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# Better Places to Live: Government, Identity and the Public Value of Heritage

## Summary of Responses



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## Background

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1. On 22 March 2005, the Secretary of State for Culture, Media and Sport, Tessa Jowell's published "Better Places to Live", a personal essay on Government, Identity and the Value of the Historic and Built Environment. This built on her ideas in Government and the Value of Culture. It set out a polemic about the contribution the historic and built environment makes to our lives – not just as the backdrop but as the bridge to our past, to our understanding of who we are, where we come from and where we are going as a nation in the 21<sup>st</sup> century.
2. The essay posed 7 questions:
  - (i) How should heritage organisations give leadership to and contribute to national debate on identity and Britishness?
  - (ii) Is my analysis of the value of the historic and built environment as defined in my essay correct?
  - (iii) How can we best capture and present evidence for the value of that heritage?
  - (iv) What can we do to create public engagement and wider the sense of ownership of the historic and built environment? How in particular do we introduce true diversity in terms of engagement, workforce and audience?
  - (v) Does the sector have the necessary skills and structures?
  - (vi) What in particular should DCMS get bodies such as English Heritage to do differently to lead the wider sector into a true transformation by example?
  - (vii) How can we better define and deliver the role of Government in supporting it.
3. Tessa Jowell invited the heritage sector to engage with the debate and respond constructively. 22 organisations and individuals responded. This summary sets out who responded and what each said. It is being published to co-incide with the Conference on Capturing the Public Value of Heritage on 25/6 January 2006 which is co-sponsored by DCMS, the Heritage Lottery Fund, English Heritage and the National Trust. This is taking forward the ideas both in the essay and in the responses. In particular, it will look at Public Value as a possible framework to find a new language to capture the value of heritage.

**The views that are represented here are those of the respondents and are not necessarily representative of the views of DCMS. Nor can they be said to reflect the Department's policy directions or future commitments.**

## General sector response by question

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The section that follows offers a summary of key points made in responses to each question.

- A. How should heritage organisations give leadership to and contribute to national debate on identity and Britishness?**
- Heritage organisations, through their knowledge and understanding of the historic environment can demonstrate how the physical evidence of England's past can inform our national story.
  - A key role for national organisations is capacity building. The aim should be to ensure that the value of historic places is understood. This in turn will allow people to more effectively interact with heritage bodies and the planning process to ensure that full consideration is given to protecting places and buildings valued by local populations.
  - There needs to be a much fuller appreciation of the social and economic value of built heritage. National bodies should promote awareness of the importance of protecting local character to secure economic development, support local communities, and deliver more sustainable forms of development. This involves capacity building in local authorities, regional development agencies and other funding bodies.
  - In order to protect local and national identity, it is essential that national bodies maintain effective grant programmes, especially targeted at areas of market failure.
  - It is especially important to seek to influence private sector developers through effective quality control in planning. The erosion of local and national identity most often occurs through new development that places little emphasis on the quality of urban design or architecture.
  - It is essential that heritage is fully integrated with planning and regeneration, at national, regional and local levels.
  - Organisations like HLF have helped lead the national debate on heritage and identity by staging national events like Citizen's Juries and workshops that involve members of the public coming forward to discuss what they value about their heritage and how effective they think funding has been. HLF has worked to distribute grants equitably among a diverse range of organisations that represent all types of heritage.
  - By working alongside non-heritage organisations such as the Commission for Racial Equality in identifying opportunities to encourage debate about how architecture and landscape relate to our national story.
  - DCMS and DfES should continue to work in partnership building on the citizenship elements of the National Curriculum and ensuring that the JACBEE recommendations are pursued.
  - The Heritage Counts process needs to be properly implemented and developed to advance the debate.

**B. Is my analysis of the value of the historic and built environment as I have defined it here correct?**

- The sector broadly welcomed the essay's repositioning of the debate on the value of the historic and built environment, notably the positive contribution it can make to our quality of life, to our identity and our sense of pride and self-esteem.
- However the general feeling was that its interpretation was too narrow and overly focussed on "iconic" visitor attractions. Everyday heritage is a big message in both 'A Force for our Future', and 'Power of Place'. It is the buildings and places that form the fabric of everyday life that have delivered the most dramatic benefits in terms of urban and rural renaissance, promoting diversification, city living, economic transformation and the creation of sustainable communities.
- In addition too much weight was placed on the value of the urban historic environment rather than the rural.
- There was a general disagreement with the notion that a digital recording can in any way preserve buildings earmarked for demolition. Recording buildings will not make up for their destruction, either in terms of loss of local identity or missed opportunities for economic and social benefit and delivery of sustainable development.

**C. How can we best capture and present evidence for the value of that heritage?**

- Further research is needed to provide evidence of the value of heritage which in turn needs to be integrated into the Heritage Counts process, until it is recognised as the key data provider for all public bodies and departments.
- Discussion of values tends to focus on considerations of direct utility or cost-benefit analysis. To a large extent Heritage Counts has made remarkable advances in capturing evidence. It has, for instance, revealed new insights into economic and environmental benefits of restoring current stocks of historic housing and how different communities value different aspects of the heritage.
- The public value triangle is an excellent model for capturing the values that define our heritage:
  - Intrinsic values can be captured by: ensuring that all heritage decisions and priorities are built upon an understanding of what people value and why; developing conservation plans and statements of significance that reflect the wider public value; and recognising the role that heritage organisations can play in helping communities to articulate what is important;
  - Instrumental values can be captured by: carefully evaluating heritage expenditure and policy to determine its economic and social impact; encouraging communities and grantees to evaluate projects in their area; systematically measuring participation levels;
  - Institutional values can be captured through: public, customer and stakeholder surveys and other research fora such as Citizen's Juries. The results of a survey could be presented in the local/free press, internet or TV.

**D. What can we do to create public engagement and widen the sense of ownership of the historic and built environment? How in particular do we introduce true diversity in terms of engagement, workforce and audience?**

- Extra funding is essential. The Government should seek to expand heritage funding and to simplify the funding regimes.
- The voluntary sector is key to helping communities stand up for the historic environment. Government needs to commit more resources to voluntary organisations that essentially act as an interface between communities and the planning system.
- Recognising the role of community heritage is clearly a key element in fostering identities, local pride and active citizenship. The current means of giving local communities the ability to participate through local public services and voluntary and community organisations are limited. So much more could be achieved by giving open formal legislative recognition to community heritage and by offering additional resources.
- The educational value of heritage needs to be fully appreciated. The built heritage not only tells us about our past, but helps provide understanding of the nature of society today. As such more work needs to be done in tandem with DfES and ODPM to facilitate a broader participation by school children and the disadvantaged in activities that involve the heritage.
- A new DCMS project, "*Engaging Places*", should make learning using the built environment a more user-friendly experience for schools and communities. By improving learning and physical/intellectual access to the fabric of our communities the aim is to increase the number and diversity of people who actively engage, support and contribute to the built environment.
- Organisations like Black Environment Network (BEN) have been used to good effect when trying to engage with a range of ethnic communities. However, these groups need a steady stream of Government funding if they are to continue their work successfully.
- Citizen's Juries and people's panels have been effective ways of engaging the public. New methods of widening public participation on a strategic and project level need to be developed.
- Existing schemes like Diversify by the Museums Association may be useful examples to learn from when resolving workforce diversity issues.
- The provision of adequate core funding to local and regional museums is essential as is improving access to archives and collections, many of which have been closed. It should consider making it a statutory requirement for local authorities to maintain Historic Environment Records and offer Conservation Officer posts that offer similar prospects to other occupations in the architectural/planning field.

