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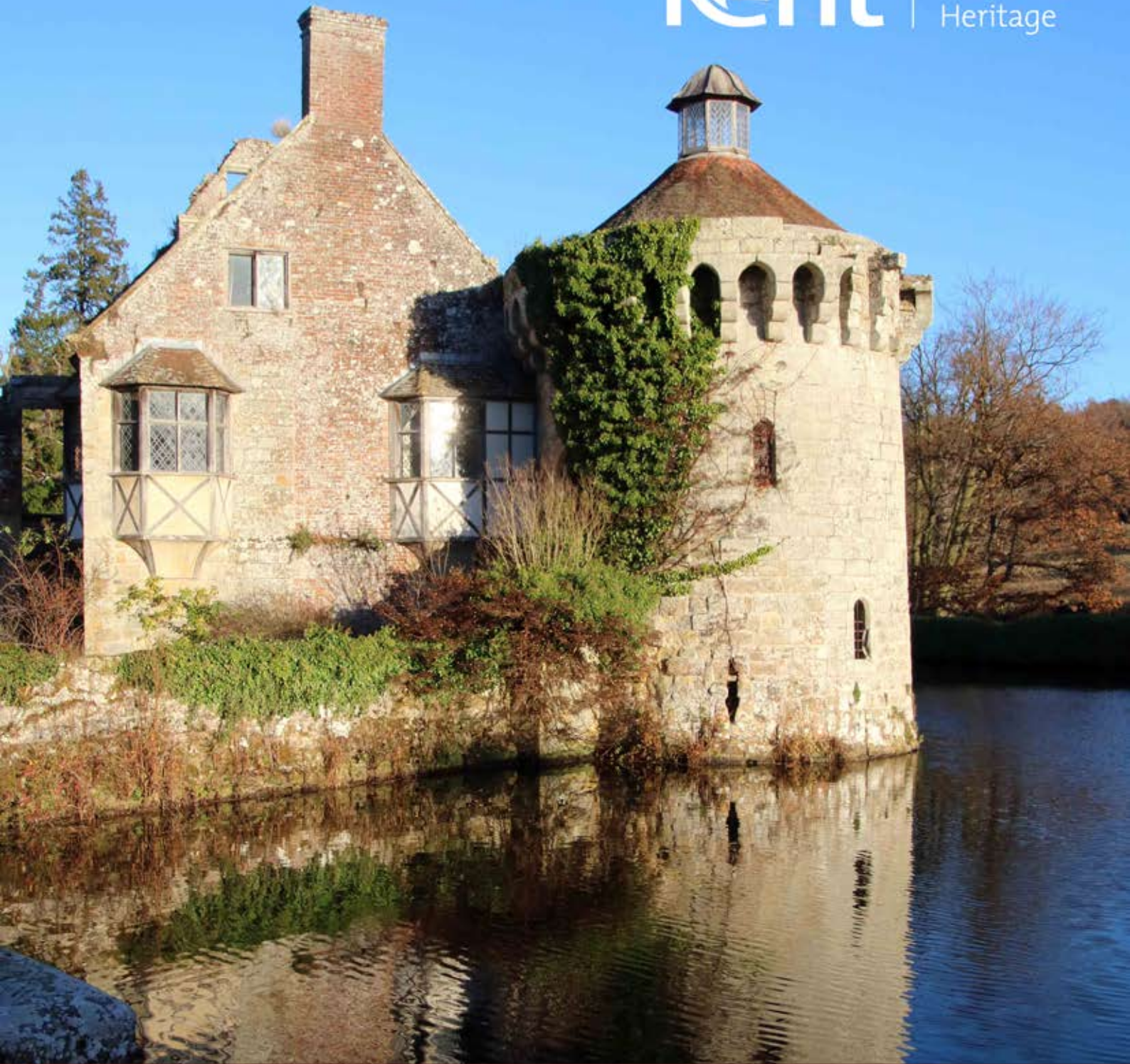
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# Historic Kent

## The Value of the County's Heritage Sector

David W. J. Gill, Christopher Moore and Jon Winder

*Cover*

**Scotney Castle.** © David Gill

*Back Cover*

**Richborough Roman Fort.** © David Gill

Centre for Heritage, University of Kent

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## Report Summary

The report builds on the data brought together in the RSA Heritage Index (2020). It identifies four key heritage themes in Kent: coastal heritage; Christian heritage; historic houses; and natural heritage and historic landscapes. These themes embrace elements such as the Roman forts of the Saxon Shore; Dover Castle; the artillery forts of Henry VIII; coastal resorts; the UNESCO World Heritage site of Canterbury; the cathedral city of Rochester; historic houses including Knole and Chartwell; and the Kent Downs Area of Outstanding Natural Beauty (AONB).

Three case studies relating to local authorities are presented: Canterbury, Dover, and Folkestone and Hythe. These show how each of the areas has been able to use its heritage assets to develop its tourism economy, and to attract significant funding from the NLHF.

A summary of the key themes of heritage strategies from local authorities across Kent is provided to indicate how local heritage assets are perceived as part of their local communities.

A consideration of the social benefits of heritage includes a reflection on the UK Government's Levelling-Up agenda and its interaction with the heritage sector.

The economic benefits of heritage are underlined by the scale of NLHF awards made to projects in Kent, as well as the value of tourism, in part driven by heritage attractions and assets. Heritage projects in Kent were awarded over £79 million in grants from NLHF from 2013 to 2020. The largest amounts were for £13.7 million for the Canterbury Journey awarded to Canterbury Cathedral, £4.8 million for Chatham Historic Dockyard Trust, £4.6 million for the Maison Dieu in Dover, £4.6 million for the Sheerness Dockyard Church project, and £3.4 million for Chartwell.

The COVID-19 pandemic has caused a major fall in income from tourism for the county from £4.1 billion in 2019 to £1.6 billion in 2020. This included a fall of 61 per cent on day trips, and 60 per cent on overnight trips. This had an impact on employment in the tourism sector accounting for a drop of 39 per cent to 50,026 individuals. The fall in income due to the pandemic is particularly noticeable for Canterbury with a loss of over £300 million, while Medway and Thanet both saw losses over around £200 million.

The report reflects on the challenges facing heritage in Kent. In particular, it considers the way that the public have been engaging with built heritage, museums, and archives. Solutions include integrating the historic built environment with related objects and documents that can be found in museums and archives within the county.



## Introduction

This report seeks to develop the earlier analysis of the RSA Heritage Index (2020) data for Kent and to explore some of the key themes that were presented there (Gill and Matthews 2021). The research was conducted under the auspices of the Centre for Heritage at the University of Kent and was funded by the Division for the Study of Law, Society and Social Justice. It formed part of a wider project, ‘Heritage Engagement in a Regional Setting’, looking at heritage themes for Kent, Essex, Suffolk, and Norfolk as part of an initiative by Eastern Academic Research Consortium (EARC) (Gill et al. 2022).

This report on Kent draws on a range of data sources including Historic England’s ‘Heritage Counts’ series of reports (see Historic England 2020b), grant awards from NLHF, visitor data from the Association of Leaving Visitor Attractions (ALVA), and tourism data from Visit Britain and Visit Kent.

Time and space did not permit detailed analysis of each local authority in Kent. However, we have selected three—Canterbury, Dover, and Folkestone and Hythe—to explore some of the data relating to the importance of heritage for local communities. The themes of the Climate Crisis, Levelling-Up, Heritage Crime, and Heritage and the Digital Sector (DCI) are explored in more detail in the parallel EARC report that covers a wider area (Gill et al. 2022). Some of the issues that have been raised by the Levelling Up atlas for the Thames Estuary (Thames Estuary Growth Board 2021) have been explored elsewhere (Gill and Ward 2021).

This report contains a review of the county and local authority heritage strategies, and a series of case studies. It emphasises the social and economic benefits of heritage for people who reside in Kent. This report is intended to encourage discussion about how heritage can be valued as part of the experience of living in the county.

It also explores some of the challenges facing heritage in the county including pressure on local authority budgets, the cost of living crisis, public participation with heritage, and environmental changes.



## RSA Heritage Index (2020)

The most recent iteration of the RSA Heritage Index was issued in the autumn of 2020 and an analysis of the data appeared in the summer of 2021 (The RSA 2020; Webster 2020; Gill and Matthews 2021). The report included an overview of the data for each authority, along with sections on the Historic Built Environment; Museums, Archives and Artefacts; Landscape and Natural Heritage; Participation in Heritage; and NLHF Grants. There was a section on heritage potential that reflected on which areas were rich in heritage but had not perhaps used the assets to their full potential.

Six authorities in Kent were placed in the top 100 for England: Tunbridge Wells (36), Dover (49), Swale (61), Thanet (63), Canterbury (67), and Medway (90). Seven authorities had improved on their position from the 2016 iteration of the Heritage Index: Ashford (+61), Dartford (+46), Dover (+35), Canterbury (+23), Folkestone and Hythe (+3), Thanet (+3), Gravesham (+1).

Particular strengths (ranked in the top 100 for England in a specific category) in the county include:

Historic Built Environment: Dover (49), Canterbury (72)

Museums, Archives and Artefacts: Tunbridge Wells (74), Canterbury (86), Dover (91)

Industrial Heritage: Thanet (10), Medway (30), Dover (41), Swale (57)



Figure 1. Walmer Castle © David Gill

## Overview of Heritage in Kent

Built heritage in Kent ranges from prehistoric burials mounds such as Kit's Coty House, to the defence works and fortifications of the Second World War. Heritage in Kent can be placed within four main themes:

- Coastal Heritage
- Christian Heritage
- Historic Houses
- Natural Heritage and Historic Landscapes

### Coastal Heritage

In the final stages of the Roman occupation of Britain, a series of forts were constructed to defend what was known as 'The Saxon Shore'. Among them were the bases at Richborough and Reculver where substantial remains can be seen. There are remains of the fort at Lympne Castle. Substantial remains of the Roman lighthouse, 'Pharos', can still be seen within the grounds of Dover Castle.



Figure 2. Richborough Roman fort © David Gill

Dover Castle served as a key citadel against the threat of invasion from continental Europe. Its use by the Crown and Military continued well into the mid-20<sup>th</sup> century, with public access periodically being granted as early as the 19<sup>th</sup> century (Anon. 1902). It is still open to the general public daily as well as on a holiday let basis: two lets within the grounds all under the custodianship of English Heritage.

Following Henry VIII's break with the Church of Rome, England faced the threat of invasion from France and a series of artillery forts were constructed to protect possible landing sites. Two particularly fine and surviving examples can be seen at Deal and Walmer which were constructed between 1539 and 1540 to protect the beaches to the north of Dover. A third, now lost sister castle was also built at Sandown just north of Deal. Demolished in the late C19th, new research is showing how this forgotten castle was disassembled and the stone used to build a number of important heritage assets along the coast of Deal (Moore 2022). Further up the coast, an Elizabethan artillery fort to protect the Medway was constructed at Upnor in 1559. It was placed on the approaches to the naval dockyard at Chatham.



*Figure 3. Deal Castle © David Gill*

The threat of Napoleonic invasion was met by the construction of artillery emplacements known as Martello Towers around the Channel and North Sea coasts at regular intervals. These Towers exist in various states, some heavily dilapidated, some converted into houses, and some are still used by British Army to this day. The tower of Dymchurch is well preserved and under State Guardianship (Chapple 2014, 42–43, fig. 13). A further defence, the Royal Military Canal, was constructed to restrict the movement of any invading force and is used today for a number of popular leisure pursuits including boating and fishing. The Hythe Venetian Fete is held on this water annually and dates back to 1891, the fete invites locals to charter their own highly decorated boats for various prizes. Another popular historic attraction in this area is the Romney, Hythe and

Dymchurch Railway one of the longest and oldest light railways in the country which has been operating since 1927.



Figure 4. The Military Canal © David Gill

The threat of invasion following the evacuation of the Allied forces from Dunkirk saw the rapid construction of major defences in the south of England (Smith et al. 2012). A flavour of the World War 2 defences can be experienced at Dover.

The Historic Dockyard at Chatham is a maritime museum on the site of the former Royal Naval dockyard, which was first established in the 16<sup>th</sup> century. It closed as a naval dockyard in the late 20<sup>th</sup> century and since then it has been converted into a popular tourist attraction with a number of exhibitions, interactive displays, museums and historic warships. It also has developed a lucrative niche with its well-preserved buildings across the expansive and diverse 80-acre site by attracting filmmakers from both the BBC and Hollywood. This has subsequently allowed the site to attract tourists who wish to see where various films and TV programmes have been shot.

The long closed and former Royal Dockyard at Sheerness on the Isle of Sheppey is currently going through a process of transformation after having secured a grant of £4.2m from the National Lottery Heritage Fund to restore the Dockyard Church. Likewise, the local authority is also looking to undertake some restoration works at the nearby historic Boat Store, which is the oldest surviving example of a multi-storey iron-frame structure in the world.



Figure 5. Margate harbour © Caroline Gill

Margate began attracting tourists in the 19<sup>th</sup> century, which was accelerated by the new railway connections from London, and by the middle of the 20<sup>th</sup> century, it had well established itself as a popular holiday destination for British people. Popular attractions such as the Theatres, Wherries, Dreamland theme park and the long sandy beach attracted visitors in their millions. With the advent of foreign package holidays and other factors, the area had a slow decline in the latter half of the 20<sup>th</sup> century. At the turn of the last century and to this present day, Margate's fortunes have improved through a series of coordinated restorations which sought to stop this decline. One of the main catalysts for this restoration was the installation of the Turner Gallery, other notable improvement works include the restoration of the Dreamland Park, the railway station connected to the High-Speed line to London in 2009, the new Margate Caves visitor centre, the experimental 3G living house and other residential living improvements targeting derelict buildings as delivered by the revised Borough Plan, and the Westwood Cross Centre. This regeneration has brought great investment and an increase in visitors (particularly once again from London) with some locals colloquially referring to the town as "Shoreditch-on-Sea". Other coastal towns in Kent have looked to the success in Margate and have implemented their own plans to reduce or prevent any decline. Great examples of this can be found in Whitstable and Folkestone, with the latter's Triennial Art festival being incredibly successful.

## Christian Heritage

Canterbury Cathedral lies at the heart of Anglican Communion and is part of the only UNESCO World Heritage Site in Kent. One of the most important monastic foundations in Kent can be found at St Augustine's abbey just outside the Roman boundary of Canterbury. It can be traced back to the 6<sup>th</sup> century, although the abbey church was constructed in the late 11<sup>th</sup> century. A Saxon style cross marking the spot where Augustine landed in Kent in 597 can be seen in Thanet: this was placed there in 1884 and inscribed with a Latin text written by Dr Henry George Liddell, the father of Lewis Carroll's 'Alice'.



*Figure 6. St Augustine's Cross, Cliffsend © David Gill*

Rochester Cathedral stands adjacent to the Norman castle on one of the strategic routes through Kent. Temple Manor in Strood, opposite Rochester, was presented to the Knights Templars by Henry II by 1159. The medieval hospital of Maison Dieu at Ospringe was granted royal status by Henry III in 1234.

Bayham Abbey sits on the Kent-Sussex border. This Premonstratensian foundation dates back to the early 13<sup>th</sup> century. It currently sits in grounds modelled by Humphrey Repton who was active at Bayham in 1799 and 1814.

## Historic Houses

Kent contains a large number of historic houses. Six properties have been placed in the top hundred most significant historic houses in England: The Knole (in the top 20); Godinton Park, Hever Castle, Ightham Mote, Leeds Castle, Penshurst Place, and Restoration House in Rochester (Jenkins 2003, xxxiv–xxxv).



*Figure 7. The remaining and unoccupied sections of Otford Archbishop's Palace © Christopher Moore*

There have been thirteen Archbishop's Palaces in Kent at various times in history (there was originally seventeen spread across Sussex, Surrey and Kent). Most were constructed within grand manors either held by the Church or the Crown. Within Kent, the palaces were also used by the Crown, most extensively by Henry VIII. The palaces were: Canterbury (which is still used by the Archbishop of Canterbury today), Wrotham, Maidstone, Otford, Knole (Sevenoaks; the home of Thomas Bouchier, Archbishop of Canterbury), Charing, Aldington, Saltwood, Tenham, Gillingham, Wingham, Ford, and Bekesbourne (Hasted 1799a). Of these Kent Palaces only half still remain in some form or another, these range from mere ruins to significantly developed houses such as The Knole in Sevenoaks (cared for by the National Trust). Both Charing and Otford have seen significant progress in the last decade with the aim of respectively restoring the fabric of both via volunteer trusts. Unfortunately, Charing's progress is said to have stalled in the last year, whereas Otford has secured funds for a comprehensive restoration that aims to turn the ruinous remaining parts of this former grand palace into a



learning and community space (these works were ongoing at the time of writing). Likewise, Maidstone Palace is believed to be transitioning from state used offices and registry to a luxury hotel in order to secure its long-term preservation.

Leeds Castle was established by Edward I, but the Wykeham-Martin family rebuilt the home in the Gothic style in the 1820s. Some of the properties in Kent are linked to prominent individuals such as Down House, near the village of Downe, that was the home of Charles Darwin, and Chartwell, near Westerham, the home of Winston Churchill.

#### Natural Heritage and Historic Landscapes

Popularly known as the Garden of England, Kent includes a number of iconic landscapes. The White Cliffs of Dover is perhaps the most renowned and significant for its contribution to a sense of national and regional identity. Other notable landscapes include the Kent Downs Area of Outstanding Natural Beauty (AONB), historic Romney Marsh and the shingle of Dungeness. Between the North and South Downs, the villages and rolling countryside of the Weald hide historic mills and Kentish oast houses. The county is also home to over sixty listed parks and gardens, including Sissinghurst, Penshurst Place and the national pinetum at Bedgebury. A number of listed public parks have benefitted from National Lottery Heritage Fund investment in recent years, including Mote Park, Dunorlan Park, Kearsney Court/Russell Gardens, and Victoria Park in Ashford. Kent also has eleven National Nature Reserves, ranging from the ancient woodland at Blean and chalk grassland at Wye and Lydden.

The Kent Downs AONB is currently part of a project to look at the feasibility of UNESCO Global Geopark Status or World Heritage Status for the Strait of Dover (Kent County Council 2020b). The Hoo Peninsula has been the subject of a landscape study (Historic England 2015).



