

# 20 Years in 12 Places: 20 years of Lottery funding for heritage

A report prepared by BritainThinks for the Heritage Lottery Fund

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# 1. Executive summary

## *Methodology*

- HLF commissioned BritainThinks to conduct research into the impact of its investment in the UK's heritage over the last 20 years.
- All places in the UK with a population of more than 10,000 residents were grouped into 12 bands by population size. One area was selected from each band at random, and then vetted for suitability.
- The areas selected for inclusion in the research were: Armagh, Bradford, Durham, Exeter, Glasgow, Manchester, Newark-on-Trent, Peterborough, Pontypool, Portsmouth, Shrewsbury and South East London. In the case of South East London, the area included the London boroughs of Lewisham, Southwark and Greenwich.
- The area for each study was constructed by mapping a 5km radius circle based around a centre point for the place. The local population within this circle was then identified, along with the local projects HLF had funded that could reasonably have been expected to have contributed to local resident's quality of life.
- All grant award figures in the research reports refer to funding within the 5km area of study and are up to date to the end of September 2013.
- Desk research and a c. 13 minute telephone survey with residents aged 18 or over were conducted in all 12 areas. In the case of South East London some questions referred specifically to Lewisham, because central Lewisham was taken as the central point of the research area. Depth interviews with stakeholders and a half-day workshop with residents were conducted in six of the 12 areas.
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## *Perceptions of local areas*

- A majority of residents (85%) say that their local area is a good place to live.
- Residents living in Durham, Shrewsbury and Exeter are particularly positive, whilst those living in Bradford and Peterborough are the least positive.
- There are four key criteria by which people judge their local area: economy; community; the physical environment; and things to do.
- Forty-two per cent of residents believe that their local area has improved over the time they have lived there, whilst 26% think it has got worse.
- Residents living in Glasgow are most positive about changes in their city, whilst residents of Bradford are the least likely to say they have seen an improvement.
- People drawn from social grade AB, and those who are engaged with local heritage are more likely to have seen improvements in their local area. DEs and those who are less engaged with local heritage are less likely to have seen an improvement.

## *What is heritage?*

- Residents' understanding of heritage was dominated by the built environment. However, in conversation residents moved beyond this and incorporated intangible heritage, such as folklore and local dialects into the definition. For

some, a third category of natural landscape was also part of their understanding.

- In areas where participants had a highly developed sense of personal identity, such as Armagh and Glasgow, they came to this definition more quickly, and identified more strongly with it.
- In Bradford, British Asian participants' understanding of heritage included a strong familial dimension.

### ***Awareness of and engagement with local heritage***

- Eighty-four per cent of residents say they know a lot or a little about local heritage. There are variations in levels of knowledge by age, social grade, ethnicity, level of engagement, and length of residency.
- Major attractions and parks have the highest levels of awareness and engagement.
- Levels of engagement with heritage, for example, whether people visit a museum or take part in a heritage activity, vary by age, social grade and ethnicity.
- Workshop participants and stakeholders identified three key limitations on levels of engagement: complacency amongst residents (and particularly young people); accessibility (both in terms of cost and access to the sites/projects); and awareness.

### ***Perceptions of local heritage***

- Seventy-seven per cent of residents are satisfied with the heritage on offer in their local area, whilst in the workshops residents praised their local heritage. Those who are engaged with heritage are particularly satisfied.
- Residents' experiences of heritage sites are positive: 86% of those who have visited local heritage sites say they enjoyed their visits, whilst a majority say that local heritage sites are well maintained, and that they would encourage others to come to the area to experience its heritage.
- Sixty-four per cent of residents say that the local heritage offer has improved over the time that they have lived in the area.
- There are indications that HLF investment has contributed to this perception: there is a trend towards areas which have received above-average HLF investment per capita, such as Glasgow and Portsmouth, having a higher proportion of residents who think that local heritage has improved<sup>1</sup>.
- Stakeholders agreed that there has been an improvement in local heritage, and many credited HLF investment for this.

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<sup>1</sup> Per capita figures used in the report relate to the value of completed projects, since these are the projects likely to have had significant benefits for local residents, to date.



### ***What benefit does heritage have?***

- Residents say that heritage is important for the country (93% agree that it is very or fairly important), for their local area (85% agree) and for them personally (81% agree).
- At a national level, heritage is important because it provides a record of national history.
- At a local level, heritage is important because it makes local areas better places to live (80% agree that heritage does this). Importantly, heritage has this benefit even for those who do not visit or participate in local heritage. This may well be because, in addition to providing opportunities to visit, heritage is seen to bring benefits that accrue regardless of engagement, such as boosting local economies, making local areas more attractive and encouraging local pride.
- A final benefit of heritage is that it promotes social cohesion.
- At a personal level, 93% of residents say that local heritage has an impact on their quality of life. Once again, even those who are less engaged see an impact. In addition, residents say that heritage provides them with leisure opportunities and gives them a sense of identity.
- Parks have the greatest impact on residents' quality of life.

### ***How people connect with heritage***

- The research suggests that residents connect with heritage in two key ways: in emotional terms and in transactional terms.
- An emotional connection can be generated when heritage is thought about in terms of preserving, celebrating or discovering an aspect of local heritage or culture that is special, or has a particular, personal meaning to residents. This kind of connection generates a sense of personal resonance.
- Where the connection with heritage is transactional, it is thought about in terms of the practical benefits it brings to individuals or the community, for example providing families with an opportunity to spend time together, or supporting the local economy. Thought about in these terms, heritage has much less emotional resonance.
- However, these two ways of connecting with heritage are in no way mutually exclusive; there is a sliding scale between projects that primarily have emotional resonance and those that primarily have transactional resonance.
- Often, residents are more likely to connect with smaller, locally-focused heritage projects emotionally, whilst they are more likely to connect with larger, regionally- or nationally-focused projects in transactional terms.
- Participants are more likely to have an emotional connection with local heritage in areas where identity has been contested.

### ***What attributes does a 'good' heritage project have?***

Both stakeholders and workshop participants agree that a 'good' heritage project should have the following attributes: be fun; be educational; be accessible; appeal to people outside a narrow interest group; and conserve an aspect of the past.

In addition, stakeholders said that a 'good' project should also be sustainable (both in terms of the quality of the work and in terms of it being able to be financially self-sufficient); and, if it involves restoration, that this should be done sensitively.

## ***Perceptions of heritage funding***

- Fifty-six per cent of residents are aware of HLF.
- However, awareness of the full extent of projects that HLF has funded in local areas is limited, and very few workshop participants understood how HLF is funded.
- Despite this, there is strong support for Lottery funding of heritage projects; 69% say that the 10 projects asked about in the quantitative survey represent good or excellent use of Lottery money; just 8% think it is poor or very poor use of Lottery money.
- Residents in Glasgow and Durham are particularly positive in this respect, with 77% of residents in both places thinking the investment is good or excellent use of Lottery money.
- Support for Lottery funding increases amongst those who regularly play the Lottery; 76% of those in this group describe the 10 projects asked about as good or excellent use of Lottery money.
- Places where residents were most positive about the investment of HLF money in local heritage - such as Glasgow, Pontypool and Durham - also tend to be those where they say there has been the greatest improvement in local heritage.
- Stakeholders' understanding of HLF and how it operates was mixed, and even amongst those who felt well informed there were some misconceptions about how it operates.
- However, stakeholders' perceptions of HLF were positive, largely because they felt that it has been a positive force in local heritage.
- In general, those stakeholders who had had direct experience with HLF were very positive about their experiences, and praised HLF for offering advice and support, in addition to money.
- There were three key areas for improvement identified by stakeholders: greater support through the application process for smaller organisations (often called for by stakeholders representing community groups); increased efforts to raise awareness of the availability of HLF funding; and more evaluation of the impact of HLF funding.

## **2. Introduction and methodology**

### ***Aims and Objectives***

The Heritage Lottery Fund (HLF) was established in 1994 to sustain the UK's heritage by investing in projects that will have a lasting impact on the communities and areas in which they are located. Since then, it has allocated more than £6 billion to nearly 40,000 projects across the UK.

To celebrate this achievement, and to mark its 20<sup>th</sup> anniversary, HLF commissioned BritainThinks to conduct research in 12 locations across the UK.

The aim of the research was to understand, from a public and citizen perspective, the cumulative impact of HLF investment.

It was designed to understand levels of awareness of heritage and HLF funding, and the benefit which local residents perceive HLF funding has had, both for them personally and for the wider community in which they live.

The study was therefore undertaken with random samples of local residents, rather than with individuals who have had close levels of engagement or participation in HLF funded projects - for example, through volunteering. The benefits of involvement in heritage projects for volunteers and project participants has been the subject of previous HLF research.

### ***Methodology***

In order to select the locations for this research, all places in the UK with a population of more than 10,000 were banded by population size. Twelve locations were then selected at random, and their suitability for research assessed by HLF - in part by looking at the extent of HLF investment in that location - before the final list was compiled.

Quantitative research and desk research was carried out in all 12 locations. In addition, qualitative research, comprising in-depth stakeholder interviews and a workshop with members of the general public was carried out in six of the 12 locations.

The following locations were selected for all strands of research:

- Armagh
- Bradford
- Glasgow
- Pontypool
- Portsmouth
- Shrewsbury

The following locations were selected for desk research and quantitative research only:

- Durham
- Exeter
- Manchester
- Newark-on-Trent
- Peterborough
- South East London

To assess the suitability of the methodology, a pilot was carried out in Portsmouth before commencing research in the remaining 11 locations.

### ***Background research***

Desk research was carried out in order to contextualise the subsequent stages of the research process by examining how each area has changed over the two decades since HLF was established.

Sources used varied between the research locations, according to the availability of data. However, commonly used sources include: Census 2001 & 2011; ONS;

Department of Communities & Local Government Index of Multiple Deprivation (DCLG), and HLF's internal data.

### ***Quantitative research***

This stage of the research consisted of a telephone survey with roughly 350 residents in each research location. In total, across the 12 locations 4,223 residents were interviewed. To see the precise number of respondents in each area, please refer to the Local Area Summaries in Appendix 1.

The survey was approximately 13 minutes long. The pilot fieldwork in Portsmouth was conducted between 8<sup>th</sup> and 17<sup>th</sup> October 2013. The mainstage fieldwork in the remaining 11 locations was conducted between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

The survey was conducted using a random digit dialling methodology. In all areas, residents aged 18 or over living within a defined set of postcode areas within a five-kilometre radius of the centre of the target location were eligible for participation. To see the specific postcodes used in each area, please refer to the individual area reports.

To ensure that the survey was representative of the local areas, quotas were set on age and gender. The data from individual areas were then weighted to the profile of each area by gender, social grade, age and employment and the data from all 12 areas aggregated.

The findings from this survey are accurate to within +/- 1.51% at the 95% confidence level.

Respondents were asked questions about a range of topics, including:

- Views of the local area as a place to live (and change over time)
- Awareness of and engagement with local heritage (including 10 pre-selected HLF-funded sites/projects in the area)
- Satisfaction with local heritage offer
- Importance of heritage nationally, locally and personally
- Awareness of HLF and support for Lottery funding of heritage
- Basic demographics, including frequency of Lottery playing

The survey was conducted using a questionnaire designed by BritainThinks in collaboration with HLF.

Minor changes to the questionnaire were made between the pilot in Portsmouth and the mainstage survey. To see the questionnaires for each area, please refer to the individual area reports.

Please note that throughout this report we will report on the overall findings, as well as subgroup differences. Unless otherwise stated, all differences are statistically significant. Where percentages do not add up to 100%, this is the result of rounding.

## ***Stakeholder research***

In order to understand the impact of HLF funding on local areas, BritainThinks conducted in-depth telephone interviews with stakeholders in the six locations in which qualitative research was carried out. Each interview lasted between 30 and 35 minutes.

In total, 33 stakeholders took part in this stage of the research. The following is the breakdown of stakeholders across the six locations, including fieldwork dates.

- Armagh: 5 interviews (Fieldwork dates: 15<sup>th</sup> April - 3<sup>rd</sup> July 2014)
- Bradford: 6 interviews (Fieldwork dates: 14<sup>th</sup> April - 4<sup>th</sup> June 2014)
- Glasgow: 5 interviews (Fieldwork dates: 19<sup>th</sup> - 29<sup>th</sup> November 2013)
- Pontypool: 5 interviews (Fieldwork dates: 6<sup>th</sup> - 10<sup>th</sup> January 2014)
- Portsmouth: 6 interviews (Fieldwork dates: 11<sup>th</sup> - 30<sup>th</sup> September 2013)
- Shrewsbury: 6 interviews (Fieldwork dates: 16<sup>th</sup> April - 15<sup>th</sup> May 2014)

Before starting recruitment, BritainThinks and HLF agreed a list of five stakeholder types. The categories were as follows:

- Academia: For example: Programme Director, Lecturer in relevant subject
- Business: For example: Senior representatives of trade bodies, chambers of commerce
- Community/voluntary sector: For example: Senior representatives of local community groups and voluntary organisations
- Local government: For example: Senior figures in relevant departments including Neighbourhoods, Regeneration, Economy, Enterprise
- Tourism and culture: For example: Senior representatives of tourist organisations such as VisitEngland

In the pilot Portsmouth research, there was an additional category of 'Civic society'.

In each area, a sample frame was drawn up by BritainThinks in collaboration with HLF, with stakeholders designated either priority one or priority two.

Once the sample had been finalised, all priority one stakeholders were sent an email inviting them to take part. The email was co-signed by BritainThinks and HLF, and set out the aims of the research and what the interview would be about. By way of an incentive, all stakeholders were offered a summary of the research findings. This email was then followed up by a phone call from a member of the BritainThinks team, asking whether or not stakeholders would like to participate and arranging a time and date for the interview.

Once the priority one sample had been exhausted, the same process was repeated with priority two stakeholders in those categories where an interview had not already been secured.

In each area, a range of stakeholder types was recruited. To see the details of stakeholder types recruited in each area, please refer to the individual area reports.

Interviews were conducted by members of the BritainThinks team using a discussion guide drawn up in collaboration with HLF.

## ***General public workshops***

In order to develop an in-depth understanding of the public's view of heritage funding in local areas, BritainThinks held half-day workshops in each of the six areas where qualitative research was carried out.

The following are the dates on which the workshops were held:

- Armagh: 26<sup>th</sup> March 2014
- Bradford: 18<sup>th</sup> March 2014
- Glasgow: 13<sup>th</sup> November 2013
- Pontypool: 10<sup>th</sup> December 2013
- Portsmouth: 27<sup>th</sup> September 2013
- Shrewsbury: 10<sup>th</sup> April 2014

In each area, a specialist recruiter recruited 14 residents to take part in the workshop. In Shrewsbury 13 participants attended. In all other areas, all 14 participants attended.

In all locations, residents over the age of 18 were recruited from a defined set of postcodes within a five-kilometre radius of the town centre. To see the specific postcodes used for recruitment in each area, please refer to the individual area report.

The following requirements were set for recruitment:

- Equal numbers of men and women
- Equal numbers of those with children living at home and those without children living at home
- A range of ages
- A range of social grades
- A range of levels of engagement with heritage
- A mix of levels of Lottery playing
- All participants to be eligible to pay tax in the UK
- Those working in market research, the media, museums, the arts or for galleries were excluded from the research

At each workshop, participants were divided between two tables, with a mix of participants on each table.

An iterative approach was taken to the workshops, with different discussions and exercises taking place at each workshop to allow the team to explore emerging issues as the research progressed. However, the following topics were covered at all workshops:

- Views of the area
- Attitudes towards and engagement with local heritage
- The benefits of heritage

In addition, a number of exercises were used throughout the day to build knowledge, stimulate discussion and gauge personal feelings and responses. Again, these varied between workshops but the following exercises were used in most or all workshops:

- A pre-task: All participants were asked to bring to the workshop an item or picture that represented what their local heritage meant to them
- A 'free writing' exercise: Participants were given five minutes and asked to write down everything that came to mind when they think of heritage
- A table brainstorm: Each table generated the five best and worst things about their local area, as well as the five things that have improved the most in recent years
- An obituary exercise: Participants were asked to imagine that all the local heritage had died, and wrote its obituary using questions as prompts

The workshops were run using a discussion guide drawn up by BritainThinks in collaboration with HLF. To see the specific questions that were asked in each area, as well as the details of the exercises that were used, please refer to the individual area reports.

With participants' consent, the workshops were filmed, and some participants also took part in 'vox pop' interviews, discussing their impressions of the session.

Participants received an incentive to compensate them for their time and to cover any costs they may have incurred as a result of attending.

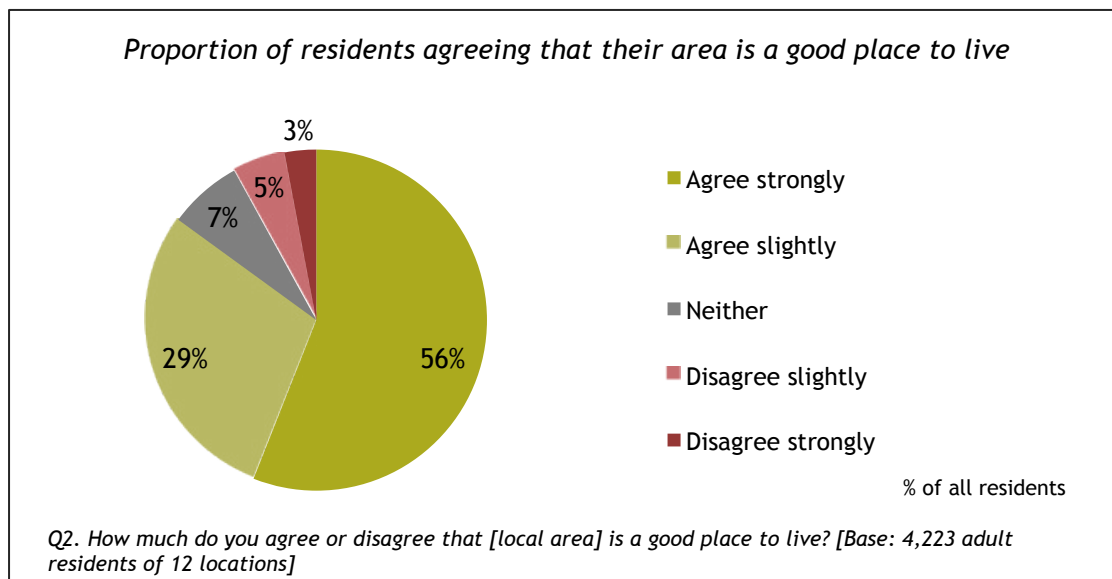
### 3. Perceptions of local areas

- Residents of the 12 locations featured in this study generally believe that their area is a good place to live. The level of satisfaction does, however, vary between the 12 locations.
- There are four main criteria by which residents evaluate their local area: economy, community, physical environment and things to do. Those locations that best satisfied these criteria were those most widely deemed good places to live.
- **Most residents broadly believe that their local area has improved over their time of residence.** However, there are some quite significant differences in this assessment between the 12 locations and between different types of resident (particularly between different social grades).

#### *Perceptions of local areas*

Residents of the 12 locations featured in this study generally believe that their area is a good place to live - though there are important qualifications to this overall picture.

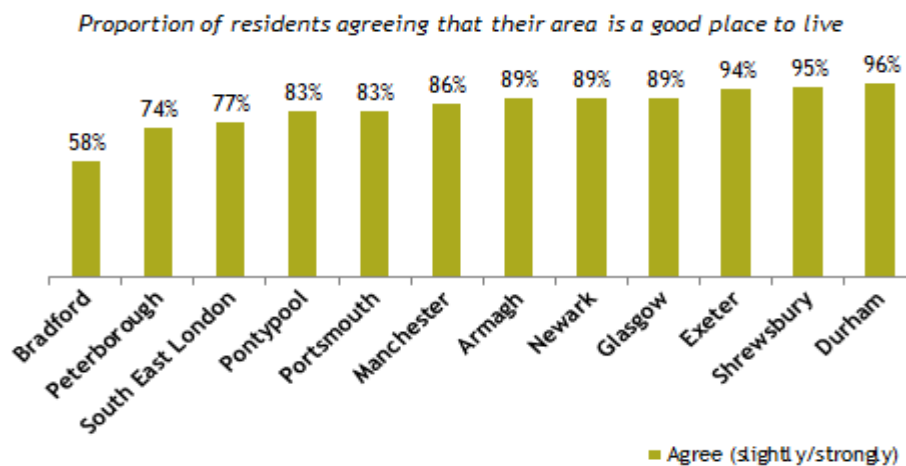
The average quantitative data, taken by itself, suggests considerable satisfaction with the 12 local areas as places to live. In line with the findings of other research, fully 85% of residents agree that their area is a good place to live, with 56% strongly agreeing and only 8% disagreeing.



The qualitative research with local stakeholders and residents, however, suggests a more evenly-balanced assessment of the 12 locations - or at least that residents find it easier to specify potential improvements to life in their local area than existing benefits. In most of the workshops, participants were more readily able to articulate criticisms of local life than the overall quantitative satisfaction measure suggests.

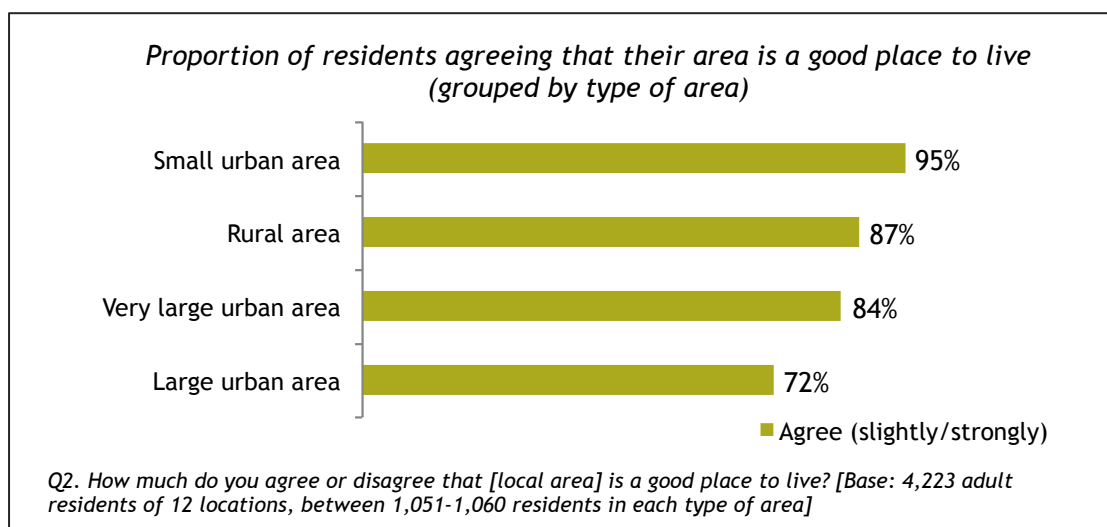


Furthermore, despite the average level of satisfaction recorded by the quantitative survey alone being high, there is nonetheless some variation between the 12 locations. For instance, 96% of residents of Durham agree that it is a good place to live, while only 58% of Bradford’s residents say the same about their area. The main reasons for these differences are explored in the following section.



Q2. How much do you agree or disagree that [local area] is a good place to live? [Base: 4,223 adult residents of 12 locations, between 350-357 residents in each location]

The 12 locations featured as part of this study can broadly be divided into four categories, depending on the size of their populations: very large urban areas (South East London, Manchester and Glasgow), large urban areas (Bradford, Peterborough and Portsmouth), small urban areas (Shrewsbury, Exeter and Durham), and rural areas (Pontypool, Newark and Armagh). Small urban areas are most likely to be perceived as good places to live, followed by rural areas and very large urban areas; large urban areas are least likely to be considered good places to live by local residents.



Slightly surprisingly, the quantitative survey does not reveal any significant variations in perceptions of local areas between residents of different

demographics. Factors such as age, gender, class and ethnicity do not strongly influence perceptions of local areas.

### *Criteria for judging local areas*

The qualitative research with local residents and stakeholders suggests that there are four main criteria by which residents evaluate their local areas: economy, community, physical environment, and things to do.

#### *Economy*

The most important driver of perceptions of local areas is the state of the local economy. While stakeholders often had more statistically-informed assessments of the condition of local economies, local residents were likely to base their assessments on their (and their friends' and families') own experiences of life in the area. As such, the main determinants included:

- The number of jobs available locally
- The quality of the retail offer (e.g. how many shops have closed down and how many are bookmakers, pawn shops or pound stores)
- Investment in the town centre (particularly maintenance, cleanliness and new buildings)
- Whether new businesses are opening (or, conversely, whether existing local businesses are closing)

An example of a successful local economy was Portsmouth's. Residents and stakeholders felt that the city is benefitting from on-going regeneration, with modern industries, a strong tourist sector and the development of Gunwharf Quays cited as evidence of this.

“Gunwharf has boomed and that's brought a lot of jobs. There are a lot of new shops and restaurants opening.”

(Workshop participant, Portsmouth)

By contrast, Pontypool's economy was perceived to be suffering from the decline of the mining industry, with stakeholders and residents noting how difficult it is to find jobs locally and saying that the closure of shops is leaving empty, run-down buildings in the centre. This was a strong driver of negative perceptions of Pontypool expressed in the workshop.

“The heavy industry, like the coal mines, has gone. Some jobs have been replaced by lower-skilled jobs but unemployment is still high.”

(Stakeholder, Pontypool)

“I am a bricklayer by trade and I can't get any work.”

(Workshop participant, Armagh)

#### *Community*

In all six of the featured areas where qualitative research was conducted, the strength of the local community was an important metric. Residents evaluated the strength of community spirit in terms of friendliness of local people, whether they

knew and could trust their neighbours, and whether they felt safe in their local area.

“When you walk down the street, everyone says hi to everyone else. It’s nice.”

(Workshop participant, Pontypool)

An example of a local area which performed well on this measure is Armagh, with almost all workshop participants there singling out the strength of the local community; they spoke of friendly people, strong relationships with their neighbours and of being able to ‘leave the key in the latch’. However, it should be noted that, due to the history of sectarian conflict in Armagh, participants were, in reality, talking about strong *communities*, and that, whilst relationships *within* individual communities may be strong, it was apparent through comments made by participants that relationships *between* communities can still sometimes be difficult.

“You could leave your backdoor open and your kids would wander around. In England you could never do that.”

(Workshop participant, Armagh)

By contrast, workshop participants in Shrewsbury believed it to be a less cohesive local community. Some participants, especially those who had moved to Shrewsbury from elsewhere, felt less of a sense of belonging to the local area and said that some residents can be unapproachable. They described feeling like outsiders even after living in the area for many years.

“People are a bit cliquy. If you’re a northerner, you could be here thirty years and you’ll still be classed as an outsider. That’s the way they are, they don’t open up. You’ll never become a Salopian.”

(Workshop participant, Shrewsbury)

### *Physical environment*

A third important determinant of satisfaction with an area is how it looks. Local residents often referenced the attractiveness and upkeep of buildings and public spaces, as well as the proximity to open countryside (or other outdoor attractions), when explaining their perceptions of their local area as a place to live.

“Most people probably don’t think about it very much, they’re too busy living their lives. But they will notice it subconsciously - you can’t avoid it, it’s all around you. The physical environment is key to the confidence of a city.”

(Stakeholder, Bradford)

In the Shrewsbury workshop, participants described the area’s old and picturesque buildings as one of the main reasons they enjoyed a high quality of life. They also felt that the river and the Dingle make the town attractive, and enjoyed easy access to the surrounding countryside.

Bradford, by contrast, was deemed to be a less attractive physical environment by residents at the workshop. They believed the city centre looks neglected after a prolonged period of economic decline. They said that this is exacerbated by a lingering and unpleasant smell in the centre, and by a perceived litter problem. Taken together, these were a major source of dissatisfaction for residents, despite

the fact that they felt that many of the buildings themselves are very attractive, and their appreciations of the beauty of the surrounding countryside.

### *Things to do*

The final key criterion for judging local areas identified by the research was the availability of ‘things to do’, in the form of cultural, entertainment and leisure attractions and activities. Participants in all six workshops referenced both the number of attractions and the diversity of attractions: it was deemed particularly important that the activities suit different people and cater for a diverse range of interests.