**E. Does the sector have the necessary skills and structure?**

- A lack of resources seriously impedes the development and retention of skills in the heritage sector. In essence, the sector needs to be strengthened organisationally and promotionally to a level comparable with the Arts, Sport and Environment. English Heritage itself is under resourced and its specialist expertise has been seriously undermined as a result.

- There is a massive shortfall of skilled conservation staff in local Government. There needs to be a strong focus on training and recruitment to address this issue. Such under-provision leads to poorer quality planning decisions and limits the scope for pro-active projects.
- There needs to be a more positive can-do attitude in finding suitable solutions and compromises to enable sensible and economic use of buildings. DCMS and ODPM need to work together to improve this.
- There is a growing skills gap in project management. The management of Townscape Heritage Initiatives, English Heritage area grant schemes and other historic building and area projects involves robust skills in project and financial management. English Heritage needs to focus on this issue through its HELM programme.
- There is also a gap in private sector skills. Whilst specialist developers employ professional teams with high level skills in design and building conservation, many mainstream developers do not. There is an urgent need to develop design and conservation skills and to educate developers on the benefits of targeting such skills when selecting their professional teams.
- Huge efforts must be made to expand the skills sector by attracting people from diverse backgrounds, as the sector is predominantly white middle class and male. Greater workforce diversity will in turn help to engage a wider audience.
- Heritage specialists and organisations need to improve their skills of engagement and their knowledge of working with communities. Completion and delivery of the Heritage Protection Review should help address the problem of weak communication and outreach skills.
- The loss of traditional rural craft skills poses a real threat to the historic environment. While some regions have established joint initiatives between farmers and builders to train one another in traditional construction craft skills much more needs to be done. DCMS/EH should match fund these existing initiatives and where possible help set up and sustain new ones.
- Young people are often dissuaded from taking on conservation craft apprenticeships because of the lack of clear career structure. Local authorities also tend to fail to attract suitable applicants for planning positions.

**F. What in particular should DCMS get bodies such as EH to do differently, to lead the wider sector into true transformation by example?**

- Through its 5 year strategy “Making the Past Part of our Future”, EH will continue to build on the principles of its modernisation programme, becoming even more customer and client responsive and on providing ways to help others help themselves.
- The emphasis of English Heritage’s work programme should be on delivery. There are two key areas where the organisation needs to concentrate: grant assistance and specialist/technical advice. Both of these are necessary to facilitate good planning and high-value regeneration.
- It is essential to maintain and expand area funding schemes. English Heritage grants, whilst often modest in size, are often a key to unlocking massive investment from public and private sources.
- It is also important for English Heritage to positively engage with Regional Development Agencies, English Partnerships and other regeneration bodies to ensure that the benefits of design and

heritage-led regeneration are recognised and incorporated into funding criteria and assessment regimes.

- English Heritage needs to maintain strong expert teams that can react quickly to provide specialist advice to local government and the private sector. The other key area of delivery for English Heritage and the DCMS is in casework, to assist the planning and regeneration processes.
- Although, EH has done much to meet government objectives it needs to engage more with the voluntary sector and must increase funding to national amenity societies who provide an important interface with the public.
- DCMS should persuade organisations to consistently and diligently apply socio-economic research when evaluating the relative impacts of grants and policies and of heritage itself on areas.
- EH, DCMS and local authorities need to work harder with the owners/managers of the historic environment to find innovative and cost-effective ways of re-using listed buildings. At present the designation system is highly restrictive, inflexible and punitive.
- Greater and more financial support for training from DCMS/EH and HLF is a key priority.

#### **G. How can we better define and deliver the role of Government in supporting it?**

- DCMS should define and promote: "the nation's historic environment" as being "central to economic and social regeneration, liveability, local quality of life and community cohesion" putting it "at the heart and not the periphery of public policy and political priorities as a positive force for change."
- The survival of our heritage is contingent on the total, coordinated and adequately funded support of Government. DCMS must promote the historic environment across Government demonstrating the degree to which it affects our quality of life while ensuring that the sector as a whole is sufficiently supported.
- DCMS should push its historic environment commitments to the top of the list and focus on increasing English Heritage's grant and the Heritage Lottery Fund's share of receipts from 2006 onward.
- In recognising the significant role that conservation has to play in regeneration and in turn, our quality of life, one of the cornerstones of the Government's sustainable development strategy. As such it should be seen as an opportunity to raise the priority status of the historic environment within the Government's agenda.
- The vast level of public support for conservation should be recognised by affording the nation's heritage high priority in the development of public policy and allocation of resources.
- There needs to be explicit recognition and promotion of building conservation as the central pillar of sustainable development, saving energy, avoiding the use of non-renewable resources, accommodating mixed use, and better catering for the needs of local communities.

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- Programmes of training, education and outreach need to be developed and resourced to ensure all decisions affecting the built environment are properly informed by heritage and design best practices.
- The educational value of heritage needs to be appreciated and educational initiatives should be developed and positively promoted.
- The various roles played by DCMS and ODPM need to be better clarified and delineated as there is currently considerable interdepartmental overlap and conflict of responsibility. Heritage should be clearly integrated with planning, regeneration and strategic development policy. A real point of tension has been the HMRI/Pathfinder project in which key historical property has needlessly been earmarked for destruction. DCMS need to work harder to persuade ODPM that these historical areas represent the identities of the communities they serve.
- A progressive and environmentally responsible fiscal policy should be developed, providing positive incentives for sustainable construction and development, in particular the adoption of a zero rate of VAT for building repairs and refurbishment and other green practices
- Giving explicit recognition to the essential role of private owners and the non-Government sector in the conservation of both rural and urban areas;
- Too many regulations continue to emanate from Government with little consideration of the special needs of the historic environment. Much rests on how the Heritage Protection Review develops - an excellent opportunity to improve an antiquated, often inefficient and expensive system.
- There is perceived conflict between EH's role as a lead conservator with an extensive property portfolio and as a regulator and funder. The distinction needs to be clarified.

## Responses by Organisation or Individual

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The following sections summarises the key points made in each response.

### English Heritage

A

- Heritage organisations, through their knowledge and understanding of the historic environment can demonstrate how the physical evidence of England's past can inform our national story.
- By working alongside other organisations such as the Commission for Racial Equality, opportunities can be found to depict this story in a more accessible and inclusive way.
- DCMS and DfES need to build upon the relative successes of the JACBEE coalition by further encouraging debate on the value of the historic environment within the National Curriculum.

