

Chapter 3: Historic Environment

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3.1 Introduction

This chapter examines attendance at historic environment sites. Unless otherwise stated, attendance is defined as a physical visit to at least one type of historic environment site during the past twelve months.¹³

Chapter structure

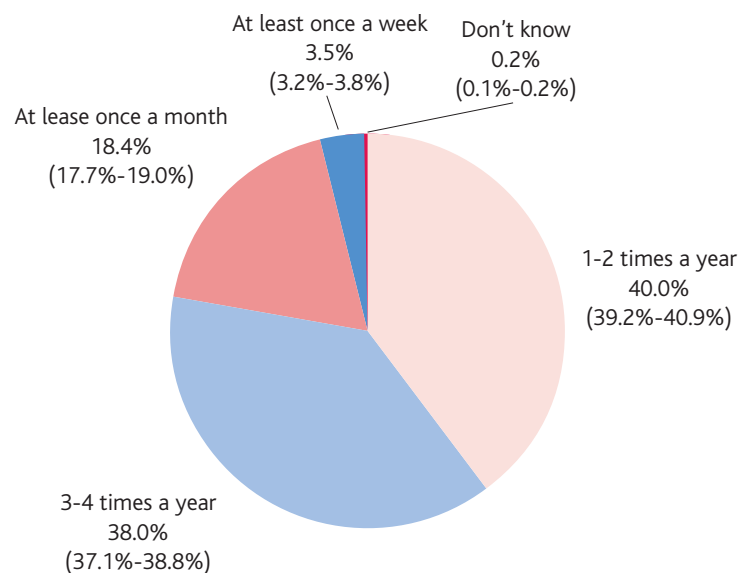
- Levels of engagement and frequency (section 3.2) examines the prevalence and frequency of attendance, and reports on variations within population sub-groups.
- Levers and Barriers (section 3.3) presents the main reason for attendance (levers) and non-attendance (barriers), as well as the factors that would encourage more frequent attendance.
- Socialisation (section 3.4) explores the relationship between recent attendance and attendance as a child.
- Other engagement (section 3.5) covers volunteering and online access.
- Attitudes to heritage (section 3.6) explores opinions on local heritage.

3.2 Levels of engagement and frequency

The data show that 70 per cent of all adults had attended a historic environment site; equivalent to approximately 27.7 million adults.

The highest proportion of visitors had attended once or twice during the past twelve months (40%) (Figure 3.2.1).

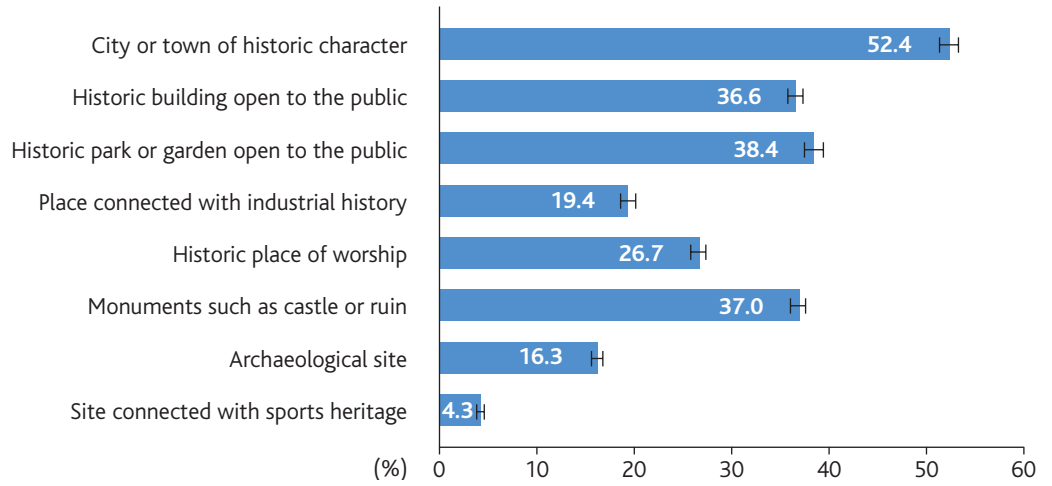
Figure 3.2.1: Frequency of attendance



¹³ See Glossary for the list of sites included.

