



From the Wash to the White Cliffs

The Contribution of the Heritage Sector to Society and the Economy

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Cover

Canterbury. © Phil Ward

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The Wet Dock and St Clement's Church, Ipswich, Suffolk. © David Gill

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Summary

This report reviews the contribution of heritage to the region defined by the counties of Kent, Essex, Suffolk and Norfolk. It identifies four key themes that link the heritage in the region: coastal defence; Christian heritage; historic houses; and historic landscapes and natural heritage. The region contains one UNESCO World Heritage Site at Canterbury. Heritage is supported by the development of several Heritage Action Zones and High Street Heritage Action Zones across the four counties.

Heritage features in the strategies for the two regional Local Enterprise Partnerships (LEP), as well as countywide and local authority heritage and cultural strategies. The report identifies examples of good practice.

Several research themes have been identified that link to the interests of the three sponsoring universities of East Anglia, Essex, and Kent. Coastal heritage across the four counties is facing the threat of the climate crisis and assets are being lost due to coastal erosion. The impact of rising sea levels is also assessed. Heritage and cultural property crime affects the sustainability of heritage and cultural property across the region. Five case studies are presented: damage to churches, including lead roof theft; illegal metal-detecting and the disposal of finds; architectural theft; vandalism; and the use of technology to facilitate crime against heritage assets. The third research theme relates to the way that the DCI sector works with heritage organisation to record and interpret assets. The development of a county based Digital Heritage Strategy for Suffolk is highlighted.

The economic benefits of heritage are explored through the award of National Lottery Heritage Fund (NLHF) grants to heritage projects. Between 2013 and 2020 the EARC region was awarded over £190 million for heritage projects by NLHF. In addition, the report explores visitor trends and identifies the impact of COVID-19 on the tourism economy for the region. Historic England estimates that the heritage sector accounted for 140,000 jobs in the south east, and eastern England in 2019.

The social benefits of heritage align with the UK Government's Levelling-Up agenda. This is explored through a number of sub-themes: health and well-being; pride in place; digital connectivity; education and skills.

The report concludes with a reflection on the challenges facing heritage across the region. This includes encouraging public participation with museums and archives.

Introduction

Heritage helps to form the identity of the south-east and East Anglia. This report draws on the latest iteration of the RSA Heritage Index that appeared in 2020 (The RSA 2020; Webster 2020a). It prompted three studies for the EARC region: Kent (Gill and Matthews 2021b), Essex (Gill and Matthews 2021a), and East Anglia (Gill 2021).

The present report builds on an earlier study that applied the RSA Heritage Network key questions to the heritage situation in Suffolk (Gill 2018).

Historic England's data from Heritage Counts has informed the thinking behind the study (Historic England 2021b). Some of the themes discussed in this report, such as levelling-up, heritage and climate change, and heritage and cultural property crime are found in the latest Heritage Counts (Historic England 2022a).

Heritage in the Eastern Arc Region: An Overview

The region's heritage stretches from Neolithic mines to Cold War testing sites. It includes one UNESCO World Heritage site that was inscribed in 1988: Canterbury Cathedral, St Augustine's Abbey, and St Martin's Church. The region has 1652 Grade I listed buildings: 435 in Kent, 284 in Essex, 399 in Suffolk, and 534 in Norfolk.

English Heritage properties in the EARC region feature prominently in the selection by Simon Thurley, former Chief Executive: eight out of the 36 properties (Thurley 2012). They include the Neolithic flint mines at Grimes Graves, the medieval village including castle and priory at Castle Acre, and Berney Arms Windmill in Norfolk; Audley End House in Essex; Richborough Roman fort, Lullingstone Roman villa, Dover Castle, and Down House in Kent. Unstaffed English Heritage sites in the region are covered by two volumes in the Heritage Unlocked series (Campbell 2004; Elliott 2005). Six locations from the region feature in Historic England's *History of England in 100 Places*, representing Travel and Tourism (Dreamland at Margate in Kent, Caister Camp in Norfolk), Loss and Destruction (Greyfriars monastery and the village of Dunwich in Suffolk), Faith and Belief (Canterbury Cathedral and St Martin's church, St Andrew's church at Greensted-juxta-Ongar in Essex), and Art, Architecture and Sculpture (Sutton Hoo in Suffolk) (Wilkinson 2018).

There is now a volume identifying 100 key heritage sites in Norfolk that is placed alongside 100 key objects (Davies and Pestell 2015; Robertson, Wade-Martins, and Wade-Martins 2022). Such collections will help the public to engage with heritage across the region.

Heritage Strengths Across the Eastern Arc Region

The diversity of heritage across the region means that it is hard to select key themes. However, there are a number of themes that bring together the region.

Coastal Defence

The coastline adjacent to the Channel, the Thames Estuary, and the North Sea have been protected since at least the Roman period (Hegarty and Newsome 2007). The region contains several forts linked to the Roman defence of the province that were known as 'The Saxon Shore' (Litus Saxonicum). These range from Brancaster in north Norfolk round to Portchester in Hampshire. Particularly significant remains can be seen at **Burgh Castle** near Great Yarmouth where the Roman artillery bastions are particularly impressive. The walls at **Caister-on-Sea** near Great Yarmouth are now interpreted as defences of a military base. **Richborough** in Kent was seen as the entry point to the province and the base of the triumphal arch marking the acquisition of Britannia can still be seen. Some remains of the fort walls can be seen at **Bradwell-on-Sea** in Essex and

Reculver in Kent: at Bradwell some of the reused bricks and stone work can be seen in the Anglo-Saxon church of Othona; at Reculver, Roman material is found in the twin towers of the now ruined church. A Roman lighthouse may be seen in the ground of **Dover Castle**.

The medieval fortress of **Dover** protected one of the key entry points to England. One of the most unusual castles is the keep at **Orford** built in the 12th century to protect the Suffolk coast. Medieval coastal defences form a theme for *Heritage Unlocked* (Elliott 2005, 74–75).

The break with the Roman Catholic church by Henry VIII led to a heightened threat of invasion. Henry VIII constructed a series of artillery forts to protect the coast: two of the best preserved, at **Deal** and **Walmer**, can be found in Kent; a third at Sandown can no longer be seen. Other defences were placed at **Upnor** to defend the Medway (under Elizabeth I), and **Tilbury** in Essex where a blockhouse was constructed under Henry VIII in 1539. In the 17th century a fort was built at **Landguard**, near Felixstowe, to protect the major port of Harwich against possible attack from the Dutch. The naval dockyard at **Chatham** was developed in this period and the historic dockyard is now a major heritage attraction in Medway.

In the early 19th century, in response to the threat of invasion during the Napoleonic Wars, a series of artillery emplacements known as Martello Towers, were placed along the south and Suffolk coasts. Many can be seen from the outside and some are open to the public such as **Dymchurch** in Kent and **Jaywick** in Essex. The **Royal Military Canal** was constructed on the edge of Romney Marsh to defend against a landing in this part of Kent.

In the second half of the 19th century coastal defences were strengthened in the face of a perceived threat from France. Major artillery forts were developed on established sites at **Landguard** to defend the port of Harwich (1870–78), and **Tilbury** to protect the Thames (1868–71).



Figure 1. Landguard Fort, Suffolk © David Gill



Figure 2. Martello Tower at Slaughden, Suffolk © David Gill

During the First World War a complex series of batteries and defensive fortifications was constructed in Kent and around the Thames estuary (Smith 2016). A First World War aerodrome has been preserved at **Stow Maries** near Maldon in Essex (Stow Maries n.d.).

The renewed threat of invasion during the Second World War is marked by concrete pill boxes, gun emplacements, and tank traps that are still visible across the region. The Second World War tunnels below **Dover Castle** are open to the public.



Figure 3. WW2 defences for the river Ore, Suffolk © David Gill

Christian Heritage

The arrival of Christianity in England is marked by a Victorian cross in an Anglo-Saxon style on the Isle of Thanet: the Latin text was composed by Dr Henry Liddell whose daughter Alice was celebrated by Lewis Carroll. Augustine made a base at **Canterbury** where the cathedral and St Augustine's Abbey may be found. Another Anglo-Saxon foundation was the **Abbey of St Edmund** in Suffolk following the death of the king. The remains of the Anglo-Saxon church at **North Elmham** are still visible. Two other medieval cathedral cities are found in the region: **Norwich** and **Rochester**. The present cathedral in **Bury St Edmunds** was dedicated in 1914 when the diocese of St Edmundsbury and Ipswich emerged from Norwich diocese.

There are numerous remains of monastic foundations across the region including **Binham**, **Thetford**, and **Castle Acre**, all in Norfolk. Spectacular examples of Grade I churches can be found across the region.



Figure 4. St Augustine's Cross, Ebbsfleet, Kent © David Gill

Historic Houses

The region has numerous examples of country houses that include **Audley End** in Essex, and **Oxburgh Hall** in Norfolk. A particularly fine collection of Grand Tour sculptures is still displayed at **Holkham Hall** in Norfolk. The rotunda at **Ickworth** in Suffolk is architecturally significant. Victorian and Edwardian Houses include **Somerleyton Hall** in Suffolk and the royal lodge at **Sandringham** in Norfolk.

The EARC region has two historic houses that are deemed to be in the top 20 for England (**Knole** in Kent, and **Holkham** in Norfolk), and ten others in the top 100: **Audley End** in Essex; **Godinton Park**, **Hever Castle**, **Ightham Mote**, **Leeds Castle**, **Penshurst Place**, and **Restoration House** in Rochester, in Kent; and **Blicking Hall**, **Houghton Hall**, and **Oxburgh Hall** in Norfolk (Jenkins 2003, xxxiv–xxxv).



Figure 5. Felbrigg Hall, Norfolk © David Gill

Historic Landscapes and Natural Heritage

The region is particularly strong in coastal landscapes from **the Wash** in Norfolk round to **the White Cliffs** in Kent. **The Norfolk Broads** were created through human intervention on the landscape. The parkland around some of the major historic houses preserve major historic landscapes. **The Stour Valley** on the Essex-Suffolk border is particularly important for its associations with the painters John Constable and Thomas Gainsborough (Stanley and Farrow 2020). A major landscape project supported by NLHF explored the range of heritage in the area (Brooks 2020; King 2020; Mason 2020; O'Dell and Munro 2020; Parry 2020). Other key landscapes include the **North Norfolk Coast**, the **Suffolk Coast and Heaths**, and the shorelines of **the Thames Estuary**. **Romney Marsh** in Kent is distinctive eco-system.

A particularly noteworthy heritage landscape project is the deserted medieval village at **Godwick**, Norfolk. Remains include the tower of the church that was rebuilt in the 17th century as a folly in the landscape of 'Old Hall' that that become the home of Sir Edward Coke in the late 16th century. The Great Barn remains as a key structure from the village. Various features of the village and its later history are explained by information boards that help visitors to explore the site.



Figure 6. Godwick Deserted Medieval Village, Norfolk © David Gill

The distinctiveness of the region's natural heritage has been reflected by the choice of two locations for the BBC's Springwatch series: **Minsmere** in Suffolk, and **Wild Ken Hill** in Norfolk.

Other Regional Heritage Themes

The region contains heritage assets that may be grouped by different eras.

Prehistoric

Grimes Graves in Norfolk is the location of a major Neolithic flint mine complex. Visitors are able to descend one of the shafts and to view the galleries where the flint nodules were extracted. The chambers of Neolithic burial mounds can be seen at **Coldrum Long Barrow**, **Kit's Coty House**, and **Little Kit's Coty House** in Kent. Parts of **Seahenge**, found on Holme Beach in Norfolk, are now displayed in Lynn Museum.



Figure 7. Grimes Graves, Norfolk © David Gill

The Iron Age hillfort of **Warham Camp** in north Norfolk is one of the best-preserved monuments of this period in the eastern region. Extensive Iron Age defences can be seen around **Colchester** and parts are in State Guardianship.

Roman

Roman towns include **Canterbury**, the Roman colony of **Colchester** with the remains of the temple of the Divine Claudius, and **Caistor St Edmund** near Norwich. The excavated remains of **Lullingstone Roman Villa** in Kent display particularly fine mosaics: some of the finds, including marble portraits, may be seen in the British Museum. One of the few surviving Roman lighthouses can be viewed in the grounds of **Dover Castle**.



Figure 8. Caistor St Edmund, Roman Town Walls, Norfolk © David Gill

One of most impressive series of Roman fortifications in Britain was known as the Saxon Shore that stretched from **Brancaster** in north Norfolk to Portchester in Hampshire (Historic England 2018d). Some of the best-preserved remains are at **Burgh Castle**, **Reculver**, **Richborough**, and **Lympne Castle**.

Anglo-Saxon

The **Sutton Hoo** ship burial site is located above the river Deben in Suffolk. The National Trust has recently installed a viewing platform to help visitors gain a bird's eye view of the cemetery area. One of the oldest Anglo-Saxon churches still in use in England can be found at **Bradwell** in Essex. It was placed inside the Roman fort and reused some of the brick and stone from the earlier structure. An Anglo-Saxon boat, dated by dendrochronology to c. 895 CE, was excavated at Seasalter near Whitstable in 1970 (Evans and Fenwick 1971).



Figure 9. Sutton Hoo burial ground, Suffolk © David Gill

A particularly important Anglo-Saxon cross is displayed in the church at Iken adjacent to the Alde estuary in Suffolk. This was probably the site of an early Christian community.



Figure 10. Anglo-Saxon cross at Iken, Suffolk © David Gill

The **Abbey of St Edmund** was founded in 1020 to house the body of the martyred king Edmund who was killed during the Viking invasions in 869. The place of his death is marked at **Hoxne**. The Abbey remained a major foundation until the Dissolution of the Monasteries.

The boundary marker of **Devil's Dyke** near Newmarket is on the border between Suffolk and Cambridgeshire and blocks the higher ground on the route between Cambridgeshire and East Anglia.

Medieval Heritage

Medieval Castles

Following the Norman Conquest, a series of strongholds was established across the region including castles at **Dover**, **Rochester**, **Colchester**, **Norwich**, and **Hedingham Castle**. Other major castles in the region include those at **Framlingham** and **Orford** in Suffolk; **Castle Acre** and **Castle Rising** in Norfolk.



Figure 11. Heddingham Castle, Essex © David Gill

Industrial Heritage

Windmills dominate the landscape of East Anglia. Some of the best-preserved examples include **Berney Arms** in Norfolk, and **Saxtead Green Post Mill** in Suffolk. The **Woodbridge Tide Mill** is a good example of the use made of the tidal estuary on the Deben.

The works at **Leiston** in Suffolk reflect the development of rural industries. **The Food Museum** (formerly the Museum of East Anglian Life) at Stowmarket in Suffolk celebrates rural activities across the region.

The development of wet docks and harbour facilities in the 19th century can be seen at **Lowestoft** and **Ipswich**.



Figure 12. The Long Shop Museum, Leiston, Suffolk © David Gill



Figure 13. Museum of Food, Stowmarket, Suffolk © David Gill



Figure 14. Saxeade Green Post Mill, Suffolk © David Gill

Heritage Railways

There are several heritage railways across the region including the narrow-gauge **Romney, Hythe and Dymchurch Railway** in Kent, and the **North Norfolk Railway** ('The Poppy Line') that runs from Sheringham.

Disused railway lines are forming the basis of sustainable transport routes across the region. These include the former Canterbury to Whitstable Line: the harbour at Whitstable was constructed by Thomas Telford (The Crab and Winkle Line Trust n.d.). In Norfolk there is a proposal to bring some of the disused routes back into service either as ‘greenways’ or with trains reinstated (Thompson 2022).



Figure 15. North Norfolk Railway, Sheringham, Norfolk © David Gill

Second World War

Remains of the defensive lines constructed across the south-east and east of England can be seen in the remains of concrete pill boxes. The airfields associated with the US Eighth in the East have formed part of a major regional heritage project.

Cold War

The nuclear weapons testing facility at **Orford Ness** on the Suffolk coast is maintained by the National Trust. All our counties are rich in Royal Observer Corps Observation Posts, and a Regional Seat of Government would have been located at **Dover Castle**.

Shipwrecks

One example of a shipwreck found in the EARC region, though outside UK jurisdiction, is the 340-year-old *Gloucester* warship, which was discovered by divers in 2007 (Anon. 2022a). The ship had run aground off the coast of Great Yarmouth in Norfolk in 1682, nearly killing the then-Duke of York (later King James II of England). This discovery has been hailed in the media as being ‘the most important maritime find since the *Mary Rose*’, and in recent months it has finally been made possible to reveal details of the wreck in full.

Due to the fact that the wrecking of the *Gloucester* could have completely changed the course of British history, the wreck can provide the opportunity to change fundamentally our understanding of 17th century social, maritime and political history. Indeed, it was

not until 2012 that the Receiver of Wreck and Ministry of Defence decisively identified the *Gloucester*, after the ship's bell was recovered.

Given the significance of this find, the exact location remained undisclosed until the discovery had been made public. This is due to the fact that there were fears that such a site was 'at risk' from both shipwreck interference and other heritage crime; moreover, given the wreck is in international waters, the site had to receive significant protection. It must also not be forgotten that the tragedy claimed the lives of many people, and is therefore considered to be a burial ground. As such, regulations relating to the interference of human remains and other factors need to be upheld when excavating the site (BBC News 2022f).

Museums

There is a wide range of museums across the EARC region. Institutions in the eastern region are represented by SHARE Museum East. In Suffolk there has been an annual event to celebrate the county's Museum of the Year. **Firstsite** in Colchester was awarded Art Fund Museum of the Year in 2021.

Major museums include **Norwich Castle Museum**; **Ipswich Museum**; **Colchester Castle**; **Chelmsford Museum**; and the **Beane House of Art & Knowledge** in Canterbury. The region contains national museums including the **Museum of Food** (formerly the Museum of East Anglian Life) at Stowmarket, Suffolk, and the **National Horseracing Museum** at Newmarket, Suffolk.



Figure 16. *Palace House, Newmarket, Suffolk* © David Gill

Archives

The main county record offices are:

- Norfolk Record Office
- The Hold (Suffolk)
- Essex Record Office
- Kent Record Office

Heritage Assets

English Heritage Properties in the Eastern Arc Region

English Heritage properties in the region range from prehistoric burial chambers to Victorian artillery forts. While there are admission charges for some, others are free for members of the public to enjoy.

Prehistoric

Grime's Graves, Norfolk

Kit's Coty House and Little Kit's Coty House, Kent

Lexden Earthworks, Colchester, Essex

Roman

Lullingstone Roman Villa, Kent

Burgh Castle, Norfolk

Caister Roman Fort, Norfolk

Reculver, Kent

Richborough, Kent

Medieval Castles

Hadleigh Castle, Essex

Baconsthorpe Castle, Norfolk

Castle Rising, Norfolk

Castle Acre, Norfolk

Weeting Castle, Norfolk

Framlingham Castle, Suffolk

Orford Castle, Suffolk

Dover Castle, Kent

Eynsford Castle, Kent

Rochester Castle, Kent

St Leonard's Tower, Kent

Sutton Valence Castle, Kent

Medieval Monastic Sites

Benedictine Foundations

Abbey of St Edmund, Bury St Edmunds. The Benedictine abbey was founded in 1020.

St Augustine's Abbey, Kent. Abbot Scotland, a monk from Mont St Michel, was appointed in 1070.

Binham Priory, Norfolk. The priory was founded in 1091 from St Alban's Abbey in Hertfordshire.

St John's Abbey Gate, Colchester. The abbey was founded in 1095 to the south of the town.

Cluniac Foundations

Castle Acre Abbey, Norfolk. The priory is likely to have been founded by William de Warenne, the second early of Surrey, probably after his father's death in 1088.

Thetford Priory, Norfolk. The priory was founded in 1103/4 by Roger Bigod. The monks came from the priory at Lewes.

Creake Abbey, Norfolk. The monastic site has its origins in 1206, although the Augustinian priory is later.

Augustinian Foundations

St Botolph's Priory, Colchester. Also Cluniac.

Waltham Abbey Gatehouse and Bridge, Essex

St Olave's Priory, Norfolk. The priory was founded c. 1216.



Figure 17. St Olave's Priory, Norfolk © David Gill

Premonstratensian Foundations

Bayham Old Abbey, Sussex / Kent

Leiston Abbey, Suffolk

Franciscan Foundations

Greyfriars Cloisters, Great Yarmouth, Norfolk

Other Foundations

North Elmham, Norfolk



Figure 18. North Elmham, Norfolk © David Gill

Chapels and Churches

Church of the Holy Sepulchre, Thetford, Norfolk
Lindsey St James's Chapel, Suffolk
Faversham Stone Chapel (Our Lady of Elverton), Kent
Horne's Place Chapel, Kent
Knights Templar Church, Dover, Kent
Milton Chantry, Kent
Reculver Towers, Kent

Manor Houses

Old Soar Manor, Kent
Temple Manor, Kent

Other Medieval Structures

Binham Market Cross, Norfolk
Blakeney Guildhall, Norfolk
Cow Tower, Norwich, Norfolk
Warren Lodge, Thetford, Norfolk
Moulton Packhorse Bridge, Suffolk
Prior's Hall Barn, Widdington, Essex
Maison Dieu, Kent
St Augustine's Abbey Conduit House, Kent
St John's Commandery, Kent



Figure 19. Warren Lodge, Thetford, Norfolk © David Gill

Country Houses

Audley End House and Gardens, Essex
Hill Hall, Essex

Mills

Berney Arms Windmill, Norfolk
Saxtead Green Post Mill, Suffolk

Artillery Forts

Landguard Fort, Suffolk
Tilbury Fort, Essex
Deal Castle, Kent
Walmer Castle, Kent
Upnor Castle, Kent
Dymchurch Martello Tower, Kent
Western Heights, Dover, Kent

Other Heritage

Mistley Towers, Essex
Great Yarmouth Row Houses, Kent
Down House, Kent
St Augustine's Cross, Kent

National Trust Properties in Eastern Arc Region

Apart from land managed by the National Trust, there are numerous properties across the EARC region, some open without charge to the public.

Prehistoric

Coldrum Long Barrow, Kent

Anglo-Saxon

Sutton Hoo, Suffolk

Medieval

Castles

Rayleigh Mount, Essex

Town Houses

Lavenham Guildhall, Suffolk

Paycocke's House and Garden, Coggeshall, Essex

Historic Houses

Oxburgh Hall, Norfolk

Felbrigg Hall, Norfolk

Blickling Hall and estate, Norfolk

Melford Hall, Suffolk

Ickworth, Suffolk

Owletts, Kent

Quebec House, Kent

Chartwell, Kent

Knole, Kent

Ightham Mote, Kent

Old Soar Manor, Kent

Scotney Castle, Kent

Smallhythe Place, Kent

Landscapes

Brancaster, Norfolk

Morston Quay, Norfolk

Sheringham Park, Norfolk

West Runton and Beeston Regis Heath, Norfolk

Darrow Wood, Norfolk

Dunwich Heath and beach, Suffolk

Orford Ness National Nature Reserve, Suffolk

Kyson Hill, Woodbridge, Suffolk

Pin Mill, Suffolk

Flatford, Suffolk

Hatfield Forest, Essex

Copt Hall Marshes, Essex

Danbury Commons and Blakes Wood, Essex

Northey Island, Essex

Cobham Wood and Mausoleum, Kent

Limpsfield Common, Kent

Toys Hill, Kent

Emmetts Garden, Kent

One Tree Hill, Kent
Oldbury Hill, Kent
Sissinghurst Castle Garden, Kent
The White Cliffs of Dover, Kent

Mills and Pumps

Horsey Windpump, Norfolk
Bourne Mill, Colchester, Essex



Figure 20. Bourne Mill, Colchester, Essex © David Gill

Other Heritage

Elizabethan House Museum, Great Yarmouth, Norfolk
Theatre Royal, Bury St Edmunds, Suffolk
Grange Barn, Coggeshall, Essex
St John's Jerusalem, Dartford, Kent
Chiddingstone Village, Kent
Stoneacre, Kent
South Foreland Lighthouse, Kent

Heritage Action Zones

There are three Heritage Action Zones (one each in Kent, Norfolk and Suffolk), and six High Street Heritage Action Zones (two in Kent, three in Norfolk, and one in Suffolk) in the EARC region. Historic England describes Heritage Action Zones as:

‘Working with local people and partners, we are helping to breathe new life into old places that are rich in heritage and full of promise – unlocking their potential and making them more attractive to residents, businesses, tourists and investors. We are doing this through joint-working, grant funding and sharing our skills.’

Heritage Action Zones

Ramsgate

‘The Heritage Action Zone is seeking to help grow Ramsgate into a prosperous maritime town where outstanding heritage and architecture coupled with new investment and development strengthens the economy for the benefit of the local community.’

The **Kings Lynn** HAZ was designated in 2017 (King’s Lynn and West Norfolk Borough Council 2017).

The **Lowestoft** HAZ was designated in 2018 (Think Lowestoft 2021).

‘The Heritage Action Zone focusses on the medieval High Street, Scores (steep narrow paths in the cliff), historic smokehouses and net stores, and once fine Victorian parks of north Lowestoft. It will provide support, training, advice and grant funding to bring buildings back into use as housing or retail spaces. Research and a programme of community activities will make sure that the heritage of the area becomes better-known and valued.’

High Streets Heritage Action Zones

High Street Heritage Action Zones are described as (Historic England n.d.-b):

‘The £95 million government-funded High Streets Heritage Action Zone programme, which is being delivered by Historic England, will unlock the potential of high streets across England, fuelling economic, social and cultural recovery, encouraging people to say Hi! to the high street, and breathe new life into it for future generations.’

Ramsgate

‘At the centre of Ramsgate's High Street is the cross roads marking an ancient route linking the harbour to the Saxon Church of St Lawrence. To the south, Harbour Street's fine Georgian and Victorian buildings create an attractive and intimate street scene, and pleasant and enticing views down to the harbour beyond. To the north, Lower High Street is the town's main shopping stretch which is home to quality historic buildings with interesting facades and architectural details.

The High Street Heritage Action Zone sits within a conservation area that is deemed 'at risk' because the buildings here have suffered from alterations that have diminished their historic character. The area is also suffering from vacant shops, a lack of retail diversity and a housing shortage.’

Chatham

‘The Chatham Intra High Street Heritage Action Zone has a rich and important place in Medway's history with its development closely linked to the growth of the

Royal Dockyard at Chatham from the 17th century onwards. The High Street has a wealth of very fine historic buildings, including the early 18th century Master Brewers House and a Synagogue, a distinguished but often underappreciated Victorian building.

Historically the area between the High Street and the river was occupied by industrial uses including the Hulkes Lane brewery. The narrow lanes and industrial buildings contribute to the area's unique character. But Chatham has a high degree of retail competition from out of town provision which is having a knock on effect on the high street and vacancy rates – there are a number of empty properties.’

Swaffham

‘A Market Place masterplan will outline how Swaffham could reduce traffic and create an improved experience for the local community and visitors. This Masterplan will allow Swaffham to bid for further funding to allow the vision to become a reality.

Swaffham Market Place has a rich history dating back to key trading routes at the end of the Roman period. The iconic Buttercross, which forms a central focus to the Market Place, was gifted to the town by George Walpole, 3rd Earl of Orford in 1783. There are 34 listed buildings of architectural interest linked to the High Street Heritage Action Zone area include Ceres Pharmacy, the Kings Arms Public House and the Post Office.

The Market place is described as 'car dominated' based on the volume of cars that come through the town and the amount of car parking available throughout this central area. The traffic and parking distracts from the wealth of historic buildings surrounding the marketplace.’

North Walsham

‘North Walsham has a rich medieval history, Georgian architecture and associations with Nelson and the Paston family. The Grade II listed Paston College was founded 400 years ago and has famous alumni including Admiral Horatio Nelson and Stephen Fry.

North Walsham was awarded the right to hold a weekly market in the mid-13th century and the High Street Heritage Action Zone is focused around the medieval market place and the Grade I listed Market Cross. Radiating from the main street are many side streets and yards all with interesting shops, pubs and cafes. There are period buildings, including some with Dutch gables.

A key challenge for the project is repairing and restoring the Cedars building. It is a large building at the entrance to the High Street. Finding viable and sustainable new uses for this large building will be key in restoring vitality to the High Street.

Another challenge will be reducing traffic and improving the public realm on the High Street and surrounding area while still maintaining good public access and successful businesses.’

Great Yarmouth

‘The historic centre of Great Yarmouth blends a unique and largely-intact medieval street plan laid out in the 12th century (the 'Rows', a series of narrow passageways providing pedestrian routes towards the Quay) with the ancient

Market Place and 18th, 19th and early-20th century structures bounded by medieval town walls.

Underpinning all local regeneration activity is a legacy of severe deprivation, economic need and extraordinary heritage merit. Despite its rich architectural and historical context, Great Yarmouth shares a number of challenges with other relatively remote seaside towns including connectivity and isolation, the quality of housing stock, population seasonality, transience and demographics and the availability and accessibility of funding.’

The **Lowestoft HSHAZ** was designated in 2020 (Think Lowestoft 2021).

‘The London Road Lowestoft High Street Heritage Action Zone aims to improve the natural, historic and built environment quality of the area, including public spaces and connections to other parts of the town.’

Lowestoft was awarded £24.9 million as part of a UK Government regeneration project as part of the Towns Fund (BBC News 2022h). This will benefit the Station Quarter, the Cultural Quarter, the Historic Quarter, the Seafront Vision, and the Port Gateway.

Heritage Hubs

One initiative has been to use better known heritage sites as a gateway to other lesser known locations. Two initiatives by English Heritage in the EARC region are using Dover Castle in Kent and Framlingham Castle in Suffolk to introduce visitors to other sites in the locality, some of which are unstaffed.



Figure 21. Framlingham Castle, Suffolk © David Gill

Heritage Strategies Across the Eastern Arc Region

Local Enterprise Partnerships (LEPs)

The EARC region is covered by two LEPs: Norfolk and Suffolk come under New Anglia LEP (NALEP), and Kent and Essex under SE LEP.

New Anglia LEP

NALEP has a sector group on the Visitor Economy (New Anglia LEP n.d.). NALEP's Cultural Strategy, *Culture Drives Growth*, provides a framework for the place of heritage within East Anglia (New Anglia LEP 2016). It outlined the following outcomes:

1. The cultural sector in the East will be recognised locally, regionally and nationally for its distinctive role in contributing to the economic success of the region.
2. We will have increased investment into a nationally and internationally significant cultural offer that makes Norfolk and Suffolk 'must see' cultural destinations.
3. We will have developed a more diverse, highly skilled and connected creative workforce that is fully engaged in growing the region's economy and cultural offer.
4. We will be a national exemplar for place based cultural collaborations, connecting communities and increasing the attractiveness of the region to residents, visitors and investors.
5. We will have enhanced the region's cultural profile for global audience, visitors and markets.

While heritage is not explicitly mentioned in this strategy, the objectives include 'building inspiring places to live, work, visit & invest'. This specifically has a heritage centred plan of action:

We will use our unique landscape and heritage to focus our sense of place. The 'Deep History Coast' partnership in North Norfolk, with Norfolk Museums Service, seeks to develop a major new cultural and economic driver for East Anglia using the internationally important geology and archaeology as a resource for a range of regeneration, place and tourism programmes.

The International Strategy mentions the partnership between Ipswich Museums (Colchester and Ipswich Museums Service) and China, and the working relationship between Norfolk Museums Service and the Yale Center for British Art. Gainsborough's House in Sudbury, Suffolk has the vision to become 'the National Centre for Gainsborough'. The Strategy notes that 'Norwich Museum Service has made £3.6 million capital investment into its sites since 2005'. NALEP supported the development of The Hold, the new archive centre for Suffolk. There was the vision 'to transform Norwich Castle's iconic Keep into one of the region's premier heritage attractions by 2020'.

NALEP has the vision to recognise that the region 'has huge potential in terms of the quality of its cultural and heritage assets, and their capacity to grow and support innovation in the region's other major growth sectors'. NALEP has identified a wider Strategy for Economic Growth that includes the characteristic of place-making (New Anglia LEP 2017).

NALEP's Culture Board Manifesto, *Culture Drives Impact*, makes specific mention of heritage (New Anglia LEP 2022; see New Anglia LEP 2021). Priority objective 5 is 'Our heritage and natural landscapes are activated through culture as a sustainable resource'. This includes the 're-imagination of high streets, town centres, and neighbourhoods'. The manifesto recognises the importance of High Street Heritage Action Zones as key to the Levelling-Up Agenda (see pp. 23–25).

South East LEP

SELEP presents heritage as an integral part of its Rural Strategy (South East LEP 2015) and Coastal Prospectus (South East LEP 2018). It places an emphasis on the safeguarding of heritage assets as part of the wider natural environment. SELEP sees the importance of place-making for supporting the creative economy (South East LEP n.d.). It places heritage and museums with the Creative Industries sector. Heritage is seen as making a difference to localities such as Chatham, Colchester, Folkestone, Margate, Rochester and Southend-on-Sea.

SELEP emphasises the importance of High Street heritage action zones, an initiative from Historic England (South East LEP 2021). These zones are seen as a way of supporting ‘economic, social and cultural recovery’ following the pandemic.

Tourism Strategies

There is a destination development plan for the East of England (Visit East of England 2021). This recognises the important of heritage for the region, in particular Sutton Hoo, the wool towns, and the facilities for the 8th in the East.

Tourism in the EARC region is supported by Visit East of England, Visit Norfolk, Visit Suffolk, Visit Essex, and Visit Kent.

Heritage Strategies

Kent

The heritage strategies for Kent County Council (Kent County Council 2022) and local authorities in Kent are discussed in a separate report for Kent (Gill, Moore, and Winder 2022). They include examples for Ashford (Ashford Borough Council n.d.), Canterbury City Council (Canterbury City Council 2019), Dover (Dover District Council 2020), Gravesham Borough Council (Gravesham Borough Council 2021), Medway Council (Medway Council 2018), Swale Borough Council (Swale Borough Council 2020), Thanet (Thanet District Council 2017).

Essex

Essex has a number of initiatives designed to increase interest in the heritage of the county. The most high profile strategies have been developed by Visit Essex (Visit Essex n.d.) but the Essex Record Office, with its tagline of ‘The Storehouse of Essex History’, also emphasises the importance of Essex heritage (Essex Record Office n.d.).

The County Council places its emphasis on heritage through the Essex Record Office, Historic Environment Services, and Conservation Areas (Essex County Council n.d.).



Figure 22. Maldon, Essex © David Gill

Local Authorities in Essex

Many of the local authorities do not appear to have developed outline heritage strategies: Thurrock, Rochford, Maldon, Harlow, Epping Forest, Chelmsford and Brentwood show no heritage strategies on their council websites. Maldon presents information about heritage and conservation (Maldon District Council n.d.). Several councils have allusions to heritage strategies as part of larger agreements or local plans. Basildon Council has a 'Statement of Common Ground' between Basildon Borough Council and Historic England in relation to the Basildon Borough Local Plan 2014 – 2034 (Basildon Borough Council 2021). Most importantly and relevant to the issue of heritage strategies is 'this Statement of Common Ground identifies areas of agreement between Historic England and Basildon Borough Council in relation to the Historic England representations on the Basildon Borough Revised Publication Local Plan'. Important collaborations in this include suggestions such as renaming the section 'Our Historic Context' to 'Our Historic Environment' on the advice of Historic England in order to encompass 'all aspects of heritage e.g. tangible heritage assets and intangible cultural heritage'. Basildon maintains a list of local heritage assets (Basildon Borough Council n.d.).

In a similar way to Basildon, although not on such a large scale, Braintree has adopted the 'Coggeshall Neighbourhood Plan' in order to protect Coggeshall village's historic heritage (Braintree District Council 2021). Whilst Coggeshall is only a small area of Braintree it is 'one of Braintree district's most historically important villages with more than 200 listed buildings. This plan seeks to protect the village's historic heritage'. The tagline for the plan itself is 'To weave the past into the present, and the present into the future', a clear indicator of the importance of heritage to this plan. The plan emphasises how

the importance of heritage to Coggeshall cannot be underestimated. The local economy depends heavily on visitors attracted by the charm of the historic centre and the National Trust Properties. (Braintree District Council 2021, 72)



Figure 23. Colchester Castle, Essex © David Gill

Colchester's most recent Heritage Strategy is 'The Better Colchester Strategic Plan 2020–2023' that outlines various areas for development in Colchester (Colchester Borough Council 2020). The section titled 'Celebrating our heritage and culture' encompasses three main priorities that include an aim to 'Protect, enhance and celebrate Colchester's unique heritage'. The three main methods for this would be:

- Enhance and promote our heritage by better revealing our assets by supporting projects and initiatives to increase public awareness and access to their heritage in daily life.
- Continue to deliver a major exhibition at Colchester Castle every two years.
- Encourage and support the use of our heritage sites for community events, activities and theatre.

Colchester has developed an extensive framework for managing archaeological and heritage remains within the town (Colchester Borough Council 2015). This could be used as a model of good practice. The newly launched Colchester Cultural Strategy places a major emphasis on heritage assets and museums to enhance the town (Colchester Borough Council 2022).

Uttlesford council only has one mention of heritage in their 'New Local Plan', wherein they state that the Local plan will be designed in order to 'Protect and enhance the District's heritage, character and natural capital' (Uttlesford District Council 2020). Heritage does not appear elsewhere in the document.

Castle Point's Heritage Strategy perhaps seems, to date, solely involve for 2020 Heritage Impact Assessments for various landmarks around Castle Point. These sites are referred to as Sites HO10 (Castle Point Borough Council 2020a), HO23 (Castle Point Borough Council 2020b), HO24 (Castle Point Borough Council 2020c), and HO32 (Castle Point Borough Council 2020d) but the other relevant documents concerning the locations or names of these sites seem to be unavailable. There is no other heritage strategy information available apart from these (but see Castle Point Borough Council n.d.).

Southend-on-Sea has a Cultural Strategy and recognises heritage as a key part of the local economy (Southend-on-Sea 2012).

Tendring, of all the authorities in Essex, is the only one with a publicly available Heritage Strategy (Tendring District Council 2019). The comprehensive document itself is split into two parts: the Heritage Baseline and the proposed Heritage Strategy. The baseline section identifies

existing heritage assets, sites and resources. It covers the physical heritage of Tendring in the form of the historic environment, and includes archaeology, buildings, settlements, landscapes, archives and artefacts. It also creates a comprehensive list of the people who are involved in looking after the historic environment today.

