

February 2025

Evaluation of the Heritage Action Zones programme

Final Evaluation

Final report – Annexes

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Annex A: Further contextual information

A.1 This Annex provides additional analysis of contextual secondary data.

Socio-economic context

A.2 Table A-1 lists the 20 HAZs in the programme, the districts that are used to represent them, and the rural urban classification. Note, whilst districts are small geographical areas in terms of data and indicators, HAZs are considerably smaller; therefore, the districts represent the context in which the HAZs exist.

Table A-1: HAZs by location and type

| Name of HAZ | Historic England region | HAZ location | Representative District | District Rural-Urban classification |
|-------------------|--------------------------|--|---|--|
| Appleby | North West | Appleby town in Eden, Cumbria | Eden / Westmorland and Furness ¹ | Mainly Rural ² / Largely Rural ³ |
| Coventry | Midlands | City of Coventry, West Midlands | City of Coventry | Urban with City and Town |
| Kings Lynn | East of England | King's Lynn town, West Norfolk | King's Lynn and West Norfolk | Largely Rural |
| Hull Old Town | North East and Yorkshire | City of Kingston upon Hull, East Riding of Yorkshire | City of Kingston upon Hull | Urban with City and Town |
| Elsecar | North East and Yorkshire | Elsecar village near Barnsley, South Yorkshire | Barnsley | Urban with Minor Conurbation |
| Ramsgate | London and South East | Ramsgate a town in Thanet, East Kent, South East | Thanet | Urban with City and Town |
| Weston-super-Mare | South West | Weston-super-Mare a town in North Somerset, South West | North Somerset | Urban with Significant Rural ⁴ |
| Nottingham | Midlands | City of Nottingham, East Midlands | City of Nottingham | Urban with Minor Conurbation |

¹ District boundaries shifted in 2023; Eden is now part of the new, larger Westmorland and Furness district

² Mainly Rural: 80% or more of the population resides in rural areas

³ Largely Rural: Between 50% and 79% of the population resides in rural areas

⁴ Urban with Significant Rural: Between 26% and 49% of the population resides in rural areas

| | | | | |
|--|--------------------------|---|---|---|
| Sunderland | North East and Yorkshire | City of Sunderland, Tyne and Wear, North East | City of Sunderland | Urban with Major Conurbation |
| Sutton | London and South East | Sutton town in the Sutton borough of London | Sutton | Urban with Major Conurbation |
| Bishop Auckland | North East and Yorkshire | Bishop Auckland town in County Durham, North East | County Durham | Largely Rural |
| Dewsbury Living Market Town | North East and Yorkshire | Dewsbury town in Kirklees, West Yorkshire | Kirklees | Urban with Major Conurbation |
| Greater Grimsby | Midlands | Grimsby town in North East Lincolnshire, Yorkshire and the Humber | North East Lincolnshire | Urban with City and Town |
| North Lowestoft | East of England | Lowestoft town in East Suffolk, East of England | East Suffolk | Largely Rural |
| Rochdale Cooperative Connections | North West | Rochdale town in Greater Manchester, North West | Rochdale | Urban with Major Conurbation |
| Stockton and Darlington Railway (S&DR) | North East and Yorkshire | 26 miles of railway from Witton Park in County Durham, through Shildon, Darlington and Stockton-on-Tees | Darlington, Stockton-on-Tees, County Durham | Urban with Significant Rural (across all three districts) |
| Stoke on Trent Ceramic | Midlands | Longton town in Stoke-on-Trent, West Midlands | Stoke-on-Trent | Urban with City and Town |
| Walworth | London and South East | Walworth district in the Southwark borough of London | Southwark | Urban with Major Conurbation |
| Swindon | South West | Swindon town in Wiltshire, South West | Swindon | Urban with City and Town |

| | | | | |
|---------|-----------------------|---------------------------------------|---------|--------------------------|
| Gosport | London and South East | Gosport town in Hampshire, South East | Gosport | Urban with City and Town |
|---------|-----------------------|---------------------------------------|---------|--------------------------|

Source: SQW and Defra Local Authority Rural Urban Classification.

Population

Table A-2: Total population for Round 1 HAZ Districts relative to the baseline year of 2016

| Round 1 | 2016 total population | 2023 total population | Change | CAGR |
|------------------------------|-----------------------|-----------------------|--------|------|
| Westmorland and Furness | 225 | 228 | 1.5% | 0.2% |
| Coventry | 337 | 361 | 7.0% | 1.0% |
| King's Lynn and West Norfolk | 153 | 156 | 1.9% | 0.3% |
| Kingston upon Hull, City of | 265 | 272 | 2.5% | 0.4% |
| Barnsley | 240 | 248 | 3.5% | 0.5% |
| Thanet | 140 | 140 | 0.0% | 0.0% |
| North Somerset | 213 | 221 | 4.0% | 0.6% |
| Nottingham | 318 | 329 | 3.7% | 0.5% |
| Sunderland | 275 | 281 | 2.0% | 0.3% |
| Sutton | 203 | 211 | 3.8% | 0.5% |
| England | 55,289 | 57,690 | 4.3% | 0.6% |

Source: SQW analysis of ONS Mid-Year Population Estimates

Table A-3: Total population for Round 2 HAZ Districts relative to the baseline year of 2017

| Round 2 | 2017 total population | 2023 total population | Change | CAGR |
|-------------------------|-----------------------|-----------------------|--------|------|
| County Durham | 516 | 532 | 3.2% | 0.5% |
| Kirklees | 433 | 442 | 2.0% | 0.3% |
| North East Lincolnshire | 159 | 158 | -0.2% | 0.0% |
| East Suffolk | 243 | 247 | 1.5% | 0.2% |

| | | | | |
|---|--------|--------|------|------|
| Rochdale | 218 | 230 | 5.2% | 0.8% |
| Darlington, Stockton-on- Tees, County Durham | 819 | 845 | 3.1% | 0.5% |
| Stoke-on-Trent | 258 | 263 | 1.9% | 0.3% |
| Southwark | 308 | 316 | 2.6% | 0.4% |
| England | 55,620 | 57,690 | 3.7% | 0.6% |

Source: SQW analysis of ONS Mid-Year Population Estimates]

Table A-4: Total population for Round 3 HAZ Districts relative to the baseline year of 2018

| Round 3 | 2018 total population | 2023 total population | Change | CAGR |
|---------|-----------------------|-----------------------|--------|-------|
| Swindon | 230 | 238 | 3.6% | 0.7% |
| Gosport | 84 | 82 | -1.6% | -0.3% |
| England | 55,925 | 57,690 | 3.2% | 0.6% |

Source: SQW analysis of ONS Mid-Year Population Estimates

Employment rate

Table A-5: Employment rate Round 1 HAZ Districts relative to the baseline year of 2016

| Round 1 | 2016 employment rate | 2023-24 employment rate | Percentage point change | Annual change |
|------------------------------|----------------------|-------------------------|-------------------------|---------------|
| Eden | 84% | 88% | 3.20 | 0.44 |
| Coventry | 67% | 72% | 4.84 | 0.67 |
| King's Lynn and West Norfolk | 77% | 78% | 1.52 | 0.21 |
| City of Kingston upon Hull | 68% | 72% | 4.40 | 0.61 |
| Barnsley | 71% | 71% | -0.30 | -0.04 |
| Thanet | 74% | 73% | -0.76 | -0.10 |
| North Somerset | 79% | 81% | 2.76 | 0.38 |
| Nottingham | 64% | 65% | 1.22 | 0.17 |

| | | | | |
|------------|-----|-----|------|------|
| Sunderland | 68% | 73% | 5.36 | 0.74 |
| Sutton | 77% | 79% | 1.73 | 0.24 |
| England | 74% | 76% | 1.77 | 0.24 |

Source: SQW analysis of APS

Table A-6: Employment rate for Round 2 HAZ Districts relative to the baseline year of 2017

| Round 2 | 2017 employment rate | 2023-24 employment rate | Percentage point change | Annual change |
|---|----------------------------|-------------------------------|----------------------------|---------------|
| County Durham | 72% | 73% | 1.27 | 0.20 |
| Kirklees | 71% | 73% | 2.44 | 0.39 |
| North East Lincolnshire | 70% | 72% | 2.29 | 0.37 |
| East Suffolk | 77% | 81% | 3.89 | 0.62 |
| Rochdale | 66% | 72% | 5.81 | 0.93 |
| Darlington, Stockton-on- Tees, County Durham | 72% | 74% | 1.93 | 0.31 |
| Stoke-on-Trent | 71% | 74% | 3.29 | 0.53 |
| Southwark | 76% | 78% | 1.45 | 0.23 |
| England | 75% | 76% | 1.13 | 0.18 |

Source: SQW analysis of APS

Table A-7: Employment rate for Round 3 HAZ Districts relative to the baseline year of 2018

| Round 3 | 2018 employment rate | 2023-24 employment rate | Percentage point change | Annual change |
|---------|----------------------------|-------------------------------|----------------------------|---------------|
| Swindon | 79% | 79% | -0.64 | -0.12 |
| Gosport | 74% | 79% | 5.62 | 1.07 |
| England | 75% | 76% | 0.57 | 0.11 |

Source: SQW analysis of APS

Business demography

Table A-8: Business birth rate for Round 1 HAZ Districts relative to the baseline year of 2016

| Round 1 | 2016 business birth rate (%) | 2021 business birth rate (%) | Percentage point change | Annual change |
|------------------------------|------------------------------|------------------------------|-------------------------|---------------|
| Eden | 9.16 | 8.16 | -1.01 | -0.17 |
| Coventry | 16.04 | 16.74 | 0.70 | 0.12 |
| King's Lynn and West Norfolk | 10.32 | 8.80 | -1.52 | -0.25 |
| City of Kingston upon Hull | 14.01 | 17.39 | 3.37 | 0.56 |
| Barnsley | 14.87 | 12.72 | -2.15 | -0.36 |
| Thanet | 13.93 | 11.63 | -2.29 | -0.38 |
| North Somerset | 11.83 | 11.45 | -0.37 | -0.06 |
| Nottingham | 14.49 | 13.80 | -0.70 | -0.12 |
| Sunderland | 13.80 | 14.90 | 1.10 | 0.18 |
| Sutton | 15.04 | 11.05 | -3.99 | -0.67 |
| England | 14.70 | 11.65 | -3.06 | -0.51 |

Source: SQW analysis of ONS Business Demography data

Table A-9: Business birth rate for Round 2 HAZ Districts relative to the baseline year of 2017

| Round 2 | 2017 business birth rate | 2021 business birth rate | Percentage point change | Annual change |
|--------------------------|--------------------------|--------------------------|-------------------------|---------------|
| County Durham | 11.45 | 12.09 | 0.64 | 0.13 |
| Kirklees | 10.78 | 12.64 | 1.86 | 0.37 |
| North East Lincolnshire | 10.49 | 12.31 | 1.82 | 0.36 |
| East Suffolk | 9.90 | 8.83 | -1.07 | -0.21 |
| Rochdale | 23.46 | 13.26 | -10.20 | -2.04 |
| Darlington, Stockton-on- | 11.52 | 11.83 | 0.32 | 0.06 |

| | | | | |
|---------------------|-------|-------|-------|-------|
| Tees, County Durham | | | | |
| Stoke-on-Trent | 11.80 | 14.15 | 2.36 | 0.47 |
| Southwark | 13.79 | 11.27 | -2.52 | -0.50 |
| England | 12.68 | 11.65 | -1.04 | -0.21 |

Source: SQW analysis of ONS Business Demography data

Table A-10: Business birth rate for Round 3 HAZ Districts relative to the baseline year of 2018

| Round 3 | 2018 business birth rate | 2021 business birth rate | Percentage point change | Annual change |
|---------|--------------------------|--------------------------|-------------------------|---------------|
| Swindon | 12.05 | 12.34 | 0.29 | 0.07 |
| Gosport | 11.16 | 10.45 | -0.71 | -0.18 |
| England | 12.44 | 11.65 | -0.80 | -0.20 |

Source: SQW analysis of ONS Business Demography data

Productivity

Table A-11: Productivity indices for Round 1 HAZ Districts relative to the baseline year of 2016

| Round 1 | 2016 productivity index (UK=100) | 2022 productivity index (UK=100) | Change | Annual change |
|------------------------------|----------------------------------|----------------------------------|--------|---------------|
| Westmorland and Furness | 82.20 | 88.90 | 6.70 | 1.12 |
| Coventry | 108.00 | 96.00 | -12.00 | -2.00 |
| King's Lynn and West Norfolk | 82.80 | 77.90 | -4.90 | -0.82 |
| City of Kingston upon Hull | 80.80 | 79.50 | -1.30 | -0.22 |
| Barnsley | 76.30 | 78.90 | 2.60 | 0.43 |
| Thanet | 70.10 | 70.20 | 0.10 | 0.02 |
| North Somerset | 81.00 | 80.50 | -0.50 | -0.08 |
| Nottingham | 81.80 | 80.90 | -0.90 | -0.15 |
| Sunderland | 99.90 | 89.90 | -10.00 | -1.67 |

| | | | | |
|---------|--------|--------|--------|-------|
| Sutton | 100.20 | 74.60 | -25.60 | -4.27 |
| England | 101.70 | 101.70 | 0.00 | 0.00 |

Source: SQW analysis of ONS subregional productivity

Table A-12: Productivity indices for Round 2 HAZ Districts relative to the baseline year of 2017

| Round 2 | 2017 productivity index (UK=100) | 2022 productivity index (UK=100) | Change | Annual change |
|---|--|--|--------|---------------|
| County Durham | 79.80 | 83.20 | 3.40 | 0.68 |
| Kirklees | 72.00 | 76.10 | 4.10 | 0.82 |
| North East Lincolnshire | 78.00 | 86.00 | 8.00 | 1.60 |
| East Suffolk | 83.70 | 86.10 | 2.40 | 0.48 |
| Rochdale | 77.60 | 77.70 | 0.10 | 0.02 |
| Darlington, Stockton-on- Tees, County Durham | 87.24 | 87.46 | 0.21 | 0.04 |
| Stoke-on-Trent | 76.40 | 82.10 | 5.70 | 1.14 |
| Southwark | 118.60 | 113.40 | -5.20 | -1.04 |
| England | 101.60 | 101.70 | 0.10 | 0.02 |

Source: SQW analysis of ONS subregional productivity

Table A-13: Productivity indices for Round 3 HAZ Districts relative to the baseline year of 2018

| Round 3 | 2018 productivity index (UK=100) | 2022 productivity index (UK=100) | Change | Annual change |
|---------|--|--|--------|---------------|
| Swindon | 141.10 | 143.00 | 1.90 | 0.48 |
| Gosport | 77.10 | 81.60 | 4.50 | 1.13 |
| England | 101.60 | 101.70 | 0.10 | 0.03 |

Source: SQW analysis of ONS subregional productivity

Dwelling stock

Table A-14: Dwelling stock for Round 1 HAZ Districts relative to the baseline year of 2016

| Round 1 | 2016 dwelling stock (000s) | 2023 dwelling stock (000s) | Change | CAGR |
|------------------------------|----------------------------|----------------------------|--------|------|
| Eden | 26.7 | 29.4 | 9.8% | 1.9% |
| Coventry | 137.6 | 146.7 | 6.6% | 1.3% |
| King's Lynn and West Norfolk | 74.4 | 75.7 | 1.8% | 0.4% |
| City of Kingston upon Hull | 118.8 | 124.2 | 4.5% | 0.9% |
| Barnsley | 108.8 | 114.9 | 5.6% | 1.1% |
| Thanet | 66.8 | 70.1 | 4.9% | 1.0% |
| North Somerset | 95.2 | 101.9 | 7.1% | 1.4% |
| Nottingham | 131.1 | 138.1 | 5.3% | 1.0% |
| Sunderland | 126.3 | 132.3 | 4.8% | 0.9% |
| Sutton | 82.0 | 86.3 | 5.2% | 1.0% |
| England | 23,762 | 25,396 | 6.9% | 1.3% |

Source: SQW analysis of MHCLG/ DLUHC data

Table A-15: Dwelling stock for Round 2 HAZ Districts relative to the baseline year of 2017

| Round 2 | 2017 dwelling stock (000s) | 2023 dwelling stock (000s) | Change | CAGR |
|--------------------------|----------------------------|----------------------------|--------|------|
| County Durham | 241.7 | 251.3 | 4.0% | 1.0% |
| Kirklees | 184.4 | 189.8 | 2.9% | 0.7% |
| North East Lincolnshire | 73.6 | 74.9 | 1.8% | 0.4% |
| East Suffolk | 116.9 | 122.2 | 4.5% | 1.1% |
| Rochdale | 92.7 | 97.1 | 4.7% | 1.2% |
| Darlington, Stockton-on- | 377.1 | 393.9 | 4.5% | 1.1% |

| | | | | |
|---------------------|--------|--------|------|------|
| Tees, County Durham | | | | |
| Stoke-on-Trent | 114.6 | 118.5 | 3.4% | 0.8% |
| Southwark | 134.1 | 144.8 | 8.0% | 1.9% |
| England | 23,985 | 25,396 | 5.9% | 1.4% |

Source: SQW analysis of MHCLG/ DLUHC data

Table A-16: Dwelling stock for Round 3 HAZ Districts relative to the baseline year of 2017

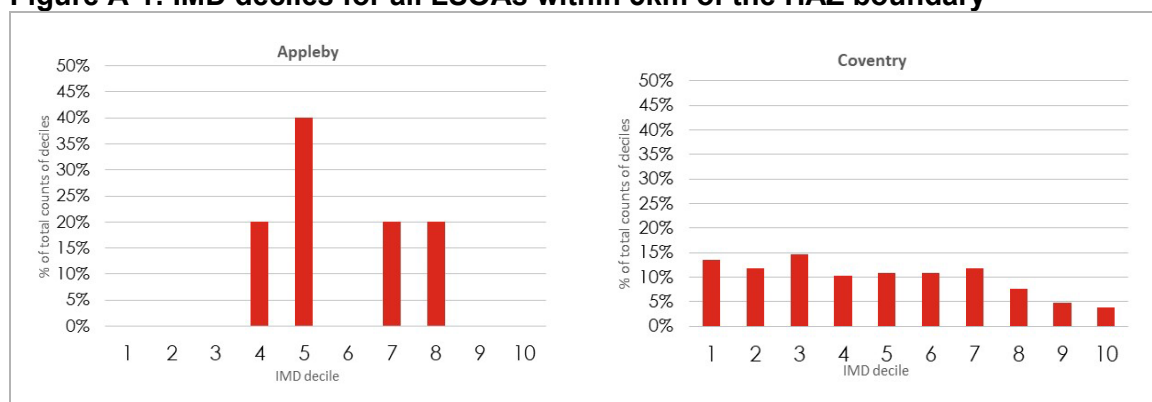
| Round 3 | 2018 dwelling stock (000s) | 2023 dwelling stock (000s) | Change | CAGR |
|---------|----------------------------|----------------------------|--------|------|
| Swindon | 98 | 102 | 4.5% | 1.5% |
| Gosport | 37 | 38 | 1.0% | 0.3% |
| England | 24,213 | 25,396 | 4.9% | 1.6% |

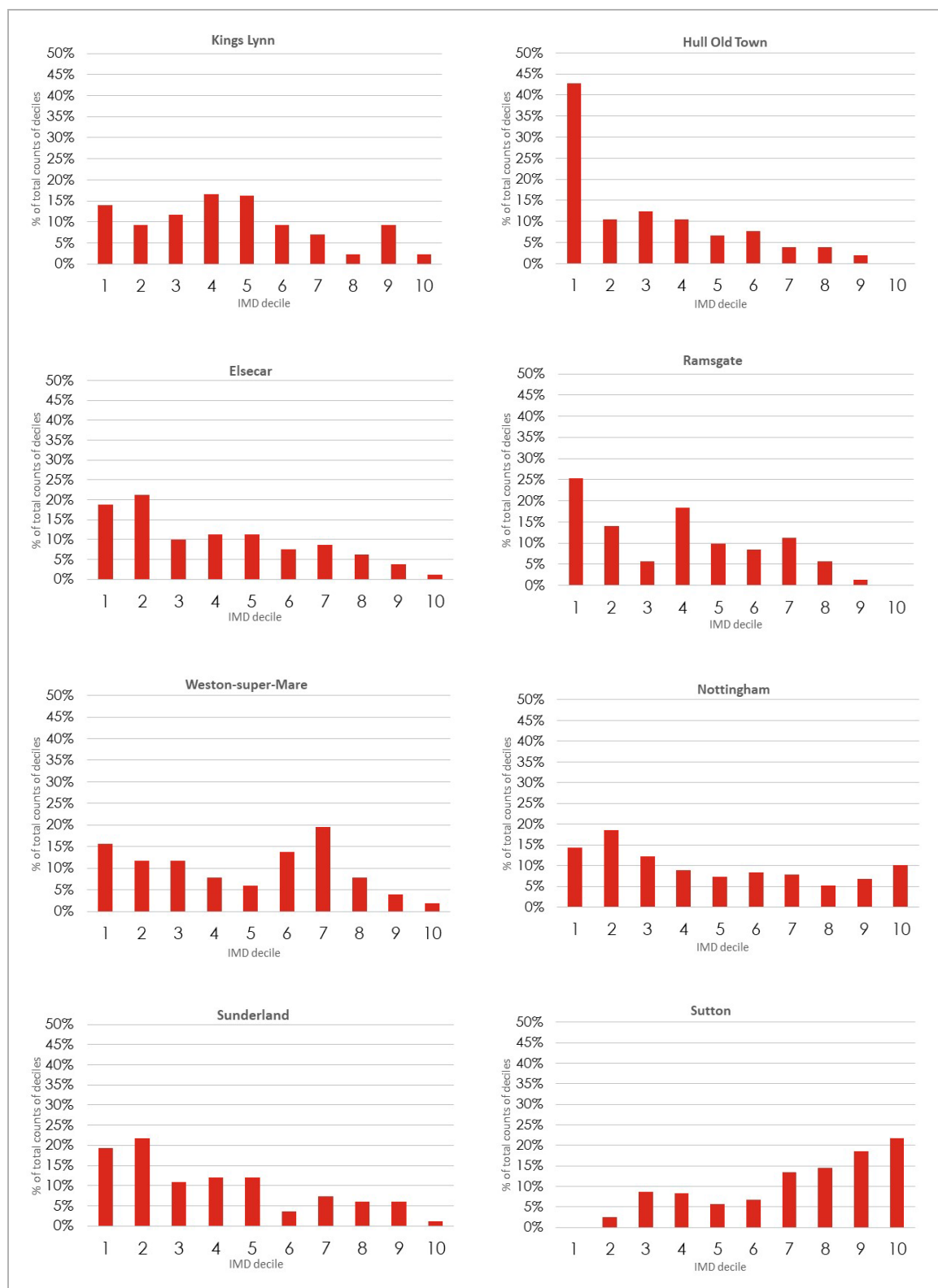
Source: SQW analysis of MHCLG/ DLUHC data

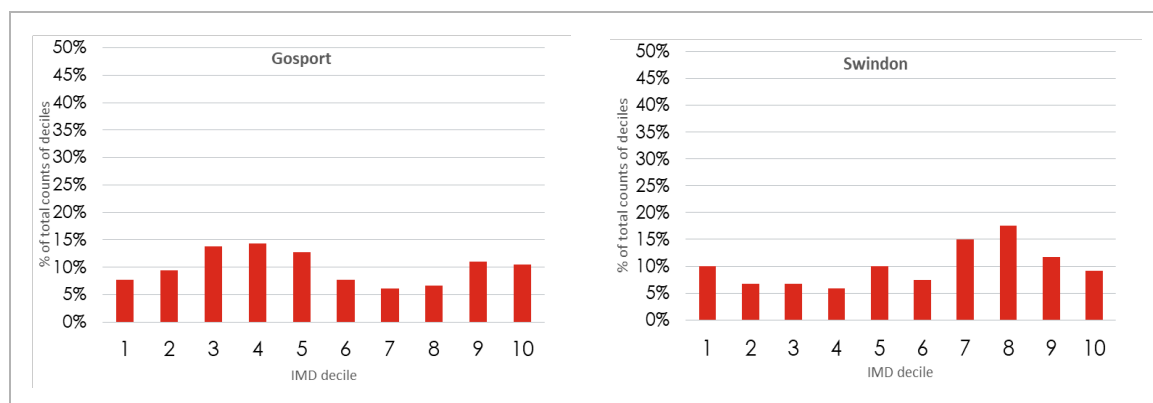
Index of Multiple Deprivation (IMD)

- The Index of Multiple Deprivation (IMD) combines multiple data sources covering income, education, health and other areas that relate to standard of living and wellbeing.
- For each Round 1 and Round 3 HAZ, the charts below present the IMD deciles for all the Lower Super Output Areas (LSOAs) within 5km of the HAZ boundary.
- Deprivation in and around the HAZ geographies is varied. In particular, Hull, and to a lesser extent Ramsgate, have high incidences of the highest levels of deprivation (i.e. IMD decile 1). In contrast, deprivation is lower in areas such as Sutton and Appleby.