Figure 8. The ruins of St Augustine's Abbey, Canterbury © Christopher Moore

## Heritage Organisations and Assets in Kent

### Organisations

- National organisations including English Heritage, National Trust and Landmark Trust
- Small, local voluntary organisations that manage museums, nature reserves and other heritage assets
- Local Authority owned buildings and landscapes, from KCC's windmills to individual registered parks, such as Dane John Gardens in Canterbury or Dunorlan Park in Tunbridge Wells.
- Privately owned heritage, like Elmley National Nature Reserve or Quex House
- Partnerships that promote heritage engagement, such as the Wheels of Time programme that promotes young children's engagement with museums and heritage sites across Kent



*Figure 9. Both Margate (pictured) and Ramsgate Railway Stations have recently replaced their C21st corporate colour schemes with their original 1920s colours as part of a wider railway heritage scheme 2022 © Christopher Moore*

## Assets

Heritage assets in Kent include:

- Internationally significant heritage assets such as the Canterbury Cathedral, St Augustine's Abbey and St Martin's Church UNESCO World Heritage Site
- Nationally significant built and landscape heritage
- Over 17,000 listed buildings, including grade-I Dover Castle, Chilham Castle, village churches and medieval barns
- Over 350 scheduled monuments
- 61 registered parks and gardens, including grade-I listed Knole, Sissinghurst, Scotney Castle, Penshurst Place and Hever Castle
- Iconic landscapes such as the White Cliffs of Dover or grade-I listed parks and gardens, along with local nature reserves and green spaces
- Industrial heritage including mills, sailing barges, light ships, mining and railways
- A wide range of museums and heritage attractions, from the Historic Dockyard Chatham and Dreamland to local museums, heritage centres and the county archive in Maidstone

## English Heritage sites in Kent

English Heritage properties in Kent feature prominently in the selection by Simon Thurley, former Chief Executive: four out of the 36 properties (Thurley 2012). This includes Richborough Roman fort, Lullingstone Roman villa, Dover Castle, and Down House in Kent. Unstaffed properties in Kent are described in the Heritage Unlocked series; features include medieval coastal defences (Elliott 2005).

### *Prehistoric*

Kit's Coty House and Little Kit's Coty House



Figure 10. Lullingstone Roman villa: Europa and the bull © David Gill

*Roman*

Lullingstone Roman Villa  
Reculver  
Richborough

*Medieval Castles*

Dover Castle  
Eynsford Castle  
Rochester Castle  
St Leonard's Tower  
Sutton Valence Castle

*Medieval Monastic Sites*

*Benedictine Foundations*

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

*Premonstratensian Foundations*

Bayham Old Abbey [on Kent-Sussex border]

*Other Medieval Structures*

***Chapels and Churches***

Faversham Stone Chapel (Our Lady of Elverton)  
Horne's Place, Chapel  
Knights Templar Church, Dover  
Milton Chantry  
Reculver Towers

***Manor Houses***

Old Soar Manor  
Temple Manor  
Maison Dieu  
St Augustine's Abbey Conduit House  
St John's Commandery

*Artillery Forts*

Upnor Castle  
Deal Castle  
Walmer Castle  
Dymchurch Martello Tower  
Western Heights, Dover

*Other Heritage*

Down House  
St Augustine's Cross

National Trust properties in Kent

Major National Trust properties in Kent include:

*Prehistoric*

Coldrum Long Barrow, Kent

*Historic Houses*

Owletts

Quebec House

Chartwell

Knole

Ightham Mote

Old Soar Manor

Scotney Castle

Smallhythe Place

*Landscapes and Gardens*

Cobham Wood and Mausoleum

Limpsfield Common

Toys Hill

Emmetts Garden

One Tree Hill

Oldbury Hill

Sissinghurst Castle Garden

The White Cliffs of Dover



Figure 11. Sissinghurst Castle Garden © David Gill

*Other Heritage*

St John's Jerusalem, Dartford  
Chiddingstone Village  
Stoneacre  
South Foreland Lighthouse

Historic Houses in Kent

Belmont House and Gardens, Faversham  
Chiddingstone Castle, Edenbridge  
Doddington Place, near Sittingbourne  
Godinton House, Ashford  
Goodenstone Park Gardens, Canterbury  
Hever Castle and Gardens, Edenbridge  
Hole Park Gardens, Rolvenden  
Mount Ephraim Gardens, Hernhill  
Quex House, Birchington  
Restoration House, Rochester  
Riverhill Himalyan Gardens, Sevenoaks

The Churches Conservation Trust

All Saints' Church, Waldershare  
All Saints' Church, West Stourmouth  
Church of St Mary the Virgin, Fordwich  
St Bartholomew's Church, Goodnestone  
St Benedict's Church, Paddlesworth  
St Catherine's Church, Kingsdown  
St Clement's Church, Knowlton  
St James' Church, Cooling  
St Mary's Church, Burham  
St Mary's Church, Capel-le-Ferne  
St Mary's Church, Higham  
St Mary's Church, Luddenham  
St Mary's Church, Sandwich  
St Michael's Church, East Peckham  
St Peter's Church, Sandwich  
St Peter's Church, Swingfield  
St Thomas à Becket Church, Capel

The Friends of Friendless Churches Trust

St Mary's Church, Eastwell (near Ashford)

The Landmark Trust

Cobham Dairy, Gravesend  
Prospect Tower, Faversham  
Hole Cottage, Cowden  
The Grange, Ramsgate

St Edward's Presbytery, Ramsgate  
Obriss Farm, Westerham

The Land Trust

Fort Burgoyne, Dover  
Braeburn Park, Dartford

SPAB

Old House Project: St Andrew's Chapel, Boxley near Maidstone



*Figure 12. Canterbury Cathedral is having an extensive programme of conservation works to the Northern Towers, the Nave, and Trinity Chapel © Christopher Moore*

## Heritage Strategies in Kent

### Kent County Council

- The ONS states that by population KCC is the largest County Council in the UK, it also owns and operates a large portfolio of buildings that range from municipal structures to ancient windmills (Local Government Information Unit n.d.).
- KCC is currently running a consultation for its Kent Heritage Conservation Strategy (Kent County Council 2022b).
  - The consultation period ran from 19 October 2021 to 10 March 2022.
  - Over 275 responses were received to the consultation.

The published consultation report identified the following key points:

### Archaeology and development

- Strong support for exploring the potential for requiring archaeological contractors who undertake archaeological assessments on KCC projects to be Registered Archaeological Organisations and for KCC to coordinate information on heritage assets so as to finalise the Kent Highways Heritage Protocol.
- KCC will continue to assess options for the display and long-term storage of archaeological archives



Figure 13. The KCC owned and operated Union Windmill in Cranbrook (one of the tallest mills in the UK) received a significant programme of restoration work between 2021 and 2022 © Nick Vinall / Hawkeye Media



## Windmills

- Strong support for KCC-owned windmills that can mill to continue milling of flour.
- Static mills will be returned to visual completeness subject to funding and to made active.
- KCC will aim to provide alternative funding mechanisms for the windmills, including setting up a Charitable Trust to oversee their management.

## Community archaeology

- Strong support for KCC to appraise Kent's heritage using multiple media channels including digital media, print media and through direct experience.
- KCC will develop and deliver a community engagement strategy and communication plan for the Heritage Conservation team.

## Metal detecting searching and chance discoveries

- KCC assessed the need to adopt a policy to better manage metal detecting and magnet fishing on their sites. This policy, if adopted, will include permits and how the ownership of the finds will revert to KCC for perpetuity.
- A mixed response was received for KCC to work with coastal landowners to consider the benefits of a permit system for metal detecting in coastal and riverine foreshore areas.

## Supporting the development of robust heritage strategies

- KCC recognised the need to coordinate with the Kent boroughs on supporting the county's wider heritage. Strong support was given to developing a county-level Kent Heritage Strategy to assist district authorities who could draw upon it as a framework for their own strategies as many issues and themes are commonly held.

## Benchmarking and resourcing

- Strong support was given for developing a cost recovery strategy for providing archaeological advice to developers for major planning applications and Nationally Significant Infrastructure Project proposals. This included cost recovery for the creation of Historic Environment Record records as a result of development related fieldwork.

The report generated a number of comments that can be summarised below with actual examples:

- Vision for Heritage in Kent
  - *Sense of protection and ownership:* "It is vital that all heritage sites and future sites are maintained for the welfare of the county and the country, they create much needed revenue from visitors, and huge educational value."

- *Authenticity in collective heritage:* “The duty is to maintain and preserve, not add to or distort history or appearances.”
- *Deliverability:* “There are some heroic leaps of logic in the document which are unsubstantiated. As there is no indication of the cost of the strategy it is hard to know whether it is affordable.”
- *Detail over jargon:* “Too vague. I would like the benefits and opportunities to be more specific at the top level as well as within aims e.g. for learning, for health and wellbeing, for encouraging a sense of pride in our shared heritage, for economic growth?”
- Strategic Aims
  - *Deliverability:* “I don't think that it is likely that the service will become financially self-sustaining as keeping these assets in good condition is expensive as a great number are listed buildings.”
  - *Practicality:* “I believe there will always be a degree of non self-supported funding required to keep our history in the best condition and to make it relevant to attract visitors.”
  - *Access:* “Is it realistic to think this can be financially self-sustaining whilst also being affordable?”
  - *Management & Voluntary Sector:* “The involvement of groups already working in this area and getting ordinary people involved as volunteers would enable the scheme to be viable. There is need for co-ordination with all groups to avoid duplication and to identify areas not already covered.”
- Archaeology and Development
  - Consultees were given an opportunity to provide free text comments on their reasons for their level of agreement with objective two. Only 27 comments were made to this question.
  - Flexibility and professionalism were the main areas of concern for this section.
- KCC Owned Heritage Assets
  - Consultees were given an opportunity to provide free text comments on their reasons for their level of agreement with objective five. Only 18 comments were made to this question.
  - *Public Sector Management:* The majority of the comments were concerned about inter-departmental coordination at KCC with a number of respondents highlighting the seemingly independent nature that KCC Highways acts and their supposed inconsistencies against current conservation practices and policies.
  - *Advertisement & Promotion:* A smaller number of responses also asked for KCC to be better at publishing and marketing the heritage assets that they own and/or operate as it was felt the public are not aware of these.
- Windmills
  - There was overwhelming support for KCC to continue to manage and conserve the windmills of Kent. Some responses had a desire to see them all operational.
  - Support was overwhelmingly given for KCC to explore methods in which Windmills could be future managed by charitable trusts (some

in Kent already are), with an emphasis on ensuring KCC is still fully involved.

- Archaeological Archives
  - Overwhelming support was given for KCC to explore methods for the display and long-term storage of archaeological archives and ensure the KCC-held archives are placed in an appropriate repository.
- Community Archaeology
  - KCC seeks to appraise the county's heritage using multiple media channels including digital media (the Historic Environment Record, KCC's website and social media), print media (publications and press releases) and community archaeology.
  - KCC will look to deliver a community engagement strategy and communication plan for the Heritage Conservation team.
  - There was very little objection to these strategies.
- Metal Detecting Searching and Chance Discoveries
  - There was a lack of agreement on this strategy. Some welcomed the proposal and its potential to give more people, especially younger people, some form of introduction with heritage. However, others highlighted the risks associated with this.
  - It was suggested that perhaps detectorist clubs be given exclusive access to KCC sites.
  - A further mixture of responses was received for adopting a policy that KCC should retain ownership of all finds found on its property in perpetuity unless special exemptions apply (e.g. loss of personal possession).
  - A mixture of responses was received for adopting a policy (to be discussed with river and coastal authorities) that magnet fishing will not be allowed on KCC owned land. Magnet fishing has become a new popular past-time in some areas in the UK, likely made popular from videos on YouTube and other internet sites.
  - Majority support was given for KCC to work with coastal landowners to consider the benefits of a permit system for metal detecting in coastal and riverine foreshore areas. For example, The Port of London has used a system like this for the Thames Mudlarks for many years.
- Supporting The Development of Robust Heritage Strategies
  - *Better Coordination*: General consensus was given for KCC to explore a county level Heritage Strategy to assist the Kent boroughs who could draw upon it. Constructing a framework that shows how their own strategies at borough level may cross-over at county level. As many issues and themes are commonly held, KCC wants to work together with the other local authorities for the betterment of the heritage sites in Kent.
- Benchmarking and Resourcing
  - *Financial viability*: A large support was given for KCC to develop a cost recovery strategy for providing archaeological advice to developers for major planning applications and Nationally Significant Infrastructure.

- *National Involvement:* A large support was given to developing a cost recovery strategy for the creation of Historic Environment Record records as a result of development related fieldwork.
- *Financial viability:* A large support was given for KCC to determine and secure a funded approach to built historic environment advice.
- Other results
  - A number of respondents questioned KCC's ability to fund properly and implement the policy. An example of this was: "This looks good on paper - however the task on the ground is vast. You list the World Heritage Site as the prime Kent Site yet its 2002 Management Plan was not implemented by 2017 and it has had the last 5 years without a formal plan. This should be the beacon by which all else is judged. So great to have a plan but what will be the reality of its delivery?"
  - Whilst most of the proposals were met with overall decisive outcomes, one mixed response was on diversity and equality and how Kent's heritage can be better utilised to showcase Kent's diversity. Respondents reported with:
    - Equality / diversity analysis is unnecessary 33%
    - Heritage should be accessible to / inclusive of all 31%
    - History is history / should not be changed 18%

The conclusion to the report was that the feedback would be acted upon, and the officers would recommend adoption of the policies to KCC. The current timetable has not been updated since March 2022, though it is expected that the policy will likely be implemented at some point this year.



Figure 14. The Hubert Fountain in Victoria Park © Christopher Moore

#### Ashford Borough Council

- ABC's strategy for heritage was recently adopted in early 2022 (Ashford Borough Council n.d.).
- ABC's main aims are to:
  - Assess the significance of the heritage assets of the Borough, the contribution they make to its environment and their potential to contribute to the delivery of other sustainable development objectives.
  - Set out a positive strategy for the conservation and enjoyment of the heritage of the Borough.
  - Provide a clear strategic basis for shaping the policies of the Local Plan, future regeneration initiatives and development management decisions.
  - Enable the Council to achieve its objectives for the protection and enhancement of the historic environment as set out in the Local Plan.
  - Assess the likelihood that currently unidentified heritage assets will be discovered in the future.
  - Demonstrate by way of examples how heritage has added value to developments.
- The main aims of ABC can be summarised as:
  - *Continued assessment/appraisal*
  - *Positive impact on the environment*

- *Sustainability*
- *Conservation*
- *Tourism promotion and advantage*
- *Strategy for impacting policy and Local Plan*
- *Protection and enhancement*
- *Ensuring their value in future developments*

#### Canterbury City Council

- CCC's Heritage Strategy Delivery Plan was adopted in 2021 and runs to 2022 (Canterbury City Council 2019).
- Their previous policy in 2019 was awarded by the Royal Town Planning Institute Southeast for Planning Excellence.
- CCC's plan is devolved from their wider Local Plan which has overarching objectives that are measured against a number of specific projects that are agreed every two years.
- The main objectives of this policy can be summarised as:
  - *Protection and enhancement*
  - *Ensuring heritage value in future developments*
  - *Good guidance*
  - *Continued assessment/appraisal*
  - *Promote heritage's role in the economy*
  - *Tourism promotion and advantage*
  - *Conservation*
  - *Assess diversity*
  - *Importance of High Streets*
  - *Enhance coastal areas*
  - *Communities at the heart of heritage (via a Blue Plaque Scheme)*
  - *Education involvement*

#### Dartford Borough Council

- DBC's strategy was less clear, with all policy documents seem to emphasis Dartford the town and not as much on the wider borough.
- As no standalone policy was found, the DP12: Historic Environment Strategy as part of their Local Plan was used and is summarised as thus (Dartford Borough Council 2017):
  - *Ensuring heritage value in future developments*
  - *Reuse and recycle*
  - *Conservation*
  - *Continued assessment/appraisal*

#### Dover District Council

- In 2015 the Dover District Heritage Strategy won the category of 'Excellence in Planning for Built Heritage' at the RTPI Southeast Awards for Planning Excellence (Dover District Council 2020).
- The Heritage Strategy has been reviewed and updated (September 2020) to take note of updates that have occurred since its adoption in 2013, to ensure that it is consistent with guidance from Central Government and that it remains robust and fit for purpose across the district.

