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Values and benefits of heritage

A research review

Compiled for Heritage Counts 2008
by the Heritage Lottery Fund's
Policy and Research Department
Gareth Maer, garethm@hlf.org.uk



Values and benefits of heritage: A research review

This paper is the fourth annual research review update prepared by the HLF Policy and Strategic Development department. It sets out the key information from a range of external reports, which are relevant to our sectors.

The update has been based on our ongoing collection and sifting of new research during the course of the year, based primarily on new publications picked up through the weekly Policy and Strategic Development Department Bulletin. Updates for this year are in bold text.

The report is again structured around the values and benefits of heritage, matching the 'Cultural Value' framework of intrinsic value and instrumental benefit.

The topics covered are:

- 1. Valuing heritage** – studies looking at the public's attitudes towards heritage and the ways that people value heritage;
- 2. Heritage visits** – both the numbers of people visiting heritage across the MLA, historic building, parks, countryside and IMT sectors, and the quality of their experience.
- 3. Social benefits of heritage projects**
- 4. Economic benefits of heritage**

As in previous years, we have only looked to include research that features quantitative results, or larger-scale, in-depth qualitative studies. When reviewing evaluation studies that assess the impact of funded projects and programmes, we have tried to only include studies that carried out primary research with final beneficiaries, and have excluded research that only involves contact with project managers. We've only included evidence from the UK. We've excluded conceptual explorations of value and impact, discussions of impact methodologies or frameworks and research that is small-scale and/or anecdotal.

1. Valuing Heritage

- The Scottish Executive Architecture Policy Unit undertook research in 2004 that found 64% of people saying the built environment impacted on how they felt and on their quality of life.¹
- A report commissioned by CABI and published in 2004 looked at the value of public spaces.² 85% of people surveyed felt that the quality of public space and the built environment has a direct impact on their lives and on the way they feel.
- A MORI survey of 4,000 adults for MLA found that 82% of people think it is important for their local town or city to have its own museum or art gallery (MLA, 2004).³
- The BBC undertook research through IPSOS-RSL in 2003 in preparation for the Restoration series⁴. A self-completion questionnaire was completed by 4,578 people. Two-thirds said they were interested in the history of their local buildings. 63% said we do not do enough in the UK to look after historic buildings. Three quarters were concerned about the current loss of historic buildings. 66% feel depressed by empty, derelict buildings. 64% claim to prefer old buildings over new ones.

- A survey of 1,300 people in London undertaken by MORI for EH found 81% of people are interested in how the built environment looks and feels, with over a third saying they are 'very interested'⁵. MORI asked "How interested would you say you are in the way buildings and public spaces look and feel to use?": 34% said they were very interested, 47% fairly interested and only 2% not at all interested.

Going beyond these quantitative studies, environmental economists have attempted to quantify public valuations of heritage, by using "willingness to pay" studies. This is a survey-based technique that aims to understand the value that people place on resources that are not directly sold in a market.

A research project between EH, HLF, DCMS and Dept Transport by consultants Eftec found 29 valuation studies that are directly applicable to historical sites, built heritage and archaeological sites, world-wide (Eftec, 2005).⁶ Relevant studies in the UK are: -

- Pollicino and Maddison (2002) surveyed residents near Lincoln Cathedral in order to elicit their WTP to change the cathedral's exterior cleaning cycle from 40 years to 10 years⁷. The study provided respondents with a well defined valuation scenario which emphasised that only the appearance of the cathedral would change. Mean WTP of Lincoln residents (from a sample of 220 households) was found to be almost £50 per household per year, whilst WTP of residents in nearby towns (108 households) was found to be almost £27 per household per year. Aggregate WTP for improvement in Lincoln Cathedral's appearance was calculated to be £7.3 million per year.
- Garrod et al. (1996) considered the benefits associated with the renovation of historic buildings in Grainger Town, Newcastle. The area contains mostly early 19th Century buildings, 40% of which are listed⁸. A contingent valuation study was undertaken that sought the WTP of Newcastle residents in terms of a tax increase to pay towards the restoration of buildings. Of the 162 survey sample, 47% of respondents were willing to pay a positive amount to the restoration programme. Mean WTP per household per year was found to range between £10 and £14. This would be enough to pay for an annual restoration fund of £1m – over and above the benefit of the work for owners and occupiers.
- In the mid-1990s Admovicz Willis & Garrod undertook a study looking at the WTP for both use and non-use values of the canal network. This gave a WTP per household of £6.66 per year, which – when grossed up – valued the canal system at £145 million per year (considerably less than BW's public subsidy)⁹.

We are not aware of any similar review in the MLA sector, but know of these individual studies: -

- Spectrum Consultants for the British Library (2004)¹⁰. A survey of 2,000 people in the UK found an annual WTP for the Library of £363m, against a public subsidy of £83m.
- A similar but local study undertaken by Jura Consultants for MLA North West and Bolton Metropolitan Borough Council (2005)¹¹. This valued Bolton's museum, library and archive service at an annual £10.3m, against a cost of the service of £6.5m.
- Eftec (1999) reported the findings from a CV study which considered the benefits of preservation of recorded heritage¹². The study looked at the Surrey History Centre (SHC) in Woking. This is a local authority run archive which collects and preserves materials relevant to all aspects of Surrey, with items dating from the 12th Century to the present day, which is used mainly for tracing family history. The study sought respondent WTP from two possible scenarios: (i) WTP to prevent closure of the SHC

resulting in the loss, possible dispersion to other institutions or sale of recorded heritage, and; (ii) closure of the centre to all users, but materials would be preserved. It found that users were WTP £35 per year to prevent closure of the Centre, with even non-users prepared to pay an average of £13 per year.

