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# **Taking Part – Heritage participation**

***Towards a more inclusive heritage***

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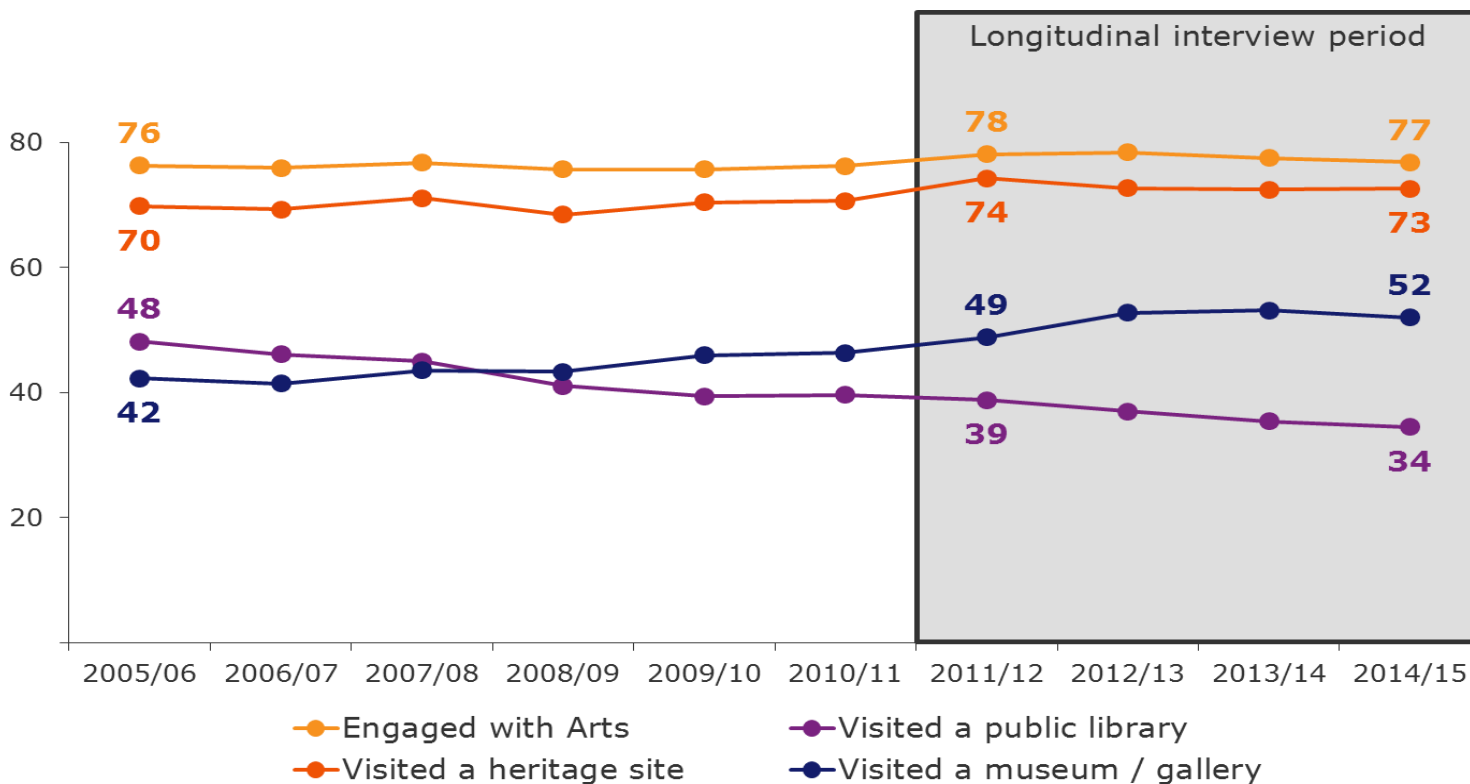
## Historic England

- We are the government's expert advisory service for England's historic environment
- Champion England's heritage
- Publicly funded body
- Separated from English Heritage in April 2015
- Commission and conduct research into the historic environment
- Heritage Counts: Summary of research ([heritagecounts.org.uk](http://heritagecounts.org.uk))



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# Taking Part- Heritage participation trends

