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# WORKING WITH THE HISTORIC ENVIRONMENT

David Stuart  
Historic Places Adviser  
Historic England South West



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# Agenda

- The Role of Historic England
- The Value of Heritage – Place Branding
- Heritage & Neighbourhood Plans
- Definitions



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# Definitions

## **Heritage asset:**

A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).

## **Historic environment:**

All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.



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# Definitions

## **Significance** (for heritage policy):

The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

## **Setting of a heritage asset:**

The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.



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# To Advise on Heritage in NPs

- Not to impose
- Not to substitute or deputise for LPAs
- Interests:
  - Impacts on heritage assets
  - Existing heritage issues eg HAR



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# Need to Prioritise

- Heritage in 93% of NPs
- Engaged in 317 NPs in SW
- Just one of me!



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# Earliest involvement desirable

- HE only needs to be consulted at Reg 14/16
- Too late if major issues then identified
- Encourage notification at designation stage

# New Heritage Counts products, 2016

## HERITAGE COUNTS Heritage and Society 2016

### Heritage:

1. Plays an important part in our wellbeing and quality of life – 93% of residents say that local heritage has an impact on their personal quality of life.
2. Improves places – 80% of people think local heritage makes their area a better place to live.
3. Engages young people – Almost 2 million children visited a historic property as part of a school trip.
4. Is viewed positively by the general public – Nearly all adults (95%) agree or strongly agree that it is important to them that heritage buildings and places are well looked after.

For most people, the historic environment represents the place in which they live and work. 99.3% of people in England live less than a mile from a listed heritage asset<sup>1</sup>.

### 1. Heritage plays an important part in our wellbeing and quality of life

1.1 Heritage makes you happy. People who visit heritage sites are happier than those who do not. The Taking Part survey asked respondents to self-assess their happiness on a scale of 1 to 10, where 10 is 'extremely happy'. Between 2010 and 2013, on average, those who had visited a heritage site in the previous 12 months, reported happiness scores 1.6% greater than those who had not<sup>2</sup>. See Chart 1 for 2014/15 findings.

Chart 1 – The average happiness score for heritage participants  
Source: ONS (2015) Taking Part Survey 2014/15.



1 Historic England (2015) Have Evidence Shows Surge in Enthusiasm for Heritage  
2 ONS (2014) Culture, Sport and Wellbeing

At a personal level, 93% of residents say that local heritage has an impact on their quality of life<sup>3</sup>.

50% answered 7 or more out of 10 when asked to rate the impact local heritage sites have on their personal quality of life<sup>4</sup>.

The wellbeing value of visiting heritage sites has been calculated as equivalent to £1,646 per person per year<sup>5</sup>. This is the amount of money that would have to be taken away from a person to restore them to their level of wellbeing had they not visited a heritage site. This figure is more than participating in sports or the arts. Visiting a historic town or city was found to be the most beneficial.

Heritage activity (such as visiting, volunteering and heritage membership) is a driving factor for wellbeing.

As part of the 2015 Heritage Index research, areas which scored highly on heritage activity also tended to have higher levels of well-being<sup>6</sup>.

56% of adults surveyed agree that their local area's heritage is important for their personal sense of identity<sup>7</sup>.

3 Heritage Lottery Fund (HLF) (2015) 20 years in 12 places  
4 Ibid  
5 Fitzmaurice, D. (2014) Subjective wellbeing and heritage  
6 HLF (2015) 20 Years in 12 Places  
7 Ibid

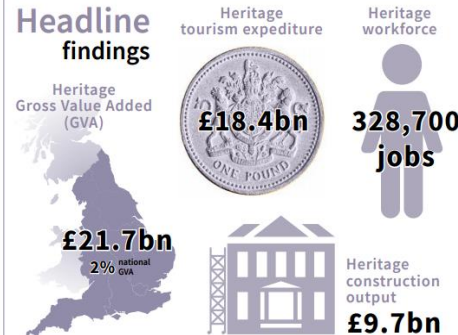
## HERITAGE COUNTS 2016 Heritage and the Economy

The historic environment is intrinsically linked to economic activity, with a large number of economic activities occurring within it, dependent on it or attracted to it. Bespoke studies have attempted to unravel the complex relationships and interdependencies between heritage and economic activity to understand and estimate the value added of heritage.