B

- EH firmly endorses the analysis of the value of the historic and built environment.
- This focus on value is reflected in EH's work on the Heritage Protection Reform where the value of individual assets is expressed in statements of significance.
- EH has incorporated the ideas of value and significance into its Conservation Principles

C.

- The value of heritage can be captured in various ways although no single technique provides a comprehensive measure.
- Values change over time and so decisions taken today that may be unpopular could be necessary to pass on the best legacy to future generations.
- Further research is needed to provide evidence of the value of heritage which in turn needs to be integrated into the Heritage Counts process, until it is recognised as the key data provider for all public bodies and departments.
- Heritage organisations and DCMS need cooperate closely on developing evidence on the value of heritage.

**D.**

- Heritage organisations need to enhance the relationship with their customers by improving their communication and marketing channels in ways that are both popular and accessible.
- Heritage should not appeal only to predominantly white, middle-class audiences but to a diverse, multi-ethnic one that is truly representative of Britain today. Work needs to be done to engage and develop understanding with all communities. EH through its Outreach department has been developing these links.
- The historic built environment has a key role to play on issues such as regeneration, petty crime and antisocial behaviour. Projects can be developed which foster a positive sense of ownership and general pride by communities over the areas in which they live.
- EH and NT will be disseminating the lessons learnt from its work on public engagement in a conference in 2006.

**E.**

- There are clear needs faced by the sector regarding the skills, capacity and structures needed to implement the full range of benefits and values identified in BP2L.
- Huge efforts must be made to expand the skills sector by attracting people from diverse backgrounds, which in turn will help engage a wider audience.
- EH will continue to support skill development and working with communities.
- It also provides full support to partnership working within the sector and facilitates events such as the Heritage Forum and is a steering member of the HEREC committee.
- Structures may be reviewed but EH feels it is more important to focus on how to build on and maintain public trust and confidence in the way the organisation works

**F.**

- Through its 5 year strategy "Making the Past Part of our Future", EH will continue to build on the principles of its modernisation programme, becoming even more customer and client responsive and on providing ways to help others help themselves.
- EH is keen to develop links with Government departments and NDPBs so that heritage protection becomes, mainstream. The organisation is already working closely on matters like historic landscapes to ensure that these are given due consideration when formulating wider rural policy.

- A clear priority for the sector is a step change in community engagement skills, which EH can lead on, however this does involve certain resource implications.

G.

- Government plays a key role in supporting the historic environment by maintaining a planning system that protects and cares for sites of historic value, through grants and fiscal incentives and through the direct guardianship of sites, most of which is undertaken by English Heritage and other public bodies.
- The “public value” concept of heritage is an essential one, which EH are eager to pursue and develop with Government.
- Government also has a key role in implementing a sound legislative framework for managing change in the historic environment.

## Heritage Link

B.

- Its members broadly welcome the essay’s repositioning of the debate on the value of the historic and built environment but felt that its interpretation was too narrow and overly focussed on iconic visitor attractions, while under representing the interests of HL’s more specialist members.
- Members also questioned the assumption that there is a conflict between preserving the old and building new, arguing that the emphasis should be on retention and integration with the new, in a way that requires the new to respect the old.
- The value that society places on its heritage is not static and homogeneous but steadily changing. Therefore, HL supports the strengthening and understanding of how concepts of public value can be developed in the area of cultural and physical heritage.
- However, it disagrees with the notion that a digital recording can in anyway preserve buildings earmarked for demolition. Authenticity lies at the heart of heritage and to suggest that preservation by recording is a sustainable alternative is misleading.

D.

- Turnstile indicators are a crude means of measuring public engagement unless only iconic visitor attractions are valued.
- Much remains to be done, if the potential of the historic environment is to be realised. Although the large number of voluntary interests and private organisations in the sector has done much to bring heritage to a wider audience, the way in which they engage with the public and communities may vary widely.

- Different ways must be found to link DCMS and EH with the voluntary sector to promote these issues on the ground and locally, something which Heritage Link itself delivers.

**G.**

- HL broadly welcomes the statement released that "Government at every level has an important role to play....." and can balance long-term guardianship against short-term commercial concerns.
- DCMS should emphatically embrace the following message: "the nation's historic environment is central to economic and social regeneration, liveability, local quality of life and community cohesion. It should be at the heart and not the periphery of public policy and political priorities as a positive force for change."
- Heritage Link members are concerned at how responsibilities are divided between DCMS and ODPM and would like to see heritage clearly integrated with planning, regeneration and strategic development policy. There are ongoing concerns about the resources and skills necessary for the new regime, particularly the provision of Conservation Officers. Furthermore, the role played by EH in providing specialist/technical advice is severely undermined by funding limits.
- The voluntary sector actively seeks to generate funds to pass on historic assets to future generations and it feels that government needs to make a stronger commitment to help these sites.
- HL recommends that Government can improve resources to the historic environment by:
  - Implementing an environmentally responsible fiscal policy, esp. a zero VAT rate for repairs and refurbishment;
  - Recognising the role of maintenance as the key to sustainability;
  - Recognising the importance of owners in maintenance, repair and restoration;
  - Restoring former funding levels for EH grants;
  - Safeguarding and enhancing Heritage Lottery funding; and
  - Implementing tax measures to support the future of collections.

## **Historic Houses Association**

**A.**

- Britain's historic buildings have demonstrated a great ability to adapt to changing social and political circumstances and they are no longer simply symbols of privilege. Their economic and social contribution has been immense.
- HHA's programme with schools and ethnic communities demonstrates the enthusiasm and interest that can be generated about heritage.

## B.

- HHA feels that the objective should focus on conservation rather than preservation
- Recognises that it is difficult to engage new and diverse audiences but also that we need to continue to support people's existing passion for heritage and not to overstate the point that the audience is overwhelmingly white and middle-class.
- Today, people are not simply visiting historic houses and their gardens but are increasingly going to these venues to take part in an event such as a country fair or a concert. This has succeeded in attracting a very broad social mix.
- So that we can have a proper debate on the future of our heritage, we need to guarantee the right amount of funding to maintain our historic environment.

## C.

- A recent MORI poll clearly demonstrated the vast amount of enthusiasm the British public has for its heritage. Other ways need to be found of using the media to reveal this degree of popular enthusiasm.
- Funds are very limited for media promotion in the heritage sector, so the Government needs to consider utilizing as many of its information resources as possible.

## D.

- Organisations like Black Environment Network (BEN) have been used to good effect when trying to engage with a range of ethnic communities. However, these groups need a steady stream of Government funding if they are to continue their work successfully. Realistically there are some communities who are economically deprived and culturally isolated that HHA feels almost impossible to reach.
- HHA is strongly supportive of the Government's proposal to use heritage as a learning tool that that can enliven the educational experience for students and enhance key numeracy, creative science and literary skills.
- However, there are definite funding and administrative pressures and health and safety considerations that need to be addressed if heritage is going to become an active part of the learning process.
- A general lack of funds for educational outings should be addressed by for example, creating a school bus service within each education authority.