Nevertheless, the view that there should be attractions and activities suitable for families was particularly widely-held: local residents in the workshops were often grateful for something to do as a family day-out. Residents were also clear that any attractions or activities should be accessible and affordable to local people (and not geared solely at tourists).

Glasgow stood out as a location featured in this study that was particularly valued for the quantity of things to do. Stakeholders and residents valued the variety of activities, from museums and galleries to sporting facilities and nightlife. There were seen to be lots of activities for families and, in this context, the fact that most of the museums offer free entry was perceived as a major benefit. Taken as a whole, Glasgow was felt to be a vibrant, exciting place to live.

“When you’re in Glasgow, you’re only ever 20 minutes walk away from culture or entertainment.”

(Workshop participant, Glasgow)

By contrast, Bradford’s more limited leisure offer was a source of dissatisfaction with the area. Residents felt that there are fewer cultural opportunities and those that are available are poorly advertised or expensive. Many pubs have closed and York was felt to offer superior nightlife, while opportunities for shopping are also more limited than in nearby Leeds.

“There’s no diversity in terms of shops. It’s all pawn shops, loan shops, pound shops and the like. There’s so much more going on in Leeds, so much more shopping.”

(Workshop participant, Bradford)

The findings from the research suggest that heritage sites and projects can form an important part of an area’s leisure offer. Findings from the quantitative survey suggest that residents who are more engaged with their area’s heritage are more likely to believe that their area is a good place to live.

While only 71% of ‘disengaged residents’ agree that their area is a good place to live, 87% of ‘engaged residents’ and 88% of ‘super engaged residents’ agree. While this correlation does not necessarily imply a causal link, it does suggest that heritage has a role to play in providing ‘things to do’ in local areas - and making them better places to live as a result. The benefits of heritage for local areas are explored in greater detail in Chapter 8.

Respondents were categorised as ‘super engaged’, ‘engaged’ and ‘disengaged’ based on their responses to quantitative survey questions about their level of

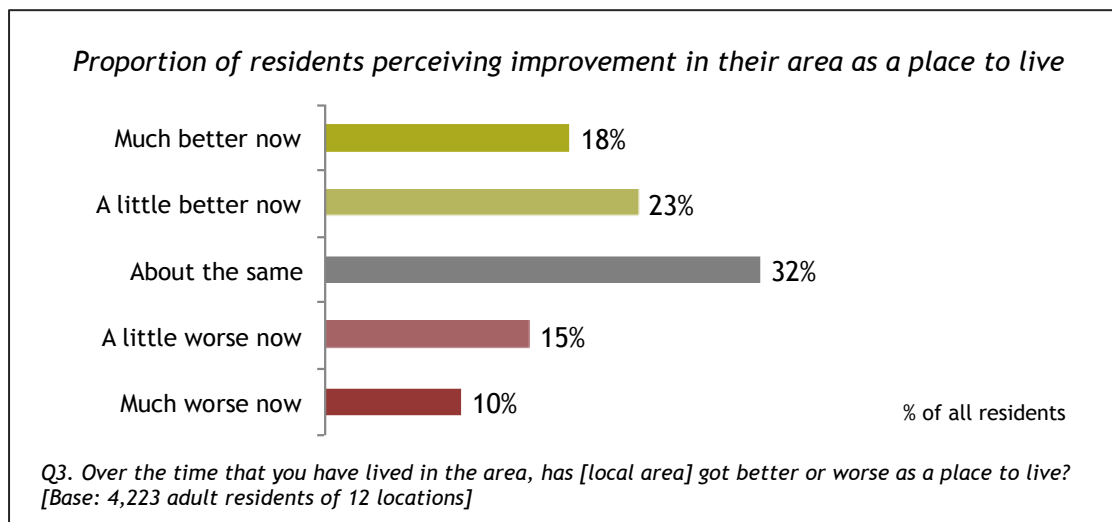
knowledge about local heritage, the importance of heritage to respondents personally, and the number of local heritage sites and projects they have visited or participated in. Full definitions of these categories can be found in the appendix.

(Definition of 'super engaged', 'engaged' and 'disengaged' residents)

### ***Changes in local areas over time***

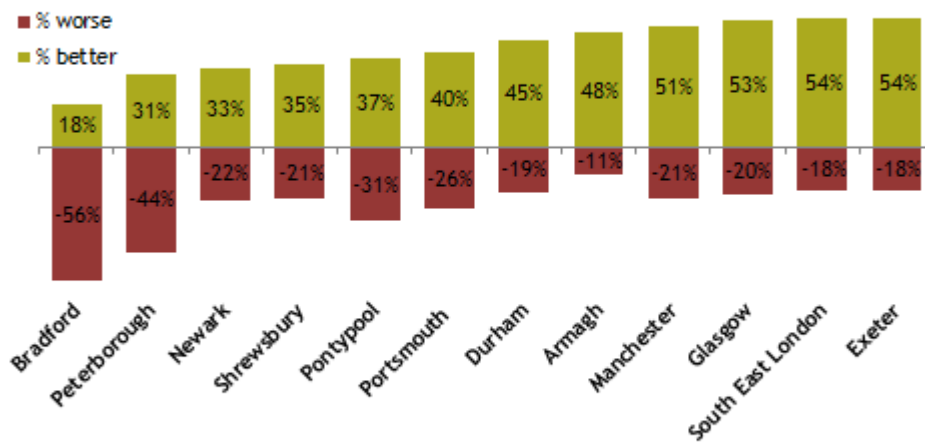
This research shows that most residents of the 12 locations featured in this study broadly believe that their local area has improved over the time of their residence - but that there are some quite significant variations in perceptions of improvement and deterioration between the 12 locations and between different types of resident.

The quantitative survey demonstrates that 42% of residents across all 12 locations believe their local area has become a better place to live over their time of residence. Conversely, 26% of residents believe it has become a worse place to live, while 32% believe it is about the same as when they first starting living there.



While the average across all 12 locations suggests that residents are most likely to think their area has improved over their time of residence, there is considerable variation between individual locations. In Exeter, for example, 54% of local residents believe the area is better now - and 26% believe it is much better - whilst only 18% believe it has got worse. In Bradford, by contrast, only 18% of residents believe the area has improved over their time of residence, while almost three times as many (56%) believe it has deteriorated.

Proportion of residents perceiving local area as a better/worse place to live



Q3. Over the time that you have lived in the area, has [local area] got better or worse as a place to live?  
 [Base: 4,223 adult residents of 12 locations, between 350-357 residents in each location]

Where qualitative and stakeholder research were carried out, the findings support the perceptions of change in each area outlined in the quantitative findings and help to explain them. The factors driving perceptions of change in local areas were the same as those driving overall perceptions of the area as a place to live: economy, community, physical environment and things to do.

Stakeholders in Glasgow, for example, outlined the considerable investment that has been made in the city centre and its economic and cultural consequences. In Bradford, on the other hand, stakeholders and residents were clear that the city has experienced a prolonged period of economic stagnation, and that it has suffered accordingly.

“Glasgow is now the most visited tourist city in Britain after London and Edinburgh, we get 2.4 million tourist visits a year. When we bid for European City of Culture, it was considered a joke, people scoffed in the press. Our reputation and the reality of tourism has been completely transformed.”

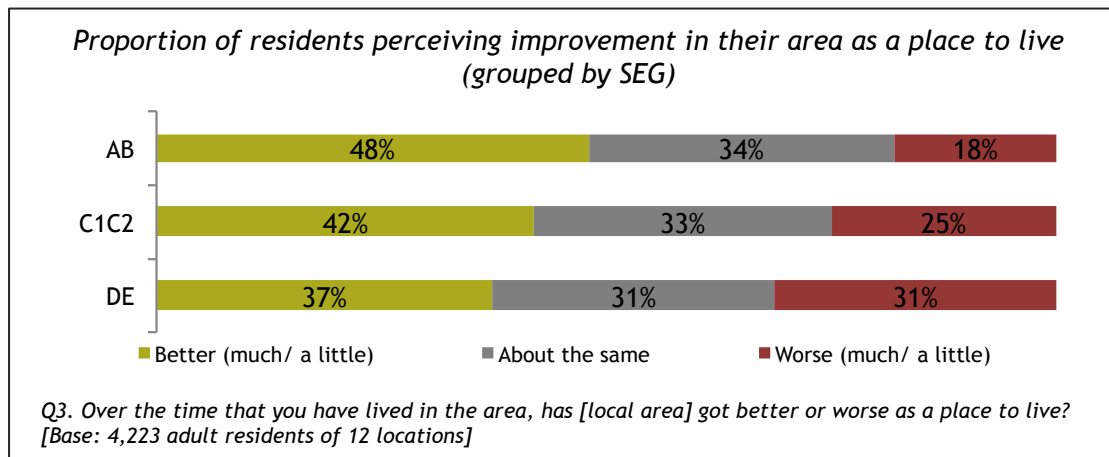
(Stakeholder, Glasgow)

“Bradford has deteriorated, because we don’t have a flexible economy. We have lost a lot of the industries of the 70s and 80s, although the textile trade is still here in the form of the carpet business. But we don’t have the buoyancy of Leeds or Sheffield, we haven’t had the public money spent here, so Bradford hasn’t been able to decide if it’s a city or a town in a way.”

(Stakeholder, Bradford)

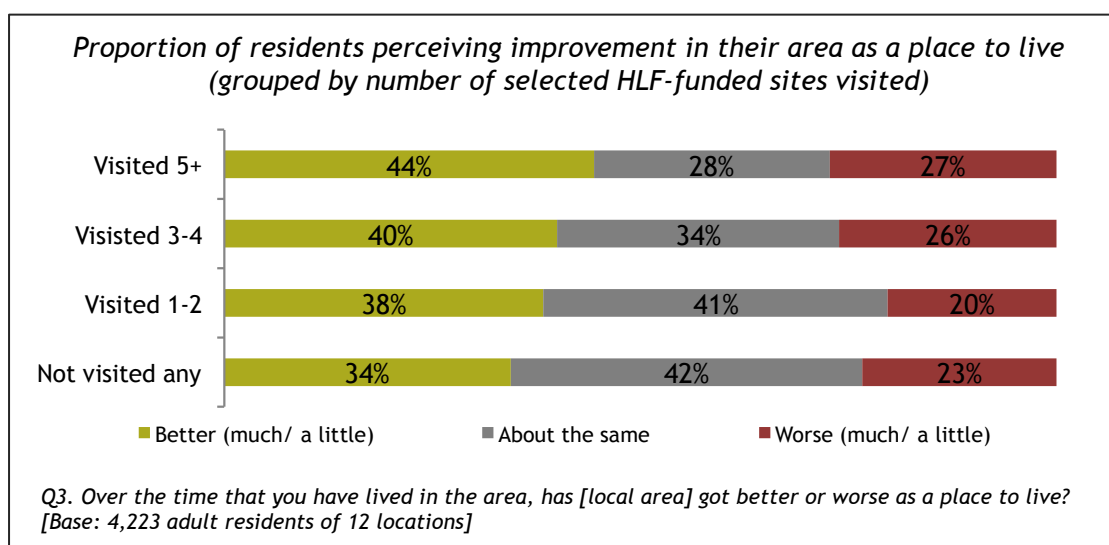
In Armagh, meanwhile, the workshop clearly demonstrated that perceptions of improvements in the area are driven by the improvement in cross-community relations since the end of the Troubles. As noted above, participants were clear that underlying tensions remain, (and can still flare up, particularly in the marching season). Nonetheless, there was widespread agreement that Protestants and Catholics are better able to live side-by-side in Armagh than in the past, and that this has made the city a much better place to live.

As well as the differing perceptions of change between the 12 locations featured in this study, the quantitative findings suggest that there are some varying perceptions between different types of resident. The clearest influence on perceptions of change is social grade: whereas 48% of AB residents believe their local area has improved, 42% of C1C2 residents and 37% of DE residents feel the same. This suggests that, even where there is an overall perception of improvement in an area, this improvement is not necessarily evenly distributed.



This is reflected in the stakeholder research: some stakeholders, especially in areas like Glasgow which have seen significant economic improvement, sometimes voiced a concern that not all local residents have benefitted equally from their area's development and that some risked being 'left behind' by changing local labour markets.

Interestingly, engagement with heritage also seems to influence perceptions of change in local areas. Forty-three per cent of residents who say they know a lot or a little about local heritage believe their local area has improved, compared with 35% of residents who say they know very little or nothing. Similarly, and as illustrated below, those who have visited a broader range of HLF-funded heritage sites or projects are more likely to perceive their area as having improved. This suggests that heritage investment is perceived as evidence of improvement in a local area - a view that is supported by Chapter 7.

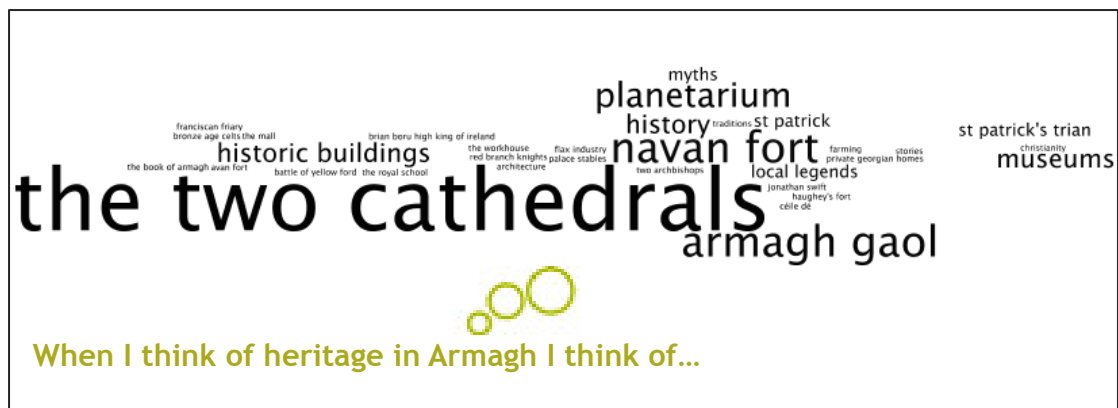


### ***Key insights from stakeholders***

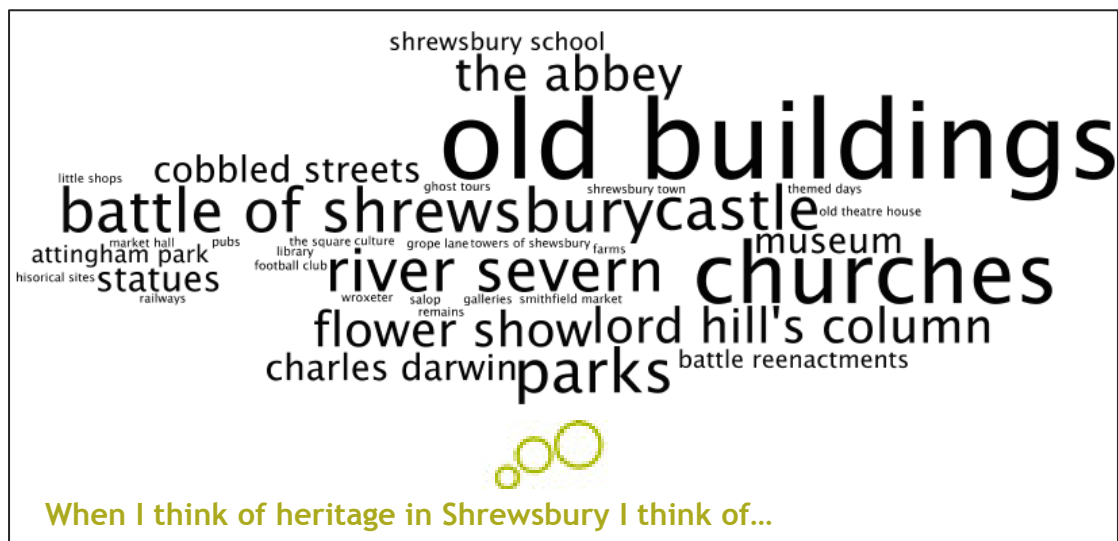
- Stakeholders' overall assessment of their local area largely mirrored that of the residents - and they were likely to use the same four criteria to form this assessment
- However, stakeholders were often more positive in their assessment of the future of their local area and were more able to point to positive potential developments







(Workshop participants' collated responses to free-writing exercise, Armagh)



(Workshop participants' collated responses to free-writing exercise, Shrewsbury)

However, whilst physical heritage dominated residents' knee-jerk definitions of heritage, in conversation residents moved beyond this to include a range of things that they considered unique or special about their local area including, for example, local dialects, folklore, traditional industries and food. As these conversations unfolded, it became apparent that these were often the aspects of heritage that participants identified most strongly with, and there was a strong desire for them to be preserved.

"I initially thought of older buildings and historical monuments. That's what I would call the 'prescribed way of thinking' about heritage, the dilapidated castle or country home. But, really, the city's heritage is also things like the dark, dry humour of the people here."

(Workshop participant, Glasgow)

"It is about the physical spaces but it's also about things like the language, different ways of doing things. I've been trying to find a book of Yorkshire sayings and books written in what you might call the traditional Yorkshire dialect, but it's very difficult to find these days."

(Workshop participant, Bradford)

In addition to the above, a minority of participants also identified their area's natural landscape as part of their local heritage, and something that they would

like to be preserved; the seven hills of Armagh and the River Severn in Shrewsbury were both highlighted as examples of this. However, this type of heritage often was much less commonly mentioned than those discussed above, and tended to be one of the last suggestions made.

When I think of local heritage in Shrewsbury I think of...the river running through and around the town.

(Excerpt from a workshop participant's free writing exercise, Shrewsbury)

Whilst this broad definition was accepted across the workshops, there were also important variations between areas. Most notably, in areas where there was a strong sense of local identity, particularly Glasgow and Armagh, participants came to this definition very quickly and identified more strongly with it than in other areas.

In Bradford, an additional dimension was added to the definition of heritage as a result of a strong familial conception of heritage, especially amongst British Asian participants. For example, one participant was very unwilling to accept a definition of heritage that was based around physical heritage, or around unique attributes of an area, and equated it entirely with her own family history.

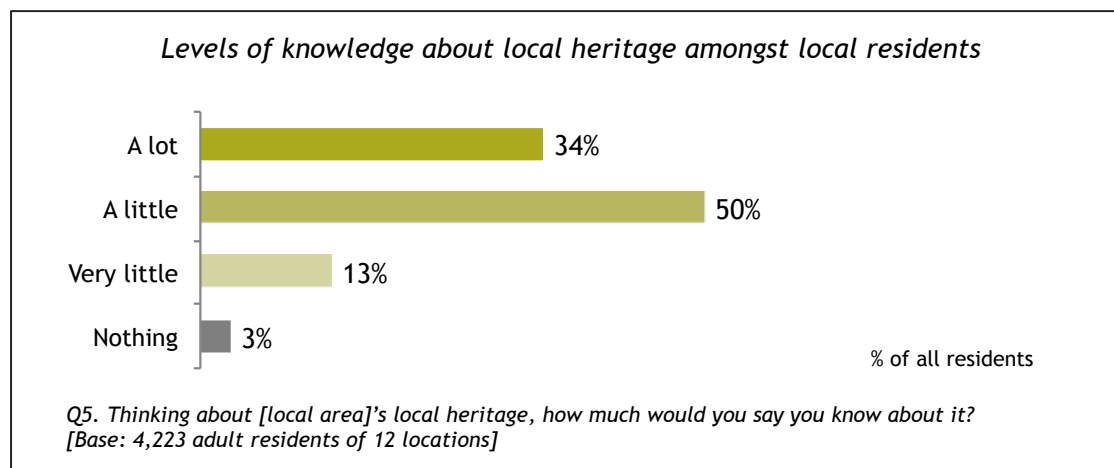
## 5. Awareness of and engagement with heritage

- Residents of the 12 locations featured in this study have a reasonably high level of knowledge about the heritage in their local area. However, this varies by level of engagement, length of residence in the area, social grade and ethnicity. Furthermore, certain types of local heritage command higher levels of awareness than others.
- Actual engagement with local heritage, in terms of visits/participation, is also reasonably high, although it varies significantly depending on the type of project. It also echoes the trends in awareness in terms of differences depending on age, social grade and ethnicity.
- The research identified three factors currently limiting engagement: complacency among local residents (especially those at certain life stages); a lack of accessibility; and a lack of awareness. Residents and stakeholders suggested several ways of overcoming these barriers and creating opportunities for further engagement.

### *Knowledge of local heritage*

The quantitative research shows that residents of the 12 areas featured in this study have a reasonably high level of knowledge about the heritage in their local area - although this varies by demography, area, and type of heritage.

Thirty-four per cent of residents across all 12 locations say they know a lot about the heritage in their local area, while 50% say they know a little about it. Only 3% of all residents surveyed said that they know nothing about their local heritage.



Some residents say they know more about local heritage than others. Least surprisingly, those who have visited a larger number of HLF-funded sites in their area tend to say they know more than those who have visited fewer. Forty-three per cent of those who have not visited any HLF-funded sites in their area (and 67% of those who have only visited one or two) say they know a little or a lot about their local heritage, whereas 95% of those who have visited five or more claim the same levels of knowledge.

Length of residence in the area also influences levels of knowledge about local heritage (and echoes the trend of younger residents tending to say they know less

about local heritage than older residents). Whereas only 24% of those who have lived in the area for 0-19 years feel they know a lot about its heritage, 47% of those who have lived in the area for 61 years or more say the same.

Class and ethnicity are two demographic factors that also affect levels of knowledge about local heritage, with poorer and ethnic minority residents claiming lower levels of knowledge than wealthier and white residents. Whereas 35% of white residents say they know a lot about their local heritage, only 24% of BAME residents do. Similarly, 41% of AB residents say they know a lot, compared with 33% of C1C2 and 30% of DE residents.

“Perhaps [residents do not know] as much as one would hope, being an archaeologist, but certainly locals are very much interested in heritage and I think that the different ethnic groups are very interested in their own heritage.”

(Stakeholder, Bradford)

“Some of the public do appreciate heritage but not all. Especially parts of the working class community, they will have little engagement with heritage. They have little interest and, even if they did, might be put off by the expense.”

(Stakeholder, Portsmouth)

Levels of knowledge of local heritage are reasonably similar between the 12 locations featured in this study. Nevertheless, it is highest among residents of ‘small urban areas’, such as Durham (91% say they know a little or a lot), Shrewsbury (89%), and Exeter (88%), possibly as a result of their prominent and densely concentrated historic buildings within relatively tight geographic confines. By contrast, residents of ‘rural areas’, such as Pontypool (77%) and Armagh (78%), are less likely to say they know a little or a lot about their area’s heritage.

While the overall level of knowledge about local heritage claimed by residents of the 12 locations is high, awareness of certain types of local heritage site and project is higher than for others.

As part of the quantitative survey, each respondent was shown a list of ten local heritage sites and projects, developed in collaboration with HLF in order to represent a diverse range of HLF-funded sites and projects in each location. Respondents were then asked whether they were aware of each project and, if so, whether they had ever visited it. The selected sites and projects can be grouped into seven categories: major attraction/museum; park; historic building; nature reserve/landscape; archive/library/local collection; townscape; and activity project<sup>2</sup>. All the projects were selected on the basis that it could be anticipated they would have some profile within the local community. However, it should be noted that this was bound to be less for some - especially activity projects - than for others, such as major museums.

Major attractions/museums and parks indeed did command the highest levels of awareness: almost all local residents (96% and 94% respectively) are aware of the projects belonging to those categories in their local areas. Around three-quarters are aware of the projects classed as historic buildings (76%) and nature reserve/landscapes (72%), while slightly fewer are aware of the projects classed as

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<sup>2</sup> For a full list of the selected projects in each location surveyed, please refer to the area summaries in the Appendix.

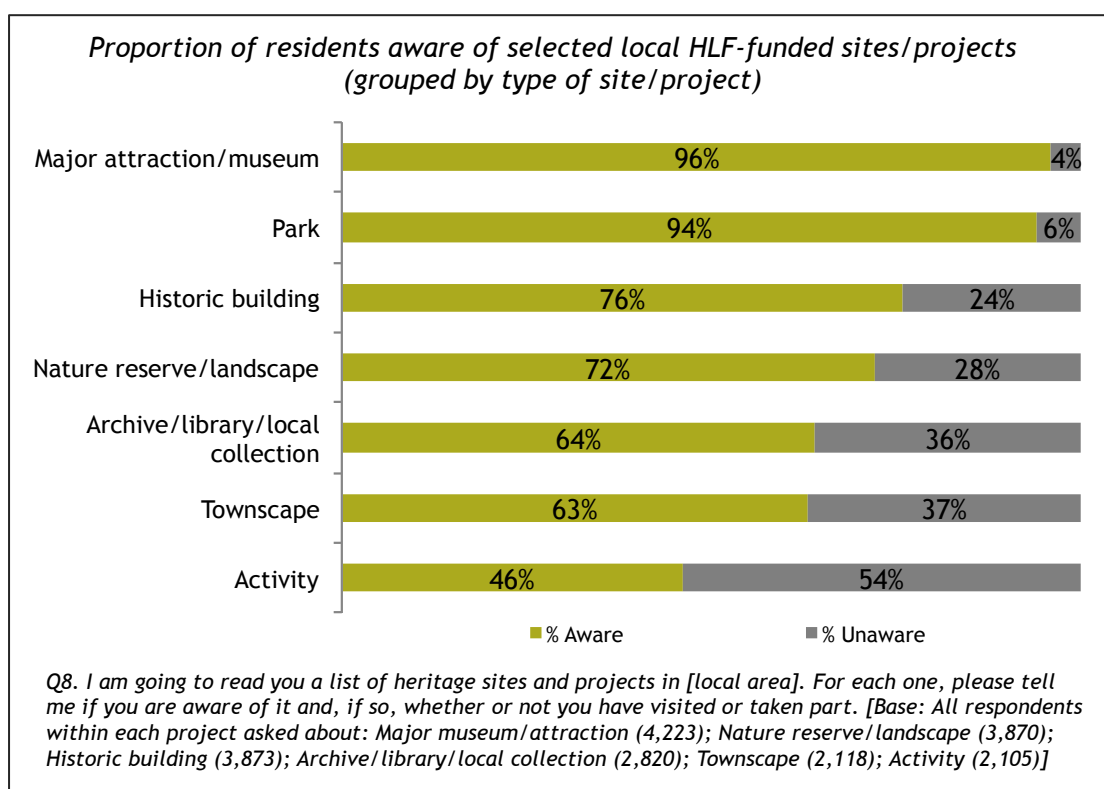
archive/library/local collection (64%) and townscapes (63%). Surprisingly, 46% are aware of local activity-based heritage projects.

Activity-based projects, (hereafter referred to simply as heritage activities), are community-based participatory projects.

One example of such a project asked about in the research is the XArch Exploring Archaeology Project, based in Devon. This project offers local communities the chance to become involved in local archaeology through a series of indoor workshops and outdoor fieldwork events.

Another example is the Dickens Community Archive project in Portsmouth, which was part of the celebrations of the 200<sup>th</sup> anniversary of Dickens’ birth. The project worked with hundreds of local people to research and chronicle life in the city in Dickens’ era. It aimed to encourage local people to share their own history, and to engage with the city’s archive collection.