- Although DDC’s policy is less streamlined, it is more detailed with active examples and aims tied to project specifics. Overall, it is very comprehensive.
- Their current policy can be summarised as thus:
  - *Continued assessment/appraisal*
  - *Conservation*
  - *Communities at the heart of heritage*
  - *Enhance coastal areas*
  - *Protection and enhancement*
  - *Ensuring heritage value in future developments*
  - *Good guidance*
  - *Promote heritage’s role in the economy*
  - *Tourism promotion and advantage*
  - *Positive impact on the environment*
  - *Sustainability*
  - *Reuse and recycle*
  - *Durability of regeneration*
  - *Reduced social exclusion*
  - *Greater public access*
  - *Strategy for impacting policy and Local Plan*
  - *Education involvement*

#### Gravesham Borough Council

- GBC have a combined Tourism and Heritage Strategy that was last updated in 2021 (Gravesham Borough Council 2021).
- The overall objectives of this plan are to:
  - Encourage more day visits and longer stays
  - Increase the stock, quality and breadth of visitor accommodation
  - Strengthen Gravesham’s visitor offer through supporting the opening of existing and new visitor attractions and developing ‘experiential’ tourism.
  - Enable the programme of festivals and cultural activity to appeal to visitors from beyond the Borough
  - To extend the effectiveness of Gravesham’s visitor information and promotion
  - Strengthen local partnership working between tourism and hospitality businesses and organisations
  - Develop skills and work experience opportunities within the local tourism and hospitality sector
  - Value and co-ordinate the expertise, archiving and interpretation of Gravesham’s heritage towards a telling of Gravesham’s story.
- The heritage objectives can be singled out and summarised as:
  - *Tourism promotion and advantage*
  - *Promote heritage’s role in the economy*
  - *Communities at the heart of heritage*
  - *Continued assessment/appraisal*
  - *Protection and enhancement*

### Maidstone Borough Council

- MBC has not published a standalone heritage policy.
- All of the current heritage policy that MBC are working to can be found within their Local Plan which was implemented 2017, it can be summarised as thus (Maidstone Borough Council 2017, adopted 25 October 2017):
  - *Reuse and recycle*
  - *Conservation*
  - *Protection and enhancement*
  - *Communities at the heart of heritage*

### Medway Council (unitary authority)

- MC's policy was implemented in 2018 and has three main objectives (Medway Council 2018):
  - Objective 1: Conserve and enhance Medway's heritage assets.
  - Objective 2: Work with Medway's heritage assets to help deliver sustainable development.
  - Objective 3: Increase the understanding and community involvement with Medway's heritage assets.
- The policy details how each objective is then summarised as thus:
  - *Continued assessment/appraisal*
  - *Conservation*
  - *Communities at the heart of heritage*
  - *Enhance coastal areas*
  - *Protection and enhancement*
  - *Ensuring heritage value in future developments*
  - *Good guidance*
  - *Promote heritage's role in the economy*
  - *Tourism promotion and advantage*
  - *Sustainability*
  - *Reuse and recycle*
  - *Reduced social exclusion*
  - *Greater public access*
  - *Strategy for impacting policy and Local Plan*

### Sevenoaks District Council

- SDC does not have a standalone heritage strategy.
- Parts of how heritage is safeguarded and promoted are within the council's Core Plan which was last reviewed in 2011 (Sevenoaks District Council 2011).
- The plan for heritage can be summarised as thus:
  - *Protection and enhancement*
  - *Conservation*
  - *Strategy for impacting policy and Local Plan*
  - *Ensuring heritage value in future developments*

### Shepway (now Folkestone & Hythe District Council)

- F&HDC have a standalone heritage strategy that was consulted on for implementation in March 2022 (Folkestone & Hythe District Council 2020).
- The 2019 policy is believed to still be in use and has the following objectives:



- Ensure that heritage plays a positive role in all areas of strategic planning – place shaping, economic, tourism, health and wellbeing, education
- Enable and inform regeneration and growth, building places and communities with a stronger sense of place, pride and interest in their surroundings.
- Heritage-led regeneration and development provides additional economic value to an area, providing a quality environment that attracts new businesses
- Contribute to and enhance tourism and the visitor experience and the economy
- Increase wider understanding of the district’s heritage and the ways in which the community can engage with and experience their heritage
- Provide strong social and health benefits through improving quality of life and activities that encourage physical and mental health and well-being, reduce social exclusion and crime
- Provide a valuable educational resource that can contribute local context to curriculums at all stages and an available and accessible resource for local schools and colleges.
- The 2019 policy aims can be summarised as thus:
  - *Protection and enhancement*
  - *Conservation*
  - *Strategy for impacting policy and Local Plan*
  - *Ensuring heritage value in future developments*
  - *Communities at the heart of heritage*
  - *Enhance coastal areas*
  - *Protection and enhancement*
  - *Continued assessment / appraisal*
  - *Good guidance*
  - *Promote heritage’s role in the economy*
  - *Tourism promotion and advantage*
  - *Sustainability*
  - *Reuse and recycle*
  - *Reduced social exclusion*
  - *Greater public access*
  - *Strategy for impacting policy and Local Plan*
  - *Crime reduction on heritage assets*
  - *Education involvement*

#### Swale Borough Council

- SBC adopted their ‘Heritage Strategy for Swale’ in 2020, and it runs to 2032 (Swale Borough Council 2020).
- Their objectives can be summarised as thus:
  - *Protection and enhancement*
  - *Conservation*
  - *Strategy for impacting policy and Local Plan*
  - *Promote heritage’s role in the economy*

- *Tourism promotion and advantage*
  - *Education involvement*
  - *Sustainability*
  - *Protection and enhancement*
  - *Enhance coastal areas*
  - *Greater public access*

#### Thanet District Council

- TDC have appointed Drury McPherson Partnership to prepare a Heritage Strategy for Thanet District Council, forming evidence to support the emerging Local Plan. This was dated 2017 and the website does not appear to have been updated (Thanet District Council 2017).
- The new Local Plan's heritage specific objectives are thus:
  - Protecting the historic environment from inappropriate development.
  - TDC seeks to encourage new uses where they bring listed buildings back into use, encouraging their survival and maintenance without compromising the fabric of the structures.
  - Seeking the provision of appropriate research for all applications relating to the historic environment on key sites as identified through the Heritage Strategy.
  - Facilitating a review of the Conservation Areas and the opportunities for new designations within these.
  - Recognising other local assets through Local Lists
  - TDC wants to continue to offer help, advice and information about the historic environment by providing guidance to stakeholders, producing new guidance leaflets, reviewing existing guidance leaflets and promoting events which make the historic environment accessible to all.
  - Agreeing Article 4 Directions which will be introduced and reviewed as appropriate to restrict permitted development rights that may impact Thanet's heritage.
  - Supporting development that is of high-quality design and supports sustainable development.
  - TBC promises that all reviews and designations will be carried out in consultation with the public in order to bring a shared understanding of why assets and areas are being designated.
- These can be summarised as:
  - *Protection and enhancement*
  - *Recycle and reuse*
  - *Strategy for impacting policy and Local Plan*
  - *Ensuring heritage value in future developments*
  - *Continued assessment / appraisal*
  - *Good guidance*
  - *Sustainability*
  - *Communities at the heart of heritage*

### Tonbridge & Malling Borough Council

- TMBC does not have a Heritage Strategy (Tonbridge and Malling Borough Council n.d.).
- Using their Local Plan for guidance, their objectives for borough heritage can be summarised as thus:
  - *Protection and enhancement*
  - *Strategy for impacting policy and Local Plan*
  - *Continued assessment / appraisal*

### Tunbridge Wells Borough Council

- TWBC does not have a specific heritage strategy, but it does have a Buildings at Risk Strategy and Implementation Plan (2014-2024) and a detailed Local Plan with references to heritage value from 2010 (Tunbridge Wells Borough Council n.d.).
- TWBC's objectives can be summarised as thus:
  - *Conservation*
  - *Communities at the heart of heritage*
  - *Sustainability*
  - *Protection and enhancement*
  - *Strategy for impacting policy and Local Plan*
  - *Continued assessment / appraisal*



Figure 15. A recently refurbished Royal Coat of Arms at Chatham Historic Dockyard © Christopher Moore

Listed Buildings in Kent

	<b>Grade I</b>	<b>Grade II*</b>	<b>Grade II</b>	<b>Total</b>	<b>Kent Ranking</b>
<b>Ashford</b>	52	130	2,213	2,395	1
<b>Canterbury</b>	62	79	1,735	1,876	5
<b>Dartford</b>	7	10	165	182	12
<b>Dover</b>	39	110	1,782	1,931	4
<b>Gravesham</b>	10	21	278	309	11
<b>Maidstone</b>	43	104	1,876	2,023	3
<b>Sevenoaks</b>	31	92	1,523	1,646	6
<b>Shepway</b>	30	39	844	913	10
<b>Swale</b>	37	90	1,311	1,438	7
<b>Thanet</b>	11	27	994	1,032	9
<b>Tonbridge &amp; Malling</b>	38	76	1,197	1,311	8
<b>Tunbridge Wells</b>	28	133	2,091	2,252	2
<b>Totals</b>	388	911	16,009	17,308	
<b>LA Averages</b>	32	76	1,334	1,442	
Source: National Heritage List for England, Historic England, 2017					

*Table 1: Distribution of listed properties across the Kent boroughs*

Table 2: Key heritage themes from analysis of their Heritage Strategies and/or Local Plans

Key Themes	ABC	CCC	DBC	DDC	GBC	MBC	MC	SDC	F&HDC	SWC	TDC	T&MDC	TWBC
Continued assessment/appraisal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Positive impact on the environment	✓			✓							✓		✓
Sustainability	✓			✓			✓	✓	✓	✓	✓		✓
Conservation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tourism promotion and advantage	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Strategy for impacting policy and Local Plan	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Protection and enhancement	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ensuring heritage value in future developments	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Good guidance		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Promote heritage's role in the economy		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Assess diversity		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Importance of High Streets		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Enhance coastal areas		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Communities at the heart of heritage		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reuse and recycle			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Durability of regeneration			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reduced social exclusion			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Greater public access			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Crime reduction on heritage assets			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Education involvement		✓		✓					✓	✓	✓		

## Conclusion: Heritage Strategies

- Key heritage themes identified were:
  - Continued assessment/appraisal
  - Positive impact on the environment
  - Sustainability
  - Conservation
  - Tourism promotion and advantage
  - Strategy for impacting policy and Local Plan
  - Protection and enhancement
  - Ensuring heritage value in future developments
  - Good guidance
  - Promote heritage's role in the economy
  - Assess diversity
  - Importance of High Streets
  - Enhance coastal areas
  - Communities at the heart of heritage
  - Reuse and recycle
  - Durability of regeneration
  - Reduced social exclusion
  - Greater public access
  - Reduce crime and anti-social behaviour relating to heritage assets and their settings
  - Education involvement
- Of the thirteen boroughs within Kent, surprising only seven had standalone Heritage Strategies.
- KCC's policy is currently in consultation and was not included.
- Canterbury and Dover seemed to have the most robust policies which were also tied to achievable targets and objectives that had measurable successes within named projects.

## National Policies

### DCMS

- DCMS's main focus is to help government and private organisations consider the value of culture and heritage capital, this is achieved by a number of factors including: research, and the issue of guidance.
- DCMS believes that the culture and heritage capital approach to policy and decision making considers the value of culture and heritage to society.
- DCMS launched a Culture and Heritage Capital Programme in January 2021 with the publication of 'Valuing culture and heritage capital: a framework towards informing decision making' (Sagger, Philips, and Haque 2021).
- This new programme demonstrates DCMS's ambition for a transformational and cultural change to assess value for money through robust appraisal and evaluation of heritage-built environment.
- DCMS will regularly publish research, data, guidance and tools to help organisations make a stronger case for investment in culture and heritage assets. This programme of activities seeks to establish the link between value for money and investing in heritage assets in a way to bring in more private capital expenditure.
- These aims are consistent with the HM Treasury Green Book principles.
- The strategy outlines how Central Government can impact heritage in a meaningful way by undertaking interventions in manner that are long-term sustainable and add value to not just the asset but the community as a whole.

### DCMS Framework

- **The asset life:** As part of the Culture and Heritage Capital Programme, DCMS will issue guidance advising the time which the services from a culture or heritage asset should be accounted for. This is particularly important when considering accounting for the cultural value which will be used for the culture and heritage capital accounts. This is based on ancient cultural and heritage assets held by British Museums that are conserved to preserve them for future generations.
- **The length of the policy or intervention:** DCMS will appraise an appropriate duration of time to consider the benefits over. DCMS gives the example that an appropriate consideration period for any investment in extra security for an asset would be the length of time the expenditure would be available for. DCMS recognises that some policies or investments have benefits that last much longer. An example cited is the investment in school children and how the pay-off of inspiring the next generation would be revealed later in their life. DCMS refers to the HM Treasury Green Book for further advice on appropriate appraisal periods.
- **The usage of the asset:** DCMS seeks to appraise the usage of any heritage asset. Part of this appraisal is to assess via modelling the use and life of the asset. This assessment could include factors such as the abundance of similar local alternatives, population growth, or the condition of the asset.

- **The quality of the services provided by the asset:** DCMS recognises the inconsistencies that apply when trying to compare heritage assets, no less due to their often-unique characteristics and rare qualities. Due to this atypical status, DCMS will try to find means to individually appraise assets. As most assets will gradually decline in both quality and usefulness, as with items that are regularly utilised, therefore DCMS recognises that their value is likely to increase as they age. This programme will include research on how the duration and passing of time effect the services that heritage assets provide and how we can better understand this process.
- **The discount rate:** Social Discount rates from the Green Book Guidance will be applied to the modelling of cost projections. The guidance advises on a 3.5% rate for 30 years, followed by 3% for 31 to 75 years and 2.5% for years 76 to 125. The ONS has already commissioned a review on discount capital projects delivered at a national level on projects that included renewable energy sources for up to 100 years. DCMS will commission their own arch into how appropriate rates can be applied for cultural and heritage assets which may differ due to their unique nature. These rates will also be reviewed to appraise how spending decisions and accounting can be undertaken in the future.
- The DCMS has just announced a new £3m grant funding scheme for older rurally based village halls with an aim hope to boost the community spaces of over 125 villages across England.

#### Historic England

- HE published their three main priorities for their present activities, these are (Historic England 2021):
  - **Thriving Places:** We will collaborate with people and partners to secure vibrant and sustainable futures for historic places.
  - **Connected Communities:** We will bring communities together by discovering and celebrating local heritage, and by protecting the character of historic places.
  - **Active Participation:** We will inspire and equip people to take action in support of the places they care about.
- Key projects include:
  - High Streets Heritage Action Zones (Central Gov funded from DCMS)
  - Heritage Schools (Pupil education programme)
  - Archive Services (expansion and engagement programme)
  - Resources for Levelling Up
  - Programme to prevent and investigate heritage and cultural property crime

#### Other Bodies with National Scope

##### Network Rail

- Significant grants scheme funded by Network Rail and managed by the Railway Heritage Trust



- Annual budget of c.£2.2m (Railway Heritage Trust n.d.) with national coverage.
- In the last accounting period, the RHT co-funded restoration works to Faversham, Appledore, and Hamstreet.
- Southeastern Railways, which is the main Train Operating Company (TOC) in Kent have robust policies for both building and natural conservation works across its network. Past projects have included significant conservation works to listed station buildings, conservation works to railway specific war memorials, new wildflower gardens; safe movement and adoption of bee colonies, and bringing empty spaces into re-use. All works are in partnership with Network Rail who along with the RHT have co-funded a number of these projects across Kent.
- Network Rail, along with other stakeholders, are also working to find reuses of former railway land for residential, leisure and commercial purposes. The former Railway Works in Ashford is an example of a long-established brown field site with significant heritage assets which is sustainably being transformed for the betterment of communities.

#### English Heritage Trust

- Current priorities:
  - Capture the nation’s imagination with a handful of high profile, memorable new visitor experiences and conservation stories
  - Significantly improve our offer across the board, through consistently excellent presentation, interpretation and visitor facilities
  - Draw on deep customer insight to build those experiences, which will give us strong local and national appeal
  - Develop our digital offer, making the most of new technologies to tell the story of England in vivid new ways and engage a wider public
  - Provide outstanding learning opportunities for all, whether they are visiting our sites, browsing online or reading our publications

#### The National Trust

- The Trust’s current strategy ‘For everyone, for ever’ runs until 2025, their priorities are stated as:
  - Look after the places in their care by:
    - Reducing our conservation backlog and funding their annual conservation needs
    - Reducing energy use by 15 per cent and sourcing 50 per cent of energy from renewables by 2020/21, against their 2008 usage as a baseline
  - Play their part in restoring a healthy, beautiful natural environment by:
    - Improving the habitats, soils and water to a good condition for nature on their estates
    - Working with others to conserve and renew the nation’s most important landscapes

- Developing and sharing new economic models for land use that support nature.
  - Championing the importance of nature in people's lives today
- Create experiences of their places that move, teach and inspire by:
  - Raising the standard of presentation and interpretation at all the places they look after
  - Making the outdoors experience better for all ages and needs
  - Revealing and exploring the UK's cultural heritage through events and exhibitions
- Help look after the places where people live, by:
  - Finding new solutions for managing local green space
  - Celebrating local heritage and equipping communities to care for it
  - Engaging in shaping good housing and infrastructure development
- Welcome everyone, for ever, by:
  - Making their places better for people who need support to access them, working through partnerships and testing new approaches
  - Working with others to increase access to parks and green spaces in, around and near urban areas
  - Playing the Trust's part to create a fair and equal society, free from discrimination (National Trust 2022).

#### National Lottery Heritage Fund:

- The National Lottery Heritage Fund (NLHF) has published its five-year Strategic Funding Framework (2019 to 2024) which includes its new funding programme that is currently open for applications.
- Over the five years, NLHF plans to distribute more than £1 billion with 80% of that money being distributed by devolved committees in the following areas of Scotland, Northern Ireland, Wales and the three new English areas of North, Midlands & East, and London & South.
- As well as diversifying their approach to heritage they are also actively working to a new programme of grant spending that aims to tackle part of heritage that could not apply before. With a renewed emphasis on spreading the grant monies wider by the NLHF being more of a funding partner or lender to schemes rather than the sole provider.
- NLHF's renewed current approach includes:
  - A major focus on nature, communities, and on ensuring everyone is able to enjoy heritage across the UK.
  - New models of investment, moving beyond grants to include loans and partnerships, designed to attract others to invest money alongside the National Lottery.
  - More support for commercial, sustainable approaches to tackling heritage that is in danger of being lost. As with the DCMS, NLHF recognises the value of re-use and change of use in order to protect the long-term life of a heritage asset.

- Investment and support to help heritage organisations to be more financially sustainable. Grants to be provided to help organisations attract sustainable income and investment to help them reduce the risk of needing additional grants in the future.
- A requirement for every heritage project that receives funding to be environmentally friendly. As with many national organisations, the NLHF recognises the climate issues of our time and how renewable energies could be effectively deployed to enhance heritage assets.
- Simpler, streamlined and more efficient funding. NLHF recognises the need to simplify its processes for application in order to attract more organisations that may have previously been put off by the application process.
- The streamlined processes will also be met with further engagement and support to help deprived communities that have in the past been less successful securing funding.
- Continued support for large-scale, iconic projects over £5 million.
- The current programme is open for applications for all types of heritage projects in the UK, including local, regional and national heritage. Grants range from £3,000 to £5 million and match funding is required for the larger grants (National Lottery Heritage Fund 2019).

#### Levelling-Up

- The Department for Levelling Up, Housing and Communities (DLUHC), formerly the Ministry for Housing, Communities and Local Government (MHCLG), was originally established in 2006.
- The term ‘levelling-up’ was originally a term taken from the Conservative Party manifesto in 2019, and became a formal white paper in 2022 as the Levelling Up and Regeneration Bill (UK Parliament 2022; see executive summary: UK Government 2022).
- The DLUHC have a number of priorities, though it does not have a standalone Heritage Strategy. These priorities are (Anon. 2022):
  - Increase pay, employment and productivity
  - Domestic public investment in R&D outside south-east to rise by at least 40%.
  - London-style public transport connectivity across the UK
  - Nationwide broadband
  - Fixing the education gap
  - Skills training
  - Narrowing life expectancy gap, with a UK-wide rise of five years by 2035
  - Rise in wellbeing
  - Decreased inequalities
  - Rise in overall number of first-time homebuyers
  - Crime reduction
  - Devolution in England

## Supporting High Streets

In July 2021, the UK Government published the 'Build Back Better High Streets Strategy' (Ministry of Housing Communities & Local Government 2021). The strategy was the assessment and plan to support High Streets across the country by making them thriving places to live, work and visit. The policy did attract some criticism throughout the consultation process due to the document's lack of heritage inclusion. The Government responded to the criticism by referencing how the strategy will recognise how heritage assets are essential for their endeavour to re-energise the UK High Streets. The Government recounted the work the DCMS is doing to appraise and recognise our heritage assets as a driver for economic growth and by also showcasing their benefit to communities, enhanced wellbeing and as attractions to the High Streets.