**E.**

- The sector needs to be strengthened organisationally and promotionally to a level comparable with the Arts, Sport and Environment.
- The sector also needs to view itself as a whole entity rather than as a product of its distinct parts: National Trust, English Heritage or a network of private ownership.

**F.**

- Funding for English Heritage has consistently risen over the last few years, however the share of this being allocated for certain heritage projects has been reduced as resources have been reallocated. There is a major deficit in grant aid with respect to historic houses and an inferior level of grant aid per capita in England than elsewhere in the UK. This imbalance must be redressed.

**G.**

- The survival of our heritage is contingent on the total, coordinated and adequately funded support of Government. DCMS should spearhead a drive to put heritage at the very cultural heart of Government.

## **Heritage Lottery Fund**

**A.**

- HLF has helped lead the national debate on heritage and identity through events held at the British Museum, Wales and Scotland. It has also organised a series of Citizen's Juries or workshops that involve members of the public coming forward to discuss what they value about their heritage and how effective they think funding has been.
- HLF has worked to distribute grants equitably among a diverse range of organisations that represent all types of heritage.
- Projects that allow communities and individuals to explore and identify with their own heritage have been readily supported.
- Those areas where relatively few applications for grants have been made have been targeted and HLF development staff have been building ties with local communities to encourage them to develop heritage projects.
- Research has begun on the heritage of Black and Asian communities in the West Midlands in the hope that new heritage projects will be initiated.

- Trevor Philips spoke of how “important it is to recognise and celebrate the major contributions made by migrant and refugee communities” and how, “funding from HLF has enabled us to unearth this vital part of Britain’s past.”
- Vision Sense also spoke about how “no other mainstream organisation has done so much to promote and deliver equality that makes such a difference to disabled people’s quality of life.”
- Clearly however there is more to be done to encourage more deprived groups and communities to participate in and learn about their heritage.

## B.

- Better Places to Live correctly identifies the most important values of the historic environment, notably the positive contribution it can make to our quality of life, to our identity and our sense of pride and self-esteem. Since the BP2L publication, these ideas have been developed and a Public Value triangle created to include.

## C.

The Public Value triangle can be used to demonstrate evidence for the value of heritage:

- Intrinsic values can be captured by:
  - ensuring that all heritage decisions and priorities are built upon an understanding of what people value and why;
  - developing conservation plans and statements of significance that reflect the wider public value; and
  - recognising the role that heritage organisations can play in helping communities to articulate what is important.
- Instrumental values can be captured by:
  - Carefully evaluating heritage expenditure and policy to determine its economic and social impact;
  - Encouraging communities and grantees to evaluate projects in their area;
  - Systematically measuring participation levels.
- Institutional values can be captured through:
  - Public, customer and stakeholder surveys and other research fora such as Citizen’s Juries.  
*Much of this is already in place but more can be done.*

## D.

- Only through knowledge, access and participation can the public effectively engage with heritage. HLF has consistently demonstrated this in various ways:

- It has been a key sponsor of the BBC's "Restoration" programme pledging over £27 million to date;
  - Its goal to expand people's knowledge of heritage has resulted in the support of around 600 education posts and creation of 290 new learning spaces;
  - Lottery money has impelled private institutions like the Bodleian Library and Royal Institute to open their doors to public access.
- 
- HLF aims "to encourage more people to be involved in and make decisions about their heritage" and this is reflected in the assessment criteria for grant applications. Already, 1000 Heritage Initiative projects have been kick-started with help from HLF which has resulted in a dramatic increase in the number of people actively participating in heritage.
  - The challenges of introducing true diversity have been addressed by allowing more decision-making to be conducted locally, by pinpointing areas that require assistance and sending in teams accordingly, by awarding around 45% of our funding for HLF open programmes to community groups and by supporting a wide range of social groups including BME, disability and youth groups. In addition, the number of smaller grants (<£50000) awarded has increased markedly.
  - Citizen's Juries and people's panels have been effective ways of engaging the public and new methods of widening public participation on a strategic and project level are being developed.

**E.**

- Heritage specialists and organisations need to improve their skills of engagement and their knowledge of working with communities while community groups themselves need to expand their own contact base and practical understanding of the heritage sector.
- The social value of places is often not factored into the heritage protection equation, and therefore needs to be better researched.
- Leading heritage practitioners, academics and policy-makers need to come together to explore how public value can be applied to heritage practice and policy.

**F.**

- The BP2L pamphlet should be seen as a positive blueprint for a shift in direction for the heritage sector toward a collective values-based approach.
- The current system of heritage protection has long failed to recognise the import of social value. The Heritage Protection Review is currently rethinking and simplifying the way heritage is designated.
- There are various projects led by EH and other groups where there has been a great deal of cooperation with the local community to understand what is truly important in heritage terms.

- There is an urgent need for increased support to expanding funding and other support for the voluntary sector in capacity.
- DCMS should persuade organisations to consistently and diligently apply socio-economic research when evaluating the relative impacts of grants and policies and of heritage itself on areas.
- EH itself should lead by example particularly on matters of community engagement and on evaluating the impact of investment.

#### G.

- Government is only able to support heritage if the sector as a whole can identify why it is important and to whom and the values and benefits it can deliver to society as a whole.
- BP2L provides a strong framework from DCMS using our collective sense of public value and promoting this among other government agendas such as the economy, sustainable communities, education and identity.

## Country Land and Business Association

#### A.

- Government needs to involve and consult all those organisations involved in the historic environment – in its maintenance and restoration – and their customers. These heritage groups through their very existence provide continued leadership and material for this ongoing debate on our national heritage.

#### B.

- The essay leans in favour of the value of iconic sites - there should be greater recognition of the everyday interpretation and value of the historic environment and its contribution to the wider economy. In addition the focus seems to be on the value of the urban historic environment rather than the rural.

#### C.

- Virtual recording, although necessary is not a viable alternative to heritage conservation. Real effort should be made to intervene in the case of landscapes at risk from economic forces and historic properties threatened by coastal erosion.
- Unless public funding is increased, there will have to be greater flexibility regarding the economic uses of buildings and landscapes to underpin their conservation for the future.

**D.**

- Effective engagement with the public requires DCMS to place a higher priority on cultural heritage, implicitly raising the budget apportioned to EH in the 2006 spending review.
- Local authority planners and EH need to be more flexible in their approach to conservation, taking care not to prevent the re-use of historic buildings in ways that are of sustainable benefit, for instance office conversions or accommodation.
- More work needs to be done in tandem with the DfES and ODPM to facilitate a broader participation by school children and the disadvantaged in activities that involve the heritage.

**E.**

- There is not enough confidence in local authority conservation officers and often their approach to the historic approach is not as helpful as it could be. There needs to be a more positive can-do attitude that finds suitable solutions and compromises to enable sensible and economic use of buildings. DCMS and ODPM need to work together to improve this.
- The loss of traditional rural craft skills poses a real threat to the historic environment. While some regions have established joint initiatives between farmers and builders to train one another in traditional construction craft skills much more needs to be done. CLA would like DCMS/EH to match fund these existing initiatives and where possible help set up and sustain new ones.

