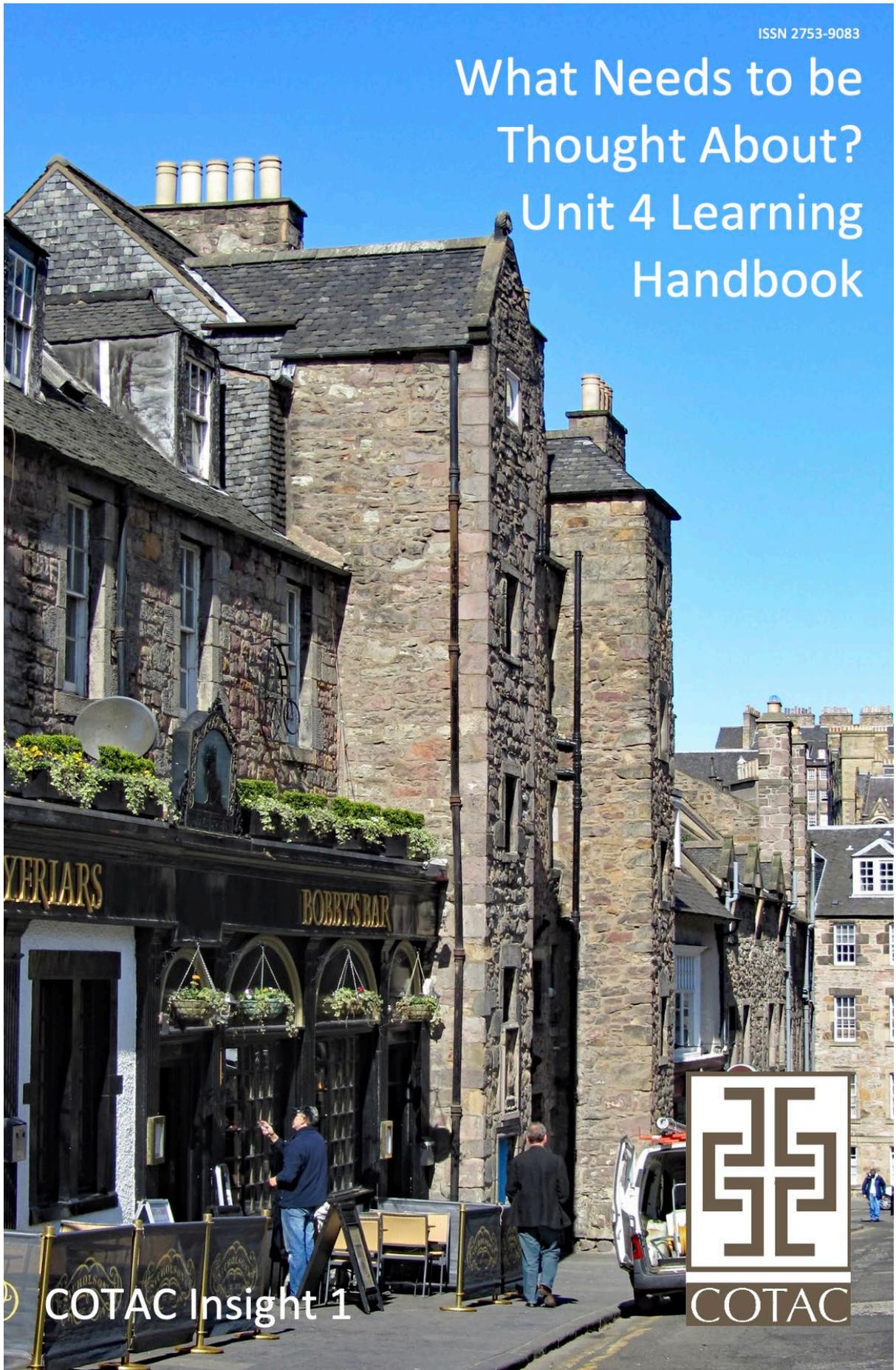
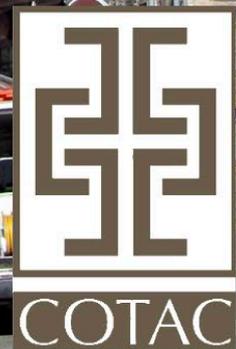


ISSN 2753-9083

What Needs to be Thought About? Unit 4 Learning Handbook



COTAC Insight 1



COTAC Insight 1: The Need to Appreciate the Built Heritage

Unit 4 Learning Handbook: What Needs to be Thought About?

Council on Training in Architectural Conservation (COTAC)

COTAC originated in 1959 in response to the need for training resources for practitioners in the repair and conservation of historic churches. Since its inception the Charity has consistently worked to lift standards across the UK's conservation, repair and maintenance (CRM) sector. This has involved working in partnership with national agencies, professional and standard setting bodies, educational establishments and vocational training interests. Whilst every care has been taken in the preparation of the information in this Learning Handbook, COTAC and its researchers specifically exclude any liability for errors, omissions or otherwise arising from its content. The Unit images are primarily sourced from both authors personal collections. A few historic and archival resources incorporated as fair-use educational material are acknowledged where their source has been readily identified.

Insight 1 Unit 4 Learning Handbook: What Needs to be Thought About?

Important heritage buildings and sites can be formally identified, recognised and classified in a variety of ways. Determining the needs of buildings and sites within a system of tiered value is essential: It is important to recognise that different conditions and considerations will apply to their future wellbeing.

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This COTAC Insight 1 Unit 4 Learning Handbook was researched and written as a joint exercise by Barry J. Bridgwood and Ingval Maxwell in support of COTAC's stated Educational Aims and Objectives.

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Insight 1: The Need to Appreciate the Built Heritage: Unit 4

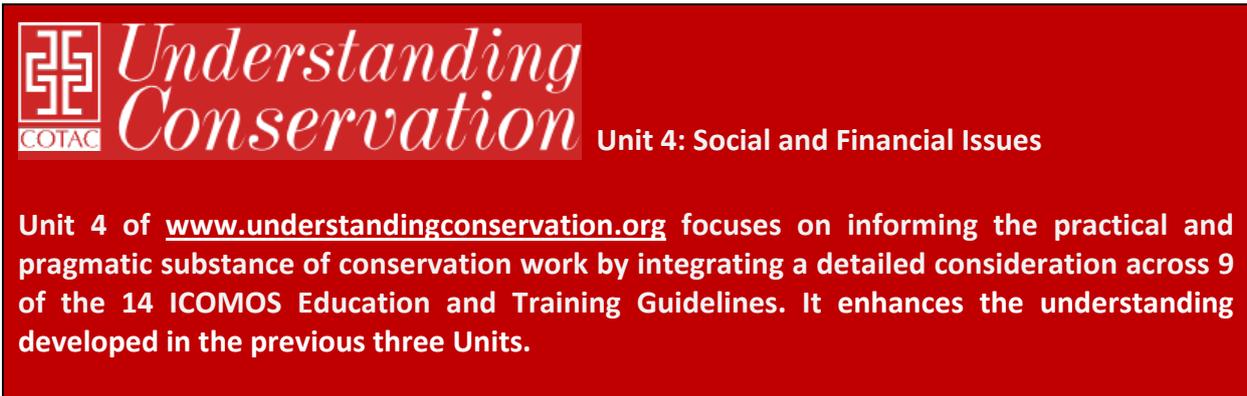
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COTAC Insight 1: The Need to Appreciate the Built Heritage

Unit 4 Learning Handbook: What Needs to be Thought About?