*Heritage and the Economy 2016* summarises the findings from these studies and also introduces new research: the Heritage Economic Impact Indicator Workbook 2016. The workbook and technical note can be found on the [Heritage Counts website](#).

### Heritage Economic Impact Indicator Workbook (TBR 2016)

In 2016, Historic England commissioned Trends Business Research (TBR) Ltd to produce an interactive Excel-based workbook that estimates the national and regional economic impact of the heritage sector.





# HERITAGE AND PLACE BRANDING

## Heritage shaping places

- Our heritage: shaping the places we live, work and visit.
- Heritage is a **source of identity**; a source of **character and distinctiveness**



Stonebow, Lincoln © Historic England

# HERITAGE AND PLACE

## BRANDING

Distinctive places prosper

*“Every place must identify its strongest, most distinctive features and develop them or run the risk of being all things to all persons and nothing special to any. [...] Livability is not a middle-class luxury. It is an economic imperative.”*

Robert Solow, Economist and Nobel laureate, in  
*Economics of Uniqueness (2012)*

# HERITAGE AND PLACE BRANDING

## Managing place identity

- Place branding is an important, yet overlooked part of place- making and economic development.
- Place branding is associated with good economic outcomes

Economic benefits from the UK's GREAT national branding campaign

**£1**  = **£23** return  
investment



Source: National Audit Office, *Exploiting the UK brand overseas* (2015)

Value of the UNESCO brand to the UK



**£85m**  
2014/15

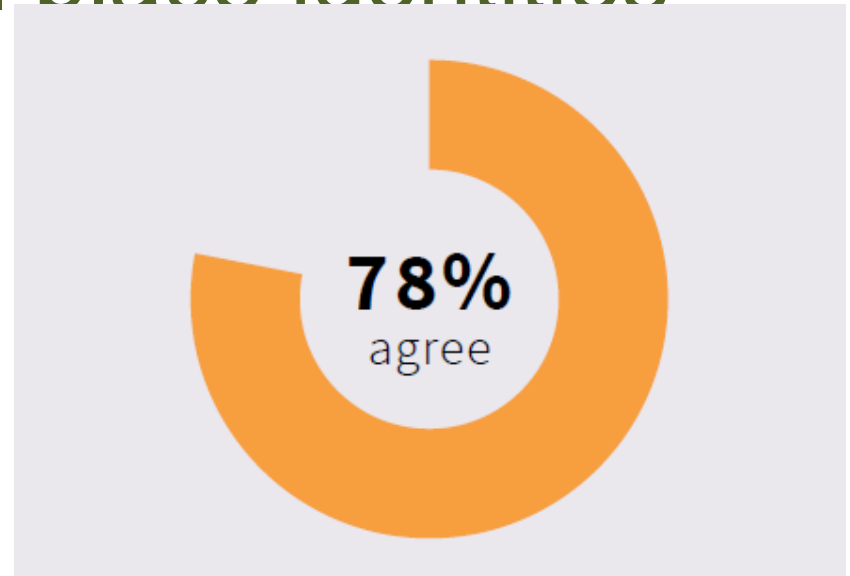


Source: UNESCO, *Wider Value of UNESCO to the UK 2014-15* (2015)

# HERITAGE AND PLACE BRANDING

## Managing local place identities

- Place branding is happening in England and it is happening at national, regional **and at the local level.**



Business Improvement Districts see place branding as a part of their responsibilities

# HERITAGE AND PLACE BRANDING

Differentiation through heritage

Heritage is used extensively in local place branding, providing places with a "**unique selling point**" and shaping people's perceptions and experiences of a place.



# HERITAGE AND PLACE BRANDING

## Heritage a source of authenticity

“ Today’s consumer is very market savvy and if a brand is constructed from scratch they are suspicious; using heritage brings credibility and authenticity to the offer...

Newcastle NE1  
Business Improvement  
District Company, 2016

”

Is heritage important to...

...your image  
and identity?



...achieving your  
objectives?



# HERITAGE AND PLACE BRANDING

Heritage a source of prosperity for the

“

In order to be competitive, places are advised to build a brand that is befitting to the sense of place [and] to engage and develop meaningful initiatives that reflect identity. The essential role of heritage is obvious.