(Case study: Activity-based heritage projects)



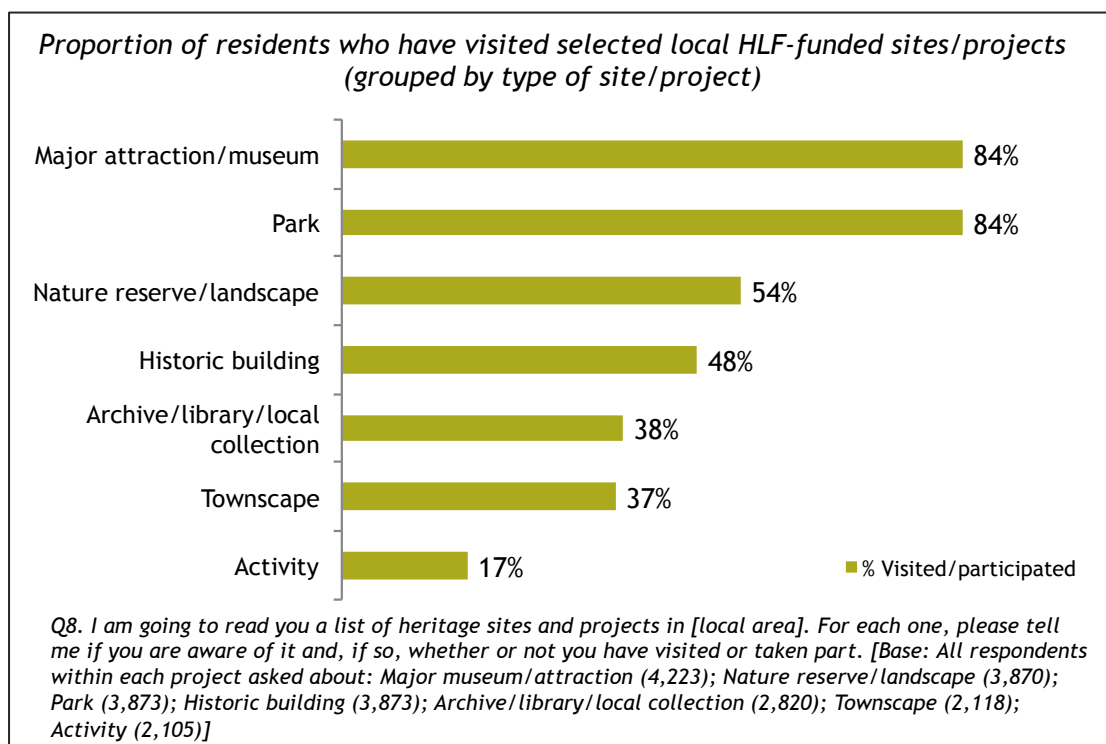
### Engagement with local heritage

Residents of the 12 locations featured in this study are reasonably engaged with their local heritage. However, even more than with general awareness, engagement varies significantly depending on the type of project (as well as broadly reflecting the general trends in terms of variations by age, class and ethnicity identified above).

“I remember walking my son up to the Folly Tower. We were both so excited going to the tower, it was the excitement on the walk there and stopping along the way to admire the view and things like the Shell Grotto.”

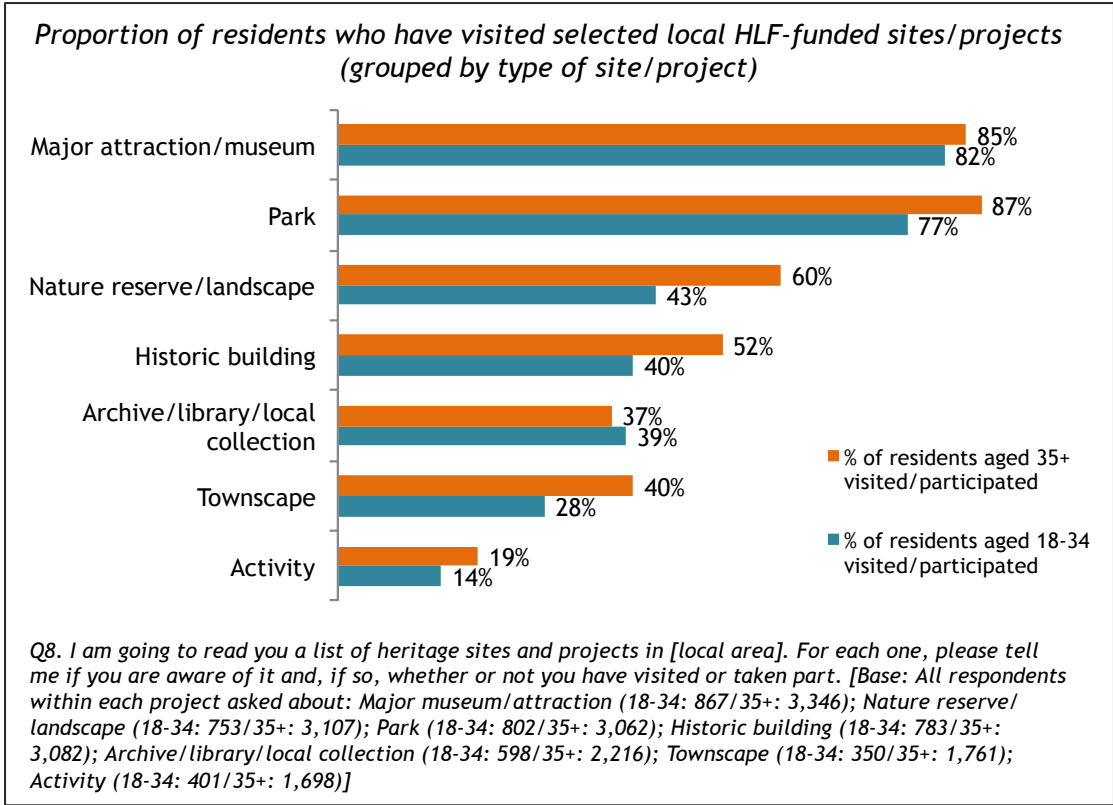
(Workshop participant, Pontypool)

Across the 12 locations, the proportion of adult residents that have visited the major attractions/museums and parks selected for the surveys in their respective local areas is very high at 84%. Around half (54% and 48% respectively) have visited the selected nature reserve/landscapes and historic buildings, whilst 38% have visited selected archive/library/local collections and 37% have visited townscapes. Even the selected heritage activities have been participated in by nearly a fifth (17%) of respondents.



There is a clear link between awareness and engagement: the types of project that command the highest levels of awareness among local residents are those that are most widely visited. In fact, the order of the categories is almost the same irrespective of whether ranked by levels of awareness or actual visits.

There are, as mentioned, also significant variations in engagement with local heritage by demography. Participation rates are higher for older residents across most heritage types, although there is less of a difference for major attractions/museums (since these are so widely visited) and archives/libraries/local collections (perhaps because younger residents are likely to have used the selected projects for study purposes). Possible reasons for this age gap are explored in the following section.

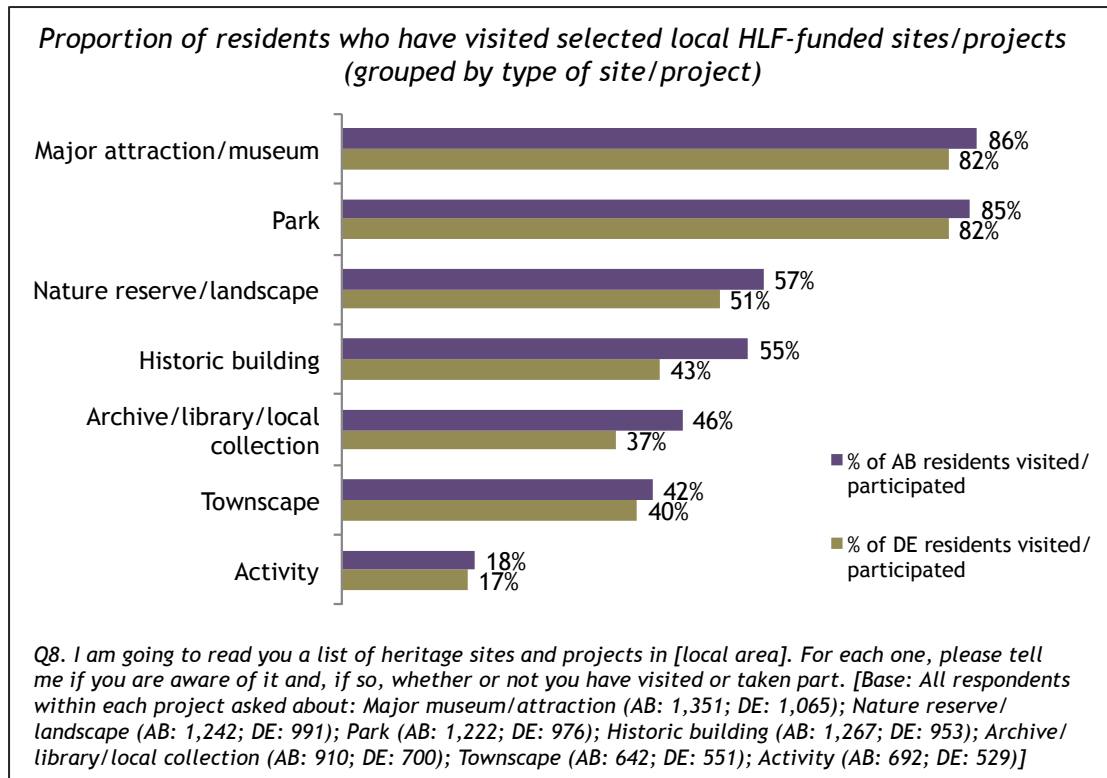


As with general levels of awareness, white residents are also more likely to have visited or participated in most local heritage sites and projects. This is particularly true of historic buildings (which 50% of white residents across the 12 locations have visited, compared with 30% of BAME residents), nature reserve/landscapes (57%/38%) and parks (84%/79%). It is not, however, true of the selected archives/libraries/local collections, which BAME residents are more likely to have visited (46% v 37% of white residents).

The impact of social grade on engagement with local heritage is more complicated. While AB residents are more likely to have visited historic buildings, nature reserves/landscapes and archives/libraries/local collections than DE residents, the differences in participation rates for major museums/attractions, parks, townscapes and activities are much less pronounced.

The reasons for these differences are unclear. Parks and townscapes do not charge entry, which may account for the narrowing of the participation gap for these types of heritage. However, further research would be needed to provide any concrete explanations.





### **Opportunities for further engagement**

While there is high general awareness of local heritage sites and projects, then, actual engagement is more mixed. The quantitative findings suggest that some types of local resident are less likely to engage with local heritage than others - and that some types of heritage site and project are much more widely visited than others.

Additionally, the quantitative figures outlined in the previous section also refer to lifetime engagement (i.e. whether or not the respondent had ever visited/participated in the selected sites and projects) and give no indication of the ‘depth’ of engagement (i.e. how frequently those that have ever visited actually return or otherwise engage further).

As outlined in Chapter 4, residents who are more engaged with local heritage tend to be more likely to believe that their area is a good place to live than those who are disengaged. This suggests that improving the level of engagement with local heritage could be a means to improving perceptions of local areas (and, as will be explored in Chapter 8, satisfaction with local quality of life).

Furthermore, across the workshops conducted as part of this study, the vast majority of participants expressed a desire to more frequently visit or participate in their local heritage sites and projects. The qualitative research findings indicate a number of opportunities for greater local engagement.

### **Overcoming complacency (especially among young adults)**

A consistent finding to emerge across the workshops was that there is a tendency for local residents to ‘take heritage for granted’. They value having heritage in the area, but, perhaps as a result of assuming it will always be easily available to visit,

are much more likely to engage with heritage when visiting a different area on a day out or holiday.

“To me it’s important but I think I take it for granted. Half of these museums I’ve never even been to. If you get people visiting they always say you’re so lucky to have all of this, but I don’t even feel like I take advantage of it.”

(Workshop participant, Portsmouth)

“If you think of it as 1% of them being interested that’s probably the best you can hope for, most other people are too busy with more pressing daily concerns... People just don’t have the eyes to see... And that is particularly true of people who have lived in Armagh for all their lives because they were brought up here and think of everything as normal and they don’t recognise that actually it’s rather exceptional.”

(Stakeholder, Armagh)

This was often a source of guilt for residents, who were concerned that local heritage sites and projects will suffer as a result of underuse. In the obituary exercise, workshop participants were asked to imagine that all heritage in their area had died and to write an obituary for it. As well as considering the implications, participants were asked to think about the possible causes: the most frequently cited one was underuse by local people.

- It is with great sadness that the newspaper has to report the passing of Shrewsbury’s heritage. This has caused a gloom to settle over the town. We also have a feeling of guilt that we allowed this to happen due to our apathy and irresponsibility. We have done a great injustice to future generations. Nothing can replace it.

(Excerpt from a workshop participant’s obituary exercise, Shrewsbury)

- Alas, our beloved Shrewsbury has lost its most treasured possession.
- We all feel bereft, whatever will we do on an afternoon?
- Why oh why did we allow this to happen? We really should have supported and visited more often.
- Will you attend the internment? Or don’t you really care?
- ...Shrewsbury, say goodbye to heritage!

(Except from a workshop participant’s obituary exercise, Shrewsbury)

As discussed above, the quantitative research suggested that engagement is lower for younger residents, and the qualitative research supports this; visiting local heritage sites was frequently a lower priority for younger participants in the six workshops than for older participants.

There was a clear sense amongst many participants, echoed by stakeholders, that heritage engagement has a life-cycle: residents often visit heritage sites and projects as children (either with parents or with school); engagement then drops off during teenage years and young adulthood; it then becomes more important when residents have young families and value the opportunity for educational,

entertaining and affordable days out with their children; while in retirement, residents have more time (and often more interest) in re-visiting their local heritage sites and projects. For these stakeholders and residents, lower participation amongst young people was not a particular concern and they did not feel that much could be done to combat it.

However, for a small number of residents, concerns about young people's lack of engagement with heritage was a source of considerable concern, and led to fears that heritage will 'die out' as young people will carry forward their disinterest throughout their life and pass it on to their children. These residents called for heritage to be made more appealing to young people, through interactive, modern exhibits to increase engagement. This concern was particularly strong, and expressed particularly powerfully, in Armagh, but was also found across the qualitative research locations.

A key question for the heritage sector, therefore, is which of these interpretations is correct. If young people's lower levels of engagement are, in fact, symptomatic of a broader lack of interest, rather than part of a life cycle, it has clearly negative implications for the future of the sector.

"I think [heritage is important to locals] - from a certain age group upwards, they would say it's lovely, the heritage is amazing, the countryside is beautiful, etc. If you ask a younger person, they might have a different perspective, they might complain that there's less to do... Involving younger people in heritage projects depend on the imagination of the people behind the projects."

(Stakeholder, Shrewsbury)

"I think it's something that as you get older, you appreciate it more. I think that the city's heritage and the Mall is really lovely. Whereas my children don't really appreciate it, but I'm sure that one day they will."

(Stakeholder, Armagh)

"When you're 18 or 20, you kind of forget about it. Once you have your own family, you start remembering it and think, 'Oh, let's go again'."

(Workshop participant, Pontypool)

### *Accessibility*

Another common suggestion for increasing engagement raised in the workshops was to improve the accessibility of heritage sites and projects.

Workshop participants often pointed to the expense of visiting certain local heritage attractions as a reason for low engagement. However, even where attractions offer free entry, it was considered an expensive day out for many once transport and sustenance is factored in.

Accessibility also relates to the ease with which residents can access sites. Participants said that out-of-town sites can be difficult to get to, particularly in more rural areas where public transport is not very good, where the roads are poor and where this is not signposting to local sites. Others complained about the lack of parking spaces offered at local sites or inconvenient opening times.

"Free parking spaces are limited, otherwise you have to pay. If you're going out to look at heritage, you don't want to only spend an hour."

(Workshop participant, Armagh)

“To some people it plays a big part. Others it passes them by, they see admission prices and think it’s just beyond their means. When Gunwharf was built, residents in the deprived areas said ‘That’s not for us’.”

(Stakeholder, Portsmouth)

### *Awareness*

The final opportunity for greater engagement identified in the local workshops was to raise awareness of local heritage sites and projects, particularly those that are smaller, less prominent or temporary. As outlined in the previous sections, the findings from the quantitative survey reveal a clear correlation between awareness and engagement: those types of heritage site and project that are most widely known among local residents are also those that are most widely visited.

“I get frustrated sometimes when I walk around Glasgow because I want to know more about the buildings and spaces but I can’t easily find out about them there and then. I think they should have more plaques and signs on buildings telling you a bit about them.”

(Workshop participant, Glasgow)

Indeed, when the full range of sites and projects that HLF had invested in locally was revealed to workshop participants, they very often expressed an interest in visiting some of those they had not been aware of hitherto. Many suggested widespread advertising and promotion of the full range of sites and projects in their area. In the various exercises where workshop participants were asked to make the case for a selected heritage site or project (or to create their own new site/project), marketing and promotion was usually one of their key priorities.

1. Needs to attract people to the area
2. Needs to engage local people to visit (must be publicity to raise awareness and needs to be affordable/free)
3. Shouldn’t be in the most deprived areas otherwise tourists won’t visit
4. Needs to be maintenance and a long-term strategy
5. Should create jobs

(Bradford workshop participants’ rules for a large local heritage project)

### ***Key insights from stakeholders***

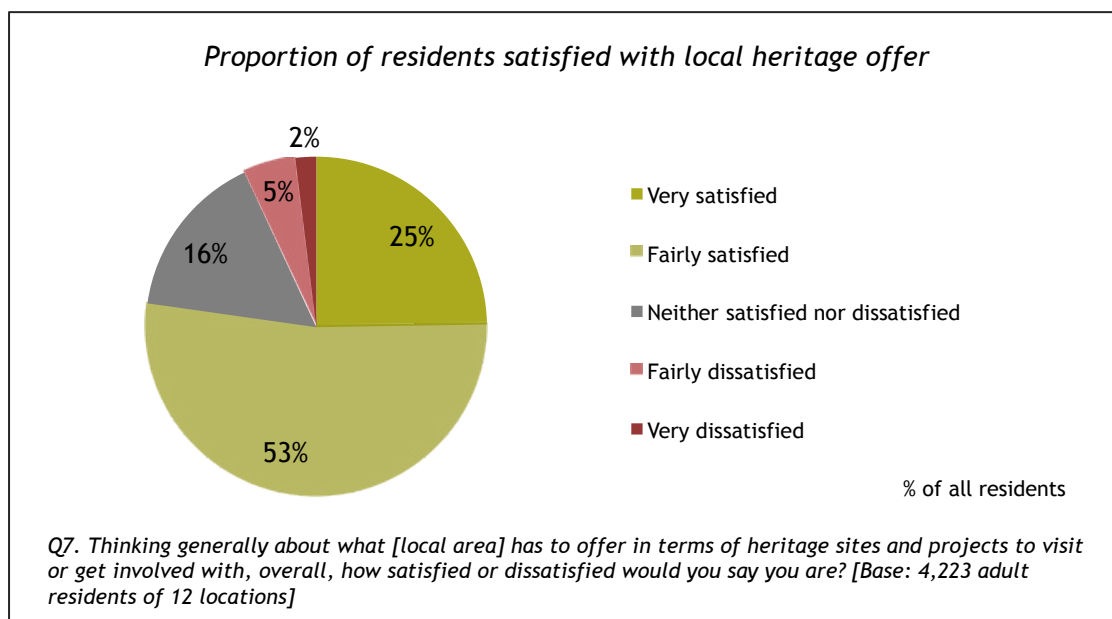
- Stakeholders largely assumed that not all local residents are likely to engage extensively with their area’s heritage (even if most do think heritage is important).
- They believed that engagement with heritage is likely to vary between residents: that older and middle class residents are more likely to engage than younger or working class residents.
- Stakeholders’ perceptions of opportunities for further local engagement with heritage were similar to those of workshop participants’, particularly around increasing awareness and improving accessibility.
- Stakeholders also thought that there is a particular challenge for heritage sites and projects in communicating with and attracting young adults.

## 6. Perceptions of local heritage

- Over three quarters (77%) of residents are satisfied with the heritage on offer in their local area. Satisfaction increases in line with engagement with local heritage.
- Workshop participants were very appreciative of the heritage opportunities available to them, especially the variety of things to see and do in their local area.
- **The majority of residents also enjoyed their visits to local heritage sites.** This was particularly true in the cases of workshop participants who visited heritage projects with their children or grandchildren, and found the experiences to be entertaining and informative, as well as an opportunity for family bonding.
- Residents who have visited local heritage projects strongly believe that they are well-maintained and, possibly as a result of their positive experiences, say they would recommend others visit their local area in order to visit its heritage sites.
- The heritage offer in local areas is seen to have improved over time, including during the twenty years that HLF has been investing in it. There is a trend towards areas such as Glasgow and Portsmouth, which have seen above average levels of HLF investment per capita, feeling this more strongly.

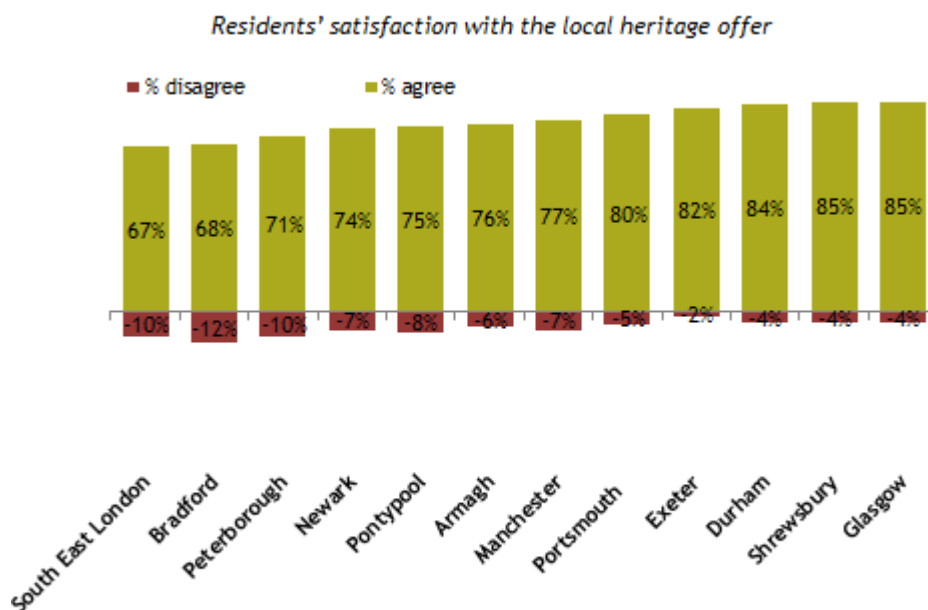
### *Satisfaction with local heritage*

Residents of the 12 locations featured in this study are satisfied with their local heritage. The quantitative survey shows that 77% of residents are satisfied with their local heritage offer and just 6% are dissatisfied.



Satisfaction is highest Glasgow, Shrewsbury and Durham (85% satisfied, 85% satisfied and 84% satisfied respectively). In contrast, respondents in South East

London and Bradford are the least satisfied (67% and 68% satisfied). Some of the reasons for these differences are explored below.



Q7. Thinking generally about what [local area] has to offer in terms of heritage sites and projects to visit or get involved with, overall, how satisfied or dissatisfied would you say you are? [Base: 4,223 adult residents of 12 locations]

Positively, satisfaction with local heritage increases with engagement. Ninety-three per cent of ‘super engaged’ residents say they are satisfied with their local heritage, compared with 87% of ‘engaged’ residents and just 48% of ‘disengaged’ residents.

In line with the variations in engagement identified in Chapter 6, levels of satisfaction increase with age; 81% of residents aged 35 and over say they are fairly or very satisfied with heritage in their area whilst just 70% of those under 35 say the same.

Regular Lottery players also have higher levels of satisfaction than others. Eighty-two per cent of regular players are satisfied with local heritage, compared with 77% of those who play sometimes or rarely, and 74% of residents who never play.

This largely positive picture is supported by the findings of the workshops and the stakeholder research. Many residents were appreciative of the heritage opportunities available to them, and praised the variety of what is on offer in their area.

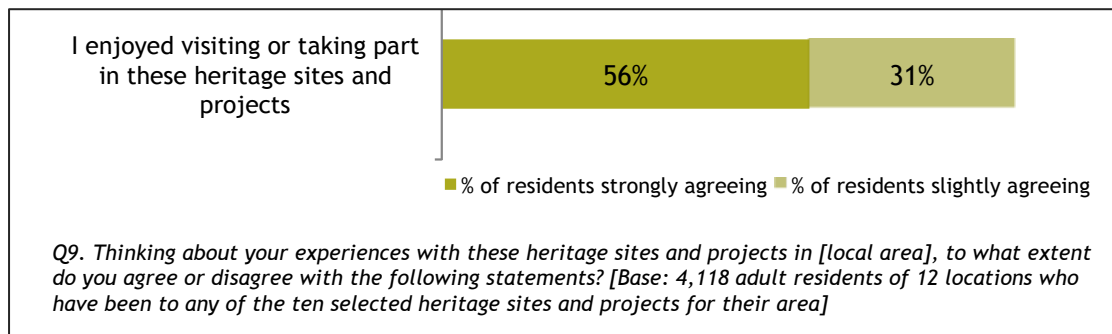
“There are lots of things to do and lots of things to see as far as heritage goes. All I used to know was the Mary Rose, which is very important. But I’ve only been here a couple of months and found that there are a lot of things to do. There is a lot of heritage.”

(Workshop participant, Portsmouth)

### ***Experiences at local heritage sites and projects***

One explanation for this satisfaction with local heritage lies in the positive experiences that residents have when they visit local heritage sites.

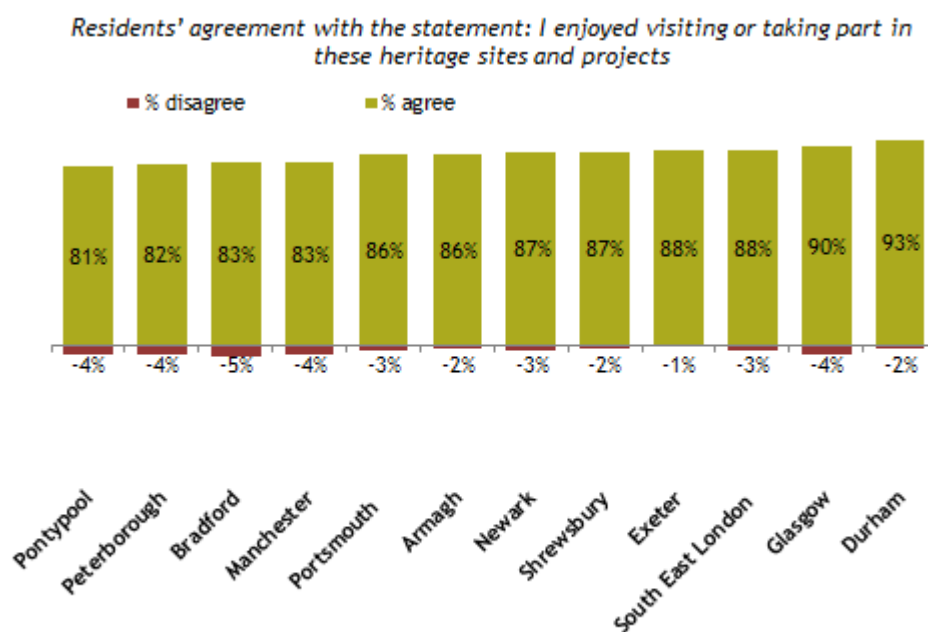
As demonstrated below, 86% of visitors to local heritage sites and projects say that they enjoyed their experience, whilst only 3% disagree.



There are variations according to social grade and ethnicity, however even amongst the least positive respondents experiences are overwhelmingly positive. Ninety per cent of AB visitors say they enjoyed visiting local heritage sites and projects, which is higher than either C1C2s or DEs (87% and 83% respectively). In terms of ethnicity, 87% of white participants say they enjoyed their experiences compared with 82% of BAME respondents.

Positively, there is also a correlation between enjoyment and the number of sites residents have visited. Whilst just 65% of those who have visited one or two HLF-funded projects say that they enjoyed their experience, this increases significantly in the cases of residents who have visited three or four sites as well as those who have been to five or more (85% and 94% respectively).

Once again, there are variations across the 12 locations featured in this study. Enjoyment is particularly high in Durham (93% of local visitors agree they enjoyed their experience, with 73% agreeing strongly), and notably lower in Pontypool (81% of local visitors enjoyed their visit, with just 53% strongly agreeing).



Q9. Thinking about your experiences with these heritage sites and projects in [local area], to what extent do you agree or disagree with the following statements? [Base: 4,118 adult residents of 12 locations who have been to any of the ten selected heritage sites and projects for their area]

Workshop participants also gave positive accounts of their experiences at local heritage sites and projects. Residents said that they enjoyed their visits, with those who visited with their children or grandchildren particularly positive; this group said that they found local heritage to be entertaining and informative, as well as an opportunity for family bonding.