Link 1: Understanding Conservation Unit 4: Social and Financial Issues

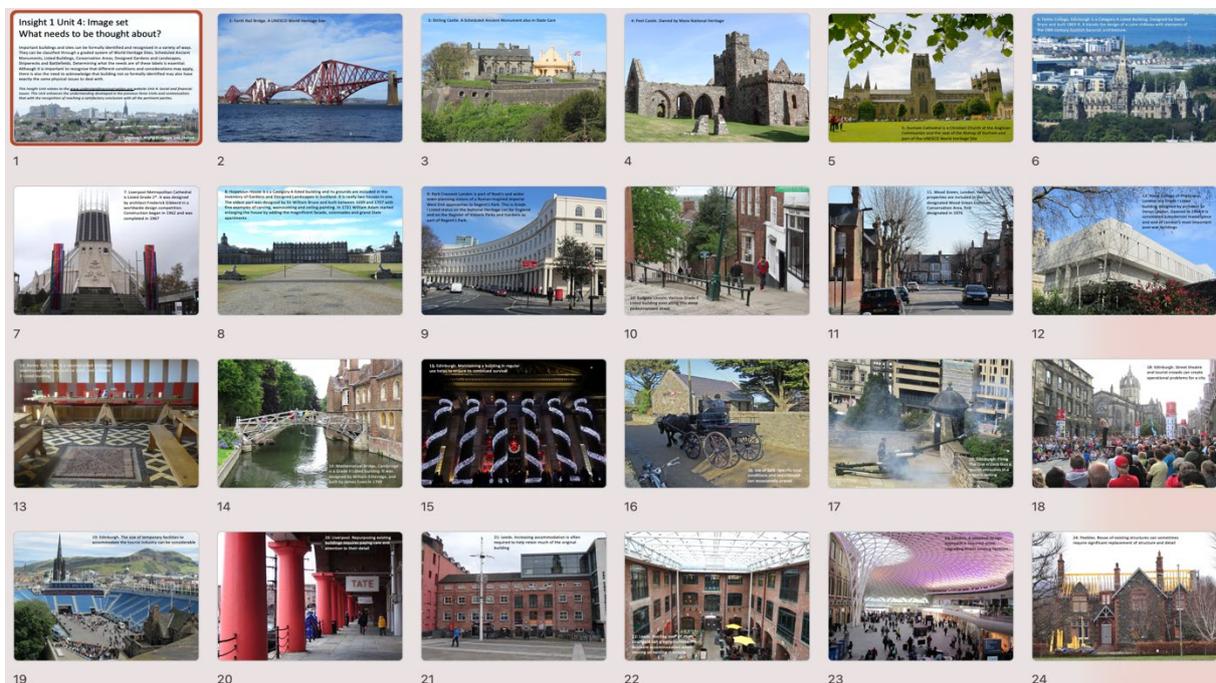
Important heritage assets can be classified in a graded system of *World Heritage Sites, Scheduled Ancient Monuments, Listed Buildings, Conservation Areas, Designated Gardens and Landscapes, Shipwrecks and Battlefields*. This Insight Unit 4 might usefully be read in conjunction with www.understandingconservation.org Unit 4:



Understanding Conservation Unit 4: Social and Financial Issues

Unit 4 of www.understandingconservation.org focuses on informing the practical and pragmatic substance of conservation work by integrating a detailed consideration across 9 of the 14 ICOMOS Education and Training Guidelines. It enhances the understanding developed in the previous three Units.

Link 2: Unit 4 Image Set Thumbnails (The full Image Set is incorporated as part of Unit 6)



Insight 1 Unit 4 Image Set illustrates some additional aspects of heritage buildings and their construction, how they might be repaired and maintained. All of them need to be cared for in the correct manner taking into account a wide variety of issues that can be involved. The full Image Set is incorporated as part of **Unit 6: Seeing What You are Looking At** (Image Set © Ingval Maxwell)

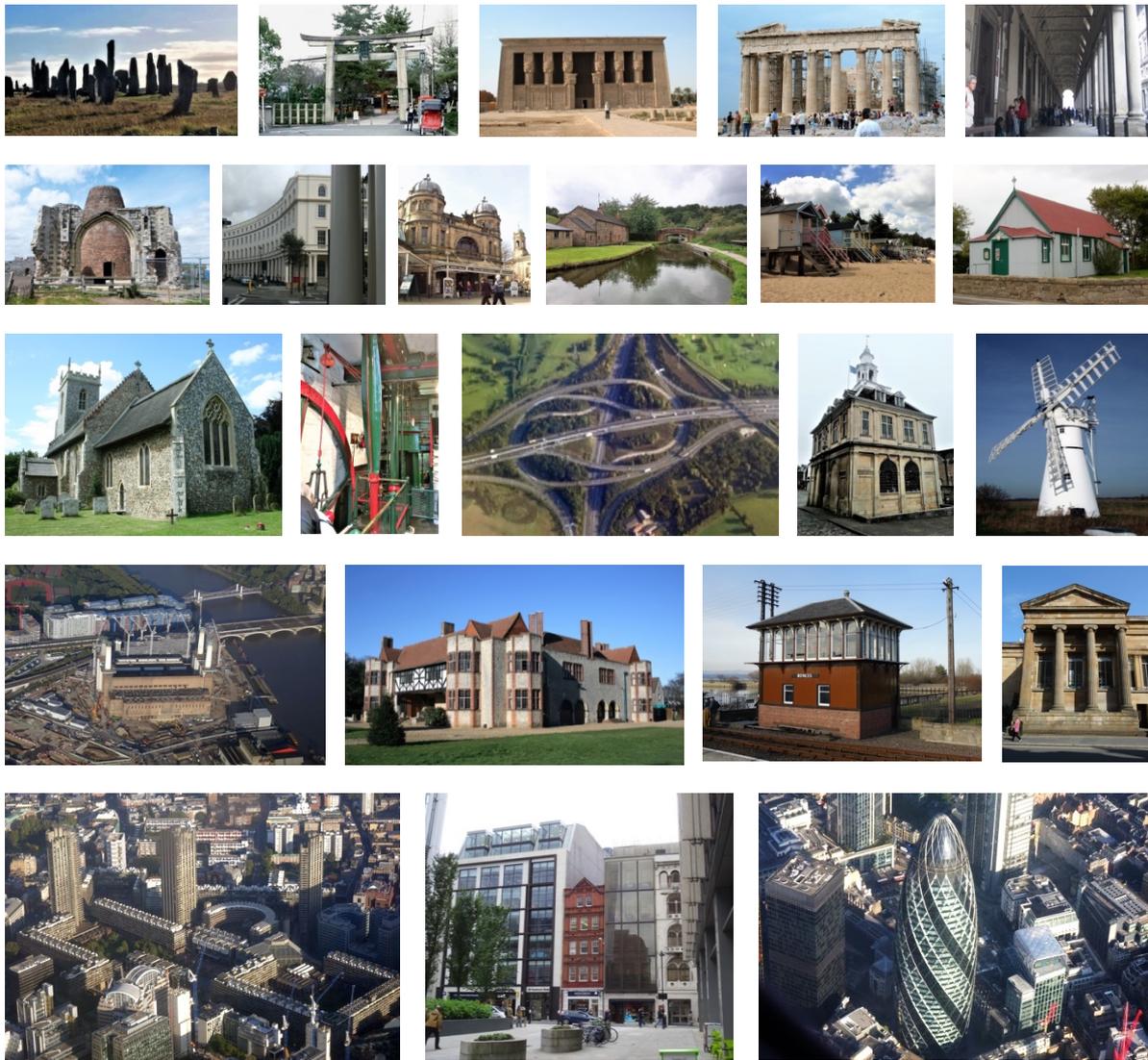
Unit 4: Thumbnail Image Set: Brief Captions (See Full Captions in Unit 6.4)