**F.**

- EH, DCMS and local authorities need to work harder with the owners/managers of the historic environment in coming up with innovative and cost-effective ways of re-using listed buildings. At present the designation system is highly restrictive, inflexible and punitive if contravened.
- HLF currently only provides funding for buildings and landscapes to which there is public access. This funding could be markedly improved if grant aid was fed to the owners of historic buildings that don't presently fulfil an economic role or private purpose so that the building could be maintained to a satisfactory standard until a suitable use can be found.

**G.**

- DCMS should place greater emphasis on the value of the rural historic environment in much the same way that Defra has recognised the conservation value of certain farming methods.
- The perception remains that Government regards the historic environment as a burden rather than an opportunity. Conservation has a positive role to play in regeneration and in turn our "quality of life" but this is not as yet properly recognised by Government.

- Since one of the key planks of the Government’s sustainable development strategy is quality of life then this should be used as an opportunity to raise the priority status of the historic environment within the Government’s agenda.
- Therefore, Government should show its commitment to the historic environment by:
  - Giving explicit recognition to the essential role of private owners and the non-Government sector in the conservation of both rural and urban areas;
  - Lifting the budget constraints on DCMS and EH;
  - Rethinking the current VAT situation;
  - Placing economic viability at the heart of rural heritage planning policy.

## National Trust

### A.

- By establishing an informal forum of heritage organisations that will promote the benefits of shared heritage and advance ideas on how to engage and lead the debate on national identity.
- By connecting with the citizenship elements of the National Curriculum and ensuring that the JACBEE recommendations are pursued.
- And by using the annual Heritage Counts process to advance the debate.

### B.

- Disappointed by essay’s emphasis on the value of the built environment and the importance of looking after specific sites and special places. It is the more mundane, vernacular and modest properties that are truly valued by local communities.

### C.

- By developing a sector-wide research strategy that incorporates both technical and policy work, and reflects the sector’s overall priorities.

### D.

- We need to build on the success of existing events like Heritage Open Days
- Develop ways of sustaining and developing long-term relationships through volunteering programmes for instance.

## **Better Places to Live: Government, Identity and the Public Value of Heritage – Summary of Responses**

- Finding ways to share best practice across the sector in engaging communities and individuals particularly, how they interpret the heritage around them.
- Importance of maximising the opportunities for people to engage with their local historic environment
- Existing schemes like Diversify by the Museums Association may be useful examples to learn from when resolving workforce diversity issues.

### **E.**

- Completion and delivery of the Heritage Protection Review will address the problem of weak communication and outreach skills
- Schemes must be developed to train up and manage volunteers

### **F.**

- The publication of a guidance manual on the economic value of the historic environment including an analysis of various fiscal options that could be implemented within the sector would be useful.
- Maintaining commitment to the heritage dimension of the Lottery fund.
- More visible progress in the regulation and planning process.
- Ensuring that DCMS' plans for a radical rethink of how heritage is managed and presented are followed through in a transparent manner.

### **G.**

- DCMS should publish guidance on the rationale for public intervention on heritage
- DCMS should promote the historic environment across Government demonstrating the degree to which it affects our quality of life while ensuring that the sector as a whole is sufficiently supported.

## **SPAB (Society for the Protection of Ancient Buildings)**

### **A.**

- SPAB has always believed that the debate about what is worthy of being saved or conserved is a democratic one and not simply restricted to a narrow band of professionals.

- As founder of the voluntary heritage movement, SPAB has led the way in its capacity as the largest and most technically expert pressure group fighting to save old buildings in the country.

**B.**

- The essay appears to concentrate too much on the significance of great buildings and heritage attractions.
- While the needs of today's society should not be overlooked, surely it is more important to consider the needs of future generations and the heritage legacy that we will bestow. Sadly short-termist economic, social or political pressures continue to threaten the historic environment.

**C.**

- The most important values of heritage are intangible and therefore impossible to measure. Heritage quite simply can not be evaluated in cost-benefit terms.

**D.**

- Interactive history teaching that looks at ways of bringing local heritage into contact along with improvements in the visual learning process should help people to make more informed judgements about the way they interact with their surroundings.

**E.**

- There is a clear skills deficit in the sector but this is just as much an issue for the construction, architectural and surveying sectors.

**F.**

- Greater and more financial support for training from DCMS/EH and HLF is a key priority.

**G.**

- The approach to heritage should permeate all relevant Government departments.
- Too many regulations continue to emanate from Government with little consideration of the special needs of the historic environment.
- DCMS needs to champion heritage far more robustly throughout the rest of Government and in Cabinet.

- Much rests on how the Heritage Protection Review develops - an excellent opportunity to improve an antiquated, often inefficient and expensive system.

## **Historic Royal Palaces**

### **A.**

- HRP's mission is "...to help everyone explore the story of how monarchs and people have shaped society, in some of the greatest palaces ever built." Through this it aims to help us inform our sense of national identity.

### **D.**

- HRP has been working hard to attract new audiences through its partnership work with local communities and attracting people from disadvantaged backgrounds.
- Volunteering is a useful asset and (HRP has done much to attract as many volunteers as possible), but it certainly isn't a substitute for an appropriate level of Government funding.
- EH and other organisations need to better articulate a general commitment to diversity, access, historical interpretation and education.

### **F.**

- Whilst lottery funding has been hugely beneficial to our heritage and historic environment, HLF questions how expensively bureaucratic it has become.

### **G.**

- Government needs to work on the following:
  - It must articulate its priorities more coherently; it should create a more level playing field in the heritage sector by removing the economic distortions created by those museum and galleries which do not charge access; to persuade the rest of Whitehall to provide far more committed support to DCMS's philosophy; on securing further funding and partnerships;
  - And overcome its perceived conflict between EH's role as a lead conservator with an extensive property portfolio and as a regulator and funder.

## The Victorian Society

### B.

- Strongly agree with the conclusion drawn that the historic environment is “worth supporting in itself, for the way it can encourage people better to understand and engage with their history and their community”.
- The analysis is too heavily tied to the notion of heritage as understood as visitor attractions such as museums and historic sites. Heritage is impossible to quantify in any meaningful way.
- Disagree that there is a conflict between the historic environment and modern architecture.
- Disagree that preservation by record is suitable compensation for the loss of an historic building. Clearly there needs to be a balance between contemporary needs and historic significance but the tone struck in the essay seems to undermine the point about the value of heritage.