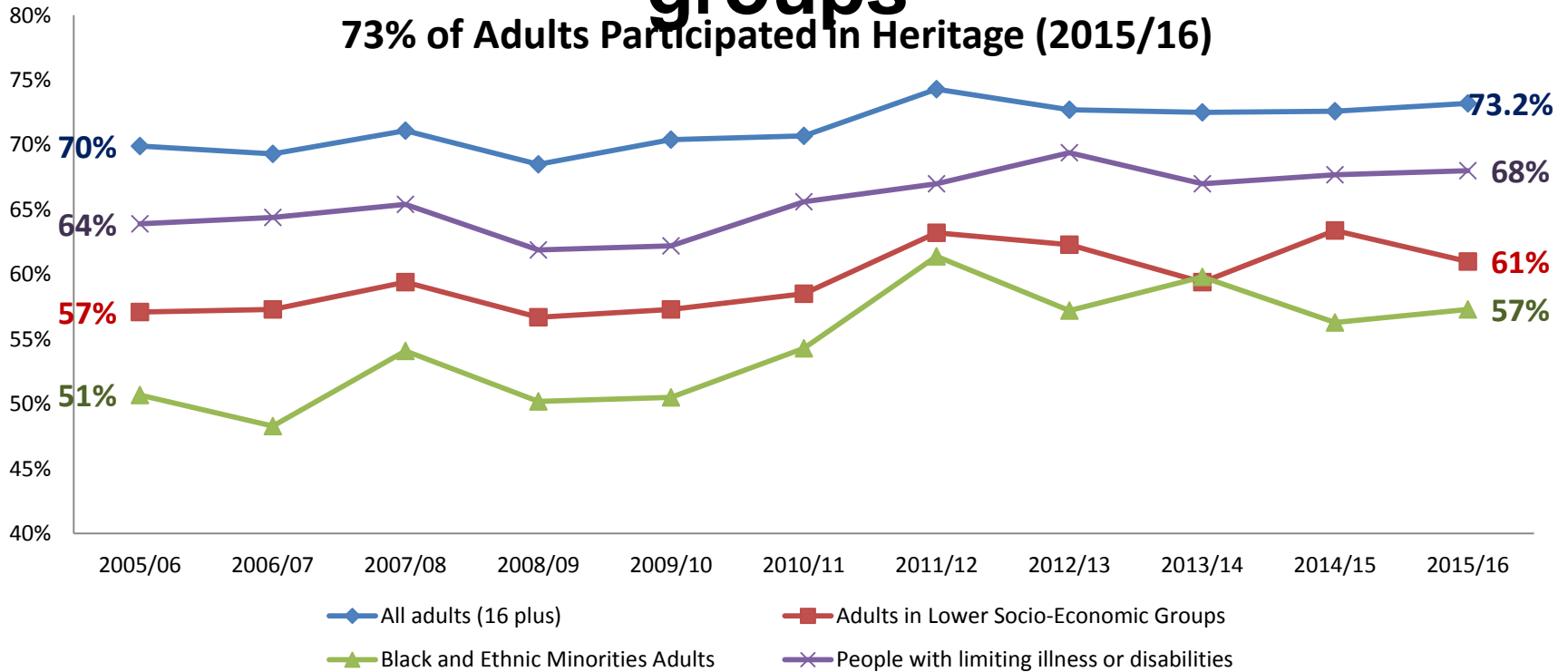




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# Heritage participation trends by equality groups

73% of Adults Participated in Heritage (2015/16)





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## Heritage trends – more inclusive?