The following strategy

draws on the findings of Part One to identify key issues and opportunities within Tendring. It will address key issues facing Tendring's heritage, and propose actions to preserve and protect it for the future.

The strategy identifies several key themes: conservation; collaboration: partnership working; knowledge; character and identity; interpretation: engage and promote; and accessibility.

East Anglia

Heritage Strategies in Norfolk and Suffolk

Overview

Although it is apparent that Norfolk and Suffolk have a rich heritage background, the resources found on the websites of councils at varying levels do not make their strategy clear. Indeed, in most circumstances, the heritage strategies are included as part of the reports relating to community development or hidden within the wider business strategies of the council.

Norfolk and Suffolk have developed an extensive Tourism Strategy together as part of New Anglia LEP. The natural environment, culture and heritage landscapes play a significant part in the broader Tourism Strategy. Indeed, it is acknowledged that the region's 'vibrant cultural sector' provides the counties with a distinctive sense of place that can attract tourism to the area. In the strategy, it is acknowledged that significant funding has been received to return the industry to its pre-COVID growth.

Local authority strategies largely mirror the developments taking place at a county level. Particular highlights to note include the improvement of coastal improvements taking place in East Suffolk, explanations to the public regarding what can be considered heritage, and the investment strategies.

Norfolk

Norfolk County Council's strategies often discuss the plans to bring industry back in line, improve living conditions and remove barriers that may be in place for individuals based on protected characteristics. A key goal is to 'level up' the local industry, and to protect the environment in Norfolk.

‘A Vision for Norfolk’ specifically mentions heritage as a key part of the distinctive life of the county (Norfolk County Council 2018).

Heritage features in Norfolk County Council’s strategic plan 2021–2025 specifically mentioning natural and built heritage (Norfolk County Council 2021). Norfolk County Council has prepared a delivery plan to cover the period 2019 to 2025 and this specifically includes supporting the county’s heritage assets which are seen as part of the attraction of the region and a contributor to the well-being agenda (Norfolk County Council 2019). Norfolk drew attention to its Norman Connections project that was awarded funds from Interreg IVa France (Channel) England programme (Norfolk County Council n.d.).

Local Authorities in Norfolk

Norwich has a Heritage Investment Strategy (Norwich City Council 2014). This defines the city’s heritage assets and observes that the historic built environment ‘makes citizens proud of their city’. It notes the partner organisations: The Norwich Historic Churches Trust; Norfolk County Council; The Norwich Preservation Trust; The Norfolk and Norwich Heritage Trust; The Mousehold Conservators; The Norwich Society; Norwich HEART; Visit Norwich; and Norwich BID. Specifically, it identifies a number of projects that it wished to support and develop.

A strategy for greater Norwich covers Broadland and South Norfolk (Greater Norwich Development Partnership 2011). This recognises that heritage is one of ‘three assets of international importance’ for the area alongside the natural environment and the knowledge economy. It specifically notes, ‘This rich heritage and abundance of cultural assets are key elements of the future economy of the area’. The report recognises the importance of historic landscapes and as well the built environment. It specifically notes the need to reduce the number of listed buildings and scheduled monuments that have been placed at risk.



Figure 24. Holt, Norfolk © David Gill

Great Yarmouth has a combined Culture, Heritage and Tourism Strategy (Great Yarmouth Borough Council 2020). It draws attention to the internationally significant

remains of the Roman Saxon Shore fort at Burgh Castle, as well as the town's links to the fishing industry.

King's Lynn and West Norfolk draw attention to the historic towns and ports in its area (King's Lynn and West Norfolk Borough Council 2011). It places historic built environment and scheduled ancient monuments within its environment theme. There is a stress on the natural heritage of the area. North Norfolk discusses its historic towns within its local development framework (North Norfolk District Council 2012). For example, Holt is described as a 'charming small Georgian town'. Breckland stresses the importance of character of towns within its corporate plan though without having an explicit mention of heritage (Breckland Council 2021).

Suffolk

Suffolk is in a similar position to Norfolk, in that it is focused on improving infrastructure and industry, and protecting the county's environment. They hope to achieve this aim through the creation of 'hubs' to support families in need.

Suffolk County Council issued the Suffolk Heritage Strategy in 2013 (Suffolk County Council 2014). It identified specific themes including Anglo-Saxon Suffolk, WW2 airfields, and the wool towns around Lavenham. This has allowed support for the development of the Sutton Hoo ship-burial site, as well as the 8th in the East project that has recorded evidence for the USAF in East Anglia during the Second World War. Yet the county's Corporate Strategy does not mention heritage either in terms of its contribution to well-being or to economic growth (Suffolk County Council 2022b). Its place alongside culture and leisure is recognised in the annual plan (Suffolk County Council 2022a).



Figure 25. Lavenham Guildhall, Suffolk © David Gill

The development of The Hold, the heritage centre for Suffolk, has allowed the development of a Digital Heritage Strategy for the county that allows the record office to connect with the rest of the county (Suffolk County Council 2017). Part of the vision of this strategy was to reach new audiences, as well as to develop digital skills by the users.

Organisations within Suffolk have developed strategies for the protection and care of heritage. For example the Suffolk Preservation Society has developed a manifesto that addresses the need to protect heritage assets across the county (Suffolk Preservation Society 2019). The character of villages and towns have been placed under threat by growing populations and the need to build more houses. The growing green energy market has seen the development of renewable energy providers that has had an impact and impingement on historic landscapes.

Local Authorities in Suffolk

Ipswich

Ipswich has prepared an analysis of leisure and culture needs across the town (Ipswich Borough Council 2010). This included a section specifically linked to an assessment of heritage that included the provision for museums and libraries, as well as the medieval churches across the town. The borough provides a pointed to listed buildings (Ipswich Borough Council n.d.-b) and conservation areas (Ipswich Borough Council n.d.-a). A study of the economic benefits of heritage was prepared in connection with developments for the Ipswich Museum and the Suffolk Record Office (Baxter and Gill 2015).



Figure 26. Ipswich, Suffolk © David Gill

West Suffolk

An Arts and Heritage Strategy for the area had been prepared in 2010 (Forest Heath District Council 2010). It included mention of some of the museums within the area.



Figure 27. Bury St Edmunds from the Tower of the Cathedral, Suffolk © David Gill

Mid Suffolk

Babergh and Mid Suffolk have published a detailed heritage impact plan (Babergh and Mid Suffolk District Councils 2020a; Babergh and Mid Suffolk District Councils 2020b). It includes detailed listings and comments on a range of heritage assets that form part of the local plan. Heritage is not mentioned in the Communities Strategy (Babergh and Mid Suffolk District Councils 2019). Current material relating to heritage is placed on the council's website (Babergh and Mid Suffolk District Councils 2022).

East Suffolk

Heritage appears in the East Suffolk Tourism Strategy (East Suffolk 2017). It appears as an 'tourism asset' alongside resort beaches and natural landscapes. East Suffolk is currently in the process of preparing a Cultural Strategy for the authority. Coastal heritage falls under the area's Coastal Strategy (East Suffolk 2022a).

Engaging with Heritage

The DCMS Taking Part Survey

The DCMS Taking Part survey suggests that over 80 per cent of adult residents in the EARC region visit a heritage site during the course of a year, and just over 50 per cent to a museum or gallery. Both sets of responses show that there has been a growing participation with these aspects of heritage.

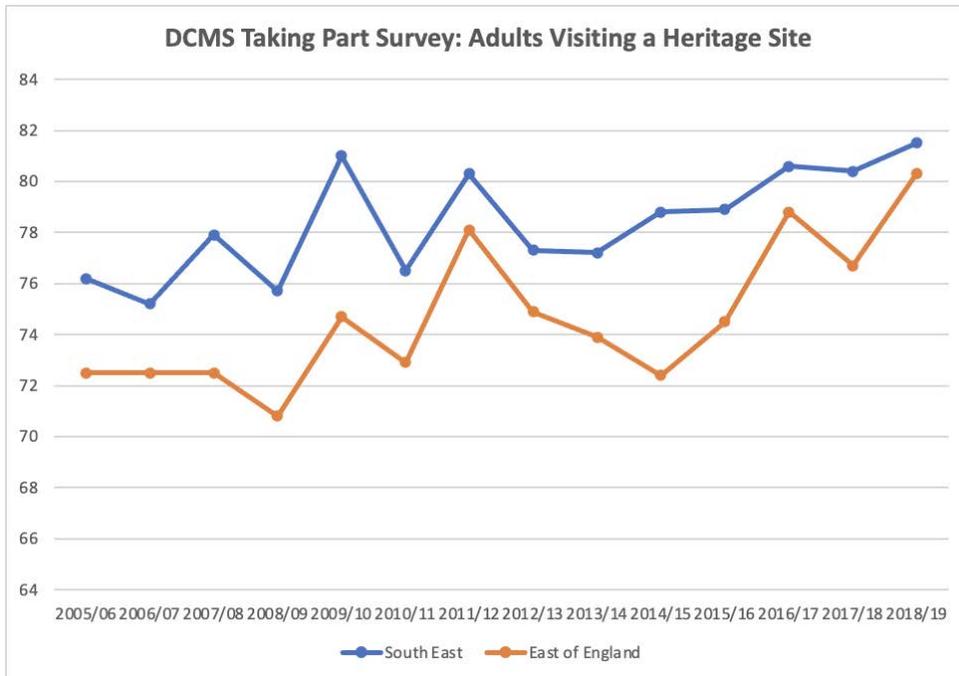


Figure 28. DCMS Taking Part Survey: Adults Visiting a Heritage Site

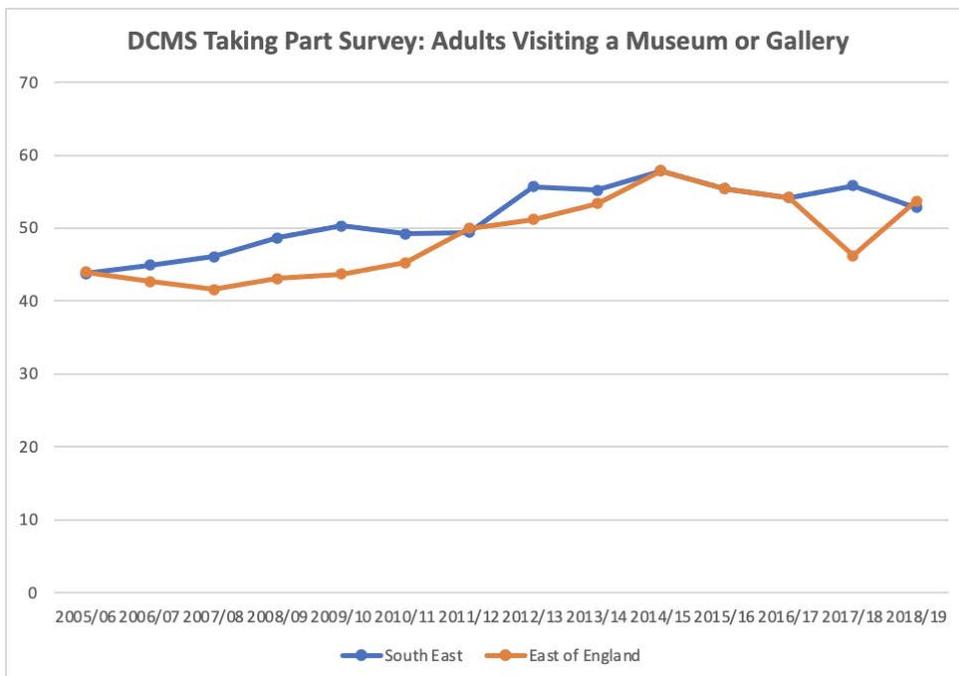


Figure 29. DCMS Taking Part Survey: Adults Visiting a Museum or Gallery

Approximately 50 per cent of the adult population in the region engage with museums and galleries. There has been a steady increase since 2005/6. However, only a small

percentage of residents made use of archives or record offices in the region. There is a clear downturn from 2005/6 when there was a 6 per cent engagement, to around 3 per cent in 2018/19. This raises a challenge to archives to re-engage with new audiences following the Pandemic.

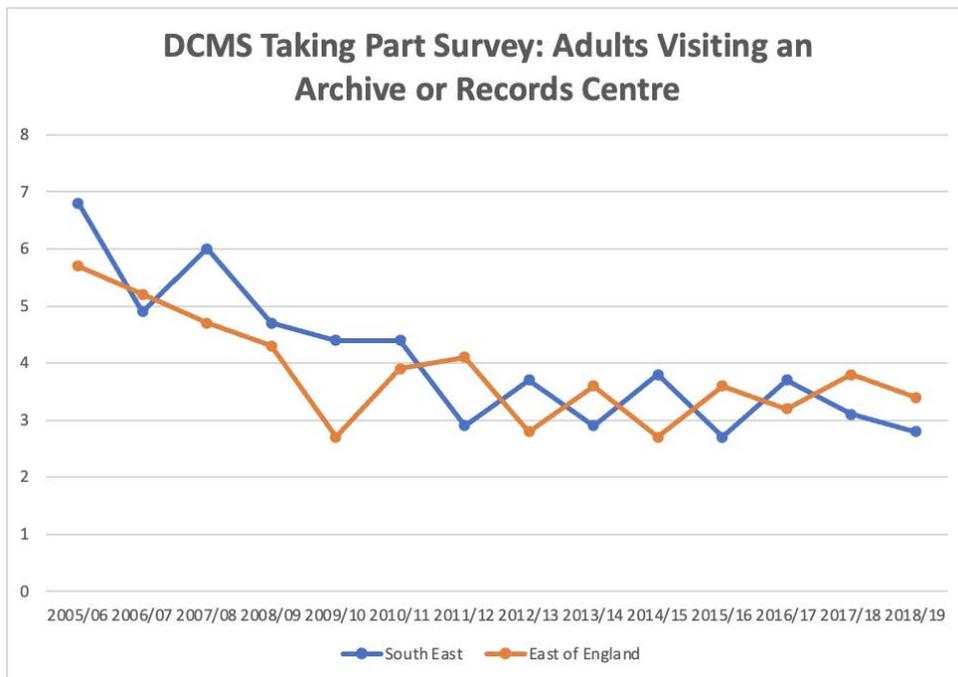


Figure 30. DCMS Taking Part Survey: Adults Visiting an Archive or Records Centre

The RSA Heritage Index and the Eastern Arc Region

A series of reports on the state of the Historic Environment for East Anglia (Norfolk and Suffolk), Essex and Kent has been prepared by Professor David Gill and Peter Matthews (Gill 2021; Gill and Matthews 2021a; Gill and Matthews 2021b). These highlight the importance of heritage for the area covered by Eastern ARC. The reports are based on the analysis of data derived from the RSA Heritage Index (2020). They present the heritage rankings for local authorities in the regions, and then explore the main themes of the Index: Historic Built Environment; Museums, Archives and Artefacts; Industrial Heritage; Parks and Open Spaces; Landscapes and Natural Heritage; Culture and Memories. There are additional sections on Participation in Heritage, National Lottery Heritage Fund (NLHF) Grants, and Heritage and the Tourism Economy. Links to open source data are provided.

Sixteen authorities in the region are ranked in the top 100 locations for heritage in England (of which eight are in the top 50):

- **Norwich (3), North Norfolk (25), Great Yarmouth (38), King's Lynn and West Norfolk (54).**
- **Ipswich (87), and East Suffolk (98).**
- **Southend-on-Sea (19), Maldon (37), Rochford (40), and Castle Point (52).**
- **Tunbridge Wells (36), Dover (49), Swale (61), Thanet (63), Canterbury (67), and Medway (90).**

The key rankings within the following themes are:

Historic Built Environment

- **Norwich (3), North Norfolk (33), King's Lynn and West Norfolk (39), Breckland (41), Broadland (56), South Norfolk (63), Great Yarmouth (85).**
- **Babergh (37), Mid Suffolk (59), Ipswich (71), East Suffolk (93).**
- **Maldon (48), Harlow (53), Uttlesford (68), Colchester (80).**
- **Dover (49), Canterbury (72).**

Museums, Archives and Artefacts

- **Norwich (7).**
- **Ipswich (26).**
- **Harlow (44), Southend-on-Sea (54).**
- **Tunbridge Wells (74), Canterbury (86), Dover (91).**

Industrial Heritage

- **Great Yarmouth (22), Norwich (31).**
- **Ipswich (11).**
- **Maldon (9), Castle Point (12), Rochford (21), Southend-on-Sea (24), Tendring (36), Harlow (86).**
- **Thanet (10), Medway (30), Dover (41), Swale (57).**

Landscapes and Natural Heritage

- **North Norfolk (22), King's Lynn and West Norfolk (42), Breckland (54), Great Yarmouth (70).**
- **East Suffolk (38), West Suffolk (72).**
- **Southend-on-Sea (2), Rochford (4), Maldon (10), Castle Point (20), Tendring (30), Colchester (66), Brentwood (94), Epping Forest (95).**
- **Medway (15), Swale (26), Canterbury (35), Shepway (41), Thanet (82), Dover (83), Sevenoaks (88), Ashford (93), Tunbridge Wells (98).**

Parks and Open Spaces

- **Norwich (28), Great Yarmouth (56).**
- **Ipswich (90).**
- **Castle Point (16), Brentwood (25), Epping Forest (75).**
- **Tunbridge Wells (15), Tonbridge and Malling (24), Swale (27), Maidstone (45), Sevenoaks (79), Dover (89).**

Culture and Memories

- **Norwich (2), King's Lynn and West Norfolk (32), North Norfolk (75).**
- **West Suffolk (69), Ipswich (90).**
- **Canterbury (12), Tunbridge Wells (13), Dover (26), Thanet (74), Swale (91).**

The heritage sector in eastern England and the south east generated £8 bn in 2019 through direct, indirect and induced income; this represents approximate 20 per cent of the GVA through heritage in England. The sector also accounted for 140,000 jobs for the two regions in 2019.



Figure 31. Norwich Cathedral, Norfolk © David Gill

Heritage Research Impact

All three universities represented by EARC presented heritage impact case studies (REF 2021 2021). Studies are listed by Unit of Assessment (UoA).

University of East Anglia

25: Area Studies

Fiji in the World: national heritage activated, re-appreciated and re-valued

27: English Language and Literature

Celebrating W.S. Graham at 100: New Audiences, New Networks, New Artworks

Transforming Norfolk's Historic Books and Manuscripts into New Resources for Innovation in Heritage, Creative, and Educational Practice

28: History

Orchards East – Preserving and Enhancing the Orchard Heritage of Eastern England

Spellbound: Magic, Ritual, and Witchcraft

The Eighth in the East: The Military Heritage of East Anglia in the Second World War

The Magna Carta Project – enhancing the legacy of Magna Carta as a cultural, historical, and legal icon

32: Art and Design: History, Practice and Theory

Fiji In and Out of the Museum: international engagement with Fijian collections transforms curatorial and artistic practice

Ocean Liners as Vessels of Social and Economic Change

34: Communication, Cultural and Media Studies, Library and Information Management

Changing Rhythms: Influencing the Form and Content of Festivals

Gender and the Film Archive: Making Women Amateur Filmmakers Visible

University of Essex

5: Biological Sciences

Restoring European Native Oysters through evidence-based establishment and management of a nationally unique marine conservation zone

24: Sport and Exercise Sciences, Leisure and Tourism

Transforming Green Exercise practice, strategy, funding and reach for vulnerable groups with complex needs

26: Modern Languages and Linguistics

Language and Migration: Challenging and improving existing policies and practices affecting asylum seekers and multilingual migrants

27: English Language and Literature

Enabling a new approach to creative interpretation at Hampton Court Palace highlighting the role of women and ethnic minorities

28: History

Advancing business objectives, protecting archive services, and transforming professional practice in business archiving

32: Art and Design: History, Practice and Theory

British Tattoo Art Revealed: Impacts on Communities, Collectors and Museums

Shaping a UN food systems evaluation framework and influencing global policies to boost biological productivity in agricultural systems and improve outcomes for biodiversity and climate

University of Kent

8: Chemistry

Mary Rose: Protecting Our Heritage through Chemistry

13: Architecture, Built Environment and Planning

Informing Planners and Architects on the Design and Conservation of Historic Settlements

Innovation in Conservation: The Restoration of the Palace of Westminster

17: Business and Management Studies

Modelling the Future: Investments in an Uncertain World

22: Anthropology and Development Studies

Empowering Indigenous Self-Representation for the Emberá People of Panama

Improving Learning and Understanding of Human Evolution in Museums and Schools Globally

23: Education

Syrian Academia in Exile: Enhancing Well-Being and Identity, Building Research Capacity, and Improving Higher Education in Conditions of Conflict and Displacement

27: English Language and Literature

Rebuilding Civil Society in a Divided Middle East Through Policy Advice, Arts Activism, and Practitioner Consultancies

The Lady's Magazine: Transforming Pedagogy, Enhancing Professional and Public Understanding of Women's History, Work and Craft Practice, and Promoting Wellbeing

28: History

Age of Revolution, 1775-1848: Diversifying Curricula and Engaging Schools, Pupils, Teachers, and Education Practitioners, to Bring New Approaches into Classrooms

The First World War Centenary: Increasing Knowledge, Enhancing Experiences, and Providing Multiple Opportunities to Engage, Contribute, Reflect, and Learn

29: Classics

Drafting and Supporting Implementation of the 2015 UNESCO Policy on World Heritage and Sustainable Development

Making Heritage Sustainable: Changing Professional Practice, Building Capacity and Influencing Policy Debate

Heritage Research Themes

The Climate Crisis and Heritage at Risk

The project identified areas of concern especially with coastal heritage and other sites that are vulnerable to rising sea levels. We summarise some of the key issues relating to heritage that emerged from CoP26 and describe some of the responses to the climate crisis from heritage organisations.

The Heritage Value of the EARC Region's Coast

The EARC region's coastline is particularly rich in heritage value, with the coast including hotspots for historic, cultural, and natural heritage assets.

Historic Heritage Assets

8 per cent of the land area of the EARC region is within 1km of the coast, but this coastal fringe contains **17 per cent** of the region's Scheduled Monuments, with particular concentrations of Scheduled Monuments around Dover and Folkestone, the Medway and Thames estuaries, Colchester, Felixstowe to Aldeburgh, and North Norfolk. Therefore, this coast is home to a disproportionately high amount of the region's nationally important archaeological sites and historic buildings (Figure 32).

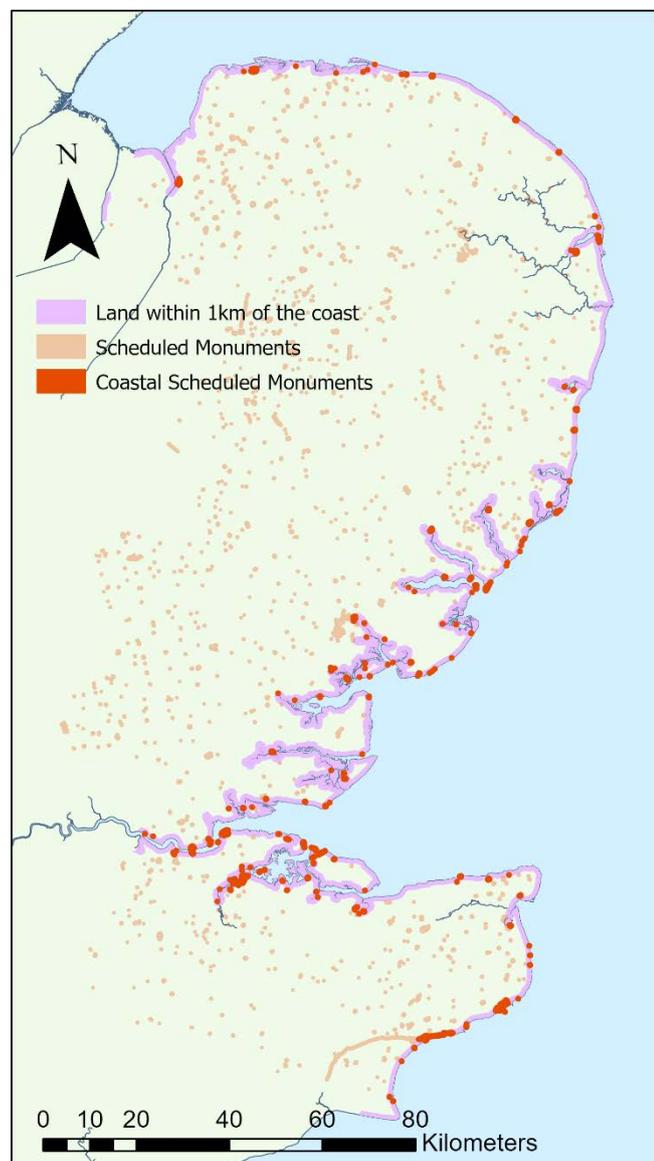
The density and variety of sites of historic and cultural significance reflect the key role of this coastline in trade, migration, defence, and leisure.

Some highlights include:

- **Deep History Coast**

Happisburgh on the Norfolk coast is the site of the earliest evidence of human occupation in northern Europe, including the oldest hominin footprints outside Africa (Parfitt et al. 2010; Ashton and Lewis 2014), and a palaeolithic handaxe found on the beach in March 2020 still in its original context of the Cromer Forest Bed (Collins 2013, 50–51, 'Happisburgh handaxe'). This handaxe is claimed to be 'one of the oldest human artefacts to have been discovered in Great Britain'.

North Norfolk County Council is promoting the 'Deep History Coast' project to champion this area's importance in the story of early human occupation of northern Europe, which has included the development of a themed walking trail, a new discovery centre, and augmented reality app (North Norfolk District Council 2022).



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Figure 32. Distribution of Scheduled Ancient Monuments in the Eastern Arc region

- **Saxon Shore Forts and Other Defensive Structures**

The Saxon Shore Forts are series of Roman coastal defensive forts strung out along the coast of south-east England, from Brancaster in north Norfolk to Portchester in Hampshire. These forts represent some of the most prominent and substantial surviving Roman structures in Britain, and as such, have long attracted antiquarian and archaeological interest. The forts encompass a variety of different plans and styles that are illustrative of the development of Roman military architecture during the 3rd and early 4th centuries (Historic England 2018d).

The Saxon Shore Forts represent just one example of the many defensive structures built in this strategically important region to protect the country at its closest point to Europe (Heppell 2010). For other examples, see the ‘Coastal Defence’ theme discussed above.

- **Greyfriars, Dunwich**

Greyfriars at Dunwich is one of the best preserved medieval Franciscan friaries in England, one of just a small fraction of friaries that still has significant upstanding remains (Historic England 2015a). Partial excavation of the site suggests that it retains high archaeological potential, with largely intact ground plans of most buildings, and a cemetery that may contain the most complete group of burials of any English medieval friary (Historic England 2015a).



Figure 33. Greyfriars, Dunwich, Suffolk © Caroline Gill

- **Orford Ness**

The Cold War site at Orford Ness is one of only a few places in the world where specialist facilities were created to test the components of nuclear weapons (Historic England 2014), making it a rare, unusual, and internationally significant heritage location.



Figure 34. Orford Ness, Suffolk © David Gill

- **Travel and Tourism**

An increase in leisure time and development of rail networks triggered the growth of British seaside towns as holiday destinations in the 19th and early 20th centuries, and the EARC region's coast contains many sites recognised for their importance in the history of British tourism.

Dreamland in Margate, Kent, is one of Britain's oldest surviving amusement parks, having originally opened in the early 1870s, cementing Margate's position as one of the foremost English seaside resorts at the time. The Dreamland scenic railway, built in 1920, is the oldest surviving roller coaster in Britain, and the second oldest in Europe (Historic England 2011). Margate's varied historic heritage assets are increasingly being capitalised on in order to promote regeneration and reverse recent urban decline and neglect (Barker et al. 2007). Another example of a pioneering site in the history of British coastal tourism can be found at Caister Camp, near the Roman fort at Caister-on-Sea in Norfolk. This was initially established in 1906 as a socialist holiday camp, and after the First World War, was developed into one of the country's earliest chalet-based holiday resorts (Robertson 2006).



Figure 35. Thorpeness, Suffolk © David Gill

Interest in the EARC region's coast as a destination for recreation has also resulted in the development of some less traditional resorts. The village of Thorpeness on the Suffolk Coast is notable as a distinctive and nationally significant example of a planned seaside resort. The land here was acquired by Glencairn Stuart Ogilvie, a Scottish landowner, in 1908, who oversaw the creation of an unusual English coastal holiday destination with a more naturalistic style, combining man-made and natural landscape features, in contrast to the piers and promenades that characterised most seaside towns (East Suffolk 2022b).

Natural Heritage Assets

The coastal (land within 1km of the mean high water mark) and intertidal zone accounts for **11 per cent** of the area of the EARC region but contains **49 per cent** of the region's Sites of Special Scientific Interest (SSSIs). Therefore, sensitive management of the EARC region's coast is crucial for the region's natural heritage.

Priority Habitats

The UK's list of priority habitats for nature conservation was created as part of the national Biodiversity Action Plan (BAP), and although the BAP has now been superseded by the Post-2010 Biodiversity Framework, the priority habitats list remains a key part of national conservation policy (BRIG 2011; Joint Nature Conservation Committee 2019). The EARC region's coast is particularly important for the following priority habitats:

- **Coastal Vegetated Shingle**

Area: 3,000 ha (c.50 per cent of UK total)
South-east England holds major concentrations of this internationally rare habitat that holds high wildlife value. The shingle peninsula of Dungeness in Kent accounts for a third of all the vegetated shingle in the UK (BRIG 2011).

- **Coastal Saltmarsh**

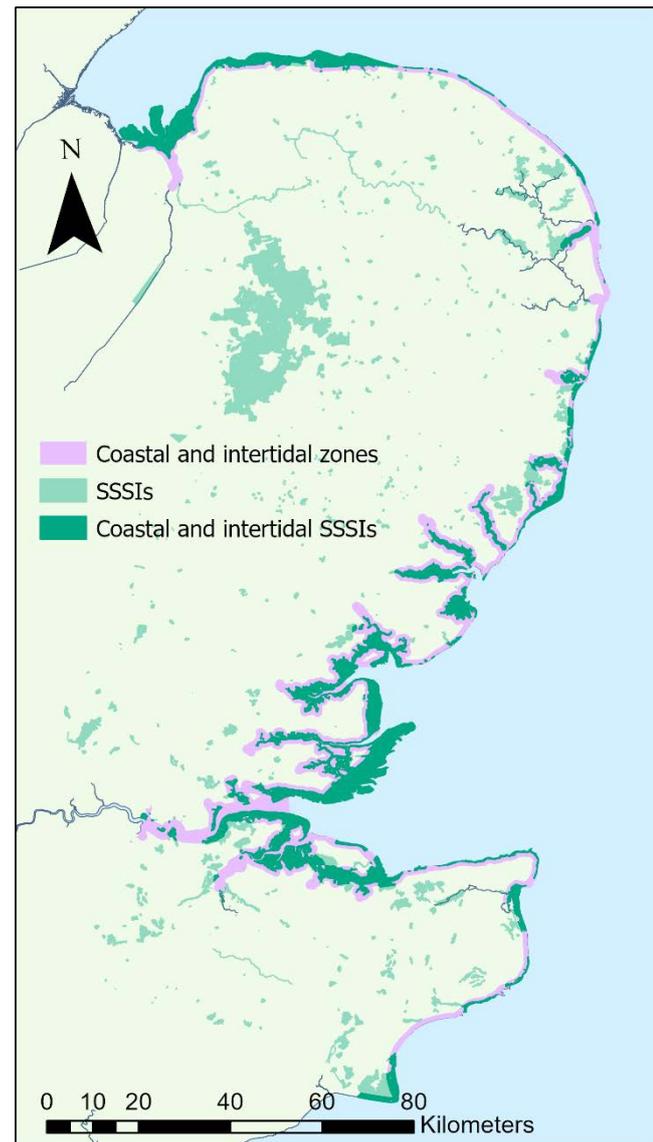
Area: 10,000 ha (c. 20 per cent of UK total)
Coastal saltmarsh is a key habitat for wildlife, carbon sequestration, and flood protection, but large areas have been lost to land reclamation since medieval times (BRIG 2011).

- **Coastal and Floodplain Grazing Marsh**

Area: 42,000 ha (c. 15 per cent of UK total)
This habitat comprises pasture and meadow that is periodically flooded, and usually grazed, cut for hay and silage. It is home to important populations of wetland birds, especially breeding waders and wintering wildfowl, and the ditches within the marsh can be rich in plants and invertebrates (Milsom et al. 2002; BRIG 2011; Clarke 2015).

Nature Reserves

The Eastern Arc coastline contains several large and well-established nature reserves that enable the public to experience the rich natural heritage of this environment. Many of these reserves are major tourist attractions. Minsmere, on the Suffolk coast, is the RSPB's fourth oldest reserve (established in 1947), and prior to the COVID-19 pandemic,



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Figure 36. Distribution of Sites of Special Scientific Interest (SSSIs) in the Eastern Arc region

was attracting around 90,000 visitors a year, spending at least £8 million within the local economy (Molloy, Thomas, and Morling 2011; BBC News 2014). Therefore, making use of the Eastern Arc region's coastal natural heritage can be valuable for supporting local economic growth.

Protected Landscapes

The scenic value of the Eastern Arc coastal landscapes is recognised by multiple Area of Outstanding Natural Beauty (AONB) designations – they are (from south to north) the Kent Downs, Dedham Vale, Suffolk Coast & Heaths, and the Norfolk Coast. **33 per cent** (1,227km) of the Eastern Arc coastline falls within one of these AONBs.

Heritage and Coastal Change



Source Historic England Archive (RAF photography) Historic England
Photograph: RAF_82_1214_F22_0180 flown 06/06/1955

High Resolution (25cm) Vertical Aerial Imagery [JPG geospatial data], Scale 1:500,
Updated: 27 September 2020, Getmapping, Using: EDINA Aerial Digimap Service,
<<https://digimap.edina.ac.uk>>, Downloaded: 2022-06-03 20:08:18.116

Figure 37. Coastline at Blakeney Point in 1955 (left) and 2020 (right), showing the changing shape and position of the shingle spit

Coasts are dynamic environments, with the geomorphological processes of erosion, transportation, and deposition, along with changes in sea level, constantly reshaping coastal landforms. There are many locations along the Eastern Arc coastline where this dynamism is particularly apparent. The spit at Blakeney Point in North Norfolk, which is formed by material eroded from the cliffs to the west, is extending westward at a rate of about 3.5m per year (Funnell, Boomer, and Jones 2000), and its evolution can be clearly seen when comparing historic maps and aerial photos (Figure 37).

These changes inevitably impact coastal heritage assets. This is particularly evident for historic heritage assets: because they are fixed in place, their fortunes depend on the way the coastline changes around them. Over time, these assets have been protected, revealed,

degraded, and destroyed by coastal change. While coasts may be hotspots for heritage, coastal heritage can also be fragile and vulnerable to loss.

Saxon Shore Forts

The ever-changing nature of the coast, and the impacts of these changes on heritage, are illustrated by the fate of the Saxon Shore network of Roman forts. The construction of these forts at prominent coastal sites has often made them especially vulnerable to coastal erosion. Large parts of the forts at Bradwell in Essex and Reculver in Kent have disappeared, and the fort known as Walton Castle at Felixstowe in Suffolk was lost to the sea entirely in the 18th century, and its structure is known only from antiquarian records (Historic England 2018d). However, at Dover, the silting up of the old harbour has helped to preserve the Roman fort that was situated within it (Historic England 2018d). The fort is now buried under the modern town, with sections visible within the Roman Painted House site.

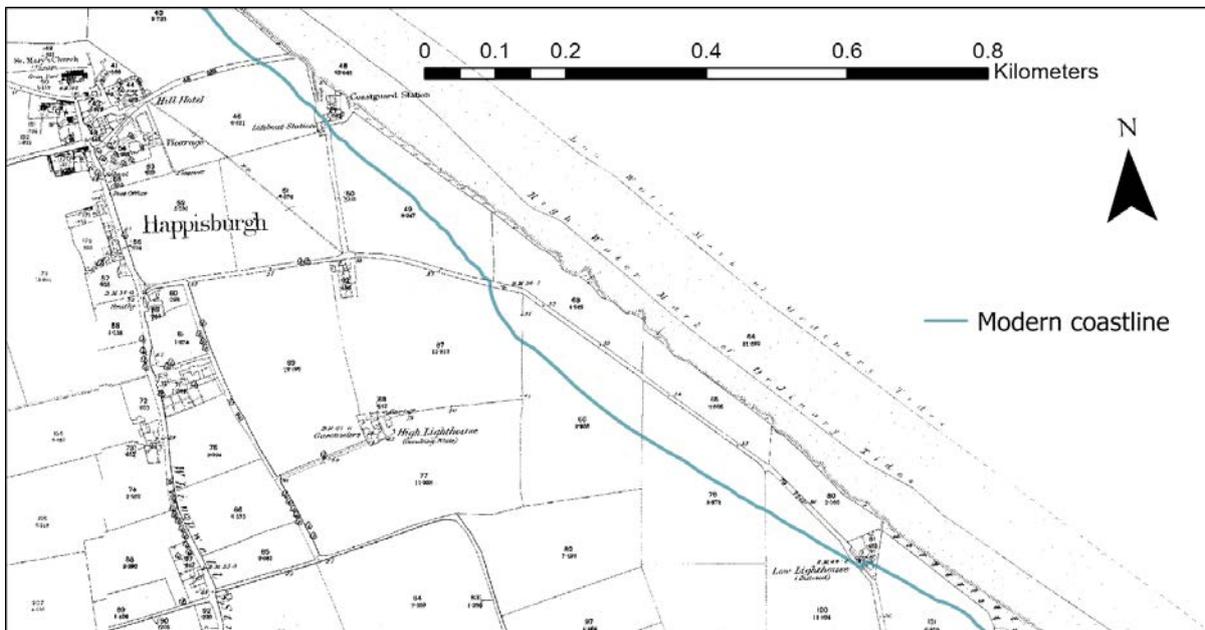
Hadleigh Castle

Hadleigh Castle is one of the iconic landmarks of the Essex side of the Thames Estuary, built in the 13th century, and subsequently refortified during the Hundred Years War to help defend the approach to London against French raids (Alexander and Westlake 2009). However, while the castle's location gave it strategic value, it also meant that the structure soon became vulnerable to collapse. The castle is on the edge of an ancient clay cliff that was cut by the Thames during the last glacial period, and the site is prone to landslips as the ground gradually moves into a more stable position (Hutchinson and Gostelow 1976). These landslips have already caused the collapse of the north-east tower and displaced the south wall, and are predicted to continue for at least another 10,000 years, further contributing to the deterioration of the castle's remains (Hutchinson and Gostelow 1976; GeoEssex 2018).