Just over half (52%) of all adults visited a city or town of historic character and just under two-fifths (38%) visited a historic park and garden open to the public (Figure 3.2.2).¹⁴

Figure 3.2.2: Type of historic environment site attended

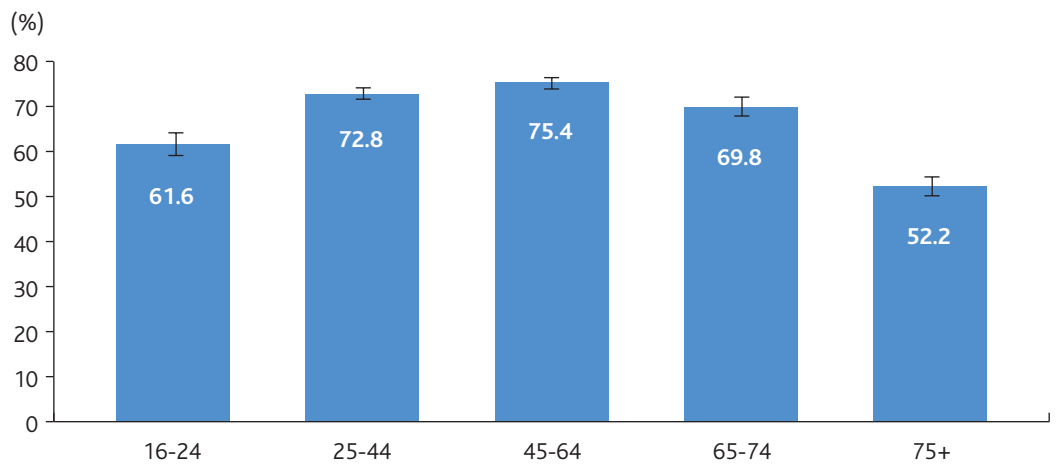


Demographic variations

AGE (Figure 3.2.3):

- Adults in the oldest age group had significantly lower rates of attendance than all other age groups.
- Adults in the youngest age group had significantly lower rates of attendance than all other age groups, except for those in the oldest age group.
- Adults aged 45-64 had significantly higher rates of attendance than those aged 25-44 and 65-74.
- Adults aged 25-44 had significantly higher rates of attendance than those aged 65-74.

Figure 3.2.3: Attendance by age group



¹⁴Types of sites are not mutually exclusive, that is one visit could encompass a number of the sites.

GENDER:

- There was no significant difference in the rates of attendance between males and females (70% and 70% respectively).

DISABILITY/ILLNESS (Table 3.2.4):

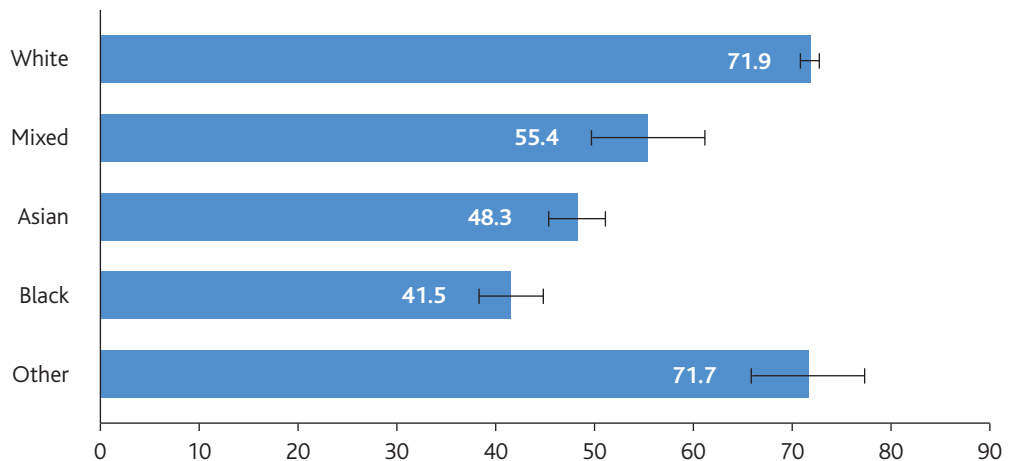
- Adults with a limiting disability/illness had significantly lower rates of attendance than both those with a non-limiting and no disability/illness.
- Adults with a non-limiting disability/illness had significantly higher rates of attendance than those with no disability/illness.