“Whenever I walk around I learn something new. You read about the dockyard or the naval heritage and you start to learn a little bit more about Portsmouth itself. My kids enjoy coming here and are always asking questions, which I learn from as well.”

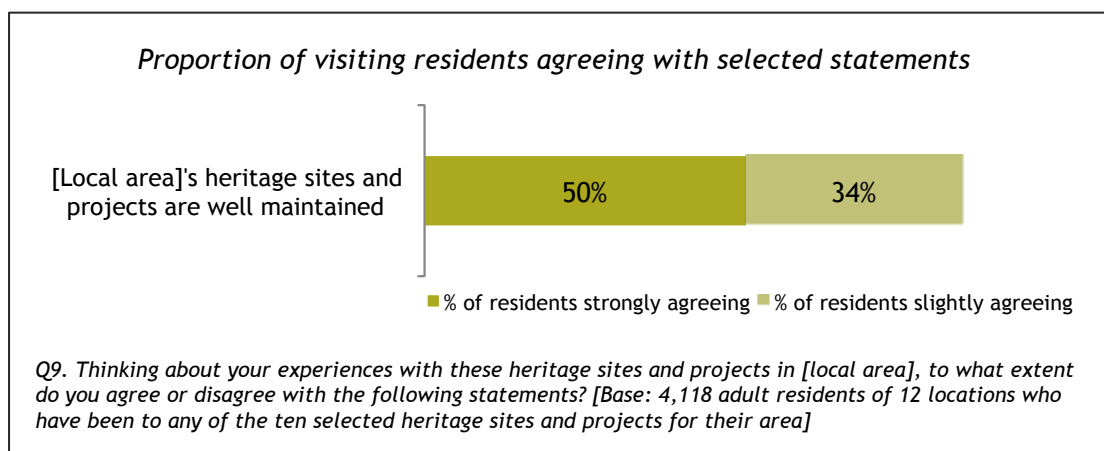
(Workshop participant, Portsmouth)

However, workshop participants did also identify ways in which enjoyment could be raised further. In Armagh residents were particularly critical and felt that local heritage would be more engaging and appealing if information were presented more imaginatively, if there were knowledgeable guides who could talk about the heritage, and if there were more fun activities for children and young people.

“I think a lot of places involve a lot of reading - that puts people off.”

(Workshop participant, Armagh)

Visitors to local heritage sites and projects believe they are well maintained, enhancing their enjoyment of the experience. In the workshops, many participants praised the good maintenance of local heritage sites, whilst in the quantitative survey 84% of the visitors say that local heritage sites are well maintained. Only 5% disagree.

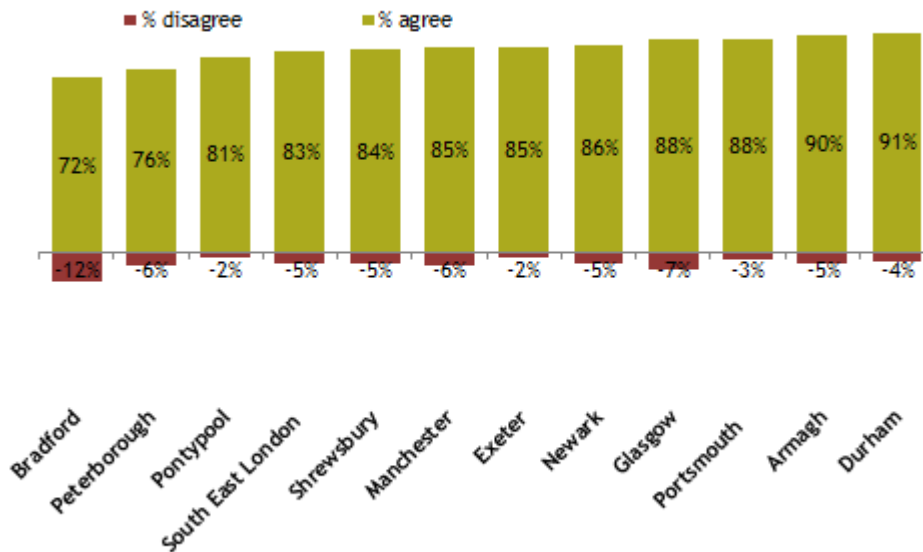


There is a correlation between residents’ levels of engagement with local heritage and their agreement that it is well maintained. Whilst 60% of ‘disengaged’ residents believe that their local heritage sites and projects are well maintained, this increases to 88% of ‘engaged’ residents and 93% of ‘super engaged’ residents.

Agreement is highest in Durham and, despite concerns expressed in the workshop about the standard of local heritage sites, in Armagh (60% strongly agreeing and 57% strongly agreeing respectively). In contrast, just 29% of residents who have visited a local heritage project in Bradford strongly agree that it is well maintained, reflecting broader concerns about Bradford being run-down and the need for investment in the area.



Residents' agreement with the statement: [Local area]'s heritage sites and projects are well maintained

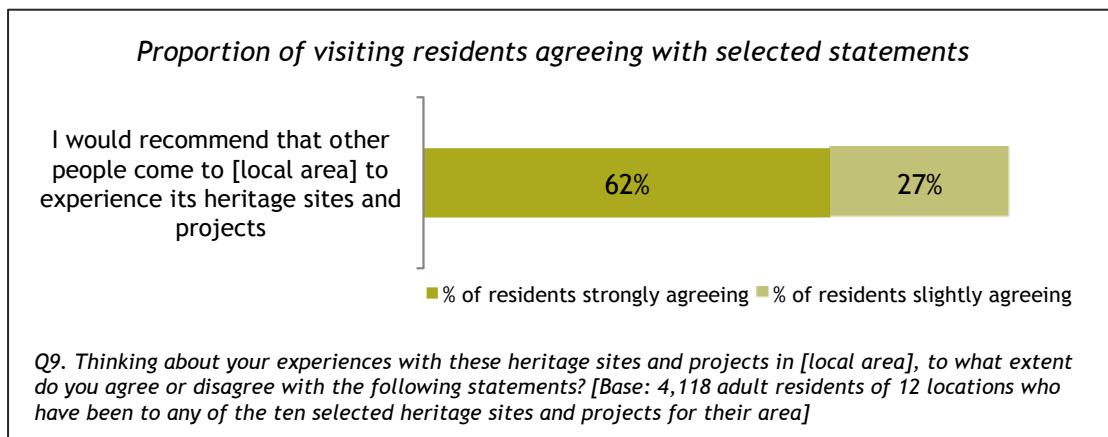


Q9. Thinking about your experiences with these heritage sites and projects in [local area], to what extent do you agree or disagree with the following statements? [Base: 4,118 adult residents of 12 locations who have been to any of the ten selected heritage sites and projects for their area]

“If something looks crap, people won’t respect it. If you make the area look nice, it will change people’s attitudes and they will have pride in the area.”

(Workshop participant, Bradford)

It is a measure of their satisfaction with their visits that 88% of residents who have visited a local heritage site or project say that they would recommend that other people visit their local area to experience its heritage. Only 5% disagree.



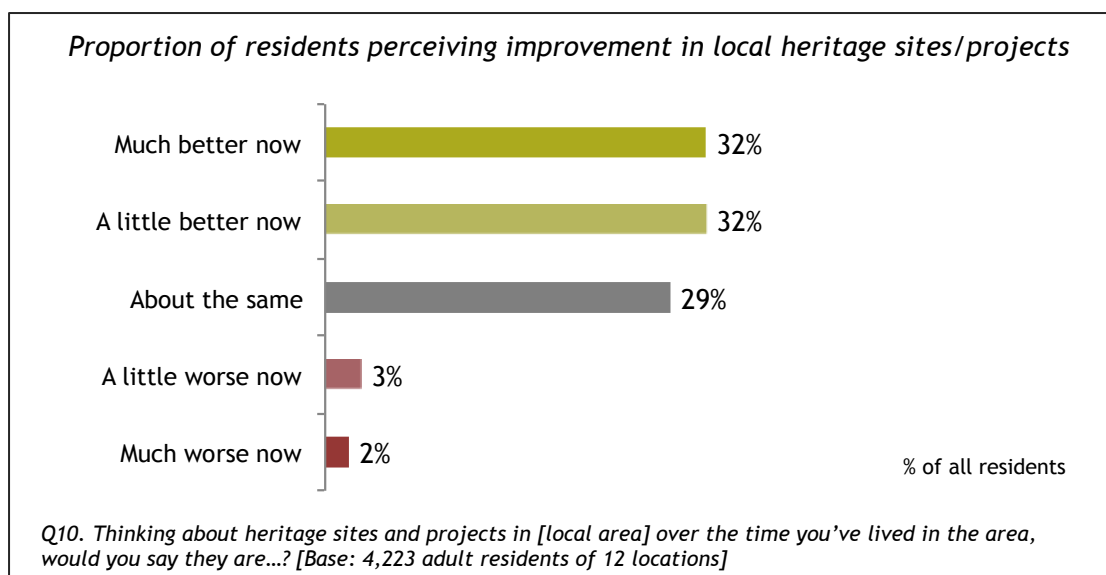
Durham and Glasgow are the areas where residents are most likely to recommend local heritage to others (98% agree and 95% agree respectively). By contrast, residents in Peterborough are the least likely to agree with this (77%), closely followed by Bradford and Pontypool (82% and 83% respectively).

The qualitative research offers some explanation of these differences. In the Glasgow workshop, residents displayed strikingly high levels of pride in their local heritage, and felt that Glasgow has many unique and interesting sites and projects. For this reason, they felt that Glasgow’s heritage offer is a key reason why people might visit the city.

However, in Bradford many participants felt that local heritage is simply not accessible, whilst in Pontypool residents felt that whilst the heritage sites themselves are good, they are rendered less appealing because the area around them is run-down. Moreover, they felt that the area does not have local amenities, such as cafes and restaurants, and said that this either might prevent tourists from coming altogether, or stop them from exploring additional aspects of Pontypool’s heritage once they have seen the site that they came to visit.

### ***Changes in the condition of heritage***

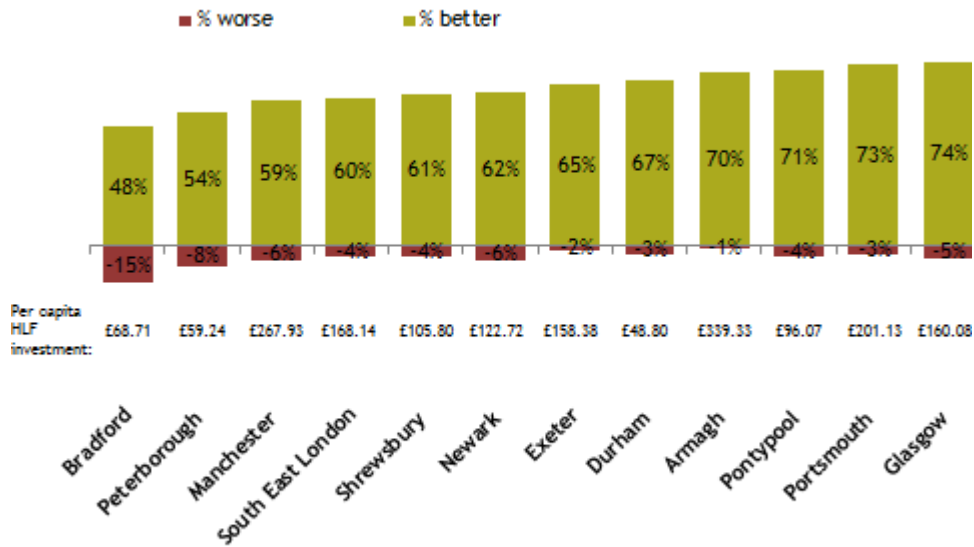
Sixty-four per cent of residents who took part in the quantitative survey think that their local heritage has improved over the time that they have lived in the area. Twenty-nine per cent say local heritage is unchanged and just 5% think it has got worse.



Residents’ perceptions of improvement increase in line with engagement with the most engaged residents the most likely to see an improvement. Whilst just 28% of ‘disengaged’ residents feel that heritage in their local area has improved, this increases considerably in the cases of ‘engaged’ and ‘super engaged’ residents (73% and 81% respectively).

There are some indications in the data that HLF investment has at least partly driven perceptions of change. To look at this, the relationship between residents’ perceptions of a change in heritage and the HLF per capita investment in projects that have completed (and so can reasonably be considered to have had an impact on local life) was used. For example, Glasgow and Portsmouth are areas that have received above average HLF investment (Glasgow has received £160.08/resident for completed projects and Portsmouth has received £201.13/resident, compared with an average of £149.70/resident across the 12 areas included in the study), and these are the areas where local residents are more likely to feel that the local heritage offer has improved (74% and 73% respectively).

*Residents perceiving an improvement in local heritage sites/projects*



Q10. Thinking about heritage sites and projects in [local area] over the time you've lived in the area, would you say they are...? (Base: 4,223 adult residents of 12 locations)

Moreover, the view that heritage has improved in these areas was also strongly expressed in both the workshops and in the stakeholder research, with some stakeholders specifically identifying the positive impact that HLF funding has had. In Portsmouth, workshop participants noted the high profile and visible signs of investments such as the Mary Rose Museum and saw these as evidence of improvements to local heritage. Similarly in Glasgow, workshop participants said that investment in heritage has had a visible impact on the city centre, resulting in an awareness of heritage funding amongst residents.

“The big museum projects and navy dockyard are massive projects that have made a great impact. The Naval Museum is wonderful.”

(Stakeholder, Portsmouth)

“Lottery funding came in in 1994, for the museums, and that was absolutely transformative.”

(Stakeholder, Glasgow)

In contrast, Bradford has received below average HLF investment (£68.71/resident<sup>3</sup>) and just 48% of its residents say that local heritage has improved and 15% feel that the heritage offer has got worse, the highest of any area in the study. This was supported in the workshop, where participants identified a general decline in Bradford, and included its heritage within this (despite also agreeing that there have been improvements to the Bradford’s parks).

**Key insights from stakeholders**

- Stakeholders in all six areas in which qualitative research was conducted agreed that heritage has improved in recent years. They pointed to the

<sup>3</sup> HLF figure using the total investment to date in the 10km area asked about in the survey as its base.

restoration and protection of historic building, to the development of new museums and to a variety of local heritage projects as evidence for this.

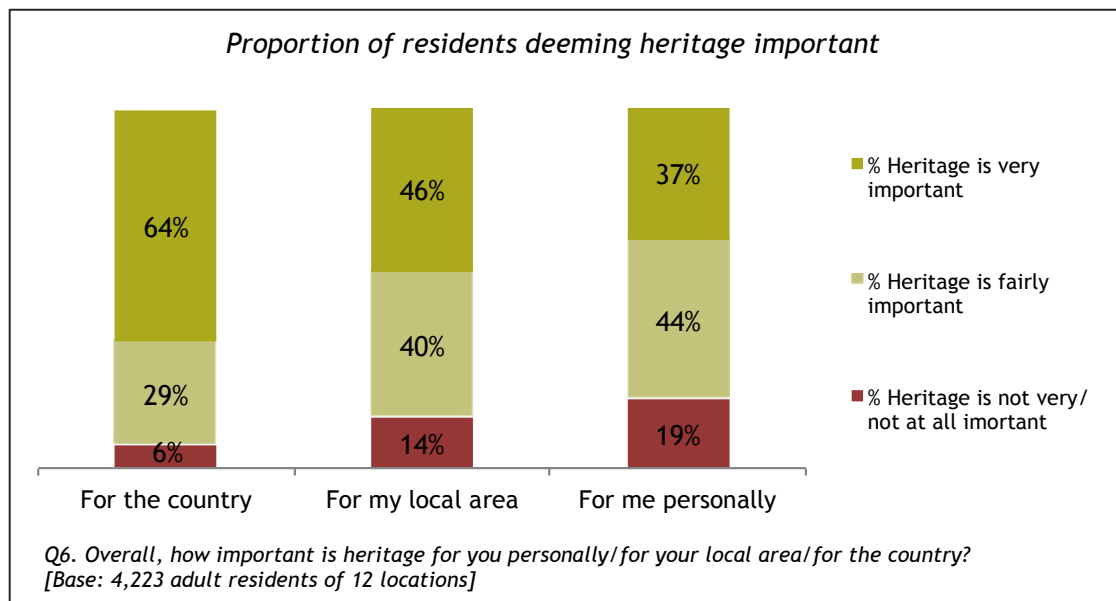
- Positively, stakeholders largely saw HLF funding as the reason for this improvement.
- It is, perhaps, a mark of HLF's success that some stakeholders felt that there is room for further improvements to their local heritage, and called for further investment. For example, in Pontypool some stakeholders felt that the historic buildings in the centre of the town are in need of restoration and were keen to secure HLF funding for this, for the benefit of the local community.

## 7. What benefit does heritage have?

- **Heritage is deemed important by local residents and stakeholders.** This research has identified a number of benefits of heritage at the national, local and individual levels.
- **Heritage is widely deemed to be important at a national level.** Nevertheless, both stakeholders and local residents found it much easier to articulate local and individual benefits.
- **At the local level, heritage is deemed to make local areas better places to live for a number of reasons.** These include: supporting local economies, making local areas more physically attractive, encouraging local pride, and increasing social cohesion.
- There are also a number of personal benefits resulting from local heritage (in addition to the wider point of improving the locality for residents). These include: providing leisure opportunities, facilitating learning, and contributing to personal identity.

### *Overview: The importance of heritage*

All strands of this research clearly demonstrate that heritage is widely regarded as important: for the country as a whole, for local areas, and for individuals.



1.

### *The benefits of heritage at a national level*

The quantitative findings demonstrate that fully 93% of residents of the 12 locations featured in this study consider heritage to be important for the country as a whole, with 64% deeming it to be very important.

In the early stages of the workshops, participants often discussed the benefits of heritage investment in terms of the national importance of providing a record of the United Kingdom's history.

When asked about the main benefits of heritage in the pre-workshop questionnaire, participants often referred in abstract terms to the importance of ‘preservation’, both for ‘future generations’ and ‘national identity’. This applied to buildings - but also to less tangible aspects of heritage, such as languages, skills and stories.

- The main benefit of heritage: Preserving the information and helping maintain places of historical significance for future generations.

(Excerpt from participant response to workshop pre-questionnaire, Portsmouth)

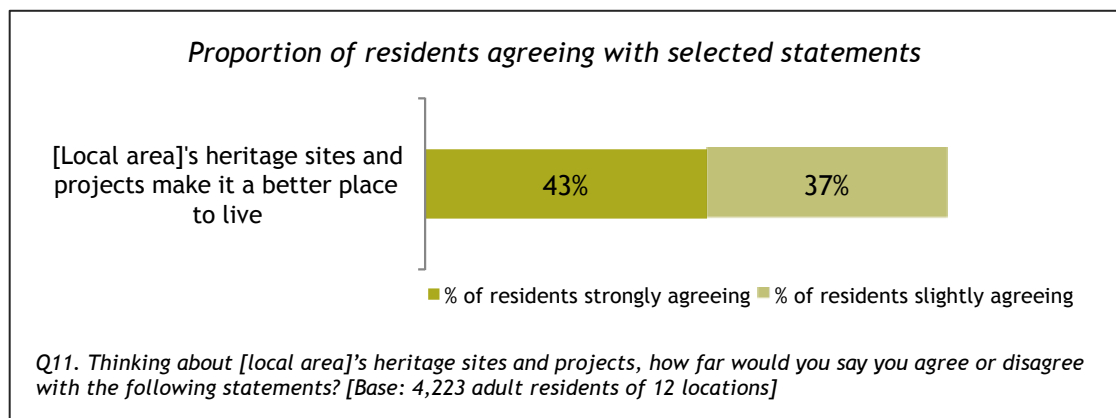
### ***The benefits of heritage at a local level***

Heritage is also deemed to have important benefits at the local level. The quantitative findings show that 85% of residents across the 12 locations consider heritage to be important for their local area, with 46% deeming it very important (and only 3% considering it not at all important).

Heritage is deemed particularly important at the local level by residents of the ‘small urban areas’: Durham (where 92% of residents say heritage is important for their local area), Exeter (89%) and Shrewsbury (89%). This is perhaps unsurprising given that, as outlined in Chapter 6, the higher levels of awareness and knowledge of local heritage in those areas suggests greater prominence and visibility.

While the benefits of heritage were initially expressed abstractly and regarded as accruing nationally by workshop participants, participants increasingly identified more specific (and often local) benefits over the course of the workshop.

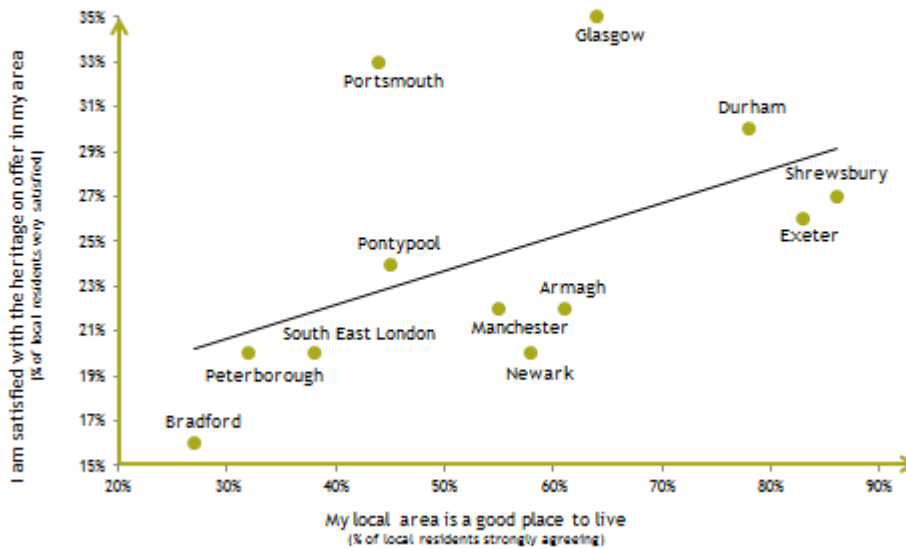
Overall, 80% of residents agree that their area’s heritage sites and projects make their town or city a better place to live (and only 6% disagree).



2.

Indeed, as the graph below shows, satisfaction with an area’s heritage offer correlates with satisfaction with the area as a place to live. This reinforces the finding that heritage makes local areas better places to live - and suggests that local areas that can develop and improve their heritage offer can also improve residents’ perceptions of the area as a place to live.

*Correlation between proportion of residents in each area expressing satisfaction with local heritage offer and proportion agreeing that it is a good place to live*



Furthermore, it is not just residents who widely engage with local heritage who believe that it improves the area as a place to live. Seventy-one per cent of residents who have visited just one or two local heritage sites agree that their area’s heritage sites have made it a better place to live (with even 61% of those who have not visited any of the selected sites and projects agreeing).

This suggests that the benefits of heritage extend beyond the experience of actually visiting - an insight strongly supported by the workshops, stakeholder research and other quantitative survey findings, which identified four broad types of local benefit.

### *Supporting local economies*

Residents and stakeholders alike considered the local economic benefits of heritage investment very important. For many - including stakeholders representing local business or the tourism industry, as well as workshop participants who were less frequent visitors of heritage sites and projects - it was the primary (or at least the most immediate) advantage of local heritage.

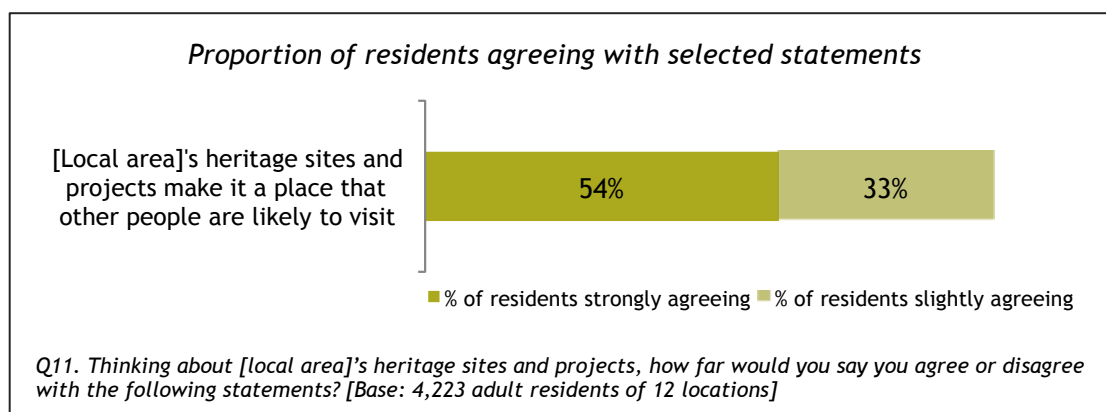
Stakeholders thought that there were broadly two ways in which heritage could support local economies: by attracting tourists to the area, and by supporting local businesses and attracting new ones to the area.

“In addition to attracting tourists, the main benefit of heritage is that the area will attract business. Businesses want to relocate to places that are vibrant. It means a happy workforce and so on. If a place is grim, you won’t want to move there as a Managing Director or Chief Executive.”

(Stakeholder quote, Portsmouth)

While workshop participants tended to view the economic impact in terms of its ultimate impact on employment for local people, local residents did agree with the two mechanisms by which this could be achieved. As demonstrated in the chart below, an overwhelming majority (87%) agree that their area’s heritage sites and

projects make it a place that other people are more likely to visit (with only 4% disagreeing).



3.

Indeed, participants at the workshops were keenly aware of the importance of tourism to their areas and often asserted that there was a significant presence of domestic and international tourists there. This was more pronounced in Glasgow, Portsmouth and Shrewsbury, but was also widely felt in Pontypool, Bradford and, to a lesser extent, Armagh<sup>4</sup>.

“Tourism is massively important here. A lot of local people actually leave during the summer to get a break from all the tourists!”

(Workshop participant, Portsmouth)

### *Making local areas more attractive*

Another clear local benefit accruing from heritage identified by residents is its contribution to enhancing the physical environment. This benefit was especially pronounced because of the good condition that the vast majority of residents found their local heritage sites and projects to be in, as outlined in Chapter 7. In the obituary exercise, where participants were asked to imagine their area without any heritage sites or projects, they often referred to the aesthetic of the city, describing it with terms like ‘barren’, ‘empty’ and ‘cold’.

- Glasgow would look bare, dull and ugly without all the old buildings, parks, tourist attractions, etc. It would be boring, nothing to accommodate or occupy the kids. Adults would have nothing to do basically.

(Excerpt from a workshop participant’s obituary exercise, Glasgow)

Stakeholders, too, stressed the importance of the physical environment to the quality of life in local areas. Heritage buildings, as well as parks and nature reserves/landscapes, were often perceived to be a key component of satisfaction with local areas - especially in locations like Shrewsbury and Glasgow with particularly attractive architecture.

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<sup>4</sup> Workshop participants in Armagh did perceive a tourist presence in the area but felt that the city could better capitalise on its heritage offer if made more accessible to visitors

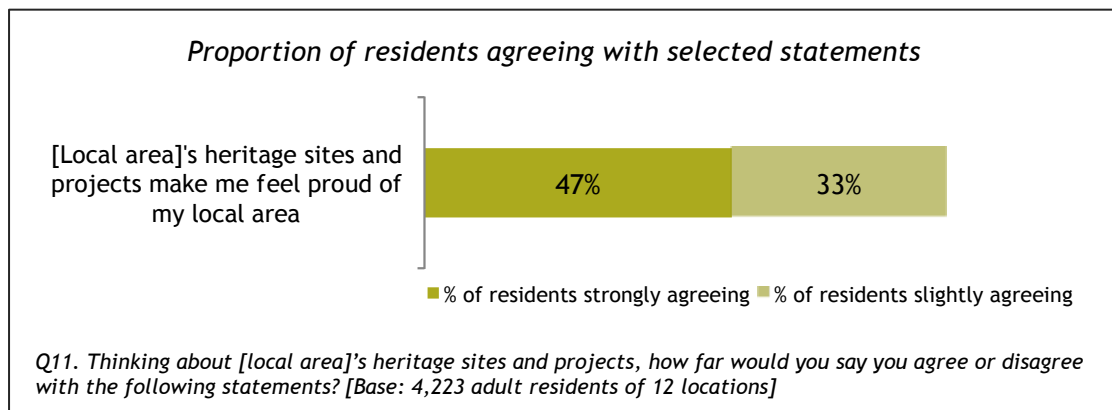


“The heritage in the area is very strong, there's great architecture... It creates a vibrancy and energy and feel-good factor around the place.”