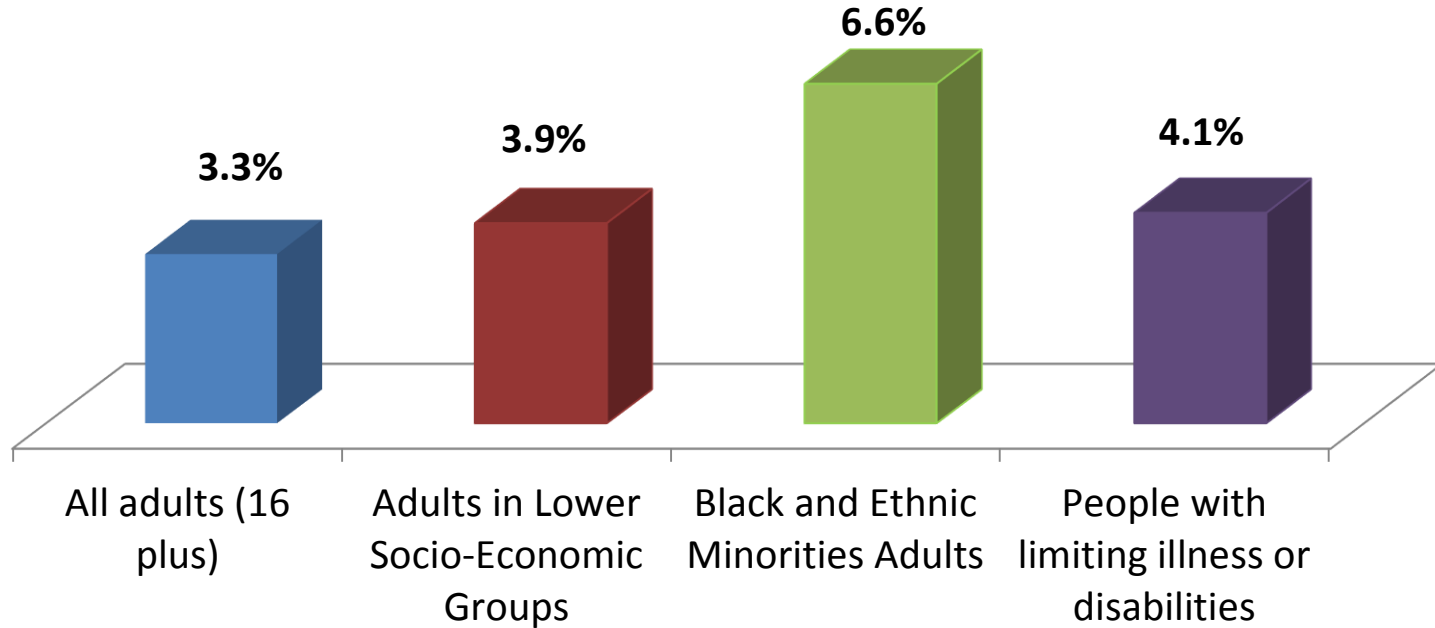
- The gap in participation between those in the most deprived areas and those in the least deprived areas has decreased **dramatically** – from 44.4 percentage points in 2009/10 to 24.5 percentage points in 2015/16.



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# Heritage trends – more inclusive?

Change 2005/06 to 2015/16





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## So what?

- Visiting heritage increases wellbeing. (Fujiwara 2014)
- For every £1 spent as part of a heritage visit, 32p is spent on site and the remaining 68p is spent in local businesses: restaurants, cafés, hotels and shops (HLF 2010).

See *Heritage Counts 2016* ([heritagecounts.org.uk](http://heritagecounts.org.uk))

