



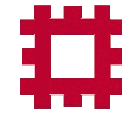
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Heritage in the financial crisis

Luxury or necessity

Christopher Young
Head of International Advice

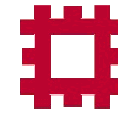
Popularity of Heritage



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- UK surveys show heritage to be consistently popular with vast majority of population
- 70% of adult population visited at least one heritage site in 2010/11
- National Trust has 3.7 million members
- English Heritage has 758,000 members

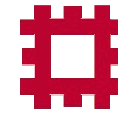
The value of heritage



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- Sense of identity and diversity
- Sense of belonging, nationally or locally, or based on particular community
- Continuity and certainty in a changing world
- Pleasant places to work and live
- Economic benefit

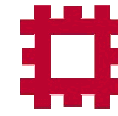
Baseline positions



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- Heritage is irreplaceable
- Once gone, a building cannot be replaced
- Long term need for conservation remains regardless of any economic crisis
- Best way to sustain the heritage is to use it

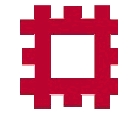
What happens to heritage in hard times?



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- Robust data often difficult to come by
- English Heritage publishes two annual series of data:
 - Heritage at Risk (going back to 1999)
 - Heritage Counts (going back to 2002 – annual review of state of the historic environment)
- 2011 Heritage Counts published today
www.heritagecounts.org.uk
- Theme this year is the role of the volunteer

Voluntary participation in England



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- At least 500,000 people volunteer in the historic environment
- Heritage Open Days in 2010 involved 39,000 volunteers with 4,463 events and estimated 1.2 million visits
- Public contributed £900,000 to buy Staffordshire hoard, £200,000 to support site of Colchester Roman Circus

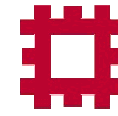
Opportunities for voluntary

sector

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- Pressure and campaigning on heritage issues and development proposals
- Provide advise and training
- Fund raising
- Taking on historic buildings from the public sector

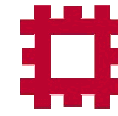
Hard facts 2010/11



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- Number of buildings at risk is dropping (biggest fall since 2006, and lowest overall since start of register in 1999)
- Number of planning applications still 32% lower than peak year of 2004/5 so development pressure should be less
- Resources dropping – public funding down between 25% and 40% 2010 – 2014
- Resources dropping – fewer professionals working nationally and locally for government

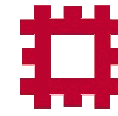
Consequences



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- Increased willingness to accept economic case at any price
- More difficult to develop viable schemes for heritage-led regeneration because of lower returns on investment
- Less money to spend on repair and maintenance
- Fewer sources of professional advice

Possible strategies



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- Maintain importance of heritage in the public eye
- Adopt cheaper, temporary remedies for repair and maintenance – e.g. mothballing
- Find beneficial uses for buildings
- Increase philanthropic involvement, perhaps by transferring buildings to voluntary groups
- Support to groups to take on Buildings at Risk
- Refocus work of heritage bodies to support this kind of activity