There has been more extensive work of this kind in the area of nature conservation and landscape. A comprehensive review was carried out for Defra by Eftec and published in 2006¹³. An earlier Eftec / Entec study¹⁴ reviewed studies that have used environmental economics to value the external benefits of undeveloped land. Eftec have also published further research for Defra on WTP for possible environmental and landscape impacts in mainly upland areas, as a result of CAP reform¹⁵. Finally Moran (2005) has provided a summary of landscape demand studies.¹⁶

Property prices are another way to gauge people's WTP for heritage – if we find that house prices are higher close to certain types of heritage (all other things being equal) then this represents a 'dividend' that people are willing to pay to live in the vicinity of that heritage. Studies in the UK that we know about are: -

- **The Royal Institute of Chartered Surveyors (RICS) used data for over 53,000 residential sales in Aberdeen between 1984 and 2002 to estimate the economic impact of proximity to a public green space on property prices. The research found that location on the edge of a park could potentially attract a premium of up to 19%. Generally, larger parks with an array of facilities and amenities were found to have the most significant positive impact.**¹⁷
- **A 2007 CabeSpace report, "Paved with Gold", drew on contingent valuation survey results that showed pedestrians prepared to pay more for better streets.**¹⁸
- A report carried out by Arad Consulting and Cardiff Business School provides evidence of house price impacts associated with heritage-based repairs in south Wales. House prices were found to have increased faster in areas where properties have been well conserved, when compared to general property price inflation in neighbouring areas. The research also included survey work with estate agents, finding that property market professionals are likely to place a premium on heritage features in housing and expect properties with these features to fetch a higher market price, all else being equal.¹⁹
- An earlier report from CABE Space showed that higher property value was associated with the presence of a high quality park. In some cases this uplift was as much as 34%, though a more typical figure is 5 to 7%²⁰.
- A number of studies of local property markets by British Waterways have shown that properties with a direct view of a well-kept waterway can command a premium of up to 20%. Moreover, there is still a premium – albeit smaller – up to half a mile away from the canal.²¹ **Using a conservative estimate of a 3 – 5% uplift, Ecotec research for British Waterways has calculated that the canal network in Wales has a total impact of £44 - £74 million on canal side (within 200m) property values.**²²

- The Nationwide Building Society 'Hometrack' survey compares price of historic homes with modern counterparts. For a pre-1919 property the uplift is 20%, and this rises to 34% in the case of a Jacobean property.²³

2. Visits to heritage attractions

2.1 DCMS 'Taking Part' Survey

'Taking Part' is the National Survey of Culture, Leisure & Sport. Run by DCMS, and undertaken by BMRB Research. The survey was launched in July 2005 and achieves an annual sample size of 29,000. It is a continuous national survey of adults (aged 16 and over) who live in a representative cross-section of private households in England.

The second year results were published in December 2007.²⁴

When broken down by sector,: 69% had attended at least one type of historic environment site; 42% had attended a museum/gallery at least once; 33% had attended two or more different types of arts event; 23% had participated in one or more different types of arts activity; 53% had participated in at least one type of active sport in the last four weeks.

The two tables below shows historic environment participation by priority groups, with confidence intervals in brackets.

Taking Part: Annual Participation – Historic Environment

	Year 1 % (confidence)	Year 2 % (confidence)	Year 3 % (confidence)
Black and minority ethnic	50.7 (+/- 2.4)	48.3 (+/- 2.9)	54.6 (+/- 3.5)
Limiting disability	59.5 (+/- 1.5)	60.2 (+/- 1.7)	61.5 (+/- 2.0)
Lower socio-economic	57.1 (+/- 1.2)	57.3 (+/- 1.4)	59.8 (+/- 1.5)
All adults	69.9 (+/- 0.8)	69.3 (+/- 1.0)	71.1 (+/- 1.0)

Taking Part: Annual Participation – Museums and Galleries

	Year 1 (confidence)	Year 2 (confidence)	Year 3 (confidence)
Black and minority ethnic	35.5 (+/- 2.3)	33.6 (+/- 2.4)	38.2 (+/- 3.2)
Limiting disability	32.1 (+/- 1.4)	31.1 (+/- 1.5)	32.5 (+/- 1.8)
Lower socio-economic	28.3 (+/- 1.0)	28.2 (+/- 1.1)	29.8 (+/- 1.4)
All adults	42.3 (+/- 0.8)	41.5 (+/- 0.9)	42.6 (+/- 1.1)

Taking Part: Annual Participation – Libraries & Archives (Year 1 only)

Attendance Area	All	Limiting Disability	Lowest three socio-economic groups	White	Black	Asian	Mixed	Other
Libraries – attendance	48%	42%	39% / 36% / 45%	47%	57%	59%	51%	61%
Archive – attendance	6%	5%	3% / 4% / 4%	6.1%	4.1%	3.5%	5.4%	3.4%

Provisional results from the first six months of Year 3 (July to December 2007) were released in June 2008. Comparing these results with the equivalent six month period of Year 1 results shows two changes large enough to be detected; these were significant increases in visits to historic environment sites by people from lower socio-economic groups and by people with a limiting disability.