Figure 38. Hadleigh Castle, Essex © Caroline Gill

Happisburgh



1:2500 County Series 1st Edition [TIFF geospatial data], Scale 1:2500, Tiles: norf-03005-1,norf-03006-1, Updated: 30 November 2010, Historic, Using: EDINA Historic Digimap Service, <<https://digimap.edina.ac.uk>>, Downloaded: 2022-05-02 16:11:51.391

Figure 39. Ordnance Survey map of Happisburgh, published in 1886, with the current coastline (high water mark) overlaid for comparison

Geological deposits, archaeological finds, and paleoenvironmental remains all provide evidence of long-term changes in coastal landscapes going back thousands or even millions of years. With the advent of increasingly accurate mapping, it is possible to track short-term changes in coastlines and their impacts on heritage with greater precision. The erosion at Happisburgh, Norfolk is evident when comparing the coastline on 19th century Ordnance Survey maps with its current position: Figure 39 shows that the coast has retreated by up to 120 metres since 1886, so that the coastguard station in the north, and the old lighthouse in the south, were both lost to the sea in the 20th century. While erosion at Happisburgh has resulted in the loss of heritage assets, it has also created opportunities for engaging with heritage. Happisburgh has become renowned as an internationally important site for palaeolithic discoveries (as described above), in part due to the rapid erosion of the soft cliffs, which is constantly exposing new finds and artefacts, driving archaeologists and geologists to work quickly before these finds are then buried or lost to the sea.

Dunwich

The coastal settlement of Dunwich in Suffolk was once the tenth largest town in England, and a key international port, but was severely damaged by storms in the late 13th century and has now been largely lost to coastal erosion (Historic England 2015a).

Seahenge

Determining how best to manage heritage in a changing coastal environment is not always straightforward, sometimes involving trade-offs and compromises between different forms of heritage, and can become the subject of disagreements, as demonstrated in the case of Seahenge.

In 1998, the shifting sands at Holme beach, north Norfolk, exposed a 4,000 year old timber circle, a possible ceremonial site, nicknamed ‘Seahenge’, that had been preserved in the sand (Brennand et al. 2003). At the time of construction, Seahenge would have been situated in marshland, protected from the sea by a barrier of sand dunes. The sand dunes gradually retreated landwards, covering up the marsh and timber circle. Eventually, as the action of tides and storms removed the sediments protecting the monument, the timbers became exposed to physical and biological weathering, and quickly began to decay (Brennand et al. 2003; Ayers, Hanley, and Jackson 2007).

Preserving the site in situ, for example, by constructing localised sea defences, was judged to be inappropriate: too expensive, short-term, and potentially increasing erosion of the coastal areas surrounding the site (Brennand et al. 2003). At the same time, the influx of visitors to the circle was putting pressure on the sensitive coastal ecosystem (the coastline here is a nationally and internationally significant site for nature conservation). Therefore, archaeological excavations were conducted to remove the timbers from the site before they could be damaged further, so that they could be preserved and studied in more detail (Brennand et al. 2003; Ayers, Hanley, and Jackson 2007).

The excavation attracted controversy, with criticism over the lack of public consultation prior to excavation, and protestors objecting to the removal of the timbers: for many, the location of the monument was integral to its heritage value (Moshenska 2020). The episode highlighted the importance of involving local communities in the difficult decisions that may be necessary when managing coastal heritage (Moshenska 2020). The timbers eventually ended up on display in the Lynn Museum in King’s Lynn, but this time

following carefully considered discussions with key stakeholders and partners, public consultation, to inform a display strategy (Ayers, Hanley, and Jackson 2007).

Orford Ness Lighthouse

Although the excavation of Seahenge made it possible to preserve the structure, albeit removed from its original context, it is not always practical to fully translocate or excavate heritage assets threatened by coastal erosion.

By 2020, the position of the lighthouse at Orford Ness, a Grade II listed structure built in 1792, had become dangerously unstable as shifting coastal shingle had begun to undermine its foundations (Barber 2020). Although the Orfordness Lighthouse Trust was able to slow the rate of erosion with bound sacks of shingle in front of the lighthouse, the protected status of the shingle habitat prohibited more drastic interventions such as the construction of longer-term sea defences, or moving the entire building back from the shore, as has been done for other lighthouses. However, rather than let the lighthouse fall into the sea, the Orfordness Lighthouse Trust decided to remove many of the original historic artefacts before demolishing the building, in the hope of eventually recreating the top third of the structure further inland as a memorial to the lighthouse (Barber and Cawley 2020).



Orford Lighthouse Spec [sic] Historic England Photograph: EAW037844 flown 17/07/1951



High Resolution (25cm) Vertical Aerial Imagery (2019) [JPG geospatial data], Scale 1:500, Updated: 29 October 2019, Getmapping, Using: EDINA Aerial Digimap Service, <<https://digimap.edina.ac.uk>>, Downloaded: 2022-06-03 19:30:07.444

Figure 40. Orford Ness Lighthouse in 1951 (top), and in 2019 (bottom), one year before demolition, showing how much closer the sea is to the building, and the placement of the temporary sea defences

Impacts of Future Climate and Coastal Change on Heritage

Projecting Future Climate Change Impacts

Climate change can be expected to impact the Eastern Arc region and its heritage in a variety of ways. In the run-up to the 26th United Nations Conference of the Parties (CoP26), the National Trust produced a climate change mapping tool that can be used to understand how heritage in different areas may be at risk under future climate change projections (National Trust 2021a). This spatial database was designed to help the Trust assess the hazard level facing its heritage sites, looking at how possible risk factors could change by 2060, under a worst-case scenario where no interventions are made to alter the current trajectory of greenhouse gas emissions (National Trust 2021a).

The data for some of the risk factors in the Eastern Arc region are shown in the maps below. One of the most obvious and direct impacts of climate change concerns rising temperatures. Under the business-as-usual scenario, south-east England will be especially vulnerable to drastic increases in heat and humidity (National Trust 2021a), and nearly the entire region will move into the highest hazard likelihood, although impacts are slightly less severe along the coast (Figure 41).

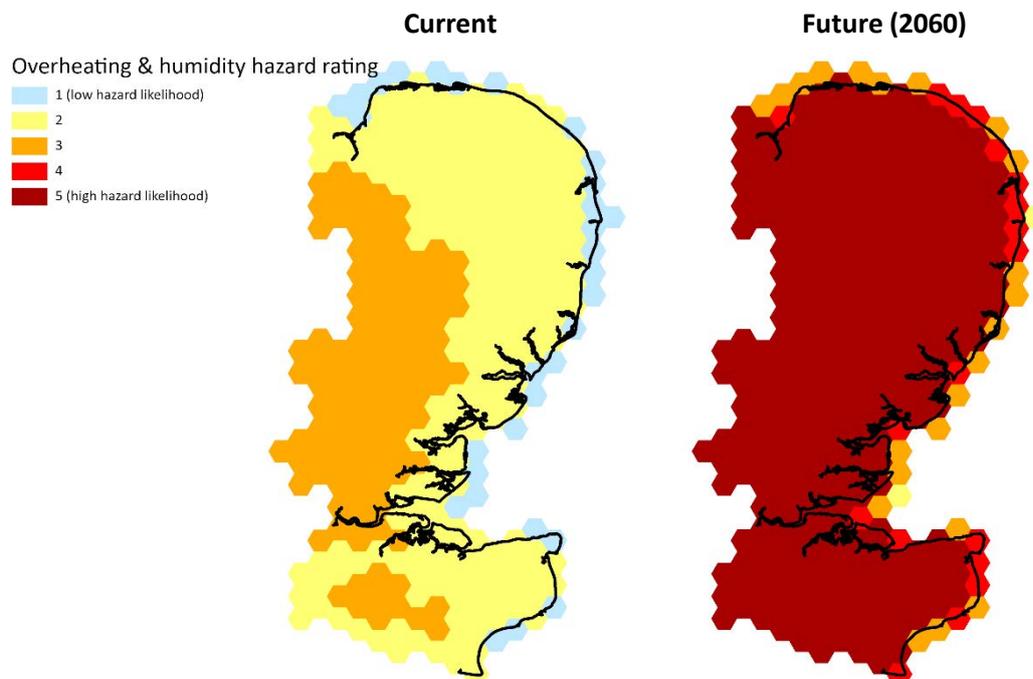


Figure 41. Current and future hazard ratings for overheating and humidity in the Eastern Arc region under a worst-case scenario for climate change, according to the National Trust's climate change hazard mapping tool.

Climate change impacts are not limited to increases in temperatures. The National Trust's tool also considers the impact of increasing frequency and severity of storms in its projections. In this case, the Eastern Arc region is at lower risk overall, with the threat of storm damage being greater in the north and west of the country (National Trust 2021a). However, much of the Eastern Arc region is still projected to see some increase in storm damage, with the south coast being most vulnerable, as the area moves into the moderate to high hazard ratings (Figure 42).

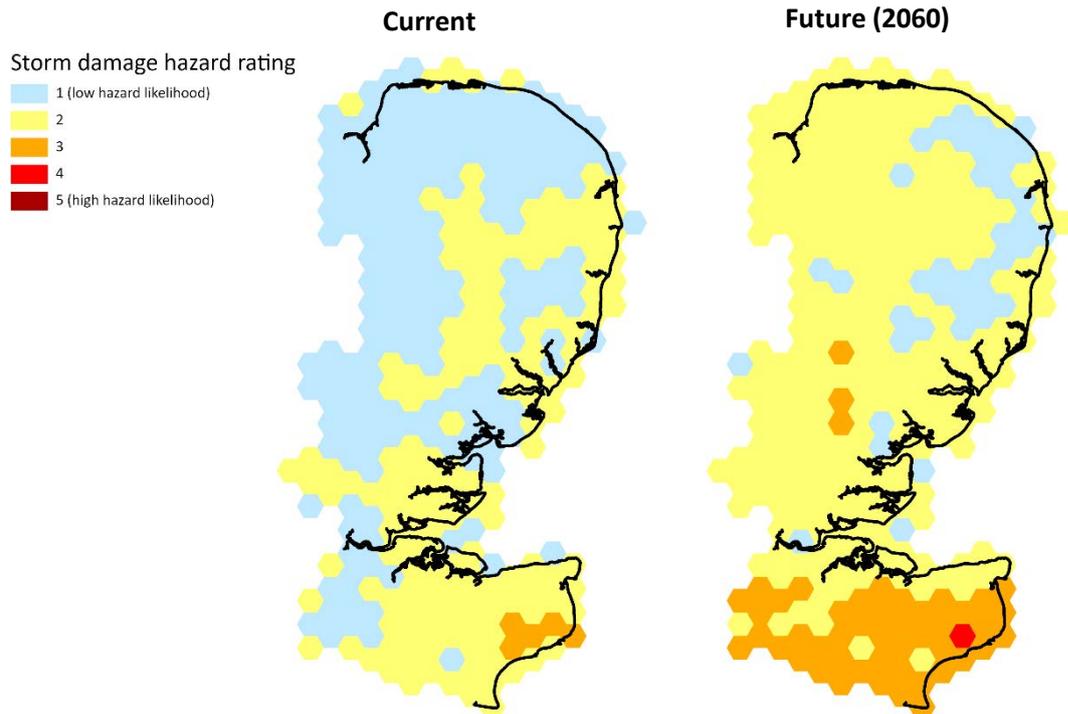


Figure 42. Current and future hazard ratings for storm damage in the EARC region under a worst-case scenario for climate change, according to the National Trust's climate change hazard mapping tool.

The implications of these changes in hazard ratings for the region's Scheduled Ancient Monuments is shown in Table 1. In the 2060 projection, more Scheduled Monuments fall into the higher risk categories for storm damage, overheating and humidity, and slope failure, with the biggest impact seen when considering overheating and humidity. However, coastal Scheduled Monuments were slightly less at risk, with only 72 per cent of sites falling into the highest hazard category in 2060, compared to 93 per cent of all Scheduled Monuments in the region. On the other hand, coastal Scheduled Monuments are especially vulnerable to slope failure: in the 2060 projection, 45 per cent of coastal sites are under the highest hazard rating, compared to 25 per cent of all sites.

		Current hazard rating					Future hazard rating (2060)				
		1	2	3	4	5	1	2	3	4	5
Storm damage	All Scheduled Monuments	51%	46%	3%	0%	0%	10%	74%	16%	0%	0%
	Coastal Scheduled Monuments	26%	73%	2%	0%	0%	5%	80%	16%	0%	0%
Overheating & humidity	All Scheduled Monuments	4%	63%	33%	0%	0%	0%	0%	2%	4%	93%
	Coastal Scheduled Monuments	18%	53%	29%	0%	0%	0%	0%	11%	17%	72%
Slope failure	All Scheduled Monuments	78%	0%	5%	17%	0%	8%	27%	25%	16%	25%
	Coastal Scheduled Monuments	52%	0%	4%	44%	0%	3%	32%	15%	6%	45%

Table 1. Current and future percentage of Scheduled Ancient Monuments in the EARC under different hazard ratings for three possible risk factors included in the National Trust’s climate change hazard mapping tool.

Sea Level Rise

The Met Office’s UK Climate Projections 2018 (UKCP18) calculated revised sea level rise projections for the UK based on the future emissions scenarios used in the Intergovernmental Panel on Climate Change’s (IPCC) latest assessments (Lowe et al. 2018). Rates of change vary across the UK, and are greatest in the south-east, where the land is also sinking due to ‘glacial isostatic adjustment’: the shifting of the land as an after-effect of the retreat of ice sheets from the last glacial period (Horton et al. 2018). The Met Office’s projections for the south-east are shown in Table 2.

IPCC emissions scenario	Low emissions	Medium emissions	High emissions
Sea level change (m) by 2100, relative to 1981 – 2000 average	0.29 – 0.70	0.37 – 0.83	0.53 – 1.15

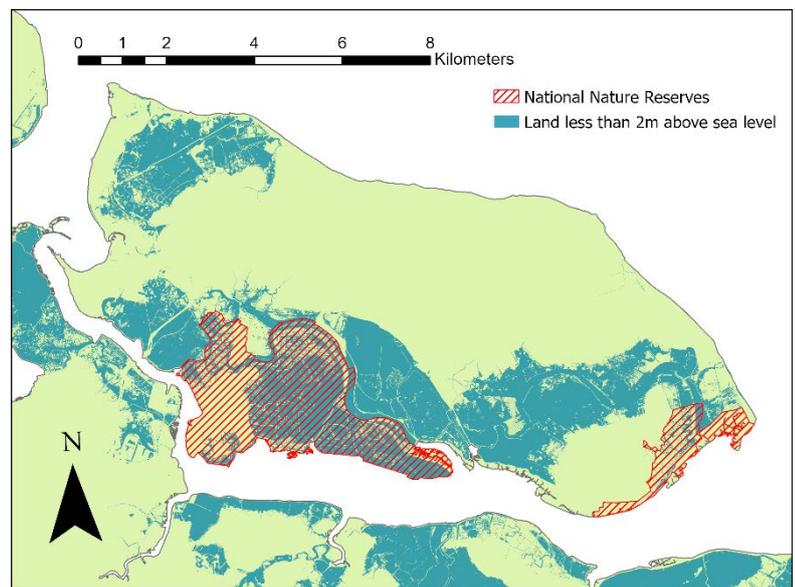
Table 2. Sea level change projections for south-east England, from the Met Office’s UK Climate Projections 2018 (Lowe et al. 2018)

Some researchers have argued that based on attempts to validate models against historical change, and the large uncertainties associated with ice sheet melting processes, the likely upper limit of sea level rise projections should be considerably higher, up to around 3m by 2100 in the most extreme scenario (Grinsted and Hesselbjerg Christiansen 2021; Dayan et al. 2021).

Even under conservative projections and large reductions in greenhouse emissions, sea levels are expected to continue increasing beyond 2100. The Met Office’s longer-term projections, suggest that levels in south-east England are likely to increase between 0.8m to 2.6m by 2300 under a medium emissions scenario (Howard et al. 2021), which would mean the inundation of many of the Eastern Arc region’s coastal heritage assets.

Much of the Eastern Arc region’s nature reserves and priority habitats are located on low-lying land that would be lost with these sea level rises. The Isle of Sheppey on the north Kent coast is rich in natural heritage, with two National Nature Reserves (NNRs) and important areas of saltmarsh and coastal grazing marsh. The island is separated from the mainland by a body of water known as The Swale, which was once part of a river valley before sea level rise submerged the valley and cut off the island. Projected future sea level rise will further alter the island

and have a dramatic impact on its natural heritage assets: under 2m of sea level rise, 54 per cent of the current NNR land area would be submerged (Figure 43).



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Figure 43. Impact of 2 metres of sea level rise on the Isle of Sheppey’s National Nature Reserves

The loss of natural heritage assets due to inundation will impact the wildlife that depends on these habitats. The Suffolk coast south of Lowestoft covers a number of important wildlife sites, with some of the largest areas of freshwater reedbed in the country. The reedbed habitat at three key sites on the Suffolk coast has been integral to the recovery of the UK’s Bittern population: in the late 20th century, this bird was on the verge of extinction in the UK, but careful management of this reedbed habitat through measures such as controlling water levels, vegetation clearance, and excavation of pools and ditches, enabled Bittern numbers to increase. However, these sites are also very vulnerable to sea level rise. If sea defences are breached, the resulting inundation or saltwater incursion could transform the reedbed habitat. Modelling suggests that sea level rise only has to cause the loss of a proportion of Bittern nests at these Suffolk sites for there to be a significant negative impact on the whole UK Bittern population (Gilbert, Brown, and Wotton 2010).

Sea Level Rise and Coastal Flooding

The impact of rising sea levels on coastal heritage is not just due to the gradual inundation of coastal areas over the coming centuries. Much of the Eastern Arc region's coastal heritage is at risk from flooding associated with storm surges, when high tides and high wave conditions coincide: the North Sea Flood of 1953 was an extreme example (Fig. 42). Some modelling studies indicate that a combination of increases in sea level and changes in storminess will be linked to an increase in height in storm surges on the UK's coasts, with the biggest changes expected for south-east England (Lowe and Gregory 2005). Even if climate change has no effect on the conditions driving storm surges, the fact that these surges will be starting from a higher baseline as the sea level rises increases their potential to cause damage and loss to heritage, as well as human life and property (Howard, Palmer, and Brichenon 2019).



This image has been produced from a print. | Jaywick Sands Housing Spec [sic] Historic England
Photograph: EAW048263 flown 02/02/1953

Figure 44. Coastal flooding at Jaywick, Essex, following the January 1953 storm surge

The case of Barber's Point on the River Alde estuary, near Aldeburgh, illustrates the potential impact of extreme flood events on coastal heritage. Archaeological excavations at this location uncovered a significant Anglo-Saxon settlement and cemetery (notable as the earliest known Christian burial site in the area) (Meredith and Jenman 2014). Shortly afterwards, this site, along with the grazing marsh that formed the Hazelwood Marshes Suffolk Wildlife Trust nature reserve, was inundated following a tidal surge that breached the sea wall in December 2013, permanently altering the coastline and its heritage value (Meredith and Jenman 2014). While the 1953 North Sea Flood is primarily remembered for its devastating cost in terms of human lives and livelihoods, this event also impacted coastal heritage. The Dainty Damselfly, which at the time was only found on the Essex coast within Britain, was declared extinct as a British species following the floods (until its rediscovery in Kent in the 21st century) (Chatters 2017).

Sea Level Rise and Coastal Erosion

As well as causing loss or damage to heritage assets through inundation and increased flood risk, rising sea levels may also impact coastal heritage by accelerating the rate of coastal erosion. A loss of beach area due to sea level change may increase erosion of coastal cliffs, and sea level rise increases waterlogging in coastal saltmarsh, which kills vegetation that would otherwise stabilise the marsh, again increasing erosion. If erosion due to future rates of sea level rise exceed the rate of marsh formation, saltmarsh will retreat towards the land (Horton et al. 2018). Saltmarsh sediments often contain well-preserved archaeological sites and structures that will be lost as the saltmarshes retreat.

Research using models based on the relationship between past sea level rise and saltmarsh loss indicates that under a high emissions scenario, saltmarsh in south-east England will be in retreat by 2040 (Horton et al. 2018). Moreover, existing sea defence structures prevent new intertidal habitat from developing further inland to compensate for that lost due to rising sea levels, resulting in a ‘coastal squeeze’.

Climate Change and Invasive Species

Changes in the physical environment due to climate change will also alter the communities of flora and fauna around the Eastern Arc coastline, which could in turn generate further impacts on heritage. Rising sea temperatures are allowing the Blacktip Shipworm *Lyrodus pedicellatus* to expand its range northwards into the waters around the Eastern Arc region – this is an aggressive and invasive species with the ability to rapidly cause severe damage to wooden structures in a short period of time, and unlike the region’s native species, it is active all year round (Knight 2018). The spread of this species would therefore speed up the decay of shipwrecks.

The Goodwin Sands near Deal, Kent, is home to a number of shipwrecks, including the protected shipwreck of the British warship *The Restoration*, which sank in 1703. In 2021, *The Restoration* was added to Historic England’s ‘Heritage at Risk’ register, because geophysical surveys had revealed that the sandbank the ship was resting on is migrating away from the wreck, so that the wreck is now more exposed to damage from wave action and attack from marine organisms, which potentially includes the Blacktip Shipworm (Ronn 2019; Historic England 2021a).

Heritage Responses to Climate Change and Coastal Change

CoP26 attracted widespread interest and engagement among heritage organisations. In particular, the Historic Environment Forum’s (HEF) CoP26 Task Group took this opportunity to develop a unified voice on climate change issues across the heritage sector. As part of this work, HEF brought together the responses of different heritage organisations to create the ‘Heritage Responds’ report (Historic Environment Forum 2021). This report shows how the heritage sector is proactively responding to the challenges posed by climate change, and many of the themes in the report (adaptive release, nature-based solutions, building restoration) are relevant to coastal heritage in the Eastern Arc region, and have inspired the choice of examples here.

What To Do About Heritage Assets Threatened By Coastal Flooding and Erosion?

Climate change and erosion threatens the survival or condition of many of the Eastern Arc region’s coastal heritage assets. The heritage sector’s response to climate change will include deciding how to manage coastal heritage assets under threat, including those at risk from sea level rise or increased coastal erosion. This may involve the construction of coastal defences to protect heritage assets. Traditional ‘hard’ defences have been widely used on the Eastern Arc coast, but their cost and long-term performance means they can only be part of the solution, and coastal management plans are increasingly seeking integrated and creative solutions for living with coastal change.

This is illustrated by the new ‘Resilient Coasts’ project, a partnership between East Suffolk and Great Yarmouth councils, which has been selected as one of the recipients for funding as part of the government’s Flood and Coastal Resilience Innovation Programme

(Environment Agency and DEFRA 2022). £9.1m has been allocated for a 6-year pilot project that aims to develop sustainable schemes to help communities on the Suffolk and Norfolk coast adapt to the combined challenges of coastal erosion and flooding, climate change and sea level rise (BBC News 2022a; Environment Agency and DEFRA 2022). The project plans to achieve this aim through trialling the use of innovative solutions for tackling coastal erosion, such as movable homes, resilient infrastructure, and movable rock piles, so that the councils can create a suite of options for coastal management (BBC News 2022a).

Choosing between different available options for coastal management (and climate change more generally) can be supported by tools such as the National Trust's spatial database of climate change impacts on heritage, as described above. As well as highlighting the ways climate change may affect heritage, this database also helps guide the Trust in identifying which interventions will be most appropriate for tackling climate change hazards at different sites (National Trust 2021a). For example, in areas shown as high risk from rising temperatures or humidity, the Trust may prioritise an increase in shade creation or the use of heat adaptive building materials at their sites, while locations more vulnerable to flooding may be targeted for the restoration of habitats such as woodland or saltmarsh that help regulate water flows and flood levels (National Trust 2021a).

Coastal change, especially under a warming climate, threatens hundreds of heritage assets in the Eastern Arc region, and it may not be financially feasible to save all of them. The heritage sector may have to make difficult decisions about where to prioritise resources, which could involve letting go of some sites as they are lost to the sea. Little attention has been devoted to the development of tools to help the heritage sector manage and communicate processes of loss and degradation, but it is becoming clear that in the face of continuing coastal and climate change, future management strategies may need to allow for such processes of decline and transformation of heritage assets (DeSilvey et al. 2021; Venture et al. 2021).

The concept of 'adaptive release' has been proposed to address this need. Adaptive release describes '*an active decision to accommodate and interpret the dynamic transformation of a heritage asset and its associated values and significance*' (DeSilvey et al. 2021). In making this decision, it may be necessary to relinquish control (although adaptive release is not necessarily the same as non-intervention), and management strategies may have to accept uncertain outcomes and complex trajectories of change, and enable continuous monitoring and interpretation for these assets as they change over time (DeSilvey et al. 2021).

Nature-based Solutions: Managed Realignment and Saltmarsh Restoration

While planning coastal heritage management for the future requires consideration to be given to how to deal with climate change impacts on heritage, there are also opportunities to use the heritage assets of the Eastern Arc region's coastline to help respond to climate change.

The traditional approach to managing the risk of coastal flooding in the UK has been to construct 'hard' defensive structures to protect vulnerable areas, but given concerns over the long-term sustainability of this approach, there has been growing interest in alternative 'soft' options for managing flood risk, including through restoring and enhancing natural habitat (Adams, Perrow, and Carpenter 2004; Werritty 2006). One

such approach is managed realignment: this involves removing or breaching existing sea defences, and allowing the sea to flood the areas behind them, up to the next line of defence (French 2006). In the process, new intertidal habitat is created, and in the low-lying estuaries of the Eastern Arc region, this often means saltmarsh or mudflats. Saltmarsh creation through managed realignment not only enhances the natural heritage value of the coast, but also provides a nature-based solution for addressing climate change through both mitigation and adaptation.

Saltmarsh restoration and creation helps minimise the climate change impacts on other coastal heritage assets through reducing the risk of coastal flooding (through rainwater absorption and improving flood storage capacity in response to tidal surges) and protecting against coastal erosion (through buffering wave impacts) (Dixon et al. 2008; Cross 2017). Saltmarshes can also act as carbon sinks, helping to mitigate climate change, and provide habitat for commercially important fish and shellfish species (Dixon et al. 2008; Cross 2017).

Wallasea Island Wild Coast Project

The loss of intertidal habitat in the Eastern Arc region due to land reclamation, rising sea levels, and ‘coastal squeeze’ means there is a clear need for managed realignment and saltmarsh restoration in the area. There are already several examples of successful managed realignment projects on the Eastern Arc coastline, with Wallasea Island in Essex being one of the largest.

The government had identified the need to create new intertidal habitat to compensate for that lost to development in Sheerness and Felixstowe, and the Environment Agency selected Wallasea Island as an appropriate location for a realignment project. The land on Wallasea had been reclaimed during the 20th century (fully drained and converted to arable farmland in the 1930s), and this short history meant there was little evidence of existing archaeological or wildlife interest that would be lost under realignment (Dixon et al. 2008). Areas of reclaimed land with a longer history can be more problematic for realignment, potentially with more heritage at risk, and therefore often requiring longer, more expensive site investigations that reduce the cost-effectiveness of the project. The site at Wallasea was also chosen because the existing sea defences were already deteriorating, and the initial public reaction to the proposal was largely positive. Ensuring that the public are sympathetic to the project was very important, because although managed realignment has many benefits, it has to be managed carefully, as realignment projects can attract opposition from coastal communities, who perceive them as ‘giving up’ on coastal defences and losing land to the sea, and it has often been hard to encourage landowners to consider realignment as a desirable option (Dixon et al. 2008).

The sea defences were first breached in 2015, and the RSPB took over management of the site as a nature reserve, with the aim of creating a new space for nature, where the coast and wildlife could adapt in the face of climate change, and a place for visitors to reconnect with the region’s coastal heritage (RSPB 2022). The types of habitats created by managed realignment depend on the height of the land being flooded, so in order to create the desired habitats and maximise the diversity of the reserve, the RSPB needed material to alter the elevation of parts of the reserve. They were helped in this by London’s Crossrail project, who were seeking a beneficiary for the spoil created by their tunnelling operations: by using material from Crossrail, the formerly arable land could be converted into a mix of lagoons, saltmarsh, and mudflats, maximising its wildlife value (Cross 2017; RSPB 2022).



RAF_RAF | Source Historic England Archive (RAF photography) Historic England
 Photograph: RAF_106G_UK_1496_RP_3262 flown 10/05/1946

High Resolution (25cm) Vertical Aerial Imagery [JPG geospatial data], Scale 1:500, Updated: 27 September 2020, Getmapping, Using: EDINA Aerial Digimap Service, <<https://digimap.edina.ac.uk>>, Downloaded: 2022-06-04 19:02:20.637

Figure 45. The north-east corner of Wallasea Island, Essex, in 1946, around a decade after reclamation (left), and in 2020, showing the mosaic of intertidal habitats that have developed after realignment (right)

Creating a Low Carbon Heritage Sector

While the restoration of intertidal habitat provides a means of addressing climate change through carbon sequestration, there are also opportunities for reducing carbon emissions within the heritage sector. Heritage organisations are identifying these opportunities and setting ambitious targets. English Heritage has committed to cutting energy use by 30 per cent within five years (English Heritage 2022), and the National Trust aims to achieve net-zero in terms of carbon emissions by 2030 (National Trust 2021b).

One way that heritage organisations have been able to lower their carbon footprint is through switching to the use of renewable energy sources. One notable example of this in the Eastern Arc region can be seen at Sutton Hoo, the famous Anglo-Saxon burial site at the head of the Deben Estuary in Suffolk. The National Trust partnered with Panasonic to secure funding for the installation of 172 photovoltaic panels on the visitor centre

buildings (generating 48MWh of electricity within the first year of use), and the replacement of liquid petroleum gas boilers with a biomass boiler running on wood fuel pellets sourced from a sustainably managed woodland (National Trust 2018). The combined impact of both these projects translated into an estimated annual reduction in carbon emissions of 68 tonnes, achieved without compromising the heritage value of this highly historically significant site (National Trust 2018).

Alongside an increased reliance on renewable energy, heritage organisations are also achieving their aims for carbon emissions through reductions in energy consumption. This can mean increasing energy efficiency at the heritage sites themselves, but also involves considering the impacts associated with an organisation's supply chain. English Heritage's Sustainability Strategy includes reducing the carbon emissions associated with the procurement of products for shops and cafés at their heritage attractions. At Walmer Castle on the Kent coast, produce from the castle's walled garden is harvested for use in the café, drastically reducing food miles and therefore energy usage (English Heritage 2022). Opportunities for reducing energy use can also come from the sympathetic restoration of the historic buildings themselves, which is illustrated by the management approach applied at the Historic Dockyard in Chatham.

The Historic Dockyard, Chatham: Sustainable Restoration of Historic Buildings

The Historic Dockyard is an 80-acre portion of the former Royal Naval Dockyard at Chatham, containing 47 Scheduled Ancient Monuments, which has been restored and developed into a major tourist attraction by the Chatham Historic Dockyard Trust (with over 150,000 visitors in 2017/18) (DC Research 2018). Sustainability and climate change mitigation is at the core of the Trust's approach to managing their heritage estate, guided by the principle that maintaining existing buildings is less energy-intensive than constructing new ones (Chatham Historic Dockyard Trust 2021). By extending the life cycle of historic buildings on the site through adaptation and creative re-use, the Trust seeks to meet community needs while also reusing the carbon locked up within them (Chatham Historic Dockyard Trust 2021).

This strategy can be seen clearly in the renovation of the Fitted Rigging House, a Grade I listed naval dockyard building and Scheduled Monument, that was used for making rigging for warships in the 19th century. The unoccupied upper floors of the building were unsafe and unusable, and the project involved decontaminating and repairing the entire building, bringing the upper floors back into use, repurposing parts of the building for commercial lettings and public spaces (Chatham Historic Dockyard Trust 2021). The project was the winner of the 2021 Royal Institute of British Architects (RIBA) South East Sustainability Award, highlighting it as an outstanding example of the sustainable retrofitting and re-use of a historic building, that recognises the value of the embodied carbon within the structure (RIBA 2021). In order to minimise energy use and carbon emissions, architectural intervention was kept to a minimum, concentrating only on the most essential changes for renovation, using natural and recycled materials, maximising the performance of the building components for insulation and natural ventilation (i.e., a 'fabric first' approach) (RIBA 2021). In this way, the fabric of the Fitted Rigging House could be preserved for the long-term via sensitive refurbishment and creative re-use, while maximising energy performance of the building.



Figure 46. Deben Estuary, Suffolk © David Gill

General Principles

Climate change affects the Eastern Arc region's coastal heritage in many different ways, and so the heritage sector's response must be equally diverse. There is no single universal solution to the problems posed by climate change, but based on this brief overview, there are some overarching themes that may be broadly relevant across different forms of coastal heritage.

Heritage assets are valuable for responding to climate change. There are significant amounts of evidence to show how climate change can impact coastal heritage sites, and much coastal heritage is undoubtedly under threat from climate change. However, heritage assets can also help society deal with climate change, through both mitigation and adaptation. For example, restoring intertidal habitats sequesters carbon and protects against flooding, and repurposing old buildings increases energy efficiency and reduces carbon emissions. This is a neglected topic in heritage research (Orr, Richards, and Fatorić 2021), and there may be many more untapped opportunities for the sector to capitalise on the use of heritage in responding to climate change.

The heritage sector's response to climate change should be integrated and collaborative. The effects of climate change on natural, historic, and cultural heritage are interlinked, so it makes sense to treat all the different aspects of the heritage environment as an integrated whole when responding to climate change. Concerns for cultural or historic heritage cannot be separated from concerns over natural heritage and its role in human well-being. In this context, the concept of sustainable development,

which emphasises the interdependencies between the social, economic, and environmental domains, provides a useful framework for the heritage sector's response (Hall et al. 2016). These linkages also mean that an effective response to the challenges of climate and coastal change will require collaboration and cooperation between different approaches and disciplines. A lack of cooperation has previously been highlighted as a barrier stopping the heritage sector from improving its response to climate change (Orr, Richards, and Fatorić 2021).

The heritage sector's response to climate and coastal change should recognise the dynamic nature of heritage. When addressing the challenges of climate change, it can be useful to see heritage as something that is constantly evolving, instead of something that is frozen in time (Loulanski 2006; Hall et al. 2016). This means that rather than attempting to preserve heritage assets intact, the heritage sector may need to come up with alternative and creative means to promote public engagement with changing coastal heritage.

Cultural Property and Heritage Protection

Heritage Crime is defined by Historic England as ‘any offence which harms the value of heritage assets and their settings’ (Historic England n.d.-e). It includes different types of crimes that relate to heritage such as illicit metal detecting, lead theft, structural and architectural theft, unauthorised changes and demolition of listed buildings (Grove and Thomas 2014; Gill 2015b). The term is recent and recognises that the damage caused to heritage artefacts and buildings includes, in addition to their physical harm, an invaluable loss of intangible values such as loss of knowledge, irreplaceability and authenticity. There are three types of heritage crimes (Grove 2013, 242): targeted heritage crime (the site is targeted because of its heritage features: statues, fireplaces, archaeological objects), incidental heritage crime when the site has other features that attract offenders (shelter, graffiti) and heritage specific offences when the site is targeted because of its heritage status (unauthorised changes or demolition of a listed building). The motivation for these illicit activities are diverse and include criminal negligence, such as causing damage to the roof of a listed building; financial gain, such as stealing an item to sell for profit; ideological views, such as creating graffiti affiliated to a particular gang; or attachment, such as theft by illicit collectors (Historic England In preparation, 8). All of these crimes are outlined in the examples listed below, and illustrate the detrimental effect that they have on Britain’s heritage landscape.

A commonality of these different heritage crimes is that there is a lack of data to determine the real extent of the harm caused. For example, illicit metal detecting might just be seen as a hole in a field that does not need to be reported rather than the loss of a valuable archaeological object that might rewrite history (BBC News 2019a). However, heritage crime has also gained significant press coverage in the media raising the public awareness.

Despite these recent developments, heritage crime is not usually mentioned in the strategies and delivery plans by the local and county councils. In contrast, Historic England is completing a refresh of its current strategy. This report highlights the trends in heritage and cultural property crime with a view to considering the implementation of potential preventative measures and interventions (Historic England In preparation).

Heritage sites that can be affected by criminal activity vary drastically in size and type, but all are included in Historic England’s definitions. In their report, Historic England refers to these key locations as ‘designated heritage assets’, and these can appear across the urban, rural and maritime environments (Historic England In preparation). These can include, but are not limited to, scheduled monuments, listed buildings, protected shipwrecks, registered battlefields, parks and gardens, and World Heritage sites (Historic England In preparation, 19). As has been outlined in previous sections of this report, these sites are vital to preserving the historic and natural landscape of Britain for generations to come; indeed, Historic England notes that there are almost 400,000 designated heritage assets in England alone (Historic England In preparation).

In the most obvious examples of heritage crimes, buildings are often the victims of these issues. According to the framework outlined by Historic England, heritage crime against buildings includes all standing buildings, whatever their purpose. From houses and places of worship to farms and industrial buildings, all can be harmed by these illicit activities. However, the term ‘building’ is also extended beyond potential traditional examples of that word; it can also include war memorials, drinking fountains, boundary walls, gatepiers. Cattle troughs, milestones and pillboxes (Historic England In preparation, 11).

Although not all police services in the region have identified heritage and cultural property as a priority, a significant amount of progress have been made since the

development of the Historic England Crime Programme and ARCH — Alliance to Reduce Crime against Heritage in 2011 (Historic England 2018a).

