well-being, as well as feeding into the other strategies for local development. These include the city's Local Plan and its Growth Strategy, which seeks to grow and diversify the city, reconnecting it with its history of manufacturing success, generating a distinctive and unique local brand.

Designing interventions

Strategies should include positive measures to ensure the historic environment plays its fullest role in contributing towards the ongoing economic, social and environmental success of any area. Developing local distinctiveness, through intelligent investment in the historic environment, can promote retail activity and attractive, vibrant places.

[Heritage Works](#) is a best practice toolkit that provides a step-by-step guide on how to develop heritage-led regeneration projects. Successful models including letting space in historic buildings to small arts and creative businesses as office space, with spaces for exhibitions and cultural events, including 'pop up' events.

Inspirational case studies of successful intervention and investment is found in [Heritage Foundation for Success](#).

As noted in [Translating Good Growth for London's Historic Environment](#), cities are always evolving and

will need to change further in response to growth pressures. In addition to providing high quality places, investment in the historic environment can also have transformative effects on surrounding areas. The development of King's Cross has transformed former railway backlands, and catalysed regeneration in Camden and Islington, supporting Camden Council's Community Investment Programme which refurbishes estates around King's Cross, the transformation of the Caledonian Road and the redevelopment of Euston Station.

Unfortunately some historic buildings and areas have suffered from lack of investment and care. With thought and investment it is usually possible to bring them back into productive use. [Risky Business](#) demonstrates that investing in even the most challenging historic buildings leads to 'good growth' and unrivalled regeneration, from economic and employment outputs to community engagement and education.



Case study: Our Northern Mills Engines of Prosperity

Historic England's cross Pennine project has helped to understand the potential for growth that vacant historic textiles mills offer, as well as the economic benefits that investing in heritage can bring to a local area. These benefits may not be fully captured by private investors due to the potential poor condition of these assets. However studies covering West Yorkshire and the North West showcased successful re-uses of textile mills and identified 20 target mills where Historic England are engaging with the owners to identify opportunities to make mills viable investments and ensure that the wider regeneration benefits are fully captured.

The project concluded that across West Yorkshire and the North West there is 3m sqm of untapped economic potential which could provide 35,000 homes, 200,000 jobs, £9bn GVA and £23m PA in Business Rates.⁵²

The regeneration of Sunny Bank Mills, Farsley, Leeds illustrates the opportunity, creating 300 jobs and becoming home to 70 businesses. Sunny Bank Mills was a major employer for more than a century. Production of woollen cloth ended in 2008 and the owners commenced incremental regeneration to re-establish an employment centre and to create high-quality commercial floor space. They have used the individual character of the buildings and the site's history to make and market a unique product. It is now home to designers, textile artists and a children's play gym and houses a café, art gallery and shop, and hosts a community festival, drawing thousands of visitors every year.

52 Historic England, [Engines for Prosperity: New Uses for Old Mills](#), 2017, p.73

Monitoring progress

Developing specific and measurable objectives, such as the examples above, will help you to monitor the contribution that your interventions to the historic environment are making to regeneration and growth. These can be supported by performance indicators tied to Local Spatial Development Plans assessing the impact of development on the historic environment; by public survey data; by participation data held by event organisers; and by investment data held by Local Authorities, and grant funding bodies including NLHF and Historic England.

Where your interventions are tied to a broader heritage strategy we recommend ensuring that monitoring and evaluation criteria are embedded

within the strategy, and supported by all stakeholders. This will ensure that the benefits of conserving and enhancing the historic environment, and allowing communities to engage with and benefit from it, including increased productivity, public perception of places and improved sense of local identity, can be captured and reinforced by future interventions. The [Derby PSiCA Monitoring and Legacy Report](#) demonstrates how qualitative and quantitative data can be captured and effectively presented to illustrate the impact of investments in the historic environment.



Case study: Derby Cathedral Quarter

Derby Cathedral Quarter illustrates how collaboration between Historic England, a local authority (Derby City Council), cultural organisations like Derby Museum and Art Gallery, and local retailers has resulted in the historic city centre being transformed. Once one of England's poorest-performing retail areas, the scheme has brought 2,800 sqm of floor space back into use. It has created 42 new jobs, saved many more, and helped the Cathedral Quarter win the category of Best City Location in the 'Great British High Street Award' 2016.



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