- 1 Edinburgh Skyline: Illustrates a range of buildings and features
- 2 Forth Rail Bridge: Maintenance access and needs of a World Heritage Site
- 3 Stirling Castle: A State Monument with high visitor numbers
- 4 Peel Castle; How to maintain a roofless structure
- 5 Durham Cathedral: Caring for an operational religious building complex
- 6 Fettes: Responsibility of caring for a significant school building in an urban setting
- 7 Liverpool Metropolitan Cathedral: How well is the modern structure performing
- 8 Hopetoun: The ongoing liability and cost to keep the complex safe and secure
- 9 London: Integrated design of properties in different ownerships
- 10 Lincoln: Keeping work and service needs accessible on a difficult sloping site
- 11 Wood Green: Integrating nature in an urban setting
- 12 London: Inbuilt and designed access issues
- 13 York: How best to represent a historic interior
- 14 Cambridge: Maintaining an innovative design
- 15 Edinburgh: Consequences of installing temporary additions
- 16 Isle of Sark: Accommodating locally applied restrictions
- 17 Edinburgh: Accommodating local customs
- 18 Edinburgh: Accommodation high volume tourist traffic
- 19 Edinburgh: Integrating temporary additions
- 20 Liverpool: Effecting a change of use and purpose
- 21 Leeds: External impact of adaptations to suit modern reuse requirements
- 22 Leeds: Internal impact of adaptations to suit modern reuse requirements
- 23 London: Maintaining a separation between historic and new structures
- 24 Peebles: When is a structure passed its 'sell-by' date?

4.1 Introduction

Understanding the **Worth** of our historic built environment allows us to make appropriate decisions about how it should be protected, repaired and/or re-used. Recognition of **Worth** must underpin planning for all work to the Heritage including its repair, maintenance, use and operation: This alongside a strategic management plan ensuring a structured approach to conservation work.

Conservation projects require a high degree of cooperation between all parties who might own and contribute to them, have an effect upon them or just be interested in it their protection and continuity as a record of history. The historic built environment places a responsibility on all generations who use and value it. At any one time **current generations must recognise that they are merely stewards of the Heritage:** This imposes a responsibility on us all to respect previous generations who created it and to look after it for generations to follow, allowing them to benefit from and use it for reasons specific to them.

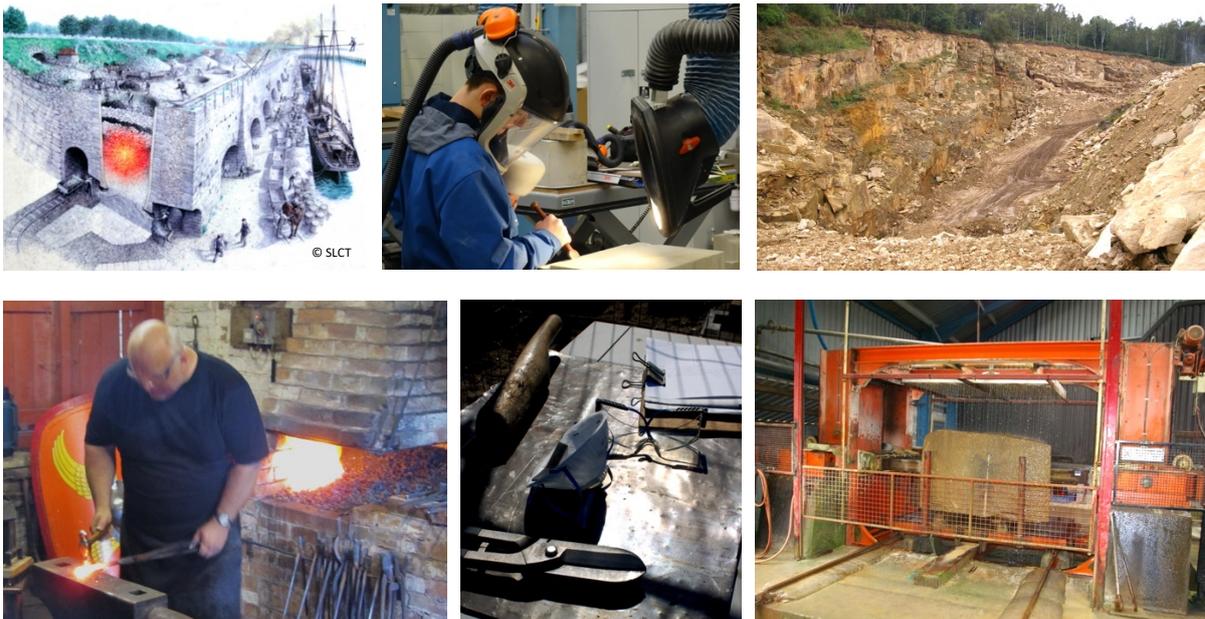


Heritage structures across the ages alongside some modern ones

4.2 Function, Use and Ownership

In any conservation based project whether simple repair, maintenance, or more complex refurbishment and/or change of use, the first and fundamental process is to gain clarity of understanding of the building: Which will include what it is, why it was built, how it was built, why it is important, what its condition is and the impact on **Worth** of what we want to do to it. The results of this initial research will offer pointers to what the building can accept when considering work to repair, refurbish, re-use or change use – the basis of a Plan of action!

Conservation is not about resisting change but more about finding appropriate uses for what might otherwise be a redundant building. Change of use from original to an alternative needs to address whether or not the new use is appropriate, can be accommodated by or is sympathetic to why and how the building was built and what its original use was. **All existing buildings are a valuable resource in terms of contained/embodied energy.** They were built with materials that took effort to find and use. The labour and effort expended on their construction is contained in their fabric. This embodied energy is all part of the **Worth** that we must seek to understand when contemplating change.