*Heritage and the Economy*

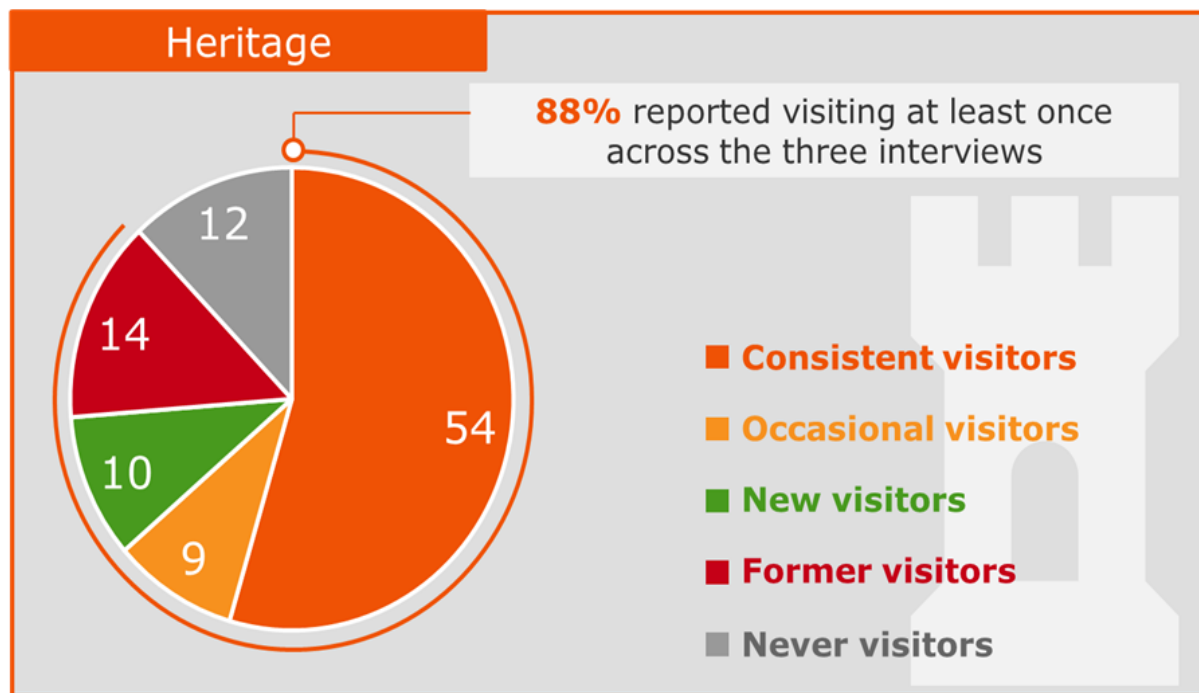
*Heritage and Society*



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# The Taking Part longitudinal survey

- High levels of heritage participation
- A strong core of “consistent” heritage visitors



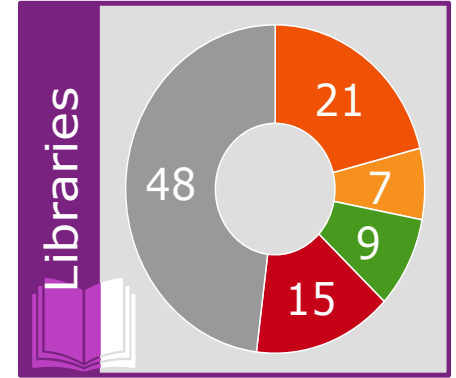
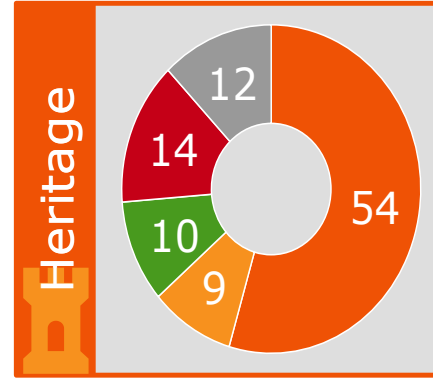
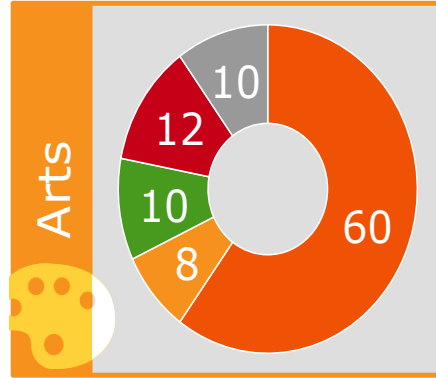




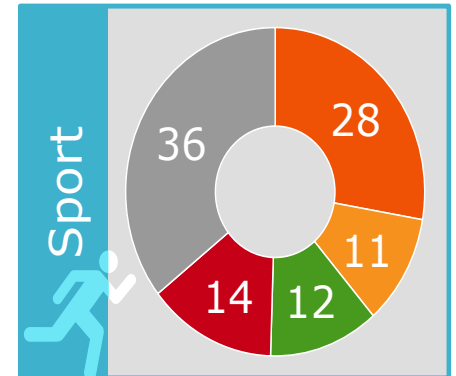
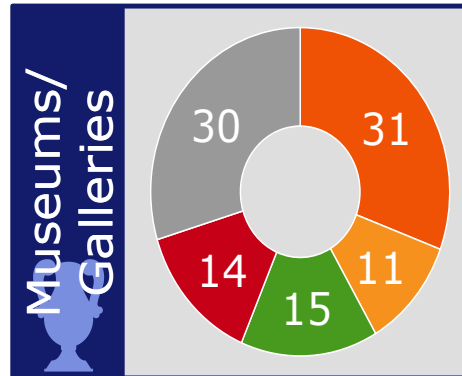
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## Changes in participation