All of the police services operating in the eastern region have included information about their aims and objectives in preventing, detecting and deterring heritage and cultural property crime on their websites (e.g. PFCC Essex n.d.; Kent Police n.d.-a). Both Kent and Essex Police have created comprehensive overviews to cover this, and have included in these webpages details about how individuals can protect their local community from heritage crime through joining groups such as Neighbourhood Watch and Heritage Watch.



Figure 47. Rural, Wildlife and Heritage Policing in Eastern Region. Source: Essex Police.

Norfolk Constabulary

The Rural Crime Strategy states ‘Norfolk Constabulary continues to target illegal metal detecting, supported by Historic England, acknowledging the unique historical importance Norfolk holds as a county’ (Norfolk Constabulary 2021). Training for Rural Crime Champions has been delivered by Historic England in July 2022. Historic England is a core member of the Norfolk CRAG – Crime Rural Action Group. Norfolk County Council is a signatory to ARCH – Alliance to Reduce Crime against Heritage (Wallage 2011).

There have been several high-profile prosecutions in relation to church metal theft and illicit metal detecting (Walsh 2016; Gordon 2017).

Suffolk Constabulary

The Police and Crime Commissioner for Suffolk is committed to responding to heritage and cultural property crime. This is specifically mentioned in the Rural Crime Strategy (Suffolk Police and Crime Commissioner 2017):

The damage to or theft from our heritage sites across Suffolk has a negative impact on the environment.

Rural Crime Officers in Suffolk have heritage and cultural property included within their portfolio of responsibilities. They have received training from Historic England.

There have been high-profile prosecutions for church metal theft (Suffolk Police 2015; see also Gill 2016) and illicit metal detecting (Robinson 2009).

Suffolk County Council is a signatory to ARCH – Alliance to Reduce Crime against Heritage (Suffolk County Council 2012).

The Suffolk Police and Crime Commissioner is also the chair of the National Rural Crime Network (NCRN) which has identified heritage and cultural property crime as a key objective (Passmore n.d.). The NCRN Objectives include (National Rural Crime Network n.d.):

‘To encourage and support the activities of those involved in making rural communities across England and Wales become and feel safer, as well as assisting them in the protection and preservation of heritage assets and their settings.’



Figure 48. Suffolk Rural Crime Team Training Workshop. Source: Historic England



Figure 49. Suffolk Rural, Wildlife and Heritage Policing: Use of Social Media. Source: Suffolk Police

Essex Police

The National Police Chiefs' Council Lead for Heritage and Cultural Property Crime is Assistant Chief Constable Nolan.

The Rural Crime Team has portfolio responsibility for the heritage and cultural property crime.

The Police, Fire and Crime Commissioner has identified heritage and cultural property crime within the Police, Fire and Crime Plan (PFCC Essex 2021). This includes a specific statement about heritage crime:

'Our objective is to work with rural communities to help them build greater resilience and keep them safe. We will:

Make further investment in fighting rural crimes, such as hare coursing, wildlife crime, heritage crime, fuel theft, unauthorised encampments, and fly-tipping as well as the theft of major plant machinery and equipment.'

Essex Police, in collaboration with Historic England, coordinates 'Operation Chronos', the national campaign to prevent and investigate illicit metal detecting and sales of tainted cultural objects (Lodge 2015).

There have been high profile prosecutions for illicit metal detecting including the first prosecution for offences relating to unreported treasure (May 2021).



Figure 50. Essex Police branded Rural, Wildlife & Heritage Crime Officer. Source: Essex Police

Historic England has provided training on Heritage and Cultural Property Crime.



Figure 51. Essex Police: training on Heritage and Cultural Property Crime. Source: Historic England

Kent Police

In 2005, Kent Police was the first policing area in the United Kingdom to identify heritage and cultural property crime as core theme within the Rural Crime Strategy and in Delivery Plan (English Heritage n.d.-a, 6).

Since 2005, Heritage and Cultural Property Crime has been included within the portfolio of responsibilities for the Rural Crime Taskforce. The Rural Crime Policy 2002 identifies that there are four main categories of rural crime (Kent Police n.d.-c):

- agricultural
- equine
- wildlife
- heritage

Activity linked to heritage crime is reported the CRAG – Crime Rural Action Group and outlined in the ‘Rural Matters’ magazine (Kent Police 2021; Kent Police 2022).

Historic England has provided a tactical grant to provide technical equipment to monitor protected heritage sites such as the Tankerton Beach Wreck.

The Kent Police and Crime Commissioner is supportive of the development of Heritage Watch (Kent Police n.d.-a; Heritage Watch n.d.). The Country Eye smart phone app was developed to reported heritage and cultural property crime in Kent (Earle 2017).

‘Policing the Past’
Heritage Crime Topic
Volunteer Police Cadets Balanced Programme

A new resource and learning materials developed for the VPC by Historic England. Designed for Leaders and Cadets to extend and enhance their personal knowledge and understanding of the topic that will form part of the new Balanced Programme.

The topic will include of an:

- Overview and full guidance supported by visual aids and presentations
- Activities which will be flexible, engaging and fun
- Designed to support the Aims and Principles of VPC

Topics will be based around the ‘3-key’ learning zone model which will incorporate policing issues as elements relating to personal development and personal well-being

 Historic England



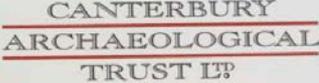


Figure 52. Heritage Crime Module for Volunteer Police Cadets. Source: Historic England

As part of the Citizens in Policing initiative, Kent Police was the first police force to appoint Heritage and Cultural Property Crime Police Support Officers. Volunteer Police

Cadets have taken the Heritage and Cultural Property Crime Module (see Kent Police n.d.-b). The model has now been adopted by Cheshire and Gloucestershire Police.

There have been a number of high profile prosecutions across the county. These include instances of nighthawking (illegal metal-detecting) in Kent (KentOnline 2016), and the theft of metal and money laundering relating to WW1 battleships (Boyd 2018).



Figure 53. Kent Police: Rural Task Force Monitoring Heritage Sites. Source: Historic England.

Threats to Heritage

It is also clear that threats to the historic environment including crime and anti-social behaviour has been identified as a key priority for Historic England, not least because of their dedicated role to coordinate the organisation's Heritage Crime Strategy and inclusion in as a key theme within the Historic England Corporate Plan (Historic England 2020a). The lead on Heritage Crime, Mark Harrison, has taken extensive measures to ensure that the guidance provided by Historic England covers the broad topics that relate to the most frequent types of heritage and cultural property crime. This has resulted in the publication of tailored guidance being created by Historic England and a range of subject matter experts with various documents being available in an open access format that discuss a range of topics relating to this specific form of criminal activity (Historic England n.d.-a). These resources will be referenced throughout this section, in order to highlight current guidance and suggest the impact it has had on the prevention and investigation of heritage and cultural property crime in the Eastern Arc area.

Historic England are currently working the National Police Chiefs' Council and OPAL – the National Serious and Organised Acquisitive Crime Intelligence Unit is currently undertaking a review of the active and emerging crime threats within the historic environment. The National Strategic Threat Assessment for Heritage and Cultural Property Crime is due for publication in Autumn 2022 and will shape the priorities and resource allocation for the following two years.

Before discussing some of the case studies relating to heritage and cultural property crime across the Eastern Arc, it is important to mention some members of the heritage and cultural crime team at Historic England interviewed for the research into this subject.

Mark Harrison, BSc (Hons), FSA

Mark is the Head of Heritage Crime Strategy for Historic England. Following a career in the police service, where he specialised in the development and delivery of partnerships and interventions to reduce crime and anti-social behaviour in the natural historic environments of Kent, Mark was appointed as the Head of Heritage Crime Strategy. Through his work in this current role, Mark has enabled the development and delivery of new and innovative approaches to prevent and investigate crime and anti-social behaviour within the historic environment.

One of the key priorities for Harrison and Historic England has been to focus on the theft of metal, in particular lead and copper, from the roofs of historic church buildings; this will be covered in greater detail in a later section. Moreover, through his work at the Centre for Heritage at the University of Kent, Mark has been able to convene a STEM innovation hub, Heritage and Wildlife Crime Innovation (HaWCi). The membership of this hub seeks to identify and implement possible solutions to prevent and investigate crime and anti-social behaviour in the natural and historic environments. This work, and that of similar innovation hubs across the Eastern Arc, will be discussed in a later chapter.

Andy Bliss, QPM, MA, FSA

A former Chief Constable of Hertfordshire Police (2011-2016), Andy has worked across a number of police forces across the south east of England. He was the National Police Chief's Council Lead for Heritage and Cultural Property Crime, where he worked with the National Crime Agency, English Heritage, National Museums and other agencies to tackle criminality which target's the nations historical and cultural assets. He now undertakes strategic advisory and consultancy work in the area of risk management, with a particular focus on heritage crime, through his company ALDWIC Research Consultancy. He has recently been working with Historic England on its strategies to tackle heritage crime.

Heritage Crime Themes

Now that two of the key subject matter professionals from Historic England have been highlighted, examples of some of the major heritage crimes found across the Eastern Arc will be shared. The sources of the majority of this information was found through regional newspaper articles reporting these crimes; this is often how local communities will learn of the types of illicit activity undertaken in the surrounding areas. In many cases, they may also be posted on local interest groups on social media in order to reach maximum audience numbers; while this will not be discussed in significant detail, due to the scope of this section, it is important to highlight where the public may receive such information in order to ensure that preventative measures are shared through these platforms.

Case Study 1: Damage to Churches

The theft of lead from the roofs of historic buildings, particularly churches, is a commonplace concern relating to heritage crime. Historic England has published significant guidance about this subject matter, and is asked frequently to advise on the temporary and replacement materials that should be used.

Materials to replace the stolen items can often be expensive and difficult to acquire, which adds to the complexity of the issue. For example, Historic England has often advised the relevant authorities to utilise stainless steel as a replacement material; the Heritage Crime Strategy Team acknowledged that this was not an ideal replacement, as it has different properties to lead and copper that are more fitting to historic buildings.

The work on creating preventative measures in the case from historic churches by Historic England has had a widespread impact, and resulted in new legislation being reduced. This has included, but is not limited to: the Scrap Metal Dealers Act 2013 which aimed to curb the theft in metal in general; Sentencing Guidelines for Theft and Handling Stolen Goods; and Guidelines for Criminal Damage and Arson. Moreover, the guidance released from Historic England provides practical resources for potential communities impacted by this crime, and advises how to keep the building safe during the replacement process as well as appropriate materials and tradespeople (Historic England 2021d).

Local press coverage of these crimes has been relatively significant. For example, *Norfolk Now* covered a spate of lead thefts on historic churches in South Norfolk in 2016. In the reportage of these thefts, the case study of St Mary's Church in Newton Flotman was utilised. At the time, twelve square metres of lead had attempted to be removed from the church's roof a short time after a previous attempt to steal lead from the roof. Consequently, the church's community was left with an expected £35,000 bill to fix the now-leaking roof and to install an alarm in the building (NorfolkNow 2016). It appears that this led to the Roof Alarm Scheme in the county from 2017, which aided the overall number of lead thefts to fall.

It appears that the spate of crimes targeting roofs in Norfolk, and the wider aspects of the churches, continued into 2017 with another report being broadcast regarding a spate of thefts in Norfolk. One church included in the report by *Norfolk Now* was that of St Mary's at Baconsthorpe near Holt, which had been targeted twice within two months during the early part of 2017. In the more recent theft, from late April/early May, parts of the roof and a lead lined window had been stolen; this caused approximately £40,000 worth of damage. The church has a significant history to the local community, with many of the historic buildings in the area being repurposed; the church, on the other hand, had been in use by the community in its religious function since the twelfth century CE.

The thefts at Baconsthorpe were linked by local police to thefts in the surrounding area, including St Mary's in Northrepps. Moreover, there was an appeal for witnesses around

this time after there was an attempt to steal the collection boxes in Norwich Cathedral. As a consequence of these rising occurrences of theft, special conferences were held within the county in order to gauge how to tackle the crimes and to work with the affected communities in order to resolve the matter (NorfolkNow 2017).

In spite of the coverage and the Roof Alarm Scheme, in 2022 the *Eastern Daily Press* highlighted that churches were advised to remain vigilant after a series of lead thefts across the county, created by an increase in the necessity of copper and lead and high market prices. The impact of this has been the financial burden of replacing these items, in addition to the potential secondary damage caused by leaks in roofs during the process of finding new materials (Parkin 2022).

According to the advice on metal theft created by Historic England, the impact of metal theft on these historic buildings is far reaching. Initially, the loss of this protective material means that the weatherproofing and water-tightness of the building is severely compromised; as the time between the theft and renovation increases, both the resources and the morale of the volunteers involved in caring for these locations are also compromised (Historic England 2021d). Both the human and material cost of the crime must be considered when preventing the site from further vulnerability, and when implementing pre-emptive measures. In addition to these costs, the burden of maintaining historic buildings is felt strongly among religious communities, and the difficulties surrounding funding from key awarding bodies when maintaining a religious building can make this task near-impossible. One such case study covered by local media was reported on the *BBC* website. In May 2022, Grade II listed Walpole Old Chapel in Halesworth, Suffolk received funding in excess of £54,000 from Historic England in order to carry out urgent inspections. The site, deemed a 'historic gem' in the article, had recently been found to have cracks in the building which had allowed water to seep into its timber frame. Structural damage such as the type described can have a devastating impact for historic buildings including churches, as structural damage can mean that the site is beyond saving if left without surveyance and the appropriate repairs undertaken (BBC News 2022b). The theft of lead can allow water to seep into and cause structural damage.



Figure 54. Walpole Old Chapel, Suffolk © David Gill

Historic England recognised that both lead and copper roofs are becoming increasingly vulnerable to theft and therefore, even with potential security measures being added as part of the Risk Assessment, replacing the damage with the same materials may pose too high a risk for some communities; this is something particularly prevalent where the church is in a remote location, where there is evidence of high rates of metal theft or at sites where it is not feasible for a roof alarm to be installed (Historic England 2021d).

In order to answer queries by interested communities regarding alternatives to replacing like-for-like, in its guidance Historic England has included materials that it would encourage groups to consider. The first type is terne-coated stainless steel, or TCSS. This is made of a very stiff material, and has many of the benefits that lead can provide but without the theft risk due to its low resale value and the difficulties found when attempting to remove it. Indeed, although there have been some attempts made to steal TCSS, Historic England is currently unaware of any successful theft of this material to date (Historic England 2021d, 9).

If TCSS is found to be unsuitable for use by the communities involved in the decision-making process, Historic England also recommends the use of zinc in smaller sections of damage (Historic England 2021d). One type of item that is not supported for use by Historic England on listed buildings is synthetic, plastic-based material; this includes composites, such as glass-reinforced plastic (GRP), mesh-reinforced plastics or single-ply membranes (Historic England 2021d, 12).

According to the guidelines issued by Historic England, the procedure to be undertaken immediately following a theft should be to place emergency coverings such as tarpaulins or plastic sheeting over the damaged area, in order to prevent further issues and to keep the location water-tight and weather-proof (Historic England 2021d, 15). These immediate actions, while minor in terms of cost and time, ensure that the damage caused by the crime is limited until a more permanent resolution can be found.

Thus, the theft of metal is a prominent concern across the Eastern Arc when considering heritage crime in the region. In a similar vein, the next case study focuses on other ways within which the value of metal is utilised illicitly, this time through illegal metal detecting and the incorrect disposal of these finds.

Case Study 2: Illegal Metal-Detecting and Disposal of Finds

The interest in metal detecting has stayed relatively constant in recent years, but has gained some popularity thanks to representation of metal detecting and archaeological digs in popular culture. There are many regulations utilised in Britain to ensure that all metal detecting is undertaken legally, and the disposal of finds is appropriate.

The Treasure Act (1966) defines the types of finds defined as ‘treasure’ and requires that such finds are reported when found. The majority of finds made by metal-detecting do not fall into this category. Metal-detecting is forbidden on scheduled monuments and in areas of archaeological importance without the written consent of Historic England (section 42 Ancient Monuments and Archaeological Areas Act 1979) (Historic England n.d.-d). In the Eastern Arc region, there are 1541 scheduled monuments (Norfolk: 449; Suffolk: 334; Essex: 323; Kent: 435; Gill 2021; Gill and Matthews 2021a; Gill and Matthews 2021b) and one area of archaeological interest: Canterbury. Some individuals are either knowingly or unknowingly ignorant of these codes of conduct and statutory rules, and thus this type of heritage crime is an equally commonplace issue faced by police forces across the country.

If undertaken responsibly metal-detecting can make an important contribution to archaeological knowledge. The Code of Practice for Responsible Metal Detecting in England and Wales (2017) provides and guidance for metal-detectorists who wish to contribute to our understanding of the history of England and Wales (Portable Antiquities Advisory Group 2017). The Code combines both the requirements of finders under the law, as well as more general voluntary guidance on accepted best practice. The Portable Antiquities Scheme is run by the British Museum to encourage the recording of archaeological objects found by members of the public in England. Every year many thousands of archaeological objects are discovered, many of these by metal detector users, but also by people whilst out walking, gardening or going about their daily work. Finds recorded with the Scheme help advance knowledge of the history and archaeology of England and Wales (Portable Antiquities Scheme n.d.; see Pearce and Worrell 2020). The majority of detectorist comply with the code, however, a minority of individuals, fail to comply with the code and the associated legislative requirements.

According to an article in the *East Anglian Daily Times*, illegal metal detecting or ‘nighthawking’ is a real issue in Suffolk, with the consequences of these crimes being damage to the farmland and the theft of the county’s heritage. Suffolk is a particularly popular location for metal detectorists, due to its rich Anglo-Saxon heritage. This may have been added to thanks to popular cultural references to these finds, as well as heritage locations emphasising it. Most famously, the archaeological dig at Sutton Hoo produced significant finds; now that this is a National Trust-owned location, and thanks to the 2020 film *The Dig*, individuals may be becoming more aware of the potentially fruitful land in this area.

The article itself is quick to distinguish between the legitimate detectorists and those who are nighthawking, and it highlights how these individuals utilise online forums and websites to find out where would be best to target. Furthermore, potentially these detectorists may have tried to legitimately metal detect at a location but the landowners did not permit them to do so.

‘Treasure hunters’, sometimes referred to as ‘Nighthawks’, are not limited to exclusively night-time illicit activities. A more recent form of detecting known as ‘magnet fishing’ has now been identified as an active and emerging threat within the eastern region. One example of this appears in an article of the *Basildon, Canvey and Southend Echo*, in which reports of ‘treasure hunters’ were recorded using magnets to search for objects in the water features located at Southchurch Hall Gardens. The group were accused of magnet fishing, which is where magnetic objects are used in water in order to pull metallic objects such as coins to the surface. This behaviour prompted Essex Police to increase the number of patrols in the vicinity of the site. It was clear that the local community was outraged by the desecration of its local history by these hobbyists (Anon. 2022b).

Moreover, newspaper stories regarding significant finds could lead ‘treasure hunters’ to visiting areas where large finds have occurred, thus oversaturating the area and leaving it open to potential interference.

In 2019, a haul of 748 Roman and Iron Age gold and silver coins were found near Ipswich in Suffolk by a local man, George Ridgway. Believed to be the largest precious metal hoard found in Britain dating from the reign of Claudius I, the hoard was still being valued by the British Museum in May 2022. In the article, it highlights that Mr Ridgway came across an unusual crop marking in the area while tracing Roman roads, and within a few hours had found 180 coins plus two Roman brooches and a Julius Caesar silver denarius from 46-47 BCE.

It is clear that there was a fear of illicit metal detectors and thieves stealing the findings before a full excavation could take place, as Mr Ridgway noted that his father slept at the site for two nights to protect it before a major archaeological dig at the site began. Over the course of the dig, lasting three months, a total of 748 coins were found although Mr Ridgway highlighted he had found others since then. Mr Ridgway surmised that this may be evidence of a previously-unknown Roman settlement, which he hopes to explore with county archaeologists. Although the hoard’s modern-day value was still unknown, in ancient terms it equated to over two years’ pay for a Roman legionary soldier (BBC News 2022c).

Whilst in this particular situation, procedures and protocols were followed, the other case studies emphasise that this is often the exception rather than the rule. As the suggestion of ‘treasure’ at different sites increases, there is a likelihood that illicit finds through metal detecting and similar methods of discovery may increase without appropriate intervention.

Nighthawking itself is an under-reported crime, thanks to the isolated locations and times of day within which the crime is occurring; consequently, the article included a plea to the public to ensure that they reported nighthawking if they ever saw it occurring (Steward 15 May 2022).

Case Study 3: Architectural Theft

In addition to theft at specific sites, architectural theft more generally remains a prominent concern for Historic England. Generally speaking, it has noticed a significant increase in the illicit acquirement of York and Portland stone.

Furthermore, there have been reports of thefts across the Eastern Arc region of artefacts associated with the area’s local history. For example, footage of an individual stealing rare medals from Hollytrees Museum in Colchester, Essex. The man gained access to the museum in March 2022, and forced open a cabinet containing rare medals that dated back to the second half of the 19th century. These included medals given to Paxman’s Engineers

of Colchester during the Crystal Palace Electrical Exhibition, as well as at the Paris Exposition Universelle Internationale and the Australian International Exhibition.

In this case, the financial value of these items was highlighted and the museum staff and police urged the public to bring to their attention any attempted sales of the medals. They also highlighted that the loss to heritage caused by this theft of the medals was more impactful than their financial value; a spokesperson for Colchester Borough Council stated that ‘more than any financial loss, this is a loss to Colchester’s heritage and it is that loss which can never be replaced’ (Bradford 2022).

Thefts have also been experienced in Norfolk and Suffolk too, where it was recently reported by the BBC that there had been a series of thefts across East Anglia involving vintage Royal Mail post boxes. Locations included: Rickinghall, Wixoe, Cowlinge, Hawkedon, Stoke by Clare, Chedburgh and Depden Green in Suffolk; and in Norfolk boxes were removed from Runcton Holme, Thornham and Ashwicken.

Although there was some individual speculation that this activity may have been an extension of the metal theft seen from historic sites, such as the lead from church roofs previously discussed, police seemed to allude to the fact this particular crime was more to do with selling these items to interested collectors. Indeed, it was noted that at least two of the stolen post boxes carried the cypher of George V; the Heritage Crime Lead for Suffolk Police highlighted in a local media report that certain boxes could achieve a significant financial return for the offenders.

Mark Harrison from Historic England was also quoted in the report, emphasising that the organisation’s strategy had moved towards placing redundant post boxes into local museums or in storage, rather than enabling them to be brought into the open market (Historic England n.d.-c). While this may initially seem counterproductive, the fact that this was the new policy meant that when post boxes were auctioned they could more easily be traced and the culprits of illicit acquisitions of these items could be found.

Moreover, the report highlighted the consequences of potential prosecution. The loss of these items ‘hits the communities twice’ through both removing the opportunity to correspond through the item, as well as the loss of the history of the post box. Mark noted that there were changes to guidelines on theft, criminal damage and arson was currently in progress (Historic England 2015b; Historic England 2019; Doughty 2021). With regard to these alterations to current guidance, the potential repercussions of being prosecuted for this would mean that the culprit risked serving longer in prison if it was deemed a ‘heritage’ item (BBC News 2022g).

Case Study 4: Criminal Damage and Antisocial Behaviour

Criminal damage and antisocial behaviour often come as a by-product of some of the crimes covered elsewhere in this report. Criminal damage can include, but is not limited to:

- Arson.
- Vandalism and graffiti.
- Inconsiderate use of vehicles and cycles.
- Illicit hunting.
- Owner offences, such as not receiving planning permission prior to starting a project.
- Historic sites being used as a location for unlicensed events and protests.

Some of these cases of arson were due to a lack of care, negligence or wanton vandalism, there are some cases where the motivation may be to enable an insurance fraud or to clear

the site in order to secure planning permission. Indeed, if the listed building is burnt down, the protection attached to it disappears.

Vandalism appears to be the most reported crime that falls under this umbrella, perhaps because it is something that can very clearly be seen by the public. In recent years, offenders have shifted their style from utilising marker pens or spray paint to include etching, carving or scorching tags or symbols into historic sites or buildings. Although using paint and similar items was damaging, the situation could be reversed; but once a location has had graffiti carved into it the site is irreparably damaged.

One example of this was reported in the *Eastern Daily Press* in November 2021. St Benet's Abbey, a medieval monastery established in Norfolk during the 9th century, was defaced when offenders carved graffiti into the limestone walls of the abbey's gatehouse (Sennitt 2021). The report highlighted a perceived increase in crime and anti-social behaviour at historical and archaeological sites across Norfolk. The Norfolk Archaeological Trust, which has the responsibility to care and maintain the abbey buildings described the damage as 'devastating'.

The report also mentioned that anti-vaccine graffiti had been found around the same time at the Caistor Roman Town near Norwich; although this graffiti was removed, it emphasised the broader issue of heritage sites being subject to criminal damage and anti-social behaviour. A spokesperson for Norfolk Police noted that this was an ongoing issue that the police force was facing, and highlighted that many individuals may not be aware of the significance and protection afforded to such sites under the Ancient Monuments and Archaeological Areas Act 1979 (UK Government 1979). Once again, there was an appeal from the police for the local community to aid them in their enquiries and to ensure that the culprits were apprehended (Sennitt 2021).

As mentioned in the earlier example of St Benet's Abbey, sometimes the graffiti and vandalism that is being incurred at heritage sites is as simple as a person's name or nickname. In other instances the graffiti is used to impart a political or protest sentiment, for example: climate change, anti-vaccination, racist slogans and other similar types of messages have been identified at heritage sites across the country. An example of this can be found from a February 2022 article in *Kent Online*, in which it was reported that offenders had carved a hate text into the historic stonework at Reculver Towers near Herne Bay. In addition to undertaking this activity, the offenders are believed to have committed damage to the recently completed restoration work undertaken by Historic England and English Heritage in order to strengthen the sea defences situated on the northern aspect of the site.

Although it appeared that an effort had been made to mitigate the offensive nature of the graffiti, that matter was reported for investigation by Kent Police. A local politician and councillor deemed the behaviour as 'unfathomable'. The damage will require specialist removal, and according to English Heritage which is responsible for the care of the site stated that 'it was disappointing' and that it would need to direct their already-limited financial resources towards undoing the senseless act of vandalism (Harper 2022).

Social media are regular starting points from which individuals learn about instances of heritage and cultural property crime: and often express their revulsion and disgust, with local newspapers sharing the story to their own individual channels and platforms and onward to key stakeholder groups within local communities and the wider heritage sector.

Facebook appears to be the core platform from which these stories are disseminated. Examples of this can be found on the Norfolk Archaeological Trust Facebook page (Norfolk Archaeological Trust n.d.), where they highlight these stories in amongst their outreach

and engagement work. It is clear that social media is often used to provide an instantaneous response to something that has occurred, perhaps as these groups know that their audience expect them to disseminate a response to the news story.

Moreover, the role of owners of locations as perpetrators of heritage crime, either intentionally or through negligence, must be considered. Various types of works to heritage assets may require consent, such as planning permission or listed building consent; at places of worship, the appropriate ecclesiastical consent may also be required prior to work beginning (Historic England 2018b, 1). Whilst it is an offence to carry out work on heritage assets without the necessary agreements, among the criminal activity acknowledged within Historic England's Heritage Crime Preventative Measures advice are instances where the owner has not ensured that these regulations are followed.

As has been shown throughout this section of the report, regulation and legislation must be sought, read and understood by the public in order to ensure that they do not commit a crime. While this is often only noted when considering land-based activities, it also cannot be ignored that Britain's maritime heritage is also a vital part of our history and thus vulnerable to heritage crimes.

Case Study 5: Shipwreck Interference

Shipwrecks are often at the forefront of our coastal and maritime heritage, and can be a source of interest for local communities. However, interference with shipwrecks has increasingly become a staple of offending behaviour in this area and regulations have been created to preserve these sensitive seascapes. Shipwrecks are arguably a man-made element of our environmental history at risk, as discussed in a previous chapter and some shipwrecks are now listed by the Department for Digital, Culture, Media and Sport as protected wrecks or scheduled monuments; and, in the case of nominated military vessels designated by the Ministry of Defence as protected military remains.

According to the UN Convention on the Law of the Sea 1982, the United Kingdom's jurisdiction at sea extends to 12 nautical miles (or 22km) from its shore. Within these waters, the UK Wrecks Database alone records some 70,000 locations at which the remains of wrecks can be seen; approximately 20,000 of these sites are named as vessels. Indeed as of 20th September 2022 there are 57 designated wreck sites located within English waters, a proportion of which can be found across the Eastern Arc region along both the coastline of East Anglia, the Thames Estuary and the English Channel (Historic England 2022c). These sites are often vulnerable to interference, loss and damage, and can provide a unique situation whereby the disturbance of human remains can be included in the list of potential crimes undertaken at these locations. The Protection of Wrecks Act 1973 regulates access and activities of sites of special historical or archaeological importance (Forrest 2019, 199).

A particular issue for shipwreck interference relates to cases where there are potentially human remains still present on the wreck. This can be found in cases where ships were sunk during more recent conflicts, and therefore can be classed as a military burial ground or protected military remains as defined by the Protection of Military Remains Act 1986 (UK Government 1986). As shipwrecks with human remains work in a similar way to land-based burial grounds, regulations relating to the disturbance of human remains applies to these too. Thus, when individuals tamper with the wrecks they may commit additional crimes beyond the antisocial or theft-based activities they may have been intending. Such incidents are known from across the region including the coast of Kent (e.g. UK Government 2014) and Essex (e.g. Morris 2015), as more widely in the English Channel (Boyd 2018).

A broader concern for these sites is a natural phenomenon: erosion. For many shipwrecks, erosion creates a significant amount of damage to these historic landmarks and therefore puts them 'at risk'. An example of this can be seen on the Thames Estuary, where the *London* sank in 1665 with the loss of 300 lives. Located near to Southend-On-Sea, seabed images taken in 2020 highlighted that the shipwreck was 'rapidly deteriorating' thanks to erosion.

Consequently, Historic England commissioned a shipwreck survey in order to compare the London's current condition with images taken of it in 2016. It is believed that the rapidity of the decline in its condition is largely due to the heavy shipping in the Thames Estuary washing away the battleship's protective mud, therefore leaving it exposed to the elements. The wreck is currently on Historic England's At Risk Register, and had been covered by mud until the development of the Thames Gateway port was undertaken in order to accommodate bigger ships sailing on the estuary.

A licensed diver quoted in a BBC report about this, Steve Ellis, is keen to bring up the artefacts before erosion completely destroys the site in order to preserve it; however, it is made very clear in the report that there is set protocols to follow in order to do this. In particular, the report highlights that Mr Ellis is a licensed diver, as opposed to an enthusiastic amateur, and there is a legal requirement to seek permission from Historic England prior to salvaging any items he finds. This procedure is in place to ensure that heritage theft does not take place, but consequently sometimes when a follow-up dive to recover the item takes place the artefact has already disappeared.

While the survey by Historic England is taking place, a 'Save the London' Campaign was set up in 2019 by the Nautical Archaeology Society to raise funds to save the wreck. Both of these projects are ongoing, and highlight the impact that the loss of such a wreck can have on heritage as a whole (BBC News 2020).

A way to ensure people are able to enjoy their maritime heritage without disturbing the sites significantly is through aerial photography, which has gained significant popularity in recent years thanks to the ability to purchase commercial drones. One article on the BBC website highlighted the importance of this in September 2021. The weather during this time was calm enough to enable a photographer to capture images of a 125-year-old shipwreck on the north Norfolk coastline close to Sheringham, SS *Commodore*. The boat had ran aground in 1896, with all 14 members of the crew rescued during this incident.

Due to the fair weather experienced over the summer, the wreck of SS *Commodore* was revealed near-completely, which enabled photographer Chris Taylor to use his drone to capture the sunken remains. Given this wreck is very rarely seen, the images were met with significant interest by the local community, and it provided Sheringham Museum to highlight that the story of SS *Commodore* enables them to emphasise how dangerous the north Norfolk shoreline can be (BBC News 2021b). While this particular situation shows a potential way to view shipwrecks without disturbing them significantly, it is clear that the interest in these artefacts can often mean that individuals negatively interact with them, either intentionally or unintentionally, which can mean that these already-fragile shipwrecks can be lost or damaged.

Case Study 6: Cyber

As mentioned throughout this section, the internet and social media are often heavily utilised to disseminate information about heritage crime and to enable individuals to plan their illicit activities. Among the cyber noted by Historic England is the use of the internet to host illicit auctions of stolen artifacts, as well as the use of drones over these locations without the appropriate permissions.

Although these do not receive as much reportage when compared to other heritage crimes, it is apparent that interested individuals should begin to note how criminals have gathered the information needed to undertake these activities if it is premeditated. The internet and social media provide ease of access to a wealth of information and ways in which to connect with likeminded people, but a side effect of this is that such activities can be undertaken.

Suggestion for Heritage Crime Prevention (Historic England)

In recent years, Historic England has written extensive guidance on some of the key risks faced by heritage buildings and items, in order to educate key stakeholders on how best to maintain vigilance and put in place preventative measures as well as resolve the effects of these issues quickly. In 2022, Historic England released its latest guidance on some of the core topics relating to heritage crime, and in this section some of the items relating to its findings will be discussed.

One of the core documents shared by Historic England is its Heritage Crime Risk Assessment, which is designed to provide individuals involved in caring for and protecting heritage with the information and skills needed to reduce future harm. In the document, a Heritage Crime Risk Assessment Framework is provided in order to produce a numerical score that can influence the measures implemented to further reduce the risk. While this score is imperfect, due to the fact it's based on the information available and human judgement (Historic England In preparation, 6), this can be a useful introductory audit that can begin or maintain conversations on the topic.

According to the guidance, good practices for crime risk assessment involves regularly employing simple review methodologies in order to ensure that these risks are discovered and reduced, and the measures applied to prevent them are cost-effective. This can include working in partnership with the local community, similar heritage organisations and the police to ensure that these reports are kept up-to-date with current, credible information and a realistic calibration of the risk of the crimes occurring within that area (Historic England In preparation, 1). While not all police and external crime prevention advisors will have the experience or training required to deal with historic assets, their own areas of expertise will be useful when creating the documentation required to prevent future heritage crime. Moreover, undertaking regular risk and security reviews, including the appraisal of the heritage assets at a particular location, are a fundamental part of managing risk which is what the model matrix provided in the end notes of Historic England's Heritage Crime Risk Assessment document.

Moreover, a sense of alertness towards heritage crime trends at all levels is vital to managing its risk. This can be done through maintaining contact with the police, as well as Heritage Watch schemes and other heritage organisations (Historic England In preparation, 3). The reduction of vulnerability by the owners and custodians of heritage organisations is made more possible through these measures, in addition to implementing preventative measures more generally. This can include improving the physical security of a location or provide training for staff and volunteers; these measures may appear small in terms of financial commitment, but can be effective in ensuring that heritage crimes at a particular location are reduced.

Whilst action plans implemented by heritage organisations may be situational as well as social, some of the general approaches outlined in this section can provide significant results (Historic England In preparation, 4). One physical way which can be used to reduce the likelihood of crime happening is through installing an alarm. According to the experience of Historic England, if an alarm system is visible and highlighted by a warning sign, the likelihood of a crime happening may be significantly reduced. A slightly

more dramatic measure in cases where roofing is stolen is to replace a lead roof, or part of it, with an alternative roofing material (Historic England In preparation, 3).

Ultimately, it appears maintaining vigilance is a core part of the Heritage Crime Risk Assessment created by Historic England. Regular checks to confirm that assets are safe means that risks or incidents can be spotted early, with effective interventions implemented in order to limit or prevent future harm (Historic England In preparation).

Digital Creative Industries and Heritage

The region has strengths in this area through initiatives such as Creative Estuary, CreativeUEA, and the University of Kent's Institute of Cultural and Creative Industries located in the Chatham Historic Dockyard.

The DCMS Taking Part Survey

The internet has become a huge part of UK people's lives, influencing their personal and social choices like purchased products, food, fashion, cultural and social views, and importantly for the heritage sector, their trip destinations. Over 93 per cent of the respondents to the DCMS Taking Part Survey reported having access to the internet in their household (at the time of data collection) and 91 per cent of respondents having used the internet at some point in their lives. In this survey, respondents were asked to rate their ability to use the internet from a scale of low ability (0) to high (10). 36 per cent gave the highest possible answer. Overall, 78 per cent of respondents selected a value of 7 or higher.

Cultural locations are seeking to present their destinations to social media users with the intention of attracting paying visitors. In this report 49 per cent of those surveyed reported using the internet to obtain 'information about local council services'. It is important to consider how searching for this information could lead internet users towards digital heritage displayed by the local council, despite that not being the goal of their search. Councils that acknowledge the importance of the internet for advertising heritage and take some creative risks would be able to reach a wide range of people. Council websites are not the only place that heritage sites and organisations are and should be advertising. As we will see in this part of the report, heritage sites are learning to embrace the digital, whether through social media, the Digital Creatives Industry, or using digital formats to bring heritage sites to those unable to visit them (DCMS 2011; DCMS 2020).

The Institute of Cultural and Creative Industries at Kent

The Institute of Cultural and Creative Industries at Kent boasts that its projects 'combine cultural, creative, digital and entrepreneurial skills in the twenty-first century cultural and creative industries' (University of Kent n.d.). One of the networks under this creative institute is the Centre for Heritage, a research centre and network for 'the interdisciplinary study of heritage from the conceptual, and the virtual to the material fabric and its sustainable conservation'. Whilst the institute has put out a wide range of projects, the most notable project to come out of the Institute of Cultural and Creative Industries is 'Creative Estuary'; an initiative to transform the area around the Thames Estuary across Kent and Essex into a hub for creative and cultural industries.

Creative Estuary

Taking part in this project are a huge number of groups including the 'South East Local Enterprise Partnership (SELEP), Kent and Essex County Councils, the Greater London Authority, 11 local authority areas represented by Thames Gateway Kent Partnership and Opportunity South Essex, South East Creative Economy Network (SECEN), University of Kent, University of Essex, Locate in Kent, and cultural organisations Metal, and Cement Fields' (Creative Estuary n.d.).