Table 3.2.4: Attendance by disability/illness

	Percentage	Range (%)
Limiting disability/illness	59.5	58.1-60.9
Non-limiting disability/illness	77.3	75.1-79.5
No disability/illness	72.3	71.5-73.1

ETHNICITY (Figure 3.2.5):

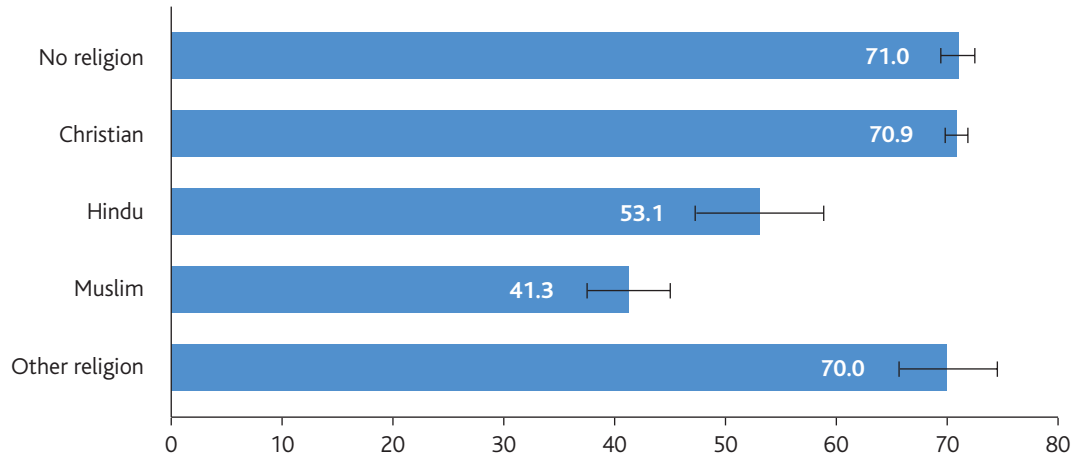
- Adults from Black ethnic backgrounds had significantly lower rates of attendance than all of the remaining ethnic groups.
- Adults from Asian ethnic backgrounds had significantly lower rates of attendance than all of the remaining ethnic groups, except for those from Black ethnic backgrounds.
- Adults from Mixed ethnic backgrounds had significantly lower rates of attendance than both those from White and Other ethnic backgrounds.

Figure 3.2.5: Attendance by ethnicity

RELIGION (Figure 3.2.6):

- Adults who reported their religion as Muslim had significantly lower rates of attendance than all of the remaining groups.
- Adults who reported their religion as Hindu had significantly lower rates of attendance than all of the remaining groups, except for those who reported their religion as Muslim.