- Compared to other sectors, heritage has a “strong” visitor profile



- Consistent participants
- Occasional participants
- New participants
- Former participants
- Never participated

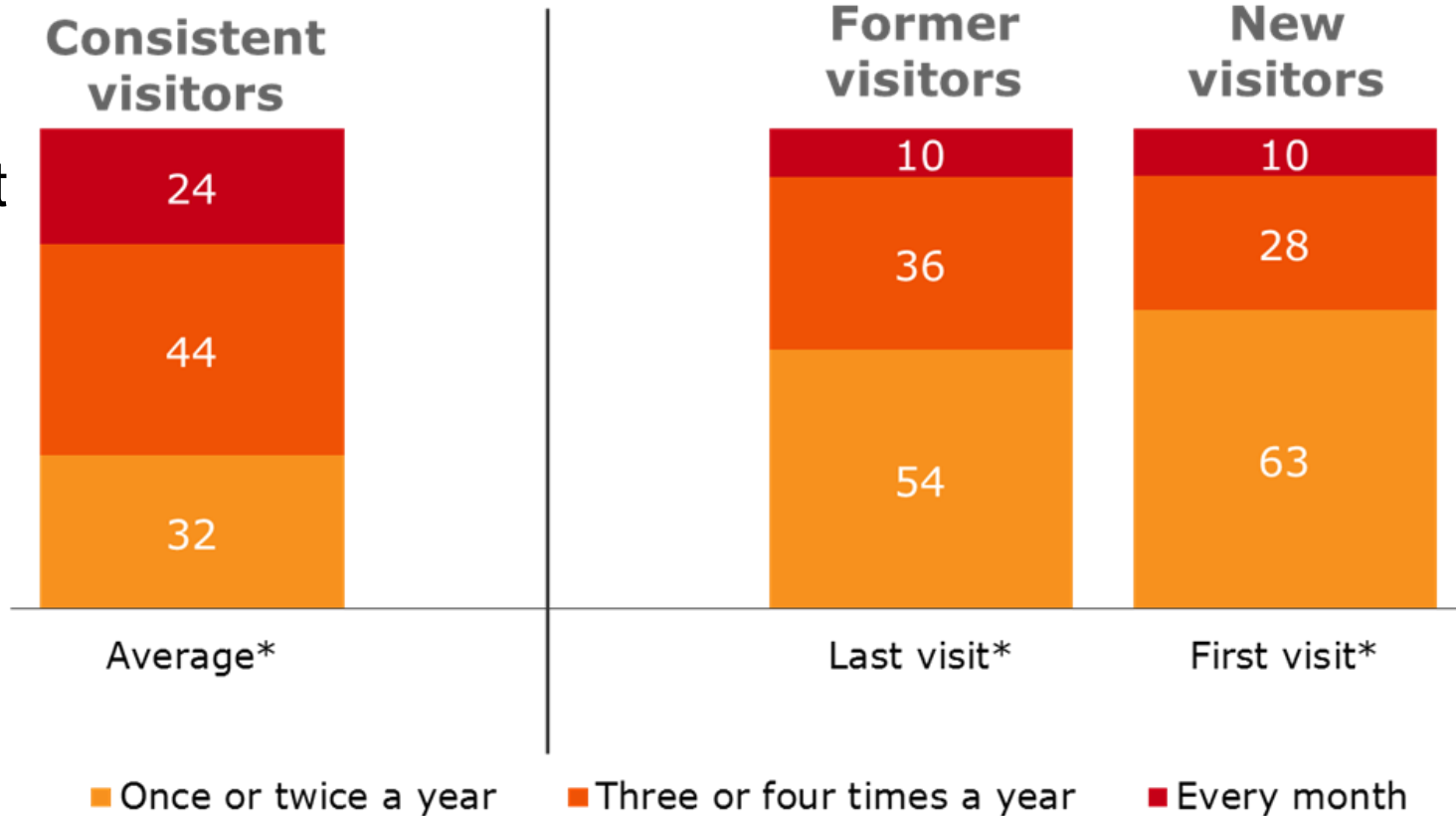


Base (unweighted): 4,637



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- Consistent visitors participate more frequently