The aim of this initiative includes creating 400 jobs in the Thames Estuary area, harnessing some of the £100billion generated by the cultural and creative industries in this area every year, and creating new areas for the creative arts to flourish in. The importance of the Digital Creative Industry is not being underestimated by Creative Estuary and has been echoed by Digital Creative Institutes such as CreativeUEA.

CreativeUEA

CreativeUEA is an interdisciplinary research theme at the University of East Anglia that pairs the creative forces of UEA with partners across the country (UEA n.d.). The aim of this theme is to encourage a ‘creative research culture [that explores] beyond disciplinary borders’, for example battling climate change with creativity, expanding creative writing events and workshops, and exploring health through medical humanities. In their work they have partnered with organisations such as the Norfolk Museums Service, the National Centre for Writing, The Sainsbury Centre, Norwich Theatre, and Norwich Film Festival. Once again, Digital Creative Industries and the heritage sector overlap and work with one another, Digital Creative Industries becoming an important tool for the continued flourishing of the heritage sector.

Digital Strategies and the LEPs

Many new Local Enterprise Plans are recognising the importance of the Digital Creative Industries and Digital Strategies, as seen in both the New Anglia LEP, covering Norfolk and Suffolk, and the South East LEP, covering East Sussex, Essex, Kent, Medway, Southend and Thurrock.

New Anglia LEP

The New Anglia LEP has three areas of planning relevant to the report: an overview of Digital Culture, an overview of the tourism industry in New Anglia, and then a specific section dedicated to Digital Heritage. The first section titled ‘ICT/Digital Culture’ covers how the ICT sector is worth £1.3bn to New Anglia, with ‘over 1,400 companies employing 10,300 people... BT’s global research centre based at Martlesham... digital cultural expertise at Norwich University of the Arts’. The New Anglia LEP places a strong emphasis on the importance of universities to the business and heritage sectors, including the Norwich University of the Arts (NUA) and University of Suffolk (UoS) in its examples of leaders in the digital creative industries. The NUA and UoS Digital Creative Industry Group plans include ‘showcasing the capabilities of the graphic design and communications sub-sector and exploiting digital production and marketing opportunities’ and ‘developing incubation facilities in Ipswich and Norwich to support digital business start-ups.’

Whilst the heritage sector is less discussed in the LEP, the overall tourism and culture sector most definitely cover heritage sites as they include ‘the Broads, the Norfolk and Suffolk coast, and special attractions like Newmarket, Centre Parcs and Dedham Vale.’ Once again, the LEP emphasises the important role universities play in supporting the heritage sector: ‘UEA, and the Universities of Kent and Essex, have significant expertise in Big Data and Digital Heritage, particularly visualisation, geographical information systems and online curating. They have signed a five-year collaboration agreement to take forward developments in this area’. Currently there are no further details on the contents of this collaboration agreement, or the nature of the developments, but this will be something to monitor as it develops as possibly a huge opportunity to the heritage sector in the New Anglia areas covered by the Eastern Arc (New Anglia LEP 2020).

South East LEP

The South East LEP focuses far less on heritage and tourism (but see South East LEP 2018) and instead focused on the importance of developing strong digital skills in the general public and local businesses through their Digital Skills Partnerships across the South East. The Digital Skills Partnership has settled on five targets to be achieved (South East LEP 2019):

- Support to SME’s (Small and Medium Enterprises) to ensure staff and leaders are responsive to developing technologies

- Support to educators and students to ensure they have the confidence to teach digital subjects and modules or leave with the skills required in the increasingly digital workplace
- Support to residents to prevent further digital (and social) exclusion
- Ensuring alignment between education and industry need
- The development of a South East Digital Skills Prospectus.

This emphasis on the importance of digital skills only exemplifies how important and beneficial digital skills can be for the heritage sector, an area that can often be considered 'behind the times' or catering to only the older members of society. To combat this, the NLHF has awarded money for the Digital Skills for Heritage initiative.

Digital Skills

In March 2022 Digital Skills for Heritage initiative celebrated two years of investment into the heritage sector (Heritage Fund n.d.). This has included £3.5million invested in digital skills, 65 digital skills for heritage projects being set up and run, 7510 individual digital skills opportunities being created for individuals, eight networks to support communities of practice to pool resources and expertise around particular heritage areas and 17 projects intended to create hundreds of digital volunteering roles across the heritage sector. The initiative has also helped to produce two important aids for the heritage sectors continued exploration of digital skills: the Digital Heritage Hub and the Heritage Digital Academy (Culture Hive n.d.; Heritage Digital Academy n.d.). The Digital Heritage Hub is a resource created for the use of heritage organisations to answer question regarding any aspect of digital skills. The Hub itself states that 'across four themes we answer small to medium-sized heritage organisation's most pressing and frequently asked digital questions'. These themes are Digital Engagement, Digital Content, Digital leadership, and Digital Planning. The Heritage Digital Academy is a similar concept, but instead of answering questions the Academy provides Digital Support Sessions for heritage organisations, providing them with the tools to use digital resources in their organisations strategic and operational planning.

Case Studies

Although many areas of the heritage sector have not embraced digital creativity, many areas have, to amazing results. This is just a collection of examples of those that have and how embracing the digital sector has helped their causes.

8th in the East

The 8th in the East is a website devoted to telling the story of the 8th United States Army Air Force in the East of England; 'one of the most remarkable in military history' (8th in the East n.d.-b). The website itself takes the form of a web archive that hosts maps, images, interactive maps, oral histories, archaeological evidence, and an online exhibition that tells the stories of this period of history. The web archive also includes an interactive map of places involved in the history of the 8th in the East (8th in the East n.d.-a). The amount of information that is now accessible from home is an incredible testament to the amount of work put in to recording this history.

Bawdsey Radar

Similarly, Bawdsey Radar have created a virtual tour to show the progress of their museum (Bawdsey Radar n.d.). The website shows the progression from an At-Risk heritage site stripped of its original machinery and equipment in 2008, to the 2022 museum with a gift shop and numerous interactive exhibits. The website also includes recorded interviews with service members that allow viewers to participate in the history of the site without having to visit.

Colchester Castle

Colchester Castle Museum has partnered with PEEL Interactive to create a number of virtual reality assets to support the storytelling of Colchester Castle's history (Peel Interactive n.d.). This includes an app for Colchester Castle that provides reconstructions of rooms in 3D animation, 3D animated reconstruction of a skull as a deceased head, and an animated recreation of Botolph Priory. This use of virtual reality and reconstruction increases the prospect of visitors connecting with the history of the site through being able to view the castle in a contemporary setting instead of as a long-abandoned ruin (Gill 2015a).



Figure 55. Virtual reconstructions at Colchester Castle, Essex © David Gill

Suffolk Wildlife Trust

The Suffolk Wildlife Trust has started to increase the interaction between their audience and their sites by using QR codes on their reserves to help visitors to understand heritage assets as well as the wildlife they can find (Suffolk Wildlife Trust 2021b). There are six QR codes throughout the length of each walk, and when scanned using a phone camera or a QR code reader app, these start audio files where the walkers can listen to the Suffolk Wildlife Trust staff team bringing the trail to life by telling them the history of the site, the heritage assets there, and the wildlife that live on the trail (e.g. Suffolk Wildlife Trust 2021a).



Figure 56. Suffolk Wildlife Trust, Blaxhall Heath © David Gill

Social Media and Heritage Bodies

Heritage and social media have become a popular combination, especially over the pandemic. With heritage sites unable to host visitors in person, a number of sites turned to the quickly growing popularity of TikTok and the reliable platform of YouTube to

generate a new audience: one on average most likely much younger than their traditional visitors.

English Heritage set up a Tiktok account (@english.heritage) where they post short videos often taken from their YouTube videos (YouTube n.d.). They have 524.2K followers on their Tik Tok and 1.26M followers on the English Heritage Youtube account. The Black Country Living Museum’s Tik Tok (@blackcountrylivingmuseum) has 1.3M followers, almost twice the followers of English Heritage, but have no YouTube channel to compare. Due to the pandemic there are not yet any data that would verify if the popularity of these social media accounts has led to any physical increase in foot traffic to any of the locations featured in English Heritage’s videos or the Black Country Living History Museum itself.

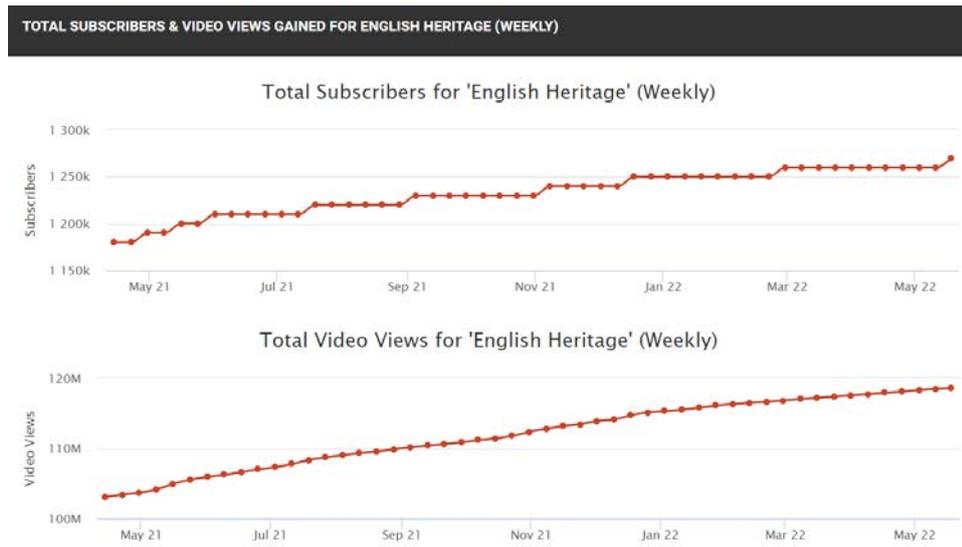


Figure 57. Video views for English Heritage. Source: Social Blade

From the graph above it is obvious that the popularity of English Heritage’s YouTube videos alone has been increasing from week to week, most likely due to the popularity of the viral ‘The Victorian Way’ YouTube videos and Tik Tok videos (Social Blade 2022). It also shows that when a heritage industry embraces the digital to attract younger audiences it can lead to amazing results. The videos posted 11 years ago by English Heritage have on average 4K views. The most popular ‘The Victorian Way’ video *How To Make Butter*, posted two years ago, has eleven million views. It is unknown how many actual visits to Audley End House this popularity has resulted in, but it most certainly has resulted in a new stream of funding for the site. The popular social media user statistics website estimates that English Heritage has obtained between £1.4K and £21.9K yearly, taking into account video views and subscription variations. Whatever the results of social media for the heritage sector, it cannot be underestimated the importance of opening up a new revenue stream and attracting a new, younger market and audience who are happy to give support virtually.

The Digital Strategy for The Hold

One of the best examples of the importance of the digital creative industry has in the heritage sector is the Suffolk Record Office’s upcoming plans to rebrand and restructure into The Hold, a ‘Suffolk Archives Centre for the 21st Century’ (Suffolk County Council 2017).

The Hold has three core project aims: Heritage, People, and Communities. Each aim has a digital component:

- For heritage: to provide an enhanced online offer and allow visitors anywhere in the world to interact with Suffolk's collections
- For people: to remove barriers to engagement and increase The Hold's reach to diverse audiences
- For communities: to empower communities in undertaking their own heritage activities

1. The Hold's Personal Digital Assistant

- Live chat between audiences and members of staff on the website and via an app (Whatsapp, iMessage) onsite.
- An explanatory login screen on the public Wi-Fi in the building, including:
- Introductory videos for specific audience needs, such as 'my first visit', 'using a catalogue', and 'accessing a digital surrogate'.
- An excellent user experience on the (mobile) website, which addresses different user needs.

2. Open up the online collection to the world

- Tutorials that are guaranteed to show the added value of the collections.
- Alternative entry points into the collection, such as highlights, contemporary events, people, places, time, etc.
- Online exhibitions that link directly into the online collection. The focus is on representations of the exhibitions in the building. Other online exhibitions can focus on highlights from the collection selected by staff.
- Expanded use of GIS and maps for access to the collections.

3. Create a citizen archive of contemporary Suffolk life

- The Hold's storytelling and contemporary collecting activities will create a record of early 21st century Suffolk life, as well as complement the existing collections with stories and context. These activities will connect The Hold with specific communities in the county and beyond, to make sure everyone feels represented in the archives.
- The citizen archive will primarily be accessible via the website, where a dedicated story platform will complement the online collection. This platform is integrated within the website and makes seamless connections with the online collection and other parts of the citizen archive will be visible in the exhibitions in the building.

4. Build digital capacity to train digital-savvy citizens

- Regular (biweekly/monthly) semi-public meetups in The Hold around a specific digital topic, aimed at teaching attendants digital skills, and exploring how these can be used to develop an archives service for the digital era.
- Digital design challenges: In collaboration with students from specific courses and other stakeholders, specific digital challenges from the organisation will be addressed.

5. Develop and optimise digital-first processes and revenue generation

- Generic and recurring processes are digitised
- Specific, simple processes (such as non-standard questions) are handled through the PDA or self-support forum. A self-support forum allows users to help each other. In combination with a good search engine or FAQ, this can address a significant number of user requests.
- Specific, advanced processes (such as complex questions) are handled through email or the PDA by staff and when possible monetised.

6. Make the building digitally welcoming and engaging

- **Public spaces.** These spaces support visitors to use their own devices (BYOD), low-level engagement with the exhibitions and collections (as detailed in the exhibition and interpretation plans), and deeper engagement through the PDA and website. All spaces have at least this level of digital support.
- **Spaces with limited access.** This includes the search room, auditorium, education room, etc. In these spaces, specific technology will support the core functions of the space. When needed, access to the space is controlled with handheld devices.
- **Office spaces.** In the offices, the digital support is complemented with dedicated technology and software to support daily operations.

The Economic Benefits of Heritage

Data issued by Historic England indicated that the heritage sector accounted for 140,000 jobs in the south east and eastern England in 2019.

NLHF Funded Projects

NLHF Grants to Heritage Projects in Eastern Arc Region

The publicly available data for NLHF awards for the period from 2013 to 2020. The region was awarded over £190 million in grants to projects: Norfolk was awarded £46.7 million, Suffolk £39.8 million, Essex £13.1 million, and Kent £79.4 million. Grants to historic churches still in use by the Church of England account for part of these awards.

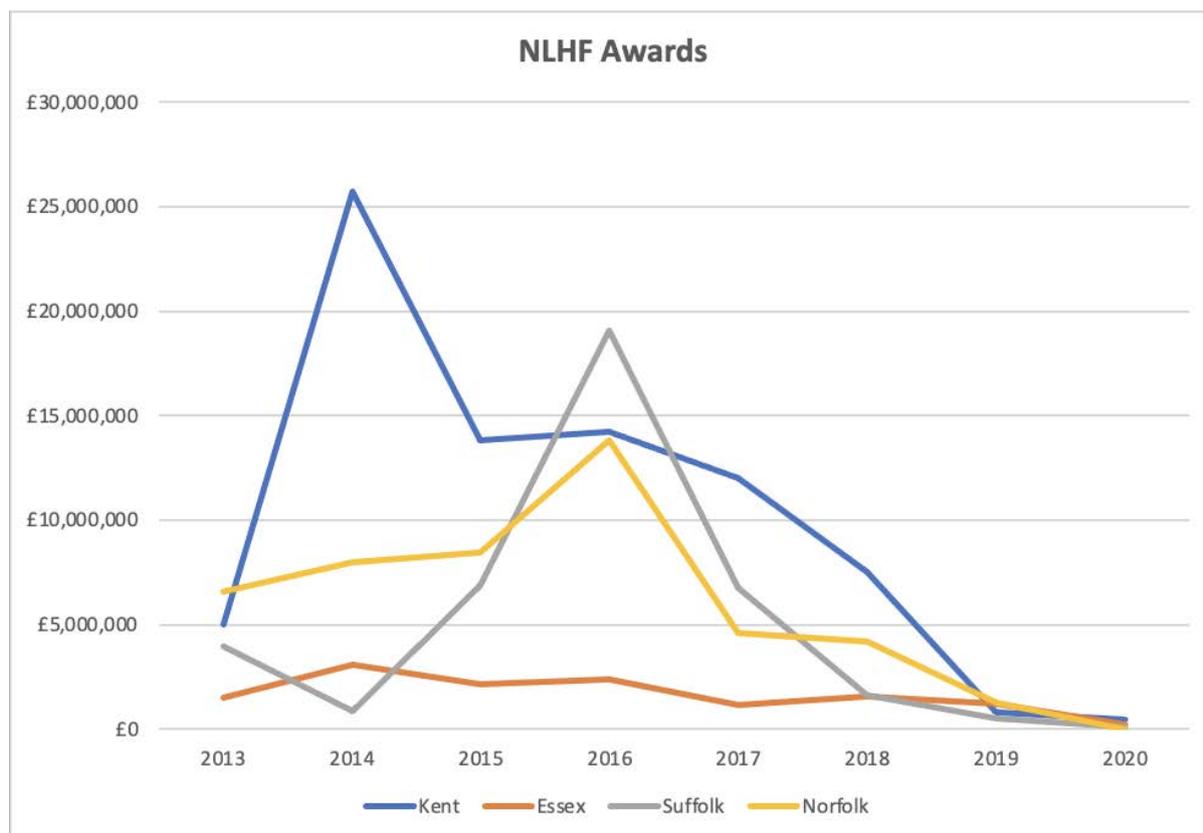


Figure 58. NLHF Awards for Eastern Arc Region (2013–20)

Norfolk was awarded eight grants of more than £1 million. They included £9.2 million for Norwich Castle: Gateway to Medieval England (2016), and £2.6 million for The Broads Landscape Project (2015), and £1.9 million the Hoveton Wetlands Restoration Project (2014). Norwich received the largest amount: £17.7 million.

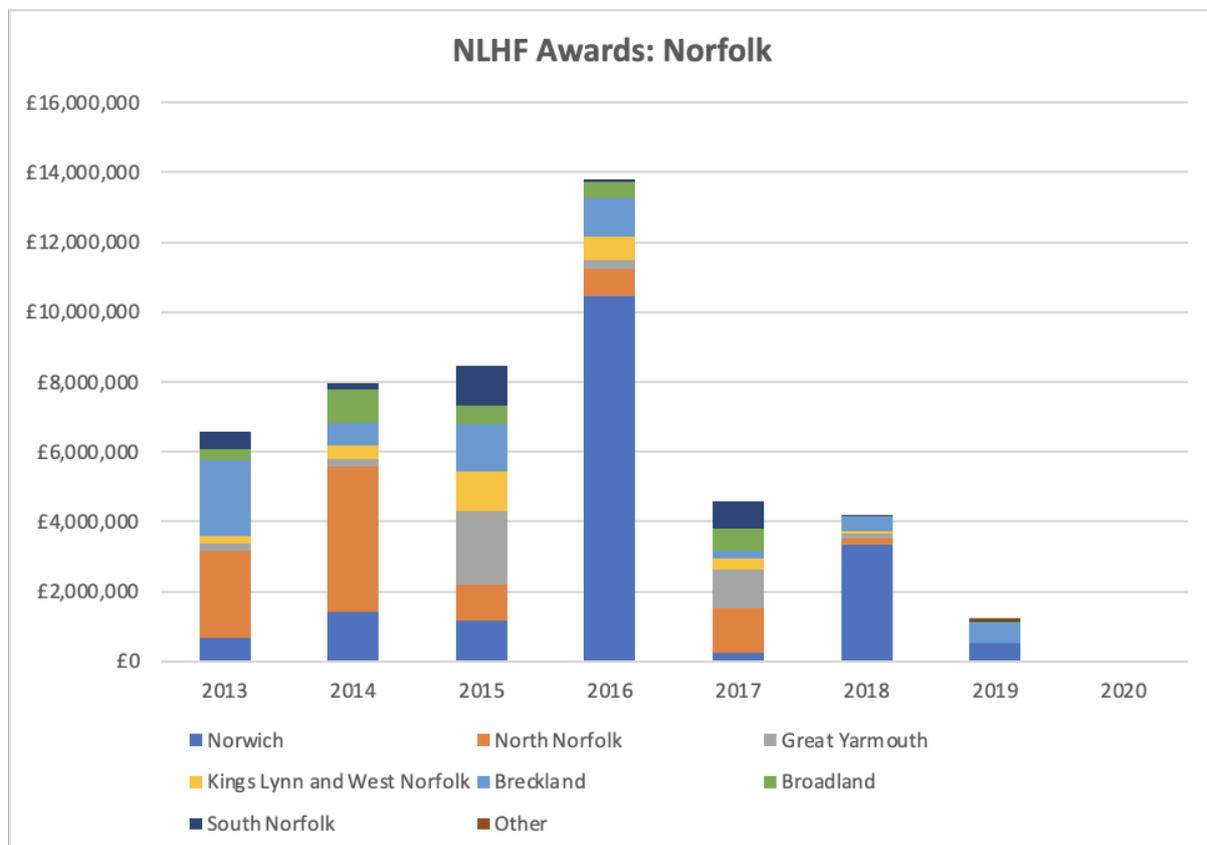


Figure 59. NLHF Awards: Norfolk (2013–20)

Suffolk was awarded ten grants of more than £1 million. They included £10.9 million for The Hold (2016), £5.3 million for Gainsborough’s House (2016), and £4.2 million for the Suffolk Wildlife Trust for the Carlton Marsh project near Lowestoft (2016). The restoration of Broomhill Pool in Ipswich was awarded £3.6 million (2015) though the project has been delayed due to the pandemic (BBC News 2021a). Two authorities received grants totalling more than £10 million: Ipswich £17 million, and East Suffolk [Suffolk Coastal and Waveney] £16.2 million.

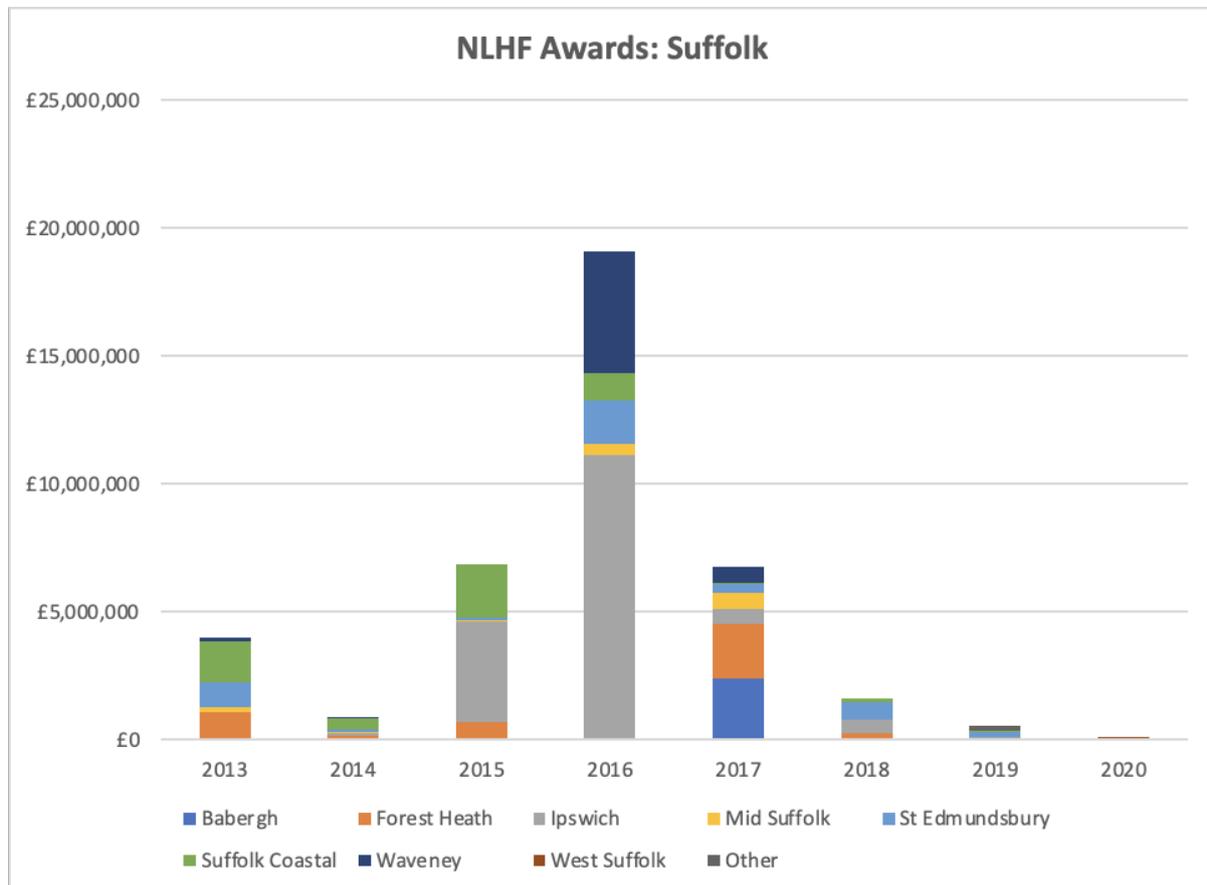


Figure 60. NLHF Awards: Suffolk (2013–20)

Essex was awarded two grants over £1 million. They were £1.8 million to the Colne Valley Railway (2014), and £1.5 million for the development of Chelmsford Museum (2015). Basildon received the largest amount: £7.7 million.

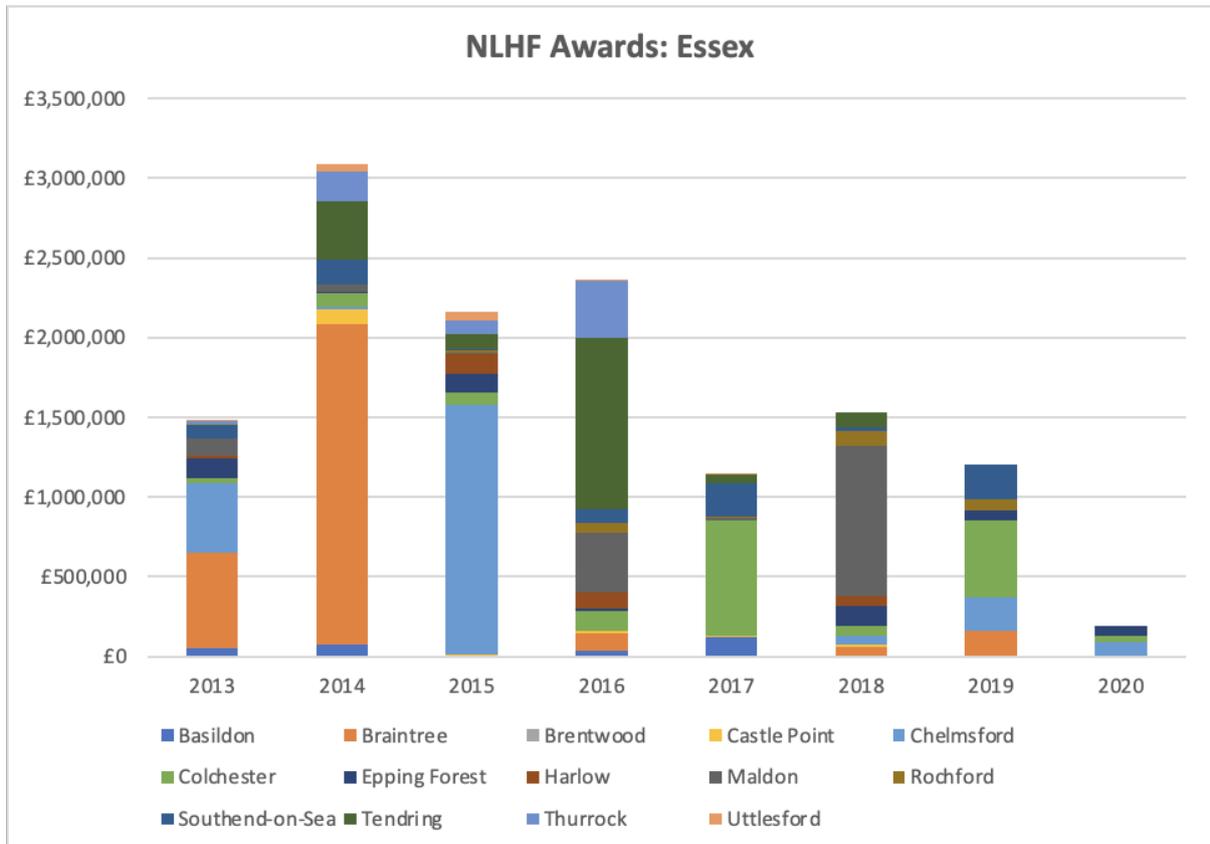


Figure 61. NLHF Awards: Essex (2013–2020)

Kent was awarded nineteen grants over £1 million. They include £13.7 million to Canterbury Cathedral (2014), £4.8 million for the Chatham Dockyard Trust (2016), and £4.6 million for the Maison Dieu in Dover (2018). Three authorities received over £10 million during this period: Canterbury £15.5 million, Dover £10.3 million, and Medway £10.1 million.

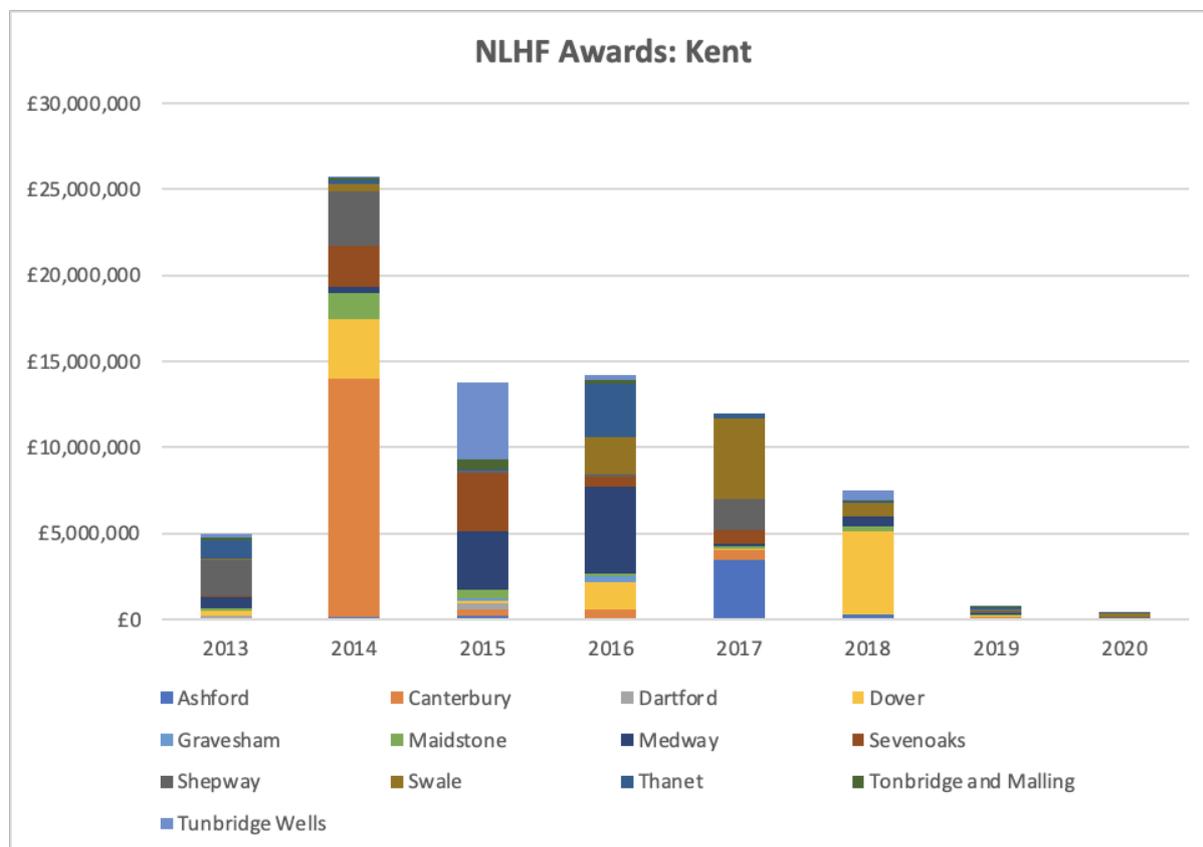


Figure 62. NLHF Awards: Kent (2013–2020)

The Tourism Economy in the Eastern Arc Region

The analysis of heritage tourism in the Eastern Arc region needs to take three factors into account: there is relatively complete data until (and including) 2019; there is limited data available for 2020 and 2021 due to the COVID-19 pandemic; and the uncertainties over how the heritage sector will recover after the lockdown restrictions.

This section will consider the specific data on visitor numbers for a limited number of visitor attractions across the region; Historic England’s data for the economic contribution of heritage to the wider regions (eastern England; the south east); the economic value of tourism to the region to which heritage makes a contribution.

Visitors to Heritage Attractions in the Eastern Arc Region

Insights into visitor numbers to heritage attractions are provided by the annually reported numbers for the Association for Leading Visitor Attractions (ALVA) as well as a more wide-ranging spreadsheet issued by Visit Britain. At the time of writing ALVA covers data up to the end of 2021, whereas the Visit Britain data is only provided to the end of 2020. There is some overlap between the two sets of data.

Visit Britain returns the visitor figures for a range of heritage attractions across the UK. The data includes 36 properties in Kent, 18 in Essex, 21 in Suffolk, and 18 in Norfolk (though not all make a return). The numbers for Kent include 1.2 million visitors to Canterbury Cathedral in 2019, and 539,000 to Leeds Castle. The increase in numbers in

2019 was largely due to Canterbury Cathedral. Suffolk's numbers include the Abbey Gardens at Bury St Edmunds that include the (English Heritage) ruins of the abbey founded in 1020. The numbers for Suffolk were boosted in 2019 when the Abbey Gardens were included for the first time, adding 1.2 million additional numbers to the county's figures.

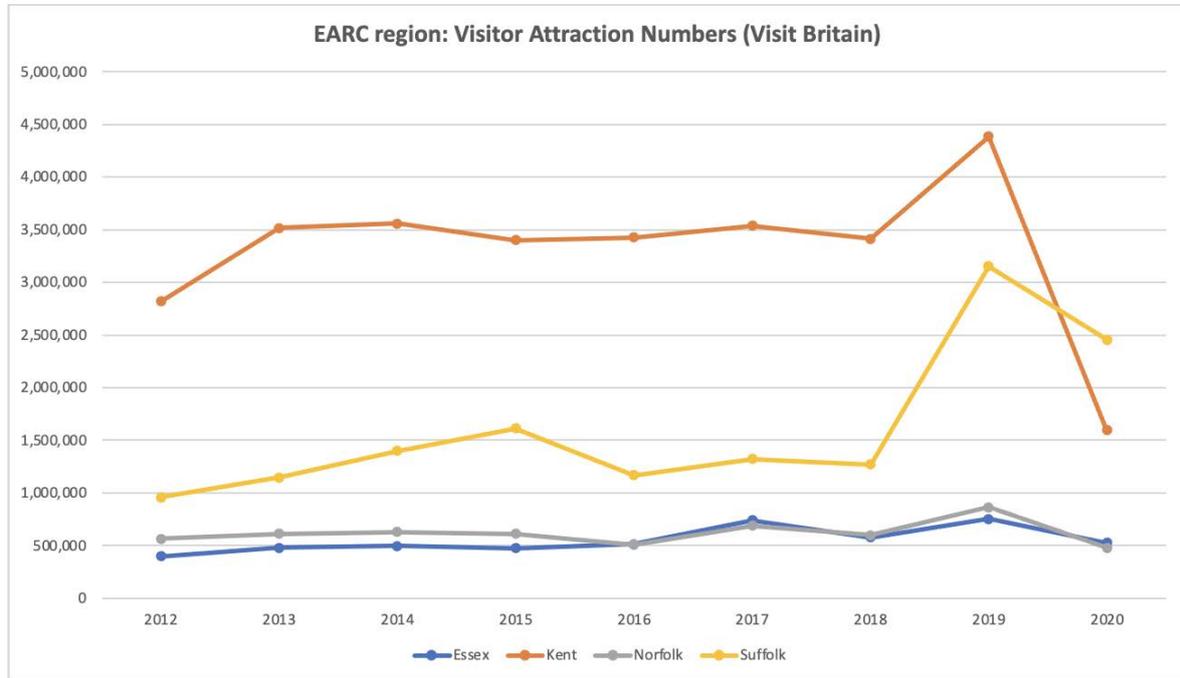


Figure 63. Eastern Arc Region: Visitor Attraction Numbers. Data Source: Visit Britain

Visiting Trends for the Pandemic: The National Trust

The ALVA figures for the top 20 most visited National Trust properties in England, Wales and Northern Island only include one property, Ickworth (Suffolk), in the Eastern Arc region. A key observation is that the visitor numbers for these top 20 properties are almost back to the same level as the numbers for 2019 (7.2 million for 2021; 7.6 million for 2019); the visitor numbers for the top 10 properties in 2021 show the same trend (4.3 million for 2021; 4.6 million for 2019). The second observation is that many of these properties have extensive grounds where it was possible to keep some level of social distance. This raises the issue that some visitors may continue to be reluctant to visit indoor properties.