Figure A-1: IMD deciles for all LSOAs within 5km of the HAZ boundary







Source: SQW analysis of IMD data from MHCLG (2019) and HAZ GIS shapefiles

Commercial property market

Supply

Table A-17: Total commercial space (sq. ft, 0000s), baseline year versus 2023

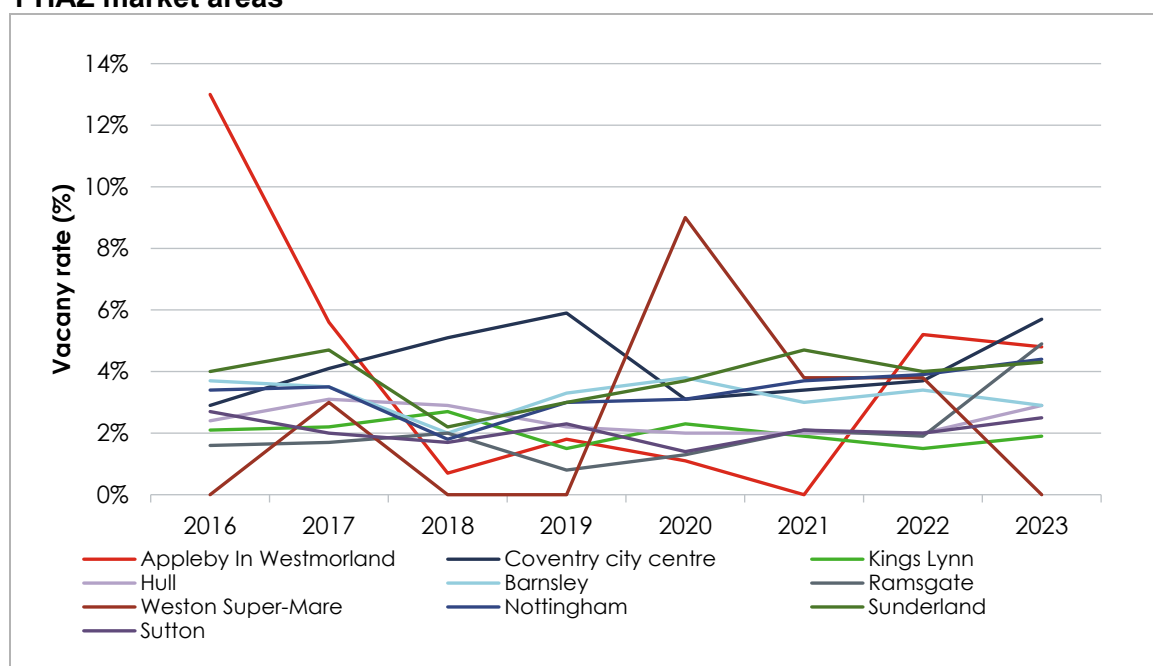
| Round 1 | 2016 | 2023 | % change |
|------------------------|--------|--------|----------|
| Appleby In Westmorland | 70 | 70 | 0% |
| Coventry city centre | 49,155 | 54,116 | 9% |
| Kings Lynn | 6,503 | 6,606 | 2% |
| Hull | 37,915 | 38,910 | 3% |
| Barnsley | 19,727 | 22,892 | 14% |
| Ramsgate | 2,137 | 2,327 | 8% |
| Weston-super-Mare | 26 | 26 | 0% |
| Nottingham | 80,215 | 82,396 | 3% |
| Sunderland | 18,425 | 18,343 | 0% |
| Sutton | 4,480 | 4,658 | 4% |
| Round 2 | 2017 | 2023 | % change |
| Bishop Auckland | 2,974 | 3,006 | 1% |
| Dewsbury | 5,744 | 5,867 | 2% |
| Grimsby | 11,932 | 11,928 | 0% |
| Lowestoft | 3,868 | 3,987 | 3% |

| | | | |
|---------------------------------|-------------|-------------|-----------------|
| Rochdale | 14,486 | 16,397 | 13% |
| Darlington and Stockton-on-Tees | 13,910 | 14,561 | 5% |
| Stoke-on-Trent | 42,028 | 45,477 | 8% |
| Southwark | 34,900 | 35,069 | 0% |
| Round 3 | 2018 | 2023 | % change |
| Swindon | 38,281 | 39,042 | 2% |
| Gosport | 3,579 | 3,691 | 3% |

Source: SQW analysis of CoStar data

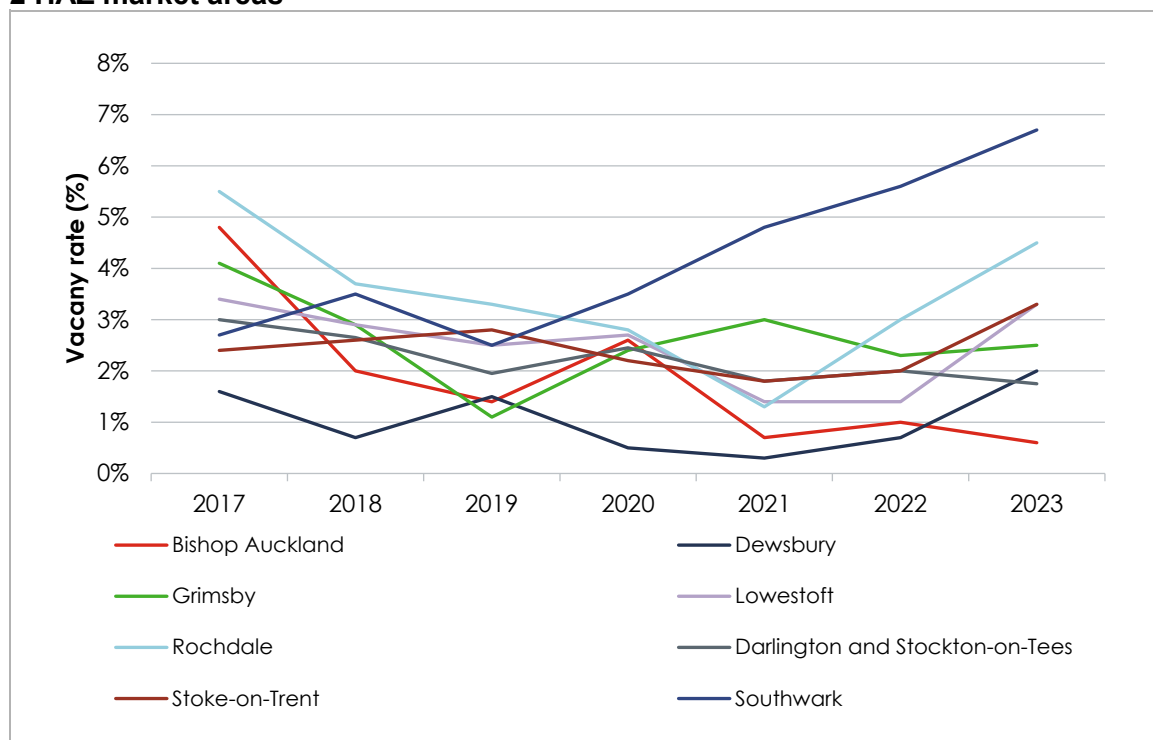
Demand

Figure A-2: Commercial property vacancy rate (%) over time (2016-2023) for Round 1 HAZ market areas



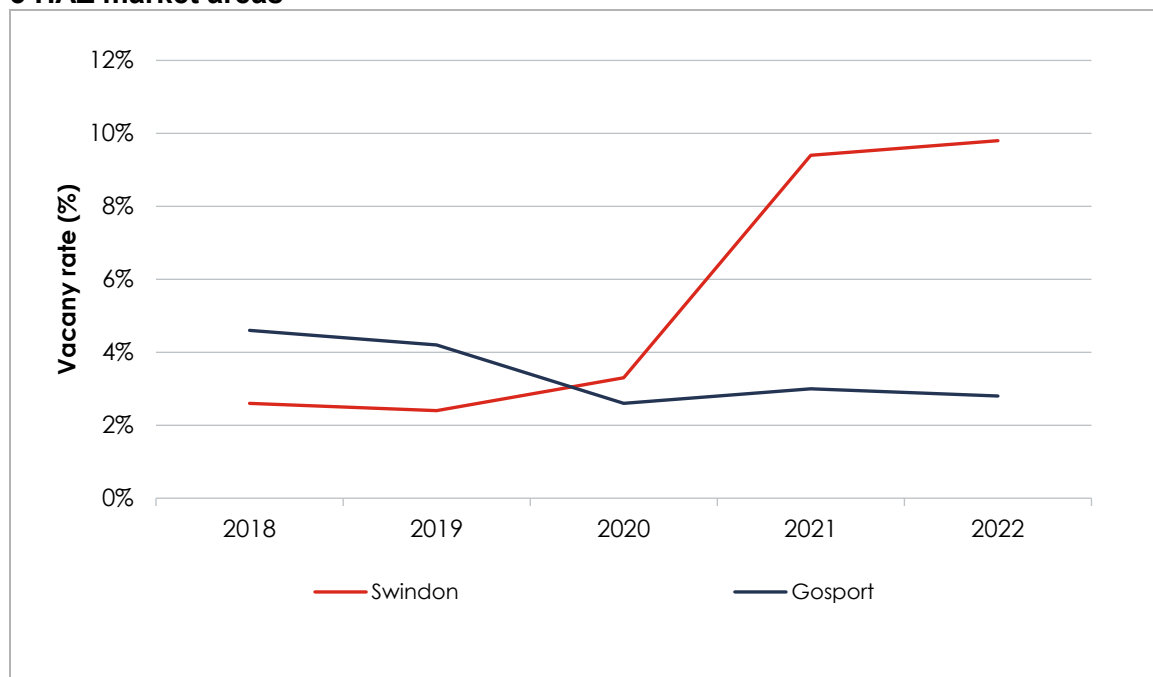
Source: SQW analysis of CoStar data. Note, data is missing for Appleby in 2018 and 2021, and in Weston-super-Mare in 2016, 2018, 2019 and 2023

Figure A-3: Commercial property vacancy rate (%) over time (2016-2023) for Round 2 HAZ market areas



Source: SQW analysis of CoStar data

Figure A-4: Commercial property vacancy rate (%) over time (2016-2023) for Round 3 HAZ market areas



Source: SQW analysis of CoStar data

Table A-18: Commercial property sq. ft. rental figures, baseline year versus 2023

| Round 1 | 2016 | 2023 | % change |
|---------------------------------|--------|--------|----------|
| Appleby In Westmorland | £4.90 | £2.84 | -73% |
| Coventry city centre | £7.60 | £14.10 | 46% |
| Kings Lynn | £10.66 | £8.87 | -20% |
| Hull | £6.11 | £9.06 | 33% |
| Barnsley | £6.10 | £9.03 | 32% |
| Ramsgate | £8.75 | £16.74 | 48% |
| Weston-super-Mare ⁵ | £19.84 | £25.51 | 22% |
| Nottingham | £8.95 | £12.52 | 29% |
| Sunderland | £8.03 | £10.37 | 23% |
| Sutton | £18.90 | £20.50 | 8% |
| Round 2 | 2017 | 2023 | % change |
| Bishop Auckland | £5.10 | £16.23 | 69% |
| Dewsbury | £5.29 | £8.08 | 35% |
| Grimsby | £6.85 | £6.52 | -5% |
| Lowestoft | £9.98 | £7.40 | -35% |
| Rochdale | £6.30 | £7.40 | 15% |
| Darlington and Stockton-on-Tees | £7.59 | £9.66 | 21% |
| Stoke-on-Trent | £7.17 | £8.01 | 10% |
| Southwark | £44.98 | £44.66 | -1% |
| Round 3 | 2018 | 2023 | % change |
| Swindon | £8.50 | 11.07 | 30% |
| Gosport | £8.58 | 9.34 | 9% |

Source: SQW analysis of CoStar data

⁵ Data for 2016 2019 unavailable.

Historic Environment

Table A-19: Indicators from the Heritage Counts dataset for 2021/22 or 2023, compared to the baseline year

| | Total listed buildings (2023) ⁶ | Change | Total Heritage at Risk (HAR) sites (2023) | Change | Planning applications (2021/22) | Change | Listed building consents (2021/22) | Change | Local Authority Conservation staff (2023) ⁷ | Change |
|--------------------------------------|--|--------------|---|--------------|---------------------------------|--------------|------------------------------------|--------------|--|--------------|
| Round 1 | | | | | | | | | | |
| Westmorland and Furness ⁸ | 4,766 | Not provided | 67 | Not provided | Not provided | Not provided | Not provided | Not provided | Not provided | Not provided |
| Coventry | 309 | 10 | 10 | -1 | 1,477 | 30 | 46 | 19 | 0 | -1.4 |
| King's Lynn and West Norfolk | 1,548 | 65 | 25 | 4 | 1,666 | 39 | 92 | -1 | 3 | 0.4 |
| City of Kingston upon Hull | 482 | 16 | 2 | -1 | 681 | -140 | 41 | -12 | 1 | Not provided |
| Barnsley | 675 | 6 | 14 | 2 | 923 | 42 | 35 | 1 | 1 | 0 |
| Thanet | 1,049 | 17 | 10 | -3 | 1,055 | 159 | 112 | 7 | 1 | 0 |

⁶ Note, this figure refers to the number of entries on the national heritage list for England. Therefore, one entry may actually include multiple properties and so the number of individual listed buildings is likely to be much higher than stated.

⁷ Note, the advice accessed by authorities can be provided by other authorities and so is not recorded in individual authority profiles.

⁸ Note, there is no historic data for Westmorland and Furness because the unitary authority area was formed on the 1st April 2023. Eden is now part of the new district.

| | Total listed buildings (2023) ⁶ | Change | Total Heritage at Risk (HAR) sites (2023) | Change | Planning applications (2021/22) | Change | Listed building consents (2021/22) | Change | Local Authority Conservation staff (2023) ⁷ | Change |
|---|--|--------|---|--------|---------------------------------|--------|------------------------------------|--------|--|--------|
| North Somerset | 1,077 | 3 | 9 | -2 | 1,587 | 26 | 96 | 10 | 1 | 0 |
| Nottingham | 802 | 10 | 19 | 5 | 1,259 | -56 | 89 | 1 | 1 | -1.5 |
| Sunderland | 373 | 8 | 10 | -2 | 949 | -44 | 29 | -6 | 3.8 | 1.3 |
| Sutton | 210 | 36 | 7 | 1 | 1,354 | -89 | 3 | -18 | 0 | -1 |
| Round 2 | | | | | | | | | | |
| County Durham | 3,106 | 33 | 51 | -8 | 2,440 | -125 | 152 | -19 | 0 | -5 |
| Kirklees | 2,980 | -35 | 25 | -5 | 2,367 | -212 | 128 | -32 | 3 | 1 |
| North East Lincolnshire | 231 | 7 | 12 | 2 | 586 | -81 | 14 | -4 | 0 | -1 |
| East Suffolk | 3,591 | 75 | 30 | 5 | 2,539 | -160 | 257 | 1 | 6 | 3.05 |
| Rochdale | 361 | 17 | 12 | 1 | 901 | -25 | 17 | -6 | 1 | 0 |
| Darlington, Stockton-on-Tees, County Durham | 4,117 | 41 | 58 | -11 | 3,900 | -190 | 219 | -52 | 1 | -7 |
| Stoke-on-Trent | 211 | 6 | 15 | 1 | 812 | -9 | 7 | -8 | 0 | -1 |

| | Total listed buildings (2023) ⁶ | Change | Total Heritage at Risk (HAR) sites (2023) | Change | Planning applications (2021/22) | Change | Listed building consents (2021/22) | Change | Local Authority Conservation staff (2023) ⁷ | Change |
|----------------|--|--------|---|--------|---------------------------------|--------|------------------------------------|--------|--|--------------|
| Southwark | 909 | 8 | 35 | -6 | 1,759 | -568 | 173 | -55 | 10.5 | 4.9 |
| Round 3 | | | | | | | | | | |
| Swindon | 664 | 2 | 10 | -3 | 972 | -159 | 39 | -8 | 1.3 | -0.1 |
| Gosport | 204 | 11 | 12 | 4 | 332 | 8 | 22 | 10 | 2 | Not provided |

Source: SQW analysis of Heritage Counts

Annex B: Overview of the HAZs

Summary of background and context

Round 1

- **Appleby:** a small market town in Cumbria that was severely impacted by the 2015-16 winter floods. The town was designated as a 'Conservation Area at Risk' as a result of the floods. The town had since suffered from commercial decline, low tourism, and poor upkeep of property. The aim of Appleby HAZ was to restore heritage assets in the town and to improve the town's appearance through shop-front restoration.
- **Coventry:** its medieval centre was largely destroyed during the Blitz. Some assets survived, but the city centre is now dominated by post-war development. Coventry was seen to be suffering from declining numbers of visitors and a poor image. Coventry HAZ presented an opportunity to restore some of the city's empty heritage assets, bring in new uses and generate income to safeguard these assets and to boost tourism and capital investment in the city.
- **Elsecar:** a former industrial village which was transformed during the 19th Century into a complex of mines, furnaces, foundries and workshops served by tramways, a canal and a railway. It is now a model industrial village and is a popular visitor destination with the potential to grow visitor numbers. The aim of Elsecar HAZ was to enhance understanding of the historic environment through listing and produce guidance documents which would inform the growth of the town's heritage offer.
- **Hull Old Town:** a port city, which experienced decline following the transformation of maritime industries. The aim of the HAZ was to foster some reconnection between Hull's historic old town and the waterfront through the regeneration of community facilities and a public realm scheme.
- **King's Lynn:** located in West Norfolk, the town faces significant development pressure, but substantial new housing development in the town could threaten its medieval character. The aim of the King's Lynn HAZ was to show how the town's need for housing could be addressed in ways in which new developments complemented and reinforced the historic environment.
- **Nottingham:** has the highest number of conservation areas at risk of all English towns and cities. In 2016, the Nottingham Heritage Strategy was produced. The HAZ presented an opportunity to bring the heritage strategy to life, highlighting the significance of the city's historic environment, providing opportunities for participation, and bringing forward solutions through heritage-based measures.
- **Ramsgate:** once a thriving and prosperous town with an economy based on agriculture, fishing and tourism. It now suffers from high levels of deprivation, poor self-image within the community and externally, and neglected heritage assets. The aim of Ramsgate HAZ was to improve understanding of Ramsgate's historic environment through listing work, to encourage engagement with heritage and to focus thinking on how to restore its heritage assets.
- **Sunderland:** the highstreets of Sunderland City Centre and Old Town have been in long-term decline, with economic deprivation identified as a main cause of high vacancy rates.

Heritage assets have been neglected, and suffer both from lack of maintenance or 'improvements' which are historically insensitive works. The Sunderland HAZ aimed to ensure the lists were updated and repair these heritage assets and bring them back to life as venues for leisure, retail and culture.

- **Sutton:** the town centre faces strong competition from neighbouring town centres and has suffered from increased vacancy rates. The town centre is also a focus for regeneration, which could potentially threaten its distinctive historic character. The aim of Sutton HAZ was to promote the growth of Sutton Town Centre through the protection of its historic environment.
- **Weston-super-Mare:** a seaside town which has experienced a decline in tourism. This has resulted in a declining town centre, a failing historic environment and high rates of deprivation. Residents and visitors are also largely unaware of the town's heritage offer. The aim of Weston-super-Mare HAZ was to promote better understanding of the town's historic environment and to change perceptions of the town through engagement with the town's heritage.

Round 2

- **Bishop Auckland:** a market town which has an ecclesiastical history, before becoming a hub for coal-mining and industry. Structures once associated with industrial success had become emblems of decline, with loss of town centre functions and viability linked to a deteriorating historic character. The aim of Bishop Auckland HAZ was to regenerate the high-street to create a vibrant offer for residents, businesses and visitors.
- **Dewsbury:** a town in West Yorkshire rooted in the textile industry and with town centre buildings reflecting its strong Victorian heritage. The town has suffered from long-term commercial decline and retail failure, causing many buildings to be unoccupied and in a state of poor repair. The aim of the Dewsbury HAZ was to bring the town back to life through giving these building new uses as housing, community, and commercial spaces.
- **Grimsby:** a port town in North East Lincolnshire, which was once one of the world's busiest fishing ports. The Kasbah, the main focus of Grimsby HAZ, is a historic dockside area which has become neglected and largely unoccupied. The aim of Greater Grimsby HAZ was to bring buildings in the Kasbah back into use and to reconnect the waterfront with the town-centre.
- **Lowestoft:** a coastal town located in Suffolk which has a number of heritage assets, including a medieval high street, scores (steep narrow paths up the cliff), historic smokehouses and net stores, and a Victorian park. Due to economic decline and retail failure, these heritage assets have become at risk: many are vacant and have undergone poor quality alteration. The aim of the North Lowestoft HAZ was to regenerate these key heritage assets.
- **Rochdale:** formerly an important centre for the textile industry and is strongly associated with the origins of the cooperative movement. The town-centre started to decline in the 1980s as industry and local industry declined. The HAZ focused on the Drake Street route from the train station to the Town Hall. It sought to turn the street into a mixed-use development.
- **The Stockton and Darlington Railway:** covers 26 miles of railway from Witton Park in County Durham through Shildon, Darlington and Stockton. The railway is known as the birthplace of modern railways. Its bicentenary in 2025 focused attention on the heritage of

the railway corridor, and how it could be restored. The aim of the Stockton and Darlington HAZ was to help realise this opportunity as part of the lead-up to a bicentenary celebration.

- **Stoke-on-Trent:** the area's history is rooted in the pottery industry. Longton – the focus of the HAZ - includes surviving pottery factories and the town centre has a high number of locally-listed buildings. The town centre suffers from economic decline, owing much to a limited public realm, poorly maintained buildings, badly designed shop fronts and unoccupied above-shop accommodation. The Stoke-on-Trent HAZ aimed to regenerate Longton high street and enhance the town's local housing offer. The HAZ also sought to repair one of Longton's bottle ovens, an asset of great historic significance.
- **Walworth:** a district in South London. Its character reflects its development from a genteel Georgian district to a dense Victorian working-class area, with a still-busy high street surrounded by extensive social housing. Walworth is experiencing significant development pressure which may threaten its historic character. The aim of Walworth HAZ was to improve understanding and management of the area's heritage assets in order to promote the benefits of the historic environment and reduce the risks that development could create.

Round 3

- **Gosport:** a former major naval town in Hampshire with a significant number of military assets at risk. In addition, as a densely populated urban developed peninsula, there are limited greenfield options to meet the local housing and employment land use needs of the borough. The aim of the Gosport HAZ was to ensure that Gosport's unique military history is sustained and supports the physical, economic and social regeneration of the borough in the future.
- **Swindon:** home to the former railway and locomotive works of the Great Western Railway. Many of the industrial buildings are vacant and in need of significant investment, and the Railway Village suffers from multiple socio-economic challenges. The aim of the Swindon HAZ was to promote the Railway Village and its attractions; improve the condition of its buildings, public spaces, streets and provide enhanced pedestrian connectivity and experience.

Overview of each HAZ

- 1.1 The table overleaf summaries the 20 HAZs, including their location, the lead delivery organisation, total funding from Historic England and other sources, and the key outcomes realised.