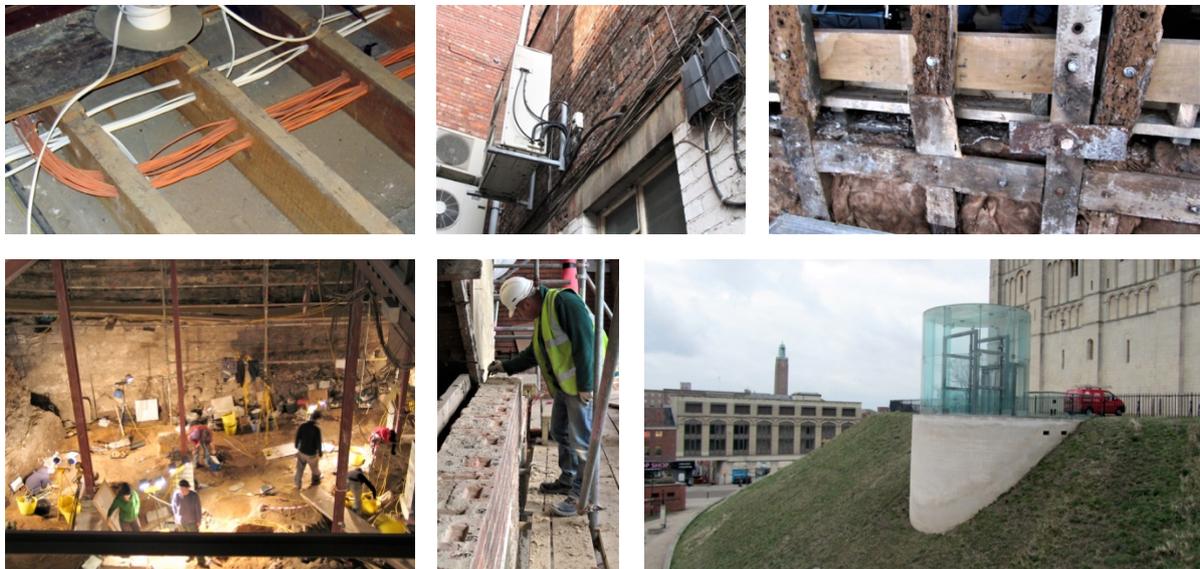
Various traditional building materials, their embodied energy and working techniques: past and present

Most listed buildings in the UK, of all grades, are not in the hands of official bodies such as English Heritage, Historic Environment Scotland, Department of Communities in Northern Ireland, or Cadw in Wales. The majority are owned by private individuals or commercial ventures who may look at the system of protection under law as an imposition and restriction on what they might want to do with their buildings.

But the **law is there to protect the Heritage and has to have powers of enforcement** when owners, either through ignorance of the law or blatant flouting of it, create or contemplate damage to the Heritage.

Again, conservation is not there to resist change its remit is to achieve appropriate solutions to help protect heritage whilst permitting changes that reflect contemporary needs of owners. One of the skills of the conservation practitioner is to be able to explain and negotiate with owners about what is important and appropriate for their building when change is being considered. A conservation based approach may be the first and last line of defence in the protection of the Heritage.

Modern needs for existing buildings can result in pressures that put **Worth** at risk. Introduction of new services like heating and electrical services up-grades, fire protection, public and disabled persons' access and signage can all threaten **Worth**. Sometimes gradual patterns of change that have built up over time are the most 'collectively' damaging. These slow but constant changes can lead to catastrophic loss of **Worth** if not continually monitored and evaluated.



Various images of different degrees of intervention work

Some insurance based impositions to cover risk might also be a threat; the need to up-grade fire or flood protection is a good example. Similarly new Health and Safety requirements contain threats to **Worth** and will require careful consideration to implement.

Simple, constant and in some cases, expanding patterns of use will impose wear and tear risk that must be evaluated prior to any change and their effects reduced as much as possible. The Heritage imposes a need for constant evaluation of risk and harm as new uses develop and wear increases and continues over time.



Buxton

Bangkok

Calke Abbey, Derbyshire

Edfu, Egypt



Blackpool



Blackpool



Calke Abbey, Derbyshire

There is always a balance to be achieved in accommodating public interest/access and necessary change without risk to **Worth**.

For heritage to be appreciated and valued by the general public it needs to be easily and safely accessible and explained. The more we see and look at the Heritage the more we have a chance to appreciate and value it. Explanation of the reasons why it is valuable is part of the work of conservation. Given the opportunity to visit ancient sites, like say castles or stately homes or Florence or Venice, or the pyramids at Giza, the more we are able to relate and value those places through this direct contact. ***Smaller local sites are also valuable in emphasising their Worth by becoming familiar objects offering a sense of place to local people;*** they allow us to experience how people in our community lived and worked in the past. Through these sorts of experiences, we learn what life was like for the people who lived and worked there; either directly by visiting conservation areas, open air museums, industrial museums or looking at historic records and photographs.



Historic Life Experiences



4.3 Property Valuation

The historic built environment is a valuable source of visual continuity – the ***Sense of Place*** that we have discussed. Local environments, national and international places are used by us

to reflect on the past, demonstrated by their continuing presence. People value the Heritage as a way of understanding their past: It adds to the **Worth** that we, as society place on a location, groups of buildings or individual structures. Historic places remind us of how we became who we are and draw us to them as attractive places to visit – sometimes without realising why. These places are icons of who we are and what we have become – they provide social identity therefore we need to protect them from harm.



Exeter



Blackpool



Southwold



Raffles Hotel, Singapore



Myanmar temples



Reykjavik

Places such as those in the images above tell a story about their location, towns or villages that can be seen and appreciated by those who might visit. As an example: the Long Bar in Raffles Hotel, Singapore was frequented by the author Ernest Hemingway. There is a tradition in the bar reflecting Hemingway's habit of eating peanuts whilst drinking Singapore Gin Slings: peanut shells are thrown onto the floor by visitors – a tradition that is still maintained in the Long Bar at Raffles; perpetuating part of the story and history of Singapore!

Very often, what attracts people to an area and its buildings may well be different to the focus of the owners of those buildings. Commercial valuation is very different to social values that attract the general public – this can create a conflict of interest that needs to be evaluated and balanced against long term protection. But what attracts people to an area can be highlighted as the reason for preserving how that area looks. In recognising this and offering that interpretation to owners a clash with commercial interest might be avoided. The need for imposed 'corporate' image values – if allowed to become the principle driver of change – can seriously damage the Heritage and setting. The impact of scale and use of alien materials can cause serious visual harm to settings and locations if due regard is not paid to the impact of new development in an historic setting. But powerful corporate interests can ride roughshod over historical places.



London



Cardiff



Birmingham

Some owners might think that costs associated with conservation are too expensive and restrictive to progress and commercial development but when set against the range of grants that might be available these cost based resistance arguments might be off-set.

Additionally, when balanced against the attractiveness of conservation settings (which draw in customers) then the benefits of conservation might become accepted. Both elements of conservation and commercialism can happily co-exist if both parties understand one another's points of view.