Taking Part: Participation – Year 1 and Year 3 Six Month Comparison

Historic Environment	Year 1 (Six months)	Year 3 (Six months)	Museums and Galleries	Year 1 (Six months)	Year 3 (Six months)
Black and minority ethnic	50.0 (+/- 3.4)	54.6 (+/- 3.5)	Black and minority ethnic	37.0 (+/- 3.3)	38.2 (+/- 3.2)
Limiting disability	58.4 (+/- 2.1)	61.5 (+/- 2.0)	Limiting disability	32.5 (+/- 1.8)	32.5 (+/- 1.8)
Lower socio-economic	57.3 (+/- 1.7)	59.8 (+/- 1.5)	Lower socio-economic	29.8 (+/- 1.4)	29.8 (+/- 1.4)
All adults	69.5 (+/- 1.1)	71.1 (+/- 1.0)	All adults	42.6 (+/- 1.1)	42.6 (+/- 1.1)

The survey also includes questions about possible barriers to engagement. The reasons shown below were those most cited for the heritage sectors in Year 1, by people who had not attended in the previous 12 months.

Taking Part: Year 1 Reasons for non-participation

	Not really interested	Not enough time	Health not good enough	No need to go	Never occurred to me
Historic environment	29%	29%	13%	-	-
Museums	33%	27%	8%	-	-
Libraries	19%	16%	-	30%	-
Archives	19%	-	-	50%	14%

For more details see <http://www.culture.gov.uk/4828.aspx>

- English Heritage commissioned the Centre for Economics and Business Research (cebr) to undertake detailed quantitative analysis of historic environment results from the first 12 months of Taking Part. The main Cebr findings were that *access to a vehicle, a person’s social and economic background, their health (rather than disability) and whether they were taken to a heritage site as a child*, are the main factors related to whether or not they visit a historic site.²⁵
- Arts Council England (ACE) has carried out a similar analysis of the year one Taking Part arts attendance figures. Taking Part indicated that 84 % of the population rarely or only ‘now and then’ attend arts activities. The analysis, by social scientists at Cambridge University, found that two of the most important factors influencing participation are education and social status. Gender, ethnicity, age, region, having young children and health were also found to be important, but income, social class and disability were shown to have little or no significant effect.²⁶

- The first findings from the Taking Part child survey were reported in October 2007. 2,918 interviews with 11 – 15 year olds took place between January and December 2006. Virtually all respondents had engaged in at least one form of cultural or sporting opportunity during the last 12 months. 72% had visited a historic environment site; 55% had attended a museum or gallery and 72% had visited a library. 61% had engaged in a cultural activity at least once a week. Less than one per cent of children had only engaged in a cultural or sporting sector inside school lessons.
- On behalf of DCMS, Freshminds has undertaken an extensive literature and data review and carried out qualitative research to try to identify which drivers are most important for widening cultural participation. Providing opportunities for socialisation was reported to be key to driving demand among excluded audiences. In addition to this, childhood exposure and education are shown to be key drivers for all groups.²⁷

2.2 England Attractions Monitor

The 1,348 visitor attractions that responded to VisitBritain's 2007 English visitor attractions survey, reported that they had received a total of 145 million visits that year.²⁸

Visitor Attraction Category	Attractions Sample	Number of visits to responding England Attractions (millions)
Country parks	44	15.3
Farms	33	1.9
Gardens	93	9.9
Historic properties	459	31.2
Leisure/theme parks	33	17.0
Museums/art galleries	415	45.3
Steam/heritage railways	38	3.1
Visitor/heritage centres	46	1.9
Wildlife attractions/zoos	67	11.1
Workplaces	48	1.9
Other attractions	72	6.4
<i>England</i>	1,348	145.0

2.3 Other studies

Earlier work which to quantify visits to heritage attractions has largely been superseded by the Taking Part survey with its much larger sample size. However they do offer some interesting comparisons, and some of the categories are slightly different.

- An LSE study for MLA²⁹ claimed that over 42 million visits are made each year to major museums and galleries in the UK.
- In Heritage Counts 2005, English Heritage reported that there were 58 million tourist visits to heritage sites in England in 2004.³⁰ Heritage Counts 2005 referred to research carried out by VisitBritain in ten emerging national markets (Russia, China and selected countries of Eastern Europe and Asia) which found that as many as 72% of visitors from Russia and 66% of visitors from China stated that visits to 'castles, churches, monuments and historic houses' were the top choice of those who were planning or were very likely to come to Britain.³¹

- A 2004 MORI survey for MLA also interviewed 4,000 adults and found: 59% attendance for cinema, 51% for libraries, 37% at a well-known park/garden, 37% a museums/art gallery, 33% a famous cathedral/church, 32% a historic building, All of these are higher than the 28% who said they visited a live sporting event in the past 12 months and the 25% or less who visited zoos and theme parks.³²
- The last GB Day Visits Survey, carried out in 2003, recorded 1,26bn day visits to the countryside per year, with 62% of the population claiming to have made a trip to the countryside in the past 12 months.³³ This compares with 59% of those surveyed for the England Leisure Visits 2005 survey.³⁴
- CABE has claimed that over half the UK population – some 33 million people – make more than 2.5 billion visits to urban green spaces each year.³⁵
- BW has estimated that 245 million visits are made to the canal network each year.³⁶
- A 2001 UK ONS survey on behalf of Arts Council surveyed nearly 4,000 respondents.³⁷ It found 38% had visited a museum in the last 12 months; 21% an exhibition; and 45% a library. The most popular cultural activity was cinema, enjoyed by 62%.
- The survey was repeated in 2003 with a base of 6,000 respondents, finding attendance rates as: 55% cinema; 27% drama; 24% musical; 23% carnival, street arts, circus; 19% art, photography, sculpture exhibition; 17% craft exhibition; 13% pantomime and museum 37%.³⁸
- The same survey included a series of attitude questions including asking whether libraries provide a valuable service for the community: 96% agreed or strongly agreed. 77% disagreed or strongly disagreed with the statement “I would feel out of place in an art gallery, theatre or museum” and 64% agreed or strongly agreed that the loss of arts and cultural activities in there would be a loss of something valuable.