To enable this programme to be successful, the Government has been supporting any and all regeneration projects that ensure our shared heritage is at the centre of all considerations. The Government's current 'High Street Heritage Action Zones' programme with its budget of £95m spread across 67 towns and cities across the country and their 'Transforming Places Through Heritage' scheme with its respective budget of £15m are both being delivered via Historic England and were cited as examples of how the government recognises the importance of High Streets and their shared heritage assets (see Gill et al. 2022). These Government backed programmes with the many other national and local schemes are making places more economically viable by their commitment to their communities in regenerating many places throughout the country. An example of this regeneration is Folkestone, and this can be seen below.



Figure 16. Before and after, including the design of a property within the Folkestone High Street area that benefited from The Folkestone Townscape Heritage Initiative in 2015, co-financed by Historic England, the National Lottery Heritage Fund, the Creative Foundation and the then Shepway Borough Council © Christopher Moore

The Arts Council England is currently reviewing its priorities ready for a renewed programme in 2023.

- The Arts Council England recently announced that all of their funding uplift will be directed to places that are outside the greater London area.
- Their key priorities for ensuring monies are spent within the recognised organisations that hold national portfolios of assets will be set out in 2023. Their aim is to diversify their budget to ensure a more even distribution of funds between projects that are in aid and projects that are good causes, the latter of which they recognise is more akin to the grants that the National Lottery Heritage Fund provides.
- **Culture Funding:** ACE will launch in 2023 a grant scheme for the National Portfolio holding organisations that will last to 2026, which will provide funding to cultural organisations across England.
- **National placement:**
  - Akin to the Government's Levelling-up agenda, ACE will encourage London-based organisations to establish new long-term offices, venues or partnerships outside London by providing practical and financial support to do so.
  - Over 100 levelling up priority places will be identified outside of London that will be the focus for additional ACE engagement and investment.
- **Media City:** As DCMS is set to open a new office in Manchester with the creation of 400 new jobs, ACE will support this move and welcome the need for the DCMS to be closer to their ALBs who have also setup bases within the Media City.
- **Diversity:** ACE plans to diversify the boards of cultural organisations in the National Portfolio to ensure representation can be demonstrated from all communities.
- **Cultural Investment Fund:** ACE will be providing £40m of funding to projects in England as part of the Cultural Investment Fund. The majority of this money will be allocated to projects outside of London and will be spread across 50 recognised projects that include cultural assets such as libraries, museums and assets attached to the creative industries.
- **Local Growth Funds:** Capital expenditure for cultural purposes taken from The Levelling Up Fund and new Community Ownership Fund.
- **British Library:** ACE also confirmed UK Government investment in the British Library's Boston Spa Renewed project (British Library 2022).

## Climate Crisis

The topic will be discussed in detail within the separate EARC report (Gill et al. 2022). This report will include a discussion of the issues linked to extreme weather as well as rising sea levels.



*Figure 17. Reculver © David Gill*



*Figure 18. North Foreland Lighthouse, Dover © Christopher Moore*

## Coastal heritage

A significant threat to heritage assets in Kent is from rising sea levels associated with climate change. Using conservative estimates, Climate Central predict that large areas of the county will be below the annual flood level in 2050, including the medieval town of Sandwich and its hinterland, land either side of the Swale and most of the unique landscape of Romney Marsh.

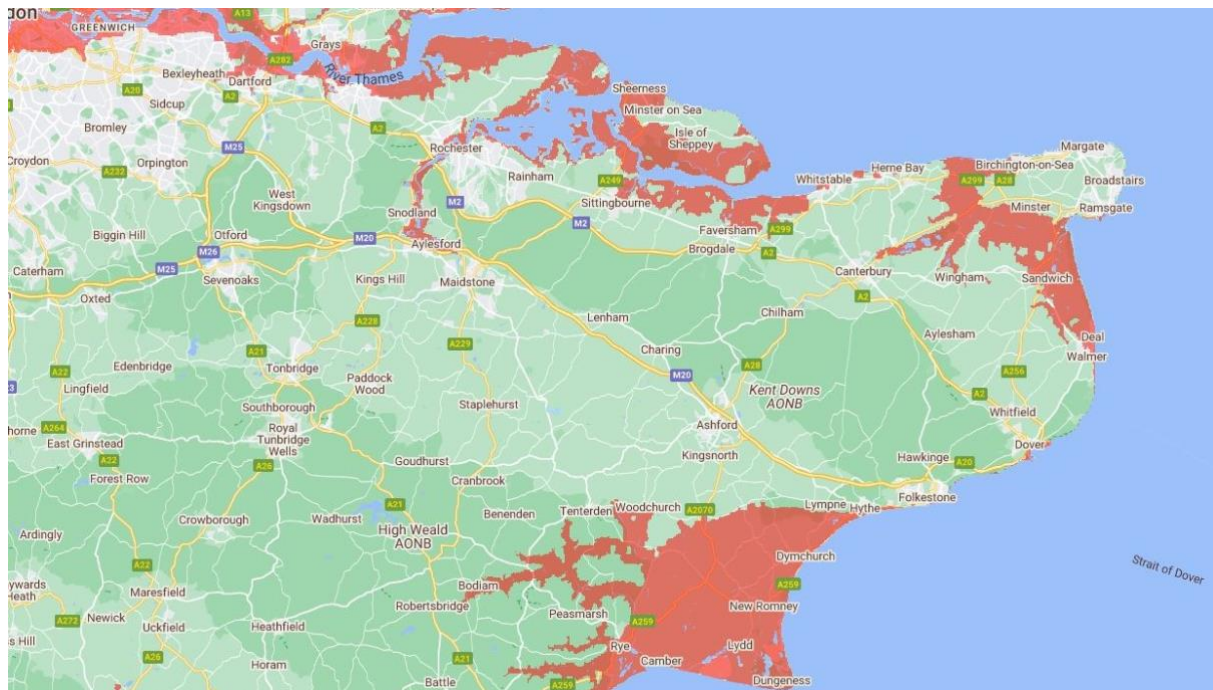


Figure 19. Flooding Risk in Kent. Source: Coastal Risk Screening Tool, Climate Central

## Case Studies for Heritage

### Canterbury

#### Introduction

Canterbury is an internationally known cathedral city that houses the mother church of the Anglican Communion. A large part of the city is a UNESCO World Heritage Site making Canterbury one of only a few cities in the UK to hold such an internally important heritage site. Canterbury is not the county town of Kent, with all the administration of the county largely being based in Maidstone, it does, though have its own city council that governs not just the city, but also the coastal towns of Whitstable and Herne Bay, and a whole host of historic hamlets and villages. The ancient city sits on the River Stour, an important trade route established the City originally.

The primate of the Church of England is the Archbishop of Canterbury who holds an Archbishop's Palace on the grounds of the cathedral estate. The Cathedral is the worldwide centre of Anglican Communion owing to the papal mission that St Augustine was sent on to ensure Canterbury and the wider country would be converted to Christianity. The Cathedral has been an established pilgrimage site for centuries owing to its status and provenance as the oldest established Cathedral in England. This destination as a pilgrim site was vastly galvanised in 1170 following the death of St Thomas Becket. Becket's shrine became one of the most popular pilgrimage routes in the medieval period and was dramatized in Chaucer's 14th work 'The Canterbury Tales'.

Today the many pilgrimages to the city take the format of tourists who flock to the City, making it one of the most visited in the UK. Due to this, tourism is one of the main drivers of the local economy. The city has numerous tourist destinations, a large regional theatre, a county cricket ground, scores of hotels and many restaurants. It also boasts popular activities such as punting on the River Stour and a number of heritage sites. The heritage assets of the city range from Roman ruins to mid-C20th buildings – often found in the City's many educational establishments. After tourism, the next largest economic driver of the city is education, as Canterbury is home to four universities and several colleges and schools (both state and private) that make the overall student population one of the largest in the UK (it is also home to the county's first School of Medicine). All of which makes Canterbury a unique settlement in that, despite its having city status, it is geographically a small city in comparison to others in the UK (Johnson n.d.).

#### Objectives

Canterbury City Council (CCC) recognises the quality and diversity of the heritage that is present in Canterbury borough within the walls and the wider district. They aim to promote their heritage as a means to grow tourism and have it act as a catalyst for regeneration. CCC understands the value of heritage and how it should be protected and enhanced not just as custodians but also as tangible assets that drive their local economy to the benefit of the persons of the city. CCC's main heritage objectives are (Canterbury City Council 2019):



*PROTECT: to preserve and enhance our heritage assets and their significance.*

*PROMOTE: to celebrate our rich heritage, promoting Canterbury District as a special place to live and visit.*

*PROSPER: to realise the potential of our heritage assets to deliver economic, social and environmental benefits.*



Figure 20. Canterbury Cathedral Cloisters, 2022 © Christopher Moore

## Heritage

There are 1,876 listed buildings in the Canterbury borough: 62 grade I, 79 grade II, and 1,735 grade II\* (Historic England n.d.). Away from the Cathedral, some of the City's most popular ancient sites for tourists include:

- St. Augustine's Abbey – a ruinous abbey following the Dissolution that houses many of the graves of the Kings and Queens of Kent
- Westgate Towers Museum & Viewpoint – former gatehouse and City gaol
- Eastbridge Hospital – a pilgrim hospital
- Canterbury City Walls
- Fordwich Town Hall (the smallest town in the UK)
- Christopher Marlow Memorial

- Dane John Gardens and Mound
- Tower of St. Mary Magdelene
- Westgate Gardens
- The Beaney House of Art & Knowledge – A Victorian Museum and Library
- The Kent Museum of Freemasonry
- Canterbury Roman Museum
- Franciscan Gardens
- St Lawrence Cricket Ground
- The King's Mile
- Canterbury Castle
- Buttermarket Square
- The River Stour
- Lady Wooton's Green
- Plus, a number of unique ancient churches, country homes and statues/memorials



*Figure 21. The Roman Pharos, Dover Castle © Christopher Moore*

## Tourism

Covid has affected us all. In Canterbury, a number of businesses, including visitor attractions, have also permanently closed. Data for post-pandemic tourism levels are not yet available, but pre-covid visitor numbers were very buoyant with slight growth (Visit Kent 2020b). Destination Research for Visit Kent suggested that the income fell from £523 million in 2019 to £194 million in 2020 (Visit Kent 2022c).

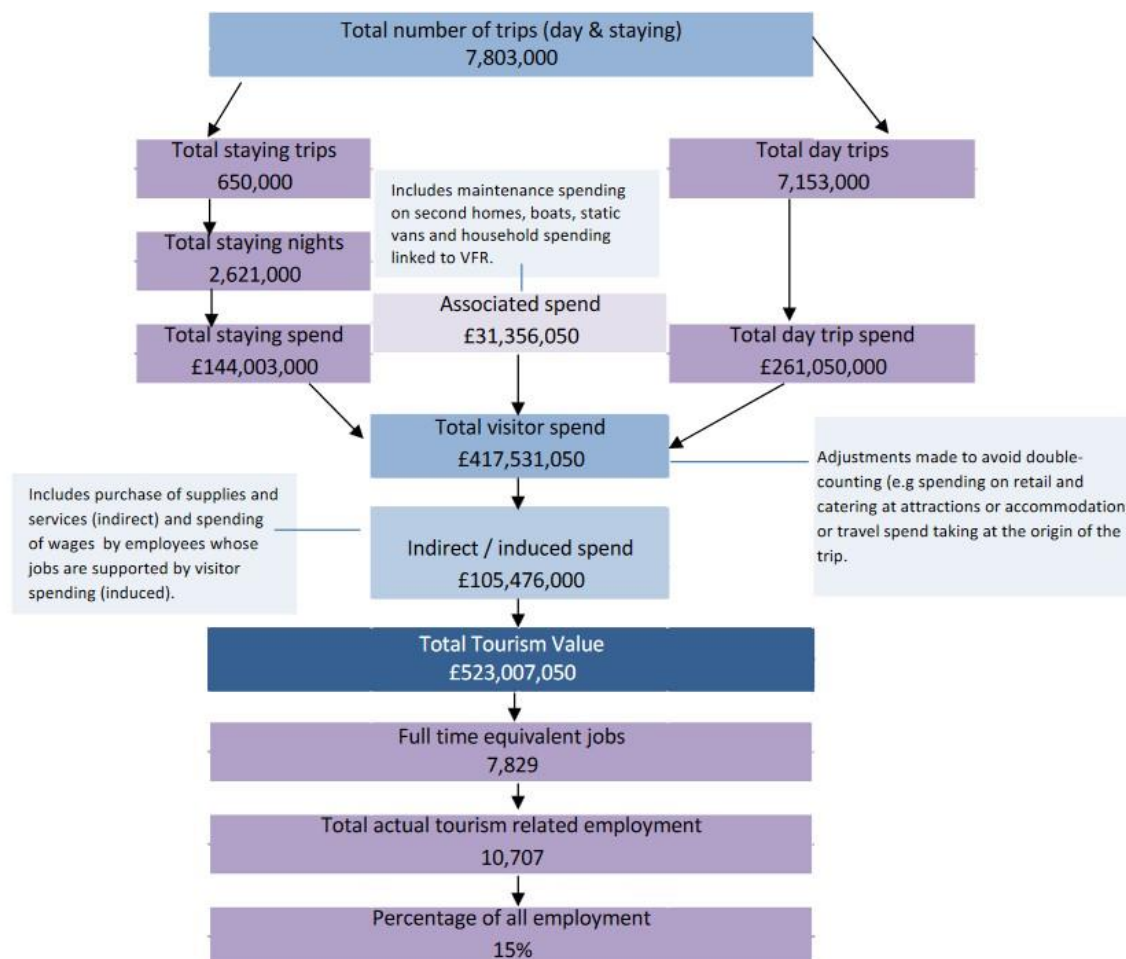


Figure 22. Economic Impact of Tourism: Headline Figures Canterbury, 2019 Results. Source: Visit Kent.

The data from Visit Britain (2017–19) suggest that prior to the pandemic Canterbury received approximately 1 million overnight visits, and received £37 million directly from tourism spend linked to holidays.

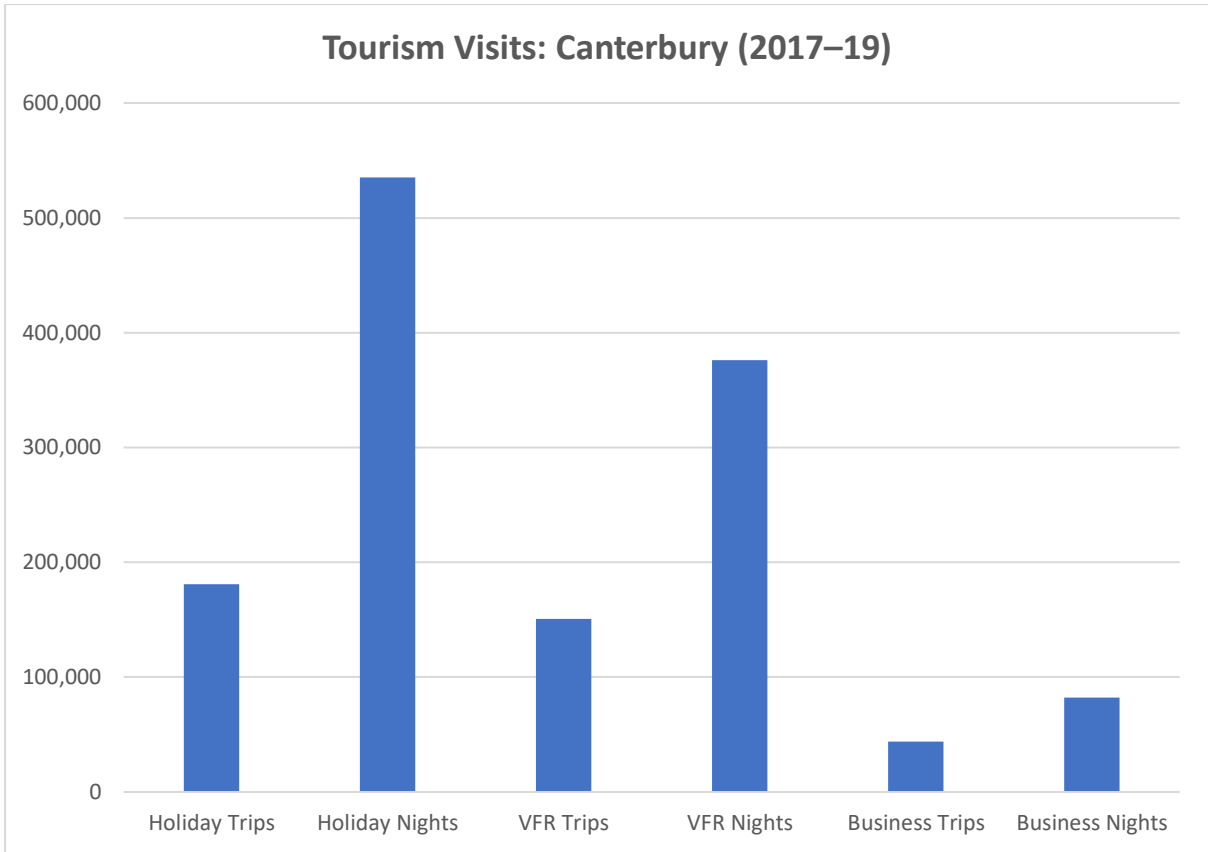


Figure 23. Tourism Visits for Canterbury. Data Source: Visit Britain.