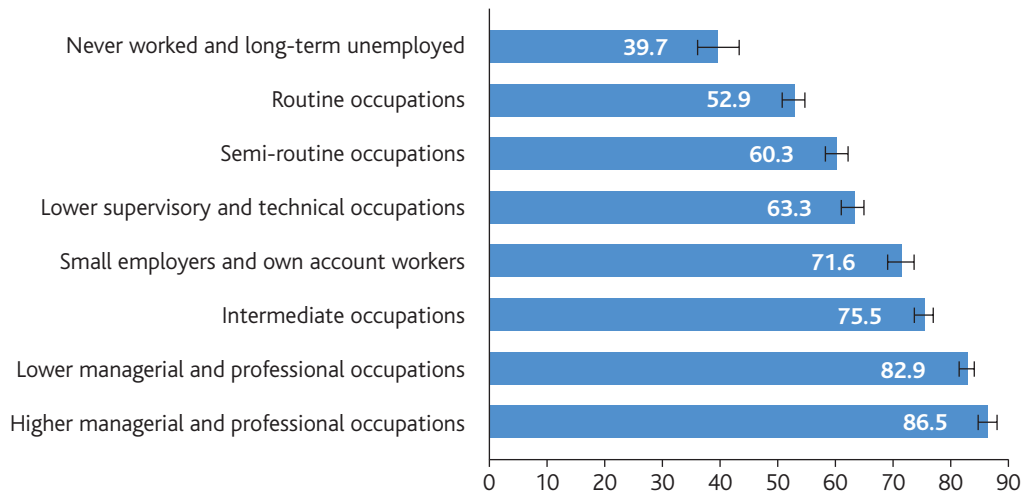
Figure 3.2.6: Attendance by religion



SOCIO-ECONOMIC GROUP (Figure 3.2.7):

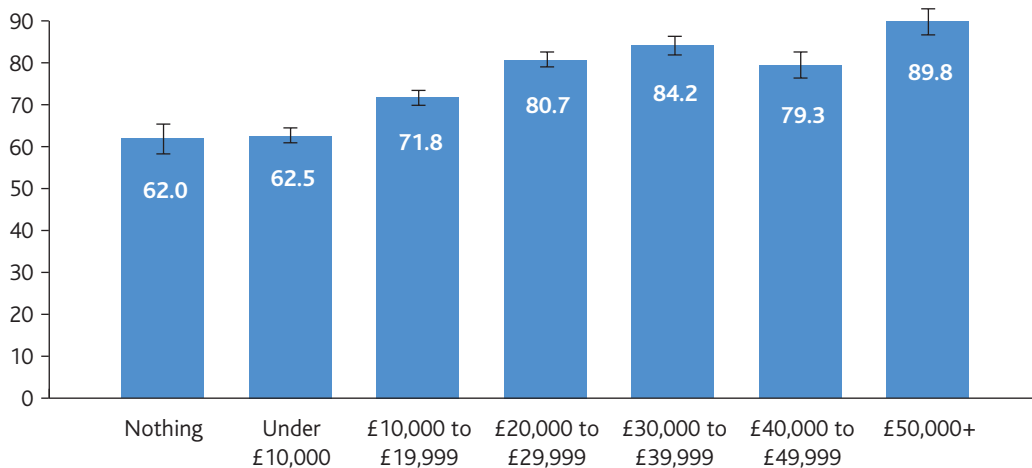
- Adults from all socio-economic groups had significantly higher rates of attendance than all of their lower socio-economic group counterparts.

Figure 3.2.7: Attendance by socio-economic group



PERSONAL INCOME (Figure 3.2.8):

- Adults earning under £10,000 had significantly lower rates of attendance than those in all higher income groups.
- Adults who earn £50,000 or more had significantly higher rates of attendance than all other groups.
- Adults who earn nothing had significantly lower rates of attendance than all other groups, except for those who earn under £10,000.
- Adults who earn between £10,000 and £19,999 had significantly lower rates of attendance than those in all higher income groups.
- Adults who earn between £30,000 and £39,999 had significantly higher rates of attendance than both those who earn between £20,000 and £29,999 and between £40,000 and £49,999.