Table B-1: Overview of the HAZs

| HAZ name and location | Delivery lead organisation | Key delivery partners (in addition to Historic England) | Historic England Grants | Other Funding Grants | Total Grants | Main focus | Key outcomes realised |
|---|---|--|-------------------------|----------------------|--------------|-----------------------------|---|
| Appleby <i>Appleby, Cumbria</i> | Eden District Council | Appleby Town Council | £734,637 | £409,832 | £1,144,470 | Capital works | A key shop front, described as the 'gateway to Appleby' restored. Ten heritage assets repaired and restored. |
| Coventry <i>Coventry, West Midlands</i> | Coventry City Council and Historic Coventry Trust | Coventry Cathedral, Culture Coventry, Coventry and Warwickshire LEP, Coventry City of Culture Trust, Coventry University | £1,193,496 | £0 | £1,193,496 | Capital works | Drapers Hall restored and used for concerts, events and music education services. Buildings and Priory Row have been repaired and renewed as boutique holiday lets. |
| King's Lynn <i>King's Lynn, Norfolk</i> | King's Lynn Borough Council | Norfolk County Council | £413,017 | £4,036,573 | £4,449,590 | Research, listing, planning | Extensive research fed into a masterplan for the Southgates Area. This is now being used to inform a Levelling Up Round 2 funding bid. |
| Hull Old Town <i>Hull, East Riding of Yorkshire</i> | Hull City Council | Humber Field Archaeology, Fruit Market LLP, Holy Trinity Church, Hull BID, Humber LEP | £549,158 | £784,273 | £1,333,431 | Capital works | Investment into 20 high-street premises, including office, retail and leisure space. The majority of these premises were previously vacant. |
| Elsecar <i>Elsecar, Barnsley, South Yorkshire</i> | Barnsley Metropolitan Borough Council | | £99,222 | £14,901 | £114,123 | Research, listing | A new Supplementary Planning Guidance (SPG) document 'Elsecar Design and Maintenance Guide' has been adopted by the Council to safeguard the historic workers housing in the village. |

| | | | | | | | |
|---|--------------------------------|--|------------|------------|------------|--|---|
| Ramsgate <i>Ramsgate, Thanet in East Kent</i> | Thanet District Council | Ramsgate Coastal Community Team, Ramsgate Town Council | £527,988 | £188,022 | £716,010 | Capital works, research, listings | Research has improved understanding of Ramsgate's heritage and laid the foundations for future heritage work, including by supporting subsequent funding bids. |
| Weston-super-Mare <i>Weston-super-Mare, Somerset</i> | North Somerset Council | Weston Town Centre Advisory Group | £620,317 | £5,195,627 | £5,815,944 | Research, listing | Key assets have been listed. Extensive research has fed into exhibitions of the town's heritage, as well as other community engagement activities. |
| Nottingham <i>Nottingham, East Midlands</i> | Nottingham City Council | Nottingham Heritage Panel | £1,245,610 | £1,677,801 | £2,923,411 | Capital works | 8,300sqm of floor space has been brought back into use. 15 shop fronts have been reinstated. |
| Sunderland <i>Sunderland, Tyne and Wear</i> | Sunderland City Council | Tyne and Wear Preservation Trust, The Churches Conservation Trust, Sunderland Heritage Trust, Sunderland Culture | £991,072 | £6,215,247 | £7,206,319 | Capital works | 13 buildings repaired, with eight brought back into use. |
| Sutton <i>Sutton, South London</i> | London Borough of Sutton | Successful Sutton BID, Carshalton and District History and Archaeological Society | £133,339 | £113,439 | £246,778 | Research, listing, planning | Five local landmarks listed. |
| Bishop Auckland <i>Bishop Auckland, County Durham</i> | Durham County Council | Brighter Bishop Auckland Partnership Board | £720,654 | £1,018,900 | £1,739,554 | Capital works | Successful reuse of some vacant units and growth in new businesses. Key town-centre buildings have been improved. |

| | | | | | | | |
|--|---|---|----------|-------------|-------------|---------------|--|
| Dewsbury Living Market Town <i>Dewsbury</i> | Kirklees Council | | £583,431 | £1,346,546 | £1,929,977 | Capital works | Investment in three key buildings pointing to opportunities to realise further housing projects. |
| Greater Grimsby <i>Grimsby, Lincolnshire</i> | North East Lincolnshire Council | ENGIE, Associated British Ports, Humber LEP | £643,471 | £18,091,235 | £18,734,706 | Capital works | Proposals and funding secured for the regeneration of 27 vacant heritage buildings in the Kasbah and town centre. Public realm works completed which have strengthened town centre's connection to the waterfront. |
| North Lowestoft <i>Lowestoft</i> | Waveney District Council | Lowestoft Town Council, Lowestoft Vision, East Suffolk Building Preservation Trust | £461,047 | £4,067,753 | £4,528,800 | Capital works | Original details of the high street repaired and reinstated. Ness Park transformed into a green space for public use. Funding leveraged to enhance four scores (paths) |
| Rochdale Cooperative Connections <i>Rochdale</i> | Rochdale Development Agency on behalf of Rochdale Borough Council | Cooperative Heritage Trust, the Cooperative College, Rochdale Town Centre Business Improvement District, Your Trust, Rochdale Boroughwide Housing | £506,893 | £20,427,575 | £20,934,468 | Capital works | New businesses are opening. Some upper floors expanded and some buildings converted to new uses, spanning Use Class E. |
| Stockton and Darlington Railway (S&DR) <i>26 miles of railway from Witton Park to the river Tees at Stockton</i> | Tees Valley Combined Authority | Durham County Council, Darlington Borough Council, Stockton Borough Council, Friends of Stockton, Darlington Railway, Science Museum Group, | £516,554 | £21,898,595 | £22,415,149 | Capital works | Historic buildings restored along the line Construction of a walking and cycling route. |

| | | | | | | | |
|---|-----------------------------|---|------------|-------------|-------------|-------------------------|---|
| | | Network Rail, Northern Rail, LNER, Hitachi. | | | | | |
| Stoke-on-Trent Ceramic <i>Longton, Stoke on Trent</i> | Stoke-on-Trent City Council | TDR Heritage, Keele University, Staffordshire University, Liverpool John Moores University, Atlantic Technological University Sligo, Potteries Heritage Society, Urban Wilderness CIC, Middleport Pottery | £410,110 | £2,065,912 | £2,476,022 | Capital works | Plans in place for repair and refurbishment of living accommodation in Longton Town Centre, including shop front improvements. Repairs to bottle ovens. |
| Walworth <i>Walworth, London</i> | Southwark Council | Walworth Society, Creation Trust, Southwark Heritage Centre, the Southwark and Lambeth Archaeological Society and the Museum of London | £267,717 | £316,067 | £583,784 | Research, listing | Archaeological archives of the Cuming Museum restored and catalogued. 64 properties to be added to the local list as a result of the HAZ. |
| Gosport <i>Hampshire</i> | Gosport Borough Council | Defence Infrastructure Organisation, Hampshire County Council, Gosport Society | £1,419,723 | £1,637,827 | £3,057,550 | Capital works | Review of heritage assets conducted and heritage guidance documents produced. |
| Swindon <i>Swindon, Wiltshire</i> | Swindon Borough Council | South Swindon Parish Council, Swindon Civic Voice, Swindon Heritage Preservation Trust | £1,610,527 | £13,317,468 | £14,927,995 | Capital works, research | Repairs to three historic buildings have been completed, as well as the refurbishment of the Great Western Railway Park. |

Source: SQW, based on Historic England documentation and monitoring data

Annex C: Detailed monitoring data

‘Core’ and ‘discretionary’ indicators

- C.1** The following tables show the performance of each HAZ against all of the indicators. For the ‘core’ indicators, across all rounds, around half of the HAZs achieved nearly all their targets i.e. no more than a couple of indicators were below 95% achieved. Further, the pattern appears to be that these well-performing HAZs were consistent and accurate in meeting their forecasts, tending to converge on 100%.
- C.2** The poorer performance in other areas may be as much due to the difficulty in selecting appropriate forecasts as it is to do with the challenges in achieving them, i.e. issues in planning as much as in delivery. For instance, in Round 1, Nottingham achieved 50-75% across most indicators which was relatively low. Further, the level of public funding leveraged was only 22%, representing a shortfall of around £1.4m. Conversely, in Ramsgate, the initial forecast of public funding was some £10k, but they received £19.8m of Levelling Up Funding plus other fund.

Table C-1: Round 1, performance against 'core' indicators (Actual as a % of target)

| | Appleby | Coven-try | King's Lynn | Hull Old Town | Else-car | Rams-gate | Weston-super-Mare | Notting-ham | Sunder-land | Sutton |
|---|---------|-----------|-------------|---------------|----------|-----------|-------------------|-------------|-------------|--------|
| Number of heritage buildings repaired or restored | 100% | 100% | 100% | 71% | 0% | - | 100% | 65% | 100% | 100% |
| Land area improved | - | - | - | 0% | - | 100% | 100% | - | - | 0% |
| Number of assets removed from the Heritage at Risk (HAR) register | 100% | 67% | - | - | - | - | 100% | 80% | 100% | - |
| Commercial floor space brought back into active use | 100% | 100% | 0% | 93% | - | - | - | 92% | 100% | 0% |
| Housing units brought back into active use | - | 100% | - | - | - | - | - | 50% | - | - |
| Number of additional or amended nationally listed heritage assets | 100% | 96% | 100% | | 243% | 2500% | 100% | 60% | 100% | 83% |
| Number of additional locally listed heritage assets | - | - | - | - | 100% | - | 100% | 104% | - | - |
| Heritage related training sessions (hrs.) provided to volunteers | 100% | 80% | - | 100% | - | 350% | 100% | 58% | 100% | 100% |
| Number of volunteers trained | 100% | 98% | - | 100% | - | 815% | 100% | 72% | 100% | - |
| Heritage related training sessions (hrs.) provided to staff | 100% | 97% | 100% | 100% | 139% | 250% | 100% | 67% | 100% | 2% |

| | Appleby | Coven-try | King's Lynn | Hull Old Town | Else-car | Rams-gate | Weston-super-Mare | Notting-ham | Sunder-land | Sutton |
|--|---------|-----------|-------------|---------------|----------|-----------|-------------------|-------------|-------------|--------|
| Number of staff trained | 100% | 210% | 100% | 100% | 104% | 3200% | 100% | 76% | 100% | 100% |
| Amount of Public funding leveraged | 100% | 100% | 100% | 70% | 0% | - | 99% | 22% | 100% | 0% |
| Amount of Private funding leveraged | 100% | 11% | 0% | 133% | - | - | 0% | 116% | 100% | 0% |
| Number of heritage guidance documents produced | 100% | 100% | 100% | 100% | 200% | 100% | 100% | 67% | 100% | 100% |
| Number of HAZ dissemination events | 100% | 100% | - | 100% | 1633% | - | 100% | 57% | 100% | 133% |

Source: SQW analysis of Historic England HAZ programme monitoring data

Table C-2: Round 2, performance against 'core' indicators (Actual as a % of target)

| | Bishop Auckland | Dewsbury | Greater Grimsby | North Lowestoft | Rochdale | Stoke-on-Trent | Walworth | S&DR |
|---|-----------------|----------|-----------------|-----------------|----------|----------------|----------|------|
| Number of heritage buildings repaired or restored | 100% | 33% | 100% | 100% | 80% | 33% | 100% | 100% |
| Land area improved | 100% | - | 100% | 750% | - | - | 105% | 96% |
| Number of assets removed from the Heritage at Risk (HAR) register | 100% | - | 100% | 100% | - | - | 100% | 100% |

| | | | | | | | | |
|---|------|------|------|------|------|------|------|------|
| Commercial floor space brought back into active use | 100% | - | 100% | 100% | 100% | 0% | 100% | 100% |
| Housing units brought back into active use | | 0% | 100% | 100% | - | - | - | 100% |
| Number of additional or amended nationally listed heritage assets | 100% | 142% | - | 100% | 100% | 14% | 13% | 100% |
| Number of additional locally listed heritage assets | 100% | - | 0% | 100% | - | - | 0% | 100% |
| Heritage related training sessions (hrs.) provided to volunteers | 100% | - | 100% | 100% | 100% | 158% | 100% | 100% |
| Number of volunteers trained | 100% | - | 100% | 100% | 100% | 353% | 110% | 100% |
| Heritage related training sessions (hrs.) provided to staff | 100% | - | 100% | 100% | 100% | - | 250% | 100% |
| Number of staff trained | 100% | - | 100% | 100% | 100% | - | 130% | 100% |
| Amount of Public funding leveraged | 100% | 9% | 100% | 100% | 100% | 86% | 58% | 100% |
| Amount of Private funding leveraged | 100% | 26% | 100% | 100% | 100% | 32% | 12% | 100% |
| Number of heritage guidance documents produced | 100% | 100% | 100% | 100% | 60% | 100% | 50% | 100% |
| Number of HAZ dissemination events | 100% | 133% | 100% | 100% | 89% | 107% | 88% | 100% |

Source: SQW analysis of Historic England HAZ programme monitoring data

Table C-3: Round 3, performance against 'core' indicators (Actual as a % of target)

| | Gosport | Swindon |
|---|---------|---------|
| Number of heritage buildings repaired or restored | 75% | 100% |
| Land area improved | 100% | 101% |
| Number of assets removed from the Heritage at Risk (HAR) register | 100% | - |
| Commercial floor space brought back into active use | 100% | 100% |
| Housing units brought back into active use | - | - |
| Number of additional or amended nationally listed heritage assets | 100% | 100% |
| Number of additional locally listed heritage assets | - | - |
| Heritage related training sessions (hrs.) provided to volunteers | - | 50% |
| Number of volunteers trained | - | 68% |
| Heritage related training sessions (hrs.) provided to staff | 100% | 90% |
| Number of staff trained | 100% | 102% |
| Amount of Public funding leveraged | 61% | 101% |

| | Gosport | Swindon |
|--|---------|---------|
| Amount of Private funding leveraged | 100% | - |
| Number of heritage guidance documents produced | 100% | 100% |
| Number of HAZ dissemination events | 100% | 88% |

Source: SQW analysis of Historic England HAZ programme monitoring data

Table C-4: Round 1, performance against 'discretionary' indicators (Actual as a % of target)

| | Appleby | Coventry | Kings Lynn | Hull Old Town | Elsecar | Ramsgate | Weston Super-Mare | Nottingham | Sunderland | Sutton |
|---|---------|----------|------------|---------------|---------|----------|-------------------|------------|------------|--------|
| Number of projects/interventions designed to support the removal of an asset from the Heritage at Risk Register | 100% | 100% | - | - | - | - | 100% | 287% | 100% | 0% |
| Number of heritage items repaired or restored | - | - | - | 71% | - | - | - | 75% | - | 80% |
| Number of lost features being reconstructed | - | 0% | - | 0% | - | 100% | - | 125% | 100% | 0% |
| Total land area protected | - | - | - | 0% | - | 10% | 100% | - | - | 100% |

| | Appleby | Coventry | Kings Lynn | Hull Old Town | Elsecar | Ramsgate | Weston Super-Mare | Nottingham | Sunderland | Sutton |
|---|---------|----------|------------|---------------|---------|----------|-------------------|------------|------------|--------|
| Energy savings achieved (requires a baseline) | - | - | - | - | - | - | - | - | - | - |
| Number of updated list descriptions | 100% | 0% | 88% | - | 85% | - | 100% | - | 100% | 83% |
| Number of Historic Environment Records updated | - | - | 100% | 93% | 117% | 1060% | 100% | 89% | 100% | 700% |
| Number of community events held per year | 100% | 470% | 100% | - | - | 138% | 475% | 72% | 100% | 1200% |
| Number of attendees to HAZ related events | 100% | 71% | 813% | - | 937% | 454% | 100% | 15% | 100% | 99% |
| Number of volunteers involved in the HAZ | 100% | 100% | - | - | 852% | 10% | 100% | 72% | 100% | 4080% |
| Number of young people volunteering as part of the HAZ | - | 66% | - | 100% | - | - | 100% | 63% | - | - |
| Number of heritage related educational events | 133% | 71% | 400% | - | 220% | - | 100% | - | 100% | - |
| Number of beneficiaries to heritage related educational event | 475% | 83% | - | - | 364% | - | 100% | - | 100% | - |

| | Appleby | Coventry | Kings Lynn | Hull Old Town | Elsecar | Ramsgate | Weston Super-Mare | Nottingham | Sunderland | Sutton |
|---|---------|----------|------------|---------------|---------|----------|-------------------|------------|------------|--------|
| Number of apprenticeships provided | - | - | - | - | - | - | - | - | 100% | - |
| Number of funding sources leveraged | 100% | 100% | 200% | 100% | - | 0% | 100% | - | 100% | - |
| Donations received | 100% | - | - | 4% | - | 100% | 100% | 60% | 100% | |
| Formal engagement with heritage organisations | 100% | 96% | 100% | 100% | 350% | - | 100% | 105% | 100% | 0% |
| Informal engagement with heritage organisations | 100% | 37% | 100% | - | 275% | - | 100% | 82% | - | 400% |
| Number of projects improving public access of heritage (including digital access) | 100% | 70% | 100% | 100% | 33% | - | 100% | 90% | 100% | 0% |

Source: SQW analysis of Historic England HAZ programme monitoring data

Table C-5: Round 2, performance against 'discretionary' indicators (Actual as a % of target)

| | Bishop Auckland | Dewsbury | Greater Grimsby | North Lowestoft | Rochdale | Stoke | Walworth | S&DR |
|---|-----------------|----------|-----------------|-----------------|----------|-------|----------|------|
| Number of projects/interventions designed to support the removal of an asset from the Heritage at Risk Register | 90% | - | 100% | 33% | - | 86% | 18% | 71% |

| | Bishop Auckland | Dewsbury | Greater Grimsby | North Lowestoft | Rochdale | Stoke | Walworth | S&DR |
|--|-----------------|----------|-----------------|-----------------|----------|-------|----------|------|
| Number of heritage items repaired or restored | 50% | - | 0% | - | - | - | 150% | - |
| Number of lost features being reconstructed | - | - | 0% | 150% | - | - | - | 0% |
| Total land area protected | - | - | - | - | - | - | 100% | 100% |
| Energy savings achieved (requires a baseline) | - | - | - | - | - | - | - | - |
| Number of updated list descriptions | - | 100% | 0% | 11% | 100% | 9% | 100% | 71% |
| Number of Historic Environment Records updated | 100% | - | 237% | - | - | 85% | 0% | 40% |
| Number of community events held per year | 100% | - | 71% | 450% | 71% | 1500% | 244% | 88% |
| Number of attendees to HAZ related events | 100% | - | 259% | 101% | 92% | 1977% | 100% | 98% |
| Number of volunteers involved in the HAZ | 109% | - | 123% | 236% | 95% | 80% | 172% | 100% |
| Number of young people volunteering as part of the HAZ | 100% | 0% | 510% | 124% | 81% | 13% | 50% | - |
| Number of heritage related educational events | 100% | 94% | 100% | 325% | 100% | 60% | 120% | 88% |

| | Bishop Auckland | Dewsbury | Greater Grimsby | North Lowestoft | Rochdale | Stoke | Walworth | S&DR |
|---|-----------------|----------|-----------------|-----------------|----------|-------|----------|------|
| Number of beneficiaries to heritage related educational event | 100% | 100% | 100% | 103% | 100% | 5% | 112% | 89% |
| Number of apprenticeships provided | - | - | 100% | 100% | 100% | - | - | 100% |
| Number of funding sources leveraged | 113% | - | - | 200% | 85% | 40% | 80% | 108% |
| Donations received | - | - | - | - | - | - | - | - |
| Formal engagement with heritage organisations | 103% | 50% | 200% | 160% | - | - | - | - |
| Informal engagement with heritage organisations | 101% | 100% | 50% | 100% | 86% | - | - | - |
| Number of projects improving public access of heritage (including digital access) | 100% | - | 50% | 133% | 67% | 100% | 160% | 117% |

Source: SQW analysis of Historic England HAZ programme monitoring data

Table C-6: Round 3, performance against 'discretionary' indicators (Actual as a % of target)

| | Gosport | Swindon |
|---|---------|---------|
| Number of projects/interventions designed to support the removal of an asset from the Heritage at Risk Register | 100% | 100% |

| | Gosport | Swindon |
|---|---------|---------|
| Number of heritage items repaired or restored | 100% | 100% |
| Number of lost features being reconstructed | 100% | 60% |
| Total land area protected | 100% | 100% |
| Energy savings achieved (requires a baseline) | - | - |
| Number of updated list descriptions | 100% | 100% |
| Number of Historic Environment Records updated | 100% | 80% |
| Number of community events held per year | 633% | 350% |
| Number of attendees to HAZ related events | 100% | 897% |
| Number of volunteers involved in the HAZ | 100% | 372% |
| Number of young people volunteering as part of the HAZ | 100% | 360% |
| Number of heritage related educational events | 100% | 123% |
| Number of beneficiaries to heritage related educational event | 100% | 506% |
| Number of apprenticeships provided | 100% | - |
| Number of funding sources leveraged | 100% | 130% |
| Donations received | - | - |

| | Gosport | Swindon |
|---|---------|---------|
| Formal engagement with heritage organisations | 100% | 103% |
| Informal engagement with heritage organisations | 100% | 102% |
| Number of projects improving public access of heritage (including digital access) | 100% | 113% |

Source: SQW analysis of Historic England HAZ programme monitoring data

‘Local’ indicators

Table C-7: Common ‘local’ indicators aggregate forecast vs. actual

| Common indicator | HAZ | Local indicator(s) | Revised forecast | Actual | Actual as a % of revised forecast |
|---|-------------------|--|------------------|---------|-----------------------------------|
| Number of website visits / hits | Sutton | Number of visitor count on heritage related pages of the website and access to documents | 2,000 | 3,644 | 182% |
| | Weston-super-Mare | Gt Weston HAZ website hits | 1,500 | 3,053 | 204% |
| | Bishop Auckland | Website visits over 5 years | 809 | 809 | 100% |
| | Swindon | STEAM website visits | No target | 794,737 | n/a |
| | Swindon | Hits to Visit Swindon webpage, click on Swindon tab | No target | 8,494 | n/a |
| | Swindon | Hits to Visit Swindon product page - product details displayed | No target | 141,416 | n/a |
| | Swindon | Hits to Visit Swindon product page - added to itinerary | No target | 195 | n/a |
| | Swindon | Hits to Visit Swindon product page - Location map viewed | No target | 2,024 | n/a |
| Number of new residential units granted planning | Bishop Auckland | Housing units created through conversion | 17 | 17 | 100% |
| | Dewsbury | No of new residential units delivered as a result of interventions by the HAZ | 26 | 0 | 0% |

| Common indicator | HAZ | Local indicator(s) | Revised forecast | Actual | Actual as a % of revised forecast |
|---|-------------------|--|------------------|---------|-----------------------------------|
| permission / delivered | Rochdale | Number of new residential units created in heritage assets (listed/locally listed) in HAZ Number of new- build residential units created in HAZ | 55 | 30 | 55% |
| Number of businesses engaged / supported | Sunderland | Residential units created | 2 | 2 | 100% |
| | Sutton | Housing units granted planning permission | 38 | 206 | 542% |
| | Bishop Auckland | No of businesses engaged | 61 | 61 | 100% |
| | North Lowestoft | Businesses engaged | No target | 130 | n/a |
| | Nottingham | Number of Businesses engaged in HAZ related activities | 200 | 148 | 74% |
| Number of jobs created | Bishop Auckland | Partnership Scheme FTE Jobs Created | 17 | 17 | 100% |
| Social media reach / engagement | King's Lynn | Number of new jobs | 80 | 0 | 0% |
| | Sunderland | Number of jobs created | 53 | 53 | 100% |
| | Bishop Auckland | Friends / Followers / Group members social media | 1,379 | 1,379 | 100% |
| | Appleby | Numbers of hits on website(s) and other social media platforms | 100,005 | 100,005 | 100% |
| | Weston-super-Mare | HAZ Facebook reach HAZ Facebook engagement | 317,000 | 308,690 | 97% |

| Common indicator | HAZ | Local indicator(s) | Revised forecast | Actual | Actual as a % of revised forecast |
|--------------------------------|-----------------|--------------------------------------|------------------|--------|-----------------------------------|
| Increased footfall in HAZ area | Bishop Auckland | Increase in footfall in HAZ Zone | 5,500 | 3,199 | 58% |
| | Nottingham | Increase in footfall (% in HAZ zone) | 5% | 5% | 100% |

Source: SQW analysis of Historic England HAZ programme monitoring data

Annex D: Detailed survey approach and findings

Approach

- D.1** An online survey was designed by SQW and uploaded onto the SmartSurvey software. The survey was aimed at delivery and wider partners across all HAZs in the three funding rounds. Historic England HAZ leads were asked to distribute the survey link to partners, and where possible, send a completion reminder. The survey was open for four weeks (from early August to early September 2024). However, it was extended twice for a further five weeks in total (to early October 2024) in order to maximise the number of responses.
- D.2** The survey received 35 complete responses and 20 partial responses; the analysis below includes complete responses only.
- D.3** The following points are noted in relation to the response rate:
- Historic England's Policy and Evidence team / HAZ programme central team provided advance notice of the survey two weeks before it was launched, and sent three reminder emails to HAZ leads to distribute the survey.
 - It was difficult to contact some of the HAZs. For example, for some HAZs, the left Historic England following completion of the HAZ. Where HAZ leads remain within Historic England, roles have changed, and staff capacity was a challenge in some cases.
 - For the six case study areas, interviews with delivery stakeholders were prioritised over participation in the survey.

Survey findings

Background and involvement in the HAZ programme

- D.4** The majority of respondents were from a local authority or a Mayoral Combined Authority (31%) or a Voluntary, Community and Social Enterprise Organisation (26%). A smaller proportion of respondents were from a locally-based business (9%), an educational institution (3%), a Local Visitor Economy Partnership or Destination Management Organisation (3%) or were a developer or landowner (3%). The survey also received responses from a volunteer, someone identifying as an 'independent local individual', a representative from the Heritage Development Trust, a representative from a cathedral, a conservation architect, a consultant delivering business support and a representative from a Town Council.