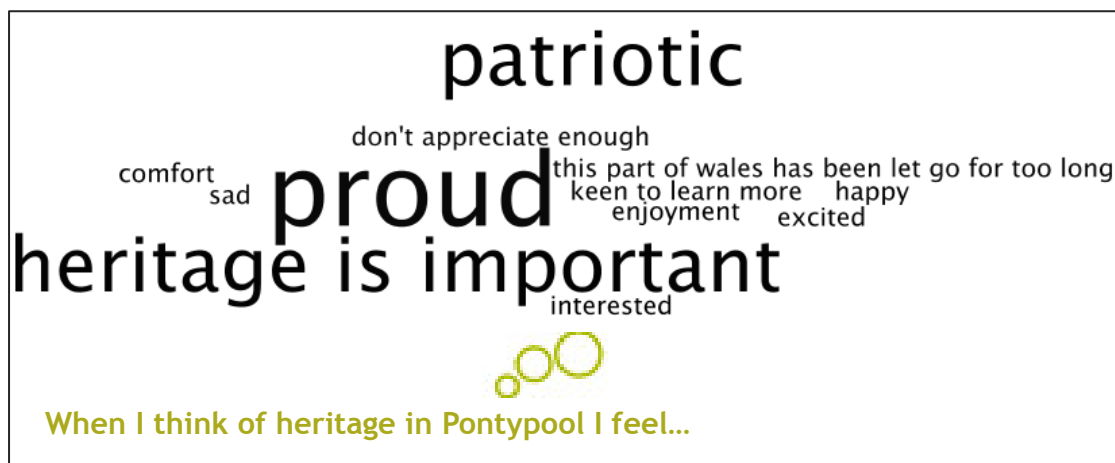
(Stakeholder, Shrewsbury)

### Encouraging local pride

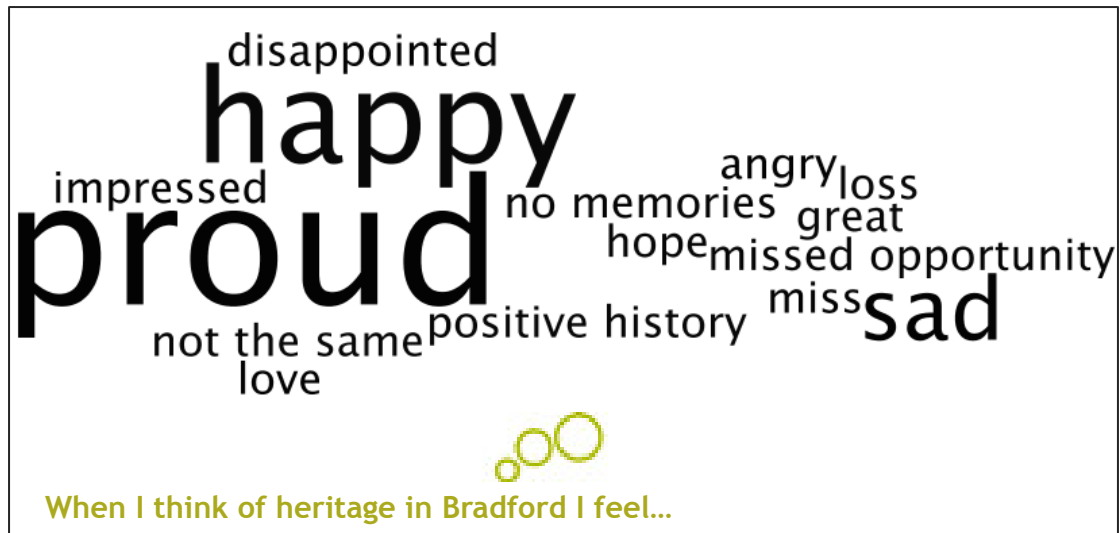
A third local benefit of heritage uncovered by the research is its role in fostering pride in the area. Overall, 80% of local residents agree that their local heritage sites and projects make them feel proud of their area (with only 6% disagreeing).



This was echoed by participants in the six workshops. In the free-writing exercise near the beginning of each workshop, participants were asked to spend five minutes individually writing down everything they thought of when they thought about their local heritage - and what they felt when they did so. The overwhelming emotion they recorded, as the examples from the Pontypool and Bradford workshops below show, was pride.



(Workshop participants' collated responses to free-writing exercise, Pontypool)



(Workshop participants' collated responses to free-writing exercise, Bradford)

According to stakeholders, heritage contributes to a sense of local pride in a number of ways. One is related to the previous benefit and stems from having an attractive physical environment to call home. Another is the sense of attention and care that comes from visible, physical signs of investment in local heritage. This was particularly true in places like Pontypool and Bradford, which the workshop participants felt had been neglected or 'forgotten'.

"The public recognise the investment, it makes them feel like they and their area aren't being as overlooked... The physical environment is key to the confidence of a city."

(Stakeholder, Bradford)

"There's a tremendous pride in the history of the area, even if they're from Govan or Carlton or wherever. They want to see it look better and be maintained properly. A huge part of that is the heritage and the history. Heritage is very important to them...The look and feel of a place is very important to how people feel about themselves."

(Stakeholder, Glasgow)

Another way in which stakeholders thought that heritage contributes to local pride is by celebrating residents' shared history and by preserving something that is thought to be worth remembering about local history. There was also a strong feeling among stakeholders that local residents felt proud about their area's heritage because they felt a sense of ownership over it.

"It gives people a grounding: you need to know where you've come from in order to know where you're going. It also gives people ownership of their area. These softer benefits are more important than the economic benefits, which I see as a bonus."

(Stakeholder, Pontypool)

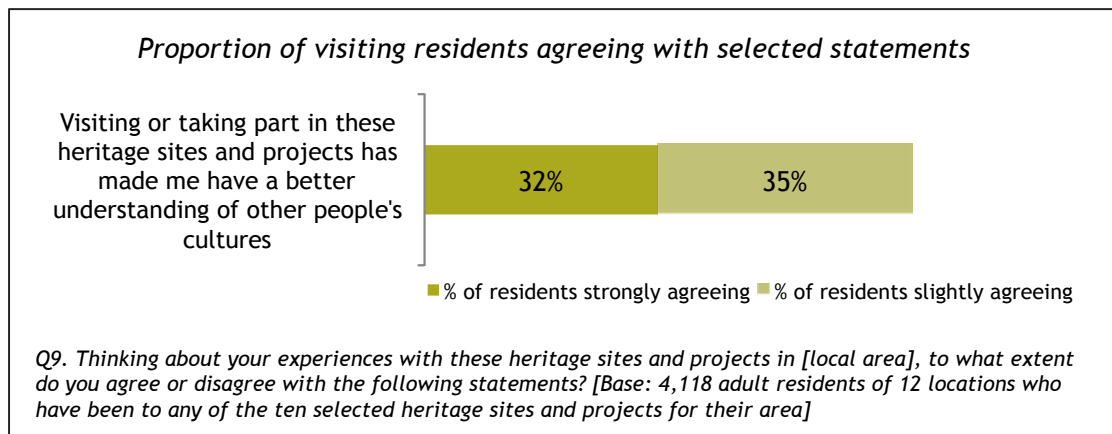
"There are iconic buildings which people are very proud of and recently one of them called Riley's House, it was proposed by the authority that it was going to be sold. There was a huge outcry and within a short time a group of friends had been formed and they raised 10,000 signatures to protect the building. You can gauge very strong feelings about Shrewsbury's heritage from that."

### Increasing social cohesion

A final local benefit of heritage suggested by stakeholders was its ability to contribute to local social cohesion<sup>5</sup>. It was said to do this by fostering understanding between different groups of residents and unifying them around a shared history. This suggestion was borne out by the local residents research, both quantitatively and qualitatively. As the chart below demonstrates 67% of visitors to local heritage sites and projects agree that visiting has given them a better understanding of other people's cultures.

"It promotes social cohesion through people becoming more aware of their own identity and empowerment. I think I've seen small projects do that very successfully over the last 5 years, particularly the oral history projects."

(Stakeholder, Armagh)



This benefit was seen as particularly important in Armagh, an area that has witnessed significant conflict historically. Participants at the workshop believed that heritage sites and projects could play a unifying role, promoting tolerance and understanding. Residents were particularly supportive of the idea of heritage sites as non-denominational spaces that differing communities could use together.

Residents were asked to imagine that Armagh's entire heritage had vanished, and to identify one aspect that they would restore. Their poster responses showed projects that would bring the differing communities together, either in a 'multi-faith centre' or in a non-religious environment that celebrated all of Armagh's past equally.

(Case study: Designing a poster resurrecting Armagh's heritage)

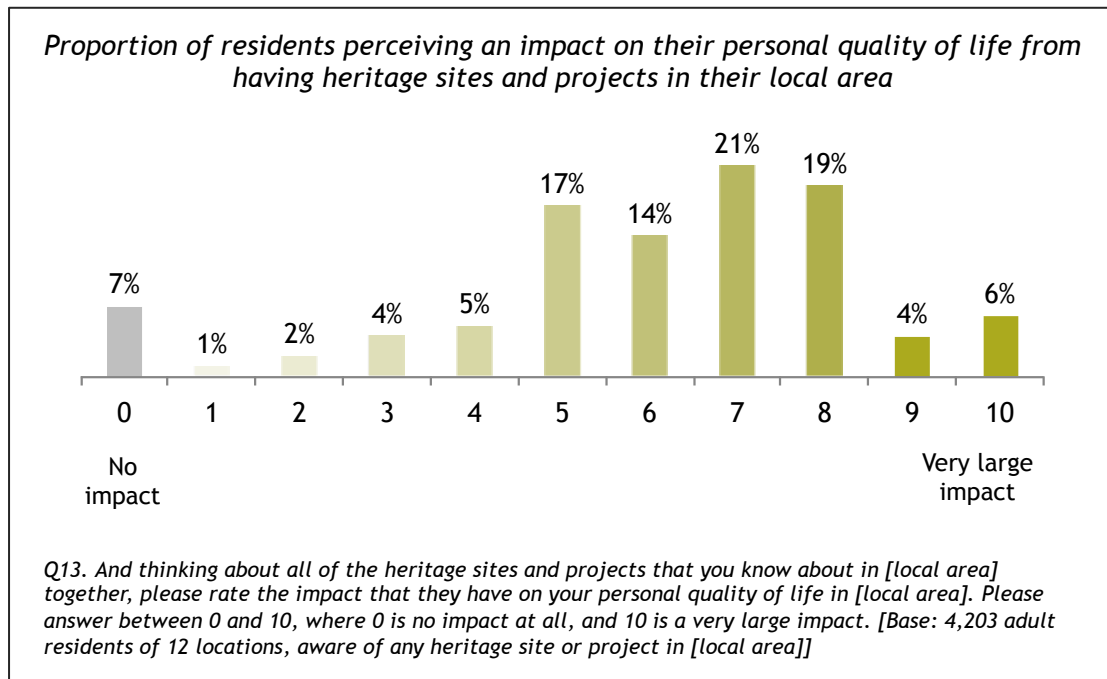
### The personal benefits of heritage for residents

As well as perceiving national and local benefits, local residents regard heritage as important for themselves personally. Eighty-one per cent of residents say that heritage is either very (37%) or fairly (44%) important for them personally.

<sup>5</sup> Stakeholders believed that small local projects, particularly oral history projects, are particularly effective at increasing social cohesion.

Partly, this simply comes from living in an area that is a better place to live as a result of local heritage sites and projects (as outlined in the previous section). Given that most residents believe that heritage has made their area a better place to live, it is unsurprising that they perceive their own personal quality of life to have improved.

Fully 93% of local residents across the 12 locations perceive some impact on their personal quality of life from having heritage sites and projects in their area, with 29% rating the impact as eight out of ten or higher (on a scale of 0-10, where 0 is no impact and 10 is very large impact). The average (mean) impact is six out of ten across all residents across the 12 locations.



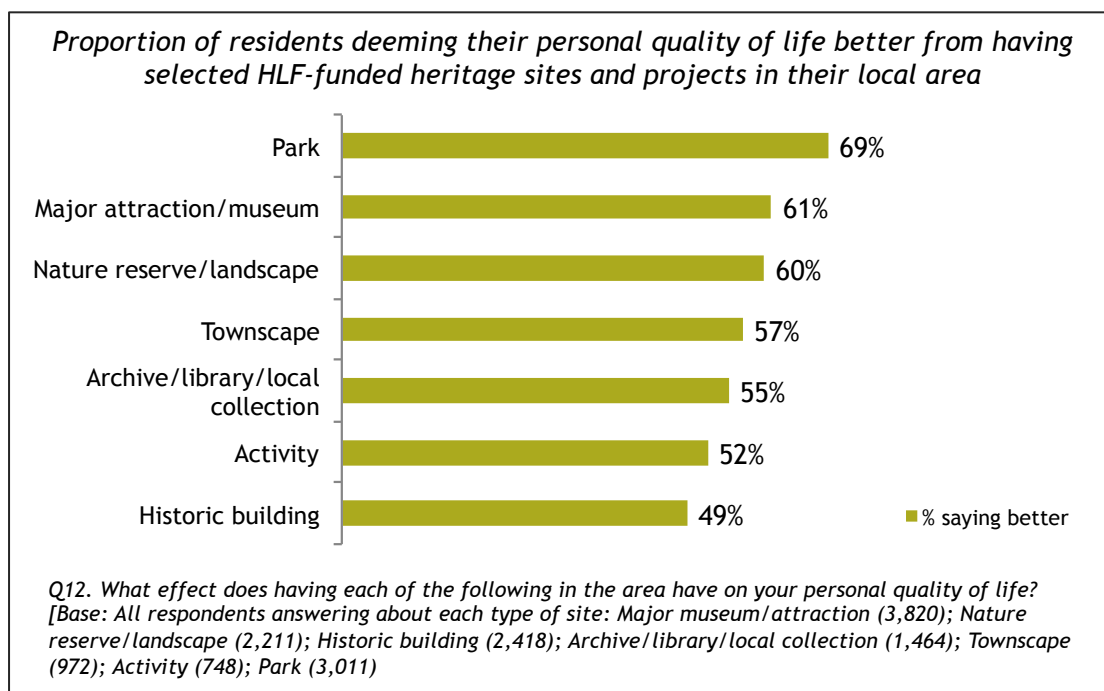
Even among the minority of surveyed residents who have visited just one or two of the ten selected projects, 84% perceive some impact on their quality of life from having heritage sites and projects in their area. This reinforces the finding, outlined in the previous section, that the benefits of heritage sites and projects are not confined to the experience of visiting - and thus accrue not just to engaged visitors but also to the wider community, including infrequent visitors.

In the quantitative survey, respondents were initially presented with ten selected heritage sites and projects and asked whether they were aware of each and, if so, whether they had visited them. Later in the survey, they were presented with a list of up to five selected heritage sites and projects that they had indicated some awareness of and asked what effect having each in their local area has on their quality of life. The 120 total selected sites and projects have been grouped and allow some analysis of the types of projects that have the widest impact on local residents.

Firstly, all types of heritage site and project improve the quality of life of a wide range of local residents.

Secondly, some types of heritage site and project improve the quality of life of a wider range of local residents than others. Parks have the broadest impact with

69% of local residents aware of the selected parks believing their personal quality of life to be a little better or much better a result of having them in the area; historic buildings, by contrast, have a beneficial impact on the personal quality of life of just 49% of those residents aware of them.



Across the six workshops, it was clear that parks and open spaces were highly valued by local residents and were often regarded as among the primary attractions in their area. Residents valued the central locations of these attractions, the fact that they are largely free, and the community spirit they generate, and affirmed that they used parks and green spaces frequently for leisure. This was particularly apparent in Bradford, where residents were very aware of the improvements made to their local parks.

“Roberts Park was on the way to college for me and I used to go the long way round it just to avoid having to walk through it. It used to be full of all sorts of things and was really dangerous. But it’s completely different now, you see families and old people using it all the time now.”

(Workshop participant, Bradford)

“It’s changed people’s perceptions about their place, their environment, about the projects that have benefitted. 2.8 million people visit Robert’s Park at Saltaire and that’s phenomenal and actually lots of different businesses have cropped up from that.”

(Stakeholder, Bradford)

Nevertheless, aside from the general benefits that flow from living in an area that has benefited from heritage investment - such as a improved local economy, more attractive area, stronger local pride and a more cohesive community - there are a number of more individual benefits that residents believe result from having heritage sites and projects in the area.

### *Leisure opportunities*

One such personal benefit is the presence of an additional leisure opportunity in the area. This was particularly valued in the context of enabling families to spend quality time together as, as noted previously, for many residents, heritage plays an important role in allowing them to spend time with their families. Workshop participants often said that heritage is a fun day out with children or grandchildren and, in many cases, parents described enjoying taking their children to sites that they themselves had visited as children.

“It’s quiet family time away from other distractions.”

(Workshop participant, Bradford)

“The opportunity to be able to visit galleries, parks, etc [is the biggest benefit]. Most of them are free of charge and accessible and I think that opportunity is really important for residents to be able to do. I think that if they do start to value it then that will have an impact on their general wellbeing because once you know what’s on your doorstep and available for you it can improve your lifestyle.”

(Stakeholder, Bradford)

- The town is a lonely place now, nowhere to go, nothing to do, nothing to see.

(Excerpt from workshop participant’s obituary exercise, Pontypool)

### *Facilitating learning*

The educational benefits of heritage for residents are also perceived to be of considerable importance, particularly for young residents and children. Heritage’s educational benefits are sometimes conceived in the formal, academic sense or, more frequently, in a softer sense, by developing understanding and allowing residents to make sense of the world around them.

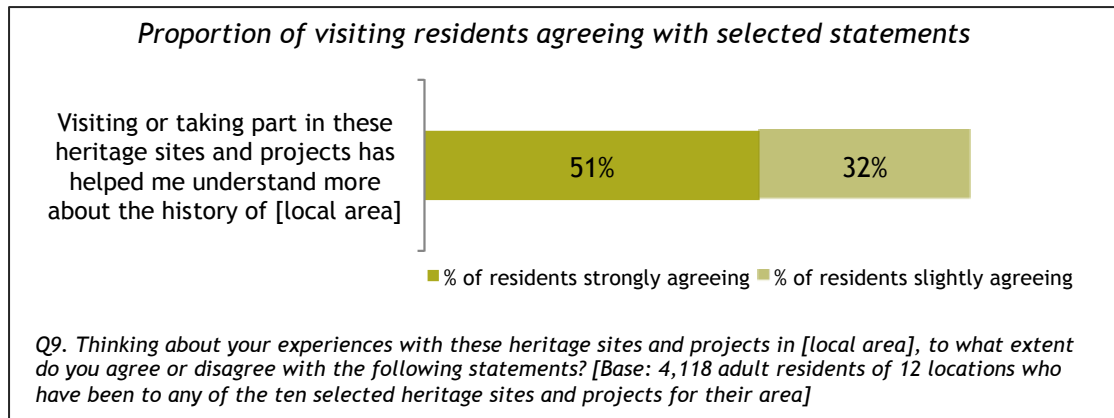
“It’s about not taking things for granted, grounding young people by showing the hardships that others have had to endure in the past.”

(Workshop participant, Pontypool)

“I suppose it’s about enrichment. It provides resources for people to grow, develop themselves, to explore the past and nature and make sense of life... It’s about making life more meaningful for people.”

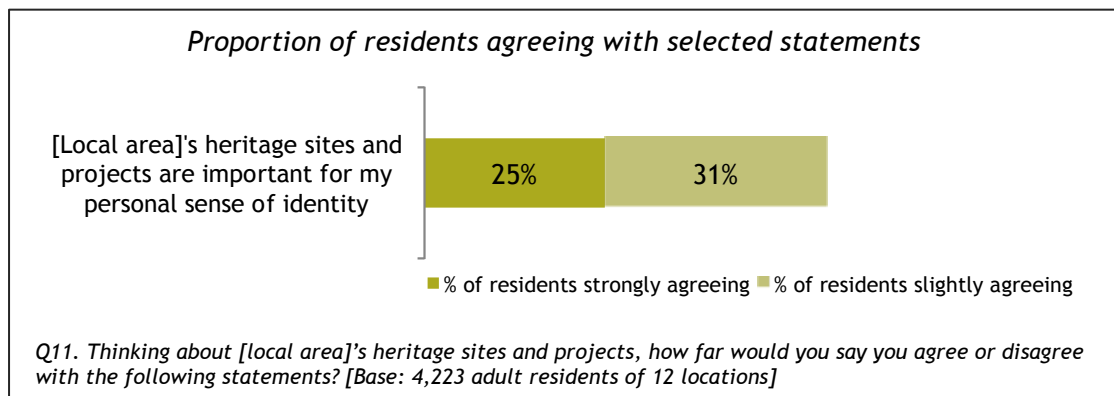
(Stakeholder, Glasgow)

The quantitative findings reaffirm the educational benefits of local heritage. Of residents who visited any of the ten selected heritage sites or projects in their area, 83% agree that visiting has helped them understand more about the history of their area. Indeed, as outlined in Chapter 6, those who have visited more heritage sites in their area are more likely to feel knowledgeable about their area’s heritage. The findings also suggest, however, that local heritage sites and projects can broaden horizons even further: as noted previously, 67% of visitors agree that visiting has made them have a better understanding of other people’s cultures.



### Personal identity

A final individual-level benefit of local heritage is the contribution it makes to residents’ personal sense of identity. The quantitative findings suggest that 55% of residents agree that their area’s heritage sites and projects are important for their personal sense of identity.



Local heritage’s role in forming personal identity is higher for residents that have lived in the area for longer: whereas 47% of those residents that have lived in their area for 0-19 years say local heritage is important for their own sense of identity, 76% of those who have lived in the area for 61 years or more say the same.

“Your heritage or history defines you. If you have no heritage... If the past gets lost in translation, then what is the future?”

(Workshop participant, Armagh)

The contribution that heritage makes to personal identity was illustrated in the residents’ workshops and stakeholder interviews. Participants at the workshops often shared memories about their own early interactions with aspects of their area’s heritage, as well as family stories about how earlier generations were involved in historical industries or traditions.

For the pre-task exercise, which required participants to bring along an object or photograph that represented local heritage, one participant brought along a photo that he had seen hanging in a local pub. It was of two textile workers and was several decades old. The participant said that he recognised one of the workers as his own father and told stories of how he had childhood memories of playing on

bails of wool where his father worked. He said that the city's industrial heritage was part of his own identity.

(Case study from Bradford local resident workshop)

“It's fundamental to the people who live here. It's part of their identity... It's an absolutely fundamental part of the DNA of the people of the city. You talk about shipbuilding in this part of the world and you'll get a fearsome debate in every pub and every corner of the street. There's a real genuine connection to that because it's telling a story of who we've been.”

(Stakeholder, Glasgow)

### ***Key insights from stakeholders***

- Stakeholders' perceptions of the benefits of local heritage can be grouped into two broad categories: economic benefits and benefits relating to identity and understanding.
- Most stakeholders tended to focus on one of the two categories in their assessment of the benefits of local heritage, although some included both.
- In general, stakeholders from the business, tourism and local government categories tended to emphasise economic benefits, while academia and community/voluntary stakeholders tended to emphasise benefits relating to identity and understanding.
- All stakeholders were clear about the positive impact heritage investment can have on the quality of life in local areas - and the positive impact it has had on their own local communities to date.



## 4. How people connect with heritage

- People connect with heritage in two key ways: in emotional terms and in transactional terms.
- When heritage is seen to have emotional resonance, it is thought about in terms of preserving, celebrating or discovering an aspect of local heritage or culture that is special, or that has a particular meaning for residents. This kind of connection tends to be highly personal.
- When heritage is seen to have transactional resonance, it is thought about more in terms of the practical benefits it brings to individuals or to the community, for example providing families with an opportunity to spend time together, or boosting the local economy. Thought about in these terms, heritage has much less emotional resonance.
- However, these ways of connecting with heritage are not mutually exclusive, and there is a sliding scale between heritage that has primarily emotional resonance and heritage that has primarily transactional resonance.
- Often, smaller, locally-focused heritage projects are thought about primarily in emotional terms, whilst larger, regionally- or nationally-focused projects are thought of primarily in transactional terms.
- Participants are also more likely to connect with heritage emotionally in places where identity has been contested.

As discussed in Chapter 7, people are able to identify a range of benefits of heritage. From these conversations, it is possible to identify two distinct ways in which people connect with heritage: in emotional terms and in transactional terms.

When talking about heritage that they connected with emotionally, participants discussed heritage as celebrating, preserving or discovering an aspect of local culture or history that is 'special', or which has a particular, personal meaning to them. As a result, there was a powerful sense of emotional resonance, and this heritage was felt to tell people something important about themselves, their family or their community. Thought about in these terms, heritage is able to deliver the benefits of strengthening local identity, encouraging local pride and fostering social cohesion discussed in Chapter 7.

For participants in the Bradford workshop, food, and specifically curry, was an important part of local heritage. Whilst they recognised that residents can connect with the many curry houses in the city in transactional terms (more places to eat), they primarily connected with them emotionally. Participants talked about Bradford being famous for its curries, and felt that this offers a strong counter-narrative to negative perceptions of the area. For many, this was a source of deep pride, and they had a powerful emotional relationship with this aspect of their heritage.

(Case study: Thinking of the benefits of heritage in emotional terms)

“My grandfather and great grandfather spent most of their working days down there and I feel very proud to be a part of it...I’m glad I didn’t have to do it!”  
(Workshop participant, Pontypool)

In contrast, when thinking about heritage in transactional terms, participants discussed the practical benefits brought about by local heritage, whether that be providing fun or educational entertainment for families to do together, boosting the local economy by creating jobs and encouraging tourism, or making the local area a more attractive place to live.

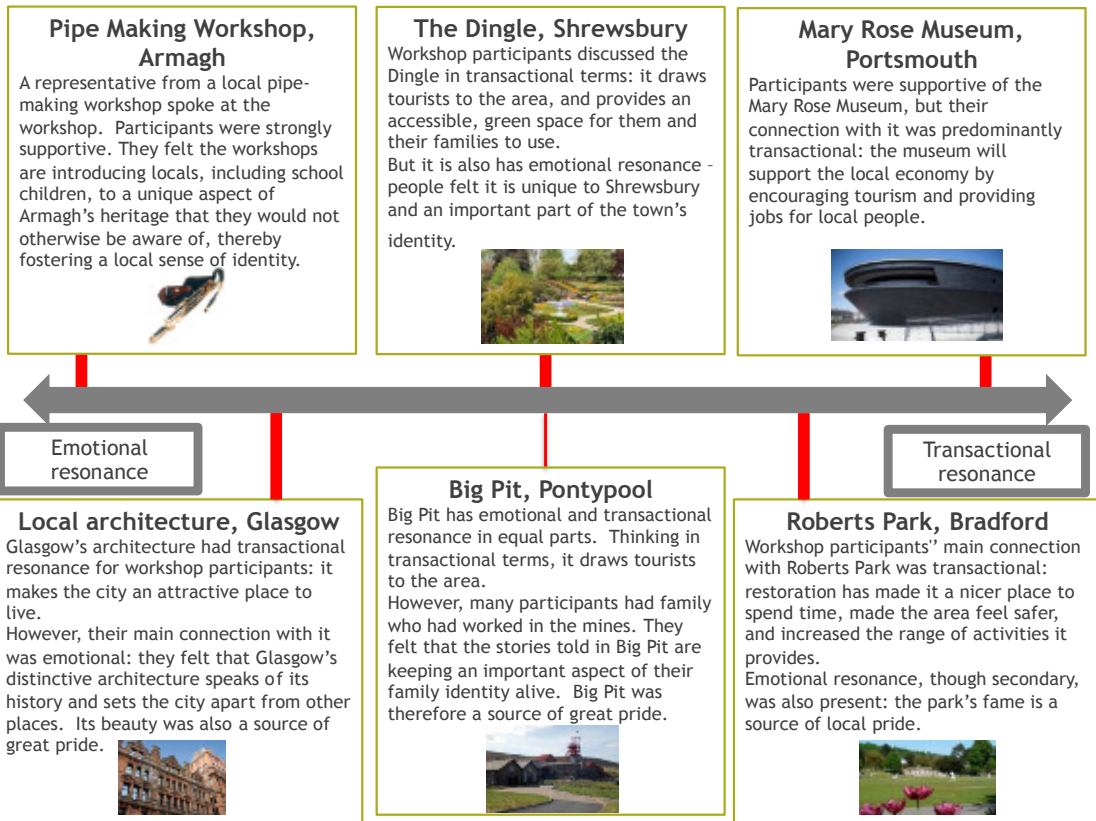
“[Moving the museum into the town] will encourage people to go and spend money. I’ve just seen a prime example; I saw a couple of tourists walking past the place and say “What’s in there?”, and they came in, just off the street, and now they’re in here walking around”.  
(Workshop participant, Shrewsbury)

When thinking in this way, the connection was much less emotional, and other considerations, such as cost, or ease of access became much more important.