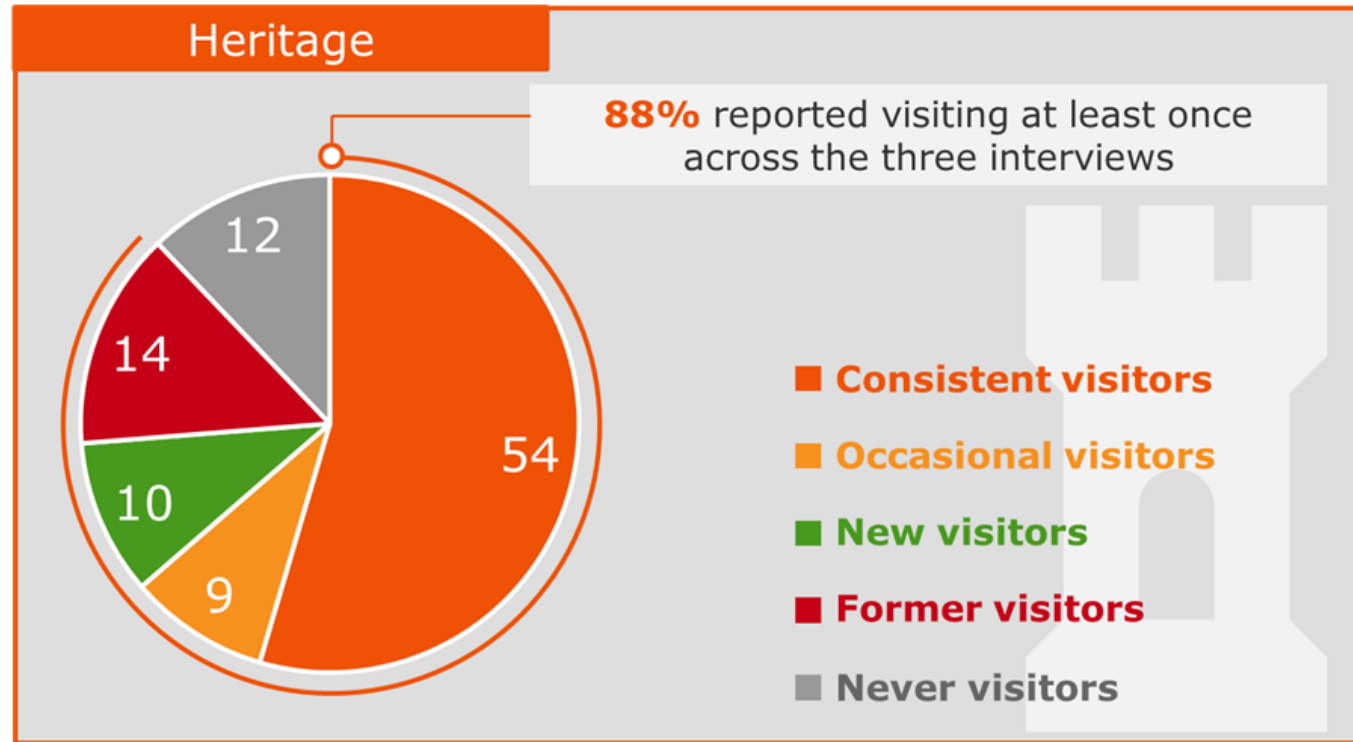




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