Table D-1: Respondents' business or organisation (n=35)

| | Count | % |
|--|-------|-----|
| Local authority / Mayoral combined authority | 11 | 31% |
| Local Visitor Economy Partnership (LVEP) / Destination Management Organisation (DMO) | 1 | 3% |

| | Count | % |
|--|-------|-----|
| Locally-based business | 3 | 9% |
| Voluntary, Community and Social Enterprise (VCSE)* | 9 | 26% |
| Educational institution (e.g. school, college, university) | 1 | 3% |
| Developer / landowner | 1 | 3% |
| Other (please specify) | 9 | 26% |

Source: SQW analysis of e-survey

*Where responses in the 'Other please specify' box could be explicitly categorised as one of the organisation types listed, counts were manually added to the total. Four counts were added to 'Voluntary, Community and Social Enterprise (VCSE)'.

- D.5** Just under half of respondents were involved in a Round 1 HAZ (46%), with responses from Sunderland, Coventry, Weston-super-Mare, Ramsgate and Appleby, whilst just over half over responses were involved in a Round 2 HAZ (51%), with responses from Bishop Auckland, Stockton and Darlington Railway, Walworth, Dewsbury, North Lowestoft and Rochdale. The survey received one response from a Round 3 HAZ, namely Gosport.⁹
- D.6** The survey received no responses from the following HAZs: Elsecar, Greater Grimsby, Hull Old Town, King's Lynn, Nottingham, Sutton, and Swindon. Three of these HAZs were case studies (Grimsby, Hull and Swindon) with research conducted in parallel with the survey. In these areas, to minimise the research burden on stakeholders, case study interviews were prioritised over the completion of the survey.

Table D-2: Which HAZ were you involved in? (n=35)

| | Count (%) | | Count (%) |
|----------------|-----------|----------------------------------|-----------|
| Round 1 | | Round 2 | |
| Appleby | 1 (3%) | Bishop Auckland | 4 (11%) |
| Coventry | 4 (11%) | Dewsbury Living Market Town | 1 (3%) |
| Elsecar | 0 (0%) | Greater Grimsby | 0 (0%) |
| Hull Old Town | 0 (0%) | North Lowestoft | 1 (3%) |
| King's Lynn | 0 (0%) | Rochdale Cooperative Connections | 1 (3%) |
| Nottingham | 0 (0%) | Stockton and Darlington Railway | 4 (11%) |
| Ramsgate | 1 (3%) | Stoke-on-Trent Ceramic | 5 (14%) |
| Sunderland | 6 (17%) | Walworth | 2 (6%) |
| Sutton | 0 (0%) | Round 3 | |

⁹ Note, the survey was undertaken during the closedown period for Round 3 which may have contributed to the low response rate for this Round.

| | Count (%) | | Count (%) |
|-------------------|-----------|---------|-----------|
| Weston-super-Mare | 4 (11%) | Gosport | 1 (3%) |
| | | Swindon | 0 (0%) |

Source: SQW analysis of e-survey

- D.7** Respondents were asked to explain why they became involved in the HAZ programme in an open-text response box; 34 responses were received. Reasons for being involved in the HAZ programme included: they became involved through being part of an existing local partnership, such as being on a board or in a working group; they were involved in the application process for the HAZ; they worked for the Local Authority or another delivery organisation; or they owned a heritage building. More broadly, a number of consultees said that they became involved in the HAZ because they saw it as a good opportunity to improve their local area.
- D.8** Respondents were involved in a range of HAZ activities. Most commonly, respondents were involved in the design or delivery of community engagement activities (60%), the planning or design of the HAZ (57%), project management or governance (54%), and stakeholder management and general communications (49%).
- D.9** Other types of activities which respondents were involved in include the evaluation of the HAZ and grant administration.

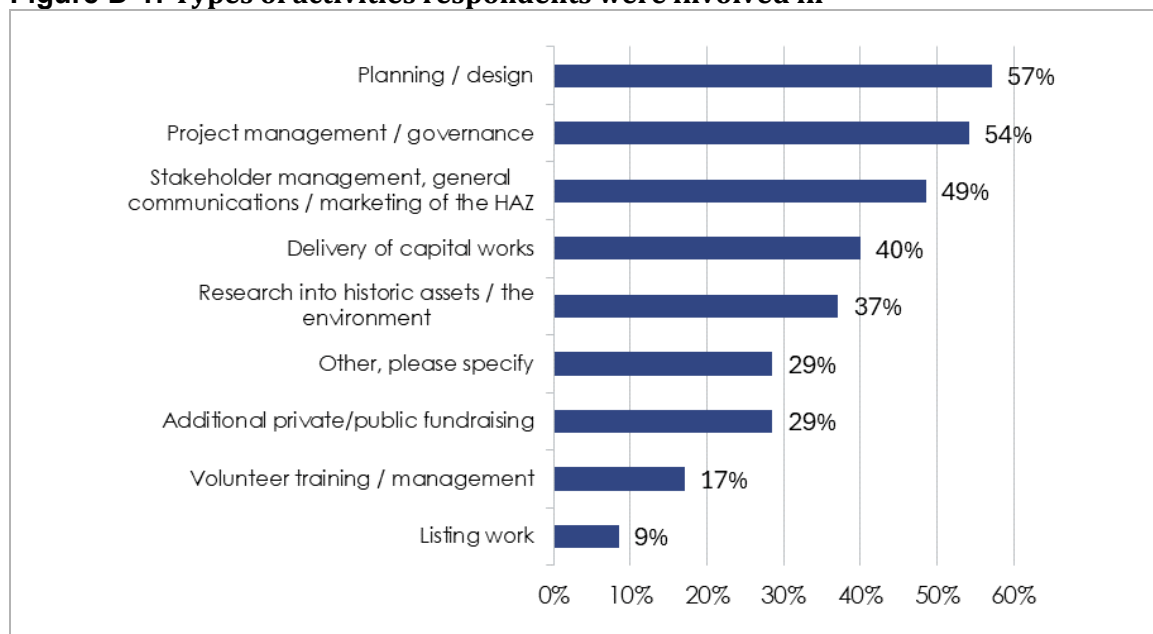
Table D-3: Which types of activities were you involved in? (n=35, multiple choice)

| | Count | % |
|--|-------|-----|
| Design / delivery of community engagement activities* | 21 | 60% |
| Planning / design | 20 | 57% |
| Project management / governance | 19 | 54% |
| Stakeholder management, general communications / marketing of the HAZ* | 17 | 49% |
| Delivery of capital works | 14 | 40% |
| Research into historic assets / the environment | 13 | 37% |
| Other (please specify) | 10 | 29% |
| Additional private/public fundraising | 10 | 29% |
| Volunteer training / management | 6 | 17% |
| Listing work | 3 | 9% |

Source: SQW analysis of e-survey

*Where responses in the

'Other please specify' box could be explicitly categorised as one of the activities listed, counts were manually added to the total. Four counts were added to 'design/delivery of community engagement activities' and one count was added to 'Stakeholder management, general communications / marketing of the HAZ'.

Figure D-1: Types of activities respondents were involved in

Source: SQW analysis of e-survey

Involvement in activities since the formal closure of the HAZ

D.10 Nearly half of Round 1 and Round 2 respondents said that, since the formal closure of their HAZ, they have been involved in ongoing activities relating to the HAZ, whilst 44% said they had not. Three respondents did not know if they had been involved in any ongoing activities.

Table D-4: Following the formal closure of the HAZ, have you been involved in any ongoing activities relating to the HAZ? (n=34)

| | Count | % |
|------------|-------|-----|
| Yes | 16 | 47% |
| No | 15 | 44% |
| Don't know | 3 | 9% |

Source: SQW analysis of e-survey

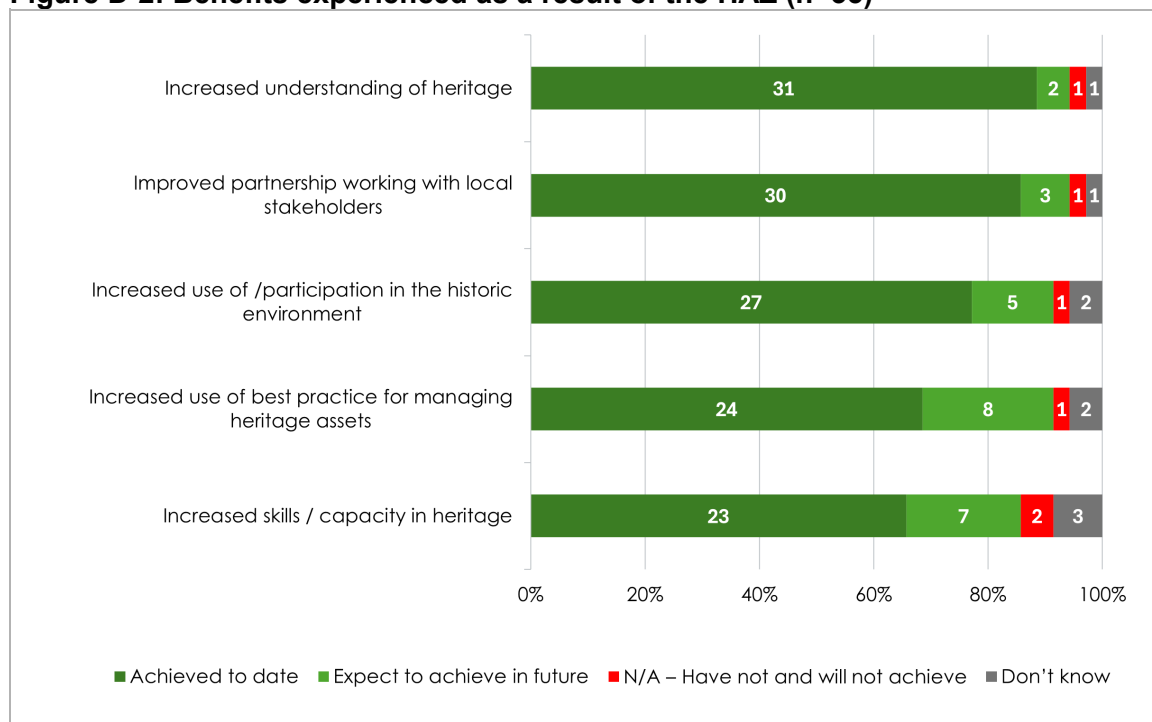
D.11 Those who said that they have been involved in ongoing activities relating to the HAZ (n=16) were asked to explain what activities they have continued to support. All 16 respondents commented. Most commonly, respondents said they been involved in community engagement activities. Other examples of activities include capital works legacy projects, working to leverage funding to support the continuation of HAZ-related activities, and continuing to be a member of local partnership groups, such as Town Boards and advisory groups.

D.12 At the time the survey was distributed, Round 3 HAZs were still in delivery. The respondent involved in a Round 3 HAZ said that they did not know if they expected their involvement to continued following the formal closure of their HAZ in September 2024.

Benefits of the HAZ programme

D.13 The majority of respondents said that themselves or their organisation had experienced the following benefits as a result of the HAZ: increased understanding of heritage (89%), improved partnership working with local stakeholders (86%), increased use/participation in the historic environment (77%), increased use of best practice for managing heritage assets (69%) and increased skills or capacity in heritage (66%).

Figure D-2: Benefits experienced as a result of the HAZ (n=35)



Source: SQW analysis of e-survey

Table D-5: Have you or your organisation experienced to date and/or expect to realise in future any of the following benefits as a result of the HAZ? (n=35)

| | Increased skills / capacity in heritage Count, % | Increased use of best practice for managing heritage assets Count, % | Increased use of / participation in the historic environment Count, % | Improved partnership working with local stakeholders Count, % | Increased understanding of heritage Count, % |
|-----------------------------|---|---|--|--|---|
| Achieved to date | 23, 66% | 24, 69% | 27, 77% | 30, 86% | 31, 89% |
| Expect to achieve in future | 7, 20% | 8, 23% | 5, 14% | 3, 9% | 2, 6% |
| N/A – Have not and will | 2, 6% | 1, 3% | 1, 3% | 1, 3% | 1, 3% |

| | Increased skills / capacity in heritage Count, % | Increased use of best practice for managing heritage assets Count, % | Increased use of / participation in the historic environment Count, % | Improved partnership working with local stakeholders Count, % | Increased understanding of heritage Count, % |
|-------------|---|---|--|--|---|
| not achieve | | | | | |
| Don't know | 3, 9% | 2, 6% | 2, 6% | 1, 3% | 1, 3% |

Source: SQW analysis of e-survey

D.14 Respondents were asked to comment on the wider benefits of the HAZ to their organisation, local area and/or local people; 28 responses were received.

D.15 Respondents most commonly cited benefits related to their local area. These included:

- **Economic benefits**, such as increased local tourism due to an enhanced visitor offer and a reduction in the number of vacant retail units due to the repair and restoration of buildings as part of the HAZ.
- **Visual improvements to the character and appearance of the local area** through, for example, the restoration of shop fronts. One respondent said that this had led to a reduction in the level anti-social behaviour in the HAZ area.

"The works that have been carried out have changed the streets from run down in appearance... to somewhere that is considered a great asset to [HAZ area]. The buildings have been restored to their traditional Victorian appearance and now provide a great visual enhancement to the character and appearance of that area."

Survey respondent

- **Leveraging funding** to support further activities related to the HAZ, such as delivering a second PSiCA scheme and undertaking additional research.
- **Stronger and embedded local partnership working arrangements**, which respondents anticipated will support the future management of heritage assets and the delivery of heritage related schemes.

"We have a strong partnership developed for the care, protection and promotion of [HAZ area's] rich and diverse heritage."

Survey respondent

- Respondents commented that the HAZ has benefitted local people through improving their understanding of and engagement with heritage, contributing to increased pride in place. Respondents attributed to this benefit to participation in community engagement activities delivered through the HAZ, which in several cases are expected to continue post-HAZ, as well to overall improvements to the visual appearance of heritage assets in the local area.

- In terms of benefits to their organisation, one respondent commented that the restoration of their shopfront has had a positive impact on their business (albeit did not expand on how), whilst another commented that the HAZ investment has improved rents and let-ability which has helped their business to become more sustainable.

Influencing factors

D.16 Respondents were asked to consider whether other sources of public or private funding (e.g. Town's Fund, Future High Street Fund, Levelling Up Fund), complementary ongoing regeneration activity in the local area, and local capacity to deliver heritage-led regeneration were less, equally or more important than the HAZ itself in the delivery of intended benefits for the area. Generally, respondents considered these factors to be equally or less important than the HAZ itself.

- More than half of respondents (55%) said that the capacity of the local authority, delivery partners and the community to deliver heritage-led regeneration was as equally important as the HAZ in the delivery of intended benefits for the area, whilst 19% said it was less important.
- Meanwhile, nearly half of respondents (47%) said that complementary ongoing regeneration activity in the local area was equally important to the HAZ in the delivery of intended benefits for the area, whilst 31% said it was less important and no respondents said it was more important.
- Responses varied slightly more regarding the influence of other sources of public/private funding on the delivery of intended benefits for the area compared to the HAZ itself – 42% of respondents thought that it was equally as important as the HAZ, whilst 26% thought it was less important and 16% thought that it was more important.

Table D-6: Did any of the following factors influence the benefits delivered by the HAZ, and would you say they less, equally, or more important than the HAZ itself in delivery intended benefits for the area?

| | Other sources of public / private funding (e.g. Town's Fund, Future High Street Fund, Levelling Up Fund) (n=31) | | Complementary ongoing regeneration activity in the local area (n=32) | | Capacity of the local authority, delivery partners, and the community to deliver heritage-led projects (n=31) | |
|--------------------------------------|---|-----|--|-----|---|-----|
| | Count | % | Count | % | Count | % |
| Yes, more important than HAZ | 5 | 16% | 0 | 0% | 2 | 6% |
| Yes, equally as important as the HAZ | 13 | 42% | 15 | 47% | 17 | 55% |

| | | | | | | |
|--------------------------------------|---|-----|----|-----|---|-----|
| Yes, but less important than the HAZ | 8 | 26% | 10 | 31% | 6 | 19% |
| No influence | 2 | 6% | 3 | 9% | 2 | 6% |
| Don't know | 3 | 10% | 4 | 13% | 4 | 13% |

Source: SQW analysis of e-survey

Reflections on design and delivery of the HAZ

D.17 Overall, the vast majority of respondents (97%, n=33/34) said that this type of programme is worthwhile. The remaining respondent was unsure.

What worked well?

D.18 Respondents were asked to comment on aspects of the design and delivery of the HAZ which worked well.

D.19 In terms of the design of the HAZ, several respondents said that the HAZ was well defined in scope, commenting that it was both pragmatic and creative.

D.20 Aspects of the HAZ delivery that respondents thought worked well included:

- The delivery of community engagement activities, which respondents considered to be highly successful.
- Engagement with key stakeholders, including property owners.
- Coordination and collaboration between key delivery partners, leading to stronger or new partnership working arrangements.
- The support and guidance of Historic England, with one respondent commenting that Historic England were “knowledgeable, [employed] effective management [and were] quick to respond to variations [to the delivery plan] and increased costs.”

What worked less well?

D.21 Respondents were asked to comment on aspects of the design and delivery of the HAZ which worked less well.

D.22 Whilst some respondents thought that the HAZ was well defined in scope, a larger proportion felt that the design of their HAZ was overambitious and unrealistic in the available timeframe. Other respondents felt that the coverage of a relatively large area in the HAZ design meant that the “impact [of the HAZ] is peppered through the town [and] the value is diluted”.

D.23 Respondents highlighted several aspects of delivery that worked less well. These included that the timescales for delivery were tight, the use of consultants to support delivery which they felt had led to the inferior quality outputs and sometimes delayed delivery, and a high turnover of staff across various delivery organisations. Several consultees also felt that engagement with building owners was challenging.

What improvements could be made?

D.24 Respondents were asked how this type of programme might be better planned and targeted, and delivery improved to create more and/or longer lasting effects. A number of suggestions were made, including:

- Recognising the power of the HAZ to leverage further funding and therefore support the continuation of HAZ related activities. Respondents commented that establishing a legacy plan to ensure staff continuity will help to realise this potential.
- More structured support from Historic England, such as producing clear written guidance (e.g. on how to monitor/record outputs).
- Concentrating the HAZ on a smaller area, particularly where the main focus is capital works, to maximise impact.
- Increasing the responsibility of voluntary and community groups in the design of the HAZ to support engagement and ensure the impact is beneficial locally.
- Managing expectations in relation to the impact of the HAZ, given the amount of funding available. Linked to this, one respondent commented that, in their experience, impact is most optimal when the HAZ is delivered as part of a wider regeneration scheme.
- Establishing monitoring and evaluation mechanisms and processes at the outset of the programme.

Final comments

D.25 Respondents were given the opportunity to make any further comments in relation to the design and delivery of the HAZ, or the wider HAZ programme (18 respondents provided further comments). Responses were overwhelmingly positive, with a number of respondents (10/18) commenting that it has been a pleasure to be involved in the HAZ programme and thanking Historic England and/or their local authority for work that has been done as part of the HAZ.

D.26 Respondents also commented on the positive impacts they have seen as a result of the HAZ as illustrated by the quote below.

“We enjoyed the process of doing public engagement, exhibitions and school projects. It was good to include volunteers in the projects and to see them grow in skills and confidence. It is so good to see positive reactions to improvements in the HAZ areas through restoration of buildings.”

Survey respondent

Annex E: Case studies

Hull

Overview of HAZ

- E.1** This case study relates to Hull Old Town HAZ. The case study involved consultations with five stakeholders involved in the delivery of the HAZ, including the Historic England delivery lead, the HAZ Project Officer, two local property organisations, a local business and funding recipient, as well as a visit to the Hull Old Town HAZ area, and a review of the HAZ closedown report and monitoring data.
- E.2** Hull is a port city on the Humber Estuary in the East Riding of Yorkshire. The Old Town is the oldest part of the city's port, and was founded by the monks of Meaux Abbey to export wool in the 12th century. By the early 20th century, Hull was England's third largest port, thriving as an exporter of goods from Yorkshire's manufacturing towns to Northern Europe, Scandinavia, and the Baltic States. In addition to import and export, the city was home to one of the world's most significant fishing fleets, as well as a prosperous whaling industry. The prosperity of the city over this period led to a rich array of heritage buildings in the Old Town, which was the city's financial and retail capital during this period. The Old Town was designated as a conservation area in 1973, and is home to 186 listed buildings in a range of building styles including medieval timber framed buildings, as well as examples of Stuart, Georgian, Victorian, and Edwardian architecture.
- E.3** With the decline of the British shipping industry during the latter half of the 20th century, the number of people living and working in the Old Town decreased dramatically. This was compounded by the advent of the internet, and large retailers increasingly opting to locate in larger, purpose-built shopping centres outside of the Old Town. More generally, as a result of the deindustrialisation of the UK, Hull faces substantial economic challenges. It has an economic inactivity rate of 25.2%, and substantially lower wages, 17% lower than the national average. The local authority area is the fourth most deprived in England, with over half of Hull's geographical areas in the most deprived fifth nationally.
- E.4** As a result of economic downturn and changes to the high street, property owners make lower returns than they historically have been able to. Therefore, refurbishing buildings is often financially unviable, particularly for listed buildings, which often require more costly capital works, meaning heritage buildings in the area were at risk. The HAZ was a partnership between
- E.5** Historic England, Hull City Council, Humber Field Archaeology, Fruit Market LLP, Holy Trinity Church, Hull BID, and Humber LEP. It was delivered between 2017 and 2022 and received £549k in funding from Historic England. This included £383k in PSiCA funding, £137k in Regional Capacity Building funding, and £30k from consultancy and other Historic England funded sources.

"Prior to HAZ it was market failure on the high street. This street had a Boots and an M&S. We built a new development at St Stevens by the station and Boots moved there and M&S moved out. It's market change too, for example, this street historically had three-four television shops in the 1970s so at Christmas you'd have thousands of people shopping down here, but they all got subsumed into Curry's, and we're losing banks too we've got five major bank buildings [on Whitefriargate]".

Consultee

Activities

E.6 The HAZ builds upon the successes of the UK City of Culture award in 2017 as well as existing work to re-purpose the Old Town area, aiming to maximising occupancy within the city's historic centre and promote Hull's historic fabric and cultural assets. The Historic England Urban Panel recognised the Old Town as an under-utilised asset in July 2014, and the HAZ aims were based partly on the recommendations made by the Panel. These aims, as stated in the Delivery Plan, were to:

- Engage with residents, business owners and visitors to the Old Town to develop a clear focus and vision for the Old Town.
- Enhance the Old Town built environment and encourage investment in historic buildings including increasing residential development.
- Understand heritage better and de-risk development in the area by providing technical and financial support for building owners wishing to undertake works to historic buildings in the Old Town.
- Unite partners and businesses in strengthening the Old Town 'brand' by reinforcing and trading upon the Old Town's unique historical and architectural character.
- Support efforts to strengthen the link between the city centre with the waterfront, help shape visitors' journeys through the city centre and enable the telling of the city's story to visitors, drawing on the significance of Hull's maritime history.
- Increase the residential population within the Old Town.

Outcomes / impacts

Research

E.7 The HAZ included a listing review, updating and enhancing the National Heritage List for England (NHLE). A total of seven listings were revised on the NHLE. Additionally, the Condition and Ownership Survey Research to identify residents, owners, tenants and businesses in the area, and the condition of their buildings, enabling the HAZ to identify sites for potential grant intervention.

E.8 This research will continue to have an impact on the future development of the Old Town area, and both the Listing Review and Condition and Ownership Survey have been used to inform the High Street Heritage Action Zone and Levelling Up Fund Grant Scheme.

