

# Outcome: the local area will be a better place to live, work or visit

## What this outcome means

If your project is a success, people will see an improvement in their local area, and have opportunities to connect with it.

As a result of enhancing the heritage of the area - or from the opportunities you have provided for local people to get involved with, to visit and enjoy heritage - local people will report that they feel it makes the area a better place to live, work or visit.

There will be a feeling of greater pride in the local area and/or a stronger sense of community or belonging.

Visitors will find it easy to plan their trip and access information they might need ahead of time.

## What we are looking for

Local people will recognise improvements in the local area, and report increased appreciation for their shared places and spaces.

Visitors to the local area/heritage will also tell you that it has improved as a direct result of your project and what they value about it.

## Things to consider

- **Thriving places:** Heritage can be at the heart of place-based projects, helping communities and places to thrive.
- **A shared vision:** Look at local needs for heritage and involve communities in future plans by listening to people who live, work and visit an area.
- **Greening places:** Make the best of and improve urban green spaces to bring people closer to nature.

- **Communal places:** Think about places where people come together – parks, sea fronts, high streets, local museums and all the spaces in-between!
- **Transforming places in partnership:** Transform a whole area through partnership projects that take an ambitious approach and focus on an entire historic street, town or landscape.
- **Better places to live, work and visit:** By investing in places we can improve and connect people to heritage. Better places have an impact on the quality of people’s lives and enhance wellbeing.
- **Think local:** ‘Local’ can mean different things in different places. Some areas have a distinct identity which can inspire people to support local heritage.
- **Every area has a story to tell:** Projects that discover, promote and celebrate the uniqueness of the area can enhance character and a sense of place, and encourage local people to explore what’s there.
- **Connecting communities:** Organisations that work together to improve their local area contribute to stronger, more resilient communities.
- **Liveable places:** Investing in neglected areas and spaces will create a better working environment, attract local business and improve the local economy.

## Further information

- [Good Practice Guidance: local area](#)
- [Good Practice Guidance: area-based schemes](#)