In the Glasgow workshop, Glasgow Green emerged as an example of local heritage that that residents connect with in transactional terms. Participants talked of the range of activities the park hosts, and said that it plays an important role in providing a space that local families can use together. However, emotional resonance, though secondary, was also present: the park’s ‘iconic’ status was a source of pride for participants.

(Case study: Thinking of the benefits of heritage in transactional terms)

Importantly, as the case studies above indicate, these two ways of thinking about any given example of heritage are not mutually exclusive. Indeed, participants in this research thought about the vast majority of heritage in both ways, and as the chart below shows, there is a sliding scale between heritage that is seen as having transactional resonance, and heritage that is thought about as having emotional resonance.



Often, residents predominantly connected with small, locally-focused heritage or heritage projects emotionally. In contrast, because the focus of larger regionally- or nationally-focused heritage or heritage projects is less immediately relevant to any one community, and because the impact that they have on the local economy is more immediately obvious, the residents' connection with these projects was more likely to be transactional.

Participants were also particularly likely have emotional connections to local heritage in places where identity has been contested, such as Armagh. This may be because local tensions have encouraged residents to develop a particularly strong sense of what it means, historically and culturally, to be from the area. In contrast, in Shrewsbury, an area with a relatively homogeneous population and no recent history of conflict, transactional relationships were predominant.

## 5. What attributes does a ‘good’ heritage project have?

- There was consensus amongst stakeholders and workshop participants about the attributes that a ‘good’ heritage project should have.
- Heritage projects should be: fun; educational; accessible; should be appealing to people outside a narrow interest group; and should conserve an aspect of the past.
- In addition, stakeholders said that heritage projects should be sustainable, and that any restoration work should be sensitively carried out.
- These attributes are common to all heritage projects, but the way in which some attributes are fulfilled may depend on the scale of the project.

Stakeholders and workshop participants identified a number of attributes that they felt a ‘good’ heritage project should have, often reflecting the benefits of heritage detailed in Chapter 8.

Importantly, there was a considerable degree of consensus across the two groups about what ‘good’ looks like. However, the way in which the later residents’ workshops were structured encouraged participants to think about the differences between different sized projects, and there was a view amongst workshop participants that the precise way in which attributes might be met varies depending on the scale of the projects.

One of the most commonly cited attributes of a good heritage project was that it **should be fun**. This was particularly emphasised by workshop participants who said that projects should be engaging, that any exhibits should be well-signposted and interactive and that any staff employed should be able to discuss the project with visitors or participants. Achieving this was felt to be an important part of attracting visitors or participants to the project, and in particular young people.

“I would open a place for children - for educating them through play, stimulating their history interest - whether it be drama, interactive stuff or something like that. Rather than reading for an hour. Something that the kids enjoy; it’s them that will be carrying it on.”

(Workshop participant, Shrewsbury)

There was also agreement that heritage projects should be **educational and accessible** (both in terms of cost, and the ease with which they can reach them) to members of the public.

**Heritage projects should appeal to people outside a narrow interest group;** stakeholders and workshop participants agreed that money should absolutely not be given to fund one or two individuals’ pet hobbies. Workshop participants said that, for larger heritage projects, meeting this attribute means appealing to a broad range of people, for example by including exhibits of national importance, in order to justify the investment. There was an expectation that the appeal of smaller projects would naturally be narrower, but nonetheless that they should have the potential to be of interest to members of the community other than those

involved in the funding bid, and that everyone should, if they wish, have the opportunity to take part.

**Conservation was also an important attribute;** heritage projects should conserve an aspect of the past that would otherwise be at risk of being lost, whether that be preserving a building that would otherwise decay beyond repair, or recording local dialects.

“If we all had the attitude - ‘I don’t go to that church, I’m not bothered, I’m not a Catholic’ - how many things would we lose from our heritage? Britain is renowned for its heritage. If this starts going from our lives, what will our grandchildren have?”

(Workshop participant, Shrewsbury)

In addition to the points above, two further attributes were identified by stakeholders. The first of these was that, where HLF money is being spent on restoration, it is important that the work is **sympathetic to the character and history of the building**, and that it fits in with the surrounding area.

Finally, some stakeholders stressed the importance of **sustainability**. By this, they meant one of two things:

- Once the work for which funding is granted has been completed, the project should not require further funding from HLF; it should be able to self-fund, or receive funding from other source.
- Where relevant, any building or other work should be of high quality, so that it does not degenerate and require additional work in the future.

“It needs to be sustainable and pay its way after funding stops.”

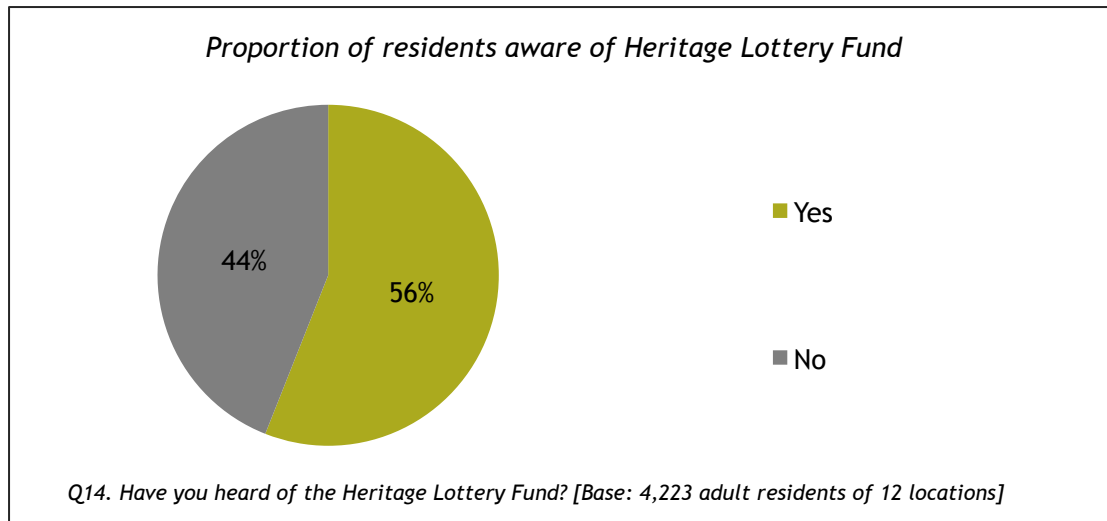
(Stakeholder, Shrewsbury)

## 8. Perceptions of heritage funding

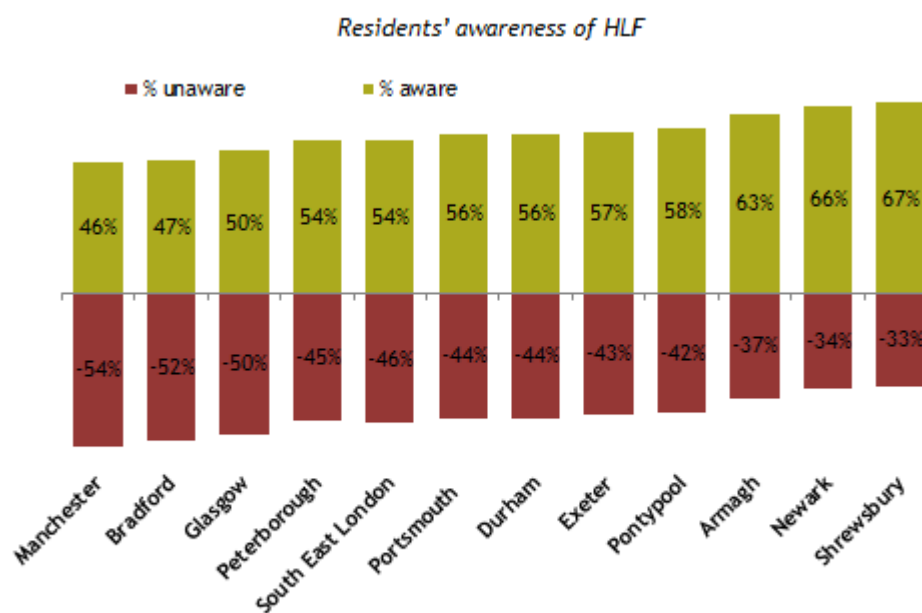
- Over half (56%) of residents surveyed are aware of HLF.
- However, the qualitative research shows that although awareness of ‘headline’ projects is relatively high, knowledge of full extent of HLF funding in local areas is limited amongst residents.
- **Understanding of how HLF is funded is also limited;** relatively few participants were aware of the link between the Lottery, Good Causes and HLF.
- **Despite this, there is strong support for Lottery funding of heritage projects;** 69% of residents say that the projects asked about in the quantitative survey represent good or excellent use of Lottery money, with respondents in Glasgow and Exeter particularly positive. **Less than 10% feel the represent poor or very poor use of Lottery money.**
- Regular Lottery players are more likely than average to describe the investment in their area as good or excellent use of Lottery money (76%).
- Areas where residents perceive that Lottery money has been used most effectively also tend to those where heritage is felt to have most improved.
- **Stakeholders’ understanding of HLF and how it operates was mixed,** and even amongst those who felt they knew a lot about the organisation there were some misconceptions about how it operates.
- **However, stakeholders’ perceptions of HLF were good,** largely because of a view that it has had an important, and positive, impact on local heritage since its foundation.
- Those stakeholders who had had direct involvement with HLF were very positive about their experiences, and praised HLF for going beyond simply handing out money and offering highly valued advice and support.
- **There were three main areas for improvement identified by stakeholders:** some stakeholders, often from community groups, felt that HLF could do more to support funding applications from smaller organisations; some felt that HLF could do more to raise awareness of the availability of funding; and a minority of stakeholders called for more evaluation of the impact of HLF funding.

### *Public awareness and support for HLF*

The quantitative research shows that 56% of respondents are aware of HLF, whilst 44% have not heard of it.



Awareness of HLF is highest in Shrewsbury and Newark (67% aware and 66% aware respectively). In contrast, respondents in Manchester and Bradford are most likely not to have heard of HLF (54% and 52% unaware respectively).



Q14. Have you heard of the Heritage Lottery Fund? [Base: 4,223 adult residents of 12 locations]

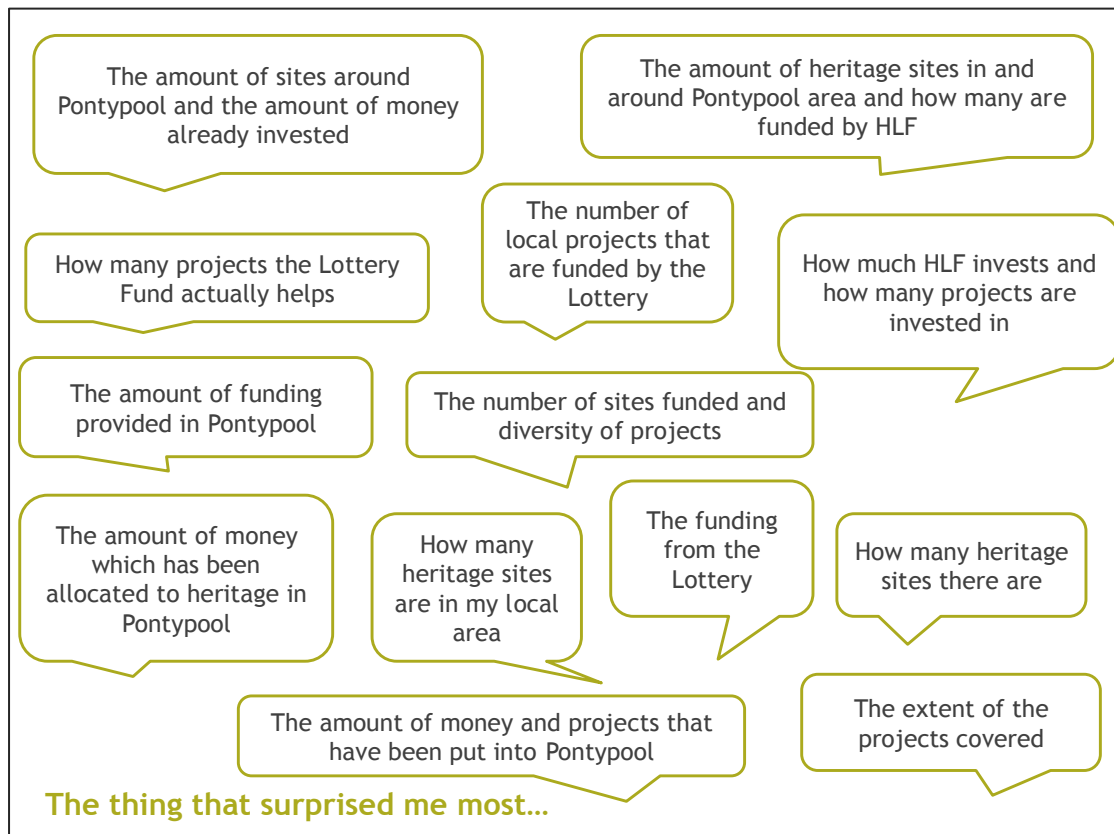
Positively, the more engaged with local heritage residents are, the more likely they are to have heard of HLF; 75% of 'super engaged' residents have heard of it, compared with 25% of disengaged residents.

Regular Lottery players are also more likely to have heard of HLF than those who sometimes, rarely or never play (66%, 60%, 53% and 51% respectively).

Those under 35, BAME residents and those from social grade DE all have lower than average awareness of HLF (35%, 31%, and 50% respectively).

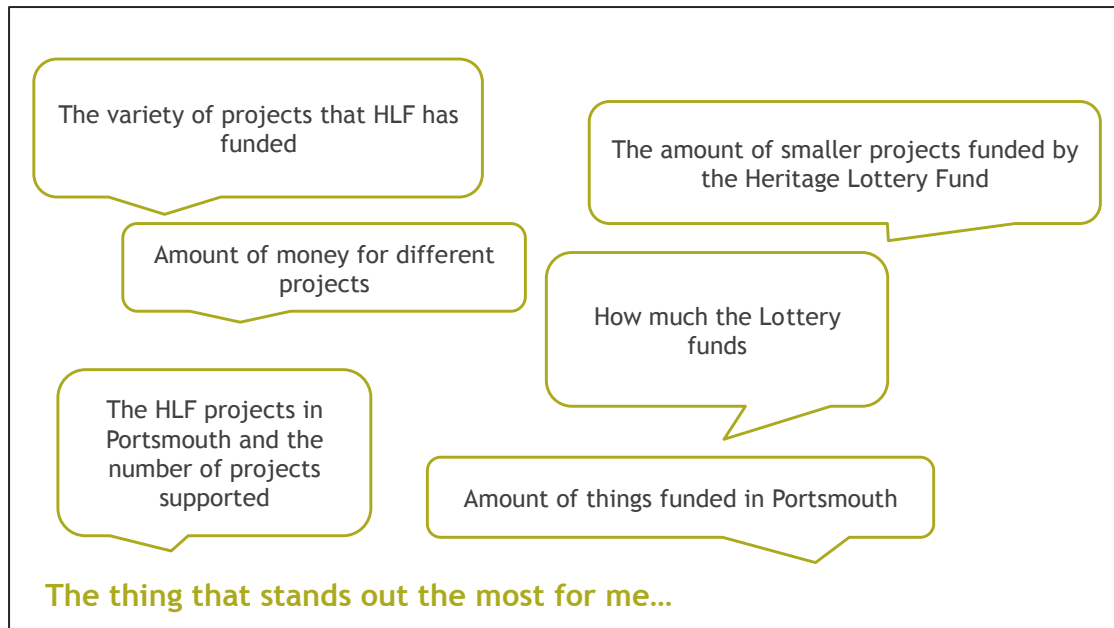
However, the qualitative research reveals that, even amongst those who are aware of HLF, knowledge of what it has funded in local areas remains relatively limited

(although awareness of ‘headline’ projects such as the Mary Rose is high). When the full extent of heritage funding in local areas was revealed in the workshops, either through the use of interactive maps or presentations, participants were consistently surprised not only by the number of projects that have received funding, but also of the range of project types. Being given this information often positively impacted on participants’ views of HLF, and, therefore, meeting the ensuing calls for increased publicity of HLF’s work might help to boost the support for what it does (which, as discussed below is already considerable).



(Participant responses to post-questionnaire, Pontypool workshop)



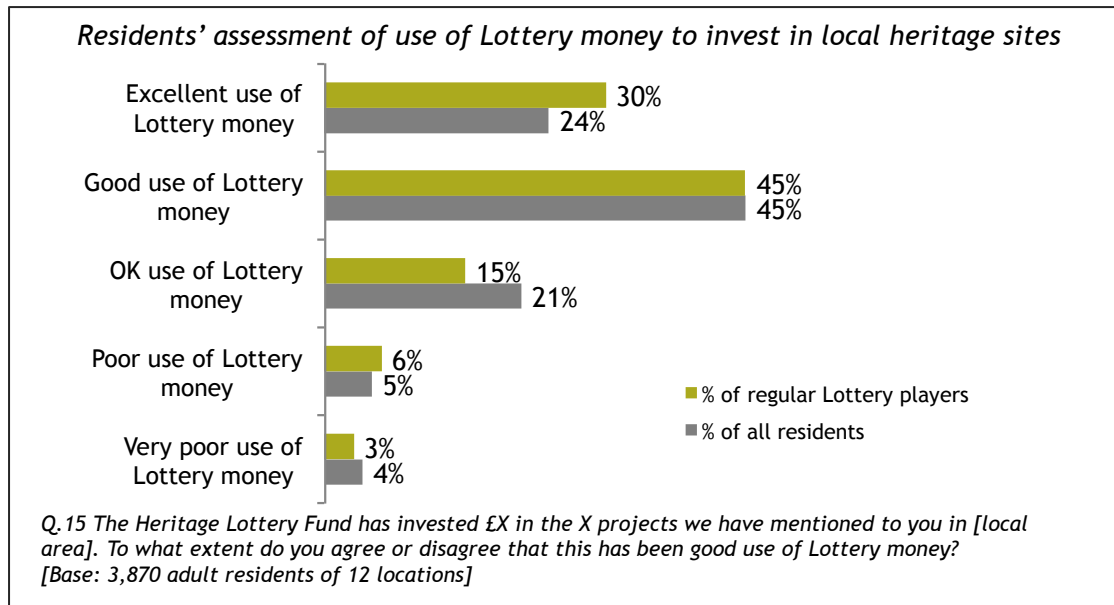


(Participant responses to post-questionnaire, Portsmouth workshop)

Understanding of how HLF is funded is also limited. Whilst some workshop participants were aware of a link between the National Lottery and HLF, almost no one knew how this relationship works. In part, this was simply because many were not interested; Lottery players in the workshop said that although they are in favour of Good Causes, when they buy a ticket their main concern is ‘winning big’.

Despite this lack of in-depth knowledge, both strands of general public research reveal strong support for the use of Lottery money to fund heritage projects.

At the end of the quantitative survey, the amount invested in the 10 HLF projects asked about during the survey was revealed to respondents. They were then asked whether the investment in those projects represents good use of Lottery money; 69% feel that it is good or excellent value use of Lottery money. Just 8% say it is poor or very poor use of Lottery money. The qualitative research suggested that this agreement is because of the perceived benefits that heritage brings to communities.



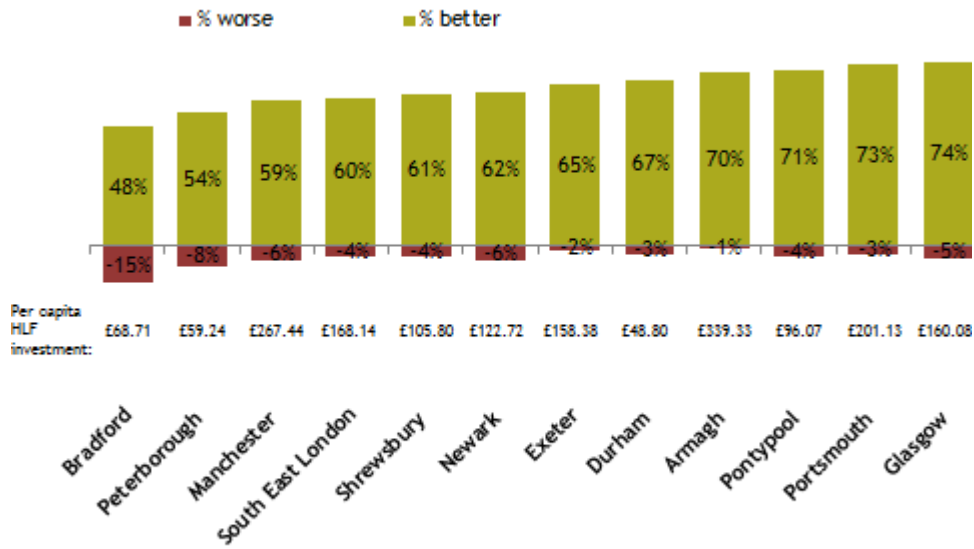
Regular Lottery players - the people who actually fund HLF - are more likely than average to describe HLF's investment as good or excellent use of Lottery money (76% compared with 69%).

'Super engaged' residents, are more likely than engaged or disengaged residents to describe HLF's investment as good or excellent use of Lottery money (88%, 79% and 39% respectively).

BAME residents, those under 35, and those in social grade C1C2 or DE are all less likely to see the investment as good or excellent use of Lottery money (58%, 60%, 69% and 66% respectively).

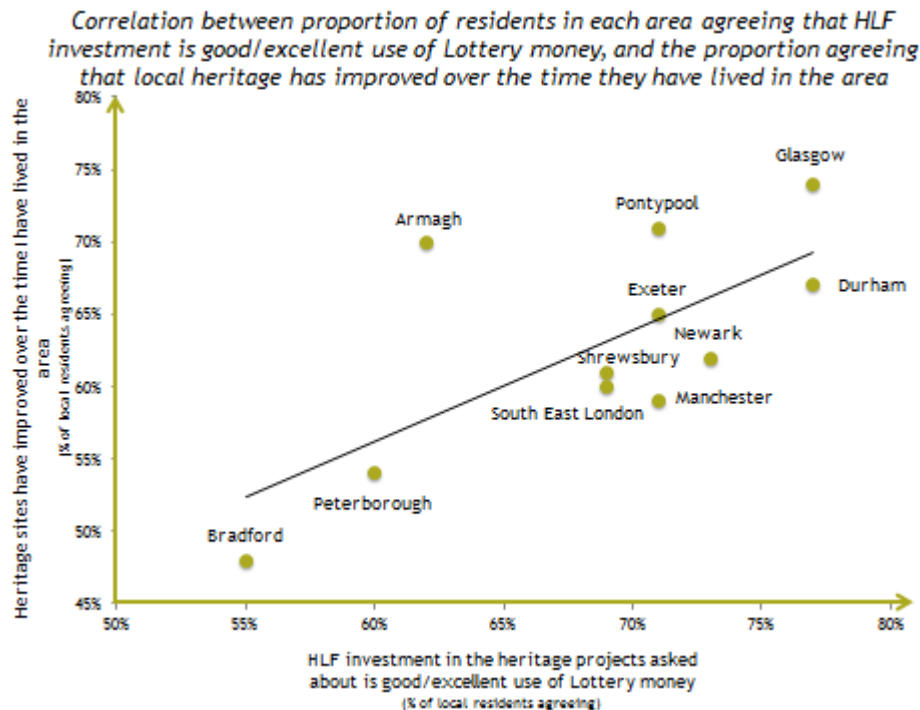
Agreement that the investment in their area has been good or excellent use of Lottery money is particularly high in Durham and Glasgow (both 77%). However, residents in Armagh and Bradford are much more negative, with 14% and 15% respectively of residents in those areas saying that the investment has been poor or very poor use of Lottery money.

Residents perceiving an improvement in local heritage sites/projects



Q10. Thinking about heritage sites and projects in [local area] over the time you've lived in the area, would you say they are...? (Base: 4,223 adult residents of 12 locations)

There are indications that there is a relationship between these perceptions of how well Lottery funding has been used, and how far residents perceive that local heritage has improved. Areas where residents perceive that Lottery funding has been used most effectively also tend to be those where heritage is felt to have most improved.



This positivity was shared by workshop participants, who expressed support for HLF investment in their areas. Participants in Glasgow were particularly positive about Lottery investment, and felt that it has brought considerable benefits to Glasgow, whilst those in Portsmouth singled out the heritage around the city's Dockyards.

This, they said, plays a valuable role in attracting tourists to the area, and has also enhanced the city for residents.

“The Mary Rose, all around the dock, on the hill, the forts. It’s a general thing. It seems to me that a lot of things have been in Portsmouth over the years. When I was younger I couldn’t wait to get out of Portsmouth, because there was nothing here. Now it seems that there is a lot more.”

(Workshop participant, Portsmouth)

Whilst this positivity was common to participants in all workshops, some participants in Armagh questioned whether the promised benefits of heritage investment always materialise, whilst others felt that local heritage sites are not being displayed to their best advantage.

Meanwhile, in Bradford a small number of participants felt that many of the big projects were not relevant to them, or that heritage projects look at the past through ‘rose tinted spectacles’. Whilst it is not possible to say to what extent this view is shared more widely amongst Bradford’s population, if it is more prevalent, it might explain the lower levels of positivity found in the poll.

### ***Stakeholder perceptions of HLF***

#### *Knowledge and understanding of HLF*

Stakeholders had mixed levels of knowledge of HLF. Whilst all were aware of it, some knew very little about what HLF does, how it operates or what it funds, and had never met or spoken to anyone from HLF.

“I don’t know much about it other than that it awards funding. I haven’t applied for funding, so I’m not familiar with the process.”

(Stakeholder, Bradford)

In contrast, others had a more developed understanding of HLF’s activities, and the funding process, often the result either of attending local HLF events and meeting staff members, or else of having involvement in funding applications. In particular, it was notable that local government stakeholders often had higher levels of understanding than other types of stakeholder.

“I know quite a lot. We have a very good relationship with HLF, and they often use us as an example of what a successful heritage project is.”

(Stakeholder, Pontypool)

Importantly, however, even amongst some of these stakeholders, misconceptions about HLF’s activities revealed gaps in their knowledge. For example, one stakeholder in Armagh felt that they had a relatively good understanding of HLF. However, it became apparent in conversation that they saw it as primarily involved in the restoration of buildings, and had little knowledge of its wider activities, suggesting that their knowledge was less good than they had thought.

#### *Perceptions of HLF*

Overall, stakeholders’ perceptions of HLF were very good. Even those who knew very little about it talked about HLF having ‘good word-of-mouth’.

This perception was based on a view that HLF has had a positive impact on heritage in local areas since its foundation. Stakeholders said that, without HLF funding, many local projects simply would not have happened, buildings would have decayed and traditions faded away. HLF funding was felt by many stakeholders to have become even more important in recent years, given that recession and austerity have caused alternative sources of funding to dry up.

“There is so much here that would be lost without HLF money.”