Capital Works

E.9 Capital works were funded by the HAZ to reduce/avoid risk to the historic environment. This included the restoration of 12 heritage buildings across the Old Town, primarily located on Whitefriargate, but also including the Conservancy Buildings, Exchange Building, and the King's building. Consultees reported that the HAZ reduced the conservation gap - the difference between anticipated costs and financial returns – for the restoration of heritage buildings. Historically, high costs of restoration and the low returns on this spending (from rental income) meant that many properties were becoming increasingly rundown. Consultees reported that this created a "catch-22 situation",

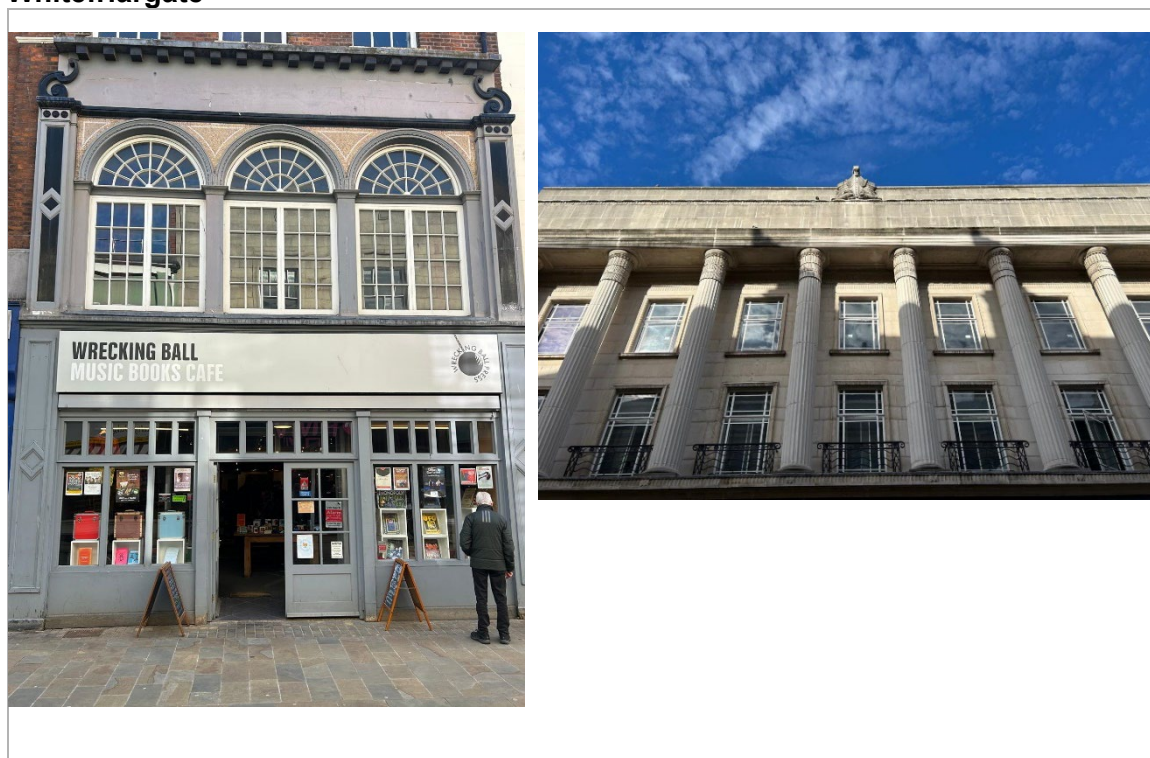
whereby prospective tenants will not lease properties due to their poor condition, and property owners will not invest in improvements because of low financial returns. The HAZ funded capital works helped to address this conservation deficit by reducing the cost burden on property owners.

“To directly address the conservation deficit; the viability gap, create activity that wouldn’t have happened – it’s the lever that gets the boulder running down the hill. More has happened in the last 12-24 months than in the last 12-24 years. They didn’t really invest in these buildings – the upper floors were empty. The HAZ and the LEP have provided a vessel for urban regeneration”..

Consultee

- E.10** Capital works also helped to increase the availability of commercial space, bringing 3,532 sqm of commercial floorspace back into active use. This includes major sites such as the ex-HSBC building on Whitefriargate, which is now occupied, and the former Marks & Spencer site, which remains vacant.

Table E-1: Wrecking ball record shop, and the former M&S building on Whitefriargate



Source: Photos taken by SQW

Spotlight: Former HSBC bank Building, Whitefriargate

One consultee, a director of a SME, reported that the grant had been a significant factor when deciding to purchase 55 Whitefriargate, a large Grade II listed building, and the vacant site of a former bank. The £1.6 million redevelopment, co-funded by the HAZ and the business, has transformed the previously vacant site into the business's head office. Additionally, several floors of office space are now available for rent to other businesses.

Therefore, the funding enabled the regeneration of a site which would otherwise have been vacant. As a result, the business, which employs around 100 people, is now based on Whitefriargate. The consultee highlighted that the benefits of the HAZ funding extend beyond the direct impacts of the capital work on the property, reporting that daily, the business's staff spend in local businesses, and that they regularly utilise the surrounding cafes, bars and restaurants for entertaining clients.

"The grant was one of the deciding factors for taking on this building. It'd have been more of a struggle for us if we'd not got it – we'd probably have just done the bottom floor and not the other [four]. It enabled us to do what we wanted with the building". **Consultee**

Figure E-2: The Former HSBC building on Whitefriargate



Source: Photos taken by SQW

E.11 The HAZ planned to undertake more capital work, however consultees reflected that they had been overambitious at the outset of the programme: the complexity of projects, cost

inflation, and supplier backlogs following the COVID-19 pandemic, reduced the quantity of capital projects that could be delivered.

- E.12** One private sector stakeholder reported that they had received around a third less funding than they had anticipated towards the cost of capital works, and that delays in receiving funds reduced the window for spending it. One impact of these administrative delays was that quotes from contractors became out of date as they received funds, re-quotes tended to be higher than the funds initially agreed by the HAZ, leaving the partner to cover the uplift in costs.

Community & Engagement

- E.13** Through engagement activities including a total of 156 hours of heritage training provided to 31 staff and four volunteers across 12 heritage related training events, the HAZ enhanced local / regional capacity. The involvement of council staff in the delivery of the HAZ itself also helped to build capacity and knowledge around the delivery of funding schemes, and the management of heritage assets.
- E.14** Additionally, the HAZ held 12 community events, and eight heritage related educational events, as well as other initiatives such as a community archaeology initiative at the South Blockhouse. In total, these events engaged 14,341 people.
- E.15** One particularly important outcome of the HAZ was the improved partnership working between local stakeholders. Two organisations, Wykeland Group and Trinity House, own most of the significant buildings in the Old Town. Prior to the HAZ, engagement between them had been limited. Consultees reported that the HAZ had significantly improved the relationship between these two key stakeholders, and with the council. The two organisations are now working jointly on projects alongside the council, including a project to brand Whitefriargate to capitalise on the progress made during the HAZ, as well as a website which provides information on the history of Whitefriargate, as well as the availability of commercial and residential properties. This represents a significant shift and will be important for future regeneration in the Old Town. Consultees reflected that having two large stakeholders was a major enabler. Both stakeholders were on board early in the process, which meant that activity could progress quicker than if there were multiple smaller stakeholder groups to engage with. In addition, both are large, experienced land and property organisations, which made the process simpler than engaging with small individual businesses, such as shopkeepers.

“It’s advantageous having two property owners rather than individuals- they have funding and it’s easier to engage with two big stakeholders rather than lots of little ones”.

Consultee

- E.16** Engagement with Wykeland Group and Trinity House during the HAZ has also increased use of best practice for managing heritage assets. These stakeholders had reportedly shifted their approach towards the management of their heritage assets, and could see the potential benefits of investment in their properties. This said, the viability gap remains a barrier to further investment.

Impacts

- E.17** The HAZ has leveraged significant further public/private investment, including £2.26m in private sector funding; £405k being match funding for PSiCA funded capital projects. Most significantly, the HAZ leveraged £24.34m in public funding, included Levelling Up Funding,

the Humber High Street Challenge, Highways England, and the High Street HAZ. Consultees felt strongly that the HAZ had enabled the area to secure this additional funding, and that heritage played a central role in those funding bids.

“I think being seen to use the previous funding wisely was a big thing. We could say we’ve done this that and spent this money. They saw we were being proactive rather than reactive. The biggest thing is honest dialogue between us and the funders”.

Consultee

- E.18** As the example of the redevelopment of the HSBC building above highlights, the HAZ has enabled some businesses to locate in the Old Town which would not otherwise have done so, increasing local employment opportunities.

“It’s definitely creating properties that can be occupied again – creating jobs and all of the income that comes with that – tax rates and business income. It deals with the conservation deficit and decaying buildings and sets them up for another 50-100 years”.

Consultee

- E.19** Consultees reported that for businesses located in the Old Town, seeing significant investment in the area, had helped to overcome a sense of decline on the street, and had increased the overall confidence of businesses to invest in their own businesses and properties. This, consultees reported, contributes to a greater sense of pride in place, as well as progress towards sustainable economic growth. This can be seen through continued activity on Whitefriargate, with property company Wykeland purchasing multiple sites, including the ex-Burtons site, which is currently undergoing a £2.6m restoration, part funded by Historic England.

“It’s reassured people that [Whitefriargate has] got a future. That in itself is a big thing. When businesses are struggling, if you think that everything else is caving in that’s worrying, but I don’t think people think that here. That gives people confidence to invest”.

Consultee

Contribution analysis

- E.20** HAZ took place within the context of multiple regeneration initiatives which will influence the longer term impacts in the area. Other funding such as Levelling Up and the Hull High Street Heritage Action Zone also invested substantial amounts into the area; some overlapping with HAZ funding. Consultees reported that the HAZ was a particularly important enabler of activity, and in securing further funding. One consultee described the HAZ as being the “touch paper” which enabled further activity to take place, influencing the success of the High Street Heritage Action Zone and Levelling Up Fund bids.

Additionality

- E.21** Strong additionality was described by consultees, particularly relating to the outcomes and impacts arising from capital work and the enhanced partnership working between key stakeholders which has continued beyond the closure of the HAZ. In particular, it was reported that the HAZ addressed the conservation gap in a way that would not otherwise have occurred. Consultees highlighted that, whilst much of the community engagement would have occurred, with events taking place in Hull every week, they may not have focused as explicitly on heritage without the HAZ.

“It’s allowed us to do capital projects that we’d have struggled to do. They wouldn’t have happened at the speed they’ve happened. We’ve managed to commit monies as a charity but you’re getting 50% assistance. That’s allowed us to bring building on the street back into occupation. They took the next-door unit which was also refurbished under the scheme”.

Consultee

“Without HAZ and LUF nobody in their right minds would’ve spent their money on that. It’d be left to decay, bits would’ve fallen off and it’d be boarded up”.

Consultee

Conclusions

E.22 The Hull HAZ has successfully facilitated the regeneration of several sites in the Old Town, some of which are now occupied. The activity and investment during the HAZ has acted as a catalyst for further investment, both public and private, into other buildings in the area. The more significant longer-term impact of the programme is the buy in of local property owners and stakeholders, leading to their cooperation of major on regeneration work into the future. It was reported that it is important to allow time and resource to build these relationships, and to build confidence and trust with key stakeholders.

Weston-super-Mare

Overview of HAZ

- E.23** This case study relates to Weston-super-Mare HAZ. The case study involved consultations with five stakeholders involved in the delivery of the HAZ, including the Historic England delivery lead, the HAZ Project Officer, a delivery partner, a member of local government, and a local civic organisation, as well as a visit to the Weston-super-Mare HAZ area, and a review of the HAZ closedown report and monitoring data.
- E.24** Weston-super-Mare is a seaside town located in North Somerset, approximately 20 miles south-west of Bristol. Originally a small village, it transformed into a popular seaside resort during the 19th century, driven by the growing Victorian middle class's desire for seaside holidays. The town's growth was significantly boosted when the Bristol and Exeter Railway extended a branch line to Weston-super-Mare in 1841. By 1844, this railway was bringing around 23,000 visitors to Weston each year. This influx of tourists brought considerable wealth to the area, leading to a substantial increase in the permanent population—from 2,103 in 1841 to 19,018 by 1901. This expansion and affluence spurred the construction of many of the Victorian buildings in Weston today. Notably, the designs of Hans Price, a prominent local architect, dominated the landscape between 1860 and 1912, many of which survive to this day.
- E.25** The challenges faced by Weston are similar to those faced by many Victorian seaside towns. In particular, the rise of cheap, overseas holidays from the 1960s onwards, resulted in falling visitor numbers. Though the town still receives day-trippers from nearby Bristol, the local economy has declined since its tourist heyday. Today, Weston has significant areas of deprivation, with eight of the town's 62 Lower Super Output Areas (LSOAs) being in the top percentile of deprivation in England.
- E.26** Weston town centre has experienced particular decline, owing to a shift away from high-street shopping towards out of town retail parks and online shopping, and poor links between the railway station and the seafront meaning that the town centre can be bypassed by visitors.
- E.27** As a result of the town's waning economic fortunes, historic buildings in the area experienced a conservation deficit, whereby the cost of repairing buildings exceeds building value, rental or business income on completion of the works. The HAZ was launched to promote the role of heritage in helping to revitalise the decline in the condition of the town's historic buildings, as well as to increase knowledge of and participation among local people in the town's under-appreciated architectural history.
- E.28** The HAZ was a partnership between Historic England, North Somerset Council, and the Weston Town Centre Advisory Group, which included local stakeholders such as the Town Council, Civic Society, Traders Association, Business Improvement District, local Museums, and Heritage Champion Cllr John Crockford-Hawley. It was delivered between 2017 and 2022, and received £620k in Historic England funding. This included £343k in PSiCA funding, £237k in Regional Capacity Building funding, and £40k in commission funding.
- E.29** The HAZ aimed to:
- Change the perception of Weston to increase its appeal and stimulate economic growth, enabling it to thrive for future generations.

- Raise an awareness of Weston's heritage by engaging residents and stakeholders, undertaking research and promoting its findings.
- Improve the public realm, shopfronts (informed by a shopfront design guide) and develop clear routes within the town centre.
- Undertake a review of the centres Conservation Areas and historic buildings; consider further formal designations, prepare a Local List; and raise design standards¹⁰

Activities

- E.30** Weston's planned activity included a mixture of capital works, research, and engagement. Planned capital works included the 'Living Above The Shop' scheme, a match funded grant scheme designed to encourage people to live in properties over shops in the town centre, as well as grants for shop front (match funded) and shop sign improvement.
- E.31** In order to address the lack of public awareness of local heritage, substantial research and engagement activities were planned. This included contextual signage to develop clear heritage routes within Weston town centre to encourage people to explore the local historic environment, the 'Looking Up Project', designed to encourage local residents and visitors to learn more about Weston town centre and gain an appreciation and understanding of how and why the town has developed, and Heritage Health Walks, which incorporate heritage trails into an existing programme of Health Walks.
- E.32** Research funded by the HAZ included the publication of a book on the town's heritage, a listing review, and heritage landscape characterisation, as well as a Heritage Strategy.

Outcomes / impacts

Research

- E.33** Research work enabled a **more comprehensive record of the area's historic environment** as well as an enhanced understanding of heritage assets. A total of 24 heritage documents were produced, more than the nine initially planned, including a [Historic Landscape Characterisation](#), Conservation Area Appraisal Management Plan, a Shopfront Design Guide, as well as research aimed at public engagement such as a book, '[Weston super-Mare, The town and its seaside heritage](#)', and guides for heritage walks.
- E.34** The **HAZ updated/enhanced the National Heritage List for England (NHLE)**, adding two buildings to national listings, as well as 17 to the local heritage list.
- E.35** Research and strategy work completed both during and after the HAZ will **inform the use and management of heritage in future**. The Place Making Strategy produced by the council was particularly significant, setting out a ten-year vision and programme of activity, which includes a strong emphasis on Weston's architectural heritage. Additionally, the Shopfront Design Guide produced as part of the HAZ ensures that shop fronts in the town are renovated in accordance with required standards, creating greater uniformity along the high street, and **increasing use of best practice for managing heritage assets**. [The Conservation Area Appraisal and Management Plan](#) and subsequent amalgamation of four conservation areas resulted in their removal from the Heritage at Risk register.

¹⁰ Weston HAZ delivery plan

Capital works

E.36 Capital works funded by the HAZ have resulted in a reduction/avoidance of risk to the historic environment. The Shopfront Improvement Grant funded a total of four improved shopfronts. These were Rossiter & Sons Jewellers, the Walker & Ling department store, the Stage Door, and the Albert Inn.

Figure E-3: The Stage Door and Albert Inn, both restored with Historic England funding



Source: Photo taken by SQW

E.37 The number of capital works completed were significantly below the anticipated target of 50 heritage buildings restored or repaired, and the 'Living Above The Shop' grant did not successfully return any housing units to use. Consultees reported several challenges in completing capital works. These included:

- A relatively large number of small property owners in Weston compared with other HAZ areas vastly increased project officer engagement time to gain buy in, whereas areas with a small number of large institutional property owners had fewer stakeholders to get on board and could more easily drive forward large capital work programmes.
- The instability experienced by business owners during the COVID-19 pandemic meant many businesses were more reluctant to, or could not afford to, commit to capital works, even with the availability of match funded opportunities.
- The rising costs of labour and materials as a result of inflation and COVID-19 further impacted willingness to undertake capital works.

E.38 In addition to the four shop fronts which were restored, a further 18 were either measured, designed, or had planning permission approved for future works. The completion of this research work may have an impact in future under more favourable economic conditions, and as business owners look to replace shop frontages. Consultees felt that, as the overall

quality of shop frontages improves, business owners are more likely to make improvements in order to keep up with their neighbours.

“It’s a snowball effect too. You get HAZ happens, and then local businesses take a bit more pride in their buildings, you get more local people going to those areas... it brings pride and positivity”.

Consultee

Community & engagement

E.39 A particularly important impact of the programme is the perceived shift in how the local authority approaches heritage. Prior to the HAZ it was felt the town’s heritage was underappreciated and undervalued by the local authority. However, the benefits of a more constructive approach is recognised with the town’s historic environment now playing a strategic role. North Somerset Council’s new Heritage and Design team is an illustration of such a commitment, and the town’s Heritage Champion is now its Mayor.

E.40 Consultees reported that the support and engagement from Historic England as a central government body had highlighted the value of local heritage, and led to increased confidence and renewed interest in heritage amongst local decisionmakers.

“Before, the council just didn’t get it, they weren’t interested, so the aim of the Weston HAZ was to change that. There’s more of an appreciation. That cultural change was the most important thing”.

Consultee

E.41 In addition, the HAZ has resulted in **increased heritage capacity, knowledge and skills** in the Local Authority. A substantial training programme was implemented, including:

- 184 hours of heritage related training were delivered to 27 staff
- 140 hours of heritage related training were delivered to 59 volunteers
- 96 hours of heritage related training were delivered to 26 elected members.

E.42 This was twice the amount of volunteer and staff training anticipated at the outset of the HAZ.

E.43 The HAZ has also **improved partnership working between different stakeholders** in the town. The project officer role was considered essential by consultees in fostering engagement between partners, including local property owners, local government, and others such as the civic society and Weston Museum.

E.44 This was twice the amount of volunteer and staff training anticipated at the outset of the HAZ. In addition, Weston Town Council created a heritage team, focused on the management of the town’s heritage assets, and the mayor, elected following the HAZ, is the town’s former Heritage Champion.

E.45 The HAZ has also improved partnership working between different stakeholders in the town. The project officer role was considered essential by consultees in fostering engagement between partners, including local property owners, local government, and others such as the civic society and Weston Museum.

“We’ve established these relationships with these different organisations. The relationships and the community links that we’ve established will go on for ever”.

Consultee

E.46 A substantial community engagement programme conducted by HAZ partners has **increased local participation in and understanding of heritage**. 72 heritage related education events were held, which engaged a total of 13,181 people. These included a series of Heritage Open Days, as well as Heritage Forum and Civil Society presentations. Additionally, the 'Aerial photography' and 'Weston super-Mare, the town and its seaside heritage' exhibitions held at the Grand Pier, and the 'From Village to Town' exhibition at Weston Museum, attracted 11,000, 15,000, and 4,000 visitors respectively. Contextual signage around the town enabled people to more easily identify historic buildings and a digital mapping resource, '*Know Your Place*' was also produced, enabling local people to explore their neighbourhood online through old maps-

E.47 Weston Museum's engagement with schools was another important element of community engagement. The museum was able to expand its reach by tailoring the content to ensure it aligned with the school curriculum, allowing it to engage with schools across the area. Consultees reported that these engagement sessions also helped to create **a sense of pride in place** for both children and adults by teaching them about a history of their town they were often not aware of.

"Going out to schools and showing children what an amazing place it was in its day, explaining to children their history – you can see them change when you talk to them about what people have done in the past – you're telling the children that they matter and that increases confidence".

Consultee

"Working with adults, when you give heritage talks to them, people will often say to me 'I didn't realise how relevant the history of these local areas was'. Sometimes I give talks to groups who weren't local history groups, for example, women's institutes, but one thing everyone likes to do is reminisce and so I'll talk about the high street buildings and that leads to a lot of conversation".

Consultee

Impacts

E.48 The HAZ has **enabled further public/private investment to be leveraged** in Weston, amounting to £73k of private funding, mostly match funding for capital works, and £5.1m of public funding, which includes the HSHAZ and Levelling Up Funding, which were secured subsequent to the delivery of the HAZ. The greater emphasis placed upon heritage in funding bids, as well as the demonstrable success of the HAZ delivery and partnership working, were widely credited by consultees as being the catalyst for further public funding secured in Weston.

"What we've delivered in terms of buildings the HAZ was very little but it allowed to do more with the HSHAZ and then later the Levelling Up. This wouldn't have happened without HAZ because we had the conservation area and the policy mandate." – Consultee

"It's provided the assurance to the lottery funding and over investors that we can work in partnership".

Consultee

E.49 Consultees highlighted that, in addition to generating additional funding, the increased focus of the local authority on heritage had resulted in an increase in arts and cultural

events taking place in Weston, **increasing local tourism, and local economic activity**. For example, Banksy's Dismaland exhibition was held in the Tropicana building, attracting some 150,000 visitors, and the [See Monster](#), one of the UK's largest public art installations, built on a decommissioned oil rig, was located on the Weston-super-Mare beach. Consultees largely attributed this activity to the HAZ, and the changed strategic direction of the council.

"Banksy having Dismaland held at the Tropicana was amazing. It was all part of the council having an appreciation of arts and culture".

Consultee

Figure E-4: Walker and Ling, a department store, restored its shopfront with HAZ funding. Replacing plastic signage with a restored version of its 1956 mosaic design with brass lettering.



Source: Photo taken by SQW

Contribution analysis

E.50 Whilst other activity was underway in Weston before and during the delivery of the HAZ including Weston Creative Hub, and the redevelopment of The Tropicana, and Italian Gardens / Town Square, consultees reported that the HAZ was the predominant contributing factor to many of the identified outcomes. In particular, the shift in approach from local government towards the increased strategic prioritisation of heritage was considered to be primarily as a result of the HAZ. Further funding secured by the area was also reported to have been strongly influenced by the HAZ, with heritage featuring heavily in funding bids, and the Place Making Strategy, produced as part of the HAZ, contributing significantly to the success of these funding bids.

Additionality

- E.51** Consultees reported strong additionality of activities and outcomes arising from the Weston HAZ. In particular, much of the public and stakeholder engagement was unlikely to have happened to the same scale without the HAZ, and the increased strategic prioritisation of heritage from the council would not have occurred without the experience of, and engagement with the HAZ. Though it is difficult to ascribe the success of funding bids entirely to the HAZ, the work completed during the HAZ, and heritage more broadly, featured in heavily these funding bids, and consultees reported that the HAZ had been a catalyst for further funding.

“What was really good was that they produced a Place Strategy; a brochure of ambition that acted as a programme for future investments. That was an important document for future funding. It can accompany a bid document to government. It’s been a catalyst for further funding – It’s given the council and stakeholders a focus on heritage”.

Consultee

Conclusions

- E.52** Weston-super-Mare HAZ successfully delivered a substantial amount of research projects and community engagement, as well as a more limited programme of capital works.
- E.53** The HAZ was limited in its ability to undertake capital works by contextual factors such as the economic instability caused by the COVID-19 pandemic, inflation, and the reluctance / inability of businesses to contribute match funding. These challenges could not be overcome during the HAZ period. However, the relationships developed between local businesses, policymakers and stakeholders, as well as the research conducted to protect heritage and facilitate future work, represent a substantial longer-term impact beyond the life of the HAZ, and will be a significant enabler of future regeneration work. The HAZ was regarded by consultees as a catalyst for much of the funding, regeneration efforts, and cultural events that have occurred in Weston since its closure. The council’s renewed focus on heritage, which included the development of strategies that prominently featured heritage, alongside the successful delivery of the HAZ, were identified as significant factors in attracting funding and events to the town.
- E.54** Public engagement was crucial for the HAZ’s success, and consultees reported that future programmes should continue to prioritise this through the project officer role. In addition, the arm’s length nature of the HAZ / project officer helped to secure stronger buy in amongst stakeholders than would have been the case if it was a council programme. This is a result of both the galvanizing effect of being recognised by national / central government bodies such as Historic England, as well as reported public scepticism around council led regeneration work.

“It’s about responding to local need. But it always needs to have someone start the process.”