Figure 3.2.8: Attendance by personal income

TENURE (Table 3.2.9):

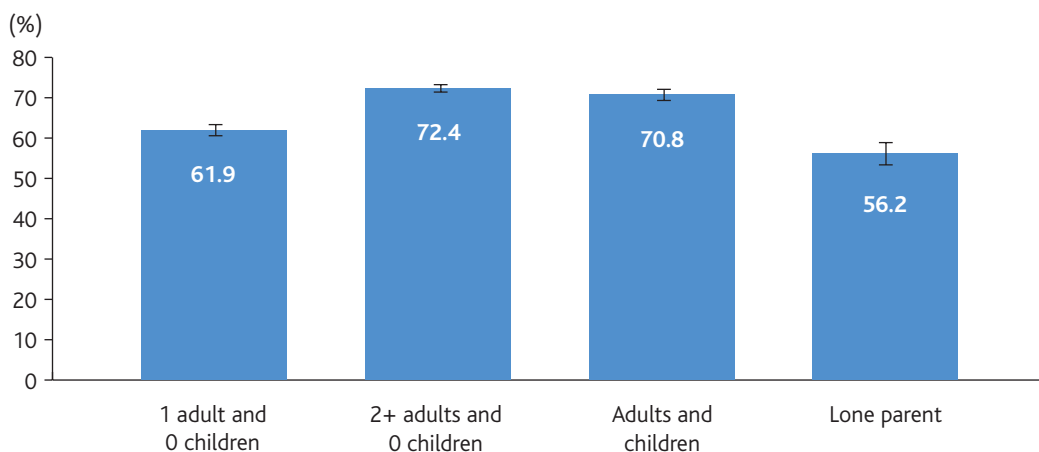
- Adults who rent from the social sector had significantly lower rates of attendance than both those who rent from the private sector and owner occupiers.
- Adults who rent from the private sector had significantly lower rates of attendance than owner occupiers.

Table 3.2.9: Attendance by tenure

	Percentage	Range (%)
Owners	75.2	74.5-76.0
Social rented sector	46.4	44.8-48.0
Private rented sector	69.2	67.2-71.1

HOUSEHOLD STRUCTURE (Figure 3.2.10):

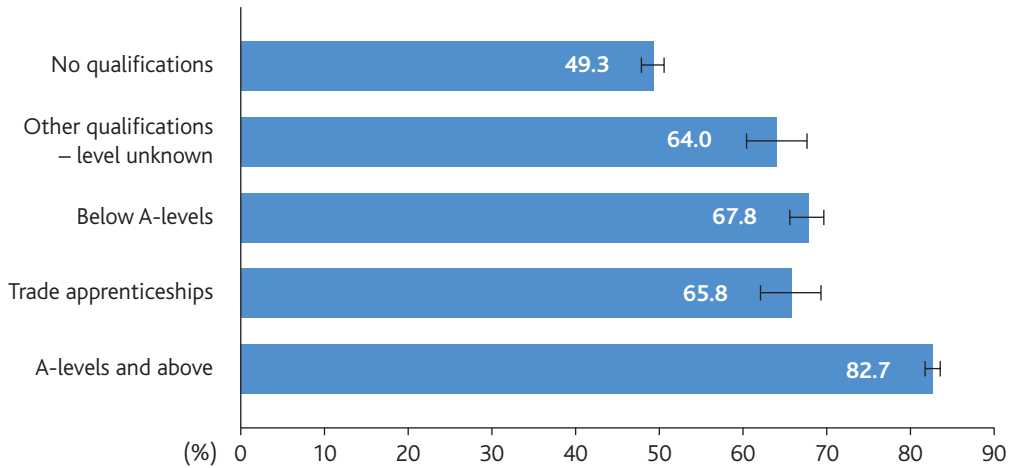
- Adults living in households where there is more than one adult (2+ adults and 0 children; adults and children) had significantly higher rates of attendance than those living in households with a single adult (1 adult and 0 children; lone parent).
- Adults living in lone parent households had significantly lower rates of attendance than all other groups.