(Stakeholder, Pontypool)

“The Lottery’s impact on funding has been pretty dramatic - because prior to the emergence of the Lottery a lot of the asset base of the city depended on direct funding from mostly central/regional/local government... An awful lot of that asset base was consequently falling into disarray because there was too much of it to respond quickly enough. So the arrival of the Lottery made an enormous difference to the capacity of the city to protect, particularly its physical asset base.”

(Stakeholder, Glasgow)

Stakeholders who had had contact with HLF were also very positive about working with the organisation. Most said that HLF’s support goes beyond simply providing money and that they also provide help with bids, and advice on design, suppliers and materials that is highly valued.

“They are very straightforward with applicants, they offer a lot more support than just help with filling out the forms. They offer after-project audits and the like.”

(Stakeholder, Shrewsbury)

This support led most stakeholders to believe that HLF is interested in fostering long-term relationships with those involved in local heritage, and in responding to the particular needs of local communities. Importantly, however, this was not a view that was shared in Portsmouth, where several stakeholders questioned HLF’s commitment to local areas and suggested that it takes a short-term view of investment.

“I think HLF are responsive to the requests and aspirations of communities to develop and celebrate their heritage.”

(Stakeholder, Shrewsbury)

“The relationship is very broken up...They’re not there for the long-haul, just for the project.”

(Stakeholder, Portsmouth)

However, in spite of the very high levels of support for HLF in general, some stakeholders did have some specific suggestions for ways in which it could improve. There was a view amongst some stakeholders, and in particular those representing community and voluntary organisations, that HLF could do more to support smaller organisations through the funding process. These stakeholders felt that preparing bids can be challenging for these organisations, either because they do not have the expertise to fill in the applications correctly, or because they do not have the time and staff to devote to a bid. As a result, it was felt, some small organisations are losing out on funding.

“I want HLF to be less stringent and be prepared to accept lower quality bids - or raise the capacity of applicants by better helping them to prepare. It's difficult to complete applications if you are a smaller, less professional outfit; HLF can't expect everyone to be professional entrepreneurs. The best thing they can do is to be a critical friend.”

(Stakeholder, Bradford)

However, it should also be noted that stakeholders from larger organisations often expressed the view that HLF is very supportive of, or even targets its funding at, smaller, community-based projects. It is possible, therefore, that both of these perceptions are to a certain extent just an expression of a desire amongst stakeholders to secure increased funding for their own projects.

Some stakeholders also felt that there is not sufficient awareness of HLF funding in local areas, and that HLF should proactively reach out to stakeholders and encourage applications. There was also, however, a recognition from some stakeholders that they themselves should take steps to ensure that their areas get the funding they want or need; in Portsmouth and Bradford stakeholders commented that those involved in heritage in the area have not always been as good at making the case for investment as they might have been, and that as a result funding has gone elsewhere.

“The challenge is making people aware of them. I know about them, but I'm not sure others do.”

(Stakeholder, Armagh)

A final concern, expressed by a minority of stakeholders was that HLF does not do enough to evaluate the long-term impact of its funding. These stakeholders called for rigorous evaluation of the impact of projects five or ten years after completion, to ensure that funds are being spent as effectively as possible.

“There needs to be more evaluation. One of the issues is monitoring impacts in the long-term.”

(Stakeholder, Pontypool)

## 9. Conclusions: The impact of heritage in local areas

This research has shown that heritage plays an important part in shaping residents' perceptions of their local areas, contributing to all of the four key metrics by which people judge where they live.

- **Economy:** Heritage is widely seen to play an important part in local economies by encouraging tourism, (87% agree that local heritage makes their area a place that other people are likely to visit), creating jobs and attracting businesses to the area.
- **Community:** Both stakeholders and residents say that heritage has an important role to play in encouraging social cohesion by promoting understanding and providing spaces in which different communities can come together. This is particularly important in places with a history of inter-community conflict, such as Armagh.
- **Physical environment:** Heritage projects involving the restoration of historic buildings, or indeed of entire town centres, enhance the fabric of towns and cities, and make them more attractive places for residents.
- **Things to do:** Heritage sites and projects provide valued activities for residents, particularly families.

For these reasons, 80% of residents agree that local heritage makes their area a better place to live.

As might be expected, the impact of heritage is seen most strongly amongst those residents who engage with heritage; 89% of 'super engaged' residents agree that local heritage makes their area a better place to live, compared with 49% of disengaged residents.

However, there are also powerful indications that the benefits of heritage accrue even to those who choose not to engage with it; 61% of those who have not been to any local heritage sites still agree that heritage makes their area a better place to live.

That being the case, it is to the heritage sector's credit that most residents are extremely positive about their local heritage; 77% are satisfied with their local heritage offer, whilst 86% of those who have visited local heritage sites enjoyed their experience.

Moreover, heritage is felt to have improved over time - and there are indications that HLF funding is at least part of the reason for this. Stakeholders said that HLF money has supported and enhanced local heritage, whilst in the quantitative work there was a trend towards those areas where heritage has received above average HLF funding per capita (for example Glasgow and Portsmouth), having a higher proportion of local residents who have seen an improvement in their local heritage. The converse of this is that those in Bradford, which has received below average funding per capita, are less likely to have perceived an improvement in local heritage. However, there is not a simple, straightforward relationship between HLF funding and perceptions of improvement in local heritage: there is a stronger link between residents' views on the value for money of HLF projects and improvements in local heritage, than there is with than there is with simple per capita amount of funding (for example, Glasgow, Pontypool and Durham).

The research therefore suggests that increasing engagement with local heritage, could, alongside increasing awareness of the full breadth of what HLF funds, increase residents' positivity towards where they live, foster the other benefits of heritage identified by this work (for example, learning and encouraging a strong sense of personal identity), whilst also leading to clear benefits for the HLF and the heritage sector.

However, in order to achieve this wider engagement, there are three key limitations that will need to be overcome:

- **Complacency:** Residents and stakeholders agree that there is a tendency for local people to 'take their heritage for granted', which leads to them not visiting local heritage sites. This is, perhaps, the hardest of the barriers to overcome, but a possible solution may lie in the distinction made in this report between the 'emotional' and 'transactional' benefits of heritage; funding those projects with which residents feel a deep, emotional connection, and which foster a strong sense of pride may encourage greater engagement with local heritage.

A second possible solution may also lie in some of the criticisms of local heritage as insufficiently engaging. Steps have already been taken to encourage more local projects to consider innovate ways of presenting information and interactive exhibits. Continuing this drive, and sharing examples of where this has been done well might encourage yet more local projects to consider this, and help to increase levels of engagement.

- **Lack of awareness:** Despite high levels of awareness of major local heritage projects, the residents' workshops in particular demonstrated that many are simply not aware of the full range of heritage that is available to them, and almost all expressed a desire to know more. Increased promotion, the creation of online heritage 'hubs' featuring the full extent of local heritage, and greater use of social media might all help with this.
- **Accessibility:** Accessibility, both in terms of cost and actually reaching heritage sites was a major concern; indeed, it was striking that parks, which are often both centrally located and free were, alongside major museums/attractions, the most commonly used heritage type. Ensuring that transport links are good, that sites are well signposted, that there is appropriate access, and that entry is affordable (in particular for families), and that, where relevant, there are economical options for food and drink on site will all be key to overcome this limitation.

In addition to these limitations, the research also made clear that inequalities in engagement that have previously been identified still exist in the population. In particular, it identified three key groups who are not currently feeling the benefits of heritage to the same extent as others.

- **Young people:** Young people are consistently less engaged with heritage than older residents and, when they do attend local heritage sites, are less positive about their experiences. Whilst a majority of those we spoke to in this research felt that this is simply part of a natural lifecycle, there was also concern from some that young people's disengagement is the result of a more profound lack of interest in heritage. If the latter interpretation is correct, it raises a profound challenge for the future of the heritage sector.



- **Residents from social grade DE:** DEs are less knowledgeable about their local heritage than ABs, and also less likely to engage with a range of heritage activities (with the exception of parks, townscapes and activities). Importantly, however, they are more likely to say that local heritage has had a positive impact on their quality of life. DEs are, clearly, more likely to be affected by concerns about cost than those from other social grades, and it is striking that some of the heritage types where the participation gap narrows are those where entry tends to be free (for example, parks). Ensuring that local heritage is affordable for all residents, therefore, may be key to ensuring that DEs are able to fully enjoy the benefits of what is available in their local area, whilst also enhancing their quality of life.
- **BAME residents:** BAME residents are less aware of what is available to them locally than white residents, and also less satisfied with local heritage offers. The qualitative research also indicates that they identify less strongly with what is available to them in terms of heritage, possibly indicating that ensuring that local heritage reflects the background and heritage of all residents would help to encourage engagement amongst this group.

This research has clearly demonstrated that heritage is a positive force in local areas, and that it brings significant benefits to residents, including those who do not engage with it. However, there is also an opportunity to overcome the limitations to engagement identified here, and to find ways to increase engagement by those groups who are currently less inclined to visit heritage sites. Meeting this challenge would help to ensure that all residents feel the full range of benefits offered by heritage, and enable HLF to build on the excellent work that local communities believe it has done for the last 20 years.

## Appendix 1: Local area summaries

### *Armagh*

Armagh was one of the areas selected for all strands of research. The quantitative research consisted of a telephone survey with 357 residents and was conducted between 25<sup>th</sup> November and 5<sup>th</sup> December 2013. The qualitative research comprised of five in-depth stakeholder interviews, conducted between 15<sup>th</sup> April and 3<sup>rd</sup> July 2014, and a workshop with 14 members of the public on 26<sup>th</sup> March 2014.

### *Life in Armagh*

- Eighty-nine per cent of residents agree that Armagh is a good place to live, slightly more positive than the average across all twelve areas studied (85%). Discussions with stakeholders and workshop participants suggest that pride in the local area, including its perceived 'unique' historical role and the beauty of the historic buildings in the city and the surrounding countryside may account for this.
- However, stakeholders and workshop participants also had a range of concerns about the city, most notably that Armagh is being 'left behind' the rest of the country.
- Over their time of residence, 48% of residents think that Armagh has improved, whilst 40% think it is about the same and just 11% think it has got worse. This is particularly positive in comparison to the average across all locations in which 42% of the sample think their local area has improved. It seems likely that the key reason for this positivity is the improvement in cross-community relations since the end of the Troubles, despite the continuation of underlying tensions.

### *Local heritage*

- Residents of Armagh say heritage is important for the country (89%), their local area (82%), and for them personally (69%). The national and personal importance of heritage is lower here than the average across all 12 locations (93% and 81% respectively).
- Seventy-eight per cent of residents say they know at least a little about Armagh's heritage offer, in line with the overall findings. Workshop participants voiced concern that knowledge is lower than it should be, reflecting a feeling amongst many that they are personally under-informed. Both stakeholders and workshop participants felt that a tendency amongst residents to take local heritage for granted exacerbates this perceived lack of knowledge.
- Seventy-six per cent of residents are satisfied with the local heritage offer and 6% are dissatisfied. Again, this is similar to the average (77%).
- Levels of awareness of specific heritage sites and projects vary considerably. Whilst 95% of residents surveyed are aware of the Armagh Observatory, and 94% aware of the Mall, far fewer are aware of No. 5 Vicar's Hill or the historic building restoration work in the Richhill area (41% and 38% respectively).
- Engagement broadly correlates with awareness: 73% of residents have visited Armagh Observatory whilst just 11% say they have visited the restoration in the Richhill area. Engagement with the Mall is notably high (93% of residents have visited it), in line with findings elsewhere in the research, where participation in parks and open spaces has been very high.

- Twenty-four per cent of residents who are aware of any local heritage project score the impact of heritage on their quality of life as eight out of ten or higher, whilst only 4% say it has no impact at all. This is slightly lower than the average of 29% scoring eight out of ten or higher.
- Of the projects asked about, The Mall has a positive impact on the highest proportion of residents' quality of life (73%).

The following heritage projects were asked about in the survey:

- 1) Armagh County Museum
- 2) St Patrick's Roman Catholic Cathedral
- 3) No.5 Vicar's Hill
- 4) Historic building restoration work carried out in the Richhill area
- 5) The Mall
- 6) Loughgall County Park
- 7) Armagh Observatory
- 8) Cardinal Tomás Ó Fiaich Library & Archive
- 9) Armagh Public Library

(List of local heritage projects discussed with residents)

### *HLF in Armagh*

- Seventy per cent of residents think that heritage in Armagh has improved since they have been living in the area, and just 1% feel it has worsened. This compares favourably with the average in which 64% think their area's heritage has improved.
- Sixty-three per cent of Armagh's residents are aware of HLF, higher than the average across the 12 locations of 56%.
- Stakeholders had variable levels of knowledge of HLF, but were positive about its work. They valued the fact that its support goes beyond merely handing out money, and praised the positive impact it has had in Armagh.
- Residents are also supportive of Lottery money being invested in the area's heritage, with 62% of local residents saying that the £5,295,860 that HLF has invested in the nine projects asked about represents excellent or good value for money. This is slightly lower than the average across the research of 69%. Workshop participants were also positive, valuing the role that HLF plays in ensuring that local heritage does not vanish.

### **Bradford**

Bradford was one of the areas selected for all strands of research. Six stakeholder interviews were conducted between 14<sup>th</sup> April and 4<sup>th</sup> June 2014, and a half-day workshop with 14 members of the public was held on 18<sup>th</sup> March 2014. In addition, 350 residents took part in a telephone survey between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

### *Life in Bradford*

- Fifty-eight per cent of residents agree that Bradford is a good place to live and 27% disagree. Compared with the other 11 areas featured in the research, Bradford's residents are the least likely to agree that their local area is a good place to live.
- This may be because of a perception that Bradford is deteriorating as a place to live. Fifty-six per cent of residents say this, compared with an average of 26%

across the 12 research locations. The background research stakeholder interviews and workshop all support this view.

- Residents and stakeholders value the cultural diversity of Bradford, (and particularly its impact on local food), the surrounding countryside, and the parks and green spaces. However, they also felt that the area is neglected, with a poor retail offer, weak economy, high crime rates and lots of litter.

### *Local heritage*

- Heritage is seen as important by Bradford's residents: for the country (91%), for the local area (84%), and for residents personally (82%). This was reflected in the workshop, where participants stressed strong attachment to the area's heritage, even if they were infrequent visitors to heritage sites.
- Residents of Bradford say they know a lot about the area's heritage, especially when compared with residents of the other 11 areas (42% know a lot compared with an average of 34%). This was reflected in the workshop where participants demonstrated familiarity with a range of local heritage sites.
- Despite being high in absolute terms, satisfaction with the heritage offer in Bradford is below the average for this research (68% very or fairly satisfied, compared with 77%). Workshop participants and stakeholders agreed that local heritage could be improved, and also called for greater engagement of residents, particularly through publicity and promotion.
- Awareness of specific heritage sites varies. Of the ten projects asked about, awareness of the National Media Museum, Lister Park and Bradford Industrial Museum are highest (97%, 95% and 91% respectively). By contrast, 39% are aware of historic building restoration work in the Manningham area.
- Attendance is in line with awareness; major museums and parks are the most widely visited attractions. The two most widely visited sites are Lister Park and the National Media Museum (87% and 84% respectively).
- Twenty-four per cent of Bradford's residents who are aware of at least one of the ten projects listed below rate the impact of local heritage on their quality of life as eight or more out of ten. Just 10% say it has no impact at all. This compares unfavourably with the average across all 12 locations (29% rate the impact as eight or more).
- Of the projects asked about, historic building restoration work in Bradford City Centre has a positive impact on the highest proportion of residents' quality of life (58%).

The following heritage projects were asked about in the survey:

- 1) National Media Museum
- 2) Cartwright Hall Art Gallery
- 3) Saltaire World Heritage Site
- 4) Bradford Industrial Museum
- 5) Historic building restoration work carried out in Bradford City Centre
- 6) Historic building restoration work carried out in the Manningham area
- 7) Lister Park
- 8) South Pennine Moors
- 9) Heaton Woods
- 10) Bradford Bulls/ Odsal Stadium Rugby League Archive

### *HLF in Bradford*

- Forty-eight per cent of local residents believe Bradford's heritage has improved over time, whilst 15% think it has deteriorated. This is less positive than the average across all 12 areas (64% think heritage in their local area has improved). Stakeholders in Bradford questioned how visible investment in local heritage has been.
- Forty-seven per cent of residents surveyed are aware of HLF, lower than the overall results of 56%.
- Fifty-five per cent of residents believe the £21,293,598 invested in the ten selected heritage projects is good or excellent use of Lottery money. Again, this is lower than the average of 69%. Workshop participants had little awareness or understanding of how Lottery funding of heritage sites and projects works but, on reflection, were broadly positive about Lottery funding of heritage.
- Local residents thought that a successful heritage project should be accessible, inclusive and well-publicised. Larger projects should also attract visitors and businesses to the area, while smaller projects should have more of a community focus, strengthening local pride or developing skills.

## ***Durham***

Durham was one of the areas selected for quantitative and desk research. In the quantitative research, 350 local residents were interviewed between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

### *Life in Durham*

- Ninety-six per cent of residents agree that Durham is a good place to live, with seventy-eight per cent, strongly agreeing. This compares favourably with the average (56% of residents strongly agree).
- Forty-five per cent of residents say the area has improved over the time they have lived there whilst 19% think it has got worse. This is slightly more positive than the average, in which 26% say their local area has got worse over their time of residence.

### *Local heritage*

- Residents of Durham say heritage is important for the country (94%), their local area (92%), and for them personally (88%). The importance placed on heritage for the local area is higher than the average (85%).
- Ninety-one per cent of Durham's residents say they know at least a little about local heritage, higher than the average across the 12 locations (84%).
- Eighty-four per cent of residents are very or fairly satisfied with heritage in Durham, higher than the average of 77%.
- Awareness of specific heritage sites varies between projects. Of the ten projects asked about, awareness of the River Wear project, the Light Infantry Museum and Art Gallery and the Lindisfarne Gospels Exhibition is highest (97%, 96%, and 93% respectively). By contrast, 37% are aware of Low Burnhall Woods and 20% of the Durham in Time online community archive.
- Attendance is in line with awareness. Ninety-eight per cent of local residents have visited Durham Cathedral while the Low Burnhall Woods and Durham in Time archive both have participation rates of 19% and 6% respectively.
- Forty-six per cent of Durham's residents who are aware of at least one of the ten projects below rate the impact of local heritage on their quality of life as eight or more out of ten. Just 5% say it has no impact. This is much higher than

the average across the 12 location where 29% rate the impact as eight or more out of ten.

- Of the projects asked about, the River Wear project has a positive impact on the highest proportion of residents' quality of life (78%).

The following heritage projects were asked about in the survey:

- 1) Durham Cathedral,
- 2) Durham Light Infantry Museum and Art Gallery,
- 3) Oriental Museum at the University of Durham,
- 4) Durham Museum and Heritage Centre,
- 5) Old Durham Gardens,
- 6) Wharton Park,
- 7) River Wear (central Durham woodlands and riverbanks),
- 8) Low Burnhall Woods,
- 9) Durham in Time online community archive,
- 10) Lindisfarne Gospels Exhibition at the Palace Green Library.

### *HLF in Durham*

- Thirty-four per cent of residents believe local heritage has got much better over the time that they have lived in the area, and another third (33%) believe it is a little better now. This is in line with average findings.
- Fifty-six per cent of residents are aware of HLF, in line with the average.
- Durham's residents are supportive of Lottery money being invested in the area's heritage; 77% of residents describe the £2,436,205 invested by HLF in the 10 projects asked about as good or excellent use of Lottery money. This is higher than the average of 69% across the 12 areas.

### *Exeter*

Exeter was one of the areas selected for quantitative and desk research. In the quantitative survey, 350 local residents were interviewed between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

### *Life in Exeter*

- Ninety-four per cent of residents agree that Exeter is a good place to live, with 83% strongly agreeing. Residents of Exeter are more positive than the average across the 12 research locations (56% strongly agree).
- Fifty-four per cent of residents say the area has improved over the time they have lived there whilst 18% think that it has got worse. This is more positive than the average (42% say their local area has improved, 26% say it has got worse).

### *Local heritage*

- Heritage is seen as important by local residents; for themselves (84%), for Exeter (89%), and for the country as the whole (93%). These are all in line with the average across all locations.
- Thirty-five per cent of local residents know a lot about Exeter's heritage and 53% say they know a little. Levels of knowledge are very similar in Exeter to the average (34% know a lot, 50% know a little).

- Eighty-two per cent of residents are very or fairly satisfied with heritage in Exeter, slightly higher than the average of 77%.
- Awareness of specific heritage sites varies between projects. Of the ten projects asked about, awareness of the Royal Albert Memorial Museum is highest (94%). In contrast, awareness of Avalon Marshes and the XArch project is much lower (22% and 21% respectively).
- Attendance is in line with awareness; the project most residents have visited and participated in is the Royal Albert Memorial Museum (75%). Just 5% have participated in the XArch project.
- Twenty-two per cent of Exeter's residents say the area's heritage has a very positive impact on their personal quality of life, scoring it eight or more out of ten. Only 9% do not perceive any impact at all. This is slightly lower than the average (29% rate the impact of local heritage on their quality of life as eight out of ten or above).
- Of the projects asked about, the Royal Albert Memorial Museum has a positive impact on the highest proportion of residents' quality of life (62%).

The following heritage projects were asked about in the survey:

- 1) Royal Albert Memorial Museum and Art Gallery
- 2) XArch - exploring archaeology project
- 3) Avalon Marshes
- 4) Devon Record Office
- 5) Reading Rooms at Exeter Cathedral Library
- 6) John Betjeman's Library
- 7) Topsham Museum
- 8) Cricklepit Mill
- 9) Bill Douglas Centre
- 10) Tuckers Hall

### *HLF in Exeter*

- Exeter's heritage is seen to have improved over time (including over the 20 years that HLF has been investing in it). Thirty-seven per cent of residents say the local heritage offer is much better now than at the start of their residency. This is slightly better than the average of 32%.
- Fifty-seven per cent of residents are aware of HLF, in line with the average.
- Exeter's residents are supportive of Lottery money being invested in the area's heritage; 71% describe the £16,483,850 invested in the ten projects asked about as good or excellent use of Lottery money, which is in line with overall findings.

### *Glasgow*

Glasgow was one of the areas selected for all strands of research. Six stakeholder interviews were conducted between 19<sup>th</sup> and 29<sup>th</sup> November 2013, and a half-day workshop with 14 members of the public was held on 13<sup>th</sup> November 2013. In addition, in the quantitative strand, 351 residents took part in a telephone survey conducted between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

### *Life in Glasgow*

- Sixty-four per cent of Glasgow residents strongly agree that it is a good place to live. This is very positive compared with the average across the 12 selected locations (56% strongly agree). Workshop participants and stakeholders agreed

and praised Glasgow's sense of community, beautiful architecture and strong cultural offer.

- Fifty-three per cent of residents say the area has improved over the time they have lived there, and 20% say it is worse now. In contrast, on average 42% of respondent across the 12 locations say their area has improved. Stakeholders and workshop participants agreed that Glasgow has improved, often attributing this to significant economic regeneration.

### *Local heritage*

- Residents of Glasgow say heritage is important for the country (92%), their local area (80%), and for them personally (85%). This was supported by workshop participants and stakeholders, who emphasised the importance of preserving the past and giving people an understanding of how society has developed and changed.
- Ninety-one per cent of residents know at least a little about Glasgow's heritage, whilst just 9% know very little or nothing. Residents are slightly more knowledgeable than the average across the 12 locations (84%).
- Satisfaction with the range of heritage on offer is very high, and higher than in any of the other 11 areas where research took place. Eighty-five per cent of residents are satisfied with what Glasgow's heritage offer, and only 4% are dissatisfied.
- Awareness of specific heritage sites varies between projects. Whilst 99% of residents are aware of Kelvingrove Art Gallery and Museum, far fewer (38%) are aware of the restoration work in the Parkhead Cross area. Similarly, in the workshop participants were aware of many of the larger projects HLF has funded in Glasgow, but were nonetheless surprised when the full extent was revealed to them and had not previously known about many of the smaller projects.
- Attendance is largely in line with awareness, and residents display a high level of engagement with Glasgow's heritage. For example, 93% of local residents have visited Kelvingrove Art Gallery and Museum and 87% have visited Glasgow Green. Restoration work in both the Parkhead Cross and Govan Cross areas have much lower participation levels (22% and 16% respectively).
- Thirty-seven per cent of Glaswegians who are aware of any local heritage project score the impact of that heritage on their personal quality of life as eight out of ten or higher, whilst only 7% say it has no impact. Heritage has a particularly large impact on residents in Glasgow compared with the other 12 locations, where an average of 29% perceive a large impact (eight out of ten or more) on their quality of life.
- Of the projects asked about, Kelvingrove Art Gallery and Museum has a positive impact on the highest proportion of residents' quality of life (77%).
- Thinking about the role of heritage in Glasgow, workshop participants said that it improves the quality of life, contributes to economic development, makes the area more attractive and provides cultural and entertainment opportunities.
- Nevertheless, there is some feeling amongst both stakeholders and residents that heritage can be taken for granted and both groups stressed the importance of communicating and promoting heritage opportunities to prevent this.

The following heritage projects were asked about in the survey:

- 1) The Riverside Museum
- 2) Glasgow School of Art



- 3) Kelvingrove Art Gallery and Museum
- 4) The Lighthouse
- 5) Historic building restoration work carried out in the Govan Cross area
- 6) Historic building restoration work carried out in the Merchant City area
- 7) Historic building restoration work carried out in the Parkhead Cross area
- 8) Glasgow Green
- 9) Tollcross Park
- 10) The Kibble Palace, Glasgow Botanic Gardens

### *HLF in Glasgow*

- Both local residents and stakeholders thought that Glasgow's heritage offer has improved over time and stakeholders, especially, thought that heritage funding has contributed to Glasgow's revival. Similarly, 74% of residents believe Glasgow's heritage has got better in the time they have lived in the area. Just 5% think it has got worse. In contrast, across the 12 locations an average of 64% of residents say their local heritage has improved.
- Fifty per cent of residents are aware of HLF, lower than the average of 56%.
- Glasgow's residents are supportive of Lottery money being invested in the area's heritage; 77% of residents describe the £65,021,875 invested by HLF in the ten projects asked about as good or excellent use of Lottery money, higher than the average of 69%.
- Stakeholders had a good understanding of HLF's work in Glasgow and felt very positively toward the organisation; workshop participants' awareness and understanding of HLF, by contrast, was limited, although they were supportive of Lottery investment in heritage after consideration.

### *South East London*

South East was one of the areas selected for quantitative and desk research. In the quantitative survey, 350 local residents were interviewed between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

### *Life in South East London*

- Seventy-seven per cent of residents agree that South East London is a good place to live. This is less positive than the average across all 12 areas (85% agree their local area is a good place to live).
- Fifty-four per cent of residents believe the area has improved, 18% think it has got worse, and 26% believe that it has not changed. This is slightly more positive than overall findings (42% say their local area has improved).

### *Local heritage*

- Residents of South East London say heritage is important for the country (96%), their local area (86%), and for them personally (85%). Agreement that heritage is important nationally is slightly stronger in this part of London than the average (71% saying very important compared with 64%).
- Seventy-four per cent of residents say they know at least a little about South East London's heritage, while 8% feel they know nothing. This reflects quite low levels of knowledge relative to the other 11 locations studied (84% know at least a little), and South East London has the highest proportion of residents who say they know nothing about their local area's heritage.

- Sixty-seven per cent of residents are very or fairly satisfied with the local heritage offer, slightly lower than the average across all 12 locations (77%).
- Awareness of specific heritage sites varies between projects. Of the ten projects asked about, awareness of National Maritime Museum and Cutty Sark is highest (93% and 89% respectively). Lady Florence Hall 999 Club has much lower awareness (22%).
- Attendance also varies between projects. Seventy-two per cent of residents have visited the Cutty Sark, and 71% have visited the National Maritime Museum. Lady Florence Hall 999 Club is the least visited project (4% attendance).
- Thirty-seven per cent of residents perceive a large impact on their quality of life (eight or more out of ten), as a result of South East London's heritage. This is particularly positive in comparison to the overall findings (29% score the impact of local heritage on their quality of life as eight or higher).
- Of the projects asked about, the National Maritime Museum and Painted Hall in the Royal Naval College have a positive impact on the highest proportion of residents' quality of life (68% each).