Summary of estimated leisure participation in UK (% of population)

	% participating in last 12 months	Source
Historic Environment	69% (England)	DCMS Taking Part December 07
Cinema	62% / 55% / 59% / 60%	ACE 2001/ ACE 2003 / MLA 2004 / Film Council 2007
Countryside	62% 59% (England)	GB Day Visits Survey 2003 England Leisure Visits Survey 2005
Urban space	52%	CABE
Library	45% 51% 48% (England)	ACE 2001 MLA 2004 DCMS Taking Part (Apr 06)
Museum/gallery	38% 37% 42% (England)	ACE 2001 MLA 2004 DCMS Taking Part (Dec 07))
Well known park/garden	37%	MLA 2004
Famous Cathedral/church	33%	MLA 2004
Historic property	32%	MLA 2004
Live sport	28%	MLA 2004
Zoo / reserve / wildlife park	25%	MLA 2004
Theme Park	23%	MLA 2004
Exhibition	21%	ACE 2001
Waterways	16%	BW 1998

Summary of estimated leisure visits in UK (per year)

	Visits per year	Source
Cinema	162m	Film Council for 2007
Urban space	2,500m	CABE / ODPM 2002
Countryside (day visits)	1,260m 700m (England)	GB DVS 2003 ELV 2005
Waterways	160m 10m visitors	BW 1998
All heritage sites	58m	EH 2005
Museum/gallery	42m 100m (17m adult visitors)	LSE, 2006 NMDC, A Manifesto for Museums, March 2004
Library	35m registered users	
Historic house	16.6m	EH / SVVA 2004
Famous Cathedral/church	13.3m	EH / SVVA 2004
Well known park/garden	10.2m	EH / SVVA 2004
Castle	7.11m	EH / SVVA 2004
Archives	1.5m 150m online requests to National Archive digital census site 2003	

2.4 Visitor and user perceptions

Some results from visitor and user surveys carried out by various organisations are publicly available.

- Research for the Renaissance in the Regions programme includes a visitor survey conducted at 45 museums, with over 16,000 interviewees.³⁹ Results from a selection of questions are shown below:

Renaissance in the Regions – exit surveys 2005

Visitor / user satisfaction	96% were satisfied or very satisfied with their visit	67% very satisfied
Enjoyment	96% agreed they had 'an enjoyable visit'	38% strongly agreed
Exciting	83% agreed the museum or gallery was an exciting place to visit	26% strongly agreed
Knowledge & understanding	80% agreed they had gained new knowledge & understanding	23% strongly agreed
Inspiration	63% felt inspired by their visit	16% strongly agreed
Display of collections	89% agreed that collections were displayed in a way making it easy to understand	34% strongly agreed
Appealing place to meet friends	63% agreed that the museum and gallery was an appealing place to meet	17% strongly agreed
Tolerance	45% agreed they felt more positive towards other people and their cultures as a result of their visit	
Expectations	50% say their visit was 'better than expected'	

- The Audit Commission's best value user satisfaction surveys for 2006/07 include results for museums and galleries, libraries and parks/open spaces, based on survey results from local residents in 149 local authorities in England.⁴⁰ This found: -
 - 71% satisfaction with libraries
 - 43% satisfaction with museums and galleries
 - 72% satisfaction with parks and open spacesFor comparison, satisfaction with overall service provided by the local authority was 51%; with household waste collection 79%; 54% with local transport and 55% with sports and leisure facilities.
- Demos cite the government's Public Library Service Standard as finding that 94% of library users judged the service good or very good.⁴¹

3. Social benefits of heritage

Using a framework adopted by the culture consultancy Burns Owen Partnership⁴² in work from MLA, we've divided this section into: -

- Impacts on individuals
- More specifically, impacts on individual's physical health
- Group-level impacts for communities