Robert Govers, 2014

The Role of Heritage in Place Marketing and Branding

”

- The number of BIDs and other local place-making organisations is growing in the UK. As they grow and mature, the role of heritage in place-making and place branding will also grow.



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## What are the benefits of including the historic environment in a Neighbourhood Plan?



Including heritage in your Neighbourhood Plan can:

- Help to protect and conserve those areas which are valued locally
- Ensure that new development takes account of local distinctiveness
- Identify opportunities for enhancement, growth and sustainable development

A Neighbourhood Plan may help to guide how heritage can be conserved whilst adapting it to modern needs





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# Getting Started 1

## A sound evidence base

Any policies you include in a Neighbourhood Plan should be based on appropriate evidence. Information about how a place has developed and evolved is often a key element

There is a wide range of information about the historic environment that is available online including:

- Local Authority Historic Environment Record
- National Heritage List for England
- Heritage at Risk Register
- Local groups such as the local civic society and local history society may also hold information and could usefully be involved

The Historic England website provides a wealth of additional advice and guidance:

<http://www.historicengland.org.uk/>





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## Getting Started II

### Enhancing your evidence base

- You can enhance your evidence base by undertaking a survey of your local area Placecheck (<http://www.placecheck.info/>)
- a user friendly tool designed to help communities identify what they like, dislike, what can be improved on and what the area needs in terms of development for the benefit of the community
- Consider the need for further more detailed assessment
- Historic England guidance 'Understanding Place: An Introduction' describes a range of other methods together with their possible application: <http://www.english-heritage.org.uk/publications/understanding-place-intro/>





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## Improving your Area

From evidence to action:

- Small scale improvements to enhance the appearance of the area
- Design guidance
- Promoting best practice in conservation and reuse
- Encouraging investment and enhancement
- Identifying features for protection
- Undertaking a conservation area appraisal, review or suggesting new conservation areas, the creation of a local heritage list or local buildings at risk survey





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# Neighbourhood Plans

## Potential scope and content:

- Broad environmental issues
- Analysis of the historic character of the area
- Identify nationally and locally designated heritage assets
- Policies to promote locally distinctive development and to manage heritage assets
- Opportunities to conserve, repair and bring heritage assets back into use
- Investment opportunities
- Site specific considerations
- Identify buildings and spaces worthy of protection



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## Historic Environment Checklist

1. Does the area include any heritage assets?
2. Have you consulted the local Historic Environment Record?
3. Have you discussed your proposals for a Plan with the local authority historic environment advisers/ planning [policy] team?
4. Does the Plan have a clear vision for the historic environment?
5. How can the historic environment / heritage assets be used to achieve your overall aspirations for

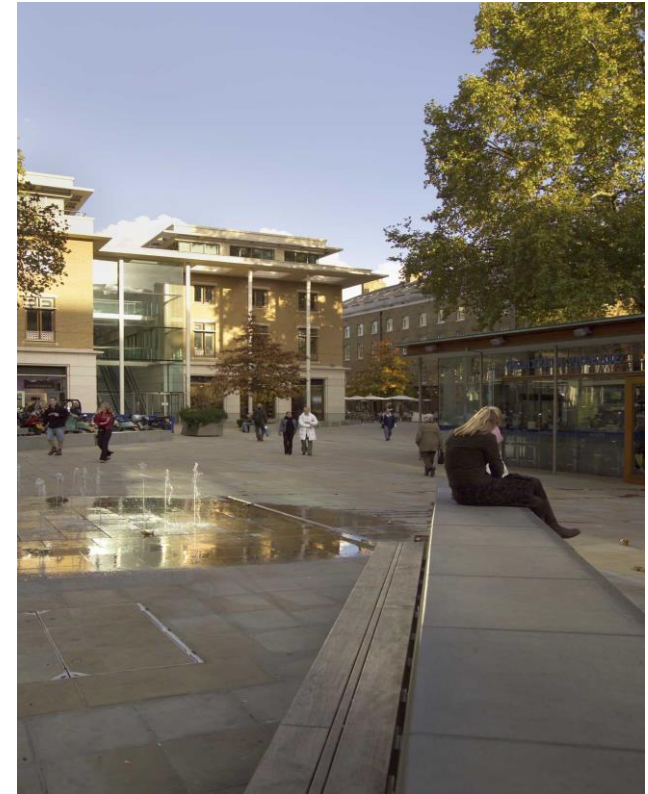




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## Historic Environment Checklist

6. What are the opportunities for protection, enhancement and greater appreciation of the historic environment?
7. Have local characteristics been considered as part of design policies?
8. What impact will the proposals have on heritage assets, their settings or local character?
9. Have you considered heritage assets at risk and whether proposals in the Plan could utilise these assets?
10. In light of the potential impacts on heritage assets have you consulted Historic England and sought their advice?