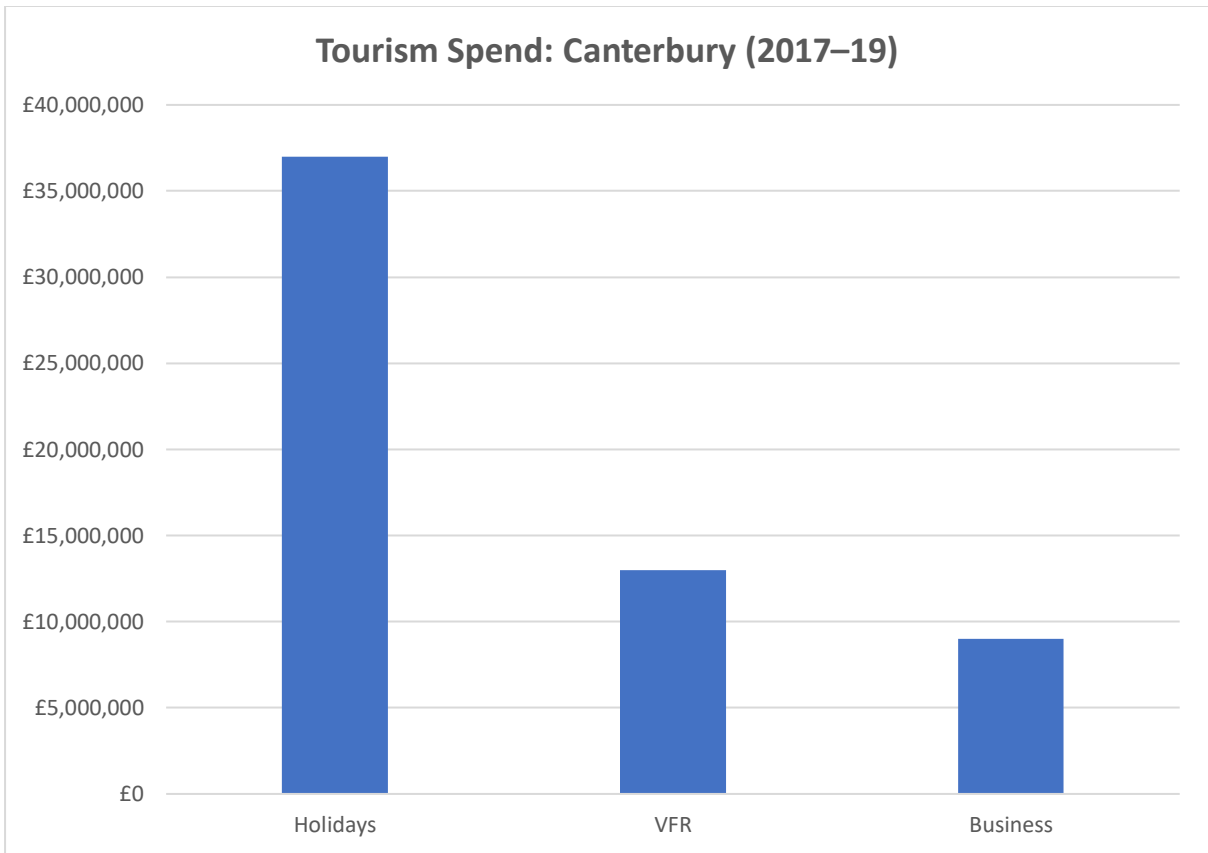


Figure 24. Tourism Spend: Canterbury. Data Source: Visit Britain.

The Visit Britain data allow a picture of tourism to emerge for Canterbury. Canterbury’s data are 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.

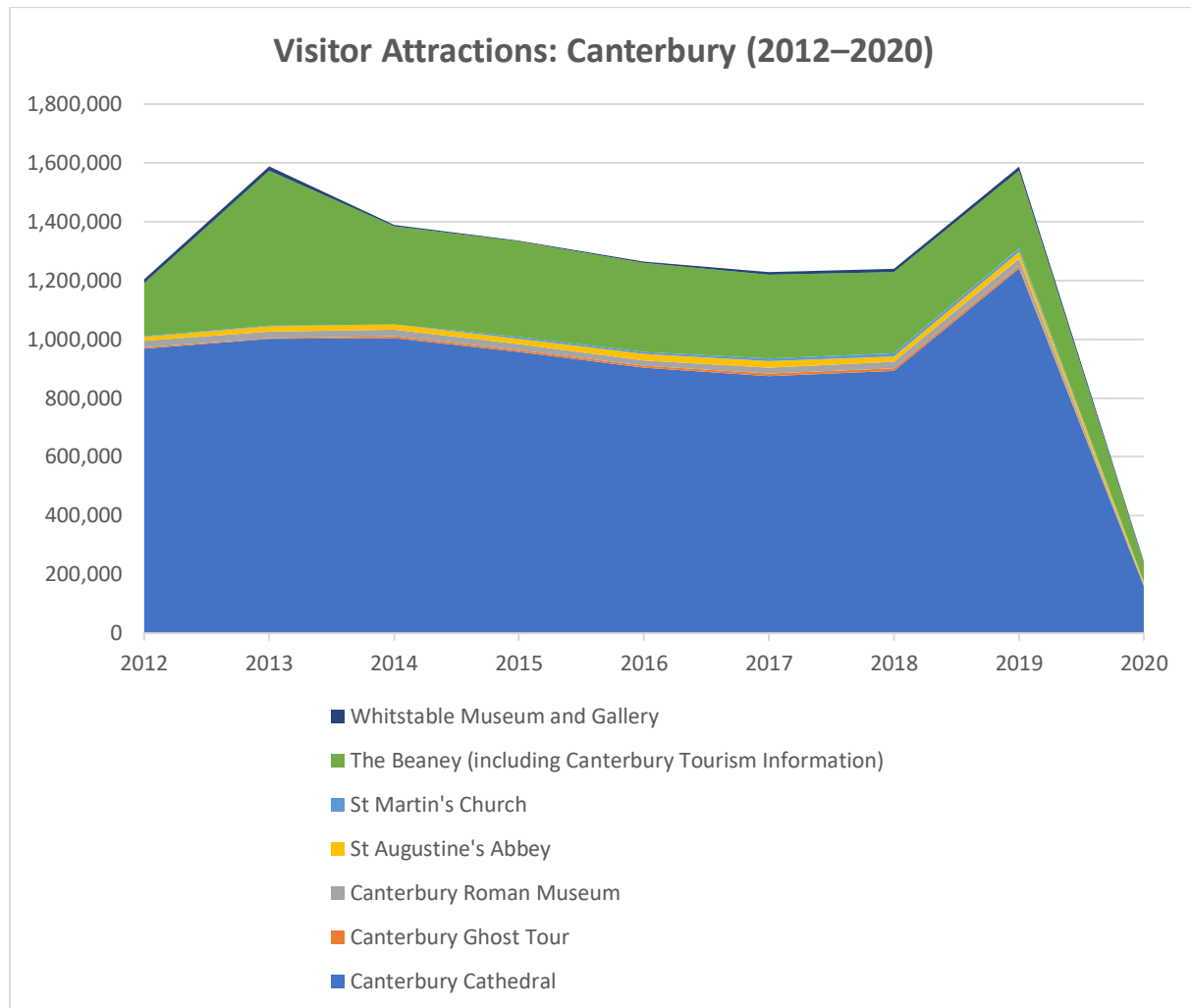


Figure 25. Selected Visitor Attractions in Canterbury. Data Source: Visit Britain

## Investment

Including tourism and heritage and all sectors, Canterbury has a long track record of inviting and establishing well-known businesses. The borough is home to circa 5,700 businesses. The UK’s Start-Up Cities Index in 2017 named Canterbury as one of the top 25 locations to start a business owing to a number of factors, including infrastructure, high-speed rail connection to London, proximity to Europe, fast broadband, university research and availability of resources; in 2020 it topped a national poll on the best place to start a business (Locate in Kent 2021). Circa 60,000 people are employed within the wider district (Canterbury BID n.d.).

Canterbury City Council and the County, the Universities and local businesses have invested heavily in the area. Both Kent and Christ Church Universities have

expanded in size and constructed many new buildings. Christ Church is believed to be spending £150m between 2015 and 2025 on a grand master plan to improve their campus. The City and the County have also spent greatly on improving local roads with three major new road projects, including £29.6m for the Sturry Link Road. The Dept for Transport with Southeastern Railway and Network Rail have also spent over £6m improving the railway stations of Canterbury West (Grade II listed) and Canterbury East (an important Victorian station). Canterbury West is also home to the High Speed One service to St Pancras.

Around £320m of infrastructure investment is believed to be made up to 2031 within the City. A number of large commercial sites in and around the City are either in construction or have planning approval. Some 16,000 new homes are being built across the borough, which is believed to house some 17,000 new employees in various sectors (Locate in Kent 2019).

Heritage projects in Canterbury were awarded £15.5 million between 2013 and 2019.

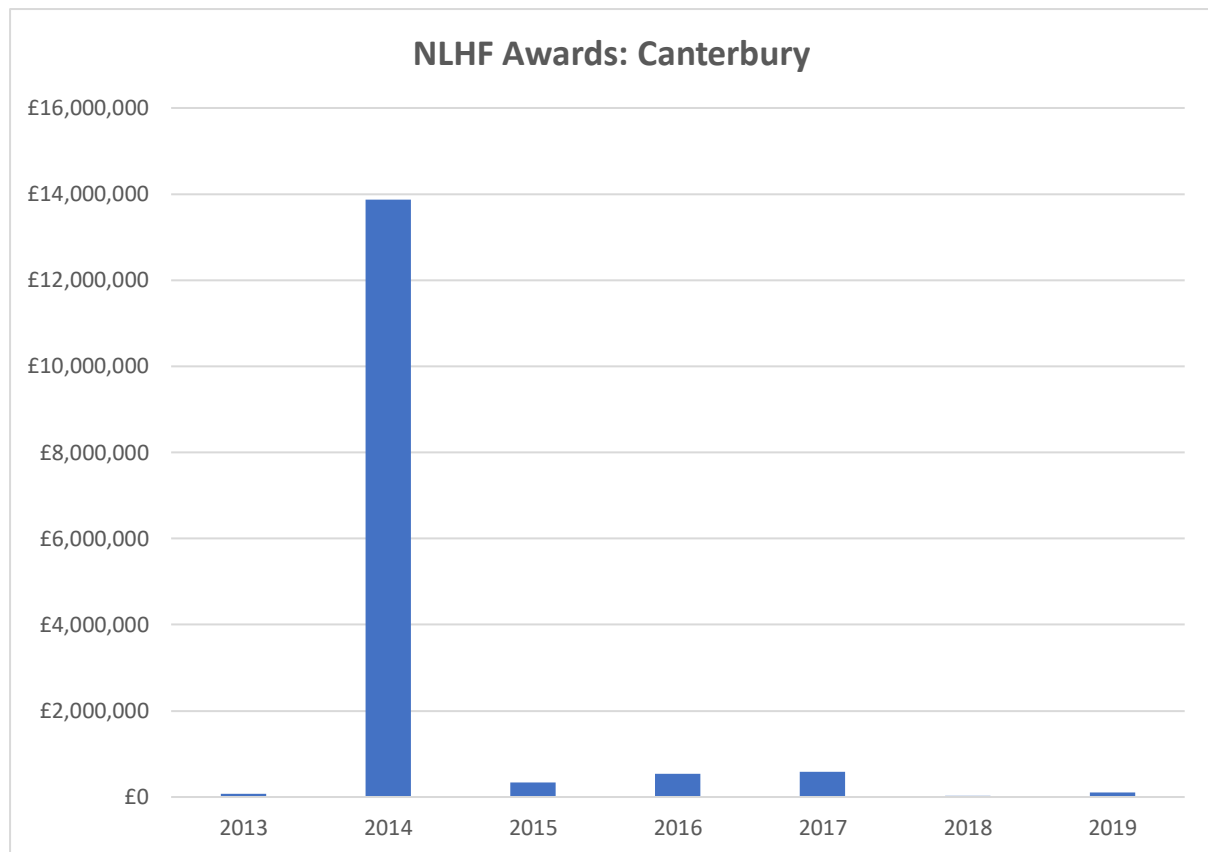


Figure 26. NLHF Awards: Canterbury

#### Delivering for heritage

In addition to the City’s Heritage Strategy, the city also uses a bi-yearly statement to direct where investment and resources will be diverted to directly deliver on their heritage objectives. This document is called A Heritage Strategy for Canterbury District Delivery Plan and for 2021-2022 it outlines a number of projects that are being delivered for this period, including:

#### *Community Conservation Area pilot project*

CCC seeks to create a dialogue with the parish councils within their boroughs, local groups and communities to assess the rural conservation challenges across the whole district. This will include conservation area appraisals and collection of digital data. The key objective is to empower local communities to safeguard their own heritage and maintain the character of rural areas. This is to be delivered by 2023.

#### *Design Review Panel*

CCC seeks to organise a Design Review Panel of built environment and landscape practitioners who have significant design expertise and can offer highly skilled independent advice to the council on all aspects of design and development. CCC wants to draw on the skills and knowledge of CCC's partners to help scrutinise development proposals to drive up the quality of development in the district and to deliver attractive buildings, spaces and places that improve the district's quality of life. This is said to be in place before the end of 2022.

#### *Heritage Guidance*

CCC seeks to upload by the end of 2022 a library of advice notes to their website that will enable developers to obtain instant advice on what best practice means in Canterbury.

#### *Canterbury Conservation Area Appraisal & Management Plan*

Building on the success of a number of stakeholder events that were held within the city and wider borough, a new management plan will be produced that safeguards and enhances the distinctive character of Canterbury city's conservation area. CCC seek to appraise the conservation area of the city to create and then adopt an effective plan for managing development within proximity to their important and ancient assets by 2023.



Figure 27. The River Stour passing through the centre of Canterbury, 2021 © Christopher Moore

#### *Canterbury Tales of England Bid*

CCC want to apply for a grant from the Government's new Levelling up Fund to undertake a number of public realm improvements to the city. This bid is to be drafted between 2021 and 2022 and issued by 2023. The bid will include wayfinding and interpretation projects to enhance the experience of Westgate Square, City Walls, Canterbury Castle and Dane John park.

#### *Heritage Walking Trails*

By 2023 CCC wants to assess options for a map-based guide for the public to explore the district's heritage, guiding members of the public through heritage walks within the city and wider district.

#### *Canterbury's Local List of Heritage Assets*

CCC aims to compile a list of all non-designated structures within the district by 2024, with a aim to encourage as much public input on this list as possible.

#### *Landscape Character Appraisals*

In preparation of the new Local Plan for the district, CCC seems to assess the landscape character of the whole district by surveying rural landscapes, their heritage assets and cultural value by 2022.



### *Shopfront Design Quick Guide*

In 2021 CCC published a Shopfront Supplementary Planning Document for new shopfronts in the city. By 2022, CCC wants to create a shorter user guide for shopkeepers to refer to when maintaining their shopfronts with a view to enhancing and protecting the unique nature of the Canterbury High Street area.

### *North Kent Discovery Programme*

CCC formerly supported the Coastal and Intertidal Zone Archaeological Network (CITIZAN) within the North Kent Discovery Programme, however, this programme has concluded and will now continue with local groups such as TimescapesKent: see CCC website for details of the excavation of two historic shipwrecks (Canterbury City Council 2021). A CCC representative will sit on the local advisory panel which aims to work with local groups to record vulnerable archaeological features along this area of coastline.

### *Heritage Blue Plaques*

CCC wants to explore the concept of organising a district wide Blue Plaque Scheme to increase and showcase the diverse people and events that have taken place within their district. The programme seeks to be in place by 2023.



*Figure 28. St. Martin's Church in Canterbury believed to be the oldest church in the UK, it is also partly constructed with Roman spolia and was used by the Kings and Queens of Kent, 2019 © Christopher Moore*

### Risks to heritage

Aside from coastal erosion and flooding due to climate warming (covered in the Dover Case Study), Canterbury has a number of risks to its heritage. Due largely to the pandemic, there are now a number of shops, especially large department stores within the High Street area, that are now closed (Debenhams, Nasons, for example). These large department stores are proposed for redevelopment, including creating more retail space for smaller traders and providing (largely at

first floor level) new apartments. All of these planning permissions and any other pending planning permissions are said to be held and are not being processed. This blockage in the planning system is due to Natural England blocking all planning permissions that have any bearing on the River Stour due to excessive nitrate levels in the Stour's attaching reservoir at Stodmarsh (Canterbury City Council 2020). A careful balance is being met between the needs of the new developers, their impact on the natural environment, and the local heritage environment. Following the decision by the World Heritage Committee, holding its 44th session in Fuzhou and online in 2021, to delete the property 'Liverpool – Maritime Mercantile City' (UK) from the World Heritage List, due to the irreversible loss of attributes conveying the outstanding universal value of the property, there have been concerns locally that if Canterbury is not more substantial on their planning requirements (noting the Government targets them to build more residential units), that Canterbury may follow Liverpool (Wright 2021). The pause in the planning system due to Stodmarsh may be the welcome break the planners need to grapple with the issue of protecting Canterbury's heritage and delivering on the borough's planning needs.

Historic England's Heritage at Risk Register confirms that there are ten sites at risk in the Canterbury district, they are:

- Church of St Mary, Canterbury Road, Wingham
- Church of St Martin, Herne Street, Herne, Herne and Broomfield
- Church of St Bartholomew, King Edward Avenue, Herne Bay
- Enclosures west of Woodlands, Adisham
- Monuments in the precinct of Canterbury Cathedral, The Precinct, Canterbury
- Horton Manor Chapel, Horton, Chartham
- Barn at Hardres Court, Upper Hardres
- Greyfriars Monastery, Stour Street, Canterbury
- Dovecote at Burnt House Farm, Chartham
- Rubury Butts bowl barrows, Nonington / Womenswold

## Dover

### Introduction

Dover is perhaps best known as an international transport hub, with the Port of Dover providing key infrastructure for international trade and tourism. At the same time, the wider district faces a number of local issues including low skills, deprivation and health inequalities (Dover District Council 2017). Partly as a result, Dover district has been identified as a Levelling Up Priority Area 1 (Department for Levelling Up Housing and Communities 2022). However, the district also has an important heritage sector which makes a significant contribution to the economic, social and cultural landscape of the area.

It includes a number of iconic heritage assets, perhaps most notably the White Cliffs of Dover. However, it is also home to the Norman castle in Dover, Tudor artillery forts in Walmer and Deal and the Roman base at Richborough. Deal is noted for its Georgian seafront, Sandwich is the most complete medieval town in Britain and a number of villages have significant mining heritage. The district as a whole is home to nearly two thousand listed buildings, fifty scheduled monuments and six historic parks and gardens, while 22 per cent is located within the Kent Downs Area of Outstanding Natural Beauty. Heritage organisations within the district include regional and local government, national charities such as the National Trust and English Heritage, as well as local, site-specific organisations including the East Kent Railway Trust and Kent Mining Heritage Foundation.



Figure 29. Dover Castle © Caroline Gill

## Benefits of heritage

### Tourism

Heritage attractions provide a major draw for both domestic and international visitors who make a significant contribution to the local economy. The VisitBritain data for 2017–19 suggest that there were 0.7 million holiday nights together worth £33 million (Visit Britain 2019). Destination Research for Visit Kent over the same period suggests that Kent received 4.2 million day trips, and calculated that tourism was worth £302 million per year (Visit Kent 2022b). The pandemic, with associated lockdowns, reduced the income from tourism to £112 million in 2020. This included £53 million from day visits.