3.1 Research evidence for impacts on individuals

- There is widespread agreement that the strongest evidence of impact on individuals is found in what might be called 'personal development' e.g. new skills, new experience, improved confidence, changed attitudes; education support.⁴³ The evidence for all these impacts overlaps considerably with that for 'learning'.
- In a review for MLA, Demos refers to Renaissance in the Regions research as indicating a link between museums and galleries and creativity. A study in Bristol and Tyne & West museums found 81% felt inspired to creativity by their participation in a museum project. Results from the Renaissance in the Regions research cited above – on inspiration and knowledge & understanding – point to a similar conclusion.⁴⁴
- **In 2006-07, the charity Groundwork supported 6,000 projects across the UK, involving over £127m of investment and 460,000 participants. Projects mainly involve local people in neighbourhood regeneration - often targeting green spaces and other socially inclusive public spaces. In an evaluation of 27 projects, 83% of respondents to resident surveys said they feel their neighbourhood is better following Groundwork's involvement; 92% of respondents to participant surveys feel they personally benefited from their experience; 53% of respondents feel more likely to participate in local groups, clubs or organisations since being involved with Groundwork and 83% of respondents feel better able to influence decisions affecting their local area.**⁴⁵
- An evaluation of The Veterans Reunited Programme, which brought together different generations within the UK to commemorate the 60th anniversary of the end of WWII, has provided evidence of positive impacts for individuals.⁴⁶ The scheme reached over 11 million people and over 1000 participants completed evaluation forms. From this evidence, 78% felt the experience gave them enjoyment, inspiration

or creativity, 39% developed new or better skills and 64% experienced progression in either activity or changed their behaviour. Most striking, 82% of veterans involved in the programme felt more respected as a result or had pride in their contribution and 39% felt differently about themselves and their abilities.

- In a literature review carried out by Robert Gordon University for MLA (Wavell etc 2002) found the fullest studies of individual impacts had been carried out in the libraries sector⁴⁷. Matarasso (1998) undertook an evaluation of the social benefits of public library community initiatives looking at 18 projects and including interviews with 69 project participants⁴⁸, whilst Linley & Usherwood (1998) undertook a 'social audit' of libraries in Newcastle and Somerset, speaking to 180 users and non-users⁴⁹. Between them these studies identified the benefits of libraries to individuals as: -
 - Personal development: supporting basic literacy; schoolwork; self-confidence and aspirations; well-being. In the Matarasso study, 45% of interviewees took up training after a library project.
 - Empowerment. Raising individual's awareness of rights and services available to them; providing a way out of isolation, particularly for older people.
- Rather more of this sort of work has been done in the arts field, where most evidence for personal impacts is generated through small-scale surveys of arts participants and/or data gathered from observation or interviews. The following examples are taken from an Arts Council literature review.
 - Before his work on libraries, Matarasso (1997) claimed personal development benefits derived from participation in arts programmes included self confidence, training and practical and social skills or going on to become involved in other community activities⁵⁰. The findings of a survey completed by 243 adults arts participants established that since being involved in the arts activities 84% felt more confident about what they could do, 37% decided to take up training or a course, 80% learned new skills. The study involved case study research in nine UK locations, plus Helsinki and New York. Participants' questionnaire achieved 513 responses.
 - A report by Hill and Moriarty (2001) about a Merseyside ACME Access and Participation programme, which supported over 120 arts-led community regeneration projects,⁵¹ noted the results of increases in confidence and self esteem ranged from 'individuals using arts projects as a stepping stone into pre-vocational education' to 'individuals using arts projects as a stepping stone into employment'. The authors suggest local people gave considerable voluntary time and energy to managing and organising arts projects and that participation in arts activities 'seemed to support an attitude of 'what's next?' in individuals, which encouraged both personal development and wider involvement in their local community.'
 - One of the most comprehensive studies of the arts in prison settings was conducted by Peaker and Vincent (1990). The research included a literature review with an extensive bibliography⁵², a survey of arts activities in prisons in England and Wales and in-depth study of five case-study prisons. The case studies involved interviewing prison governors and other staff, teachers and artists, and prisoners. Benefits were categorised as personal/therapeutic, educational, social, recreational and commercial.

3.2 Health

- An Arts Council review that found 385 references from medical literature relating to the effect of the arts and humanities in healthcare⁵³. Evidence supported the following outcomes: -
 - positive physiological and psychological changes in clinical outcomes
 - reducing drug consumption
 - shortening length of stay in hospital
 - promoting better doctor-patient relationships
 - improving mental healthcare
 - developing health practitioners' empathy across gender and cultural diversity
- According to the ACE analysis, different art forms have been shown to have different effects: -
 - The use of literature, creative writing and poetry in mental health services produces significant benefits for both the patient and the care provider. It enables patients to regain control over their own inner world, increasing their mental wellbeing. It helps the nursing and medical staff to understand the cultural, social, ethnic and economic factors influencing the behaviour of patients.
 - Theatre, drama and visual arts all provide patients with powerful ways of expressing themselves and understanding their own world. This promotes empathy between patients and staff
 - Music, singing and dancing all help mental health patients to recall events from their lives. These art forms help them to express themselves and, on a physical level, to increase their range of movement
- **A longitudinal study of 5,000 people in Finland found that those “who are actively engaged in clubs, voluntary societies, hobbies or cultural, recreational and civic activities seem to live longer than people with moderate leisure participation and people with no or little leisure participation live the shortest life.” Twenty years after the base line survey 69% of the people with scarce leisure participation were alive, compared with 85% of the subjects with intermediate and abundant participation. Survival for middle aged men appears to be particularly influenced by participation - even when it does not involve physical exertion.**⁵⁴

3.3 Health benefits of public space / built environment

- CABE (2004) has used health evidence to bolster the case for urban public parks, citing evidence about rising obesity, young people's health, the establishment of adult patterns of exercise in early life and the health benefits of walking.⁵⁵
- CABE (2004) also quotes one study that found mental health improvements for inhabitants following improvements to the built environment of one new town.⁵⁶

3.4 Health and Biodiversity

- English Nature (2002) has looked at the impact of biodiversity on psychological well-being, citing studies demonstrating connections between nature and social agendas such as mental health and social development⁵⁷