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## Heritage Issues for NPs

- Site Allocations
- SEAs
- Access to relevant skills and experience
- Conformity with NPPF and Local Plan



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# Good Practice Examples - BANES

## Chew Valley

- Summary character assessments
- Identification of important local characteristics eg skyline, built character, views etc

(Clutton – character assessment)





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# Good Practice Examples - MENDIP

## Rode

- Character appraisal
- Distillation of village character
- Policy for protection of local heritage
- Basis for green and open space inclusions
- Heritage as an underpinning consideration



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## Good Practice Examples - Others

- Shillingstone – Site Assessments
- Sturminster Newton – Place Branding
- Malmesbury – Design Guide
- Broadstone – Building Heights policy
- Wincanton – use of Placecheck



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# Shillingstone

## Assessment methodology

The purpose of this document is to assess the significance of any effects of the potential development sites on the heritage assets in the area. Guidance produced by English Heritage advises on assessing whether a heritage asset will be harmed by development. This broadly follows steps, as set out below:

- > Step 1: Identify the heritage assets affected and their settings – it is important at this stage not to interpret the concept of setting too narrowly.
- > Step 2: Assess whether, how and to what degree settings make a contribution to the significance of the heritage asset(s) – this depends on the significance of the heritage asset itself and then the contribution made by its setting.
- > Step 3: Assess the effect on the proposed development of the significance of the asset(s) – ie the degree of harm or benefit to the significance of the heritage asset(s).
- > Step 4: Consider whether there is scope to modify the proposals to maximise enhancement and minimise harm
- > Step 5: Clearly record the assessment and resulting decisions



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## Heritage Assets in close proximity to potential development sites

Site	Listed Buildings	Conservation Area	Scheduled Monument	Non-scheduled monument
Antell's Haulage Yard	Manor Farmhouse (Grade II) on opposite side of Blandford Road	Partially within the Conservation area	n/a	Possible archaeological interest (post-medieval orchard)
Land off Candy's Lane	n/a	Within the Conservation area	n/a	Possible archaeological interest (post-medieval orchard)
Land adjoining the Cobbles	Within the grounds of Cobbles (Grade II) and opposite Japonica Cottage (Grade II)	Within the Conservation area	n/a	Possible archaeological interest (post-medieval orchard)
Hine Town Lane North of the Old Ox Inn	Adjacent to a non-designated heritage asset (Old Ox Inn)	Within the Conservation area	n/a	Possible archaeological interest (post-medieval orchard)
Land at the Old Ox Inn	Opposite Cobbles (Grade II) and Wisteria Cottage (Grade II) and site of non-designated heritage asset	Within the Conservation area	n/a	Possible archaeological interest (post-medieval orchard)
Hine Town Lane South of the Old Ox Inn	Japonica Cottage (Grade II) garden is diagonally abutting the site and adjacent to a non-designated heritage asset (Old Ox Inn)	Within the Conservation area	n/a	Possible archaeological interest (post-medieval orchard)
White Pit Farm Buildings	The group has been identified as a non-designated heritage asset	n/a	n/a	n/a

In addition to the above sites, it is possible that development could impact on the distant views from [Hambledon Hill](#) and [Hod Hill](#) scheduled monuments. As such, these are also considered in the assessment of setting and significance. Any modest growth in village envelope closer to these hillforts will need to have regard to their context, to ensure that the development would neither exceed the height of existing traditional buildings in this rural setting nor promote a use which would be incompatible with the established uses.