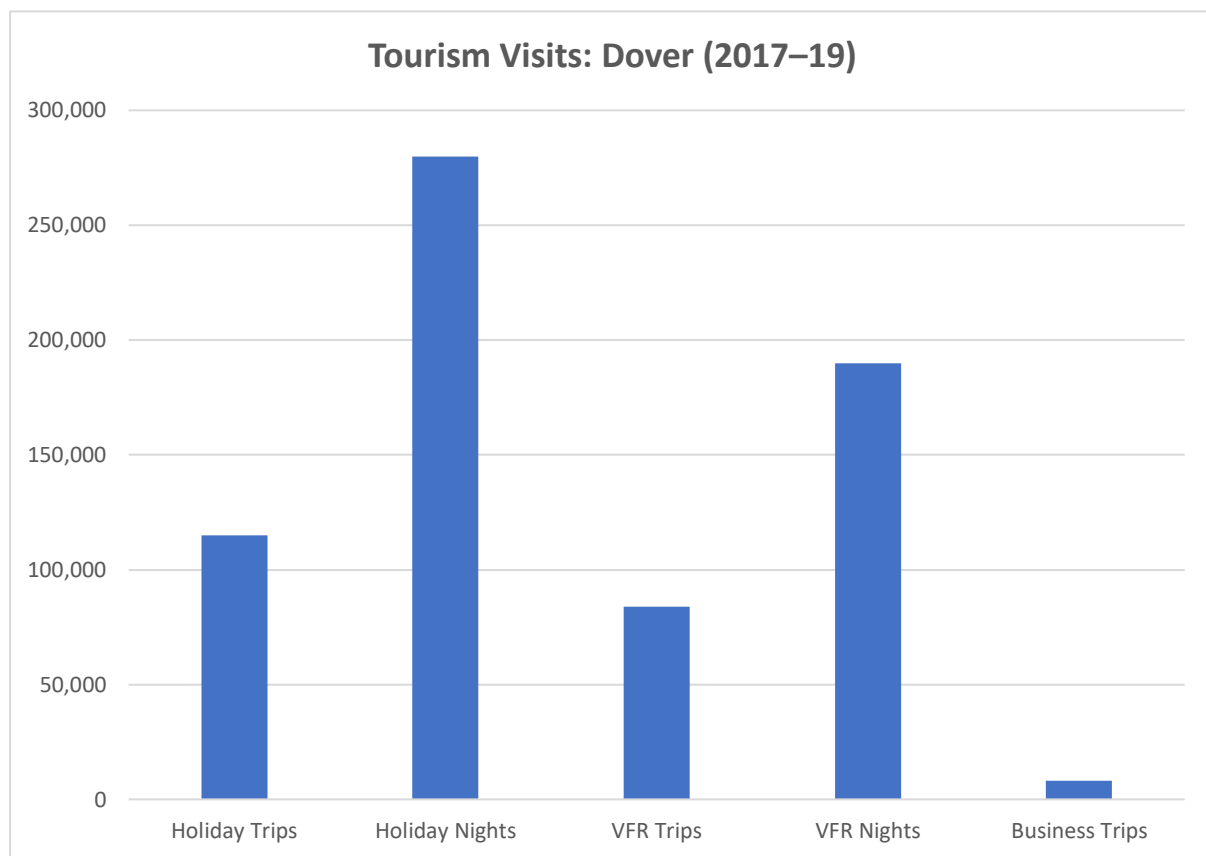


Figure 30. Tourism Visits to Dover. Data Source: Visit Britain.

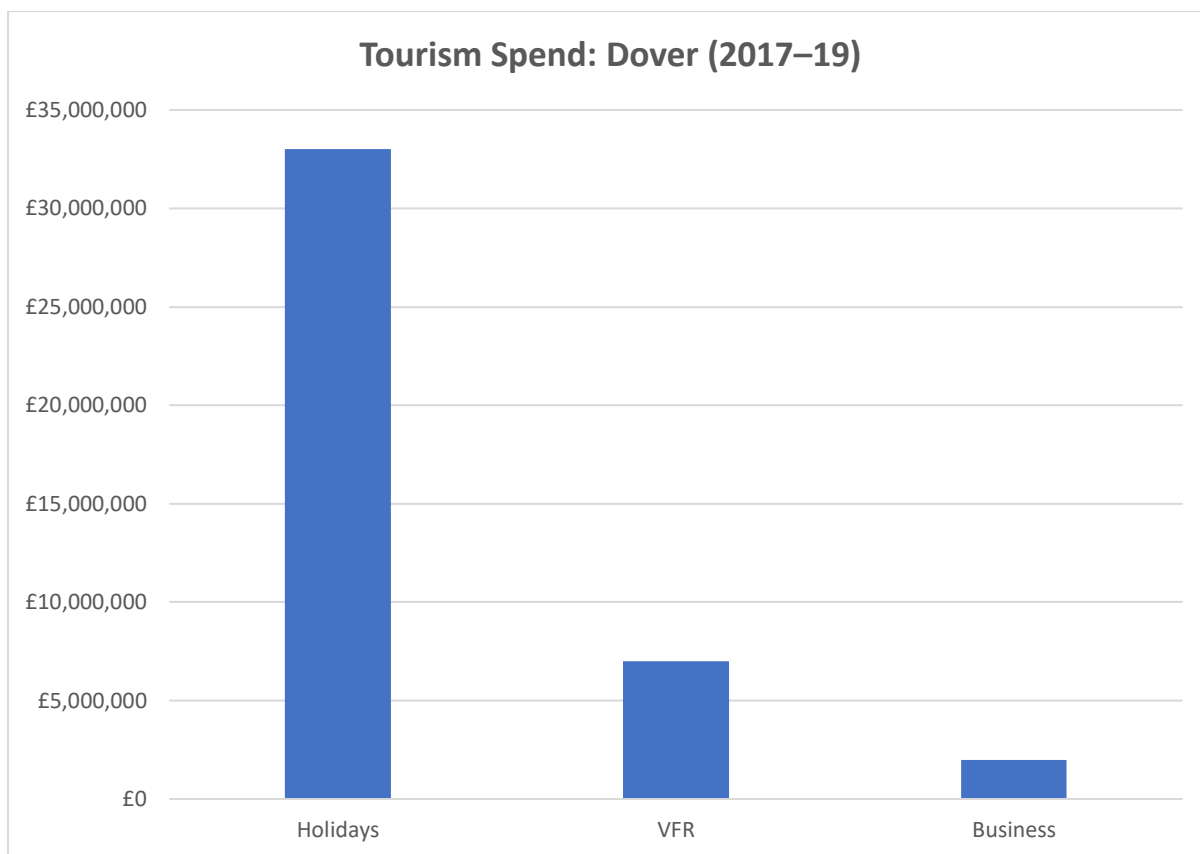


Figure 31. Tourism Spend for Dover. Data Source: Visit Britain.

Dover Castle is a major visitor attraction in the district and a study in 2010 suggested that it supported 117 full time equivalent jobs and contributed £3.1m to the local economy (GHK Consulting 2010).

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.

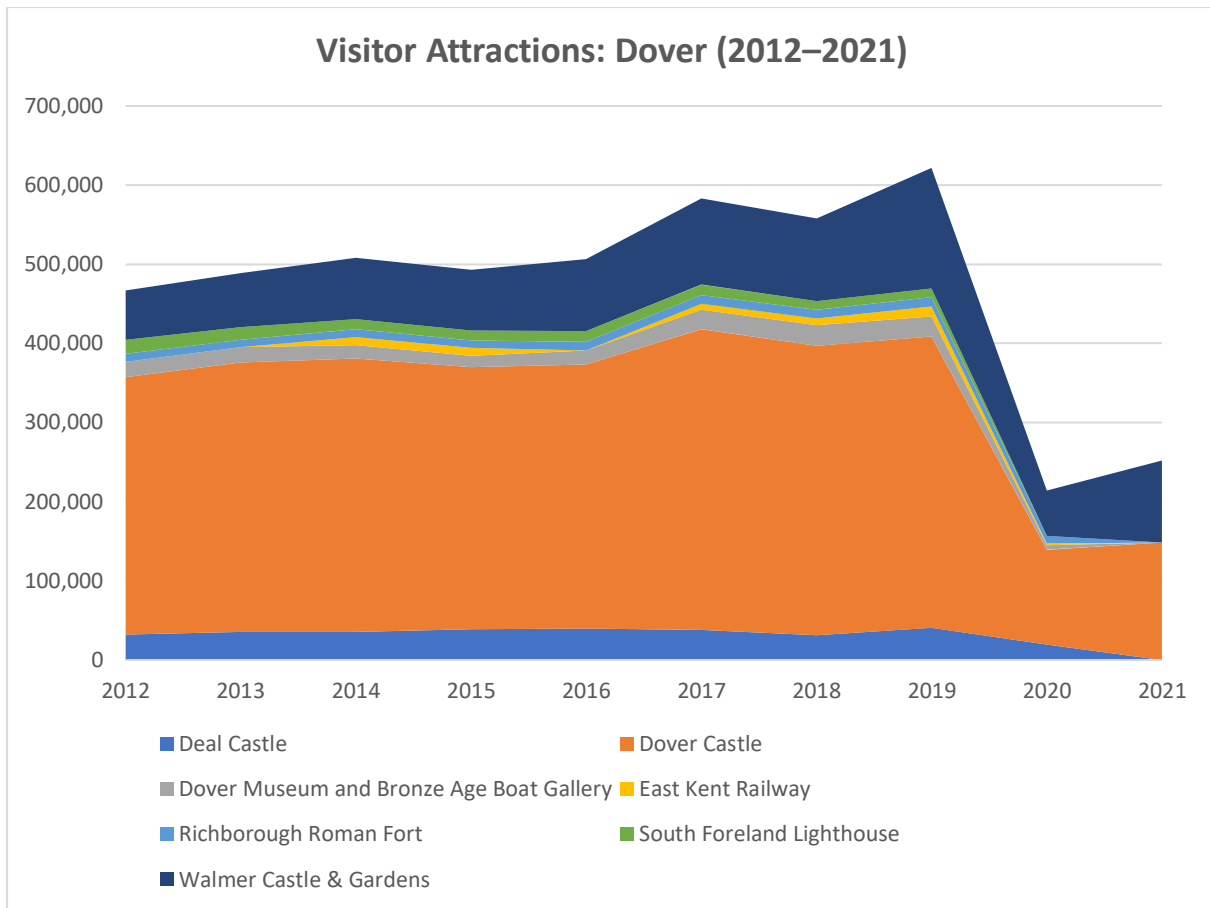


Figure 32. Selected Visitor Attractions in Dover. Data Source: Visit Britain

### Investment

In 2013 Dover District Council adopted its comprehensive Heritage Strategy, which had been prepared following detailed research into the varied heritage assets in the district. In 2015 the Strategy received a regional RTPI award for excellence in planning. More significantly, it demonstrated the strategic importance of heritage assets and provided a strong justification for several successful funding bids to the National Lottery Heritage Fund, including £3.3m for the Kearsney Parks project in 2014 and £4.6m to restore the Maison Dieu in 2018. Between 2013 and 2020, Dover District Council was second only to Canterbury Cathedral in terms of total National Lottery Heritage Fund awards in Kent.



*Figure 33. Kearsney Court/Russell Gardens, Dover, 2016 © Jon Winder*

The successful funding bids significantly increased the impact of the local authority's own funding. In the case of the Kearsney project, DDC invested nearly £300,000 in capital funding and £200,000 in increased maintenance costs but with the support of the National Lottery was able to deliver £3.3m of restorations works, heritage activities and events, training activities and apprenticeships and support for volunteering.

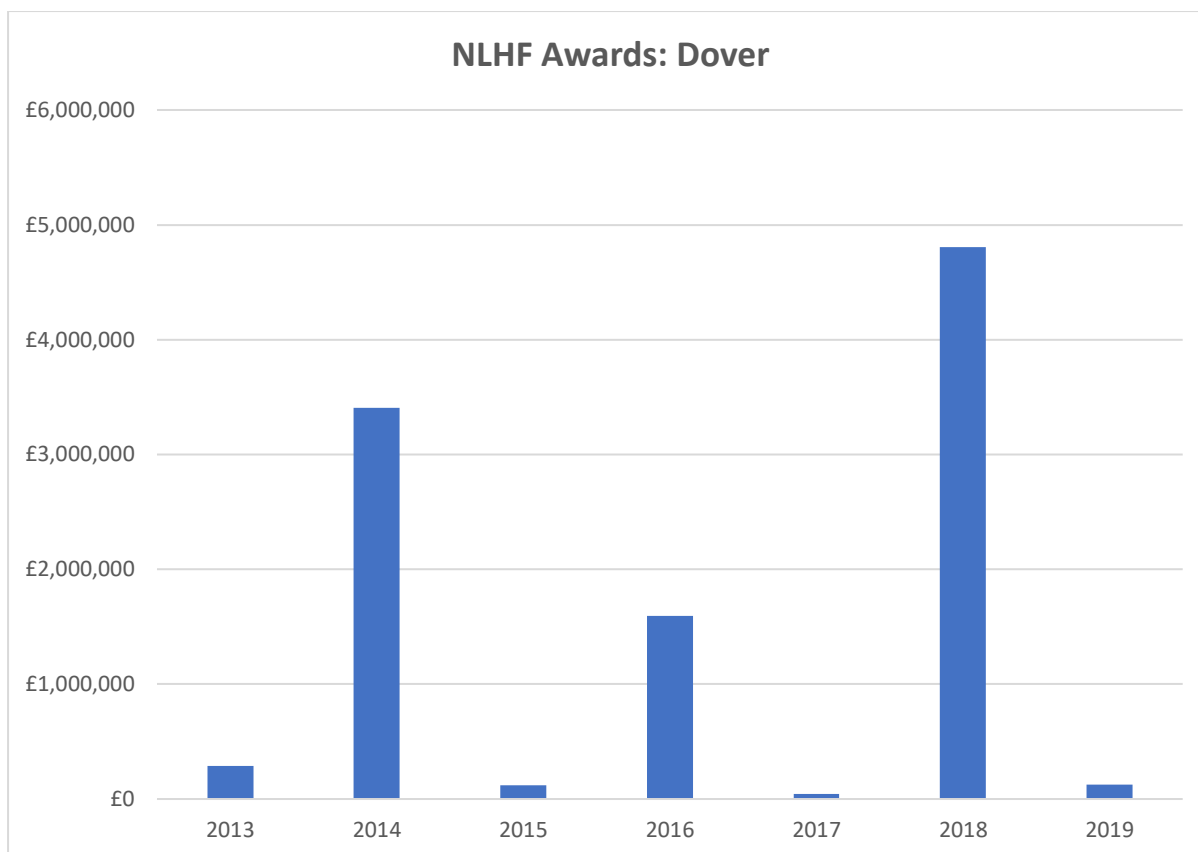


Figure 34. NLHF Awards: Dover

From 2013 to 2019 Dover was awarded £10.3 million for 22 projects. In June 2014 Dover District Council was awarded £3.3 million for Kearsney Abbey and Russell Gardens, and in June 2018 £4.6 million for Dover’s Maison Dieu; English Heritage was awarded £1.4 million in December 2016 for the Walmer Pleasure Grounds.

#### Community

In addition to its contribution to the local economy, the heritage sector and its assets provide a focus for civic society, community development and wellbeing. A number of heritage organisations are entirely run by volunteers, while friends’ groups promote engagement in local museums and open spaces. Volunteering programmes not only help to care for and share stories about local heritage, but also support individuals’ health and wellbeing. The National Trust, English Heritage, Kent Wildlife Trust and Dover District Council all run volunteering programmes that increase engagement with heritage, provide individuals with opportunities to gain new skills and experiences and build a sense of community.

#### Risks to heritage

According to Historic England’s Heritage at Risk register, Dover has four listed buildings at risk, including the privately owned grade I Belvedere in Waldershare Park and three village churches. In addition, six scheduled monuments are considered at risk, including St Radegund’s Abbey, Great Mongeham Anglo-Saxon Cemetery and Fort Burgoyne, although the latter is undergoing a significant



programme of investigation and investment under its new owners, The Land Trust.

In addition to the risks facing individual heritage sites, there is a wider risk to both built and landscape heritage from climate change and the associated rise in sea levels. Conservative estimates of sea level rise suggest that while the town of Dover and its heritage assets may be offered a degree of protection, elsewhere in the district will experience significant inundation, particularly in the coastal towns of Walmer, Deal and Sandwich, affecting nearly eight hundred listed buildings and landscapes.

In addition to physical threats to the fabric of heritage assets, the district faces issues relating to engagement with heritage and its perceived importance to local communities. Despite the internationally significant historic buildings and landscapes, audience data suggest that there is medium to low engagement with heritage, arts and culture across East Kent. An understanding of the barriers to greater engagement with heritage and developing measures to overcome them need to be an integral part of the heritage sector in the region (Dover District Council 2016).



*Figure 35. Conservation repair works to Walmer Castle, 2017 © Christopher Moore*

## Folkestone

### Introduction

Folkestone and Hythe Council represent a large part of East Kent that starts in the South, taking in a large part of the ancient Romney Marsh, the towns of Folkestone, Hythe, Sandgate and Cheriton (Hasted 1799b). The area was formally known as Shepway District until 2020. The tourist industry has been somewhat renewed in the C21st as the town has become a popular arts venue and provides a nationally significant arts festival. This has brought renewed interest in the area, which has brought with it a new identity for the town and great investment. Folkestone was identified as one of the best places to live in 2020 (Bloomfield 2020).

### Heritage objectives

F&HDC have a standalone heritage strategy that was consulted on for implementation in March 2022 (Folkestone & Hythe District Council 2020). The 2019 policy is believed to still be in use and has the following objectives:

- Ensure that heritage plays a positive role in all areas of strategic planning – place shaping, economic, tourism, health and wellbeing, education.
- Enable and inform regeneration and growth, building places and communities with a stronger sense of place, pride and interest in their surroundings.
- Heritage-led regeneration and development provides additional economic value to an area, providing a quality environment that attracts new businesses.
- Contribute to and enhance tourism and the visitor experience and the economy.
- Increase wider understanding of the District's heritage and the ways in which the community can engage with and experience their heritage.
- Provide strong social and health benefits through improving quality of life and activities that encourage physical and mental health and well-being, reduce social exclusion and crime.
- Provide a valuable educational resource that can contribute local context to curriculums at all stages and an available and accessible resource for local schools and colleges.

### Heritage

The district has 30 grade I listed buildings, 39 grade II\* listed buildings and 844 grade II listed buildings.