Figure 3.2.10: Attendance by household structure

QUALIFICATIONS (Figure 3.2.11):

- Adults with no formal qualifications had significantly lower rates of attendance than those with some form of qualification.
- Adults with A-levels or above had significantly higher rates of attendance than all other groups.
- Adults with below A-level qualifications had significantly higher rates of attendance than those with some form of other qualification (the level of which is unknown).

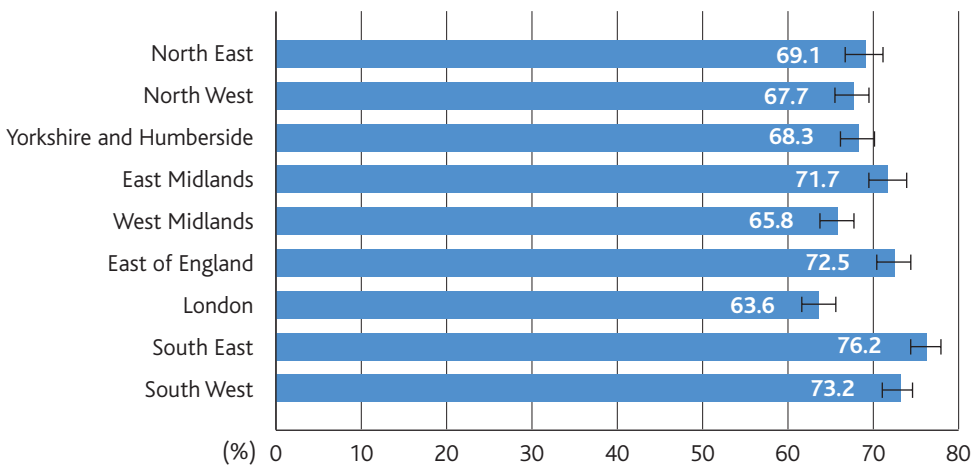
Figure 3.2.11: Attendance by qualifications



GOVERNMENT OFFICE REGION (Figure 3.2.12):

- Adults living in the South East had significantly higher rates of attendance than those living in all other English regions.
- Adults living in London had significantly lower rates of attendance than those living in all other English regions, except for the West Midlands.
- Adults living in the North West, Yorkshire and Humberside and the West Midlands had significantly lower rates of attendance than those living in the East Midlands, the East of England and the South West.
- Adults living in the North East had significantly lower rates of attendance than those living in the East of England and the South West.
- Adults living in the West Midlands had significantly lower rates of attendance than those living in the North East.

Figure 3.2.12: Attendance by Government Office region



AREA TYPE (Table 3.2.13):

- Adults living in rural areas had significantly higher rates of attendance than those living in urban areas.