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## Shillingstone Neighbourhood Plan Heritage Assessment – January 2016

Heritage Asset	Proximity to development	Description	Setting and Significance
Wisteria Cottage	17m to SW of Land at the Old Ox Inn	Grade II Listed Building House, later C18. Flemish bond brickwork with slate roof and end brick stacks. Symmetrical. 2 storeys, 5 bay. <u>2-light casements with horizontal glazing bars</u> under flat, gauged brick arches. Central (-panel door. C20 extension left.	Of national importance, small Georgian house of formal design and proportions set back from the street behind a brick boundary. It is not especially prominent from any view point.
Shillingstone Conservation area	Most sites are within the Conservation Area	Conservation Area The area was designated in 1990. There has been no Conservation Area Appraisal published to date.	The setting is characterised by important open or wooded areas including the green space between the Old Ox and Hine Town Lane. Shillingstone has a number of narrow back lanes and links to the North Dorset <u>Trailway</u> and the river Stour. The single track lanes feature twists and turns and provide a quieter, safer route to the A357 for pedestrians, cyclists and horses.
Possible archaeological interest	Most sites are identified as post-medieval orchard	Unscheduled monuments	Archaeological significance has yet to be assessed by desk top study.
<u>Hambledon and Hod Hill</u>	<u>Approx</u> 1.5km distant, to the NE	Scheduled monuments – <u>Hambledon Hill</u> is described as one of the best preserved and most notable Iron Age hill forts in Great Britain, and one of the best preserved Neolithic landscapes in Europe. <u>Hod Hill</u> , and adjoining hill fort, continues the history of occupation up to the Roman Conquest.	Multiple ramparts enclosing 31 acres ( <u>Hambledon</u> ) appreciated from three parishes.



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## Consideration of potential impact of development sites

Site	Proposed development including limitations	Assessment	Potential impact	Advisory notes
<p><i>General note – the following proposals also need to be read in the context of 2 other policies:            Policy 3 states that all development proposals should contribute positively to <u>Shillingstone's</u> local identity and distinctive character (and more detailed design guidance on this character is provided).            Policy 6 states that the size of housing provided on sites should be guided by the characteristics of the plot and surrounding area, and the provision of sufficient storage, parking and outside amenity space.</i></p>				
<u>Antell's Haulage Yard</u>	Proposed for housing and the provision of live-work units would be supported. Policy 7 states that archaeological investigation and recording will be required.	No detrimental impact to the <u>streetscene</u> that forms part of the setting of the Manor Farm House. The commercial use is an established feature in this rural setting and redevelopment of the brownfield site would secure an appropriate new use and enhancement in keeping with the character of this local area.	Negligible / positive	None identified
<u>Land off Candy's Lane</u>	Proposed for one new home. Policy 8 states that the design and layout will need to be sensitive to the character of the Conservation Area including the rural nature of Candy's Lane. Archaeological investigation and recording will be required.	<u>No change to skyline, not visually prominent in the Conservation Area, other than from public footpath.</u>	Negligible	Clarify that any design shall respect neighbouring buildings in mass, scale and materials (the White House).
<u>Land adjoining the Cobbles</u>	Proposed for housing and should deliver up to 3 new homes. Policy 9 states that the design and layout will need to be sensitive to the character of the Conservation Area and setting of the Listed Building. Archaeological investigation and recording will be required.	Cobbles Grade II Listed Building is sensitive to change. Development here would bring a change to the built surroundings and spaces on rising ground. Views to the NW across the paddock will be obscured. There is scope to accommodate a pair of cottages without likely significant	Negligible provided that the design (including scale of development) and layout is sensitive to the character and	Clarify that the number and scale of dwellings will be dependent on the potential impact on the Listed Building. New development should follow established pattern of



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## Further Resources

- Historic England
- [www.historicengland.org.uk](http://www.historicengland.org.uk)
- Department for Communities and Local Government
- <https://www.gov.uk/government/publications/neighbourhood-planning>
- <https://www.gov.uk/government/policies/giving-communities-more-power-in-planning-local-development/supporting-pages/neighbourhood-planning>
- Neighbourhood Planning Road Map <http://mycommunityrights.org.uk/neighbourhood-planning/>
- Neighbourhood Planning Community Knowledge Hub <http://planning.communityknowledgehub.org.uk/>
- Forum for Neighbourhood Planning <http://www.ourneighbourhoodplanning.org.uk/>
- LinkedIn Neighbourhood Planning Group <http://www.linkedin.com/groups/Neighbourhood-Planning-3741603/about>
- Planning Advisory Service <http://www.pas.gov.uk/neighbourhood-planning>