The important catalyst in situations such as these is good and continuing consultation between owners, conservation specialists, local authority town planners and the public.



Edinburgh: Christmas festivities in the heart of the city

Consultation about how and what to conserve should involve all people who might be interested, and this includes the local population, commercial interests, community historical and heritage societies – the 'Stakeholders'.

4.4 Public Attitudes

A *sense of place* is so important to establishing and maintaining community identity and values. Much of this recognised and embedded **Worth** is contained within our historic built environments. Village and town centres are focused by the permanence and familiarity of buildings and their settings: It is this familiarity and permanence that is valued by local people. It reminds them of their past, their heritage and regional distinctiveness: it is part of the story of their community.

A vital part of this process of recognition of their **Worth** can and should be fostered through good communication, education and empowered understanding of what conservation is about: This is the focus and remit of COTAC and these Insight Learning Handbooks.

Clarification of this understanding can be achieved by opening up a building to the general public so that they might experience and have explained the importance of a particular heritage site.

Sometimes to preserve them might mean dismantling and re-building them in a sort of museum setting such as: the Ulster American Folk Park, the Weald and Downland Museum, or in preserved installations like the Gladstone Pottery Museum in Stoke-on-Trent or where a Conservation Area has achieved good recognition and protection such as in Shaftesbury, Dorset. Even relatively modern sites can offer good experiences and a venue for understanding recent history, such as the Imperial War Museum, Duxford: And, many of us will have visited large Country Houses that are privately owned but accessible to the public or managed by the National Trust. All these examples offer an experience of the Heritage and history.



In order above left to right; Ulster American Folk Park, the Gladstone Pottery Museum, Shaftesbury, Dorset, Duxford Imperial War Museum, Blickling Hall Norfolk © Mike Page, Somerleighton Hall, Norfolk ©Mike Page

Investigation is vital to gaining real understanding of **Worth**. But it is also necessary to let the interested general public know what has been done during conservation work so that they understand the methods in which change has occurred and how it was achieved.

This is a very important element of conservation work – recording and making easily accessible evidence of what has happened so that in the future people can understand the work that was done.



Factory in a derelict state before and after conservation/conversion

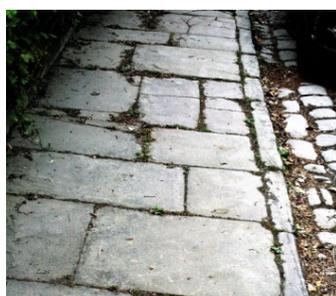


Commemorative and informative plaques

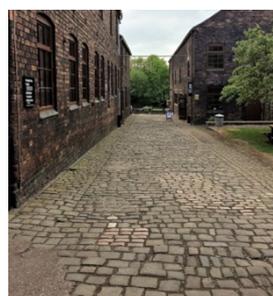
The above left image is of a derelict pottery factory in Stoke-on-Trent before conservation and change of use to a training and conference centre: Included in this work are two commemorative plaques detailing conservation work and the results of research into its history and subsequent change: These plaques offer to the local population and any viewer a concentrated version of the building's history and identifies those people or organisations who helped to conserve it and facilitate a change of use.

4.5 External Factors

One of the most potentially damaging influences on our historic street scenes is the imposition of traffic measures: Whether this is through changing road or pavement surfacing, introduction of street signage, street furniture, guard rails, and general clutter, or by other traffic engineering measures. Excessive signage can be confusing not only to the public but also become detrimental to the visual value of heritage settings.



York stone paving



Granite cobbles



The loss of original road surfacing and rendering or over painting of original brick or stonework can be hugely damaging to visual **Worth**, context and setting.



Loss of original surfacing, signage and general street clutter detracts from the original architectural design rhythm of the buildings

All too often heritage **Worth** is put at risk when blinkered interests are used to implement change. It is vital, therefore, that we raise awareness of conservation as an essential element when change is being considered. There is always a compromise to be made if people who are considering change can be made aware of how those changes might impact heritage **Worth**. This raising of awareness can be achieved through education at all levels of society whether that is via schools or improving the general public's awareness. This also needs to be an education/training target for all levels of society who might directly affect the Heritage including builders, trades people, crafts people and built environment professionals.

4.6 Conservation Strategy

A building's structure may be likened to a human skeleton – offering a framework on which to hang soft tissue or cladding – without the skeleton or structural frame the cladding or soft tissue would be without form. But one without the other cannot exist and equally has no identity. The different types of structural frame might be listed as follows:

- Basic frame, either wooden or steel
- Load bearing walls in stone, brick, or concrete
- Composite where the frame and fabric perform a load bearing role together
- An independent structural frame, off which walls and cladding are hung



Avoncroft



Edinburgh



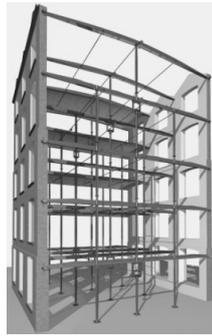
Quarry Bank Mill, Cheshire

The images above demonstrate, from left to right the following types of structural frame: timber framing, stone load bearing outer walls, hidden steel frame and [right] a composite of internal steel columns, floor beams and load bearing external walls. Probably the best, certainly first/earliest, example of a steel framed building with load bearing external walls would be the Flax Mill at Ditherington, Shrewsbury as shown in the images below. It was originally built in 1797 as a five-storey brick external walled and fully fire-proof building specifically designed for flax cloth production. The central 3D section drawing below clearly demonstrates this form of construction with its internal iron columns, steel floor beams and fire resistant cambered brick floors to support the heavy loads of flax mill machinery. This

building was later used as a Malting (William Jones and Son) and is currently (2020) under restoration with English Heritage funding.



Ditherington Flax Mill during its time as a Malting



3D section drawing



Typical floor layout main and subsidiary columns

The public face of any heritage building is not the only aspect of its construction that might require repair and maintenance. The underlying frame or structural skeleton can also be subject to deterioration for the reasons listed previously. Very often this structural framework is hidden or buried within the building fabric and can be very difficult to repair without damage to **Worth**. But unless the frame is sound and stable the rest of the fabric will suffer. Concealed structural elements include foundations: A stable building relies greatly on good foundations for its stability and longevity: If foundations fail then the whole building is placed at high risk. Some early buildings with inadequate foundations have suffered from severe damage or even total loss where poor foundations or ground conditions have been identified as the fundamental threat to **Worth**.



Subsidence caused by poor ground conditions and settlement by abandoned mine workings

But even the best designed foundations cannot accommodate underlying ground problems caused for instance by subsidence from buried, abandoned and decaying mine workings. Many historic structures have been lost or are at risk in areas where mining has been a major industry, as demonstrated in the previous right hand image. Similarly, geological faults or

natural events like earthquakes, landslips or eruptions from volcanoes place the Heritage at risk whilst, in the distant past, such natural forces have been instrumental in creating the geological materials from which the heritage has been constructed.