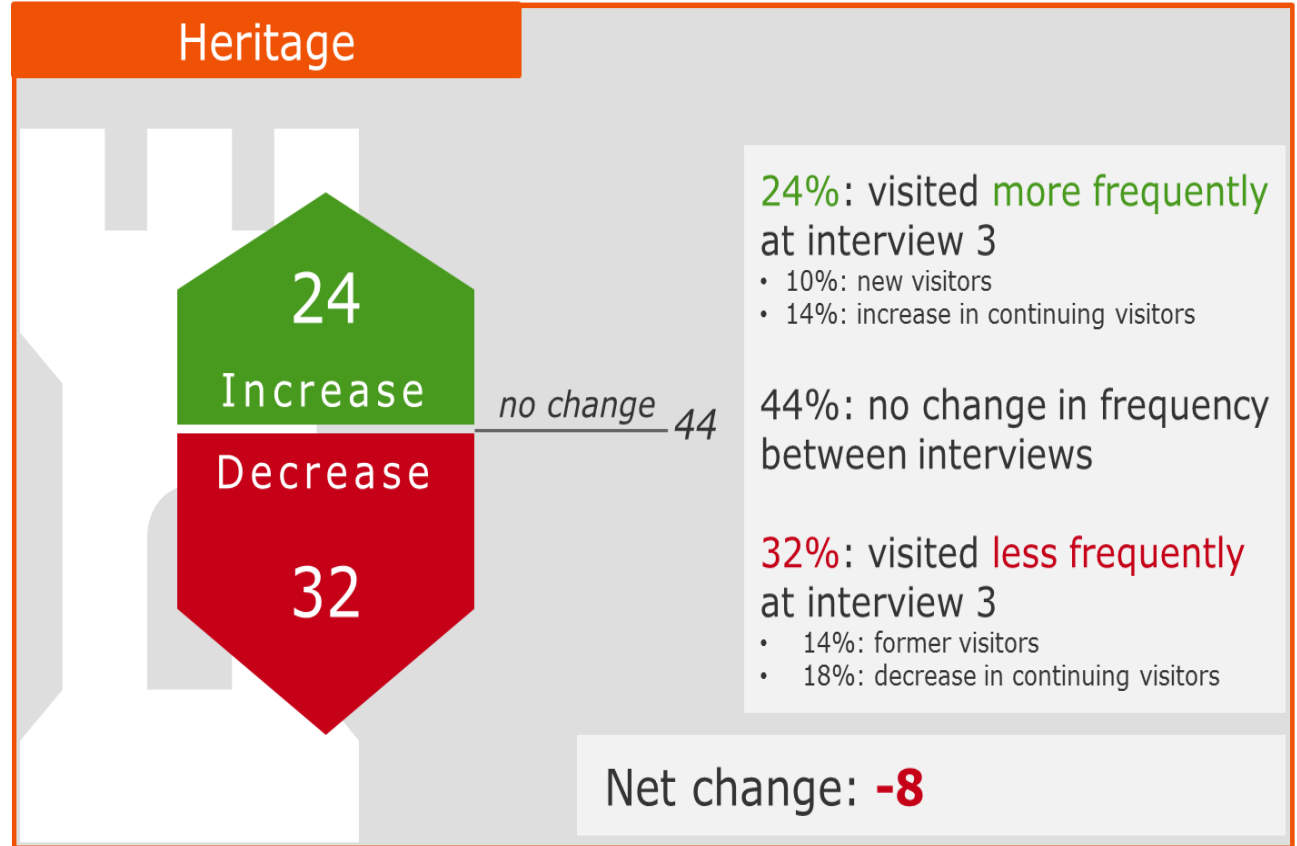
## That's the good news, less good is...

- There are more former visitors than there are new.