Consultee

Greater Grimsby

- E.55** This case study relates to Greater Grimsby HAZ. The case study involved consultations with five stakeholders involved in the delivery of the HAZ, including the Historic England delivery lead, the HAZ Project Officer, an employee of the local council, and a building preservation trust, as well as a visit to the Greater Grimsby HAZ area, and a review of the HAZ closedown report and monitoring data.
- E.56** Grimsby is a port town located in North East Lincolnshire, south of the Humber estuary. Historically, Grimsby's economy was based primarily around the maritime industry, in particular fishing, with the port being home to the biggest fishing fleet in the world in the 1950s. As Grimsby is a port town located in North East Lincolnshire, south of the Humber estuary. Historically, Grimsby's economy was based primarily around the maritime industry, in particular fishing, with the port being home to the biggest fishing fleet in the world in the 1950s. A significant amount of economic activity was centred around the historic Grimsby docks, known as the Kasbah, which was home to a wide array of businesses, including retail outlets, smokehouses, warehouses, sail makers, as well as banks¹¹, all primarily trading around the fish and imported goods landed at the docks. At the height of this maritime economy, there were eight jobs on shore centred around the fishing and maritime sector, for every one job at sea¹². As a result, the Kasbah is deeply engrained in the psyche of the local population, with consultees reporting that almost everyone has some connection to the docks and the businesses that were based there.
- E.57** The decline of the fishing and maritime sector in Grimsby has dramatically impacted the local economy, and many of the buildings around the docks housing maritime and adjacent businesses, fell into disuse and disrepair. Associated British Ports (ABP) owns almost all of the 85 buildings in this area. However, with current tenant revenue and property values for buildings on the docks not high enough to justify maintenance and restoration works, many of these buildings face a significant conservation deficit. As a result, many buildings had fallen into disrepair, and some substantial assets had been demolished, these include the Cosalt Buildings, a series of Victorian and Edwardian buildings on the docks¹³. Public opposition, and campaigning from organisations such as Save Britain's Heritage led North East Lincolnshire Council to designate the area as a heritage conservation area in 2017.
- E.58** Around the same time, Grimsby was the recipient of Towns Fund funding amounting to £20m¹⁴, as well as the adoption of a new local plan, and council acquisition of key heritage assets such as Victoria Mills in the town centre. The HAZ therefore presented an opportunity to maintain this momentum, and to bring these strands of activity together with a heritage focus.
- E.59** The Greater Grimsby HAZ ran between 2018 and 2023, and was a partnership between Historic England, North East Lincolnshire Council (NELC), ENGIE, Associated British Ports (ABP), and Humber Local Enterprise Partnership, as well as receiving funding from the National Lottery Heritage Fund, the Architectural Heritage Fund and Arts Council England. It received £643k in Historic England funding, including £100k of Heritage At Risk funding, £354k in PSiCA funding, £107k in Regional Capacity Building Programme funding, and £82k in Cultural Recovery Funding. Its aims were to:

¹¹ [Heritage – The Kasbah Grimsby](#)

¹² <https://www.economist.com/britain/2019/11/21/labour-is-losing-the-battle-for-grimsby>

¹³ [Press release: Associated British Ports bulldozes unique historic buildings on Grimsby Docks](#)

¹⁴ [Grimsby receives £20m government cash for town centre transformation - BBC News](#)

- Deliver a transformational programme of heritage led regeneration.
- Develop NEL's reputation for the positive and proactive management of heritage assets.
- Encourage and support local authority investment in the management and maintenance of its heritage assets.
- Improve the condition of some of Grimsby's most 'at risk' areas and buildings.
- Raise the profile of Grimsby's Heritage.
- Realise opportunities for economic and social benefit.
- Strengthen local partnership working.
- Build local capacity, skills and experience.

Activities

E.60 Planned activities included:

- capital works to repair key heritage assets in the area (such as Petersons Smokehouse and the West Haven Maltings)
- engagement with the public, volunteers, and local stakeholders to raise awareness of Grimsby's heritage and to inform the future management of heritage assets
- supporting the council with a review of existing listed buildings and to identify opportunities for new listings
- build the capacity of local stakeholders such as the Greater Grimsby Ice Factory Trust.
- Much of this activity was delivered as planned. However fewer buildings were restored than anticipated due to the impact of the COVID-19 pandemic and rising costs owing to inflationary pressures.

Outcomes / impacts

Research

E.61 Through research work the HAZ enabled a more comprehensive record of the area's historic environment and an enhanced understanding of heritage assets. Examples of this research include the production of an online map showing local heritage assets and HAZ projects. In addition, ten buildings were locally listed.

E.62 Additionally, research work conducted by Historic England enhanced understanding of heritage assets and their potential reuse. One example of this is the research report produced on the West Haven Maltings, Garth Buildings, and Migar House, which provided an understanding of the evolution of the structures, as a chronological interpretation of the buildings' development to their current form. This research also helped to inform the re-development of the West Haven Maltings site into new youth zone.

Capital Works

- E.63** PSiCA funded capital works enabled a **reduction in risk to the historic environment**, funding the restoration of 11 heritage buildings. Repair work meant that nine of these buildings were removed from the Heritage at Risk Register. Key examples of capital works included the Peterson's Project, which brought Petersons Smokehouse, a Grade II listed building, back into use, removing it from the at risk register, as well as external work on one building on Wharncliffe Road.
- E.64** In funding and supporting capital works, the HAZ has increased commercial space available in the area; returning a total of 1,228 sqm of commercial floorspace brought back into use. Consultees provided examples of previously vacant heritage buildings being brought back into commercial use, including the former Consolidated Fisheries buildings on Aukland Road, which were restored with ABP and PSiCA funding in partnership with a local business and a community group, and now houses two coffee shops.
- E.65** In addition, the HAZ has increased local housing availability, bringing 24 housing units back into residential use through the re-development of The Cooperage, formerly part of the Hewitt Brothers Tower Brewery complex. This re-development was privately undertaken, supported by a research report and capital works funded by the HAZ.

Figure E-5: The Great Escape, Coffee On The Docks on Aukland Road (the former Consolidated Fisheries building), and Alfred Enderby Smokehouse on Maclure Street, three buildings restored by the Kasbah PSiCA



Source: Photos taken by SQW

Community and Engagement

- E.66** Community engagement has been successful in increasing local participation in the historic environment. Consultees reported that local people had previously viewed the Grimsby Kasbah as a symbol of the town's decline. However, as a result of engagement activities and demonstrable progress in the area, consultees reported that perceptions of the area had changed, with local people now viewing the area as a symbol of regeneration. Events such as Heritage Open Days, which saw approximately 2,000 visitors in 2023, and

Grim Falfest Viking Festival, helped to build public awareness of the HAZ and heritage more generally. Public support for the preservation of heritage was considered to be a substantial driver of buy in from the local authority, and in influencing landowners such as ABP to protect heritage assets.

- E.67** The HAZ delivered 51 dissemination events, significantly above the 15 originally planned, and 20 guided heritage documents (above the five planned) which increased local understanding of heritage, and helped to raise awareness of the HAZ delivery. In addition, a heritage trail was developed, connecting key heritage assets within the HAZ, and a website (thekasbah.co.uk) was developed and launched thanks to an NLHF Digital Confidence Fund grant, with support from the HAZ, aiming to increase awareness of the Kasbah's heritage and history, as well as its future ambitions.

Figure E-6: Public realm work in the Kasbah



Source: Photo taken by SQW

- E.68** Consultees reported that the most significant impact of the HAZ had been the change in approach and perceptions of key stakeholders towards heritage as well as enhanced cooperation among stakeholders to manage the historic environment. This has led to an increased use of best practice for managing heritage assets in the area. Consultation feedback suggests this shift was both a substantial enabler in driving progress in the HAZ itself, and is expected to ensure continued activity and heritage led regeneration of the area. This shift in approach is reflected in continued activity in the area post HAZ, including proposals and funding secured for the conservation and re-use of 27 vacant heritage buildings on the Kasbah and in the town centre¹⁵.

- E.69** Key local stakeholders included:

- **Property owners:** The most significant impact for the Kasbah area was the change of mindset for ABP, which own almost all of the property in the area. Historically, ABP had under-valued the heritage assets on the Grimsby docks, and heritage buildings had been left to deteriorate, and in some cases were demolished. The HAZ provided both the funding and expertise to reduce the conservation deficit, as well as the economic case for re-developing these assets to enable future rental income from

¹⁵ HAZ closedown report

tenants. Additionally, the HAZ demonstrated the public support for ABP to maintain buildings around the docks. The result has been that ABP have changed their approach toward the management of heritage buildings, hiring multiple specialists in land and property to manage the site, and working in partnership with the council and HE to restore buildings in the area.

“Another major success is the constant engagement by the council HAZ PM about the value of the docks, heritage events, meetings with tenants etc... five years ago often the view that is should be knocked down, but perceptions have since changed”.

Consultee

- **Local Authority:** The council position on heritage management has also continued to be proactive. This is reflected both in the enforcement of protection for heritage buildings and the conservation area, but also in their strategies which now heavily emphasise the town's heritage assets. For instance, heritage is an embedded aspect of the NELC cultural strategy.

“The council does a plan every three years and is just about to agree the council plan for 25-28. Heritage is now writ large in that. There's that wider recognition of the importance of place making, heritage, culture, green spaces, which weren't there before. Ultimately a lot of it comes down to the civic pride agenda and uniqueness from a place perspective. That's far more prevalent now”.

Consultee

E.70 Consultees reported that prior to the HAZ relationships between local partners relating to the preservation of heritage had been suboptimal. The HAZ significantly improved partnership working between local stakeholders. This includes the relationship between the local authority, ABP, and local heritage organisations such as the Ice Factory Preservation Trust. The shift in approach towards heritage management which occurred as a result of the HAZ, as well as cooperative working between stakeholders over the duration of the HAZ, has considerably improved relationships between stakeholders, which consultees were confident would be maintained into the future.

“[It has been] a sea change in the relationship with ABP. We were, for six or seven years, the antagonists. We were equally antagonistic towards the landowners and the council. Now we're all working together. It was tentative to begin with but now it's very collegial”.

Consultee

E.71 The HAZ included training and capacity building with local stakeholders and volunteers, which enhanced local / regional capacity. This included completing 23 hours of heritage training for 39 volunteers, and 18 hours of training delivered to 19 staff covering specific skills such as lime pointing, which was used on five of the PSiCA restored buildings.

E.72 In addition, the local authority increased capacity and heritage expertise by appointing a Strategic Lead for Culture & Heritage and a Skills & Employability Strategic Lead, both of whom have supported additional funding bids. Further, the HAZ Project Manager has been retained by NELC on a permanent contract. These positions are the result of the shift in approach towards heritage described above.

Impacts

- E.73** Greater Grimsby has successfully **leveraged further public and private investment** amounting to £41.7m and £5.6m respectively. This funding includes the Stronger Towns Fund, National Lottery Heritage Fund, and Arts Council, for which Grimsby is now a priority place. Whilst it is difficult to attribute this additional public funding directly to the HAZ, consultees were confident that the successful delivery of the HAZ had played a significant role in securing further funding. It was noted that heritage featured much more heavily in these funding bids than it would have done previously.
- E.74** Private sector funding amounting to an estimated £100m is expected over the coming years, beginning with the re-development of the Ice Factory, a Grade II* listed building in the Kasbah, into a hotel, offices, and a research and development area for offshore renewables, as well as a 1,000 capacity events venue¹⁶. Work is expected to begin in early 2025. Consultees reported that this investment would likely not have occurred without the HAZ, which helped to facilitate a more positive environment for private sector investment in Grimsby's historic docks by increasing confidence in the development potential of Grimsby's heritage.

Contribution analysis

- E.75** Consultees reported that the HAZ was the primary factor in driving the outcomes described above, though other factors also contributed. The HAZ was part of a range of other non-heritage led regeneration schemes, such as the Grimsby Town Deal and Riverhead Square public realm work. However, it was felt that the HAZ was important in placing heritage at the heart of that regeneration work. Much of the prior work had also focused on the town centre, whilst the HAZ funding focused primarily on the Kasbah area.

"The HAZ was important to get the council to put heritage led regen in that mix. The docks didn't used to be talked about, but now they are. It's part of a mix of things. If you're just doing new build or you're just doing heritage you're not going to crack it really".

Consultee

- E.76** It was also reported that the HAZ enabled Grimsby to bring much of this regeneration work under a single umbrella or brand, which helped to build public perception of the work, and drove momentum around heritage led regeneration which led to further investment.

Outcome additionality

- E.77** The HAZ had strong additionality in producing the identified outcomes. It was reported by consultees that the development of the Kasbah area would not have occurred without a change of approach from ABP (the owner of the majority of the property in the Kasbah), and that this change would not have occurred without the HAZ.

Conclusions

- E.78** The Grimsby HAZ has been successful in protecting and restoring heritage assets, as well as bringing a number of these back into commercial or residential use.

¹⁶ [Grimsby's Ice Factory to be 1,000-seat venue as plans approved - BBC News](#)

- E.79** Consultees highlighted that Grimsby is at an early stage in its regeneration journey compared with many other areas, and that the HAZ has successfully started the process of regeneration, particularly around the Kasbah area. However, it was noted that regeneration will occur on a significantly longer timescale than the five years of the HAZ.
- E.80** In this context, the changes in approach towards the management of, and the strategic prioritisation of heritage, represent the greatest impact for the area's longer-term development. In an area still in the early phases of regeneration, securing public support for redevelopment, as well as the buy in of both the local authority and key local stakeholders such as ABP, was seen as critical by consultees. Without this support, many of the positive outcomes achieved by the HAZ, and planned future work, would not have been possible. The prioritisation of engagement work under the HAZ programme was seen as a distinct feature, and one which enabled public and local stakeholder buy in to materialise.

Stockton and Darlington

E.81 This case study relates to Stockton and Darlington HAZ. The case study involved consultations with five stakeholders involved in the delivery of the HAZ, including the Historic England delivery lead, the HAZ Project Officer, Darlington Council, and the Friends of the Stockton and Darlington Railway, a visit to the Stockton and Darlington Railway HAZ area, and a review of the HAZ closedown report and monitoring data.

Overview of HAZ

E.82 The Stockton and Darlington Railway (henceforth known as ‘the Railway’) was a 26 mile stretch of railway, which spans three local authority areas: Durham, Darlington and Stockton. The Railway began operation in 1825 and is thought to be the birthplace of the modern railway system, with both a passenger and freight network which played a key role in the Industrial Revolution. In modern times, much of the railway the Railway is no longer active. As a result, the significance of the Railway has been overlooked and much of the line and associated buildings have fallen into dereliction or have been lost to new development.

E.83 The Stockton and Darlington Railway HAZ (S&DR HAZ) was established to both protect and raise awareness of the Railway in the lead up to its bicentenary anniversary in 2025 through research and community engagement activities. The HAZ was intended to support preparations for the anniversary celebrations and lay the foundations for the long-term management and conservation of the Railway. As one consultee explained: “the intention was it would enable us to better celebrate the anniversary and ensure that the Railway as a historic artefact and route would be better maintained and presented to public here on after and wouldn’t fall into dereliction.”

E.84 The S&DR HAZ was delivered over five years, between 2018 and 2023. It was delivered by Historic England in partnership with Darlington Borough Council, Durham County Council and Stockton Borough Council, with a total funding contribution of £21,330,213 in addition to Historic England funding (c. £517k). The Friends of the Stockton and Darlington Railway, a local community organisation, were also involved in the delivery of the HAZ. The HAZ involved of the members of the Stockton and Darlington Railway Heritage Board, which was established at the beginning of the HAZ, which additionally included the A1 Steam Locomotive Trust, the Bishop Line Community Rail Partnership, Hitachi, Network Rail, Northern Rail, LNER, the Science Museum Group (Locomotion) and Tees Valley Combined Authority (TVCA).

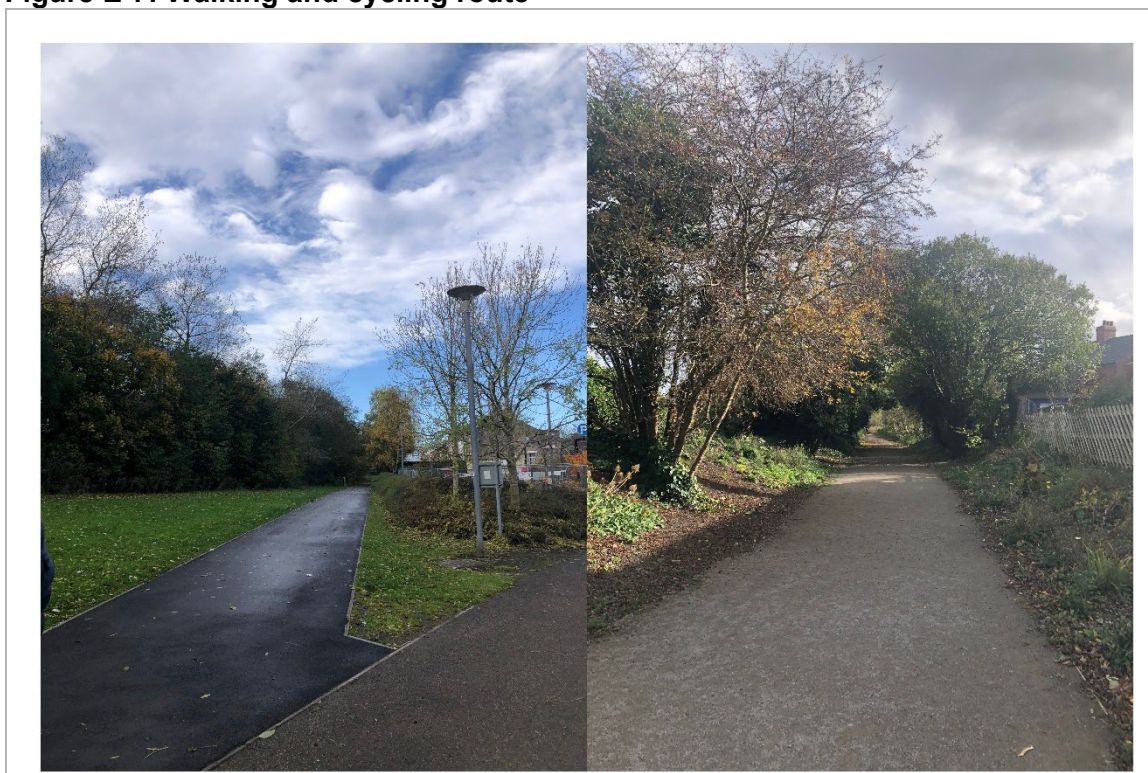
Activities

E.85 Activities in the HAZ delivery period predominantly involved research and community engagement activities, although a series of capital projects have been undertaken since the closure of the HAZ which were informed by HAZ research. Activities were largely delivered as planned.

E.86 Due to the scale of the HAZ, a significant number of research activities were undertaken to understand the significance of heritage assets along the railway, including: a Historic Area Assessment of Shildon, an Historic Environment Audit, Historic Building Investigations at Darlington Lime Cells, Darlington Goods Shed and Darlington Carriage Works, a survey of Shildon Coal Drops and an aerial survey of the Railway, including mapping the entire original route using existing aerial sources.

- E.87** A high number of heritage guided documents were also produced as part of the HAZ to support the future protection and management of the Railway. These included a Conservation Area Appraisal, an Urban Design Framework a Masterplan for Northgate in Darlington, and an Interpretation Strategy. Research was also undertaken to support the development of a brief for a Conservation Management Plan; the Conservation Management Plan will be produced using the brief.
- E.88** Community engagement activities were mainly delivered by the Friends of the Stockton and Darlington Railway. Alongside Historic England's Heritage Schools programme, the Friends created a comprehensive resource bank for teachers in collaboration with local schools and three regional museums. The aim was to support learning about the heritage of the Railway. They also organised walks along the Railway, which upskilled volunteers to help conserve the Railway.
- E.89** There was one capital project delivered during HAZ: construction of sections of a walking and cycling route along the 26-miles of railway. These sections of the Railway are now in use as a walking and cycling route. Works are currently underway, using £8 million of additional funding, to fully connect the walking and cycling route as part of the HAZ's legacy. Several other capital projects were delivered post-HAZ through leveraging additional funding; these are described in the section below.

Figure E-7: Walking and cycling route



Source: Photos taken by SQW

Outcomes / impacts

- E.90** The HAZ led to a number of outcomes and impacts, including:
- E.91** Better protection and management of the Stockton and Darlington Railway, through:

- **Increased understanding of heritage within the three local authorities.** One consultee commented that there was heritage capacity within their council pre-HAZ, with a dedicated conservation department. However, the HAZ led to increased buy-in and understanding of the importance of heritage at a senior management level, embedding the conservation of heritage as an overarching priority for the local authority. A key example here is that the HAZ project officer has been permanently employed by the three local authorities (they were formally employed by Darlington Borough Council) to support the continuation of activities related to the Railway.
- **Increased protection of heritage assets.** Consultees attributed this outcome to research conducted as part of the HAZ, which demonstrated the significance of heritage assets along the line. This enabled the three local authorities to formally protect the assets in their respective Local Plan documents. For example, Teesside International Airport submitted a planning application for a new airport hangar, which would have impacted the Railway route; the plan was rejected on the basis that it would disrupt a heritage asset (a new planning application has since been approved, which includes a S106 agreement to make improvements to the walking and cycling route).
- **Enhanced partnership working.** HAZ delivery involved three local authorities and the Friends of the Stockton and Darlington Railway. Consultees commented that cross-council working strengthened during the HAZ, in terms of both improved communication about the management of the railway line and greater consensus on strategic priorities for the Railway.
- **Capacity building for the Friends of the Stockton and Darlington Railway,** including professionalisation and heritage skills training, which has enabled them to secure funding (post-HAZ) to take on the management of sections of the Railway using the Conservation Management Plan. Discussions are ongoing amongst delivery partners to decide what this will look like in practice.

E.92 A major outcome of the HAZ has been the **leveraging of further funding**, including Levelling Up funding and funding from The National Lottery Heritage Fund, which has enabled a series of capital projects underpinned by the HAZ funded research. To date, the HAZ has leveraged a total of £39,446,116, which is significantly more than anticipated at the outset of the HAZ. These projects were delivered after the HAZ and include:

- **Remodelling of the Hope Town museum in Darlington,** including restoring the Goods Shed (with the support of Historic England funding) as a café and gift shop, creating a heritage-railway informed outdoor play space, upgrading interpretation, installing interactive and immersive experiences for visitors and diversifying school programmes.
- **Increasing the visitor capacity of the Locomotion Museum in Shildon,** including the construction of a new car park, installing electric charging points and upgrading bike racks.
- **Continuing to expand the walking and cycling route along the railway line,** with the long-term ambition of having a fully connected walking and cycling route along the 26-mile railway line.
- **Restoration of heritage assets around Shildon Coal Drops,** including converting a heritage building into a community centre.

- **Reconstruction of the Gaunless Bridge in Durham**, where the Railway historically crossed the River Gaunless, which will become part of the walking and cycling route. Historic England funding supported the repair of the bridge abutments.

Figure E-8: Hope Town Darlington, including Goods Shed (left), gift shop (middle) and outdoor play space (right)



Source: Photos taken by SQW

E.93 It is anticipated that the capital works made possible by the HAZ will have significant economic benefits for areas along the Railway, including increased tourism and visitor spend, opportunities for new businesses due to increased footfall (consultees said that two cafés have recently opened along the railway line, which they anecdotally attributed to the HAZ), and job opportunities for local people.

E.94 Another outcome of the HAZ is increased understanding of and access to heritage. Examples include:

- The walking and cycling route along the railway line, which includes interpretation at key points to inform users about the Railway's heritage. Stakeholders involved in the delivery of the HAZ said that the route is already being used regularly by local people, providing them with free access to heritage and green space – "by people walking and cycling along the route, it will make them more aware of it".
- Improvements to museums relating to the heritage of the Railway, which make the Railway's heritage more accessible and attractive.
- Community engagement activities led by the Friends of Stockton and Darlington Railway, including the creation of a comprehensive resource pack for teachers to deliver heritage-based learning.
- Finally, consultation feedback indicates that the research conducted by the HAZ and the delivery of capital projects post-HAZ have provided solid foundations for the Bicentenary celebrations in 2025.

Enablers and barriers

- E.95** In addition to the HAZ programme, other factors were identified as contributing to (or hindering) outcomes delivered. It is clear that while the HAZ programme was the most decisive factor in generating outcomes, the programme was required alongside wider factors.
- E.96** A key enabler in the delivery of the HAZ was the involvement of highly engaged delivery partners. There was strong buy-in from the three local authorities involved in delivery, who understood the importance of the Railway as a heritage asset. Furthermore, the Friends of the Stockton and Darlington Railway were highly invested in the heritage and future of the Railway, and therefore in the HAZ. The engagement of the three councils and the Friends enabled a cooperative and collaborative approach to HAZ delivery, alongside Historic England.
- E.97** Strong partnership working was enabled by shared ambitions for the Bicentenary celebrations in 2025, which encouraged efficient decision making and joined-up thinking amongst delivery partners. Linked to this, shared memories of previous anniversary celebrations, which consultees perceived not to have had a strong legacy in terms of protecting and raising awareness of the Railway, was a further driver of strong partnership working.
- E.98** It is also anticipated that the Bicentenary celebrations will be a key enabler in supporting the longevity of outcomes achieved as part of the HAZ, such as increased understanding and awareness of heritage. Consultees hoped that the Bicentenary celebrations will help to solidify the Railway as a major tourist attraction.
- E.99** The HAZ's focus on research and listing meant that capital projects were 'shovel ready' to be delivered post-HAZ with the support of delivery partners. Consultees said that this helped to strengthen applications for further funding and supported capital projects to be delivered at pace once funding was secured.
- E.100** Consultees felt that the main barrier to the HAZ achieving its intended impacts is misinformed past decisions regarding the Railway. For example, there are heritage assets along the Railway that are surrounded by industrial estates, which makes it difficult to find a viable use for them to secure their long-term protection. Consultees reiterated that this is why the research conducted as part of the HAZ is crucial for the future management and preservation of the line.
- E.101** A barrier to the delivery of research was limited capacity within Historic England which resulted in the use of external consultants for some research projects. Consultees reported that the work delivered was poor quality and said that in some cases Historic England had to repeat the work which caused delays.
- E.102** One consultee commented that community engagement activities were not as extensive as originally planned. They attributed this to the COVID-19 pandemic, which hindered in-person engagement, as well as that activities may have been too focused on the Bicentenary celebrations in 2025.