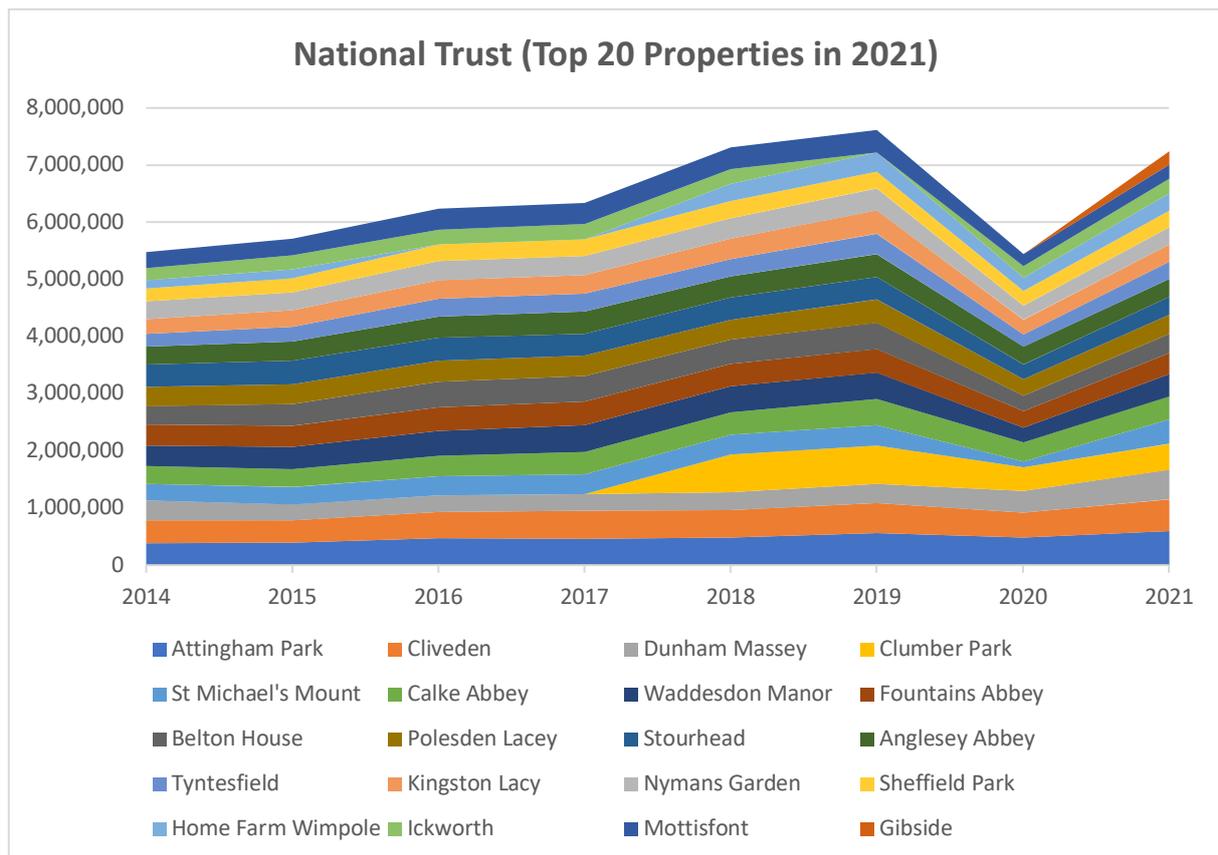


Figure 64. National Trust Visitor Numbers: Top 20 Properties in 2021

Visiting Trends for the Pandemic: English Heritage

The top 10 English Heritage properties in 2021 included three from the Eastern Arc region: Audley End (Essex), Dover Castle and Walmer Castle (Kent). Visitor numbers have seen a marked decline: these 10 properties fell from 3.2 million in 2019 to 1.7 million in 2021. Many of these top 10 properties for 2021 include properties that can be viewed outdoors or that have extensive grounds and gardens.

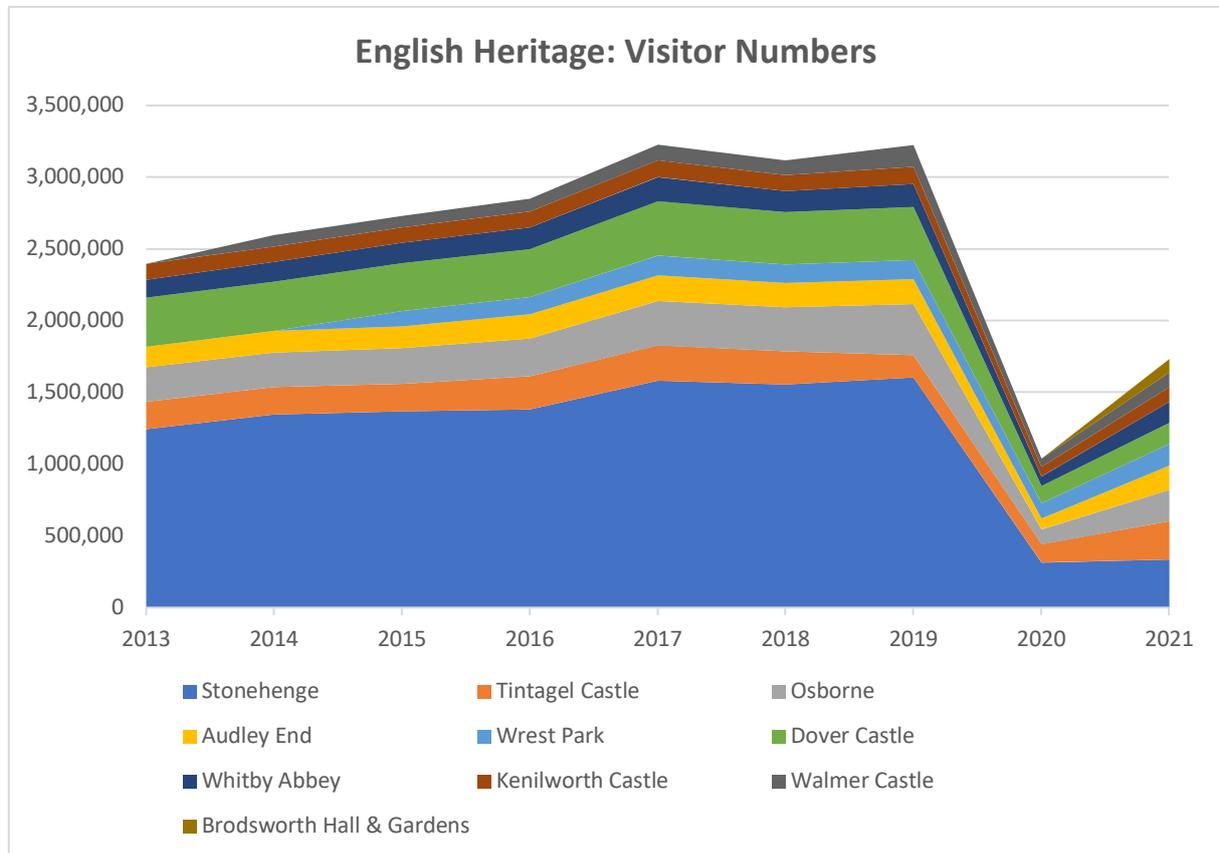


Figure 65. English Heritage Visitor Numbers (2013–2021)

Visitor figures for four key English Heritage properties in Kent indicate the impact that the pandemic has had on numbers (though numbers in 2021 for Lullingstone Roman Villa and St Augustine’s Abbey are not yet available). Visitor numbers for the four properties fell from 571,000 in 2019 to 195,000 in 2020.

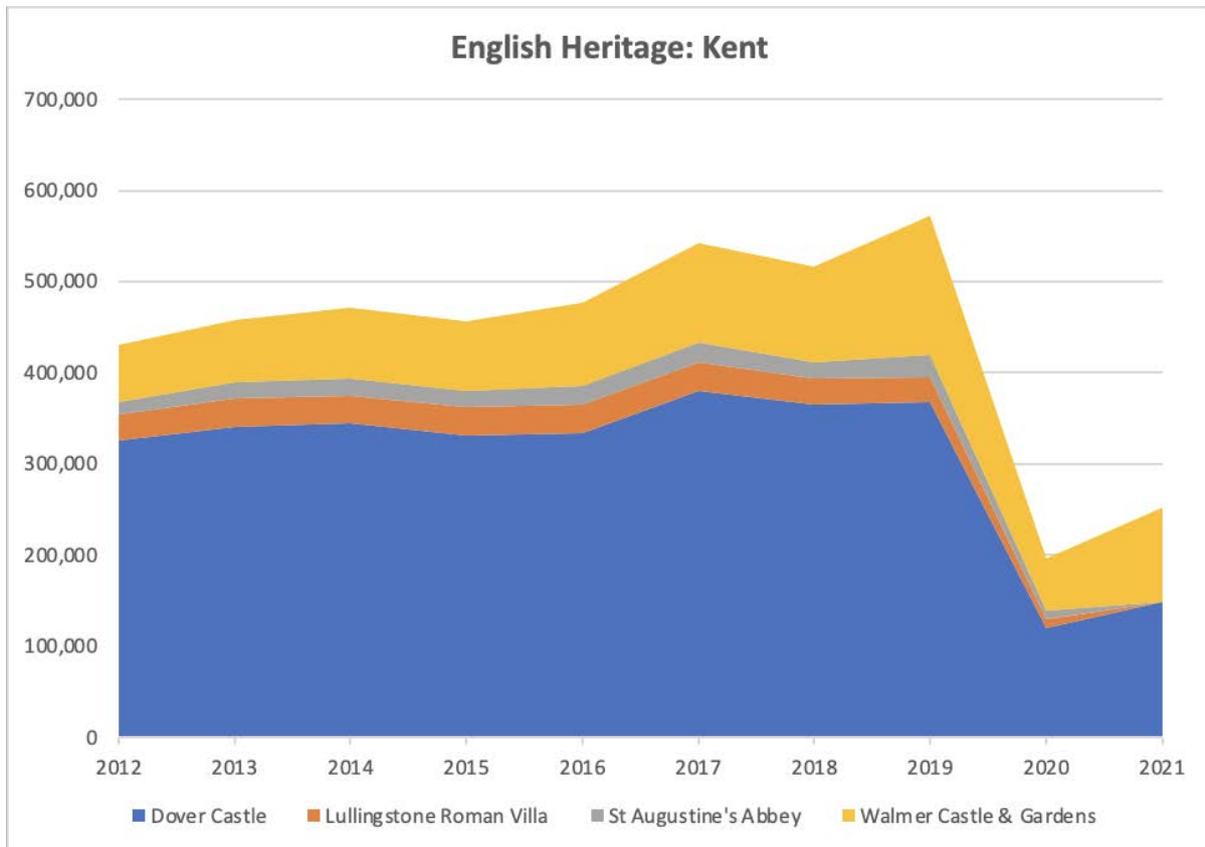


Figure 66. English Heritage Visitor Numbers: Kent (2012–2021)

Visiting Trends for the Pandemic: Treasure Houses of England

The group of major stately homes branded as the Treasure Houses of England include two properties in the Eastern Arc region: Leeds Castle in Kent, and Holkham Hall in Norfolk. The eight properties have seen a fall from 3.1 million visitors in 2019 to 2.4 million in 2021. Leeds Castle saw a fall from 539,000 visitors in 2019 to 389,000 in 2021, and Holkham Hall from 89,000 to 84,000. These figures could suggest a reluctance for the public to visit enclosed spaces.

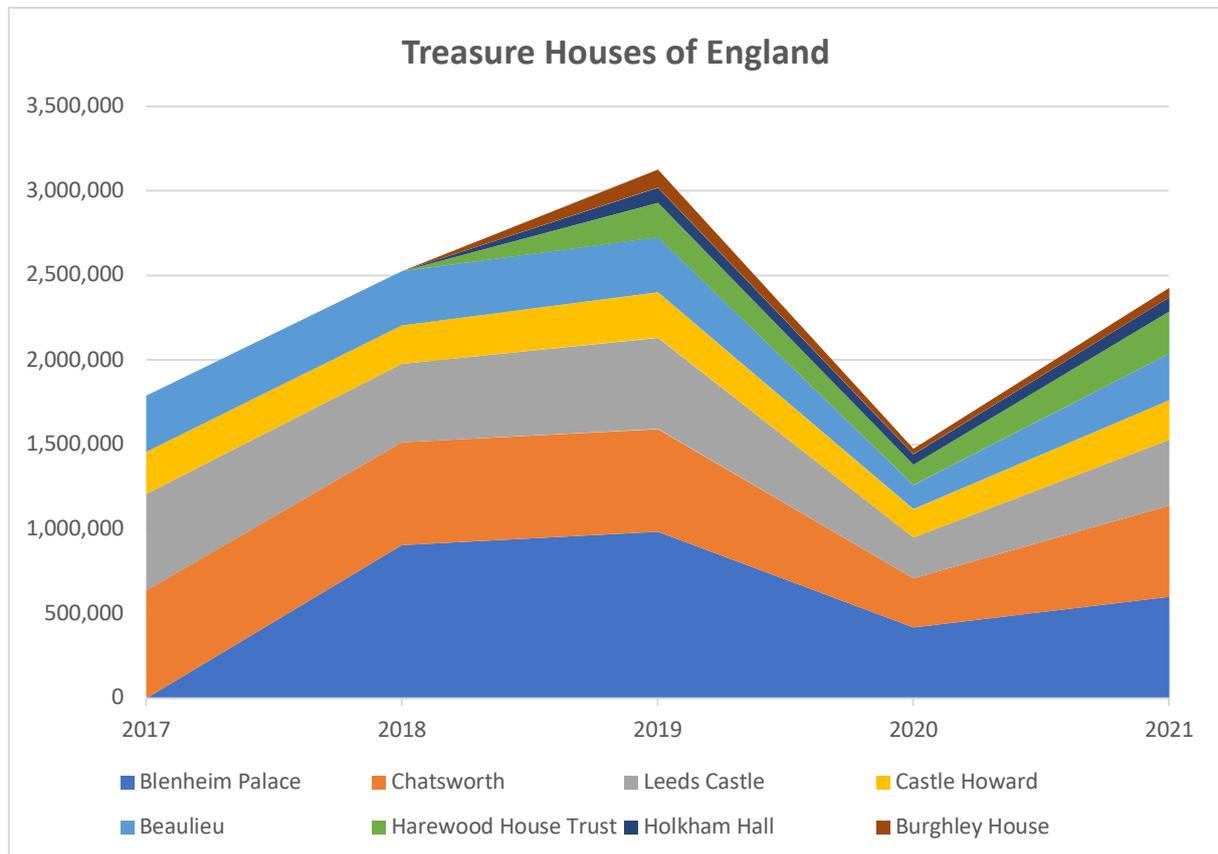


Figure 67. Treasure Houses of England Visitor Numbers (2017–2021)

Visitor Attractions: Kent

Data for selected visitor attractions in Kent derived from Visit Britain suggests that the sample used has been steady at 3.5 million since 2013, and rose by a further million in 2019. The pandemic saw a fall of some 2 million from 2018 levels.

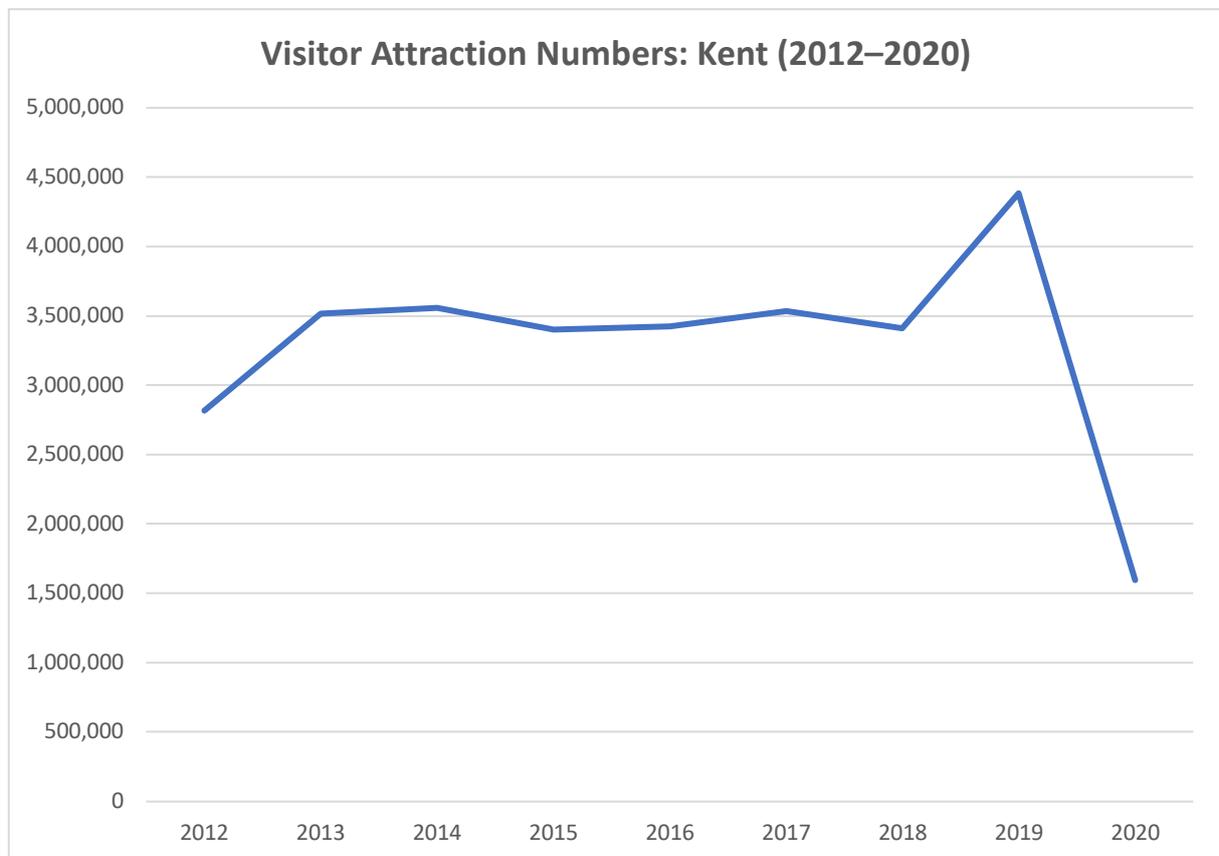


Figure 68. Visitor Attraction Numbers: Kent (2012–2020)

The Visit Britain data allows a picture to emerge for both Canterbury and Dover. Canterbury’s data is derived from Canterbury Cathedral, Canterbury Ghost Tour, Canterbury Roman Museum, St Augustine’s Abbey, St Martin’s Church, The Beaney, and Whitstable Museums and Gallery. The marked fall from 1.2 million visitors to Canterbury Cathedral in 2019 had a significant impact on the city’s visitor numbers.



Figure 69. Visitor Attractions: Canterbury (2012–2020)

The data for Dover consist of Deal Castle, Dover Castle, Dover Museum and Bronze Age Boat Gallery, the East Kent Railway, Richborough Roman fort, the South Foreland Lighthouse, and Walmer Castle and Gardens. Dover had seen a steady rise in numbers to over 600,000 in 2019, following by 400,000 in the pandemic. Only numbers for Dover Castle and Walmer Castle have been available for 2021: Walmer Castle is back at 2018 numbers, but Dover Castle is 200,000 below where it was before the pandemic.

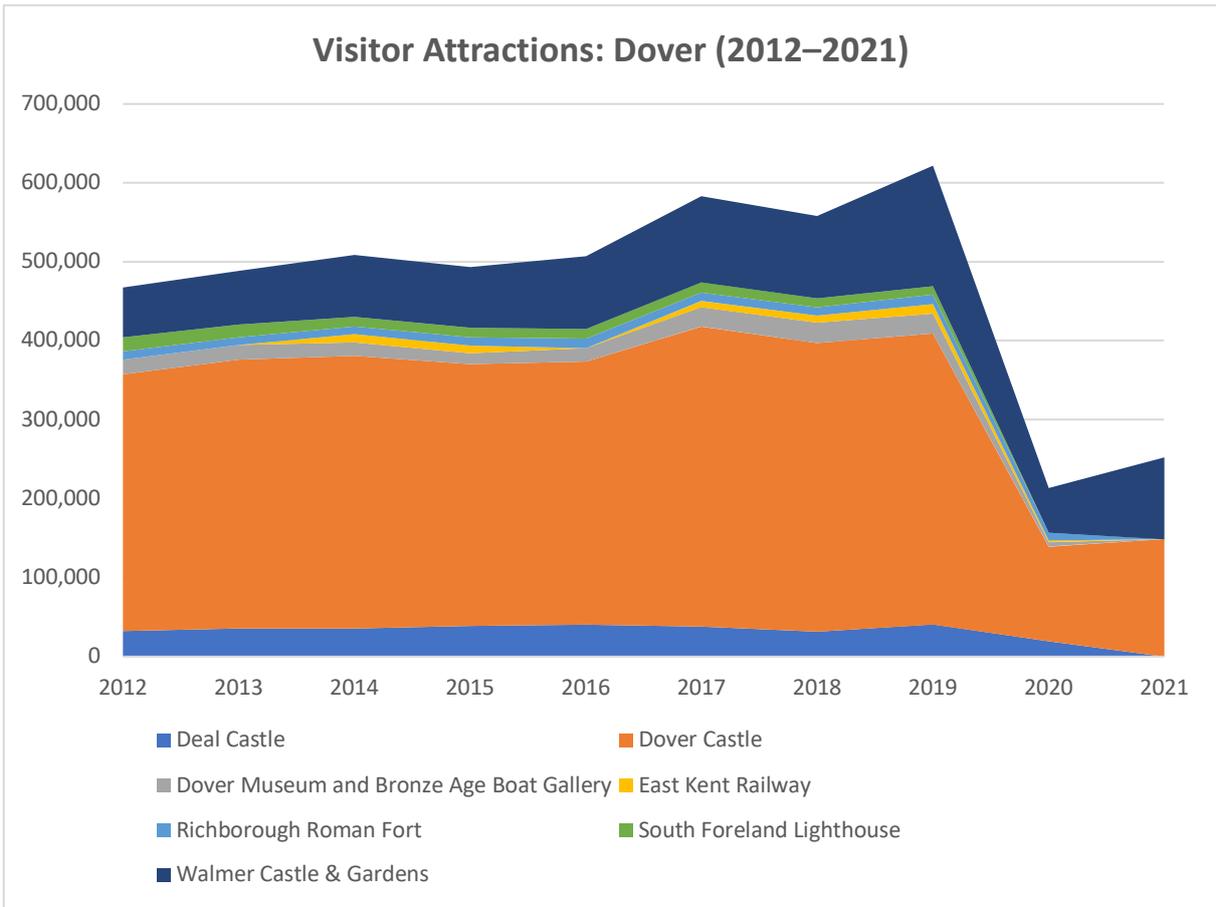


Figure 70. Visitor Attractions: Dover (2012–2021)

Visitor Attractions: Essex

The most popular tourist attraction for Essex is RHS Garden Hyde Hall, followed by Audley End (English Heritage). The data returns are inconsistent, and this is reflected in the fluctuations of annual numbers. The key attraction is RHS Garden Hyde Hall that attracted 360,000 visitors in 2019: in 2020 this was just over 275,000, slightly more than in 2016. Audley End House has seen a fall of some 100,000 visitors due to the pandemic, though the Audley End Miniature Railway saw a modest increase in numbers to 101,000.

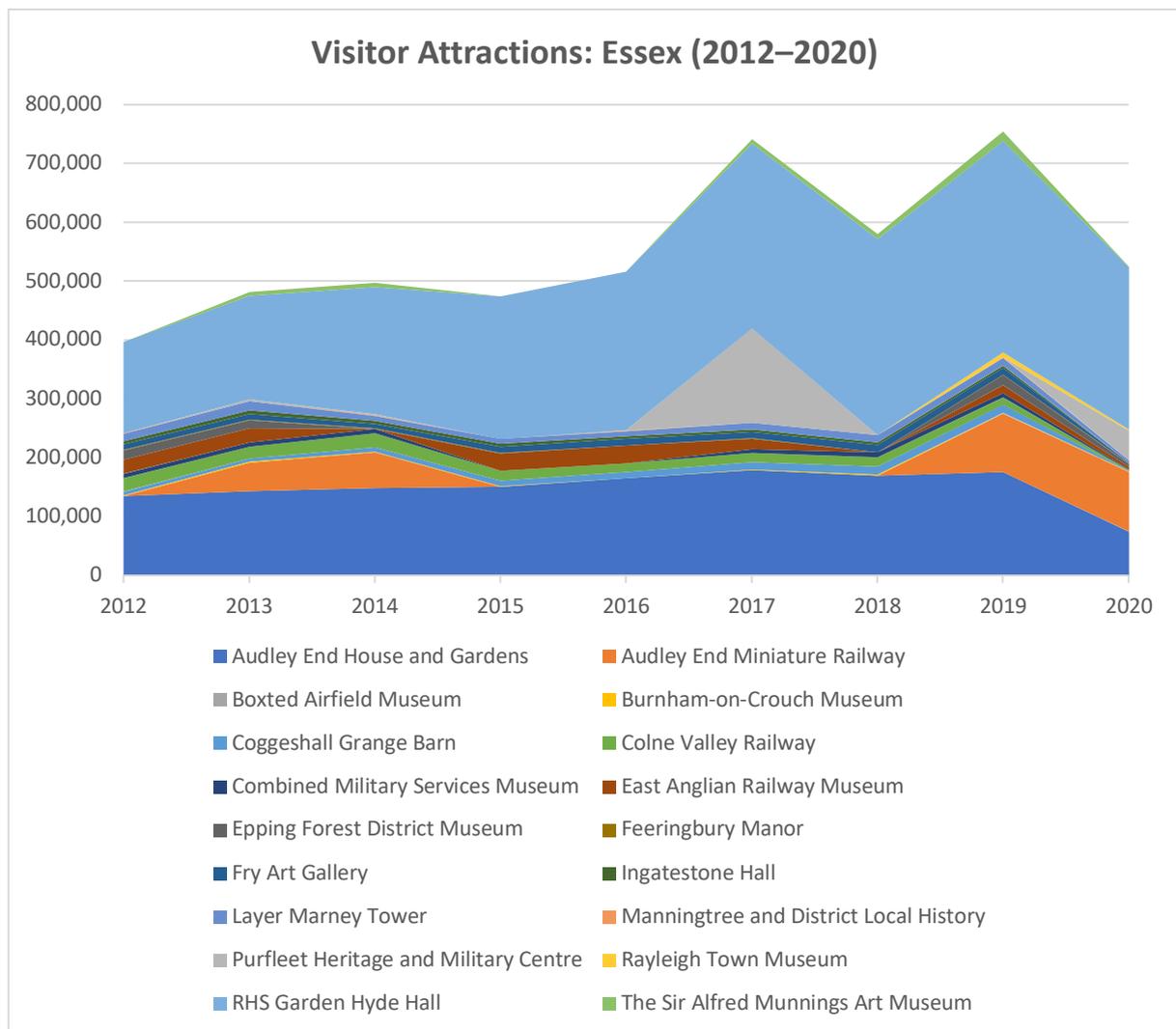


Figure 71. Visitor Attractions: Essex (2012–2020)

Visitor Attractions: Suffolk

Suffolk's numbers were increased in 2019 by the inclusion of the Abbey Gardens in Bury St Edmunds. These gardens continued to be well used through 2020. Only a fraction of visitors move from the gardens to the cathedral that forms one corner of the gardens. Key attractions for Suffolk include Clare Castle Country Park, Needham Lake and Nature Reserve, and Nowton Park. Ickworth is the major attraction for the National Trust. The newly installed English Heritage information panels for the Abbey Gardens are likely to encourage more participation with the remains of the abbey.

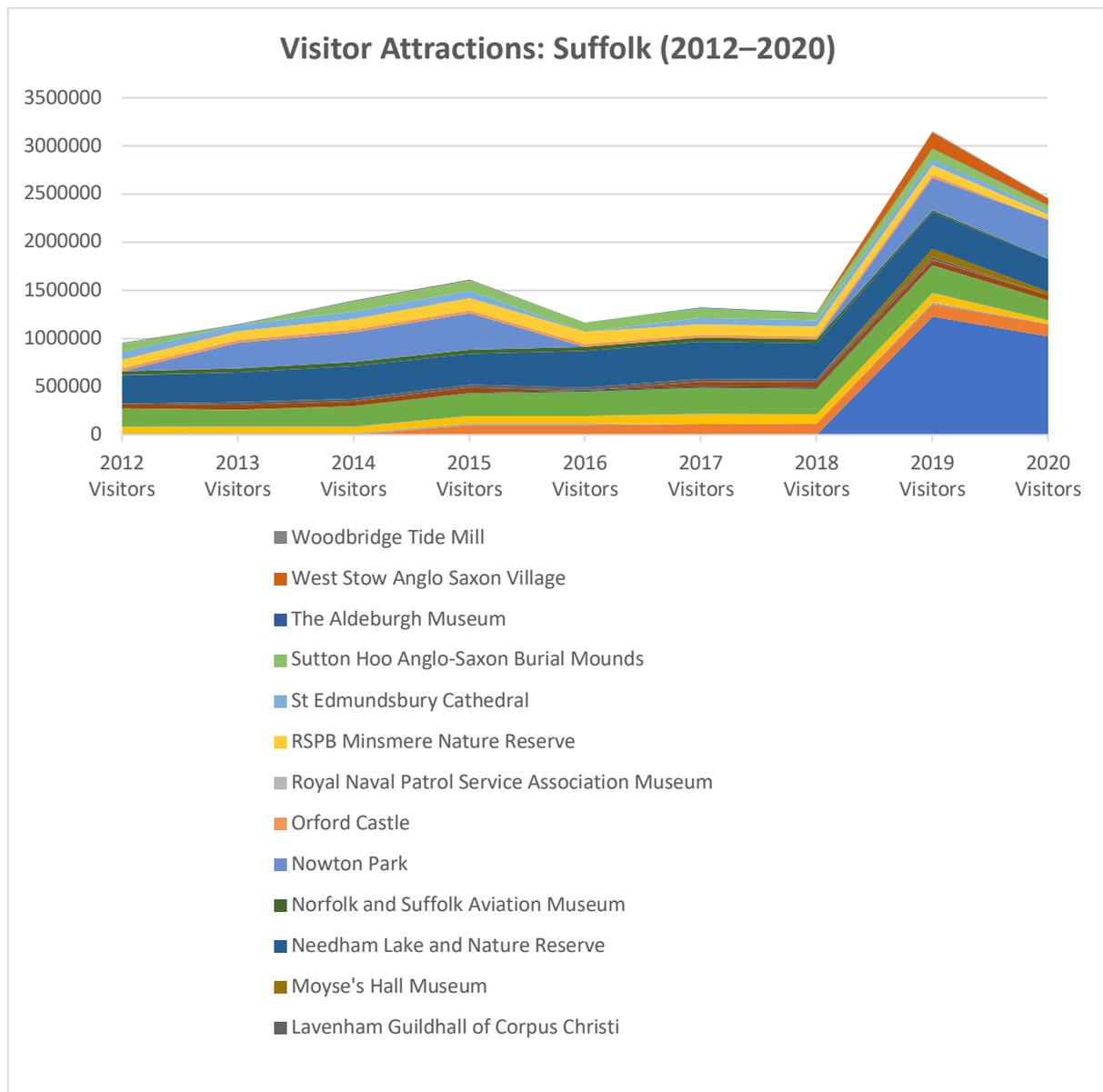


Figure 72. Visitor Attractions: Suffolk (2012–2020)

Visitor Attractions: Norfolk

Visitor attractions in Norfolk saw a steady increase to 1.1 million in 2019; this fell to 606,000 in 2020. The key attractions are Dinosaur Adventure that halved its visitor numbers in 2020, and Blickling Hall that fell by around 100,000.



Figure 73. Visitor Attractions: Norfolk (2012–2020)

Overnight Stays

Data from Visit Britain breaks down overnight stays in the region under the categories holiday, visiting friends and relatives (VFR), and business. Holiday nights across the four counties are worth approximately £941 million, and including VFR and business nights, annual tourism is worth £1.4 billion.

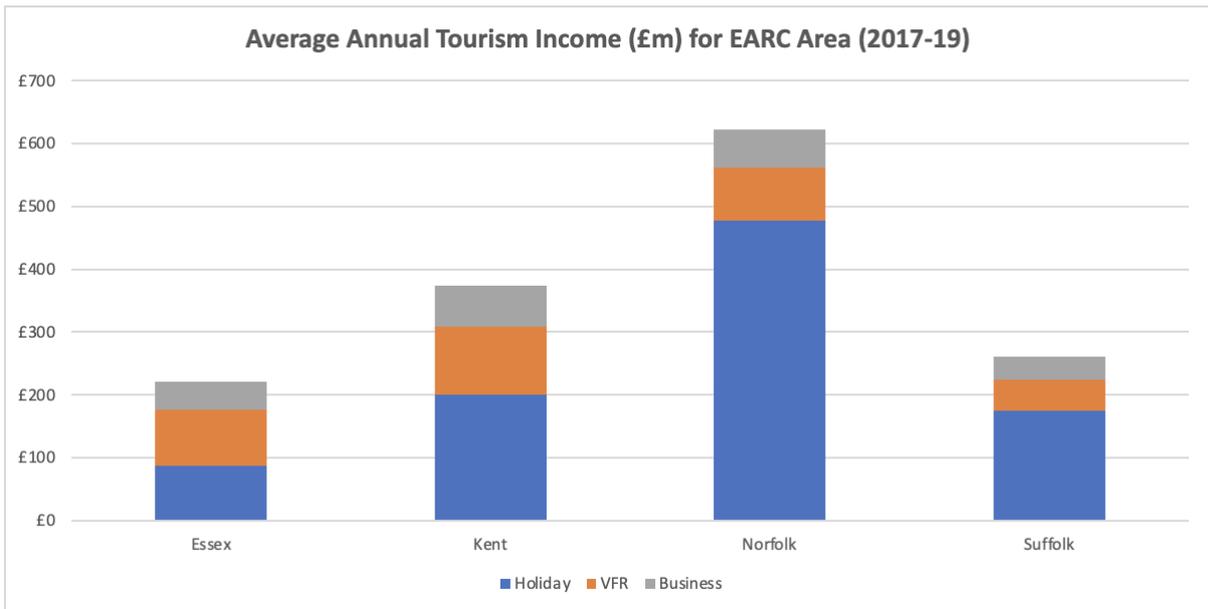


Figure 74. Average Annual Tourism Income from Accommodation for Eastern Arc Region (2017–2019) (£m)

These county-based figures can be studied from the perspective of local authorities. Thus for Kent, Canterbury, Folkestone and Hythe (Shepway) and Thanet are the main places to stay.

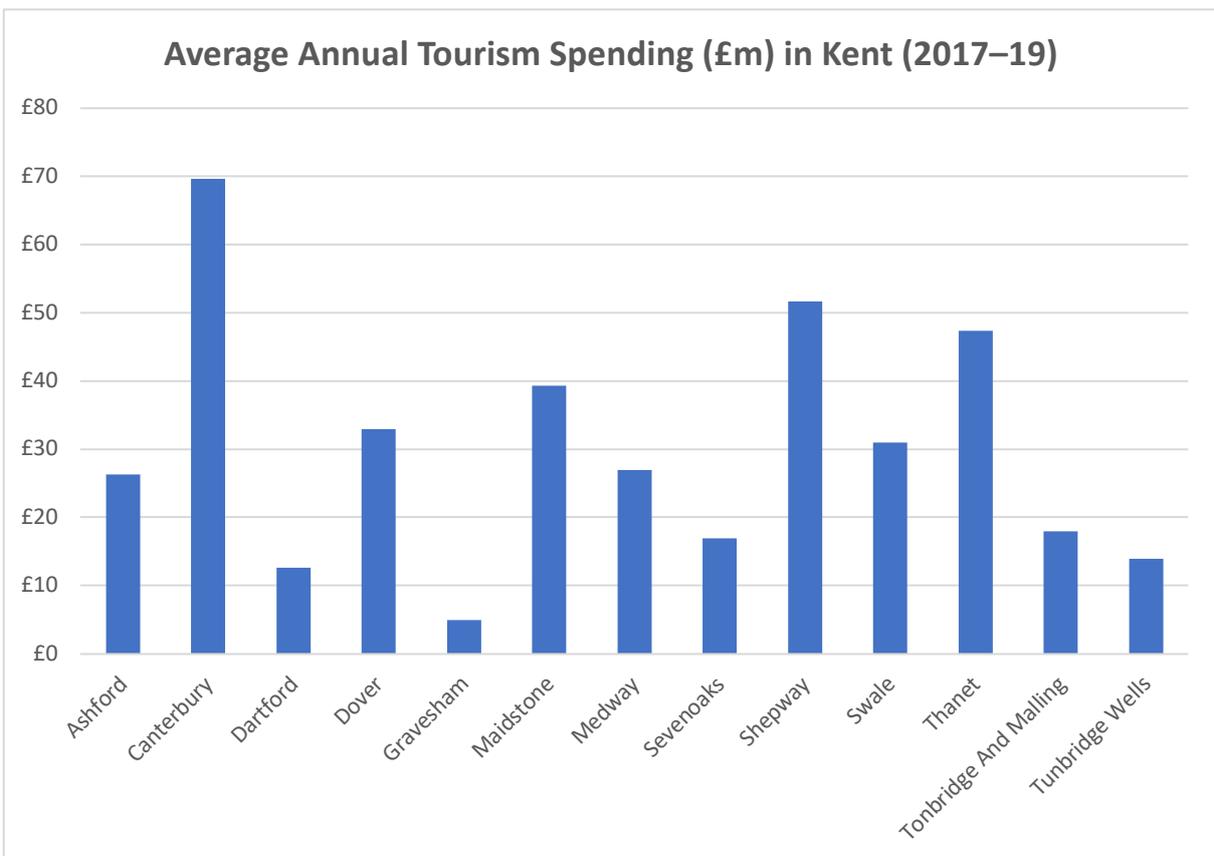


Figure 75. Average Annual Tourism Spending in Kent (2017–2019) (£m)

In Essex, the main places to stay are Colchester, Tendring, Southend-on-Sea, and Chelmsford.