### D.

- Feels that the historic environment has become more inclusive as set out, though there is admittedly more work to be done. The essay does little to demonstrate the informal day to day relationship people have with the historic environment.
- To foster a widespread feeling of civic pride it is essential that the message is reinforced that the historic environment belongs to and is appreciated by everyone. The essay’s bias toward visitor attractions simply reinforces the idea that our heritage is one step removed from the “visitors”.
- Much more needs to be done to encourage awareness and involvement in the country’s heritage, especially given that so many public buildings are in a desperate state of disrepair. Responsibility for the appearance of public spaces is far too fragmented and the positive involvement of local communities needs to be harnessed.
- The voluntary sector is key to helping communities stand up for the historic environment. The VS employs its own community engagement officer to help local groups fight for the preservation of cherished but neglected buildings. Government really needs to commit more resources to community organisations that act as an interface between communities and the planning system.

### E.

- A lack of resources seriously impedes the development of skills in the heritage sector. EH itself is under resourced and its specialist expertise has been seriously undermined as a result. Furthermore no single body can provide the public with effective advice on caring for historic properties.
- Local government needs to improve the quality and execution of its planning and conservation departments.

- There should be more support for those responsible for the upkeep and management of historic places of worship.

**F.**

- Although, EH has done much to meet government objectives it needs to engage more with the voluntary sector and must increase funding to national amenity societies who provide an important interface with the public.

**G.**

- Welcomes the statement about the role Government has to play. However, it needs to recognise that the historic environment and heritage cuts across departmental boundaries.
- The Treasury needs to transform its approach to valuing the historic environment and due consideration should be given to overhauling the current VAT regime by exempting tax on repairs and maintenance to historic buildings.
- The Pathfinder programme needs to focus on the refurbishment of existing Victorian housing stock rather, still too much of which is badly neglected and earmarked for clearance.
- A greater sense of the historic environment needs to be taught in secondary schools. This in turn would hopefully contribute toward an increased overall sense of citizenship.
- DCMS should push its historic environment commitments to the top of the list and focus on increasing EH's grant and the Heritage Lottery Fund's share of receipts from 2006 onward.

## **Save Britain's Heritage**

- Dislikes the preservation by record rule as it fails to preserve how a person may react to a building in the street nor the positive effect it has on everyday life.
- Objection to the statement: "when we consider changes to the environment in which we live, decision-making cannot be left to the elite 'who understand things'". Local authority planning committees are composed of councillors that act on the professional advice of their officers as well as local and national concerns expressed through the planning process.
- Agree that architects should "show us what they can do....in settings and on sites where all can appreciate them" but this should not be at the expense of historic buildings or areas.
- The essay fails to mention the role played by private owners who are responsible for most of the historic property in the country. However the current VAT and grant aid regimes punish regular maintenance yet reward large-scale intervention and support in favour of the established heritage

players. This is glaringly clear in the latest HMRI/Pathfinder projects in which key historical property has needlessly been earmarked for destruction. DCMS need to work harder to persuade ODPM that these historical areas are represent the identities of the communities they serve.

- Generally the feeling across the sector is that it is treated with indifference even hostility by Government as a whole.

## Standing Conference of Archaeological Unit Managers

### A.

- In practice devolution has devolved responsibility, in various ways, for heritage to Scotland and Wales. With these changes have come new, and passionate, views on the very idea of "Britishness" which require careful thought.
- Today the development of international cultural and heritage norms is in the hands of UNESCO. UNESCO sees its role as building partnerships between the public sector, the private sector and civil society and to generate concepts, policies and objectives in favour of cultural diversity.
- This gives a clear statement of what should be expected of Government and its heritage organisations if we are all to meet international standards.

### B.

- The essay's conclusions are welcomed, and harmonise well with current international perspectives. Behind discussions of values lies the inescapable duty of stewardship for future generations.
- The Secretary of State is right to emphasise some utilitarian arguments and the current cultural importance of the heritage but we believe we must also continue to emphasise the importance of stewardship. Stewardship implies not merely the use of current values and cultural concerns but wider deeper principle and responsibility.

### C.

- As the Secretary of State has observed elsewhere discussion of values tend to focus on considerations of direct utility or cost-benefit analysis. To a large extent Heritage Counts has made remarkable advances in capturing evidence. It has, for instance, revealed new insights into economic and environmental benefits of restoring current stocks of historic housing and how different communities value different aspects of the heritage.
- International norms reflect a more holistic approach that recommends that Government should grant subsidies and create suitable conditions for the conservation and dissemination of cultural and historic property, particularly that neglected by the market; to develop the activities of cultural organisations at the national, regional and local level; and to proactively engage the public in cultural debate.

**D.**

- A cornerstone of this issue is the need to develop appropriate management and structures. The international (UNESCO) norms assume that most people see themselves not only as members of a nation with a place in the world but also as members of smaller communities. The key to engaging people is to enfranchise their community in the decision-making process.
- Fundamentally our current laws and approaches recognise only international and national heritage and not our communities' heritage.
- Mechanisms for facilitating and encouraging stronger, diverse local engagement are being explored and may be strengthened through the Government's developing agenda (e.g. Heritage Protection Review, Sustainable Communities).
- Recognising the role of community heritage is clearly a key element in fostering identities, local pride and active citizenship. The current means of giving local communities the ability to participate through local public services and voluntary and community organisations are limited. So much more could be achieved by giving open formal legislative recognition to community heritage and by offering additional resources. The sector is beginning to address the support issue with the help of the Heritage Lottery Fund but further resources would be beneficial and necessary.

**E.**

- The skills shortage in the Heritage Sector has been widely reported. Whilst the development and maintenance of some skills will be directly supported by the commercial sector others will not. The number of skills supported wholly by the market should increase if competition becomes subject to more stringent public benefit tests. Currently there are demonstrable shortages that cannot be made good through commercial funding. There will however, always be a residue of old and new skills, both professional and amateur, which will have to be supported by other mechanisms, such as the UNESCO convention on Technical and Vocational Educations.

**F.**

- In practice confusion exists over the meaning of English Heritage's role to provide leadership in the sector. On the one hand does this mean ensuring uniformity and regularity or on the other acting as a supporter and enthusiast? This tension between a role as policeman and as sponsor leads to many difficulties. It is arguable that nearly all the great leaps forward in recent years have sprung not from national roots but from local bodies that were untrammelled by this apparent conflict of interest.
- The primary role of English Heritage must be the Heritage of England. To follow international norms beneath this would be community bodies dealing with community culture that are able to assert themselves at the highest possible level

## G.

- Culture is at the heart of creativity but there is a constant danger of cultures becoming merely self-reflective, introspective and inward looking. As such Government should adopt an “international” approach to the historic and built environment, especially given the global extent and influence of British culture and heritage.
- Government should observe and pursue international norms and recognise legally and in policy terms three distinct types of heritage: the international, the national and the community. To succeed each will require its own structures, generate its own distinct values and assume its own popular significance. These three distinctive perspectives, alongside family and personal history, have long formed our sense of identity.

### Joint Committee of the National Amenity Societies

## A.

- Heritage has a major role to play in defining our identity and heritage organisations willingly contribute to the debate on the essence of identity.

## C.

- Heritage means different things to different people therefore our focus should be on preserving the historic environment and thereby encouraging people to relate to it in their own way. It is only by engaging as many different types of people as possible can the true value of heritage be found.