- CABE (2004)⁵⁸ similarly quotes studies demonstrating, variously,
 - How natural views lower blood pressure and stress.
 - The benefits of green exercise for public health and reducing healthcare costs
 - How urban parks and trees provide fresh air and a cooling effect.
- Some of the most thorough research in this area has been carried out for the Countryside Recreation Network by the University of Essex, which undertook “to explore the synergy in adopting physical activities whilst being directly exposed to nature.”⁵⁹ The researchers term this ‘Green Exercise’. Quantitative analysis of ten countryside case studies, looked at the impacts on the health of 263 participants. The findings demonstrated improvements in mental health measured through self-esteem and mood profiles such as depression, dejection, tension and anxiety. One of the activities, canal boating in Scotland, had a clear heritage connection though the others were more typical countryside activities such as walking, mountain-biking, fishing, horse-riding and conservation work.
- **The charity, Mind, commissioned the University of Essex to undertake two further, smaller scale studies. Of a survey of 108 people involved in Mind green exercise group activities, 94% said taking part had benefitted their mental health. In the second study, twenty members were taken on two different walks – one in the countryside where 90% reported an increase in self esteem, the second through a shopping centre, which 44% said reduced their self esteem.**⁶⁰
- A detailed review of the literature exploring links between green space / biodiversity and increased levels of physical activity is contained in ‘Natural Fit’ – a report published in 2004 by the RSPB and endorsed by the Faculty of Public Health⁶¹. This includes references to medical research and case studies looking at whether green space can increase levels of physical activity, and the links between wildlife and wellbeing. The report also quotes a Cabinet Office figure of £8.2bn for the cost of physical inactivity in England (a combination of NHS costs, work absence and early mortality). Using this figure as a starting point the report proposes a model for estimating the cost savings provided by local green space.
- **In the ten years that BTCV’s “Green Gyms” have been in operation, they have involved 10,000 local volunteers in improving 2,500 green spaces. A national evaluation, carried out between July 2003 and August 2007, has drawn on survey responses from 700 participants, 194 of which completed forms on initiation and a second at least 3 months later. 60% of participants were found to be new to volunteering. 99% of participants agreed or strongly agreed that their involvement had improved their health and self-confidence. Those who initially recorded themselves as being of lowest physical and mental health, said they experienced the greatest improvements.**⁶²
- **The first set of data from the national Greenstat survey of park users was released in July 2007. The Park Life report summarises responses from over 220,000 people. 16% say that they visit their park to keep fit; 10% to improve their health; 45% to walk and 12% to play sport or games. 7 out of 10 travel to their park on foot or cycle.**⁶³

3.5 Community impacts

- In contrast to the greater consensus on how it can make a difference to individuals, there is much less agreement and understanding of how heritage and culture can contribute to community concepts such as social capital, cohesion, social inclusion, cultural diversity and civil renewal. According to one review, there is neither an agreed understanding of how these community impacts arise, nor is there any strong empirical evidence to demonstrate these impacts. According to BOP, “most reviewers conclude that the evidence for group-level impacts is less compelling than that for individual impacts.”⁶⁴
- The route put forward between heritage/culture and these objectives is often through concepts of identity / understanding (of others and self) and respect. For example, BOP says, “Most reviews conclude that there is the potential for social impacts on groups and communities, such as:
 - improved social cohesion (through the provision of) safe, equitable and non-market social space (Goulding, 2004)⁶⁵
 - community empowerment via increased individual awareness of rights and benefits
 - improved cohesion through a greater understanding and sense of identity.
- **Evaluations of two large-scale community heritage projects have provided evidence for social cohesion impacts. The Refugee Communities History Project, ran between 2004 and 2007, drawing on £740,000 of HLF and Trust for London funding. Refugee Community Organisations were involved in recording oral history interviews and staging local exhibitions. 85% who visited the local exhibitions said the experience had given them a greater understanding of refugee communities and 85% said it helped them to see the positive contributions made by refugees. These results, however, are based on a relatively low sample of 73 respondents.**⁶⁶
- **The social impact of “Community Archives” has been the focus of a recent research study. Around 3,000 community archives are estimated to exist in the UK today, supported by around 30,000 volunteers. Findings from 46 questionnaires indicate community archives can promote understanding, tolerance and respect between generations and between diverse communities; promote active citizenship, provide training opportunities and life skills and create pride and interest in communities that have been marginalised.**⁶⁷
- **83% of the first almost 20,000 respondents to the national Greenstat survey think that parks and open spaces are focal points for communities.**⁶⁸
- Other work that has used standardised questionnaires to gauge visitors or project participants sense of what impacts they perceived for themselves. Demos for MLA (2006) quote the Renaissance in the Regions visitor survey result that indicated 45% of people felt more tolerant towards other people and their cultures and ideas as a result of their visit. The same research points out the social function of museums and galleries, with two-thirds seeing them as appealing places to meet.⁶⁹