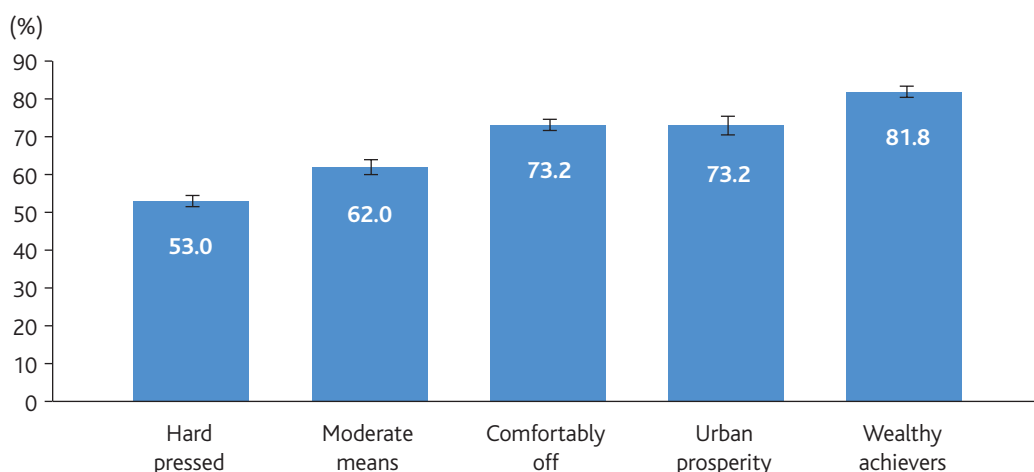
Table 3.2.13: Attendance by area type

	Percentage	Range (%)
Urban	68.0	67.2-68.7
Rural	77.4	76.1-78.8

ACORN CATEGORY (Figure 3.2.14):

- Adults living in 'wealthy achievers' neighbourhoods had significantly higher rates of attendance than those living in all other neighbourhood types.
- Adults living in 'moderate means' and 'hard pressed' neighbourhoods had significantly lower rates of attendance than those living in all other neighbourhood types.
- Adults living in 'moderate means' neighbourhoods had significantly higher rates of attendance than those living in 'hard pressed'.

Figure 3.2.14: Attendance by ACORN category



3.3 Levers and Barriers

This section looks at the main reasons given for non-attendance and attendance at historic environment sites during the past twelve months, and presents the factors that would encourage more frequent attendance in the future.

Reasons for non-attendance

Of those who had not attended a historic environment site during the past twelve months, 'not really interested' was the main reason for non-attendance followed by 'difficulty in finding the time', both given by less than one-third (29%) of attendees (Table 3.3.1).

Table 3.3.1: Main reason for non-attendance

	Percentage	Range (%)
Not really interested	29.3	28.0-30.6
It's difficult to find the time	28.7	27.4-30.0
Health isn't good enough	13.4	12.5-14.4

In addition to the reasons presented above, 7 per cent of non-attendees stated that the main barrier to visiting a historic environment site was simply that it 'never occurred' to them, whilst 5 per cent suggested that it was 'lack of transport/I can't easily get to it'.

To illustrate the variation in the reasons provided by non-attendees, the main reason for non-attendance at a historic environment site during the past twelve months was examined by different population sub-groups (Table 3.3.2).

Table 3.3.2: Main reason for non-attendance by different population sub-groups

	Main reason
Male 16-24 or 65-74 Lower socio-economic groups White ethnic backgrounds	Not really interested
Female 25-44 or 45-64 Higher socio-economic groups Black and minority ethnic backgrounds Non-limiting or No disability/illness	Difficulty in finding the time
75+ Limiting disability/illness	Health isn't good enough

Reasons for attendance

Of those who attended at least one type of historic environment site during the past twelve months, 'personal enjoyment/relaxation' was the main reason for attendance followed by 'accompanying children' (53% and 8% respectively) (Table 3.3.3).

Table 3.3.3: Main reason for attendance

	Percentage	Range (%)
Personal enjoyment/relaxation	53.2	52.2-54.2
Accompanying children	8.4	7.9-9.0
Part of a holiday/sightseeing/day out	5.3	4.8-5.7

Other reasons for attendance included visits as 'part of a group or tour' (5%) and 'to attend special event, talk or lecture' (4%).

Factors that would encourage more frequent attendance

Having 'more free time' was the main factor that would encourage more frequent attendance by those who already attend once or twice a year and said that they would like to go more often, followed by 'cheaper admission prices' (51% and 12% respectively) (Table 3.3.4).

Table 3.3.4: Main factor that would encourage those who already attend 1-2 times a year to go more often

	Percentage	Range (%)
If I had more free time	51.1	49.5-52.8
Cheaper admission prices	11.5	10.5-12.6
Better public transport links/access to transport	6.6	5.8-7.4

Other factors that would encourage more frequent attendance included 'more information about what is available in my area' and 'events for families or children' (6% and 4% respectively).

3.4 Socialisation

This section explores the relationship between recent attendance at historic environment sites and attendance as a child.