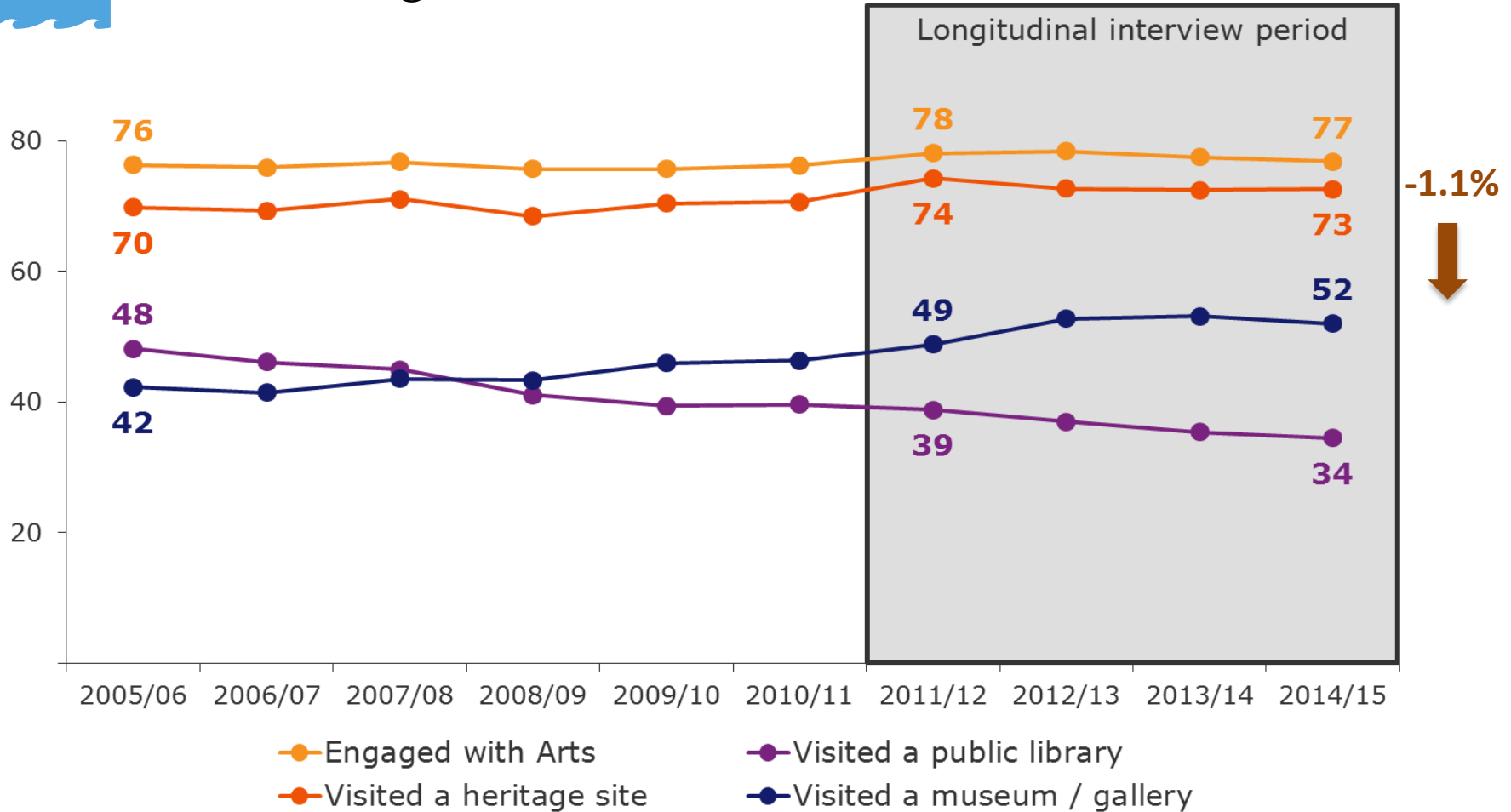


- The frequency of participation has declined





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## **Also in terms of inclusive heritage...**

- New visitors and former visitors have a similar demographic profile but they are significantly different from consistent visitors. They are more likely to:
  - live in urban areas
  - live in deprivation areas according to the Index of Multiple deprivation (IMD)
  - have a young age profile aged 16-24
  - come from a black or minority ethnic group.



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## In sum

- High levels of heritage participation generally;
- Heritage participation is increasingly more inclusive;
- However there are more “former” than “new” heritage participants – decline in participation;
- TP evidence suggests a very different “pattern” of participation among equality groups.



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# The Challenge for the heritage sector

- How can we cater our “offer” to encourage and respond to different patterns of participation?
- What works?





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## Our Experiences - Positives

- *Critical* source of data – only Taking Part and Historic England’s own Heritage at Risk research provides official statistics on heritage.
- We now have over a decade of trend and longitudinal data on heritage participation.
- Helps us to understand and monitor heritage participation trends amongst different “audiences”



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- Online tools address one of our biggest challenges – dissemination.
- The reports DCMS produce are very beneficial – the insight provided is included in the *Heritage Counts* products on behalf of the Heritage Sector.



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# Our Experiences - Negatives

- Rich data set – lack of resources on Historic England’s part to make as much use of it as might otherwise be possible.
- Demonstrating causality in the data.
- Currently online data tools only go back one year. Would be useful for the data to go further back to allow us to review as a series.