Some of the most popular heritage sites include:

- Lower Leas Coastal Park
- Folkestone Harbour Arm (recently regenerated)
- The Leas Promenade
- Folkestone Creative Quarter (newly regenerated and named)

- Leas Cliff Hall
- Folkestone Museum
- Folkestone, Hythe and Dymchurch Railway (miniature heritage railway)
- Radnor Park
- Sandgate Castle (constructed by Henry VIII)
- The Tower Theatre
- The Kent Battle of Britain Museum
- Port Lympne Reserve
- Caesar's Camp/ Folkestone Castle
- Dungeness (the only official desert in the UK)
- The Gurkha Visitor Centre
- Silver Screen Cinema
- Hythe Town Hall
- Littlestone Golf Club
- Romney Marsh Churches, including the incredibly unique Fairfield Church
- A number of now private and publicly open Martello Towers
- Plus, a number of monuments, statues, churches, restored shops and listed buildings



Figure 36. Romney, Hythe and Dymchurch Railway © David Gill

## Tourism

While the effects on tourism are still unknown for the borough, the towns of Folkestone and Hythe provide a number of attractions, along with their coastlines, for many tourists who come to the area. Folkestone's re-brand as an artist destination continues with their Creative Folkestone Triennial. The art festival occurs every three years and has attracted artists from across the globe. It is believed that the festival is worth more £65 million to the local economy in 2014 from direct and indirect investments due to the size of the festival (Price 2015). The likely catalyst of the formation of the festival and the Creative Quarter was due largely to the decline of the tourist attractions in the 1990s when the seaside Rotunda amusement park was closed down.

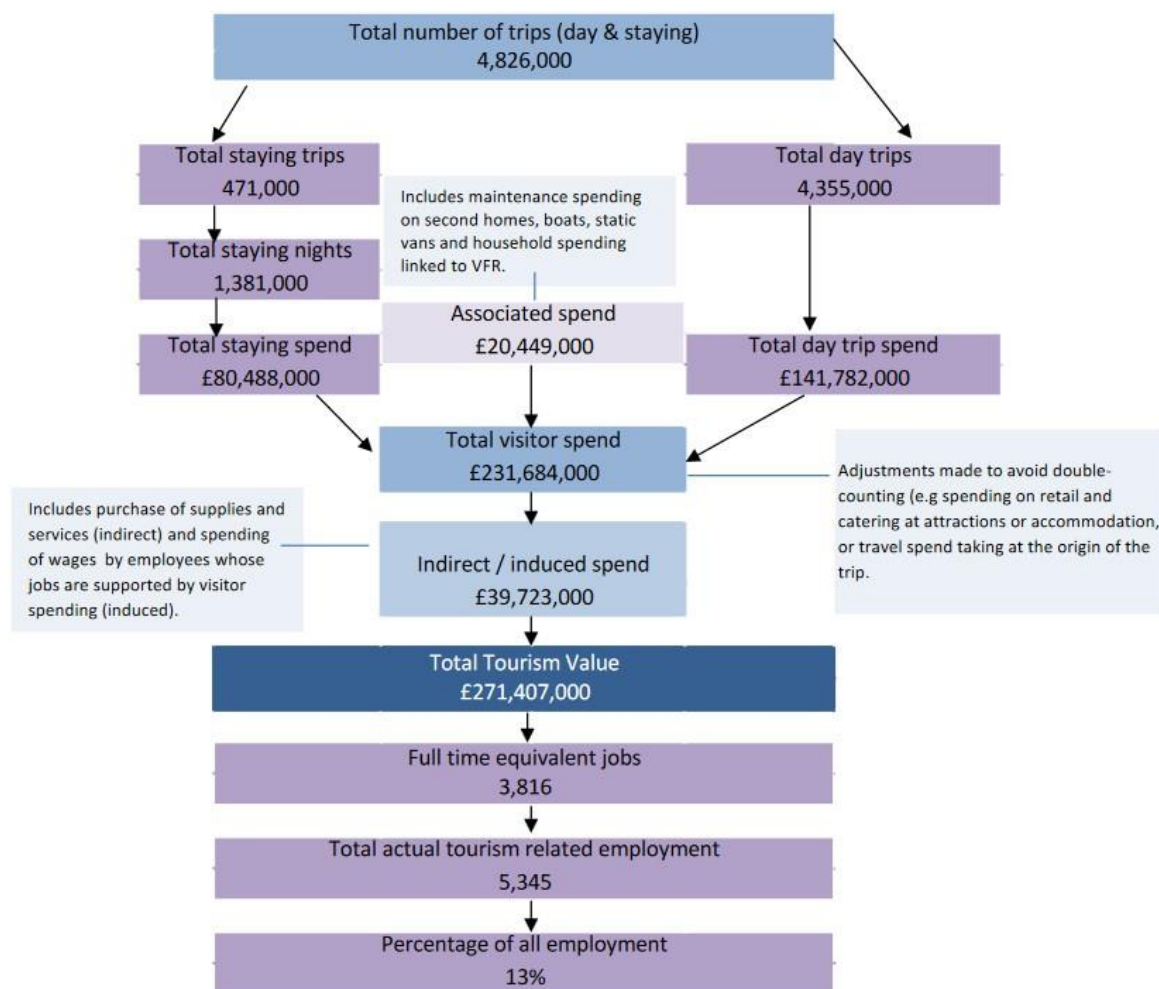


Figure 37. Economic Impact of Tourism: Headline Figures, Folkestone and Hythe (2019). Source: Visit Kent.

The Visit Britain data suggest that Folkestone and Hythe had 1.2 million accommodation nights worth £52 million (Visit Britain 2019). Destination Research for Visit Kent suggests that the total income from tourism fell from £271 million in 2019 to £110 million in 2020 (Visit Kent 2022a).

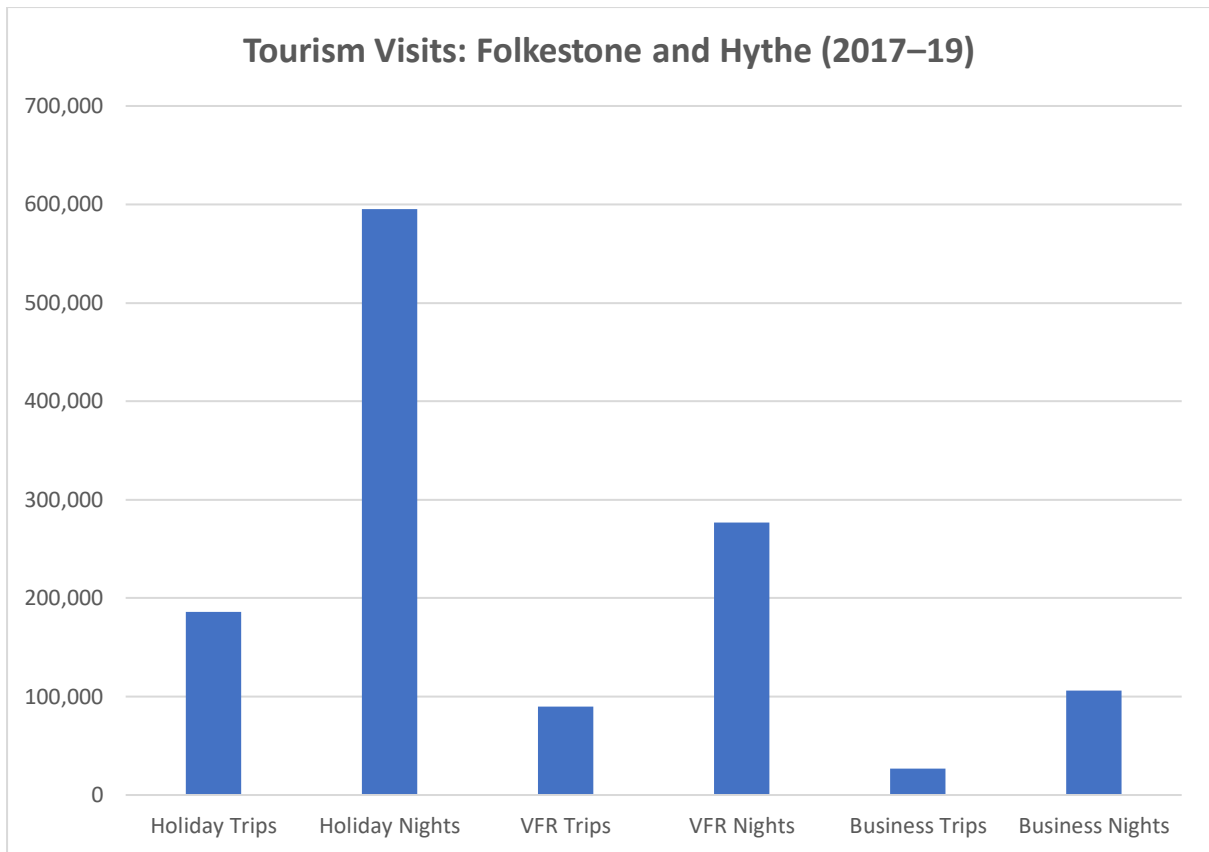


Figure 38. Tourism Visits: Folkestone and Hythe. Data Source: Visit Britain.

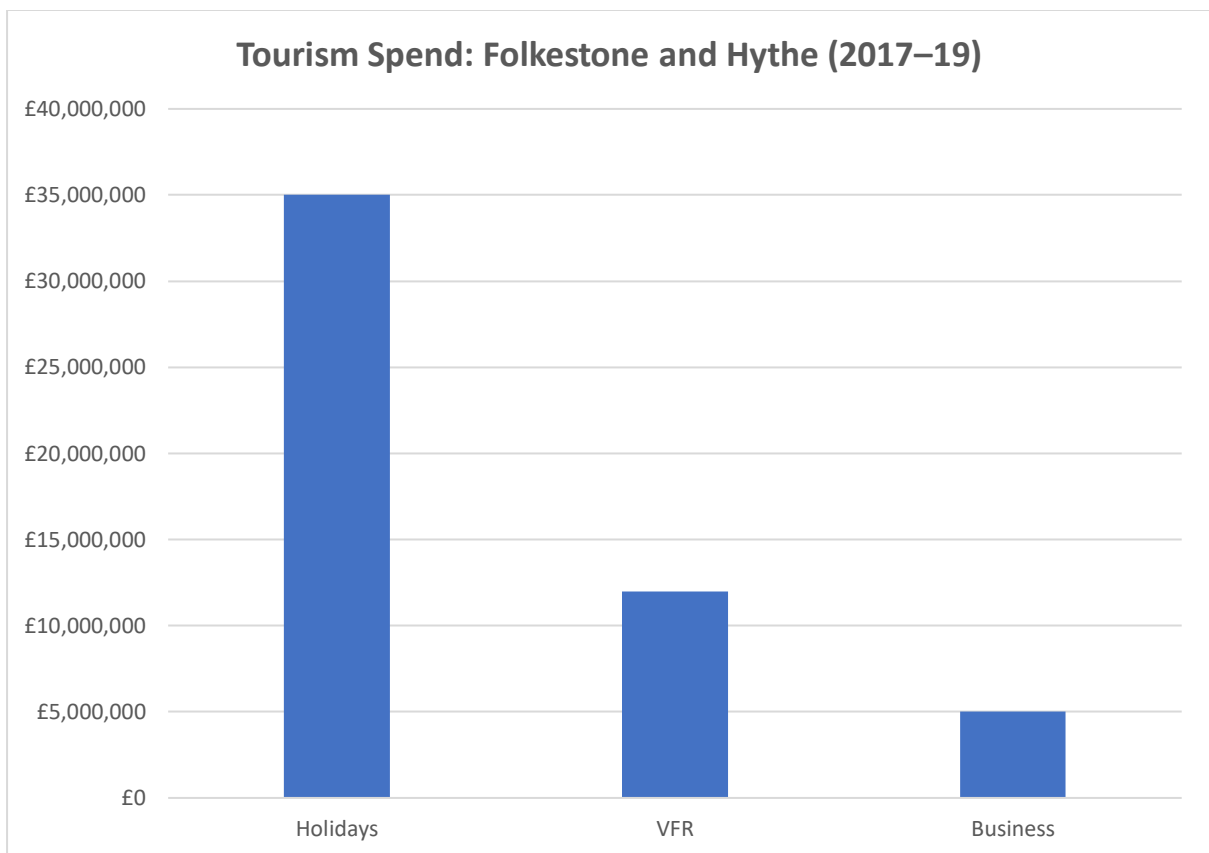


Figure 39. Tourism Spend: Folkestone and Hythe. Data Source: Visit Britain.

## Investment

Folkestone has seen a lot of inward investment in the last two decades following the decline in the late C20th. Much of the investment has come from the local council, the county council and from the local businessman Roger De Haan (former owner of Saga – which is still one of the largest employers in the area) via his The Roger De Haan Charitable Trust (Visit Kent 2020a). Circa £18 million has been donated by the Trust to sports projects in and around Folkestone (including the first in the world multi-level skate park), £4m for school expansions and projects, and many millions for cultural, heritage and community projects around the borough (The Roger De Haan Charitable Trust 2022). The National Lottery's Heritage Fund also delivered one of the first High Street restoration projects to Folkestone, which concluded recently to great success (Leclere 2013).

Folkestone and Hythe received £7.7 million worth of awards from NLHF between 2013 and 2020.

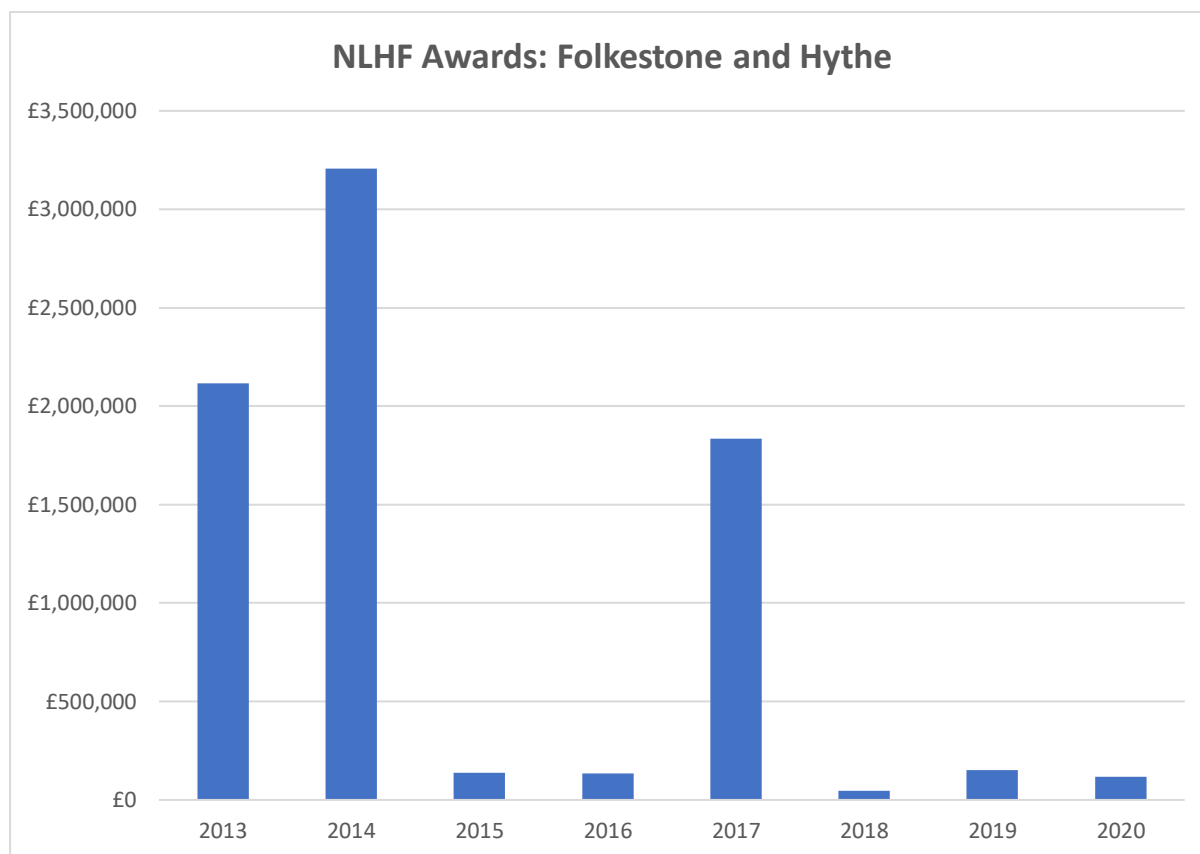


Figure 40. NLHF Awards: Folkestone and Hythe

## Risks to heritage

Coastal erosion, climate change flooding, and continued interest in Folkestone are all significant risks to the heritage of Folkestone. Much of the coastline is now installed with larger sea walls, groynes and rock barriers to prevent flooding due to rising sea levels. Lack or reduced investment in Folkestone is a concern however, the Government's targets for the area have seen a great number of residential units being constructed across the district, especially in brownfield

sites. This increase in the local industry for the enablement of these additions has also increased the population numbers, which were believed to have reduced in the early C21st in the Folkestone town area.

According to Historic England's Heritage at Risk Register there are 12 sites identified in the district that are at risk, these include:

- Church of St Mary, Stowting
- Church of St James, Elmsted
- Bowl barrow at Minnis Beeches, Swingfield
- Motte and Bailey Castle 200m north west of Stowting Church, Stowting
- Bowl barrow 150m north east of Red House Farm, Swingfield
- Martello Tower No. 5, Sandgate
- Martello Tower No. 4, The Leas, Folkestone
- Martello Tower no 6, Shorncliffe Camp, Sandgate
- Martello Tower No. 9, Shorncliffe Camp, Hythe / Sandgate
- Dymchurch Redoubt, Hythe Ranges, Hythe (live MOD site used for testing explosives)
- Martello Tower no 7, Shorncliffe Camp, Sandgate
- The Leas Lift, including Waiting Rooms, Brake Houses and Railings, the Leas, Folkestone

The key themes for these sites as to why they are at risk are a combination of underinvestment and access, as many of the Martello Towers and the Dymchurch Redoubt were/are on MOD land with no public access whatsoever. There are a number of MOD sites across this district which are still very much in operation.



*Figure 41. Works to a listed building in Dover, 2020 © Christopher Moore*

## Economic Benefits of Heritage

Historic England has published a report on the economic benefits of heritage for local communities (Historic England 2020b). Data used to estimate the economic value of heritage for the South East for the period prior to the Pandemic have been published as part of the Heritage Economic Estimate Indicators (Historic England 2020a). The indicators used to calculate the GVA from heritage contain three distinct areas: direct, indirect and induced. The aggregate economic impact from heritage in the south-east was worth £5.3 billion in 2019. The indicators also include the contribution to heritage from across England. For example, in 2019 libraries, archives, museums and other cultural activities contributed £3 billion GVA to the economy, and employed over 49,000 people.