The following heritage projects were asked about in the survey:

- 1) National Maritime Museum
- 2) Painted Hall, Royal Naval College
- 3) Cutty sark
- 4) Southwark Park
- 5) Horniman Museum
- 6) Peckham Rye Park
- 7) Eltham Palace
- 8) Museum in the Docklands
- 9) Nunhead Cemetery
- 10) Lady Florence Hall 999 Club, Deptford

### *HLF in South East London*

- Sixty per cent of residents say the heritage of South East London has improved over the time they have lived in the area, in line with the average for this research (64%). Thirty-two per cent of residents feel local heritage has stayed the same and just 4% think it has deteriorated.
- Fifty-four per cent of local residents are aware of HLF, in line with overall results.
- Residents are supportive of Lottery money being invested in the area's heritage; 69% describe the £60,684,417 invested in the ten projects asked about in the survey as good or excellent use of Lottery money. This is exactly in line with the average across all areas.

### **Manchester**

Manchester was one of the areas selected for quantitative and desk research. In the quantitative survey, 350 local residents were interviewed between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

### *Life in Manchester*

- Eighty-six per cent of residents agree that Manchester is a good place to live, with 55% strongly agreeing. This is very similar to the average across all 12 locations.
- Fifty-one per cent of residents believe the area has improved over the time they have lived there, 21% say it has got worse and 28% believe that it is unchanged. Manchester's residents are more likely than average to say their area has improved (51% compared with 42%).

### *Local heritage*

- Residents of Manchester say heritage is important for the country (94%), for their local area (85%), and for them personally (80%).
- In line with the average findings, 82% of residents feel they know at least a little about Manchester's heritage, and 28% say they know a lot
- Seventy-seven per cent of Manchester's residents are very or fairly satisfied with the area's heritage sites and projects.
- Awareness of specific heritage sites varies between projects. Ninety-five per cent of residents are aware of Heaton Park, and 93% are aware of Manchester Art Gallery. By contrast, only 14% of residents are aware of Lightshaw Meadows.
- Attendance is similarly mixed. Eighty-three per cent of residents have visited Heaton Park whilst only 3% have visited Lightshaw Meadows.
- Thirty per cent of residents perceive a large impact on their quality of life (eight or more out of ten) as a result of Manchester's heritage, in line with the average across all twelve locations.
- Of the projects asked about, Heaton Park has a positive impact on the highest proportion of residents' quality of life (71%).

The following heritage projects were asked about in the survey:

- 1) Heaton Park
- 2) Manchester Museum, Oxford Road
- 3) Museum of Science and Industry
- 4) Manchester Art Gallery
- 5) The John Rylands Library, University of Manchester
- 6) Victoria Baths
- 7) Band on the Wall
- 8) People's History Museum
- 9) Gorton Monastery
- 10) Lightshaw Meadows, Abram Flashes

### *HLF in Manchester*

- Manchester's heritage is seen as having improved over the time they have lived in the area by 59% of residents. Manchester residents are less likely than the average to have seen an improvement (59% compared with 64%).
- Awareness of HLF in Manchester is low relative to the average; 54% of Manchester's residents are unaware of HLF, compared with an average of 44%.
- Manchester's residents are supportive of Lottery money being invested in the area's heritage; 71% describe the £49,333,400 invested in the ten projects asked about as good or excellent use of HLF money, in line with average findings across the 12 locations (69%).

## Newark

Newark was one of the areas selected for quantitative and desk research. In the quantitative survey, 350 local residents were interviewed between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

### *Life in Newark*

- Eighty-nine per cent of residents agree that Newark is a good place to live, with a majority (58%) strongly agreeing. This is slightly more positive than the average across all 12 locations, (85% agree that their local area is a good place to live).
- Thirty-three per cent of residents say the area has improved over the time they have lived there, 22% believe it is now a worse place to live, while 45% say it is unchanged. The proportion of local residents who say the area has not changed is significantly higher than the average (32%).

### *Local heritage*

- Residents of Newark say heritage is important for the country (94%), their local area (87%), and for them personally (78%). These are all similar to the overall findings.
- Eighty-six per cent of residents feel they know at least a little about the area's heritage, in line with the average for all areas studied (84%).
- Seventy-four per cent are very or fairly satisfied with heritage in Newark, similar to the average of 77%.
- Awareness of specific heritage sites varies between projects. Of the ten projects asked about, awareness of Newark Castle and Gardens and the Palace Theatre is highest (100% and 96% respectively). By contrast, only 27% are aware of the Trent Vale Landscape project.
- Attendance is largely in line with awareness. Ninety-six per cent of local residents have visited Newark Castle and Gardens, whilst just 17% have visited the Trent Vale landscape and 10% have visited Farndon Fields.
- Twenty-nine per cent of local residents rate the impact of local heritage on their quality of life as eight or more out of ten, the same as the average across all locations studied. Only 5% do not perceive any impact at all.
- Of the projects asked about, Newark Castle and Gardens has a positive impact on the highest proportion of residents' quality of life (86%).

The following heritage projects were asked about in the survey:

- 1) Newark Castle and Gardens
- 2) Palace Theatre
- 3) Sconce and Devon Park
- 4) The National Byway cycle and walking route
- 5) Historic building restoration work carried out in the Town Wharf area
- 6) Trent Vale landscape
- 7) Civil War Centre
- 8) Newark Air Museum
- 9) Farndon Fields community archaeology projects
- 10) Newark Cemetery Chapel

### *HLF in Newark*

- Newark’s heritage is seen as having improved over time by 62% of residents, in line with the average of 64%.
- Sixty-six per cent of local residents surveyed are aware of HLF.
- Newark’s residents are supportive of Lottery money being invested in the area’s heritage; 73% of residents describe the £8,262,000 invested by HLF in the ten projects asked about as good or excellent use of Lottery money. This is slightly higher than the average of 69% across all 12 areas.

### ***Peterborough***

Peterborough was one of the areas selected for quantitative and desk research. In the quantitative survey, 352 local residents were interviewed between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

#### *Life in Peterborough*

- Seventy-four per cent of residents agree that Peterborough is a good place to live, with 32% agreeing strongly. This is less positive than the average (85% agree their area is a good place to live, with 56% strongly agreeing).
- Thirty-one per cent of residents feel the area has improved over the time they have lived there whilst 44% think it has got worse. The proportion of residents who think that the area has worsened is greater than the average across the 12 locations surveyed (26%).

#### *Local heritage*

- Residents of Peterborough say heritage is important for the country (92%), their local area (81%), and for them personally (84%). These are all similar to the average, although residents of Peterborough are less likely than those elsewhere to say that heritage is very important to their local area (36% compared with 46%).
- Seventy-nine per cent of local residents feel that they know at least a little about Peterborough’s heritage, slightly lower than the average (84%).
- Seventy-one per cent of residents are very or fairly satisfied with the heritage offer in Peterborough. This is low when compared with the average (77%).
- Awareness of specific heritage sites varies between projects. Of the ten projects asked about, awareness of Peterborough Cathedral, Central Park, and Peterborough Museum is highest (99%, 96% and 95% respectively). At the other end of the scale, only 8% of residents are aware of History’s Mirror.
- Attendance is similarly mixed. Peterborough Cathedral and Central Park are the most visited projects (92% each), whilst 40 Years On, Peterborough Buildings in Need, and History’s Mirror have much lower participation rates (7%, 5% and 4% respectively).
- Twenty-three per cent of Peterborough’s residents who are aware of at least one of the projects listed below rate the impact of local heritage on their quality of life as eight or more out of ten. Just 6% say it has no impact at all. This compares slightly unfavourably to the average (29% rate the impact of local heritage on their lives as eight or higher).
- Of the projects asked about, Central Park has a positive impact on the highest proportion of residents’ quality of life (78%).

The following heritage projects were asked about in the survey:
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- |                 |
|-----------------|
| 1) Central Park |
|-----------------|

- 2) Peterborough Buildings in Need - historic environment awareness project
- 3) Peterborough Museum and Art Gallery
- 4) Peterborough Cathedral
- 5) Bretton's Woods
- 6) The Great Fen Project
- 7) History's Mirror - historical fashion project
- 8) 40 Years On - Eastern Angles Theatre Company community history project
- 9) Botolph's Barn, Helpston
- 10) John Clare's Cottage

### *HLF in Peterborough*

- Peterborough's heritage is seen as having improved over time by 54% of residents. Just 8% think it has deteriorated. Residents of Peterborough are less positive in this respect than average (54% see an improvement, compared with 64% overall).
- Fifty-four per cent of residents are aware of HLF, in line with the average (56%).
- Peterborough's residents are supportive of Lottery money being invested in the area's heritage; 60% describe the £6,591,100 invested by HLF in the ten projects asked about as good or excellent use of HLF money. This compares unfavourably with the average across all 12 research locations (69% rate HLF's investment as good or excellent use of Lottery money).

### *Pontypool*

Pontypool was one of the areas selected for all strands of research. Five stakeholder interviews were conducted between 6<sup>th</sup> and 10<sup>th</sup> January 2014, and a half-day workshop with 14 members of the public was held on 10<sup>th</sup> December 2013. In addition, in the quantitative strand, 350 residents took part in a telephone survey between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

### *Life in Pontypool*

- Eighty-three per cent of residents agree that Pontypool and the surrounding area is a good place to live, with 45% strongly agreeing. This is slightly less positive than the average across the 12 locations featured in this study (56% strongly agree).
- Thirty-seven per cent of residents think the area has improved over their time of residence, whilst 31% think it has deteriorated. Again, this compares unfavourably with the average (42% of residents believe their area has improved and 26% think it has deteriorated).
- These views were supported by workshop participants. Many were proud of Pontypool, and were able to identify positive aspects of living there, such as the friendly community spirit and the opportunities for outdoor recreation. However, the area was also seen as increasingly unattractive and run-down with a weak local economy. Some of these criticisms were echoed by stakeholders who said that local businesses are closing and employment opportunities dwindling.

### *Local heritage*

- Residents of Pontypool say heritage is important for the country (91%), their local area (85%), and for them personally (77%).
- Awareness of local heritage is reasonably high among residents. Thirty-three per cent say they know a lot about the area's heritage and a further 44% say they know a little, reflective of the average across all 12 locations.
- Seventy-five per cent of residents are very or fairly satisfied with heritage in Pontypool, in line with average findings. Workshop participants were also largely satisfied but had some criticisms which largely tended to relate to insufficient promotion and signposting, rather than the quality of heritage sites themselves.
- Awareness of specific heritage sites varies between projects. Almost all residents are aware of Big Pit and Pontypool Park (98% and 93% respectively). By contrast, only 25% are aware of the Pontypool Townscape community archive project.
- In terms of participation, Pontypool Park is particularly popular amongst residents (88% have visited it). The Pontypool Townscape community archive project has a much lower participation rate (10%).
- Workshop participants were clear that engagement with local heritage varies by life stage and family circumstances: local heritage is often viewed through the prism of family stories or visits.
- Twenty-four per cent of residents who are aware of at least one of the ten projects listed rate the impact of local heritage on their quality of life as eight or more out of ten. Just 12% say it has no impact. This is slightly lower than the average (29% rate the impact as eight or more).
- Of the projects asked about, Pontypool Park has a positive impact on the highest proportion of residents' quality of life (68%).

The following heritage projects were asked about in the survey:

- 1) Big Pit: National Mining Museum
- 2) Llanyrafon Manor Rural Heritage Centre, Cwmbran
- 3) St Cadoc's Church, Pontypool
- 4) Historic building restoration work carried out in Pontypool town centre
- 5) Pontypool Park
- 6) Blaenavon World Heritage Site
- 7) Monmouthshire and Brecon Canal
- 8) Greenmeadow Community Farm, Cwmbran
- 9) Pontypool Museum
- 10) Pontypool Townscape community archive project

### *HLF in Pontypool*

- Both the quantitative and qualitative research show that stakeholders and local residents overwhelmingly believe that heritage in Pontypool has improved over the time they have lived there. Seventy-one per cent of residents believe the local heritage offer is better now, which compares favourably with the average of 64% across the 12 research locations.
- Fifty-eight per cent of residents are aware of HLF, in line with the average.
- Pontypool's residents have little awareness or understanding of how Lottery funding of heritage sites and projects works. However, on reflection, workshop participants were broadly positive about Lottery funding of heritage. This is supported by the quantitative research in which 71% describe the £8,894,500

invested by HLF in the ten projects asked about as good or excellent use of Lottery money, in line with overall results.

- Residents' criteria for a successful heritage project are that it should offer activities and entertainment opportunities (both for locals and visitors); be accessible; demonstrate a clear community benefit (in terms of jobs and pride); be sustainable; and be good quality.

## ***Portsmouth***

Portsmouth was one of the areas selected for all strands of research, and was treated as a pilot for the rest of the project. Five stakeholder interviews were conducted between 11<sup>th</sup> and 30<sup>th</sup> September 2013, and a half-day workshop with 14 members of the public was held on 27<sup>th</sup> September 2013. In addition, in the quantitative strand, 353 residents took part in a telephone survey conducted between 8<sup>th</sup> October and 17<sup>th</sup> October 2013.

### *Life in Portsmouth*

- Eighty-three per cent of residents agree that Portsmouth is a good area to live, with 44% agreeing strongly. This is slightly lower than the average across the 12 locations (56% strongly agree).
- Forty per cent of residents say the area has improved over the time they have lived there whilst 26% think it has got worse. This is in line with the average findings across the 12 locations.
- Workshop participants and stakeholders described Portsmouth as a much-changed city: ongoing regeneration has had a big impact on the local economy, the fabric of the city and the communities that live there.
- However, it is also seen as a divided city, and there was a perception amongst both workshop participants and stakeholders that the south of the city, which is thought to be more affluent, has benefitted from significant investment, whilst less prosperous inland areas are perceived to have been overlooked.

### *Local heritage*

- Residents of Portsmouth say heritage is important for the country (94%), their local area (87%), and for them personally (79%).
- Eighty-six per cent of residents know at least a little about Portsmouth's heritage, in line with the average across the 12 locations (84%).
- Stakeholders felt that awareness of naval heritage, and particularly those sites and projects around the dockyards is especially high, and the workshop findings support this; many were aware of these projects but not of other heritage sites and projects in the area. This may account for the perception that funding has not been evenly spread across the area.
- Eighty per cent of residents are very or fairly satisfied with heritage in Portsmouth, with 33% very satisfied. Satisfaction is stronger than the average (25% very satisfied).
- Awareness of specific heritage sites varies between projects. Of the ten projects asked about, awareness of the Royal Naval Museum, the Mary Rose Museum and Fort Nelson are highest (96%, 96% and 93% respectively). Awareness is lowest for Gosport Milestones Walking and Cycling Trail at 40%.
- Attendance is generally in line with awareness. Sixty-four per cent of local residents have visited the Royal naval Museum, whilst 19% have participated in the Gosport Milestones Walking and Cycling Trail.



- Residents at the workshop expressed a desire to deepen their engagement with local heritage but felt they are prevented by issues with accessibility and a tendency amongst residents themselves to ‘take it for granted’.
- Twenty-four per cent of Portsmouth’s residents rate the impact of local heritage on their quality of life as eight or more out of ten, in line with the average. Just 10% say it has no impact at all.
- Of the projects asked about, Sir George Staunton Country Park has a positive impact on the highest proportion of residents’ quality of life (64%).

The following heritage projects were asked about in the survey:

- 1) The Mary Rose Museum
- 2) Royal Naval Museum
- 3) Fort Nelson
- 4) Sir George Staunton Country Park
- 5) Royal Navy Submarine Museum
- 6) New Theatre Royal
- 7) Gosport Town Centre Historic Park
- 8) The Arthur Conan Doyle Collection at Portsmouth Library
- 9) Gosport Milestones Walking and Cycling Trail
- 10) Dickens 2012 Festival

### *HLF in Portsmouth*

- Both local residents and stakeholders thought that Portsmouth’s heritage offer has improved significantly over time and stakeholders, especially, thought that heritage funding has contributed to Portsmouth’s revival, particularly by attracting tourists and businesses. In the quantitative survey, 73% of residents say they feel Portsmouth’s heritage offer has improved over the time they have lived in the area, compared with an average of 64% across the 12 locations.
- Stakeholders had a good understanding of HLF’s work in Portsmouth and were generally very positively toward the organisation, despite some concerns that it is mainly interested in ‘making a splash’ over fostering long-term relationships, and about the distribution of funding.
- The public’s awareness and understanding of HLF, by contrast, was limited. Fifty-six per cent of quantitative survey respondents say they have heard of HLF, (in line with the average across all 12 locations), but the workshop revealed limited understanding of how it is funded, even among Lottery players.
- When asked about the value for money offered by HLF’s investment of £5.7 billion nationwide, and £58 million in Portsmouth, 76% of residents believe it represents good value for money for the UK as a whole, while 69% believe it represents good value for money for their community.

### **Shrewsbury**

Shrewsbury was one of the areas selected for all strands of research. Six stakeholder interviews were conducted between 16<sup>th</sup> April and 15<sup>th</sup> May 2014, and a half-day workshop with 13 members of the public was held on 10<sup>th</sup> April 2014. In addition, in the quantitative strand, 360 residents took part in a telephone survey between 25<sup>th</sup> November and 5<sup>th</sup> December 2013.

### *Life in Shrewsbury*

- Ninety-five per cent of residents agree that Shrewsbury is a good place to live, with 86% agreeing strongly. This is considerably more positive than the average across the 12 locations studied (85% agree and 56% agree strongly).
- Stakeholders and workshop participants were also very positive about Shrewsbury as a place to live, citing the beauty of the town and surrounding countryside, independent shops, good restaurants and a range of things to see and do.
- Forty-four per cent of residents say that Shrewsbury is unchanged as a place to live over the time they have lived there, higher than the average across the 12 research locations (32%).

### *Local heritage*

- Residents think that heritage is important, for the country (94%), the local area (89%), and for them personally (80%). Heritage was seen to boost the economy through tourism, enhance residents' quality of life, provide things to do, and be educational.
- Eighty-nine per cent of residents say they know at least a little about the area's heritage, and 40% say they know a lot. Residents are slightly more knowledgeable than the average across all 12 locations, (34% know a lot).
- Eighty-five per cent of residents are satisfied with the heritage sites and projects on offer in the local area, higher than the average of 77%.
- Awareness of specific heritage sites varies between projects. Of the ten projects asked about, awareness of Quarry Park and Shrewsbury Battlefield Heritage Park is highest (97% and 93% respectively). By contrast, only 21% are aware of the Venus Pool Nature Reserve.
- The picture is similarly mixed in terms of engagement. Ninety-three per cent of residents have visited Quarry Park whilst just 5% have engaged with the Lilleshall Manuscript Collection.
- Workshop participants felt that there is room to increase engagement further. A lack of awareness of the full range of heritage available, a tendency amongst local people to take heritage for granted, and affordability were seen as the major barriers to this.
- Thirty-two per cent of residents who are aware of any local heritage project score the impact on their quality of life as eight out of ten or higher, whilst just 5% say it has no impact. This is similar to the average of 29%.
- Of the projects asked about, Quarry Park has a positive impact on the quality of life of the highest proportion of residents who have engaged with it (88%).

The following heritage projects were asked about in the survey:

- 1) Snailbeach Leadmine
- 2) Acton Scott Historic Working Farm
- 3) Ditherington Flax Mill Maltings
- 4) Draper's Hall
- 5) Historic building restoration work carried out in Shrewsbury town centre
- 6) Quarry Park
- 7) Shrewsbury Battlefield Heritage Park
- 8) Montgomery Canal
- 9) Venus Pool Nature Reserve
- 10) Lilleshall Manuscript Collection, Shropshire Record Office

*HLF in Shrewsbury*

- Sixty-one per cent of Shrewsbury's residents think that their local heritage has improved over the time they have lived there, similar to the average across the 12 locations (64%).
- Awareness of HLF is higher in Shrewsbury than average (67% versus 56%).
- Shrewsbury's residents and stakeholders are supportive of Lottery money being invested in the area's heritage; 69% of residents describe the £16,940,500 invested by HLF in the ten projects asked about as good or excellent use of Lottery money, in line with the average.

## Appendix 2: Key subgroup summaries

### Age

- There is a clear relationship between lifestyle and engagement with heritage.
  - Younger residents value heritage less than older residents, know less about their local heritage, are less satisfied with what is on offer and less likely to participate in most types of heritage.
  - When they do attend local heritage sites or projects, younger residents are also less positive about their experiences.
  - Many participants and stakeholders simply see this as a natural lifecycle. However, in some areas young people's disengagement was a source of concern about heritage being 'lost'.
  - The question for the heritage sector is which of these interpretations is correct. If it is the latter, it raises serious questions about the future of the sector.
- 
- Younger residents are less likely than those over 35 to say that heritage is important to their local area (80% versus 89%), and to them personally (75% versus 84%).
  - Younger residents are also less knowledgeable than older residents (77% of those under 35 know at least a little about local heritage, compared with 88% of residents aged 35 and above).
  - This was reflected in the workshops with local residents. Younger participants often felt very uninformed about their local heritage and said that they did not know what was available to them. This was connected to a broader, and widely held concern, that heritage in local areas is at risk of being lost. Participants in Armagh, for example, said that young people do not know about their cultural heritage, and questioned how many would be familiar with Irish mythology or the writings of Jonathan Swift.
  - Younger residents are also less satisfied with their local heritage offer. Seventy per cent of those under 35 are satisfied with the local heritage available in their area, compared with 81% of those aged 35 and above.
  - Participation rates are also lower for younger residents across most heritage types.
  - For example, 43% have visited a nature reserve/landscape compared with 60% of residents aged 35 and over, whilst 40% have visited an historic building, compared with 52% of older residents.
  - The participation gap narrows for major attractions/museums (82% versus 85% and is reversed for archives/libraries/local collections (39% versus 37%), possibly reflecting student study habits.
  - When they do engage with heritage, younger residents are less positive than older residents. For example, 81% of local visitors under 35 say they enjoyed their visits to local heritage, compared with 89% of those aged 35 and above.
  - In some cases, stakeholders and participants saw differences in engagement with heritage as part of a natural life-cycle: children visit heritage projects because their parents take them; they then go less as teenagers and young adults because they are not encouraged to do so at school or they have other interests; it then becomes more important to them as they grow older, especially once they have their own families. These stakeholders and

participants did not see this as a major source of concern and had few suggestions for how to counter it.

- However, for some workshop participants young people's lack of engagement was connected to a broader concern that heritage in local areas is at risk of being lost. This was a particular concern in the Armagh workshop, where participants said that young people do not know about their cultural heritage, and questioned how many would be familiar with Irish mythology or the writings of Jonathan Swift.

### ***Social grade***

- DE residents are less likely to say that heritage is important than AB residents. They are also less knowledgeable about their local heritage.
- ABs are more likely to see the role of heritage as making their local area a better place to live. DEs are more likely to see it as important for their personal sense of identity.
- DE residents are less likely to have participated in a range of heritage types, although there is no difference for parks, townscapes and activities.
- When they do participate, DE residents are less positive about their experiences.
- However, DE residents are more likely than AB residents to say that participating in activities has improved their quality of life.
- A key limit to participation identified in the workshops was the cost of engaging. DE residents are likely to be particularly susceptible to this.
- Taken together, these findings suggest that possible ways to close the gap in engagement in heritage between the social grades might be to focus funding on parks, townscapes and activities; and to take steps to lower the cost of participation. A suggestion made in the workshops was to have days where entry is cheaper for locals.

- In general, DE residents are less likely than AB residents to say that heritage is important to the country (91% versus 96%), their local area (85% versus 89%), and for them personally (77% versus 88%).
- DE residents feel less knowledgeable about local heritage than ABs (80% feel they know at least a little, compared with 90%).
- There are indications that the social grades see the role of heritage differently. AB residents are more likely to say that it makes their area a better place to live (85%, compared with 79% of DEs). In contrast, DEs are more likely to say it is important for their personal sense of identity (61% compared with 54% of ABs).
- Participation rates at some types of heritage project are lower for DEs.
- For instance, 82% have visited a local major museum or attraction, compared with 86% of ABs.
- However, there are no differences in participation rates for parks, townscapes and activities.
- When they do engage with local heritage, DEs are less positive about their experiences than AB residents (83% enjoyed their visit, compared with 90%).

- However, DE residents are more likely to say that visiting local heritage has increased their understanding of other cultures (71% compared with 65% of ABs).
- There are differences in the impact of different types of heritage on residents' quality of life. AB residents are more likely to say that visiting a townscape has improved their quality of life than DEs (66% versus 60%), whilst DEs are more likely than ABs to say this about activities (59% versus 44%).
- Workshop participants and stakeholders noted that one of the main limits to increased engagement with local heritage is cost. This would clearly be more of an issue for DE residents, and it is notable that in some cases those heritage types where the participation gap narrows are those where entry is usually free (parks, for example).
- A popular idea in some of the residents' workshops was preferential entry rates for local residents or free entry on specified days.

### ***Ethnicity***

- Although they are no less likely than white residents to feel that heritage is important, awareness of the heritage on offer is lower amongst BAME residents (with the exception of archives/libraries/local collections).
- Possibly partly as a result of this, BAME residents are less likely to be satisfied with the heritage on offer and less likely to have seen an improvement in local heritage over time.
- Engagement with heritage is also lower amongst BAME residents, and those who go are less positive about their experiences.
- Despite this, BAME residents are more likely to say that a range of heritage types have had a positive impact on their quality of life, and more likely to say that participating in local heritage has increased their understanding of other people's cultures.
- BAME residents have a slightly different understanding of what heritage is than white participants; in the Bradford workshop, British Asian participants added a strong familial conception to the definition of local heritage, that was absent from white British participants' definition.
- British Asian participants in the workshop also identified less strongly with the heritage available in the area than white residents; ensuring that there is a range of heritage available that includes options that appeal to BAME participants might help to close the participation gap.

- There is no difference between white and BAME residents when considering the importance of heritage to the country, their local area, and for them personally.
- However, awareness of what is on offer in their area is lower amongst BAME residents.
- For example, whilst just 22% of white respondents do not know about an historic building in their area, this increases to 39% of BAME residents.
- An important exception to this is archives/libraries/local collections, where more white residents are unaware than BAME (37% compared with 24%).

- BAME residents are less likely to be satisfied with the heritage on offer in their local area (18% very satisfied compared with 26%).
- They are also less likely to have seen an improvement in their local heritage over the time they have lived there (58% say it has improved, compared with 65% of white residents).
- Participation is lower amongst BAME residents.
- For example, 30% have visited a local historic building, compared with 50% of white residents, whilst 79% have visited a local park compared with 84% of white residents.
- When they do go to local heritage sites, BAME residents are less positive about their experiences; for example 82% of BAME visitors say they enjoyed their experience, compared with 87% of white visitors.
- It is possible that this is a result of BAME residents identifying less strongly with the heritage available than white residents; it became apparent in the Bradford workshop that this was the case for British Asian participants.
- However, BAME residents are more likely to say that visiting local heritage projects has increased their understanding of other people's cultures (83% compared with 65% of white residents).
- They are also more likely to say that having a range of local heritage sites in the area has a positive impact on their quality of life.
- For example, 80% say that having a park in the local area improves their quality of life, compared with 68% of white residents.
- There are indications from the Bradford workshop that British Asian participants had a slightly different conception of what heritage is than white participants. Their understanding of heritage included a strong familial dimension that was absent from other definitions of heritage. For example, many focussed on family stories of immigration, and life in their family's county of origin.

## Appendix 3: Definitions

‘Disengaged’ residents are those who say they know nothing or don’t know about local heritage, believe heritage to be not very or not at all important for them personally, and have visited two or fewer of the heritage sites and projects asked about in the survey.

‘Engaged’ residents are those who say they know a lot about local heritage, believe heritage to be very or quite important for them personally, and have visited between four and six of the heritage sites and projects asked about in the survey.

‘Super engaged’ residents are those who say they know a lot about local heritage, believe heritage to be very or quite important for them personally, and have visited seven or more of the heritage sites and projects asked about in the survey.