Just over three-fifths (64%) of all adults were taken to a historic environment site as a child. Of which, just under half (45%) attended once or twice a year (Table 3.4.1).

Table 3.4.1: Frequency of attendance as a child

	Percentage	Range (%)
Less often than once a year	18.0	17.0-19.0
1-2 times a year	45.0	43.7-46.3
3-4 times a year	27.5	26.4-28.7
At least once a month	8.8	8.0-9.5
Don't know	0.7	0.5-0.9

Combining the data for recent attendance and attendance as a child shows that those who were taken to historic environment sites as a child had significantly higher recent attendance rates than those who were not taken as a child (80% and 54% respectively).

3.5 Other engagement

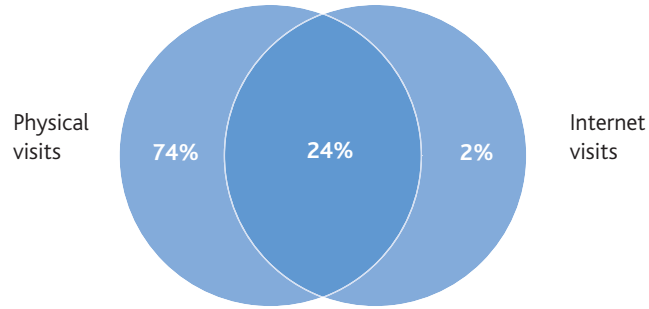
This section examines volunteering within the historic environment sector and contact with the historic environment through the internet.

During the past twelve months 3 per cent of all adults volunteered in the cultural sector, of which 41 per cent volunteered in the historic environment sector; equivalent to 1 per cent of all adults.

Just under one-fifth (18%) of all adults visited a historic environment website during the past twelve months.

In total, 71 per cent of all adults had either visited a historic environment site in person or accessed a historic environment website. Of which, just under three-quarters (74%) visited in person only, just under one-quarter (24%) visited in person and accessed online services, with the remaining small proportion (2%) only using web-based sites (Figure 3.5.1).

Figure 3.5.1: Physical and internet visits



3.6 Attitudes to heritage

This section looks at opinions to local heritage. Over 70 per cent of adults agreed with the statement 'I'm interested in the history of the place where I live', whilst 13 per cent disagreed. Over 90 per cent agreed when asked 'when trying to improve local places, it's worth saving their historic features', with only around 2 per cent disagreeing.

Figure 3.6.1: Interested in history of area

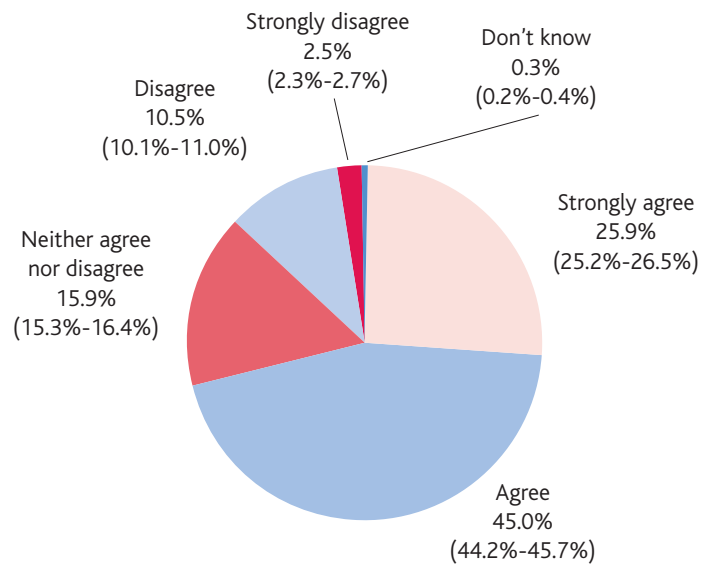


Figure 3.6.2: Save historic features