Additionality

- E.103** Whilst some research projects may have been delivered without the HAZ, given the approaching Bicentenary celebrations, consultees felt that research activities would not have been delivered on the same scale in the absence of the HAZ.
- E.104** The extensive research conducted as part of the HAZ, as well as the partnership working arrangements formalised and strengthened through HAZ delivery, directly led to leveraging the additional funding and having the capacity and knowledge to deliver the programme of capital projects post-HAZ: “I don’t think there is much we are doing now that hasn’t come out of the HAZ”. Consultees emphasised that the capital works delivered are a highly significant legacy of the HAZ, which will support the long-term conservation and management of the Railway and help to realise its potential as a tourist attraction.

Future plans and risks

- E.105** Following the closure of the HAZ, activities have predominantly involved delivering a programme of heritage-based capital projects (as detailed above) and preparing for the Bicentenary celebrations in 2025.
- E.106** Activities planned for the Bicentenary celebration include, but are not limited to: recreating the first rail journey, using a replica of the first steam locomotive to run along a live section of the Railway and building a replica of the first railway carriage called ‘the Experiment’. Arrangements have also been negotiated with Network Rail for trains on the East Coast Mainline to be halted to allow replica train to cross the live railway. Research conducted as part of the HAZ has informed arrangements for the Bicentenary celebrations by improving understanding of the history of the establishment of the railway.
- E.107** Consultees commented that a risk beyond the Bicentenary anniversary is the loss of the momentum generated by the HAZ and, indeed, in the build-up to the anniversary celebrations. Consultees hope to see an “ongoing legacy of engagement”, as well as sustained funding for the Railway.
- E.108** A key legacy of the HAZ will be establishing a plan for the management of the Stockton and Darlington Railway. A Conservation Management Plan will be produced using a brief written as part of the HAZ. The Friends of the Stockton and Darlington Railway have recently been awarded funding from The National Lottery Heritage Fund to increase their organisational capacity to take on the management of sections of the Railway. Discussions are underway to establish what this will look like in practice.

Conclusions

- E.109** S&DR HAZ delivered a significant programme of research activities, which enabled subsequent capital projects to support the long-term engagement with, and conservation of, the Stockton and Darlington Railway.
- E.110** There are several lessons to draw from S&DR HAZ to inform the delivery of similar placed-based programmes. These include:
- the power of a research-focused HAZ to leverage significant funding to deliver capital works

- the potential of community organisations to support the management and conservation of heritage assets
- the importance of a shared ambition to foster effective partnership working across local authorities.

Walworth

- E.111** This case study relates to Walworth HAZ. The case study involved consultations with five stakeholders involved in the delivery of the HAZ, including the Historic England delivery lead, the HAZ project officer, Southwark Council and the Walworth Society, a visit to the Walworth HAZ area and a review of the HAZ delivery report, closedown report and monitoring data.

Overview of HAZ

- E.112** Walworth is located in South West London, near Elephant and Castle. Walworth has a long history, dating back to at least the 11th Century. The area's heritage in modern times reflects its transition in the Victorian period from a Georgian suburb, comprising of genteel villas and pleasure gardens, to a working-class area with a bustling high street along Walworth Road and extensive social housing projects. In recent decades, the Elephant and Castle area has undergone significant regeneration, with new housing, a new library and new outdoor community spaces. Although located adjacent to these exciting examples of redevelopment, Walworth Road was struggling to maintain its character as a vibrant, historic high-street. In 2016 the Walworth Road conservation area was designated, which was informed by research conducted by the Walworth Society. This laid the foundation for Walworth HAZ, which focused on the restoration of key heritage assets along Walworth Road, research to better protect and improve understanding of Walworth's heritage assets and community engagement activities.
- E.113** Walworth HAZ was led by Southwark Council and was delivered alongside a range of stakeholders, most notably the Walworth Society, London Southbank University (LSBU), and two housing associations. The HAZ was delivered over five years (March 2018 to September 2023), with funding from Historic England (£483,500), Southwark Council (£569,000), the Walworth Society (£31,500) and the Southwark and Lambeth Archaeological Excavation Committee (£14,000).

Activities

- E.114** A key focus for Walworth HAZ was restoring shops fronts and façade repairs along Walworth Road. After scoping over 50 properties to identify potential heritage-focused opportunities, the Partnership Schemes in Conservation Areas (PSiCA) project focused on 10-12 properties along the southern side of Walworth Road, including a Grade II listed Art Deco shop, 'Kennedy's Sausage Shop'. Kennedy's Sausage Shop was the only shop to be successfully restored during the HAZ. However the partnership scheme remains ongoing, and it is anticipated that several other buildings will be restored before the end of 2024.
- E.115** There was also an unexpected opportunity during the HAZ to influence the design of the Liverpool Grove public realm improvement scheme which forms the approach to the Grade I listed St. Peter's Church, ensuring it was sensitive to the street's heritage. As part of the scheme, the road leading to the church was pedestrianised, the church wall was rebuilt and traditional railings were reinstated. Public realm improvements took place more widely through a 'community growing project' which intended to add more greenery to the HAZ area.
- E.116** A total of 64 assets in the HAZ area were listed locally, following a series of consultation workshops with the Walworth society and local residents. Eight national listing descriptions were also updated and detailed architectural investigation reports on Walworth Methodist

Church and the Pullens Estate were produced as part of their nomination for national listing. While the Methodist Church did not progress to listing, the Pullens Estate is under consideration. The recognition of Walworth's heritage through consultation with planning applications in the HAZ area and Walworth Road's recent status as a conservation area led to the Boots store on Walworth Road updating their shopfront to adhere to heritage sensitive design principles. The shop front was updated in consultation with the HAZ project officer.

Figure E-9: Boots shop front (Left) and Pullens Estate (Right)



Source: Pictures taken by SQW

- E.117** The conservation area boundary was extended during the HAZ to include East Street Baptist church and the adjacent East Street Market. This was an unexpected opportunity which emerged following wider plans to demolish the church. Research conducted by Historic England as part of the HAZ identified the heritage significance of the church, as well as East Street Market, which justified the extension of the boundary.
- E.118** 'Walworth Stories', a research project led by the Walworth Society, involved both research and community engagement. The project funded two researchers, working with volunteers, to develop eight stories relating to Walworth's social history which built upon existing research conducted by the Walworth Society. The research informed a programme of events intended to engage the community in Walworth's heritage, which included music events, online lectures and the Walworth History Festival 2019. The programme of events was far more diverse and extensive than anticipated at the outset of the HAZ, which enabled the project to reach a wider range of audiences. The Walworth Society have also used the research to write a book, which they anticipate will be published towards the end of 2024. This activity was also unexpected.
- E.119** Community engagement activities also included two education-based projects. The Heritage Schools programme, working in partnership with existing Historic England initiatives, upskilled local teachers to use local heritage resources, such as local archives and museums, to teach local history focused lessons. Teachers who participated in training were encouraged to engage in a range of heritage activities with their class, such

as heritage trails and exploring old maps, which could then be submitted as part of a portfolio to receive a Heritage Schools Award. The Postgraduate Dissertation programme, delivered in partnership with London South Bank University (LSBU), supported three LSBU masters students to write dissertations about regeneration in Walworth. The programme provided students with access to archives and direct contact with key stakeholders to inform their research.

Outcomes / impacts

E.120 The HAZ led to a number of outcomes and impacts, including:

- **The protection of Walworth's heritage through increased understanding of heritage assets.** For example, the conservation area boundary was extended to include East Street Baptist Church and East Street Market, national listing descriptions were updated and a local list was developed. Although the partnership scheme did not engage the number of businesses expected, it is anticipated that the survey conducted to identify the heritage potential of buildings along Walworth Road will be an important tool for the delivery of future works in the HAZ area.
- **The enhancement of Walworth's heritage assets.** The HAZ has changed the character and appearance of several heritage assets and their setting, which consultees described as exemplars for future regeneration works. This includes the restoration of Kennedy's Sausage Shop, and the pedestrianisation of the street in the front of St. Peters Church.

Figure E-10: Kennedy's Sausage Shop (Left) and St. Peter's Church public realm (Right)



Source: Pictures taken by SQW

E.121 An engaged and informed community at different levels. HAZ activities involved and engaged several groups in the community in Walworth's heritage, helping to "build an identity for the area in a time of great change". Examples include:

- The Heritage Schools programme raised local teachers' awareness of local heritage resources, including archives and museums, and how to access them, as well as engaged local school children to in the history of their place. The programme also improved networks between local schools and the local archives and museums.

- Engagement events delivered by the Walworth Society, informed by their research, enhanced local residents' knowledge about the history of Walworth. Consultees said that one of the HAZ's key legacies is the ability to communicate local history in new and exciting ways.
- Consultation workshops, delivered during local listing activities, gave residents an understanding of what it means for a building to have heritage value, as well as the tools to express why they value their local heritage.

E.122 The HAZ enabled greater heritage capacity locally. For example:

- **The Walworth Society is now operating on a much larger scale.** It has greater capacity, in terms of organisational and research skills, to promote the value of heritage through community engagement activities to continue to undertake meaningful, accessible research. Furthermore, it is expected that the book written by the Walworth Society using HAZ research will give the society the gravitas to secure funding in similar projects in the future.
- **The Walworth HAZ enhanced heritage capacity within Southwark Council.** It has: provided a framework for heritage-led regeneration for Planning and Regeneration departments; upskilled conservations officers to support the development of a local list; led to the creation of additional heritage-based roles within council departments; and informed the development of a heritage Supplementary Planning Document.
- **The HAZ led to stronger partnership working** through building the relationship between Southwark Council, the Walworth Society and Historic England, and expanding networks with other community groups, residents and businesses in the area. Consultees reported that the relationship between the Council and the Walworth Society has improved because there is now greater understanding of the differing priorities and challenges for each organisation.

Enablers and barriers

E.123 In addition to the HAZ programme, a range of other factors were identified as contributing to (or hindering) outcomes delivered. Therefore, while the HAZ programme was very important in generating outcomes, the programme was required alongside other factors.

E.124 A key enabler for the HAZ was the involvement of highly engaged delivery partners. The HAZ received strong support from departments across Southwark Council due to an existing strategic emphasis on heritage regeneration and the Council's identification of Walworth as a priority area prior to the HAZ. Furthermore, the Walworth Society, as a local campaigning organisation, were highly invested in the heritage and future of Walworth, and therefore in Walworth HAZ. The engagement of Southwark Council and the Walworth Society enabled a joined-up, cooperative approach to HAZ delivery, alongside Historic England.

E.125 Strong partnership working, as well as positive community engagement, was enabled further by a dedicated and experienced project officer who effectively mobilised stakeholders and the community. Other enablers of community engagement included the HAZ providing a focal point for engagement with schools which supported teacher 'buy-in' and utilising the Walworth Society's existing, well-established relationships with the community.

- E.126** The main barrier to HAZ delivery was the COVID-19 pandemic. In particular, the pandemic hindered delivery of the partnership scheme. A number of businesses were initially engaged in the scheme, but momentum was lost during the national lockdowns and it was difficult to re-engage businesses after pandemic related restrictions eased. Consultees attributed this to general uncertainty and a change in economic circumstances caused by the pandemic.
- E.127** Another factor which hindered the delivery of the partnership scheme was the reluctance of shop owners to be involved, for example some business owners did not want to change the appearance of their shop fronts due to fears that it would discourage their target clientele.

Outcome additionality

- E.128** Prior to the HAZ, Walworth, and the conservation of its heritage, was a key strategic priority for Southwark Council. Consultees reported that the HAZ was not a catalyst for change, rather it solidified the council's focus on Walworth as an area for development and cemented the importance heritage within this.
- E.129** Consultees also highlighted several outcomes that were realised directly as a result of the HAZ, and therefore would not have been delivered in the absence of the programme:
- The HAZ made the Walworth Society a key delivery partner for research and community engagement. Consultees commented that without the HAZ, the Walworth Society would have remained a "low-key" organisation with a more tenuous link to Southwark Council.
 - The development of local list was a direct result of the HAZ because prior to the HAZ there was not a local list.
 - Several heritage assets or spaces were protected or enhanced as a result of the HAZ. Examples include the restoration of Kennedy's Sausage Shop, the extension of the conservation area to prevent the demolition of East Street Baptist Church and the heritage sensitive design of the public realm works in front of St. Peter's Church.

Future plans and risks

- E.130** The main activities planned following the formal closure of the HAZ relate to the partnership scheme. The partnership scheme will continue until the end of 2024 and deliver the repairs and restoration of several buildings, including Mary's Café. Discussions between Southwark Council and Historic England will continue to consider how repairs to other buildings in the partnership area will be delivered effectively.

Conclusions

- E.131** Walworth HAZ delivered a strong programme of research, listing and community engagement activities. Stakeholders involved in the delivery of the HAZ anticipated that an important legacy of the HAZ will be greater engagement with, and understanding of, local heritage. Although the scale of activity delivered under the partnership scheme was not as planned, the HAZ delivered the foundations for future heritage-based regeneration schemes, with stronger local partnerships, improved heritage capacity and greater understanding of heritage assets. Furthermore, there have been tangible improvements made to the area's historic assets.

E.132 There are several lessons to draw from Walworth HAZ to inform the delivery of similar placed-based programmes. These include:

- The value and potential of local community organisations to deliver research and community engagement activities.
- The importance of a dedicated and experienced project officer to coordinate delivery across delivery and stakeholder organisations.
- Consultees reported that, in hindsight, the delivery of one or two shop front restoration projects early on would have helped to build momentum for the wider partnership scheme and support buy-in from other businesses.
- The importance of the flexibility of the HAZ delivery model, which enabled the HAZ to respond to unexpected opportunities and challenges. For example, allowing the partnership scheme to be extended beyond the lifetime of the HAZ meant that planned shop front restoration could be delivered, despite the delays caused by the COVID-19 pandemic

Swindon HAZ

E.133 This case study focuses on the Swindon HAZ. The case study involved consultations with five stakeholders involved in the delivery of the HAZ - including the Historic England delivery lead, the HAZ project officer, South Swindon Parish Council, Swindon Civic Voice and Swindon Heritage Preservation Trust - a visit to the Swindon HAZ area and a review of background documents and data (including the delivery plan, closedown report, and monitoring data).

Overview of HAZ

E.134 For nearly 150 years, Swindon was home to the railway and locomotive works of the Great Western Railway (GWR). This included Brunel's Great Western Works which, at their peak, employed 14,000 people. As well as the industrial buildings themselves, the area includes a planned model village (comprising 300 cottages) built by GWR to house the railway employees and associated buildings such as the Health Hydro and the Mechanics Institute which provided for their health and social needs. The Works closed in 1986, and despite some losses, the railway works are still the best preserved complex in England, and the village is an important example of an early Victorian planned village. However, many of the buildings are vacant and in need of significant investment including the former Mechanics Institute which is on the Heritage at Risk Register. Furthermore, the Railway Village suffers multiple socio-economic challenges including high levels of deprivation, low rates of employment and poor health outcomes.

E.135 Prior to the HAZ, local community organisations delivered events days (such as Heritage Open Days) to promote awareness of the Works/Railway Village. Furthermore, Forward Swindon (Swindon Borough Council's former regeneration arm) sought to demonstrate that the area was a viable investment opportunity for private sector developers by investing in, and bringing forward, projects. Projects included the purchase and refurbishment of part of the GWR Carriage Works as a business hub for creative start-up companies and the restoration of a vacant Victorian building to provide retail units with apartments above. However, the Council's funds and its capacity to deliver heritage regeneration are limited, therefore, it sought the support of Historic England.

E.136 The objectives of the Swindon HAZ were:

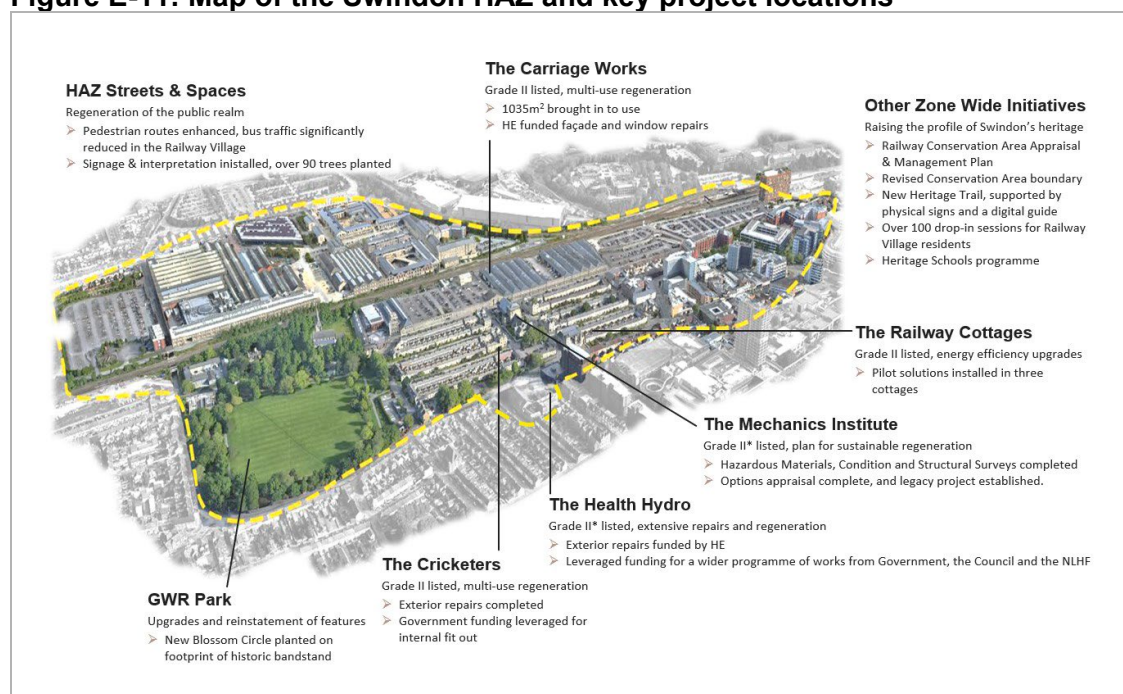
- to identify, assess and secure tangible improvements to the physical condition of the historic buildings and park in Swindon's historic railway area
- to realise the potential of heritage assets to provide leisure, cultural and community amenities for the benefit of all
- to enable Swindon's historic railway area to be a thriving and well-connected central hub for the town, with improved routes and crossings
- to use the historic environment as a catalyst to support sustainable economic growth and the delivery of new homes
- to build capacity within the community to take an active role in the future management of heritage assets.

E.137 Swindon was a Round 3 HAZ delivered over five years from April 2019 to September 2024, including a six month closedown period. Delivery of the HAZ was led by Swindon Borough

Council (SBC), in collaboration with Historic England. There was also a stakeholder group which included representatives from South Swindon Parish Council, and local groups such as Swindon Civic Voice and Swindon Heritage Preservation Trust.

- E.138** Swindon received £1.6m in funding from Historic England, including through Heritage at Risk (c.£1m), Regional Capacity Building (c.£0.4m) and Partnership Schemes in Conservation Areas (PSiCA) (c.£0.2m) grants. The HAZ also leveraged funding from other public sector sources, as set out below.
- E.139** Planned activities included repairing and restoring buildings, upgrading housing, a shop front grant scheme, conservation area review and local list updates, upgrading public realm, signage and interpretation, and community engagement. Activities were largely delivered as anticipated. However, the shop fronts were already in reasonable condition, so the funding allocated to the grant scheme was instead used to undertake exterior repairs to the Health Hydro.

Figure E-11: Map of the Swindon HAZ and key project locations



Source: Swindon HAZ closedown report

Outcomes / impacts

- E.140** The key outcomes delivered by the HAZ are set out below under research, capital works, and community and engagement.

Research

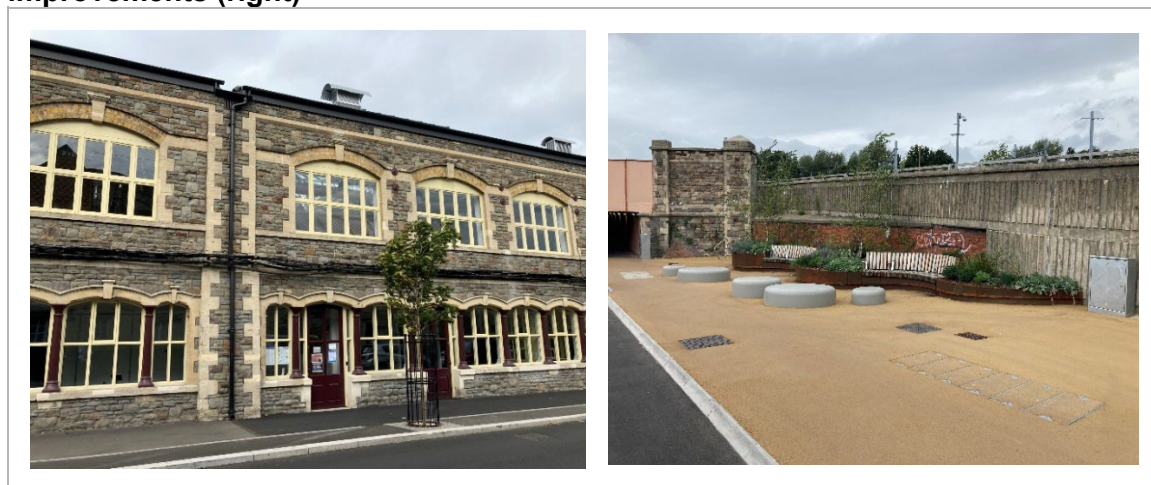
- **Enhanced understanding of heritage assets and their potential reuse:** originally there were two conservation areas (Railway Village and Railway Works) despite the Works and the Railway Village being intrinsically linked in their origins. During the HAZ the conservation area was re-designated as a single area, and extended to include

associated areas. Feedback suggests that this has enabled a more holistic approach to the restoration and redevelopment of the area.

Capital works

- **Reduction/avoidance of risk to the historic environment:** exterior repairs to several buildings, including the Health Hydro, Carriage Works and the Cricketers, has reduced the risk of these assets falling into further disrepair.
- **Increased commercial space:** Units 7 and 9 (1,124 sq. m) of the Carriage Works were redeveloped and handed over to new tenants Create Studios and the Universities of Bath and Oxford Innovation Centre for Applied Sustainable Technologies (iCAST).
- **Enhanced public realm:** the HAZ involved enhancements to two pedestrian / cycling routes including the two tunnels under the railway, and improvements to GWR Park (including new street furniture and the reinstatement of the flower beds).
- **Improved access, and use of, the historic environment:** anecdotal evidence from various stakeholders indicates that the use of GWR Park has increased following the improvements. It was also reported that the investment has helped to alleviate the negative reputation of the park.

Figure E-12: External improvements to the Carriage Works (left) and public realm improvements (right)



Source: Photographs taken by SQW

Community and engagement

- **Increased local participation in the historic environment:** various activities encouraged the local community to participate in the historic environment including tree planting, gardening sessions, and painting / designing murals on the GWR Park substation and Mechanics Institute hoardings. The project officer also ran drop-in sessions for Railway Village residents for two and half years, which encouraged some locals to help deliver Heritage Open Days. The creation of a heritage trail – including bronze plaques in the pavements, interpretative signs, and paper / digital guides – is also aimed at increasing awareness and participation in the historic environment (however, it is too early to assess whether this has been achieved in practice).

- **Improved partnership working between local stakeholders:** prior to the HAZ, National Trust had not engaged in any activity in Swindon, but SBC unlocked National Trust investment in GWR Park. This has also led to the Parish Council developing a new relationship with the National Trust, which was attributed solely to the HAZ. The HAZ has also facilitated engagement between Historic England and local organisations such as Swindon Civic Voice.
- **Increased understanding of heritage:** consultation feedback stakeholders involved in delivery suggests that the HAZ has helped to improved understanding of heritage locally for example, through the new heritage trail, research, and community engagement activities. There was some feedback to suggest the history of the area had previously been suppressed and the HAZ has (re)promoted the history of the Works and Village.

E.141 In addition, consultation feedback indicates that the HAZ has also led to a **renewed appreciation of Swindon's heritage**. In particular, there is greater recognition within SBC that "the heritage of Swindon is a very significant asset of Swindon as a whole".