La Teide volcano, Tenerife; Gullfoss Waterfall and separating Plate tectonics in Iceland reveal the awesome power of nature at work

Throughout history and very much linked to how transport systems have developed, the use of materials in all forms of construction has changed over time.

Initially, local raw materials supplied the basic requirements of buildings, but as time progressed and transport systems improved, non-local materials became available and greatly affected the way buildings looked.



Canals and railways

Being able to understand this fact is a great help when assessing the history and development of buildings. As material use and building development progressed so did the ***risk of long term damage caused by not understanding the effects of using less familiar but newly available materials and construction techniques***: Resulting in buildings and structures not lasting as long as they might have had better knowledge been available. This can pose a major problem for conservation: How is **Worth** affected by correcting earlier errors such as these?

The current requirement to improve our pre-1919 housing stock by retrofitting modern insulation material (to improve thermal performance) threatens historic breathable fabric through the introduction of non-breathable and possible fire risk materials [*such as retrofitting flammable insulated external wall cladding in high rise buildings*]. Unless we fully research and understand the long term impact of such changes then we cannot predict how these will affect the Heritage.



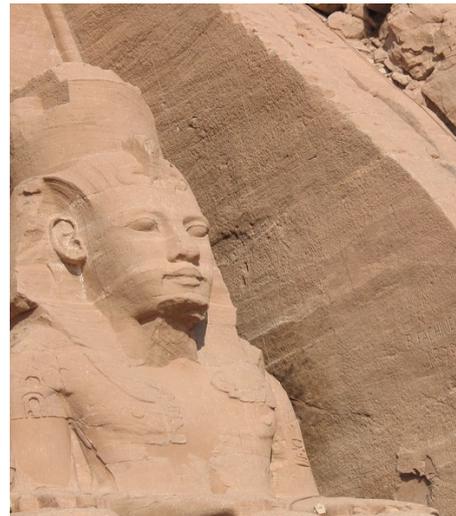
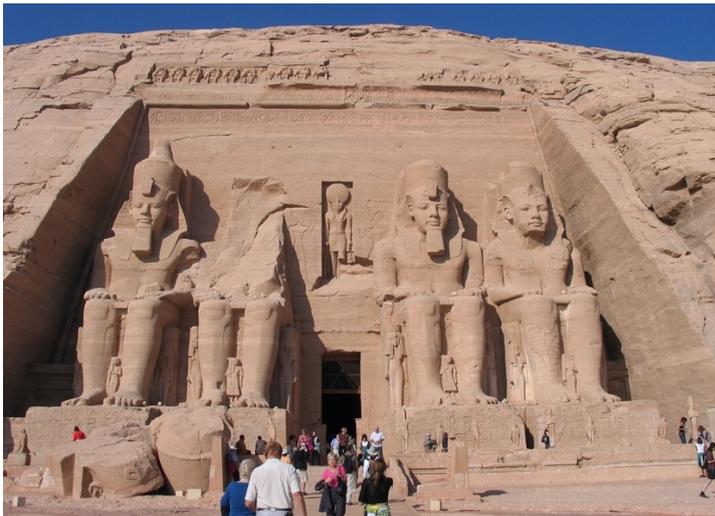
Display panel of potential retrofitted energy performance installations

4.7 An Approach to Caring for Worth

We must always expect the unexpected in our modern world; the Heritage is always subject to risk of damage, whether this is from fire, flood, vandalism, conflict, or terrorist attacks. Part of the role of conservation is to try to anticipate these and similar risks by planning for how they might be dealt with. Such contingency planning might also include how to remove contents and artefacts from a building under attack by fire or flood and how to safely store these until the threat of damage has gone – This by making a hazard/risk assessment management plan.

Our weather is evolving rapidly so we must plan for how we are to protect the Heritage from the impact of aggregated changing climate. Coastal erosion places many heritage sites at risk

of loss, so planning to reduce or respond to such risk has to be part of conservation management. Some risks are man-made however: In 1964 – 1968, the Abu Simbel temple complex adjacent to the River Nile in Egypt, were carefully dismantled and re-assembled by UNESCO away from the rising waters of the River Nile when a new dam at Aswan threatened to flood the temples. The temples with their colossal external statues of Ramesses II, [*known as The Great*] and the adjacent temple with statues of his wife Nefertari, were carefully cut up into pieces, lifted and reassembled 65m higher and 200m away from the risk of rising Nile waters: A massive logistical and costly undertaking at the time.



The temple complexes at Abu Simbel, Egypt: the work to relocate them away from flooding by the River Nile Aswan Dam is evident on close inspection where the bedrock and sculpture had to cut into individual blocks to be dismantled, moved, and rebuilt

But it may be that buildings and structures are not all that might require careful consideration during conservation work: Wildlife whose habitat might be threatened must also be treated with care and caution and a suitable response made to accommodating their needs for what is, in reality, their home too! This will all be part of the complex management strategy that will need to be implemented when conservation projects are undertaken, including what impact such work could have on sourcing the necessary materials.



A variety of simple measures adopted at an operational quarry to encourage ground and aquatic insects and bird life to flourish

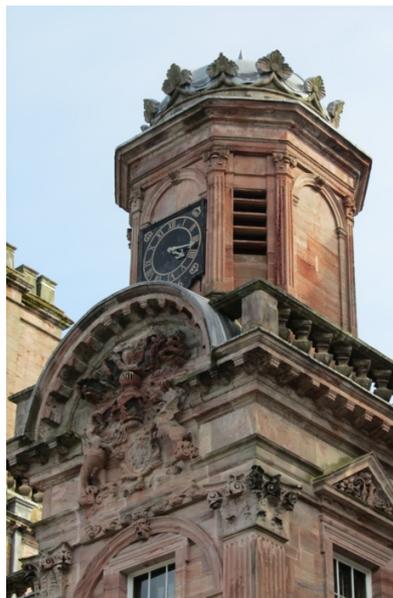
4.8 Legislation

In the UK we have established a system of legislative control focused on the protection of the Heritage. It has many tiers or grades of importance when assessing the **Worth** of the Heritage. But in addition to overall **Worth** there are several categories of importance, protected by law and based on the values that we as a society place upon them. These laws to protect heritage can be in conflict with ownership and use. The law affecting heritage is not necessarily a barrier to use but more a system to protect **Worth** and historic record in the long-term interests of past, present and future generations. Under current UK legislation these tiers or grades are described as follows in their order of importance:

1. *Scheduled Ancient Monument (like Stonehenge)*
2. *Listed buildings – in various categories across the four Home Countries*
3. *Conservation Areas – where group and setting is considered important*
4. *Designated Parks, Garden and Landscapes*
5. *Shipwreck and Battlefields*



Barnard Castle Scheduled Ancient Monument



Drumlanrig Category A listed building



Wood Green Conservation Area

Each of these grades will have quite different needs, so understanding those needs is important. But in addition to these rather important bits of heritage there are many others that are important to their local area and population that also require dealing with in an appropriate way.