## D.

- Public engagement needs to be deepened and broadened and so the social and economic barriers that still separate the most disadvantaged from the historic environment must be breached. Clearly a serious dialogue with Government about finding ways of overcoming these obstacles needs to be pursued.

## E.

- The necessary skills in the sector exist although there are still gaps to be filled. The key issue lies with identifying whether the sector has the resources to fully exploit and retain those skills. For example, young people are often dissuaded from taking on conservation craft apprenticeships because of the lack of clear career structure. Local authorities also tend to fail to attract suitable applicants for planning positions.

**F.**

- EH does have a major role to play as adviser to Government on heritage matters however it is important to recognise the collective leadership from the sector as a whole that fully demonstrates its richness and diversity. When effectively coordinated, these constitute a coherent view of where the priorities for the sector lie.
- Confusion over what is meant by leading the sector "into a true transformation by example". After all, the voluntary heritage sector has been heavily involved for almost 130 years.

## **Gwynedd Archaeological Trust**

**A.**

- The essay seems to pay only lip service to the importance of heritage in Wales and Scotland. Nor does it make adequate reference to what British identity really means. It seems to be primarily focused on promoting present Government policy and reads more like a piece of pre-election propaganda.

**B.**

- It would be beneficial if a more local approach to the historic environment were taken.

**C.**

- It seems sensible that those resources that are already in place are readily promoted. More people should be aware that they can access their local Sites and Monuments Records and Historic Environment Records.
- However a substantial funding commitment is required across the country so that there are adequate staffing levels that can support these initiatives.
- Evidence of the value of places can only be achieved by directly canvassing people's opinions. The results of survey could be presented in the local/free press, internet or TV. The aim should be to widely display the feelings of people about their heritage and not to display these discreetly on the DCMS website.

**D.**

- The best way to increase engagement is by encouraging younger people to care, think and learn about their heritage. Knowledge is essential if say, a planned demolition is to be resisted.

- Re-evaluating the National Curriculum, introducing archaeology onto the syllabus and taking a more holistic approach to the way history is taught in schools with an emphasis on the value of our national heritage and the part our built and historic environment plays in it, would be useful.

## E.

- The sector sadly suffers from low rates of pay and poor promotional prospects, and this is a disincentive to new job entrants. There needs to be greater investment in continued professional development (CPD), which would help encourage younger professionals to stay in the sector for longer.

## F.

- DCMS should facilitate and support the rigorous enforcement of planning and development controls by national bodies such as EH.
- Investment in the study of local heritage matters and through increased interaction with local communities and the implementation of measures suggested by these will positively reinforce people's sense of ownership of the historic environment.

## G.

- Government needs to do more. Since most of the national focus seems to be on the South East it is unsurprising that programmes such as Renaissance in the Regions, can appear so patronising. Furthermore, there must be a greater drive in attracting foreign tourists away from the capital.
- Instead of undertaking the wholesale demolition and replacement of old housing with bland cheap houses built from flimsy modern materials (most notably in the South East), Government should focus on their renewal and restoration. If demolition is genuinely necessary then why not reuse the building materials and revive older building techniques?

## Rescue – The British Archaeological Trust

## B.

- RESCUE feels that greater weight should be placed on the value of the historic environment than presented in the essay, and that the role played by archaeology is understated.
- The value of iconic monuments mentioned should be higher than stated, as these, be they a building, archaeological site or historic landscape are a sustainable resource that can be repeatedly visited and enjoyed.

**C.**

- While it is undeniable that the needs of modern society will necessitate the destruction of parts of the historic environment, the emphasis should be on retaining and integrating our heritage into the existing framework.
- Where these historical elements cannot be saved, archaeological techniques can be applied that will capture, record and disseminate this information for the future. However, there has been a general lack of political support and finances to do this.

**D.**

- A framework for public engagement already exists within the archaeological sector through the network of local societies, amateur groups, lifetime learning, extra-mural courses and so on.
- Schemes like the Local Heritage Initiative and other lottery funded projects have been very useful and should be guaranteed for the future.
- Public participation could be broadened through school and university training excavations if the rules governing the eligibility of research were relaxed.
- Engagement is at its most effective through encouraging direct participation rather than using passive media channels, such as the internet, valuable as they are.
- With regards to workforce, various surveys have demonstrated that archaeology is one of the lowest paid professions around, with short-term contracts the norm and the prospects for professional advancement low. Therefore, there is a comparatively narrow range of entrants to the profession. This is unlikely to change unless the terms and conditions of employment improve.
- To introduce greater diversity into the workforce Government should consider fully restoring the cuts made to EH's budget and renewing those jobs recently cut from the scientific and professional divisions within the organisation.
- The provision of adequate core funding to local and regional museums is essential as is improving access to archives and collections, many of which have been closed. It should consider making it a statutory requirement for local authorities to maintain Historic Environment Records and offer Conservation Officer posts that offer similar prospects to other occupations in the architectural/planning field.
- There is considerable commitment to and enthusiasm for public outreach at all levels within archaeology but funds and facilities are lacking. A guarantee of future Lottery funding for projects is necessary.
- DCMS should understand the strength of support among the archaeological of enthusiastic support for public outreach at all levels.

## E.

- Some skills are in danger of being lost as experienced practitioners either retire or change professions. Both EH and local/regional museums have experienced cuts in conservator positions and this downward trend looks set to continue.
- Commercial archaeology does not offer the stability necessary to maintain long-term investment in the sector and needs to nurture new talent and encourage new innovation and initiative. Therefore a strong centrally funded body is needed to secure the long-term future of the profession.

## F.

- DCMS should restore the budgetary cuts it has imposed on EH so it can resume its programmes of research-led excavation and survey, analysis and publication of backlog sites. This will allow the organisation to continue to widen public access to the historical environment and enable greater participation in the archaeological process.
- Securing Lottery and other supplementary funding is essential if the sector is to maintain its commitment to the public. As mentioned earlier, it would be advantageous if the restrictions that prevent the funding of "research" were relaxed.

## G.

- The archaeological profession generally feels that the Government has a hostile attitude toward the profession while providing unqualified support to the construction industry and its lobbyists.
- Confidence in Government's support of the sector will only improve if funding levels for EH are restored and its budgetary priorities moved back from marketing and publicity to research, outreach and professional development.
- It seems highly iniquitous that funding to Sport England has increased by 98% over the last five years while grant aid to EH increased by a mere 3% and funding from DCMS to the historic environment increased by only 8%.

## Institute of Historic Building Conservation

## A.

- Historic buildings and places are leading the way in delivering high value urban regeneration, particularly in repopulating inner-city areas, triggering economic development in declining industrial areas and creating diversification in rural areas. Heritage is helping to deliver more sustainable forms of development, accommodating mixed use and supporting local communities.

- The IHBC believes that heritage should be closely integrated with planning, regeneration and sustainability. As such its members are delivering millions of pounds worth of enhancement and regeneration projects.