- An evaluation of the WWII commemoration programme, Veterans Reunited, reported that 46% felt differently about other people and their community after participating in the programme and 14% were said to have a more positive appreciation of diversity. A specific evaluation of the 'Their Past your Future Strand' of the programme found that 95% of students who took part had gained a deeper understanding of the contribution of veterans and people who lived through the war and – as a consequence – had come to think differently about them.⁷⁰
- Research carried out by SQW for the BTCV *People's Places* Award Scheme looked at impacts on local environments, communities and individuals. Most projects funded by the scheme were concerned with creating, improving or better utilising local green areas and public open space. The evaluation showed that these types of projects have positive impacts on life in communities and successfully raising environmental awareness⁷¹.
- An ongoing evaluation of the Big Lottery Fund's 'Transforming Your Space' programme (also undertaken by SQW) has highlighted the success of projects so far.⁷² The researchers particularly drew attention to the impact on community capacity, and a shift towards ownership, responsibility and self-reliance at the community level. They also noted the effect of projects in providing opportunities for people to 'come together', with resulting improvements in social cohesion in several projects.
- A recent study on public spaces, social relations and well being in East London explored how 'unexceptional' hard spaces such as streets and markets are used and how they enable contact between different groups and enhance well-being.⁷³ The study involved discussion groups, interviews and observation. The report concluded that for many, hard spaces were equally as important social arenas as green spaces and demonstrated that people's desire to stay in a locality was often influenced by the casual social encounters that took place in public spaces.
- Earlier work by Matarasso and Linley & Usherwood on libraries pointed to the role of libraries in promoting social cohesion: libraries were seen as a key neighbourhood resource and intercultural meeting place, which raised the profile of marginalised groups, enable different groups of people to meet and share interests; and provide an intercultural space. They also claimed that libraries were seen as a community landmark that contributed to local image and how people felt about their area.⁷⁴
- In his work on arts projects, Matarasso (1997) identified 'social cohesion', 'community empowerment and self determination' and 'local image and identity' amongst the impact of arts programmes.⁷⁵ He suggested that arts projects contributed to social cohesion in several ways; at a basic level they could help bring people together, but they can also encourage partnership, co-operation, and promote understanding of different cultures. A survey completed by 243 adult arts participants established that 91% made new friends, 54% felt that they learned about other people's culture and 84% became interested in something new.
- Similarly, Hill and Moriarty (2001) found that project evaluations for Merseyside Access and Participation programme commonly reported that arts projects offered a safe space for exploration; a place where individuals from different backgrounds could meet and learn about each other.⁷⁶

4. Economic benefits / regeneration

Work on the way that heritage contributes to economic / business activity in local areas can be divided into four: -

- The impact associated with one-off physical conservation / restoration projects
- The impact associated with the day-to-day operations of a heritage attraction / facility.
- The benefits to local areas of heritage-based recreation and tourism
- How heritage and cultural institutions make a place more attractive for businesses and workers

4.1 Heritage restoration

- In the US, Rypkema has cited work showing that conservation / restoration work to heritage buildings has a greater local economic impact due to the greater tendency for it to involve local sourcing of labour and materials. However, no work of a similar scale appears to exist in the UK.⁷⁷

4.2 Direct operational impacts

- The LSE study on museums and galleries in Britain, using a survey of 22 institutions, found the operational turnover of the sector to be around £1bn a year (about 1% of the total UK economy), and direct employment to be over 9,000. Of the total income, £200m is self-generated from donations and trading income.⁷⁸
- Demos⁷⁹ quotes another MLA publication⁸⁰ which states that the museum, libraries and archive sector employs 70,000 staff, has total income of £1.3bn a year and total expenditure of £2.4bn p.a.
- The Arts and Humanities Research Centre evaluation of the economic impact of five research projects which it has funded, provides some figures on direct economic impacts including number of jobs created.⁸¹
- VivaCity!⁸², a study undertaken by Oxford Economic Forecasting for the City of London, looked at the economic impacts associated with the operation of 28 festivals and institutions that form the 'City Arts Cluster'. These include the Barbican, Tate Modern, St. Paul's, Tower of London, Museum of London, Guildhall Art Gallery and London Symphony Orchestra. It found that, in *gross* terms, the City Arts Cluster contributes £325m to UK GDP each year.
- On a rather smaller scale, a recent evaluation of Nadair Trust projects looked at the ongoing economic impacts they are having for the Argyll Islands⁸³ whilst an evaluation of the Scottish Natural Heritage LEADRER+ projects economic impacts.⁸⁴

4.3 Recreation / tourism

- Recreation-linked economic impacts have been researched in a large number of studies by various organisations. These include: -