E.142 Further, an unexpected consequence of the HAZ is that it **provided the impetus for SBC to undertake/complete other projects around the Railway Village/Works**. For example, SBC removed the remaining brick planters from Oxford and Reading Streets and resurfaced Exeter Street and (the northwest corner of) Emlyn Street. The HAZ also influenced the activity of SBC's Highways team by requesting that heritage appropriate streetlights were installed as part of the LED streetlights project. As a result, 17 new heritage appropriate streetlights have been installed.

E.143 At the time of undertaking the case study the HAZ was in the final month of its closedown period. Therefore, it is too early to fully assess the impacts of the HAZ. This said, the **HAZ successfully leveraged additional public/private investment** which had not been secured at the outset of delivery. This included:

- £4m from the Get Britain Building Fund for the Carriage Works
- £13.5m from the Towns Fund (March 2021) for the Health Hydro (£5m), the Carriage Works (£5.5m), and the pedestrian route from the station to the Railway Village (£3m)
- £409k in funding from the National Heritage Lottery Fund (NHLF) for the Health Hydro.

E.144 There was also anecdotal feedback from some stakeholders that the HAZ has helped to improve the **profile and reputation** of the Railway Village and Works. Some of the improvements - such as those to GWR Park and re-routing half of local buses away from the Railway Village – may have improved the quality of life of residents; however, there is no primary evidence to support this.

Contribution analysis

E.145 In addition to the HAZ programme, a range of other factors were identified as contributing (or hindering) to outcomes delivered. Therefore, while the HAZ programme was "a really important signal", the **programme was required alongside other factors to generate outcomes**.

E.146 In terms of other factors that have enabled outcomes to be realised:

- **Prior investment and/or intervention by SBC and local organisations.** For example, the Carriage Works was a “foundational element” of the HAZ, and this building had already been acquired, and works started, by SBC pre-HAZ. This was facilitated by a land swap between SBC and Network Rail in 2018 where SBC took over ownership of the Carriage Works, and Network Rail the car parks adjacent to the station.¹⁷ Furthermore, Swindon Heritage Preservation (formerly The Mechanics’ Institution Trust) had also invested in key buildings in the Railway Village – such as the Bakers - prior to the HAZ.
- **Match funding** including funding from SBC which was committed at the outset of the HAZ (c. £3.3m¹⁸), as well as funding leveraged during delivery (as set out above).
- **Local knowledge/resources on the historic environment.** Local organisations – notably Civic Voice and Swindon Heritage Preservation Trust – already had strong knowledge / understanding of the history of the area which the HAZ could utilise.
- **In-kind support from other SBC staff.** The commitment and skills of other SBC staff (non-HE funded), such as the lead for the Carriage Works, was considered an important enabler in delivering outcomes.

E.147 Several factors that have hindered the realisation of outcomes were also identified.

These included local authority financial pressures leading to cuts in capital/revenue spend, political influences, and challenges relating to partnership working. On the latter, there was some feedback to suggest that partnership working between the three main parties – i.e. SBC, HE, and community organisations – could have been improved (e.g. by providing clarity on how the views of stakeholders were incorporated, where appropriate, into project design and/or delivery), which may have led to greater benefits.

Outcome additionality

E.148 Views on additionality varied depending on the outcome. For example:

- The Carriage Works had already been purchased by SBC, and some works completed, so additional commercial space may have been brought back into use without the HAZ. However, without Historic England funding the exterior repairs (e.g. window repairs, repainting, masonry repairs) to the Carriage Works would not have been completed. This is because the economic case for the scheme is marginal, so any SBC funds committed to the restoration of the building would have been prioritised for internal works.
- Without the HAZ, there may have been some improvements to the public realm. However, specifically in relation to GWR Park it was noted that the Parish Council may have funded some improvements, but due to a lack of funds the changes would have been on a smaller scale and of lower quality.

¹⁷ Prior to the land swap, the Carriage Works was owned by Network Rail, and SBC owned the car parks adjacent to the railway station. This was a mutually beneficial land swap because Network Rail required ownership of the car parks to redevelop the station, and SBC wanted ownership of the Carriage Works to restore the building.

¹⁸ At the point of application, c. £6m was committed by SBC. However, this was reduced because external funds were secured – this was the case for the Carriage Works where £4m was secured from Get Britain Building Fund, so SBC reduced borrowing to reflect this award.

- Feedback from stakeholders suggests that the HAZ demonstrated commitment (both financially and strategically) to the area and its assets. For example, it was noted that the funding applications for the Carriage Works (Get Britain Building and Towns Fund), referenced Historic England's funding commitment for external repairs. Therefore, partners thought that the HAZ programme contributed to securing the funding from the Towns Fund. Similarly, the Towns Fund monies spent on the Health Hydro are thought to have contributed to securing subsequent funding from the NHLF. This said, partners struggled to provide a definitive answer on whether the funding leveraged would have been secured without the HAZ.
- Overall, some outcomes would not have been delivered, whilst others would have been delivered on smaller scale or reduced quality. Feedback also suggests that without the structure of the HAZ the holistic placemaking approach would not have been achieved.

Outcomes and impacts expected in future

- E.149** Looking forward, the **ambition is to leverage further public/private investment** to support the continued repair/restoration of assets. For example, SBC has applied to The National Lottery Heritage Fund (£4m grant) to undertake the next phase of works to the Health Hydro. There are also plans to improve the pedestrian route between the Health Hydro and the Railway Village drawing on capital funding from SBC.

Future plans and risks

- E.150** There are plans to continue activities related to the HAZ. This includes the continued redevelopment of the Carriage Works funded by the Towns Fund. The monies will fund another section of the 'West Shed', unlocking 15k sq. ft of commercial space. Construction is yet to commence, but the planning process is underway, and the aim is for tenants to move in by 2026. Also, and as mentioned above, the council has applied for additional funding to progress the next phase of the Health Hydro restoration. The Mechanics Institute is on the HAR register, so restoration of this building would be the "final piece of the jigsaw". The propriety work for a Compulsory Purchase Order (CPO) by SBC has been completed, a steering group has been established, and Historic England have identified a conservation architect for the CPO purchase. However, at the time of writing no funding source had been identified to undertake the restoration of the building. It is estimated that works will cost in the region of £30m. The key risks to future activity are the availability of funding and the loss of momentum because there is no longer a funded project officer to coordinate activity.

Conclusions

- E.151** The HAZ programme provided the impetus and structure to enable the delivery of a more holistic package of capital works and community engagement focused on Swindon's Railway Village/Works. The HAZ demonstrated both financial and strategic commitment to the area which is thought to have contributed to the scale of other public funding secured. Overall, the evidence suggests that the HAZ programme was required alongside other factors to generate outcomes.
- E.152** There are several lessons learned from this HAZ which could inform the design and delivery of future placed-based programmes. First, there was consistent feedback that the capacity and commitment of the project officer was crucial to enabling delivery. However, the officer would have benefited from further training (e.g. on procurement) and additional support given the volume of activity (e.g. appointment of a dedicated engagement officer).

Second, facilitating effective partnership working is key to maximising the benefits delivered. Where possible this includes involving stakeholders earlier in the design of programmes/projects and providing clarity on how their views are incorporated. The importance of recognising that a HAZ is just one phase in a long-term heritage led regeneration plan was also raised in the consultation feedback, and sufficient resource and commitment is required to maintain progress post-HAZ.

Annex F: Additional detail on VfM analysis

Further detail on elements of the model

- F.1** The approach to monetising each indicator is explained in detail below using illustrative examples.

Economic model: benefits

Commercial floor space brought back into active use

- F.2** Consider the example of 100 sqm of floorspace being brought back into use. It takes around 12-20 sqm of commercial floorspace to support a single worker.¹⁹ This would support 5 to 8.3 jobs. Assuming gradual build up, and incomplete occupancy in the space over the course of 10 ten years, would then lead to 37 to 62 job-years in that space. With productivity rates of a retail or office worker, the overall output from those jobs would be between £1.4m and £3.8m.²⁰
- F.3** Assuming that three-quarters of the job activity is non-additional (either that the jobs already exist, or would be displaced from elsewhere), the final net impact would be in the region of £446k and £1.2m.²¹

Environment model

Number of heritage buildings repaired or restored

- F.4** The environmental model projects the impact of energy efficiency measures over time. Consider the example where a single tonne of CO₂ equivalent emissions are saved, per year, due to thermal energy efficiency measures installed in a house during a retrofit. This tonne CO₂e is equivalent to 5,400 kWh of energy in today's energy infrastructure.²²
- F.5** Currently, only 15% of homes have electrified heating and this is expected to rise to 70% by 2050.²³ Simultaneously, the carbon intensity of the grid is expected to fall from 205 to 12 g/kWh.²⁴ Assume further that the non-electrified heating is delivered by natural gas which remains at 185 g/kWh.²⁵ Together, these assumptions give a forecast for the carbon intensity of domestic energy consumption up until 2050. This carbon intensity tapers off with time as the energy infrastructure develops towards Net Zero.
- F.6** In this model, the energy saved by the retrofit is taken as constant, however, the carbon associated with that energy saving will decrease. To clarify, consider that the insulation provided in a retrofit will continue to trap heat just as effectively for the next 30 years, but

¹⁹ Homes and Communities Agency (2015), Employment Density Guidelines, 3rd edition

²⁰ SQW analysis of ONS AHSE data for average hours worked and productivity data, available here: [Labour productivity by industry division - Office for National Statistics](#)

²¹ A low level of additionality is assumed due to the fact that the main strategy behind the HAZ programme is not novel job generation, i.e. it is not increasing the supply or demand for these jobs, rather, it is providing an enabling factor.

²² [Emissions from home energy use](#)

²³ [Innovating to Net Zero 2024 - Energy Systems Catapult](#)

²⁴ [2050 Projections for CO2 Intensity of Electricity Generation | Enerdata](#)

²⁵ [Emissions from home energy use](#)

that heat will be generated by a cleaner energy supply in 30 years, so the carbon saving will go down. By 2050, the tonne of emissions saved in the retrofit becomes more like 350 kg.

- F.7** In the UK's current Net Zero strategy, the cost of abating a tonne of carbon ranges from £59 in 2023 to £138 in 2050.²⁶ Multiplying these abatement figures by the forecast (reduction in) carbon emissions gives a total of £2.2k, by 2050, due to the retrofit.
- F.8** To convert the example of one tonne of CO₂e saving to a figure more pertinent to the HAZ activity, this model draws upon examples in the literature. According to the literature,²⁷ for example, external wall insulation provides an average saving of 4,851 kWh per year, whereas more modest measures, such as draught-proofing, saves 489 kWh. The exact nature and composition of energy efficiency measures applied in each retrofit is not known from the monitoring data. As such, high and low estimates were constructed from hypothetical combinations of these measures.
- F.9** For the low estimate in the environment model, the retrofit is modelled as window replacement and draught-proofing, and the abated carbon is worth £451 per building. For the high estimate, further measures of loft, floor and external wall insulation are included, pushing the abatement up to £3,035 per building. Note, these savings do not relate to the actual energy costs felt by the occupier. Further, the results of the model should not be interpreted as each and every retrofit achieving that carbon offset, rather, that across all retrofits, we can assume the average impact to be between £451 and £3,035.

Property model

Number of assets removed from the Heritage at Risk (HAR) register

- F.10** Taking County Durham as an example, the average property price £128k. Using the benchmark of a 4% uplift for a house in a conservation area no longer being at-risk²⁸ denotes an increase in value of £4.9k (for a single house to move up to the average property value).
- F.11** This uplift for a single house is taken as the low estimate. The model for the high estimate assumes that a wider footprint receives a similar benefit. In SQW's previous work on high-street restoration, the ring model deduced a footprint effect to have a ratio of 3.8. This reflects the fact that adjacent properties share in the aesthetic value of the neighbourhood. For County Durham, the high estimate is £18.9k

Housing units brought back into active use

- F.12** The model calculates the change in land values under the premise that the housing units in active use exist on residential land, and that before they were brought back, the land took some categorically lower value.
- F.13** For the low estimate, the original land is assumed to have the benchmark value for commercial, out-of-town land. For the high estimate, the original land is assumed to have

²⁶ DESNZ. Note this is carbon for modelling purposes, inclusive of discounting.

²⁷ Wise (2022). Reducing Carbon while Retaining Heritage: retrofitting approaches for vernacular buildings and their residents. PhD thesis The Open University. <https://oro.open.ac.uk/86367/>

²⁸ Ahlfeldt et al (2012). [An assessment of the effects of conservation areas on value](#)

zero value (note, whilst this is impractical, the exercise here is to illustrate the extent of the impact).

F.14 Land values are taken from MHCLG guidance.²⁹ For example, in Nottingham, the price per hectare of commercial, out-of-town land is £740k per hectare, and residential land is £1.2m per hectare (+62%).

F.15 As per the guidance, the model gives each housing unit a footprint of 90 sqm. Continuing with the Nottingham example, the relevant indicator is 20 units brought back into use, which is equivalent to 0.18 hectares. As such, the low estimate for Nottingham is £83k and the high estimate is £216k of land value uplift.

Community

F.16 Heritage related training sessions (hrs.) provided to volunteers & Number of volunteers trained

F.17 The data for hours of volunteering and number of volunteers is of indeterminate quality. As such, we take the maximum of the two and assume that is the total number of hours for which volunteers were engaging in training sessions (as opposed to some combination of the two figures).

F.18 The volunteer time is then multiplied by the minimum wage, which, averaged over the past several years, is £8.93/hr.³⁰ Using the minimum wage captures the utility gained from that time investment by volunteers in the community – i.e. the minimum wage is a benchmark for the nominal value of time.³¹

Number of HAZ dissemination events

F.19 Events are modelled using the same assumptions around the utility of time. Events are assumed to last for one hour, and to host ten attendees, with each deriving a utility equivalent to the national minimum wage.

F.20 Note, the impacts on community wellbeing, cohesion, or capacity building could be far above this modelled impact in terms nominal utility, but those broader impacts are impossible to model robustly.

Land area improved (Ha)

F.21 The literature suggests that improving the public realm through regeneration has a positive effect on the mental health of residents.³² This effect is stated as 1.54 points on a 100 point scale of mental health. The interval at which the effect was measured was seven years.

²⁹ [Land value estimates for policy appraisal 2019 - GOV.UK](#)

³⁰ [National Minimum Wage and National Living Wage rates - GOV.UK](#)

³¹ There is a wider body of literature on valuing volunteering, for example, in terms of the wellbeing effect. But that analysis is based on sustained volunteering, which is not a pattern that can be ascribed here.

³² [Improving Mental Health Through the Regeneration of Deprived Neighborhoods: A Natural Experiment | American Journal of Epidemiology | Oxford Academic](#)

- F.22** Conservatively, this model assumes that the underlying wellbeing impact is at its maximum at seven years, building up steadily over the course of five years (or, equivalently, decaying over that same time period).
- F.23** The Green Book's supplementary guidance on wellbeing impacts³³ suggests a low estimate of £10k and a high estimate of £16k per WELLBY. Where a WELLBY is a wellbeing improvement equal to one point on a 0-10 scale, persistent for the duration of a year.
- F.24** Using the approach and the assumptions above, public realm improvements amount to 0.46 WELLBYs, per person in the relevant area.
- F.25** Assume further that the wellbeing impact of the improved public realm affects only those who live in the footprint measured by the indicator, and that that footprint houses a population equivalent to the general population density of the locality. For example, the Walworth HAZ is most specifically demarcated by the Southwark 015 Middle Layer Super Output Area, which has a population density of 130 people per hectare.
- F.26** The public realm improvements in Walworth amounted to 0.42 hectares of land, thus, can be represented by a population of 55 people. Overall, those people gain from 25 WELLBYs, which are valued at either £253k or £405k.

Skills

Heritage related training sessions (hrs.) provided to staff

- F.27** ONS analysis suggests that training at work can improve wages for Skilled Trade Occupations by 4.2% when measured the year afterwards.³⁴ For modelling purposes, a salary premium is assumed to be equivalent to a productivity premium, given that the nature of the job remains the same.³⁵
- F.28** The ONS analysis does not suggest the timeframe over which the premium persists. An SQW assumption is that the timeline is at least three and up to six years. In effect, this means that after that time, any salary/productivity improvements fall into line with the natural development of the untrained worker, or the benefit is no longer attributable to the training.
- F.29** The indicator for the hours of training provided to staff is used to determine the duration of the impact, with those HAZs that provided the most hours being modelled as having training that grants a longer premium.
- F.30** For example, in King's Lynn, the indicator measured 79 hours of staff training, which was the third highest across all HAZ's, so the training in that area is given a higher prominence in the model with a timeframe of 5.6 years. Conversely, the Stockton-Darlington railway HAZ listed only 8 hours training, ranking at 14 among the 20 HAZs, and being modelled as a shorter timeframe of 3.9 years.

³³ [Green Book supplementary guidance: wellbeing - GOV.UK](#)

³⁴ See figure 5 in [Characteristics and benefits of training at work, UK - Office for National Statistics](#)

³⁵ The relationship between GVA and salary would be more likely to change if the worker transitioned to self-employment, to a more managerial role, or to a different industry.

Number of staff trained

F.31 The overall productivity increase from skills training draws upon the 4.2% premium and time period described above, the number of staff trained from the monitoring data, and the relevant productivity figure.

F.32 As a low estimate, productivity is drawn from ONS data for the construction sector, £37/hr.³⁶ A high estimate is given by productivity in the heritage sector, as per Historic England's estimate of £71k/year.³⁷

Economic model: costs

F.33 Programme costs for Historic England comprise two elements:

- First, Historic England's total grant contribution to the programme up to the end of September 2024 taken from the Monitoring Framework (£13.6m).
- Second, staff costs associated with programme management and delivery. We drew on two, mutually exclusive, sources of data to estimate staff costs:
 - Time recorded by Historic England employees in ProjectView covering the period from April 2017 to February 2024. Four points are noted: (i) the time recorded includes research staff only so does not capture the inputs of all staff who contributed to programme delivery (ii) some entries did not include job titles, therefore it was not possible to estimate the cost of the this time, (iii) pay band was not available therefore it has been estimated based on job title, with the minimum and maximum pay band for each area (i.e. Inner London, Greater London plus Cambridge, and National) averaged for each pay band, (iv) and data between March 2024 and September 2024 (i.e. the end of Round 3) were not available at the time of undertaking the analysis. Considering these caveats, it is likely that the total cost figure (i.e. c. £669k) underestimates the true value of staff costs.
 - Time (and equivalent cost) recorded by Historic England employees in a survey covering the full financial years 2021-22 to 2023-24 and part of 2024-25 (up to and including September 2024). Based on actual data, staff costs for the delivery period pre and post the survey coverage were estimated. Three estimates were calculated: staff costs equally distributed across the programme lifetime, staff costs front loaded (highest estimate), and staff costs end loaded (lowest estimate). It is important to note that the dataset is not comprehensive (a large amount of data are missing and has been estimated by Historic England³⁸), therefore, it can be assumed that the high estimate (c. £4m) is closer to the true value of staff costs.

F.34 For the public costs (i.e. Historic England costs), the gross and net values are the same as no public money would have been spent in the counterfactual.

Economic model: further considerations

F.35 This value for money assessment was driven by the data available in the Monitoring Framework, specifically, the 16 indicators that captured the outputs and progress across

³⁶ See [Output per hour worked, UK - Office for National Statistics](#)

³⁷ For this productivity figure, see page 7 of [Heritage and the Economy](#)

³⁸ This was estimated by taking the average of the monthly time spent for each individual and applying it to the months where responses to the survey were missing.

all three HAZ rounds. For the indicators around the heritage lists (both national and local), the production of guidance documents, and the release of press coverage, there were no suitable means of monetisation. This implies that there is some level of programme activity that is not captured in the value for money assessment. Further to those unmonetised indicators, we highlight the following three issues that are not captured in the assessment above.

Construction

- F.36** Value for money assessments tend not to focus on construction as that is a temporary activity which, in and of itself, does not alter the fundamental fabric of the economy. The more relevant issues are the actual constructions – what they enable and the efficiency with which they were built. For example, accounting for the construction activity alone would imply that overrun on costs generated a higher value. That said, it is feasible to consider the spending on construction as it flows through the economy. This analysis would draw upon input-output tables to calculate the knock-on effect of materials and services purchased in the process of construction. However, such analysis was not practical here due to data limitations (i.e. programme spend on construction is not known).

Domestic tourism

- F.37** To a large degree, the ethos of the HAZ programme was to improve the quality and aesthetic of the urban areas, driving greater footfall and allowing for more people to engage in heritage and culture. Research in the heritage sector does provide benchmarks on the use and non-use value of heritage – ideally, these benchmarks would have been incorporated into the value for money analysis to demonstrate the value that people attribute to the heritage they can engage with due to the HAZ. However, data on visitor numbers and footfall in each HAZ area was not consistently captured. As such, it is not possible to monetise this area of impact, despite its relevance to the programme as a whole.

Distribution

- F.38** The impacts monetised above can be adjusted with distributional analysis. This technique is supported by Green Book guidance. It accentuates the value of monetary benefits to areas of deprivation and ameliorates benefits to more affluent areas. The underlying principle is that a pound of spending is valued more when it is distributed to people who have less money (the marginal elasticity of income).
- F.39** Distributional analysis was not implemented into the value for money directly – it is difficult to understand a counterfactual for the public and private funding leveraged. For the case of contributions from the local authority, it is not certain that the HAZ would have encouraged more equitable spending than an alternative project.
- F.40** Similarly, it is difficult to apply a distributional multiplier to some of the benefits in the model. Any increases in house prices in more deprived areas would be more impactful, so that benefit would be amenable to a distribution calculation. However, it is harder to argue the same for the wellbeing effect (the 'land area improved' indicator) or the environmental effect (the 'heritage buildings repaired or restored' indicator).
- F.41** For the above reasons, the distribution effect was not implemented into the assessment. However, given that the HAZ was developed with a strategic focus on targeted delivery, it is worth considering the distribution multipliers of the activity areas. Of the 22 areas studied

here, only four had higher-than-average affluence within the UK. Thus, the majority were locations which would accentuate the benefits under a distributional analysis.

Results

Analysis of elements

- F.42** By a significant margin, the biggest impact comes from the commercial floor space brought back into use (average £5-13m). This is because in terms of generating GVA, it is difficult to compete with job creation, even with the low level of additionality for that element of the model. Also note that the benchmarks for this model assume a measurement of commercial floorspace in terms of Net Internal Area. However, for some of the larger restored buildings (in excess of 1,000 sqm), it is likely that much of this is corridors, stairways or other such areas that do not directly support job activity. As such, the lower estimate is included in the overall impact figures.
- F.43** The next biggest impact is the land area improved (average £1.3-2.2m). Here, one driving factor is that the wellbeing approach gives a relatively high benchmark for each unit of impact (a WELLBY) – though given the small degree of wellbeing change, this is not such a tenuous claim to make. A more problematic issue is that the result was not calculated to scale with diminishing returns – for example, Gosport and Swindon both report approximately 50 hectares of improved land, which is an order of magnitude greater than the other HAZ areas. The implication of the model is that around 1,000 people from each area enjoy the full extent of the wellbeing gain. This is a difficult claim to make without a deeper understanding of the nature of how those 50 hectares were improved with respect to the relationship residents have with the public realm. Without those two outliers, the average impact falls to £313-500k.
- F.44** The third largest impact is from the heritage related training provided to staff (average £576-722k). The gap between these estimates is smaller than the two impacts discussed above. This is because the two productivity estimates that define the different estimates are relatively close. In comparison to the economy in general, the estimate for the productivity of heritage jobs is fairly high (£71k versus £59k for the UK, both taken in 2020). Whilst this is not so high as to be spurious, using that figure in conjunction with a 4.2% salary premium is the crucial justification in this element of the model. i.e. could this training cause such a productivity gain in what are already quite productive jobs. Again, this falls down to a deeper understanding of what the indicator is representing, which in this case is the capacity building on the ground and the extent that the training made a difference to the staff's economic activity.
- F.45** In contrast, the monetisation for the housing units brought back into use is relatively small (average £61-129k). This is a facet of the Land Value Uplift approach. Whilst the housing units themselves will have marketed for a much higher price, the approach taken does not factor those prices in, and instead focuses on the more fundamental factor underpinning the local economies. Furthermore, the absolute numbers reported against this indicator were simply quite low (the maximum being 24 units in the Greater Grimsby HAZ), so the final result was modest.
- F.46** Finally, the impact of the number of heritage buildings repaired or restored is also relatively low (average £3.8-25k). Again, the absolute numbers reported against this indicator were often quite low. Also, the model was deliberately designed to be conservative, with the lower estimate calculating the climate impact of draught-proofing and replacing windows. Whilst such improvements would be warmly received by the occupiers, they are not

profound enough to shift the dial in terms of carbon abatement – especially given that carbon pricing is geared towards appraisals of energy infrastructure. This impact area could be modelled more generously, assuming that the heritage buildings retain their gas-powered heating systems so the energy/carbon saving is more acute. This scenario would increase the impacts by just less than 50%.