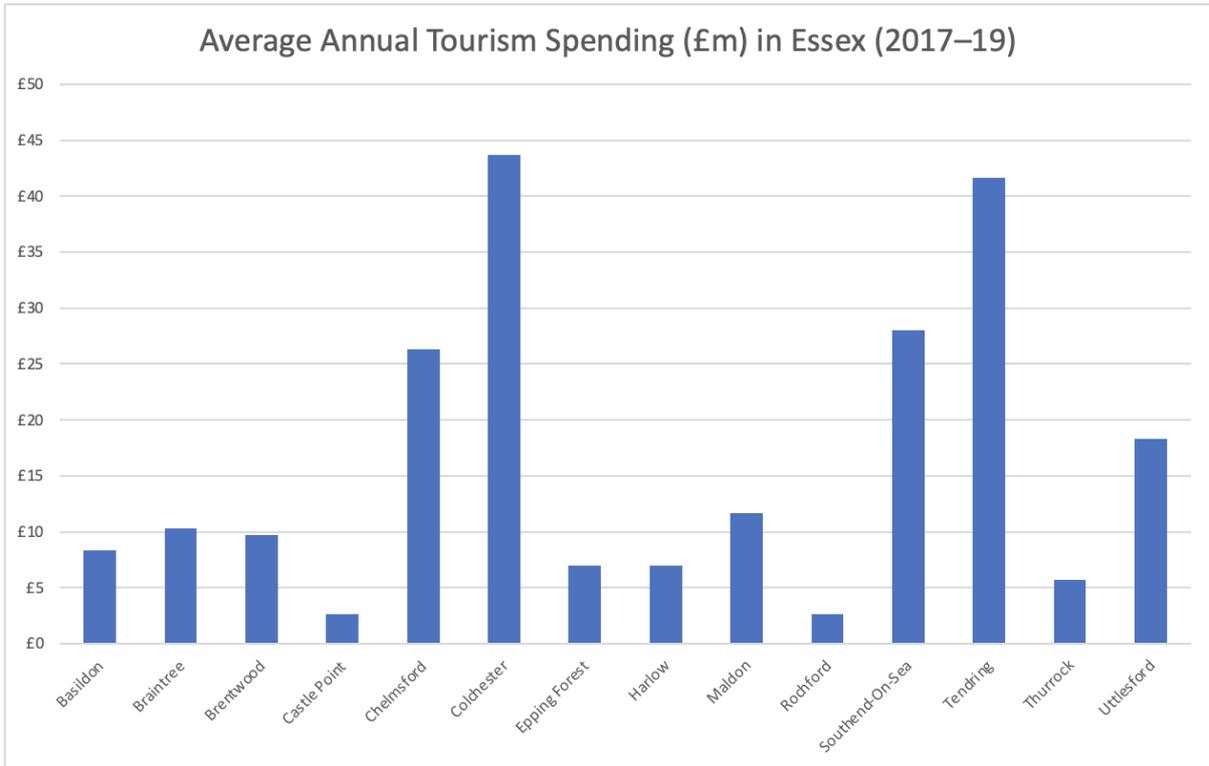


Figure 76. Average Annual Tourism Spending in Essex (2017–19) (£m)

For Suffolk, East Suffolk (Suffolk Coastal and Waveney) with its coast is the most attractive and includes Felixstowe, Aldeburgh, Southwold, and Lowestoft.

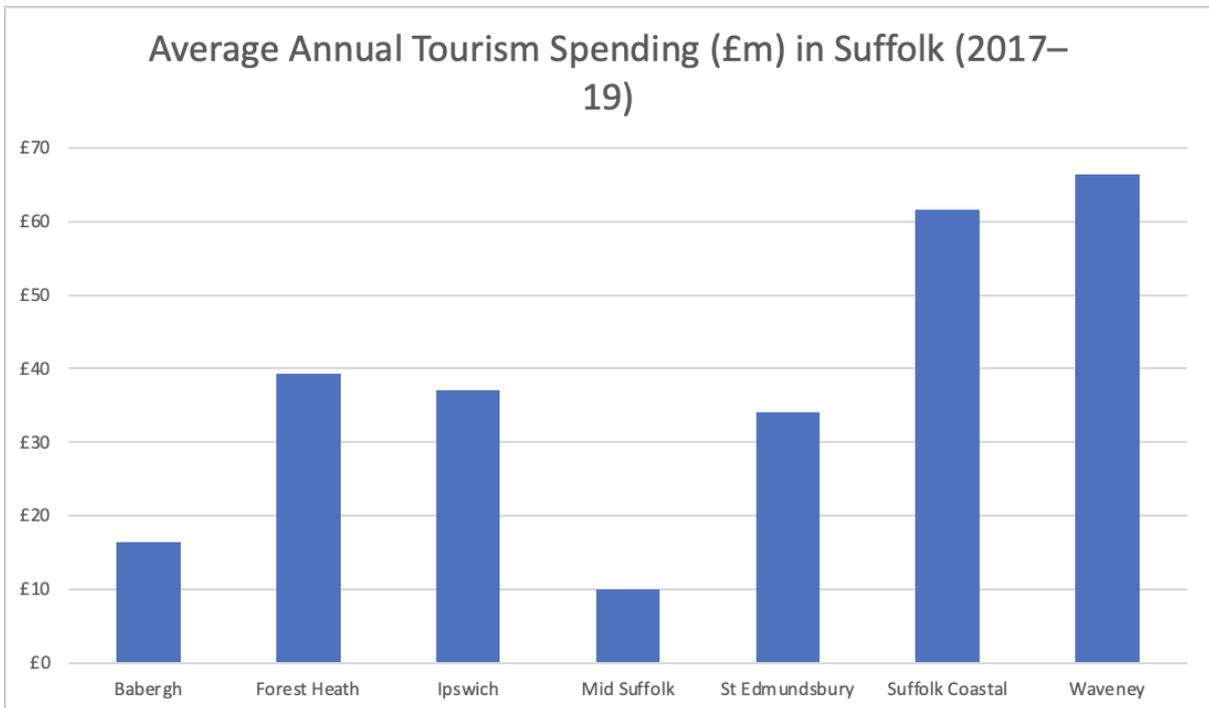


Figure 77. Average Annual Tourism Spending in Suffolk (2017–2019) (£m)

North Norfolk and the city of Norwich are the most attractive destinations in Norfolk, followed by Great Yarmouth. Great Yarmouth attracts significantly more income than Lowestoft over the county border in Suffolk.

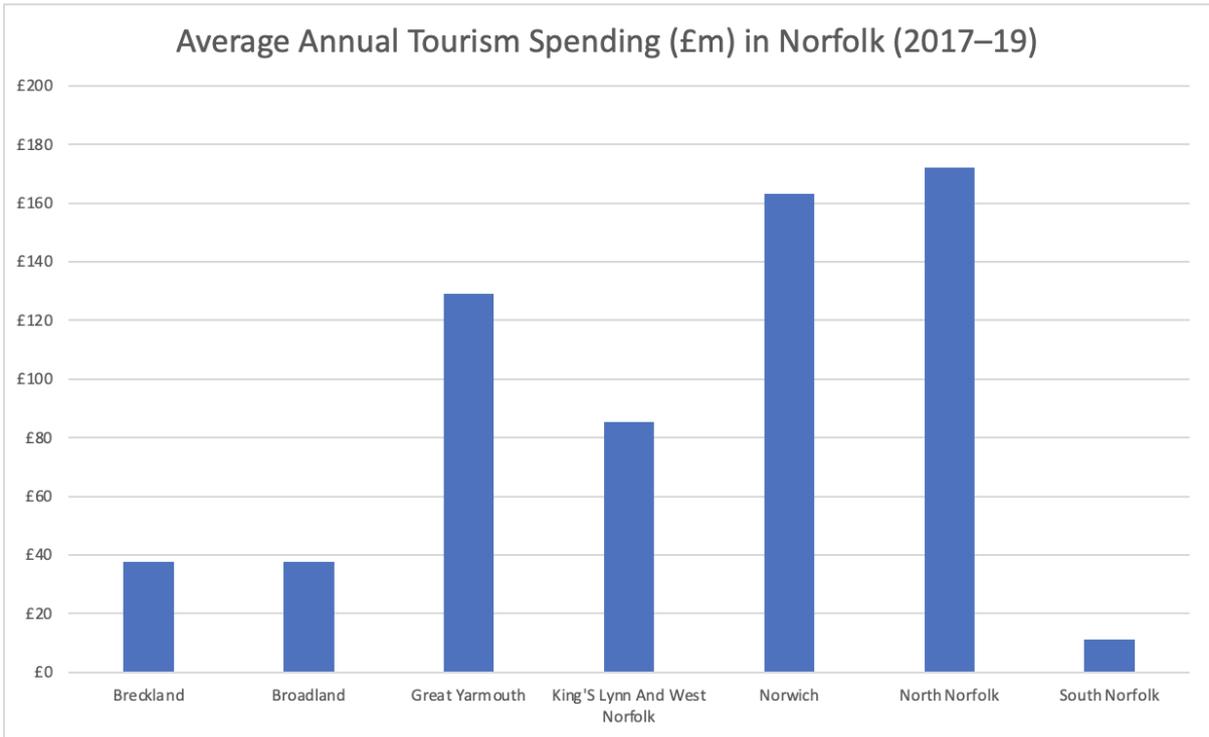


Figure 78. Average Annual Tourism Spending in Norfolk (2017–2019) (£m)

Overnight Stays

In terms of overnight stays, Norfolk is the most popular with 10.9 million stays. This is followed by Kent with 6.9 million stays, then Suffolk with 4.8 million, and Essex with 4.6 million. Essex performs well with numbers for visiting friends and relatives (2.7 million).

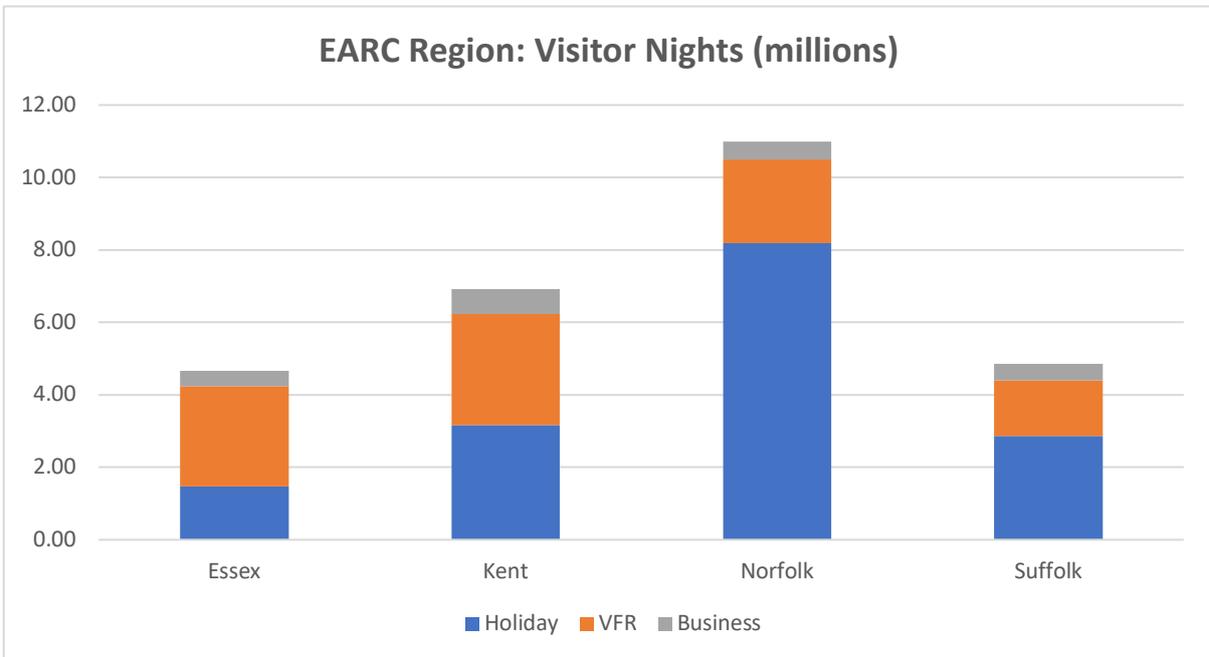


Figure 79. Overnight Visitor Stays for Eastern Arc Region (millions)

Combined Impact of Overnights Stays and Day Visits

The inclusion of day visits allows the larger impact of tourism to be seen in the region: some £13.25 billion across the four counties in the region. Kent is the strongest with over £4 billion.

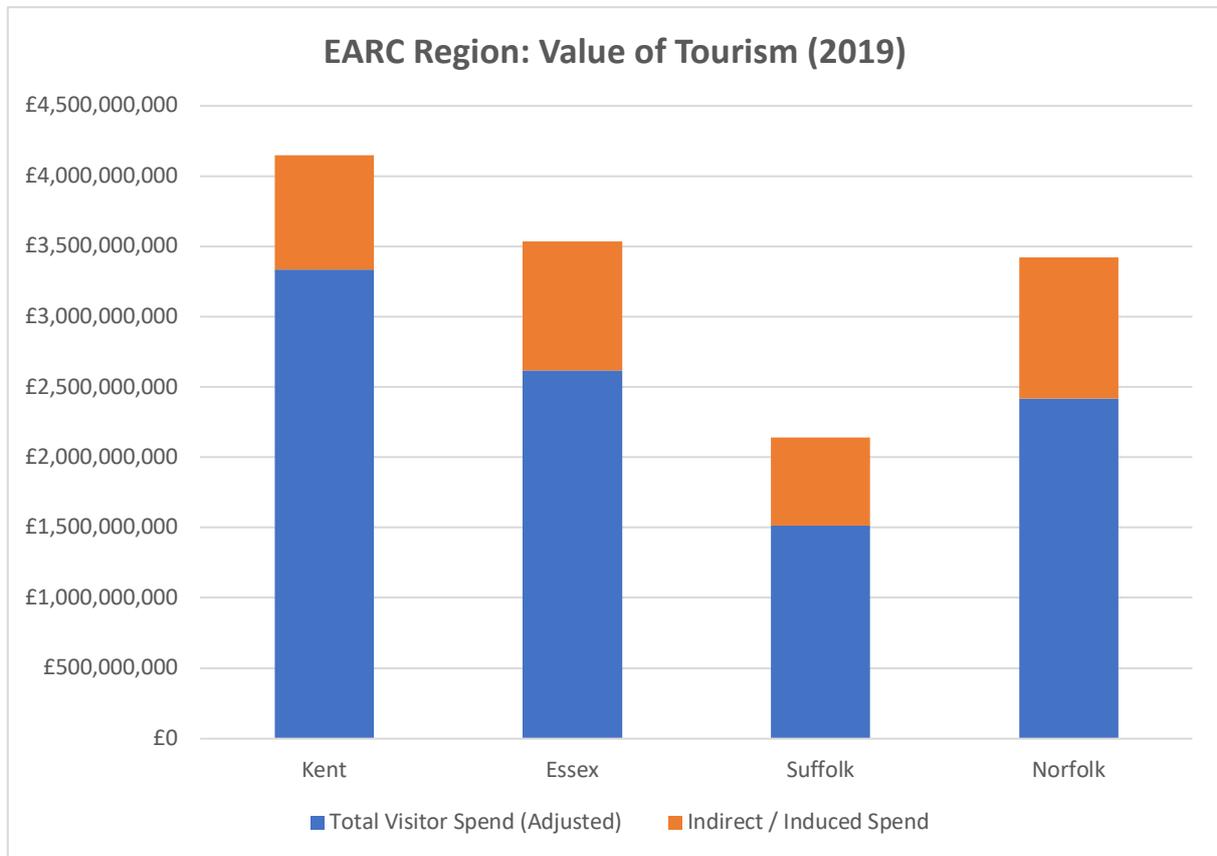


Figure 80. Overall Value of Tourism for Eastern Arc Region (2019)

The Impact of COVID-19 on the Tourism Economy

Detailed visitor data for 2020 is currently only available for Kent (Visit Kent 2020; see also Gill, Moore, and Winder 2022). These indicate a major fall in income for the county from £3.1 billion in 2019 to £1.2 billion in 2020.

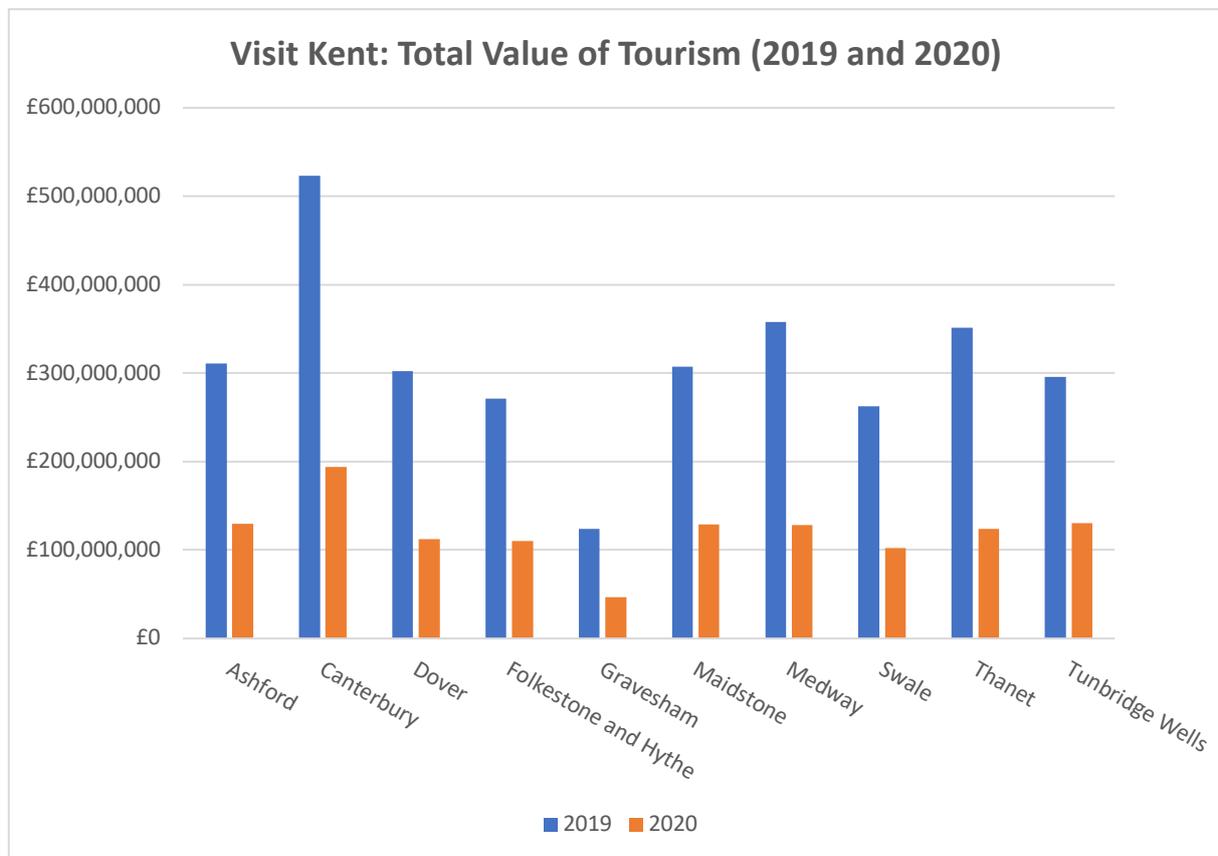


Figure 81. Total Value of Tourism for Kent (2019 and 2020)

In 2020, Canterbury continued to attract the largest income from tourism for all parts of Kent.

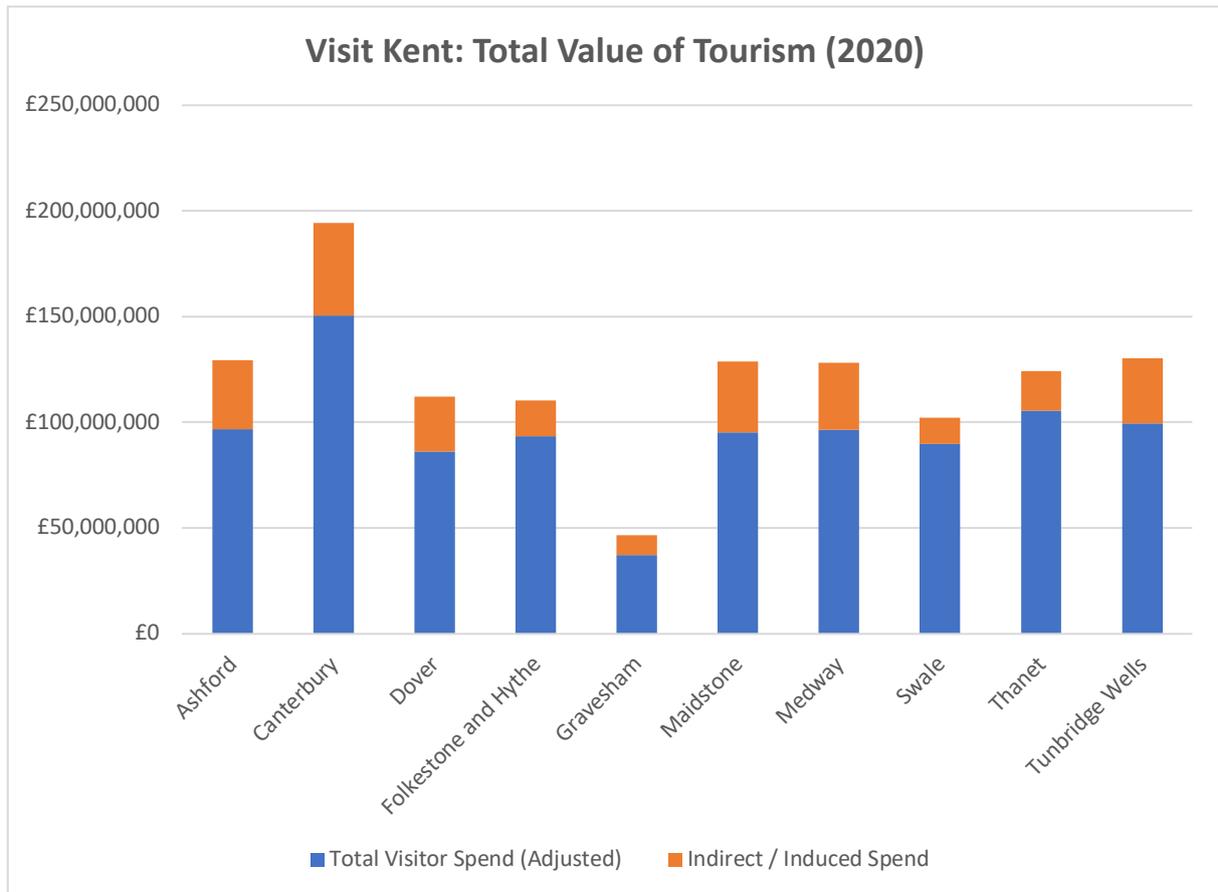


Figure 82. Total Value of Tourism for Kent (2020)

Economic Contribution of Heritage to the Wider Region

Historic England’s report on Heritage and the Economy (2020) provides data on the economic benefits of heritage (Historic England 2020b). The dataset accompanying the report, Heritage Economic Estimate Indicators, shows that the heritage sector generated over £5 bn directly and indirectly in eastern England and the south east, and £8 bn if induced income is taken into account. This regional amount represents approximately 20 per cent of heritage GVA for England.

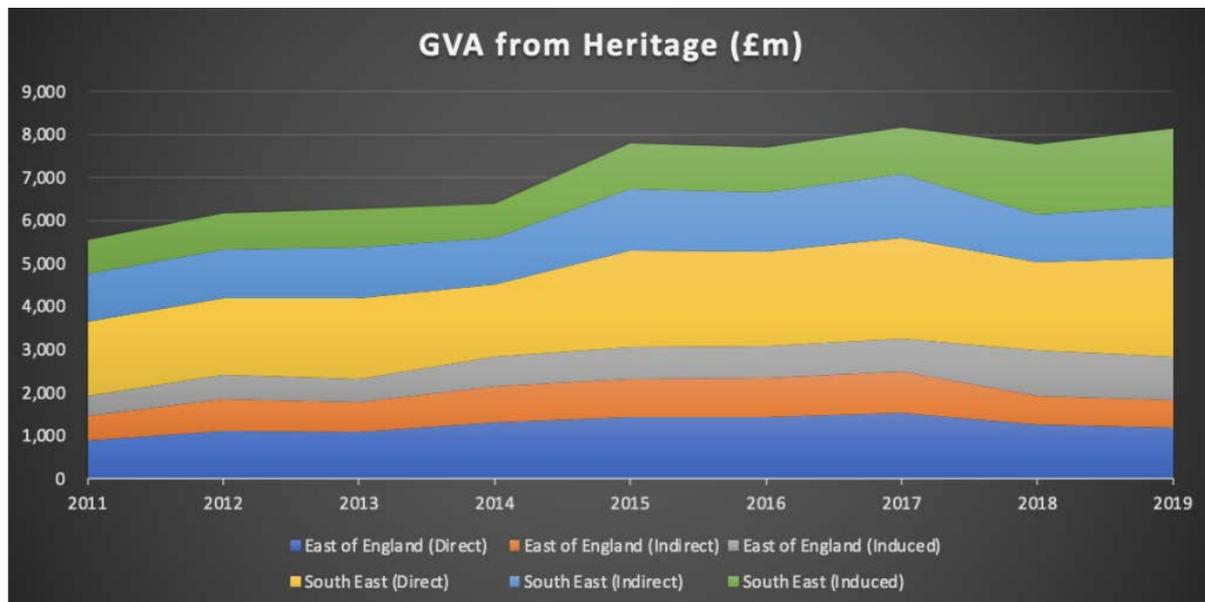


Figure 83. GVA from Heritage: South East and Eastern England. Data Source: Historic England

Heritage and Employment

The sector also provided over 80,000 jobs, directly and indirectly in the two regions in 2019; taking account of the induced element, this rises to 140,000 regional jobs in 2019. This regional amount represents some 25 per cent of the heritage jobs in England.

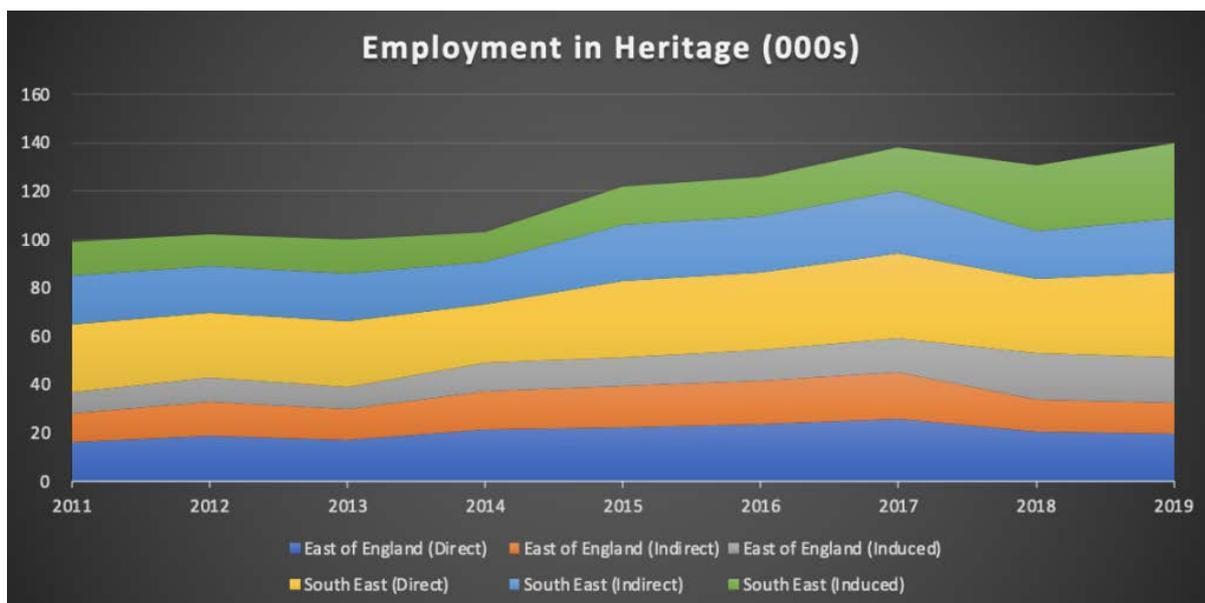


Figure 84. Employment from Heritage: South East and Eastern England. Data Source: Historic England

The Social Benefits of Heritage

What is Levelling-Up?

Levelling-up is a long-term programme of change, designed to fundamentally reshape the UK's economic geography by narrowing the gap between the best and worst performing areas (Haldane 2022, 2). The intention is for localities to meet their productive potential for the benefit of all involved, but also to not exceed it to the detriment of itself and others i.e., to become so popular as to be overcrowded and expensive, as has occurred in areas of London. In order to achieve this, the key markers of local growth, or 'capitals' have been created, as signposts of progress towards the goal of levelling up (Haldane 2022, 3).

1. Human Capital – the skills and experience of the workforce.
2. Physical Capital – machines, buildings, and materials.
3. Intangible Capital – Ideas, innovation, and intellectual property.
4. Financial Capital – Loans and equity capital in SMEs
5. Institutional Capital – Local leadership, capability, and civic institutions.
6. Social Capital – Local trust, relationships, and community power.

Structuring local growth through these designated capitals allows policy makers to analyse and assess the strengths and weaknesses of their local area, and apply assistance to the capitals requiring the most attention. This allows a flexibility of policy befitting of local growth, as each locality has unique requirements and will react differently to various policies. To further illuminate the goals of levelling up, a more user-friendly application of 'missions' has been made to levelling up, intended to qualify the vague concepts into real world goals. For instance, the mission of *Pride in Place* involves increasing local pride and engagement with the local community and culture, while the *Wellbeing* mission seeks to improve wellbeing in every area of the UK.

Well-being

This theme was explored in a recent event hosted by the Heritage Alliance and our team contributed a short discussion paper relating to the Thames Estuary that is available online with other material (The Heritage Alliance 2021).

The Historical Precedent for Levelling Up

The Department for Levelling Up, Housing and Communities (DLUHC), formerly the Ministry for Housing, Communities and Local Government (MHCLG) was first established in 2006. The phrase 'levelling up' was first used in the Conservative Party Manifesto of 2019, and later expanded upon in the publishing of the Levelling Up and Regeneration Bill in 2022. Analysis of google search trends demonstrates the relative leap in searches of 'levelling up' in the last five years, from remaining consistently low or absent, to reaching a peak in February 2022 (Google 2022).

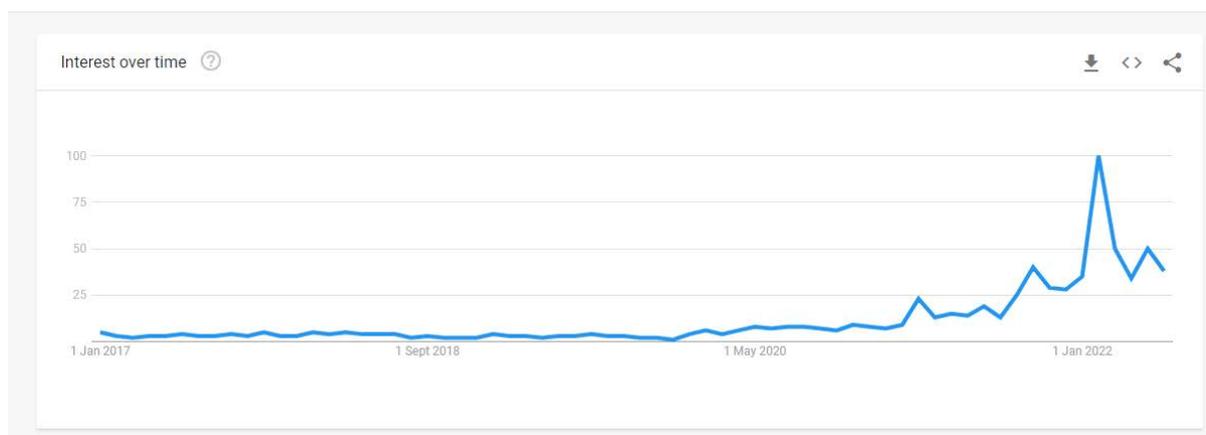


Figure 85. The frequency of use of 'levelling up' as a search term. Features: Google Analytics, 2022

Although the terminology surrounding the Government policy of levelling up is relatively new, the concepts as they relate to heritage have been prominent for some time. The ideas of providing access and education to people from all backgrounds, to close the inequality gap via heritage activities, events, and assets, to enhance wellbeing, improve local pride and promote local connectivity, are all well-established concepts. A significant bank of academic literature exists on the role that heritage has played in improving public life since the formation of the majority of museums in the nineteenth century. Writing in favour of the formation of a museum in Chelmsford in the 1800s, a contemporary wrote: 'the desirableness of forming a local museum as a receptacle for such objects, which were now being dispersed and dissociated from the locality whose history they would so well illustrate', before going on to suggest the benefits of public engagement in local archaeology: 'by pleasurable and innocent excitement, often diverted the youthful energies of the middle and higher classes from the frivolous and criminal pursuits to which they were often unhappily directed by bad associations' (quoted in Gill 2020, 99). Similarly, reference to class was made in the 'Public Opening of Ipswich Museum', in which it was said:

'I desire to express my entire concurrence in all that been stated in favour of these objects, and my sincere conviction that these institutions are of the greatest benefit and tend materially to the happiness of all classes of society, but more especially to the working classes for whom I am happy to know that this museum is particularly adopted... it will give those means of information which they could not obtain elsewhere, and by the increase of knowledge which they may here obtain, and by the elevation of their ideas, they will be better enabled, my lord, to apprehend the noble designs for which man has been created, and to revive those feelings of modest but enlightened self-respect which are regular elements in the character of every good and useful citizen' (Anon. 1847).

Museums in the nineteenth century often offered free entry to visitors. The British Museum, for instance, was created by an Act of Parliament in 1753, and offered free admission on paper (Wilson 2002). In reality, entry was vetted via appointment, personal details, and 'condition'. The museum was seen as an elite specialist resource, 'intended for gentleman scientists... and were not designed to cater for the layman or hold large numbers of people' (Hill 2016). Nonetheless, 68 of the 159 museums in England in the 1880s offered free admission daily, with the rest providing set days with free entry or a standard, base admission fee. Over the course of the nineteenth century, museums became committed to universal access, and were increasingly owned by local or national government. This enabled the public to benefit from museums; despite being largely developed by the middle class, museums formed 'a huge cultural asset for the

improvement of the working class' (Hill 2016). This concept of improvement essentially lay the foundations for levelling up today, narrowing the education and skills gap and providing more high skilled employment in deprived areas.

Heritage and Levelling Up

If the levelling up agenda is placing people and place at the centre then our heritage, and the interpretation of it, is core to its success (The Heritage Alliance 2021).

The capitals and their missions of levelling up vary in scale and ambition, and do not all apply to the heritage industry. However, there are a number of key areas in which the heritage industry can contribute to levelling up, providing localities with opportunities to grow and learn. The recent publication of the Levelling Up and Regeneration Bill has added fuel to the fire in terms of assessing the various ways that heritage might contribute to the levelling up agenda. Historic England worked with the government to include a comprehensive chapter on heritage, and discussions are still ongoing to ensure that each aspect of the bill is properly addressed, ranging from climate change to VAT. Particular praise has been shown to the section of statutory Historic Environment Records (HERs) which would require local authorities to properly document their historic assets (The Heritage Alliance 2022, 4). Measures such as these protect the historic environment and allow institutions to properly understand, explore and promote their local assets. Issues of gatekeeping arise here, as the clause within the Bill includes the ability to allow relevant authorities – be that local councils, national park, or the broads authority – to charge for access to the record, or copies of it. Despite this, HERs maintained to a high standard will enable authorities to protect the historic environment from demolition or structural alterations (The Heritage Alliance 2019, 3). The protection and investment into heritage is forefront in enabling the industry to assist in the targets for levelling up, by providing places to expand resources for mental health and wellbeing, skills and education, local pride and community, and connectivity. The government recently launched the Levelling Up Fund – a promise of £4.8 billion in funding, intended to upgrade local heritage sites, which has thus far provided support to 107 successful applicants. In addition, in 2020, a £2 billion *Culture Recovery Fund* was launched which has provided over £300 million in funding across over 700 projects and sites (Historic England 2022b, 6). The Department for Digital, Culture, Media and Sport (DCMS) has since reasserted their commitment to levelling up, and the ways in which heritage can fully contribute to levelling up the country 'both economically and socially, and ensure that the benefits of heritage are accessible to everyone, no matter of their background' (Historic England 2022b, 7).



Figure 86. Duncan Wilson Tweet on Levelling-Up (Wilson 2022)

Levelling up is largely an urban rhetoric, aiming to reduce the gap between the most and least well-off areas. Many of the larger aims of levelling up target urban areas, as demonstrated by the tweets of Duncan Wilson, who highlighted that the market has failed to find a use for historic buildings and thus requires government intervention. Wilson elaborated that over 60 high streets have been offered funding to ‘give them a new lease of life’. Funding for the high street has been awarded to Ramsgate in Kent, Lowestoft in Suffolk, and North Walsham in Norfolk, amongst other places in the east of England (see pp. 23–25 above). The hopes for this funding are to fuel economic, social, and cultural recovery, and preserve the high street for future generations, though investment into the east of England is relatively limited when compared to other areas of the country (Historic England n.d.-b). Hence, complications arise in the variable nature of localities, and their relationship with heritage. The Association for Leading Visitor Attractions (AVLA) recently published its findings that outdoor, rural attractions such as gardens and country parks recovered more quickly than indoor sites, compared to pre-pandemic figures (Association of Leading Visitor Attractions 2022). However, reports and recovery plans published since the pandemic rarely comment on the regional aspect of heritage (Historic England 2021c). The Historic England Heritage Recovery Plan, for instance, advises on the many issues facing heritage in the wake of COVID-19 without once referring to any potential differences between the rural and urban environment. Plans for levelling up are, at their core, inherently tied to place. When considering the role of heritage in levelling up, we must also.

Health and Wellbeing

The What Works Centre for Wellbeing defines wellbeing as ‘put simply, “how we are doing” as individuals, communities and as a nation and how sustainable this is for the future’ (Community Wellbeing Evidence Programme 2019). The Heritage Scoping Review considered this definition through a number of categories, including the natural environment, personal wellbeing, relationships, health, and personal finance. In 2010 the UK Government defined wellbeing more broadly, as ‘a positive physical, social, and mental state; it is not just the absence of pain, discomfort, and incapacity. It requires that

basic needs are met, that individuals have a sense of purpose, and that they feel able to achieve important personal goals and participate in society. It is enhanced by conditions that include supportive personal relationships, strong and inclusive communities, good health, financial and personal security, rewarding employment, and a healthy and attractive environment' (Reilly, Noland, and Monckton 2018, 5). Physical health often overlaps into our understanding of wellbeing, each feeding into the other. The encouragement of hobbies such as metal detecting or mud larking, for instance, as referenced in the Kent Heritage Conservation Strategy, can foster physical health and engagement with heritage, whilst also providing a therapeutic opportunity to think, talk and enjoy nature. Such hobbies demonstrate that the role of heritage in wellbeing and health is substantial, and an increasingly utilised theme of heritage assets and activities. English Heritage published one of the most comprehensive qualitative assessments on the impact of heritage participation on wellbeing 'Heritage and Wellbeing Study' (Fujiwara, Cornwall, and Dolan 2014). The report was largely positive about the relationship between heritage and wellbeing, though openly admits that the data source is biased to those who have the resources to visit heritage sites, and therefore less likely to face many of the barriers to participation that face various groups of society predisposed to suffer from poor health or wellbeing. The report utilises regression analysis to control factors such as income, education, and general health, though the researchers admit 'we can never be entirely confident that our estimate of the effect of heritage participation on life satisfaction is not biased to some extent' (Fujiwara, Cornwall, and Dolan 2014).