**B.**

- Welcomes the essay's focus on the built heritage and its recognition of the intrinsic value of historic buildings and places.
- The IHBC feels that the historic and built environment has its own intrinsic cultural, social, educational and spiritual value. Any nation that claims to cherish cultural achievement in any field has a duty to care for its heritage.

**C.**

- There aren't sufficient skills presently: historic places need the specialist and cross-disciplinary management skills that IHBC members can provide drawing on the highest professional standards, nationally and internationally.

**D.**

- The high level of public support for the built heritage should be recognised in the allocation of resources. Awareness should also be developed of the ways in which local communities have used heritage protection as a means of empowerment, for example by requesting the listing of post-war social housing schemes to control the quality of maintenance and alterations and to make funding available for improvements.

**E.**

- There is a massive shortfall of skilled conservation staff in local Government.
- There is a growing skills gap in project management. The management of Townscape Heritage Initiatives, English Heritage area grant schemes and other historic building and area projects involves robust skills in project and financial management. English Heritage needs to focus on this issue through its HELM programme.
- There is also a gap in private sector skills. Whilst specialist developers employ professional teams with high level skills in design and building conservation, many mainstream developers do not. There is an urgent need to develop design and conservation skills and to educate developers on the benefits of targeting such skills when selecting their professional teams. The IHBC is keen to work with the DCMS to develop professional training in the sector.

## F.

- The emphasis of English Heritage's work programme should be on DELIVERY. There are two key areas where the organisation needs to concentrate: grant assistance and specialist/technical advice. Both of these are necessary to facilitate good planning and high-value regeneration.
- The IHBC is extremely concerned over the reduction of area grant schemes in the current financial year. It is essential that English Heritage be allocated additional funds as a matter of urgency to ensure their facilitation and support role is properly maintained.
- It is also important for English Heritage to positively engage with Regional Development Agencies, English Partnerships and other regeneration bodies to ensure that the benefits of design and heritage-led regeneration are recognised and incorporated into funding criteria and assessment regimes.
- English Heritage needs to maintain strong expert teams that can react quickly to provide specialist advice to local government and the private sector. Such services do not replace local authority teams. Indeed, it is often the better staffed and more pro-active local authorities that most need English Heritage casework support.
- Guidance should be produced on the need to incorporate enlightened built environment policies into local economic development and community strategies.

## G.

- The historic environment needs to be closely integrated with planning and regeneration.
- Heritage needs to be given a statutory basis to ensure proper levels of staffing with appropriate training and skills in all local authorities.
- There needs to be explicit recognition and promotion of building conservation as the central pillar of sustainable development, saving energy, avoiding the use of non-renewable resources, accommodating mixed use, and better catering for the needs of local communities.
- Programmes of training, education and outreach need to be developed and resourced to ensure all decisions affecting the built environment are properly informed by heritage and design best practices. The educational value of heritage needs to be appreciated and educational initiatives should be developed and positively promoted.
- Additional resources need to be channelled into heritage projects and regeneration schemes, recognising their key role in delivering urban and rural renaissance, economic prosperity, and sustainable communities.
- The priority for English Heritage needs to be on delivery. In particular, there needs to be a firm commitment to continuing area regeneration schemes. Casework is a further priority, to assist planning and pro-active regeneration projects.

- There must be at least two heritage-specific funders, for match funding purposes.
- A progressive and environmentally responsible fiscal policy should be developed, providing positive incentives for sustainable construction and development, in particular the adoption of a zero rate of VAT for building repairs and refurbishment and other green practices.
- The vast level of public support for conservation should be recognised by affording the nation's heritage high priority in the development of public policy and allocation of resources.

### **English Historic Towns Forum**

- The true social, environmental and economic value of the historic environment has been inadequately measured in the past and as such insufficient pressure has been brought to bear on developers and policy makers.
- The essay reinforces the idea that the historic environment adds significant value to regeneration and should be a major consideration in development, planning and tourism policy.

### **Lord Redesdale (All Party Parliamentary Archaeology Group)**

- Supportive of the idea that we should be proud of our historic environment and that it is the Government's duty to protect and promote it for everyone.
- It would be preferable if the term, "historic and built environment" were changed to "historic environment" as this would better demonstrate the value that Government places on the landscape and buried archaeological evidence as well as buildings.

### **Stephen Hetherington**

- While the democratisation of cultural issues is a contemporary theme, the essay's discussion of the value of the nation's cultural assets is hardly new.
- The biggest problem is the inability of funding bodies to assess their value and justify investment on the grounds set out in the essay. Developing communities without a cultural base is like building a town without a road.

### **David Cranstone**

- Broadly endorses the essay though disagrees that the vision should focus so heavily on the built environment and (to a lesser extent) on the iconic rather than the everyday and local.

- English Heritage desperately needs adequate funding and a rest from the continuous reorganisations of the last few years, which the essay itself mentions lost continuity and sense of place.

### Grace Filby (Corporate Wellbeing Consultant)

- The constant support of volunteers is vital in helping the Government achieve its policy targets with respect to culture, community and heritage. The voluntary sector engages actively and constructively. Conversely, public sector workers tend to be either too occupied or disinterested to encourage community heritage initiatives.
- The decision-making system for heritage funding has been corrupt and open to misuse of public funds. The lottery funding criteria need to be more flexible so that opportunities are not missed. There appears to be a situation where economical projects that act to promote the heritage in certain counties are often rejected whereas elsewhere, projects are prioritised that do little if anything to promote our heritage.
- Other Government departments such as the ODPM are also obstructive in the way they fail to pass on messages about grants and funding to the DCMS. This counters Tessa Jowell's aim to strengthen the relationship between communities and the historic and built environment.

### Nicholas Falk (Urban & Economic Development Group)

- Felt that Government have failed to consistently provide the right incentives needed to care for our heritage with the result being that vast sums have had to be invested periodically on the restoration of buildings that should never have fallen into disrepair and decay in the first place.
- Building preservation trusts are faced with the growing challenge of acquiring buildings at values that make refurbishment and adaptive reuse viable. So instead of making the case for more grants ways should be found of stimulating demand and ordinary maintenance.
- Fiscal incentives (i.e. VAT exemption) would be should be far more cost effective than grants – thereby pleasing the Treasury – and could stimulate employment in economically and socially deprived areas such as Bradford and Oldham – and so please both the Home Office and ODPM. I would also avoid the need to make the case for spending public money on enhancement.

### Oliver Feldman ("The Quarterly Ephemera" Magazine)

- The essay (as with "Government and the Value of Culture" and "Culture at the Heart of Regeneration") seems to conceive of cultural value and economic value as being largely one and the same.

## **Better Places to Live: Government, Identity and the Public Value of Heritage – Summary of Responses**

- Those cultural activities deemed to be valuable tend to be the large (iconic) institutions, those seen as contributors for job creation and increased tourism revenue. Such institutions suffer from a reduced access to government funding and have been compelled to turn to industry for sponsorship.
- This has resulted in a symbiotic relationship in which the institution has increased access to funds while the corporate sponsor is able to associate itself with the world of high culture, thereby assuaging potential doubts about its economic activities.