Local planning authorities are empowered to compile their own local lists of heritage where such buildings or areas are of significant local importance and require some protection from harm. This might include buildings such as: Those with local architectural interest, buildings or areas demonstrating traditional or historic industrial processes, landmark buildings or gardens or buildings marking local events.



Examples of local list buildings and structures

Buildings fall into disrepair for many reasons: they become redundant, they no longer offer useful space for industrial processes, ownership identity may have been lost resulting in general neglect: As a result they become at risk.

National governments of the four home Countries making up the UK, are empowered to put together an At Risk Register or list of buildings that for whatever reason are at risk of loss.

These risk lists are known as Buildings at Risk Registers or BARs.

The Town and Country Planning Acts have provision for local authorities to pursue owners of buildings that are at risk of neglect, damage, or loss of **Worth**. These provisions follow a strict order of progression, initially giving notice to owners that repairs are necessary and must be carried out. As a last resort, local authorities can fine reluctant owners or, even compulsorily purchase the building and/or carry out repairs with the intention of pursuing original owners for cost recovery.

There is also the issue of internationally important sites: These are awarded special status as World Heritage Sites administered by United Nations Educational and Cultural Organization, [UNESCO] and designated by the World Heritage Convention.

As of June 2020, there were 1,121 such sites across 167 countries, with three countries, China, Italy, and Spain having the most. These sites are judged and identified by established Criterion to create a list of *“cultural and natural heritage around the world considered to be of outstanding value to humanity.”* The range of identified sites and locations vary considerably in high levels of significance and value, as the following diverse examples show.



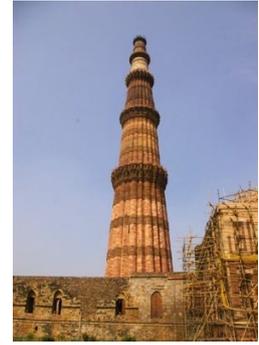
Todai Ji Nara, Japan



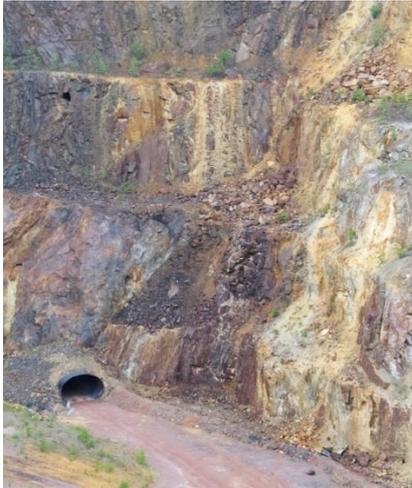
Tel Aviv, Israel



Trogir, Croatia



Qutb Minar, India



Falun, Sweden



Schonbrunn, Austria



Cesky Krumlov, Czech Republic

4.9 Re-use

Not all heritage buildings are capable of conversion to an alternative use, but some are and it is the ability of the Heritage to change to an alternative, minimally damaging use that offers an alternative to loss through demolition and replacement. ***In this change from original use to new, the basic five principles of conservation should be applied:***

1. ***Minimum intervention***
2. ***Minimum loss of authenticity***
3. ***Minimum loss of fabric***
4. ***Reversibility***
5. ***Absence of deception***



Absence of deception





Examples of re-use by conversion

The principle of re-use offers good sustainability compliance – it is far better to re-use by conversion than to lose a heritage building to demolition and replacement.

But an increasing rate of ***urban dereliction and decay alongside change in shopping habits is leaving many shop units vacant and neglected leading to serious damage to historic town centres and townscapes.*** This creates a serious and difficult problem for urban planners and conservation specialists but does emphasise the fact that such issues are as embedded in conservation thinking as much as any other conservation specific challenge.



Queen Street shop Burslem, Stoke-on-Trent – original design drawing and current state

Even simple, but ill-considered removal of an existing shop front (as seen in the images above) and replacement with a ‘modern’ one, completely detracts from the original architectural design. This Arts and Crafts building, sadly, is now in a state of dereliction and currently (2020) being considered for demolition although many other locations can offer a beacon of hope through appropriate consideration and sensitive detailing to meet clients’ needs.



Client needs accommodated before and after conservation.

4.10 Funding

Difficult economic times make the sourcing of money for conservation projects very difficult: What might once have been a relatively easy source of funding becomes difficult as contemporary economies shrink and money is less readily available.

Funding and grant applications can be very bureaucratic and involve a lot of time and effort in their application. Local authorities and even central government sources are looking to cut back on money available for grant support. The most important consideration will be matching appropriate funding sources with individual heritage projects. Some funding sources might conflict with heritage building owners thinking – the Heritage Lottery Fund might not be acceptable to say, a religious organisation who could consider gambling something with which they would not want to be associated.

Some sources of monetary support for conservation might impose conditions on the finished project that could be in conflict with conservation management – such as increased access and resultant threat of additional wear and tear. This is especially important when dealing with sensitive environmental stability.

Building Preservation Trusts are organisations specifically set up with individual conservation projects in mind. The benefit being that Trusts established to deal with a particular asset conservation will have that asset as its specific focus - thus being much less in conflict with outside/separate funding organisations with a more generalised outlook.

Regulatory cost impositions, such as VAT, impose costs that are a drain on the finances of a project without adding to what can be achieved. Some projects like churches can be subject to none, if any, costs associated with Value Added Tax. In the UK there is an on-going issue with VAT that conservation work has to deal with. Repairs and renovations are subject to VAT at the Standard rate of 20%, whereas new work like extensions and alterations are zero rated. This seems to conflict with the basic principle of wanting to support repairs, maintenance and renewal work, which is the basic focus of any conservation work.

So, the 'art' of conservation project management must include abilities to seek and source support from funding organisations that are sympathetic to each project's focus and needs and vice versa.

4.11 Income

In addition to seeking 'outside' sources for funding, conservation projects might also be able to self-fund much of the work necessary; generating money via say entrance charges and event fees. Many large locations are used for community events like weddings and conferences, thus generating money to help maintain and preserve an historic building. Large country estates like Longleat, in the UK, have also diversified by providing a safari park within the grounds to attract visitors. The money from entrance fees providing urgently needed money for conservation work not only for the estate grounds but also the maintenance and up-keep of the main house and subsidiary buildings.



Schonbrunn Place: Visitor entrance and reception area with facilities adopting a 'plug-in' approach with the original fabric

Open Air Museums provide visitor experiences focused on a particular aspect of industry, history, or archaeological interests through dismantling, relocating, and re-constructing buildings from historic towns and villages to provide visitors with past lifestyle experiences. These relocation sites, though somewhat '*false*' in their remit are nonetheless able to provide visitors with an experience of original historical locations and context. Others, preserved and conserved in their original location, provide a more complete and authentic experience for visitors.



Duxford Imperial War Museum



Gladstone Pottery Museum



New Lanark Mill and village

Heritage centres might also generate income from providing sites and venues for film and television productions – familiar locations being Doune Castle near Stirling as the location for a Monty Python film, or Highclere Castle in Hampshire, used for the set of the Downton Abbey TV series, here serendipitously providing an insight into historical social situations and lifestyles, and welcome income to help with the cost of up-keep and on-going maintenance.