Further studies include the 2019, 'What Works Centre for Wellbeing' (WWC-WB) report into the impact of historic places and assets on community wellbeing (Community Wellbeing Evidence Programme 2019). The report emphasised the abundance of historic resources available in England, and highlighted recent surveys which found that 95 per cent of adults think it is important to look after heritage buildings. 80 per cent think that local heritage makes their area a better place to live, though only 73 per cent of adults had physically visited a heritage site in the last 12 months. 315,000 people included in the surveys were heritage volunteers (Community Wellbeing Evidence Programme 2019). The WWC-WB acknowledged that there are gaps in our understanding of the relationship between historic resources and community wellbeing, and sought to address these gaps via a systematic scoping review. The scoping review published from this programme concluded that there was evidence for positive impact on individuals and communities; individuals experienced greater confidence and a sense of empowerment, increased life satisfaction and happiness, including in situations where heritage activities were performed in healthcare related settings (Community Wellbeing Evidence Programme 2019). Social connectivity was reported to have increased, with more people feeling a sense of belonging in their area. The evidence supporting these conclusions was of mixed quality and contained gaps across different social groups, including those of different socio-economic and protected characteristics, and types of heritage assets, particularly more rural and coastal sites. Similarly, the Heritage and Wellbeing Study by English Heritage was well aware that results were positively biased, and that casual factors drove attendance to heritage sites, such as being taken to heritage as a child, volunteering, having access to a car, socio-economic class, high education, and good health. Furthermore, barriers actively prevented visiting heritage sites such as a lack of time, lack of interest, poor health, an absence of transport, costs, and limited social networks. Fujiwara et al concluded that 'there is a higher attendance amongst those from higher socio-economic classes, white and aged 45-64' (Fujiwara, Cornwall, and Dolan 2014, 22). Efforts are being made to encourage heritage engagement from a range of backgrounds. Subsidised school trips to heritage sites are a common feature of primary education, whilst Heritage Open Days provide free access to heritage sites for any potential visitors (Heritage Open Days 2021). Schemes such as these help to narrow the gap in accessing

heritage for the sake of health and wellbeing, and demonstrate the ways in which the heritage industry already contributes to the aims of levelling up.

Case Study: Involve Kent Programme

The Involve Kent programme ‘Actively Involved’ is a service offered to improve the health and happiness of those aged 55 and older. The scheme was established as a response to the increasingly discussed issue of loneliness in adults. It is estimated that up to 18 per cent of adults in the UK often or always feel lonely, triggering a similar response in the brain to that of physical pain (Involve Kent 2022). To combat this issue, Involve Kent offers a number of activities from arts and crafts, gardening, mental health focused social groups, and wildlife activities. Schemes such as these demonstrate the role that heritage might play in improving health and wellbeing to contribute towards levelling up. It is acknowledged that ideas such as this require organisation and dedicated resources, in the form of trained staff, transport for the isolated, training, and planning. However, for levelling up to succeed, diverse sources of funding and consistency of policy is essential.

Case Study: Quay Place, Ipswich, Suffolk

Quay Place Suffolk was a wellbeing centre, built into a pre-existing church in a £5.1m project that took eight years to complete. The church had previously been considered an ‘at risk’ grade II listed building, and partnered with the charity Mind to provide a space for therapy, a café and space for community activities and events, and a garden for reflection and enjoyment. The wellbeing centre relied on the collaboration of artists, craftspeople, and volunteers. The re-purposing, re-use or futureproofing of heritage buildings into social venues such as clubs, eateries or mindfulness sites is a proven method of facilitating social regeneration and conversation in the community, out of which many of the aims of levelling up might be contributed to (The Heritage Alliance 2021). The evaluation report published for Quay Place concluded that ‘the link between the built heritage environment and participation in heritage-based projects is helping to sustain good mental health, meaning we can be confident that the utilisation of heritage-based assets can improve overall wellbeing for both individuals and the wider community’, whilst acknowledging that ‘there are gaps within the research, where there is a deficit in qualitative research to elucidate the correlations that have been uncovered by the quantitative surveys and impact studies. Further qualitative research will allow us to understand how engagement with heritage activities and environments can support and sustain (mental) wellbeing’ (Churches Conservation Trust 2022; Reilly, Noland, and Monckton 2018, 18). Quay Place was a fine example of the role of heritage in levelling up the local community, providing access to mental health services and shared resources via the repurposing of a pre-existing heritage site. The project was presented as a way to ‘encourage others to embark on bold, imaginative solutions to sustaining our historic environment for future generations’ (DCMS 2017, 18). It must be acknowledged that the success of the site was not long lived; Suffolk Mind left the site in 2020, resulting in the site returning to religious purposes. Religious, heritage sites in themselves play a valuable role in community (Geater 2021). UK church buildings are worth £12.4 billion annually, and Claire Walker, Chief Executive of the national Churches Trust, wrote about the importance of quantifying the role of church buildings (The Heritage Alliance 2021). For example, the HM Treasury found the social value of churches and their related activities to be £55.7 billion; double that which local authorities spend on adult social care on average. The real-world ramifications of these figures are evidently significant. Nonetheless, Quay Place was a remarkable example of how historic buildings and heritage sites might be repurposed to meet demand for wellbeing services, by providing a space for therapy, community events and activities, and learning (Reilly, Noland, and Monckton 2018, 45).



Figure 87. Quay Place, Ipswich, Suffolk © David Gill

Other examples of the regeneration and repurposing of religious heritage includes St. Peter's Church, which sits in the bustling market town of Sudbury, Suffolk. The church began by hosting music concerns and live performances, and in March 2018 acquired project support from the National Lottery Heritage Fund to build a lobby, mezzanine level, and areas for meetings and event, accessible toilets, improved kitchen facilities, gardens, and improved infrastructure such as upgrading the roof and generally securing the building (Churches Conservation Trust n.d.). Many of the objectives listed here immediately bring to mind the potential opportunities for increased accessibility to various health issues, opportunities for mindfulness and mental health, community events and pride in place. The intended outcome of these improvements was to offer a wider range of heritage and cultural activities to locals and visitors. The church is currently closed until 2023 whilst it undergoes its major regeneration building project (Churches Conservation Trust n.d.). Regeneration projects such as these support the ideology of organisations such as the Heritage Alliance, which has called upon the government to clarify and expand its recognition of the role of heritage in the climate crisis in its Levelling Up and Regeneration Bill. The Heritage Alliance points out that heritage might be a contributing factor to the 'solution to climate issues, for example a presumption in favour of retrofit as opposed to demolition' (The Heritage Alliance 2022). Thus, the repurposing and reusing of current building stocks over newbuilds must also be an active policy in levelling up; and one that heritage can contribute to significantly.

Pride in Place

‘No local area is devoid of heritage’ (Webster 2020b).

While it is true that English communities each have their own wealth of heritage assets and stories, the potential of heritage is not fully met in all places and must be unlocked. Pride in Place is a mission of levelling up that has been said to have ‘the most direct link to heritage’, and promising connections have been studied between sense of place and the historic environment (Reilly, Noland, and Monckton 2018, 18; Historic England 2022b, 14). The research of the Community Wellbeing Heritage Programme, for instance, highlighted some of the impacts of heritage schemes on social relationships, sense of belonging, pride of place, ownership, and collective empowerment (Community Wellbeing Evidence Programme 2019). To fully maximise the contribution of heritage to improving pride in place, efforts must be undertaken to continue to break down barriers to heritage, and make heritage accessible and inclusive to all within the community. This notion is supported by the community wellbeing evidence scoping review, which reported that the sharing and inclusion of a community in heritage pursuits increased both the sense of pride for the area and the sense of place (Community Wellbeing Evidence Programme 2019). More people felt as though they belonged, and enjoyed an improved sense of identity.

One example includes Colchester, which was recently awarded the status of ‘city’ as part of the Queen’s Platinum Jubilee celebrations. Reactions were positive from local residents, reflecting the strengthened sense of place and collective identity. Comments reflected aspects of levelling up including local economy, increased skills and education, and diversity: ‘It is a beautiful city, and with the new status, we can draw in more university students and boost the economy’, ‘I moved here as an adventure and I love this city so much, this Roman city is now a mix of ancient and modern – this is the way forward’, ‘I think one of the reasons.... Is because of how multicultural it is here’ (Maynard 2022). Feedback was also constructive, with a recognition of the further steps required to increase pride in place: ‘Hopefully now this new status will encourage the council to do more to improve the city centre, with fewer potholes, lower rent for shops, and lots of new, local businesses’ (Maynard 2022).

The importance and relevance of ‘everyday heritage’ is ever increasing. Recent work by Historic England has demonstrated the importance of heritage as community assets in East Anglia, where heritage is at severe risk of flooding (Reilly, Noland, and Monckton 2018, 3). Heritage bodies have already considered the role of place in their work; Historic England’s Place Making and Design support is one example of a process designed to shape public spaces by getting the community involved to improve their cultural, economic, social, and environmental situation. Historic England achieves this goal by allowing members to understand the historic significant of their locality. Their strategy emphasises:

‘No country has a greater diversity of historic places. They delight and intrigue, they are sources of prosperity and wellbeing, and heritage lies at their heart. Time and again, historic buildings, towns and cityscapes, landscapes and our archaeological inheritance are the focus of a dramatic transformation for the better’ (Historic England 2018c).

An example of an area of considerable local historic assets is Thetford, in Breckland. Breckland’s heritage potential, as explained by Heritage Index as a measure of where heritage assets rankings outperform heritage activities, denoting a potential for further activity and growth, is considerable in a number of key areas. There is concern about the number of Grade 1 listed buildings at risk in Breckland, however, and there is a huge gap between assets and activity in Industrial Heritage, culture and memories, and parks and

open space (Gill 2021, 22). Investment into these areas has also been limited, in Breckland, with sources like the National Lottery Heritage Fund investing instead in busier Norfolk destinations such as Norwich and the North Norfolk coastline (Gill 2021, 52). Assets in Breckland include Thetford Priory, an English heritage site. The priory ruins are free to access, though warnings are issued for uneven surface and falling masonry. Furthermore, local news reports have highlighted the risk posed to the Priory by anti-social behaviour, including criminal damage and graffiti. The temporary chief inspector for policing in Breckland stated that ‘the priory is an historic site and once destroyed it is gone forever. There are issues with anti-social behaviour including youths who do not understand the significance of the site’ (Carroll 2015). This stance reiterates the need for greater heritage outreach and investment, to educate and increase pride in place, reduce inequality and protect heritage assets for future generations. Issues of accessibility similarly require addressed; the priory is associated with Thetford Warren Lodge – a small late-medieval stone house where the prior’s gamekeeper once lived. The lodge is free to visit, though situated c. 2km from the priory and 250 metres from the car park, and best approached on foot due to the uneven dirt track access for cars. Thus, accessibility is poor, and mostly limited to locals who are both aware of the site and its limitations, and able to walk well (English Heritage n.d.-b). Advertising and the utilisation of heritage-based activities and schemes would help alleviate the isolation of sites such as these, encouraging greater participation and protection within the community.



Figure 88. Thetford Priory, Norfolk © David Gill

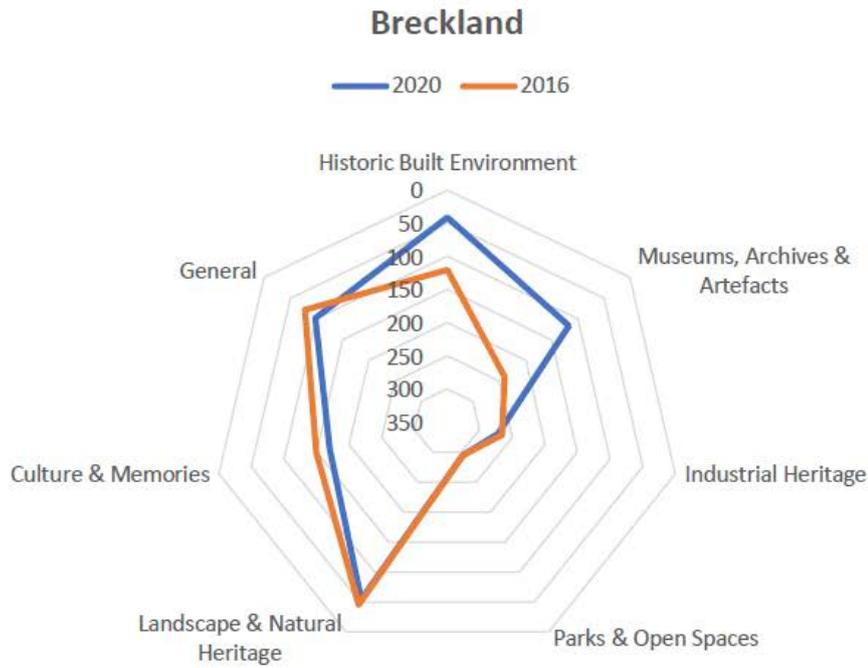


Figure 89. State of the Historic Environment: Breckland (Gill 2021)

Whilst heritage-based activities and schemes certainly contribute to pride in place, the greatest sway is held by national events that instil pride and passion into residents. Often, heritage assets and sites are able to utilise these events to their own benefit via advertising and themed activities. One major recent event was that of the Queen's Platinum Jubilee, which inspired pride across the nation. This pride was closely associated with England's royal heritage, and many of the sites and heritage activities

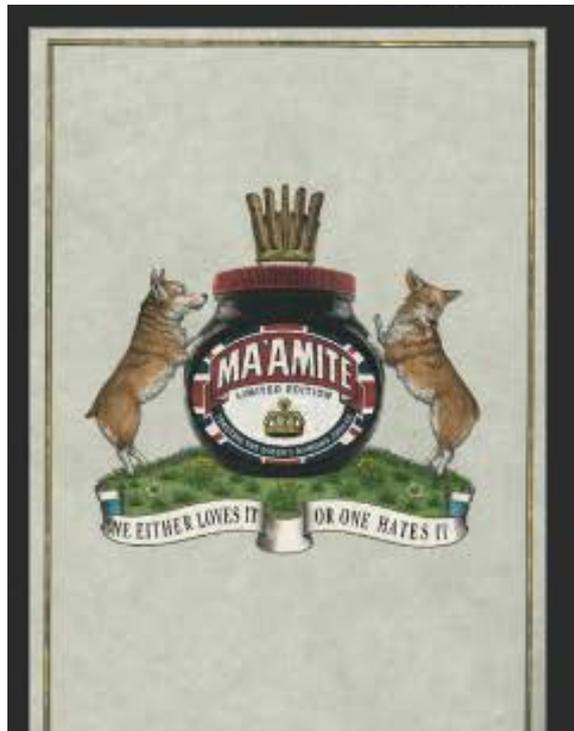


Figure 90. Royal Marmite Advert © History of Advertising Trust

became centred on royalty. The History of Advertising Trust recently commented on this, noting the success of royally inspired adverts (History of Advertising Trust 2022).

The success of heritage marketing when connected to major, national events is evident in the sheer quantity of heritage activities. The Platinum Jubilee Norfolk, for instance, established a number of trails which were designed to encourage exercise and outdoor experience, accessibility to the natural world, and result in potential educational and well-being benefits (Platinum Jubilee Norfolk 2022). The intention was to include interactive information hubs to provide background on the historic, environmental, or topical features of the trails. These trails are planned to be completed towards the end of summer 2022. It must be acknowledged that these trails are largely rural, and therefore provide opportunity for those with the means to access them. Within the city of Norwich, heritage sites such as the Norwich Museums are offering internal museum trails in celebration of the jubilee, such as the Norwich Castle ‘Keeping it Regal’ trail, which emphasises the long royal history of the city via a fun, interactive trail experience designed to entertain and educate family visitors to the castle museum site (Norwich Castle Museum and Art Gallery 2022a). It is also a means of advertising for the museum, which is currently undergoing its ‘Royal Palace Reborn’ National Lottery Heritage Fund regeneration project, which seeks to restore the castle keep to its normal form, with improved accessibility, educational opportunities, and increased links to larger organisations such as the British Museum. Museum activities and their interaction with the real world as increasingly important themes in heritage. Norwich Museum is, as of June 2022, host to a touring exhibition ‘The World We Live In: Art and the Urban Environment’ (Norwich Castle Museum and Art Gallery 2022b). The exhibition is an Arts Council Collection, and uses contemporary art, supplemented by some local works, to highlight that over half the world’s population lives in an urban environment. Feedback towards the exhibition is varied, with some observers perceiving many of the works to be overly critical, with others picking up on elements of community and diversity that are reflected within our most crowded cities. The exhibition acts as a reflection of opinions and attitudes to place, providing a heritage resource that contributes to the very aims of levelling up, whilst also reflecting the need to improve pride in place in our localities.

Measures are already in place to improve pride in place, as it relates to the government policy of levelling up. Historic England’s Place Making Strategy is a five-year policy, in which it intends to successfully demonstrate that heritage is central to good place making, to protect and enhance heritage without compromising on profit, to increase the value placed on the historic environment by a diverse range of communities, to enhance public understanding and enjoyment, to revitalise heritage, and to increase resources for investment via collaboration with other public bodies. These parameters for success are comprehensive, and accentuate the notion that education and the removal of barriers to learning are essential to raising pride in place, and subsequently levelling up. From an economic and social perspective, places with a reputation for historic resources were more likely to encourage tourism, producing opportunities for commercial, leisure and cultural activities. This resulted in extra funding within the locality, improving the physical environment and in turn increasing civic pride and identity once again, amongst a range of other positive social and economic benefits. These studies provide evidence that heritage resources such as assets, places and activities can provide significant growth to a local area. However, without sources of investment and targeted schemes, the free market will remain subject to the whims of fashion and trends. Areas with the largest gaps between productivity and potential will continue to suffer.

Case Study: Otford Place and the Archbishop’s Palace Conservation Trust

Otford Palace in Kent is currently working alongside the Archbishop’s Palace Conservation Trust to safeguard the palace’s future and make it more accessible to the

local community, including by promoting its historical importance within the Darent valley landscape (Darent Valley Landscape Partnership n.d.). The Conversation Trust's business plan, last revised in November 2021, includes the objective of 'working closely with the local community, to develop and run a sustainable programme of activities that will enable us to fulfil our vision to engender well-being through engagement with our heritage' (Archbishop's Palace Conservation Trust 2022). The project aims to educate both the general public and school age children, with plans to become a familiar venue and learning experience for schools, with tailored educational projects and with the gatehouse dedicated as a study centre and lecture room. The Trust is also developing an outreach programme for local schools and libraries to improve understanding of the heritage of the Darent Valley, thus helping contribute to the levelling up aims of education and pride in place.

Digital Connectivity

Digital Connectivity and engagement via online resources play an increasingly prominent role in heritage. This was made particularly apparent during the COVID-19 lockdown of 2020, where hashtags such as #CultureInQuarantine and #MuseumAtHome closed the gap between cultural and historic events and resources, and consumers at home. There are two aspects of digital connectivity that specifically applies to heritage, which in turn contribute to the process of levelling up. The first is providing online resources for those who may struggle to access events and sites in person. The second is playing a first-hand role in providing visitors with the skills they need to access digital content, setting a precedent for other areas and generations. This is a responsibility that might not typically be associated with heritage, though as places and institutions of learning, there are few better places set up to assist with such demand. The importance of digital connectivity in heritage has been addressed by the Culture in Quarantine discussion paper, which explored the role that Twitter played in engagement with heritage during the early weeks of lockdown in the UK, in 2020. The paper found that the majority of 'tweets' were made by the cultural institutions themselves, with only 7 per cent provided by members of the public. However, the media produced by the institutions were well received – particularly video content (Kidd and Nieto McAvoy 2022, 3). The data assessed for the start of lockdown does reflect a skew towards London and the Southeast, as well as the North-West, where the museums, galleries, and heritage institutions posted the most excessively. This reflects a geographical inequality, with underrepresented areas missing out on the skills, education and opportunities that relate to their own places of residence and their own particular heritage. Thus, while Twitter engagement with heritage reflected themes of education, place, children and coping with extraordinary circumstances and their effects on mental health, the distribution of these effects and conversations were uneven and thus show a need for more and targeted digital connectivity programmes in heritage (Kidd and Nieto McAvoy 2022, 17).

Existing strategies, such as the Historic England Place Making Strategy aims to 'invest in digital technology to develop more innovative ways of engaging the public' (Historic England 2018c). The geographical inequality of rural connectivity has been made apparent through a range of studies, including reports of the inequitable distribution of resources in rural areas when compared to urban areas. Key infrastructural shortcomings in rural areas act as a barrier to connectivity. Only 46 per cent of rural areas, for instance, has access to good 4G phone service (BBC News 2022e). Statistics such as these demonstrate the cyclical issue in rural economies, where poor infrastructure discourages business and people to reside long term, thus removing any incentive for councils to fund infrastructural improvements. Similar issues were reported in the Government's Taking Part Survey of April 2019 to March 2020 (DCMS 2020). The survey found, as noted before,

that 93 per cent of participants had access to the internet in their household, though c. 17 per cent of participants reported a low to moderate ability to use the internet.

The Culture Hive published its digital heritage hub online, funded by the DCMS and the National Lottery Heritage Fund (NLHF), as part of its Digital Skills for Heritage initiative. The hub is designed to assist small to medium heritage organisations with their questions and concerns regarding digital heritage. Assistance is structured across four major themes: digital engagement and activities; finding, creating, sharing, and archiving digital content; digital leadership and organisation development; business models and recovery planning. The latter two themes are clearly intended towards the running of the organisations themselves, and are substantial considerations in heritage organisation management as technology continues to improve and adapt over time. Leading and planning businesses in the digital age not only equips individuals with the higher-level skills required that enable employment in other sectors. Digitalisation of the sector also sets a precedent for other sectors to follow, demonstrating that investment in physical capital and infrastructure can contribute to the improvement and efficiency of all services within heritage.

The former two themes on offer at the digital heritage hub are, on the other hand, very much about what can be provided for consumers of heritage content. Theme 1 concerns digital engagement and activities, and considers how to market and communicate, fundraise, recruit, and improve accessibility and inclusion for all. One section refers to digital exclusion – where a section of the population has continuing unequal access and capacity to use technology that is essential to fully participate in society. The biggest predictors for being digitally excluded are being unemployed, retired, disabled, living on a low income, or having no or few qualifications (Moffat 2019; Culture Hive 2021).⁵⁶ Efforts have been made to engage digitally excluded audiences, such as Ipswich and Suffolk Museums who created activity packs during Lockdown 2020 to provide learning and skills activities to children. Packs such as these are particularly helpful to those without access to the internet at home. Katie Moffat, head of Digital at The Audience Agency, wrote that ‘if more arts organisations can become skilled at introducing digital technologies to digitally excluded groups, the impact could move beyond the cultural. It could lead to a positive social outcome that contributes to a reduction in digital exclusion within communities, increasing people’s confidence and empowerment’ (Moffat 2019; Culture Hive 2021).

Case Study: Norfolk Record Office

Norfolk Record Office, where the National Lottery Heritage Fund has supported the creation of a community archives toolkit, which includes guides, tips, and resources for managing and preserving community archive collections, including via digitisation. This includes assistance in areas from permissions and means of digitisation, to storage and backing-up files. The scheme also helped by providing laptops to community archives in need, ensuring that these smaller archives had the resources and skills needed to protect and sustain their records digitally.

Education and Skills

Employing highly skilled individuals, and training employees in new and highly regarded skills is imperative to the sustaining of the heritage industry. Thus, the heritage industry is already geared towards improving education and skills as set out by the levelling up missions. Employment opportunities in heritage expand with private and public investment. Anticipating technologies in heritage can contribute to applying technology in other sectors, ultimately increasingly digital connectivity, and skills across the board. It is only through trial and error and the sharing of information that these results can be achieved. Heritage sites in England are entirely equipped for the education of children,

and increasingly so with adults. Efforts can be made to increase schemes and availability for literacy and comprehension of historical sources, via heritage-based case studies. Historic England's policy for education intends for every child to be inspired by their local heritage, and for every teacher to have the resources to instigate and sustain this attitude. Essex Museums, for instance, has a site dedicated to engagement and learning that offers a range of resources based on heritage themes, from arts and crafts, to talks, loan boxes, sculpture walks and activity trails (Museums Essex 2022). Encouraging participation in heritage from a young age via resource such as these are integral to raising confidence and skills, nurturing pride in place, creativity and social skills that contribute to a healthier body and mind.

Although heritage sites are suited to providing the general public with educational aids and skills training, efforts must be made to improve inclusivity and diversity. Engagement within marginalised groups in society suffers for a range of reasons, from social and economic inequality to the topics and activities offered by the institutions themselves. Many of the most popular and influential heritage events and places offered in England are the product of white elites, and continue to circulate upper-class perspectives and themes, with little to no regard for the minorities that facilitated or suffered in these histories. Increasingly, heritage sites are making token efforts to at least acknowledge the previously underemphasised aspects of their histories and artefacts, though rarely is this extended to any significant meaningful actions to encourage participation and voices within minority groups. Ipswich Museum, Suffolk, for instance, has hired a curator dedicated to decolonising the museum's collection, 'to ensure [our] displays are accurate, engaging and more inclusive' (BBC News 2022d). The aim must not be, however, merely to make museum content more relatable and accessible in society, but also to take steps to assist minority groups in visiting and accessing the content. It is important to acknowledge that the very oppression that was implemented by the loudest voices in history, so celebrated by our national heritage network, is the oppression that continues to prevent minority groups from accessing all opportunities today.

Heritage sites also have a duty to explore means of educating that differ from the traditional forms taught in schools. Increasingly, children and adults express their desires to learn from a variety of methods; including more interactive education such as media and plays, acting, listening, and exploring the past through means and methods more accessible to people with various learning difficulties or impairments. To this end, sites such as West Stow Anglo-Saxon Village, in Suffolk, offers immersive and engaging activities which take children out of the present and into the past. Activities including the experimental reconstruction of buildings, the handling of replica objects, and debates on Anglo-Saxon life from which school children can form their own ideas and opinions. West Stow Anglo-Saxon village also offers immersive educational experiences for adults, such as the re-enactment events. One such event was specifically targeted for the medieval period, and an external medieval living history group the Norwich and Norfolk Medieval Association attended to demonstrate the crafts and skills of various medieval occupations; another detailed the stories, sagas, and crafts of the Vikings (West Stow Anglo-Saxon Village and Country Park 2022). Similarly, charities such as the Norfolk Archaeological Trust (NAT) utilise digital media for purposes of adult education. NAT used Facebook to advertise opportunities on offer as part of Adult Learners' Week, directing viewers onto sights such as the Open University or Google (Norfolk Archaeological Trust 2022). The Trust then encouraged viewers to apply these skills by volunteering at one of their sites. Thus, modern heritage organisations and charities currently adopt a range of tactics and stances that promote the aims of levelling up, and further efforts might be made to comprehensively apply these ideas across the heritage networks of Norfolk, Suffolk, Essex, and Kent.



Figure 91. Re-enactment at West Stow, Suffolk © David Gill

Case Study: Jaywick Martello Tower

Often the outcomes of heritage schemes are beneficial to multiple aims of levelling up. Jaywick Martello Tower in Essex, for instance, sits in the heart of the most deprived ward in the country, near Clacton-on-Sea (BBC News 2019b). The tower was one of a series built to defend the country against the threat of invasion posed by Napoleon Bonaparte's armies (see p. 3 above), but recently renovated and repurposed as a thriving arts, heritage, and community venue. The venue is offered at the price of £1 per adult and free entry for children, along with free parking. Subsidised entry immediately removes one of the major barriers that face potential heritage participants. The venue offers exhibitions inspired by the local, coastal environment and history and regularly puts on talks, workshops, and events. The success of the scheme is reflected in the accolades it received – a finalist for the Essex Tourism and Hospitality Awards for Small Attractions. The Jaywick Martello Tower contributes to many of the themes that levelling up hopes to build upon, from health and wellbeing to education and skills. The Martello Tower Trail guides visitors along the coast in an educational and active walk. Family friendly activities are provided for the trail, such as Semaphore and Rubbing Plates. These are readily accessible from other accessibility-oriented venues such as local libraries, tourist information centres and from the tower itself. Activities such as these promote new skills and thought processes in children, encouraging confidence that may well transfer to other new areas of learning and situations. Furthermore, the Tower offers free, educational tours for schools and other community and educational groups. These are accompanied by resource packs, funded by the heritage lottery grant. Resources such as these invaluable to the reframing of skills and education in an engaging and heritage-based format, and offer an alternative type of learning to traditional school environments which might better suit a number of people from different backgrounds, encouraging confidence and inspiring pride of place in their community heritage resources.



Figure 92. Jaywick Martello Tower, Essex © David Gill

Case Study: Hands on Heritage

Hands on Heritage is a charitable organisation, located in Tunstall Forest, Suffolk. The charity offers educational visits for schools, youth, and adult groups, where guests can learn about their heritage and experience how people lived and worked together in the past. The experiences offered by Hands on Heritage are designed to be active, positive, and engaging – to build confidence and solve problems. Charity enterprises such as this help contribute to the goal of levelling up by increasing confidence and skills, educating people about heritage, bringing mindfulness, and taking time from busy, modern life, and helping people to become more aware of their surroundings, henceforth increasing pride in place (Hands on Heritage 2022).

Sustainable Development Goals and the Levelling-Up Agenda

A similarity between the Sustainable Development Goals (SDGs) and the Levelling-Up Agenda is the lack of reference to heritage even though heritage contributes to achieving the listed goals. Further research is needed to map out in more detail the different goals and how they can be achieved as in practice the importance of heritage has been recognised by many organisations at national (Historic England, the Heritage Alliance), and international (UNESCO) levels.

Sustainable development is defined by the World Commission on Environment and Development (the ‘Brundtland Report’) as ‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs’ (United Nations World Commission on Environment and Development 1987, para. 27). Sustainability has been on the UN agenda since the 1992 Rio Conference on Environment and Development, and the Millennium Development Goals (MDGs) in 2000 (Labadi 2018, 39, 44). In 2015, the UN adopted 17 Sustainable Development Goals to be achieved in 2030 (United Nations General Assembly 2015). Heritage is found in Target 11.4 that aims to ‘strengthen efforts to protect and safeguard the world’s cultural and natural heritage’. However, heritage can be found in several goals identified by the UN, for example fighting

poverty (SDG 1); addressing hunger (SDG2); good health and well being (SDG3); gender equality (SDG 5); improving work and economic growth (SDG 8); reinforcing the industry, innovation and infrastructure (SDG 9) through the growth of the physical and intangible and financial capitals; contributing to the development of sustainable cities and communities (SDG 11); and, contributing to strengthening peace, justice and strong institutions (SDG 16) through the institutional and social capitals.



Figure 93. Felixstowe Ferry Martello Tower and Bawdsey Manor, Suffolk © David Gill

Reflecting on Heritage in the Eastern Arc Region

The project set out to reflect on the current state of heritage in the region by exploring three areas suggested by the RSA:

- a. The current challenges for heritage in the region.
- b. The actions needed to address the challenges for heritage in the region.
- c. The need to encourage public participation in and engagement with heritage in the region.

The Current Challenges for Heritage in the Eastern Arc Region

This research has highlighted some of the challenges facing heritage organisations and assets in the Eastern Arc region.

Local Authority Budgets

The present squeeze on local authority budgets due to the fiscally challenging situation following the COVID-19 pandemic and the increasing level of inflation means that less money is available to spend on what are deemed to be less essential services.

The Cost of Living Emergency

The dramatic rise in the cost of living has meant that there is less disposable income available for treats such as family day outs to heritage sites. This is exacerbated by the sharp increase in the cost of fuel due to the war in Ukraine that is starting to have an impact on leisure trips.



Figure 94. Information Board About Coastal Erosion, NT Dunwich Heath, Suffolk © David Gill

The Climate Emergency and Coastal Heritage

The extensive coastline in the Eastern Arc Region means that many heritage assets will be impacted by coastal erosion and the likely rise in sea-levels. Encroachment on wetlands is having an impact on natural heritage.

The Damage to Archaeological Sites Through Illegal Metal-detecting

The large number of portable antiquities reported through the Portable Antiquities Scheme in Norfolk and Suffolk indicates the scale of metal-detecting in the region. While many metal-detectorists operate within the Code of Practice (Portable Antiquities Advisory Group 2017), nighthawking and other illegal activities pose a potential threat to scheduled sites and as yet unrecorded archaeological heritage in the region.

Developments in Historic City and Town Centres

Developments in Canterbury have drawn attention to the issues about planning decisions and the preservation of historic buildings in urban settings (Catling 2022).

Reliance on Volunteers

Many heritage organisations and locations rely on volunteers, many of whom are drawn from those who are retired. This ageing group will need to be replaced to maintain the present assets.

The Actions Needed to Address the Challenges for Heritage in the Eastern Arc Region

This report has highlighted a range of challenges for heritage in Kent and this prompts several specific actions that are needed to address them.

Evidence-based Research on Heritage

This report has identified a small number of pressing issues for heritage in the region. Further academic research would assist with making the case for using heritage to address part of the levelling-up agenda, and to explore the social and economic benefits of heritage for local communities across the Eastern Arc region.

Collaborative Approach to Heritage Management

The diverse range of heritage across the region encourages organisations to make use of the expertise within the south east and eastern England. A collaborative approach to heritage between heritage organisations and Eastern Arc institutions would be beneficial.

Develop Heritage Strategies at County and Local Authority Levels

Relatively few focussed heritage strategies have been developed across the region. In some cases heritage has been subsumed within a local cultural or tourism strategy. Some examples of good practice include those developed by Suffolk County Council (Suffolk County Council 2014) and Tendring District Council (Tendring District Council 2019), though the former is in need of updating. Such heritage strategies should align clearly with county, local authority, and national policies.

Although New Anglia LEP does have a Cultural Strategy, there is a case for developing regional heritage strategies that would map onto the areas represented by the two LEPs.

Developing Regional Digital Heritage Strategies

A Digital Heritage Strategy along county or regional lines would encourage museums and archives to connect with the heritage locations and assets in their locality. Thus visitors to a heritage location could easily find objects and items that are associated with that place.

Linked to this would be the development of better mobile phone coverage across the region to permit connectivity.

Develop Regional Strategic Themes and Potential Bids

This report has identified a number of regional themes. These could be developed within county heritage strategies to allow for the better targeting of potential funding streams, such as NLHF, to protect and enhance heritage assets.

Rebuilding Audiences

Visitor numbers for heritage locations had been growing in the years up to the COVID-19 pandemic. However, it is clear that visitor numbers decreased dramatically in 2020 and to some extent in 2021. There needs to be an integrated strategy in collaboration with tourist agencies to rebuild these audiences. The disruption to travel outside the UK provides an opportunity for the public to discover the riches of heritage in the south-east and east of England. One approach could be to look at clearer signposting for the use of public transport, both trains and buses, to make such visits more straightforward.

It is not yet clear how far visitors from outside the UK have been coming to heritage locations in the Eastern Arc region.

Public Participation with Heritage

The DCMS Taking Part Survey had shown that there is a need to encourage more public engagement with museums and specifically archives. The COVID-19 pandemic had a major impact on these sectors though precise data are not yet available.

The Digital Heritage Strategy for The Hold in Suffolk is an example of one way to encourage wider public engagement with heritage alongside developing digital skills among the wider population (Suffolk County Council 2017). The impact of COVID may require the re-engagement with the public especially for certain types of heritage where there are enclosed spaces (such as historic houses).

The development of public participation in heritage and archaeological projects is another way to encourage engagement with local heritage.



Figure 95. Excavation of Tudor shipwreck, Tankerton, Kent © Chris Redgrave, Historic England

Contributors

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Mark Harrison is the Head of Heritage Crime Strategy for Historic England (formerly English Heritage) and Research Fellow in the Centre for Heritage at the University of Kent with responsibility for the Heritage and Wildlife Crime Innovation STEM. Following a career in the police service, where he specialised in the development and delivery of partnerships and interventions to reduce crime and anti-social behaviour in the natural and historic environments of Kent, Mark helped to formulate the Heritage Crime Initiative in partnership with the National Police Chiefs' Council, Crown Prosecution Service and Historic England. He has honorary and visiting roles in the Department of Defence and Security, Cranfield University; School of Law, Criminal Justice and Policing, Canterbury Christchurch University; Centre for Rural Criminology, University of New England, New South Wales, Australia; and he is a Fellow of the Society of Antiquaries. Mark is the Director of Research for Timescapes Kent, a community archaeology group that undertakes research to develop the knowledge and understanding of the history of Whitstable and surrounding villages, and is also the Director of Archaeological Research for Whitstable Castle Trust.

Megan Kelleher is a PhD History candidate at the University of Kent, where she is currently researching commemoration in the twentieth century. Her provisional PhD title is 'The Commemoration and Care of First World War Dead in the United Kingdom by the Imperial War Graves Commission', and the research will compare and contrast how individuals in Britain interacted with war dead buried closer to home versus those remembered overseas. She has written and spoken about her topic extensively in blog posts and journal articles, podcast episodes and at online and in-person conferences both in the United Kingdom and overseas. Megan works for the Commonwealth War Graves Commission (CWGC) as their Public Engagement Coordinator in the East Midlands area, where she is in charge of coordinating and facilitating all community outreach and engagement projects in the counties of Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire and Rutland for the organisation. She is also the Social Media Fellow for the British Association for Local History.

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Caroline Gill suggested the title that captured the topographical range of the report.

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