- A report by LSE on the impact of the first five years of Tate Modern found it had contributed between £75m and £140m to the local economy creating up to 4,000 new jobs about half of which are focused in Southwark.⁸⁵
 - **A further LSE study on National Museums Liverpool (NML) – a consortium of 8 city museums. NML was calculated to have an impact of between £65.9 million and £74.6 million per year on the north west economy, with at least 1,600 Merseyside jobs dependant on the museums. The cultural role of the museums in developing local pride in the city and its history were also found to be important to longer term regeneration.**⁸⁶
 - **The recent refurbishment of the De La Warr Pavillion, Bexhill has been found to have a total economic impact of £16m p.a. in the town.**⁸⁷
 - A study of the Eden Project in 2002 revealed that the new attraction had received just under 2 million visitors in 2001/2, with an estimated direct economic impact of £155 million⁸⁸
 - A study for English Heritage and DEFRA on the public benefits of grant funded historic farm building and dry stone wall repairs in the Yorkshire Dales National Park has reported that funded work between 1998 and 2004 has injected between £7.08m and £9.12m into the local economy, with every £1 expenditure on repair work on buildings resulting in a total output within the wider local area of £2.48 (£1.92 for walling.)⁸⁹
 - Work by the National Trust in the South West, North East, Cumbria and Wales which showed that 40% of employment in tourism 'depended on' a high quality environment, rising to 60%/70% in some rural areas.⁹⁰ Latest studies in Wales have focused on the impact of the Coastal and Marine Environment and of National Parks.⁹¹
 - A study looking at the economic impact of museums in Northern Ireland⁹².
 - the South West Economy Centre's report in 2000 for the South West Museums, which estimated that the value of museums to the regional economy was around £25m each year.⁹³
 - British Waterways studies of the Kennet & Avon, Forth & Clyde/Union Canal in Scotland, the Huddersfield Narrow Canal and the Rochdale Canal. The BW study of the Kennet & Avon Canal was updated in 2006 with the number of jobs dependent on the canal estimated at nearly 1,000.⁹⁴
 - **Recent research has found that visitors to the canals in Wales give rise to some £34 million expenditure per year along the canal corridors, supporting over 800 full-time equivalent jobs. The wider "quality of life" benefits associated with the use of the waterways in Wales and their contribution to environment, landscape and heritage are estimated to have an annual value of between £10.6 million and £18.8 million per year.**⁹⁵
 - A KPMG socio-economic assessment of the Llanerchaeron Estate restoration project for the National Trust and HLF in Wales⁹⁶
 - Work by English Heritage and Defra that assessed the economic benefits to local businesses of farm building repairs funded through the Environmentally Sensitive Area scheme (ESA) in the Lake District⁹⁷.
- Of a slightly different nature, a number of studies have been done on the 'environmental economies' of the South West⁹⁸, North West⁹⁹, North East¹⁰⁰ and West Midlands¹⁰¹. These combine recreation-linked economic activity with other economic activities including land management and – in some cases – environmental technologies and waste treatments.

4.4 Places for business

- There is less research in this area, and what there is tends to concentrate on how businesses and employees prefer to be based in attractive places with good cultural facilities.
- **A 2007 CABE report, “Paved with Gold”, tested a method for calculating the extra financial value of good street design on 10 case study London high streets, using a design quality scoring system. Controlling for other variables, the research found direct links between street quality and both retail and residential prices.**¹⁰²
- CABE has also previously used research to show that:
 - Well-planned improvements to public spaces within town centres can boost commercial trading by up to 40 per cent and generate significant private sector investment.¹⁰³
 - Small businesses choosing a new business location rank open space, parks and recreation as a number one priority.¹⁰⁴
- Similarly, British Waterways has undertaken work which attempts to assess the impact of waterway environmental improvements on commercial property markets. Though no link can be made with commercial rents, waterside locations – particularly in city centres such as Birmingham, Leeds, Manchester and London – have been found to provide a ‘unique selling point’ for new development which unifies separate components can bring development to market more quickly.¹⁰⁵ British Waterway’s report on the economic impact of water development schemes was completed May 2007.¹⁰⁶
- Other studies have attempted to show how heritage / culture can contribute to civic pride / cultural draw and creative workers. This has often been wrapped up with the impact of iconic buildings such as Tate Modern, Peckham Library, the Sage Centre in Gateshead¹⁰⁷. However there is no substantive UK evidence in this field to date.
- Research carried out by IPD (the Investment Property Databank) has shown that the long term returns from commercial properties in urban regeneration areas have performed broadly in line with the wider UK market since 1995 and over the short term most property types in these areas have out-performed UK property. Many of these investments will have involved the re-use and refurbishment of heritage buildings. The pilot Urban Regeneration Index tracks the performance of property in regeneration areas that are benefiting from public and private investment in these areas.¹⁰⁸ Follow up work has shown that listed offices have followed the same market cycle as unlisted – the difference in returns between the two is minimal.¹⁰⁹
- A potentially interesting area of new research is to look at how the activities of cultural institutions in support of local business can contribute to networks of public/private interaction leading to enhanced productivity. An indication of the scale of impact here is suggested by a University of Northumbria study cited by Demos which found 62% of neighbourhood renewal and social inclusion projects surveyed had a museum involved in their delivery; 41% a library and 21% an archive.¹¹⁰
- **But on a more negative note, a Policy Exchange evaluation of British urban policy over the last ten years has concluded that intervention has not reduced**

the divergence between poor and successful towns. The report suggests that a town's location and size has the greatest influence on its success and trying to stimulate growth against the odds could be a waste of money. Whilst a few successful schemes, including the regeneration of Nottingham Lace quarter (partly with HLF Townscape Heritage Initiative Funds) are mentioned, attempts to counter natural market forces are generally presented as risky and unlikely to achieve sustainable and city-wide success.¹⁰⁰

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Gareth Maer / Isla Campbell

Heritage Lottery Fund

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<p>Head Office 7 Holbein Place London SW1W 8NR Web: www.hlf.org.uk Phone: 0207 591 6000 Fax: 0207 591 6001</p>	<p>Northern Ireland 51-53 Adelaide Street Belfast BT2 8FE Phone: 028 9031 1570 Fax: 028 9031 0121</p>	<p>Scotland 28 Thistle Street Edinburgh EH2 1EN Phone: 0131 225 9450 Fax: 0131 225 9454</p>	<p>Wales Hodge House Guildhall Place Cardiff CF10 1DY Phone: 029 2034 3413 Fax: 029 2034 3427</p>
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