Edinburgh Castle



Norwich Cathedral

Providing for visitor needs, like catering and cafe facilities in addition to site-specific sales of local merchandise and publications, can also become a useful source of additional income.

4.12 Promotion and Appreciation

We all value our historic environments for a variety of reasons, not all with total clarity about why we value it or what its **Worth** is to us. One of the central remits for conservation is to be able to research and explain **Worth**. To do this, effectively, embodied **Worth** needs to be promoted so conservation specialists have to be able to teach us about where our knowledge might be limited. In so doing we are helped to gain a better understanding of the Heritage and thus value it better. Conservation specialists also need to ask us why we value something so that its value to us can be better presented and understood – it is, essentially, a two-way process with both parties learning from each other.

But just how should conservation professionals go about this:

In previous sections of the document, we have looked at how installations like open air or living museums, industrial museums, grand country houses and similar heritage sites are used not only to promote but also to gain income from the Heritage. Recent TV programmes like *Flog It*, *Antiques Roadshow*, *Fake or Fortune*, *The Repair Shop*, *Historic Royal Palaces*, etc offer good insight into the value of the Heritage. These programmes, alongside others focused on archaeology like *Digging for Britain* help to educate us into the value and **Worth** of the Heritage.

This, along with many locally focused interest groups and volunteer organisations, all help to raise the profile of the Heritage as a subject. ***But is there a hidden danger of over promotion resulting in damage through excess use? This and similar problems of increased wear and tear need to be factors considered in any promotional exercise.***

In remotely located sites, there is a problem of car parking and wear to estate roads that are not or have not previously been used for increased motor vehicle movement. The cost of estate road up-keep and maintenance is a cost to set-off against income. Similarly, there might be a problem with increased Health and Safety issues and any associated insurance implications covering use or risk avoiding measures. With visitors comes an associated risk of injury and this risk can incur cost.



A wide variety of places are available to explore and experience how the Heritage teaches us about the past

Well sited well designed and probably newly built *Visitors' Centres* can provide a centralised focus for information panels, books, cafes, and souvenir sales away from heritage buildings and therefore help diminish wear and tear risk to them. Similarly, car parking sited away from the main heritage encourage visitors to stroll from car park to main building, appreciating its visual impact along the way.

Alongside this potential for increased use of the Heritage is a risk that, whilst attracting the public, there is also a need for additional signage. Whether this is directional or informational carries with it a risk of visual damage caused by too many and too prominent signs. Always in the back of the mind for organising promotional material should be an awareness of the hazard of too much and too many banners and signs - which can seriously detract from the Heritage: So careful thought is needed to ensure that sign clutter is avoided.

All heritage locations attract interest, and it is this attraction which makes people want to see and experience it. Increasing visitor numbers, whilst important in promoting the Heritage, can create damage through excess use and consequential wear and tear. So, planning for control of numbers of visitors may be an important element of conservation management. The following two images demonstrate different consequences resulting from visitor pressure.



Edinburgh Festival crowd control requirements



Brussels: Tactile engagement can be visually and physically disfiguring

4.13 Conclusion

Understanding and management of the Heritage is a complex process affected by many factors both within and outside issues solely focused on conservation. It is an interactive process involving many and varied actors, some of which might be contradictory and controversial. Conservation and protection can be justified on many grounds:

- Social
- Cultural
- Economic
- Environmental
- Combination of all the above – and so are complex and difficult to manage

Our heritage within the built environment and its associated landscape or setting will be subject to various changes over time. In our modern world the Heritage is subject to many pressures in order to accommodate current needs and uses: So change is inevitable. It is the function of conservation to try to accommodate these pressures for change whilst assessing their impact and minimising their effect on **Worth**. So on-going management covering all the issues that affect the Heritage is a vital part of its continuing existence and protection. Not all heritage buildings can be saved so we must choose carefully what where and how to conserve and protect the most valuable.



New Lanark Education Room (with Writing Slates in the foreground, not Tablets!)

The next generation of our population will become stewards of our heritage – it is vital that, embedded within their education (from an early age) are elements raising awareness of the values and importance of the Heritage. This is the remit of the COTAC Insight series. The following Unit 5 deals with these issues in greater detail

Unit 4 Questions (Answers are based on wording contained in Unit 4)

1. List seven types of classification or grades for heritage buildings and sites that are internationally and nationally awarded protection.
2. What must current generations realise is their role
3. How or why are existing buildings a valuable resource?
4. Why is Heritage Law there and what is its basic power in looking after the Heritage?
5. Complete the following sentence: ***For heritage to be appreciated and valued by the general public it needs to ...***
6. Complete the following sentence: Complete the following sentence: ***Smaller local sites are also valuable in emphasising the Worth by becoming familiar objects offering a ...***
7. In situation such as resistance from owners of the Heritage what is an important catalyst in talks between owners and conservation specialists?
8. What is the most damaging influence on our historic street scenes?
9. Throughout history what factor has influenced how local buildings use materials in their construction and also how they look?
10. What might a building's structure be likened to?
11. What concealed element of construction has the most important influence on a building's stability?
12. As material use and building development progressed so did the risk of long-term damage caused by what?
13. Define how local planning authorities might protect heritage sites that are specific to their local area?
14. What is the name of the register that UK national governments are empowered to make in order to protect the Heritage that is under hazard of loss?
15. How and by whom, are internationally important sites, offered protection?
16. When a heritage site is being considered for an alternative use, what are the five basic principles of conservation that need to be adopted?
17. In our town centres in the UK what factors in addition to urban dereliction place the Heritage at risk?
18. Complete the following extract from the section on *Funding*: ***So, the 'art' of conservation project management must include abilities to ...***
19. What is the **hidden** danger in promoting the Heritage?

Unit 4 Answers

1. World Heritage Sites, Scheduled Ancient Monument, Listed Building, Conservation Area, Designated Gardens and Landscapes, Battlefields and Shipwrecks
2. Stewards of the Heritage
3. ***All existing buildings are a valuable resource in terms of contained/embodied energy.***
4. ...the ***law is there to protect the Heritage and has to have powers of enforcement***
5. ***...be easily and safely accessible and explained.***
6. ...a sense of place to local people.
7. ***...good and continuing consultation between owners, conservation specialists, local authority town planners and the public.***
8. ***...the imposition of traffic measures***
9. Transport system development
10. A human skeleton
11. Foundations
12. Not understanding the effects of using less familiar but newly available materials and construction techniques
13. By compiling ***their own local lists of heritage where such buildings or areas are of significant local importance and require some protection from harm***
14. Buildings at Risk Register or BARs
15. By awarding World Heritage Site status by UNESCO
16. Minimum Intervention, Minimum Loss of Authenticity, Minimum loss of Fabric, Reversibility and Absence of Deception
17. ***...change in shopping habits***
18. ***...seek and source support from funding organisations that are sympathetic to each project's focus and needs and vice versa...***
19. Damage through excess use