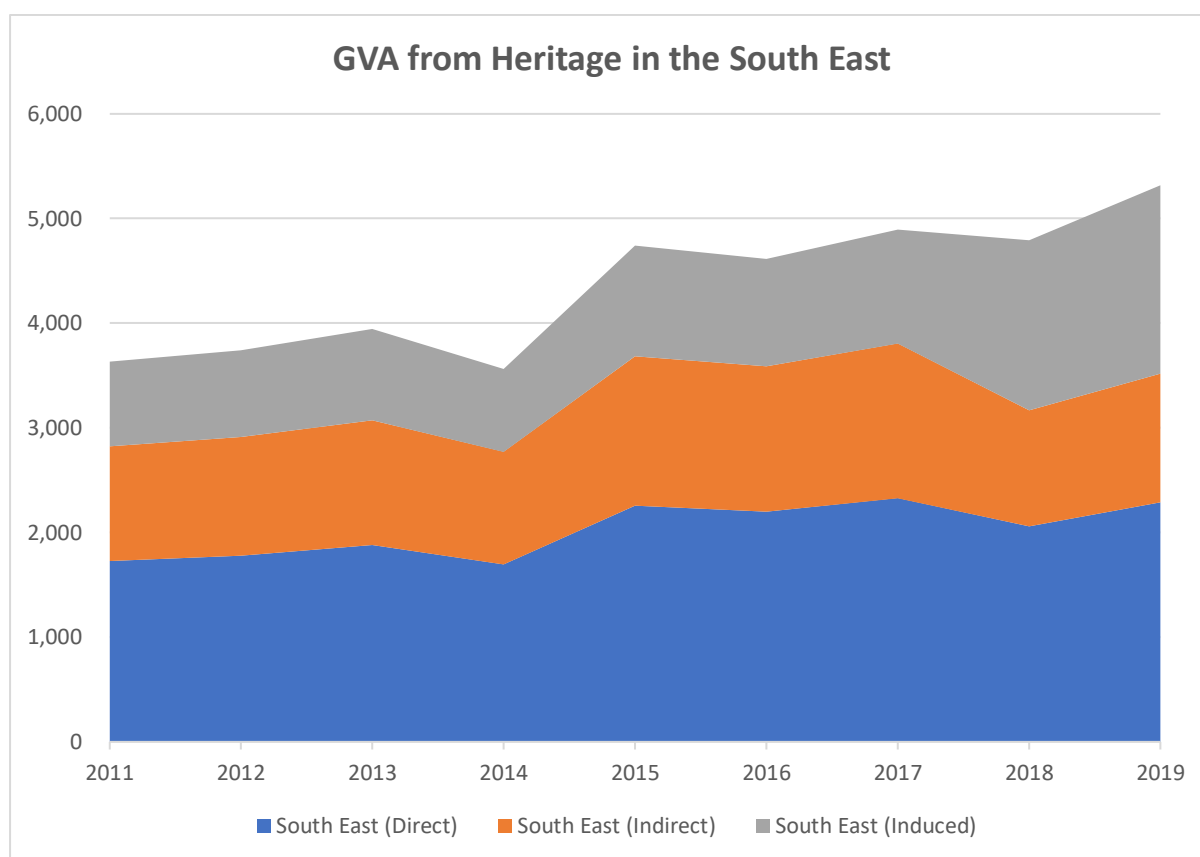


Figure 42. GVA from Heritage in the South East. Data Source: Historic England



DCMS has estimated the GVA for the Cultural Sector and elements within this can be attributed to heritage sites, museums, and archives (DCMS 2021a). This carries the data into the autumn of 2021. The data suggest that museums and galleries, and historical sites and other visitor attractions have recovered from the worst of the pandemic, but remain at lower levels.

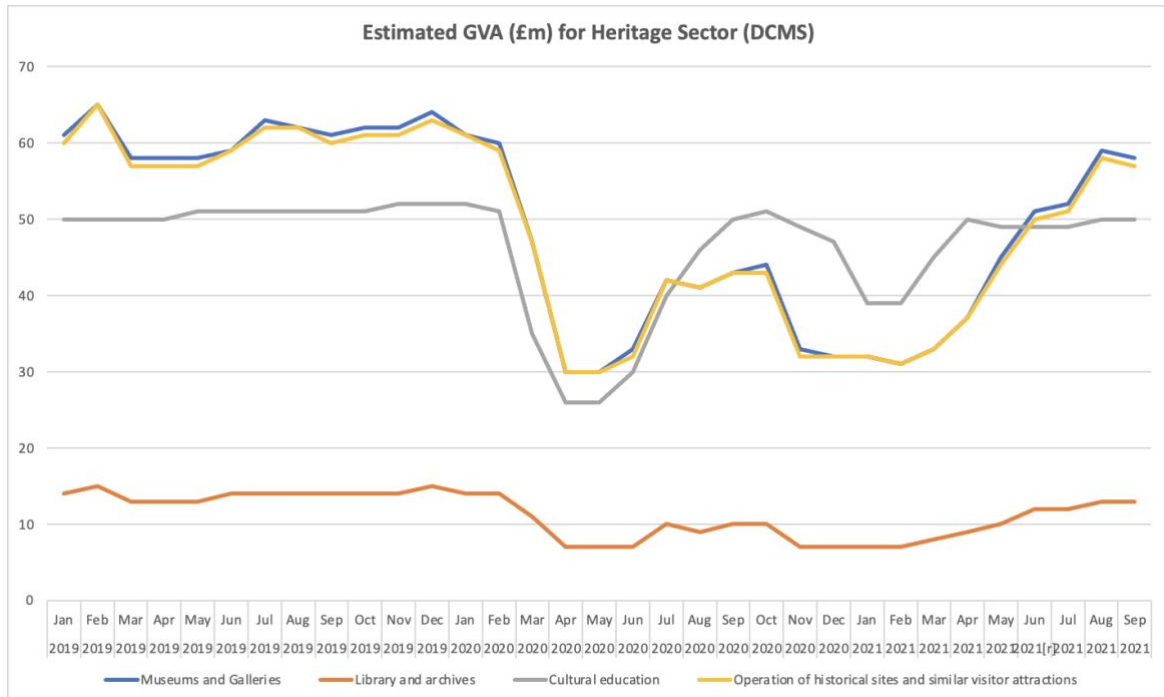


Figure 43. Estimated GVA for the heritage sector. Data Source: DCMS.

### The impact of COVID-19 on the tourism economy in Kent

Visitor data for 2020 are currently available for Kent (Visit Kent 2020c). These indicate a major fall in income for the county from £4.1 billion in 2019 to £1.6 billion in 2020. This included a fall of 61 per cent on day trips, and 60 per cent on overnight trips. This had an impact on employment in the tourism sector accounting for a drop of 39 per cent to 50,026 individuals.

The fall in income due to the pandemic is particularly noticeable for Canterbury with a loss of over £300 million, while Medway and Thanet both saw losses over around £200 million.

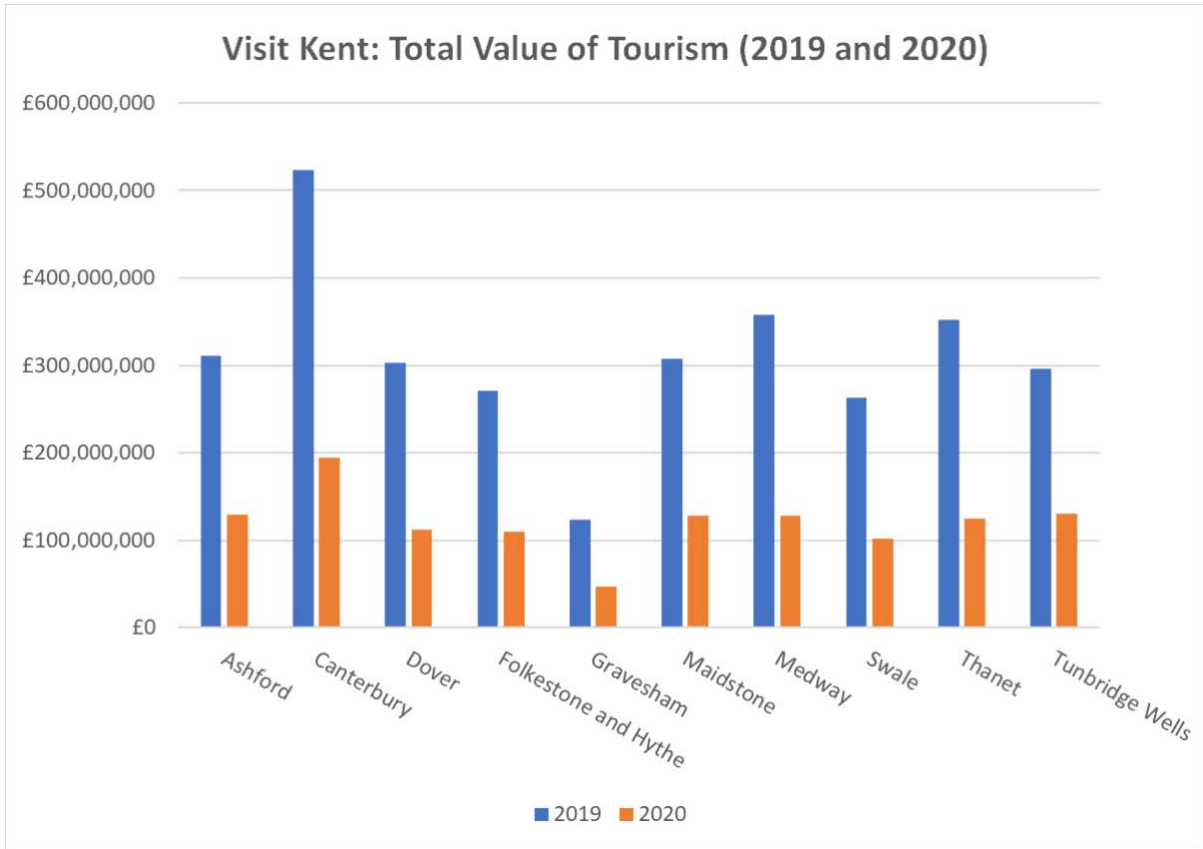


Figure 44. Total Value of Tourism for Kent. Data Source: Visit Kent.

The spending from visitors in 2020 can be seen in the data for the three centres of Canterbury, Dover, and Folkestone and Hythe that generated over £300 million in income (Visit Kent 2022a; Visit Kent 2022b; Visit Kent 2022c).

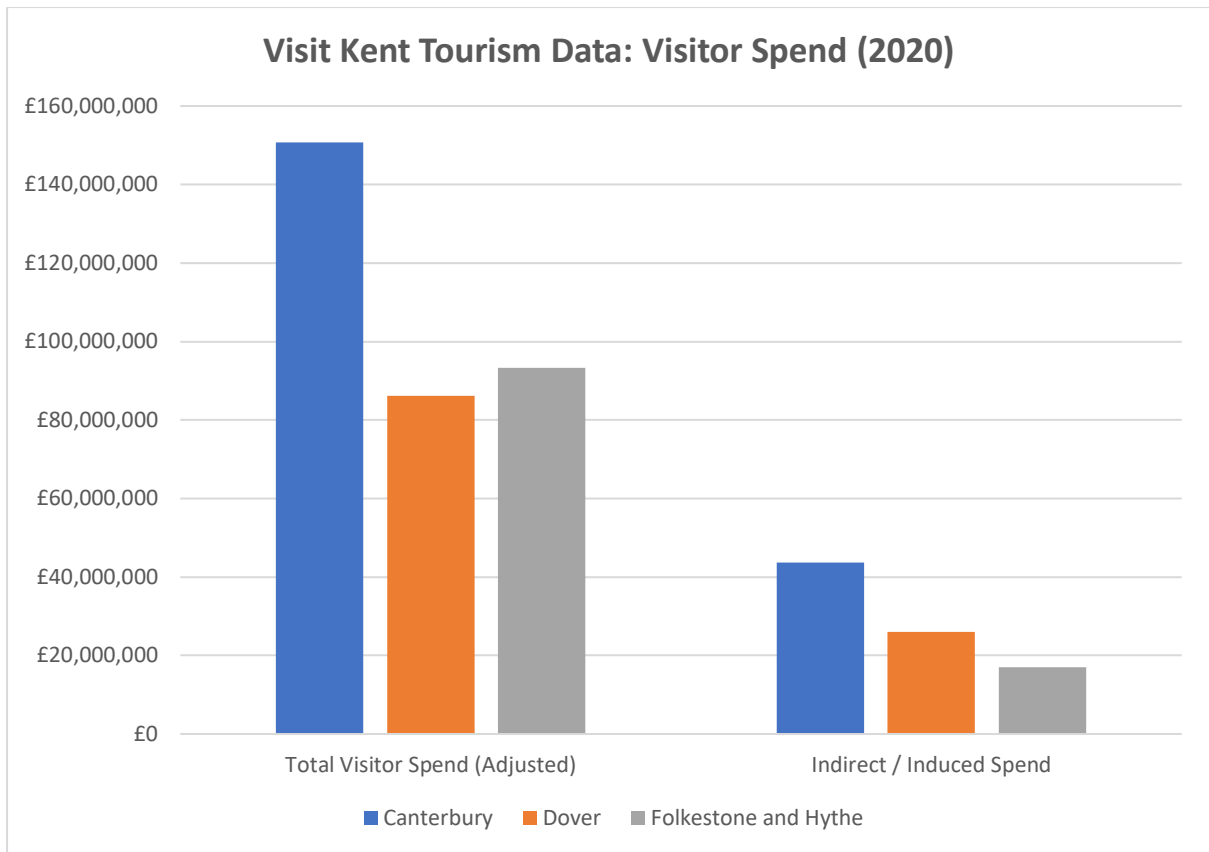


Figure 45. Visitor Spend (2020). Data Source: Visit Kent.

The figures for 2020 show that Canterbury was the main generator of income from tourism followed by Ashford.

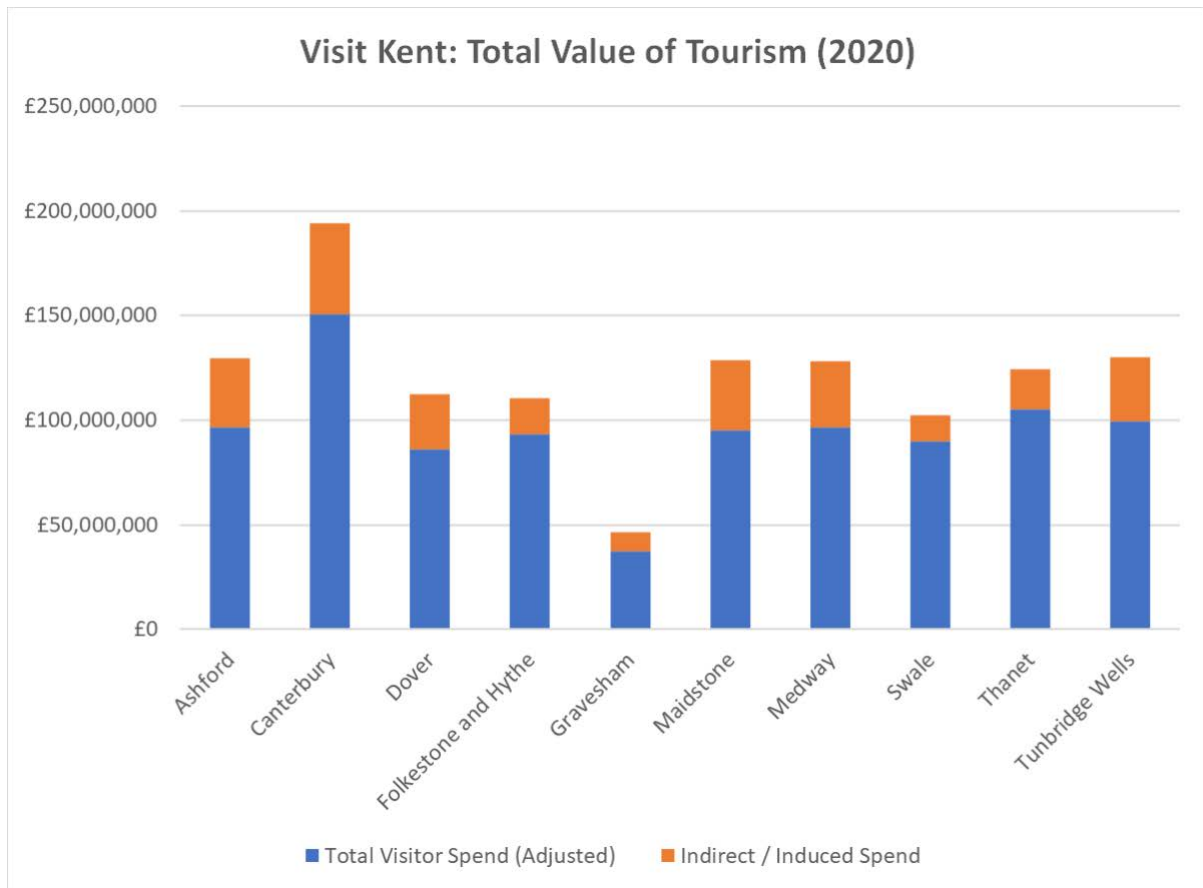


Figure 46. Total Value of Tourism in Kent (2020). Data Source: Visit Kent.

### The impact of the exit from European Union on tourism

The implementation of Brexit has coincided with the COVID-19 pandemic and it is hard to ascertain if this has had an impact on visitor numbers from the EU. Prior to the pandemic, French and Belgian schools arranged regular school trips to the UK, but the requirement for visitors to have a passport have added additional costs to such excursions (Henley 2021).

## NLHF grants for Kent

Heritage projects in Kent were awarded over £79 million in grants from NLHF from 2013 to 2020. The largest amounts were for £13.7 million for the Canterbury Journey awarded to Canterbury Cathedral, £4.6 million for the Maison Dieu in Dover, £4.8 million for Chatham Historic Dockyard Trust, £4.6 million for the Sheerness Dockyard Church project, and £3.4 million for Chartwell. Some of the large grants were for natural heritage; Victoria Park and Watercress Fields (£3.2 million); Kearsney Abbey and Russell Gardens in Dover (£3.3 million); Darent Valley Landscape Project (£2.2 million); Romney Marsh Landscape Project (£1.9 million); Ellington Park (£1.7 million); Walmer Pleasure Grounds (£1.4 million); Old Chalk New Downs Project (£1.4 million); Bumblebee Conservation Trust (£1.0 million). More than £7 million was awarded to parish churches for building repairs and improvements: about half was shared between Medway (£1.3 million), Thanet (£1.2 million), and Canterbury (£1.1 million).

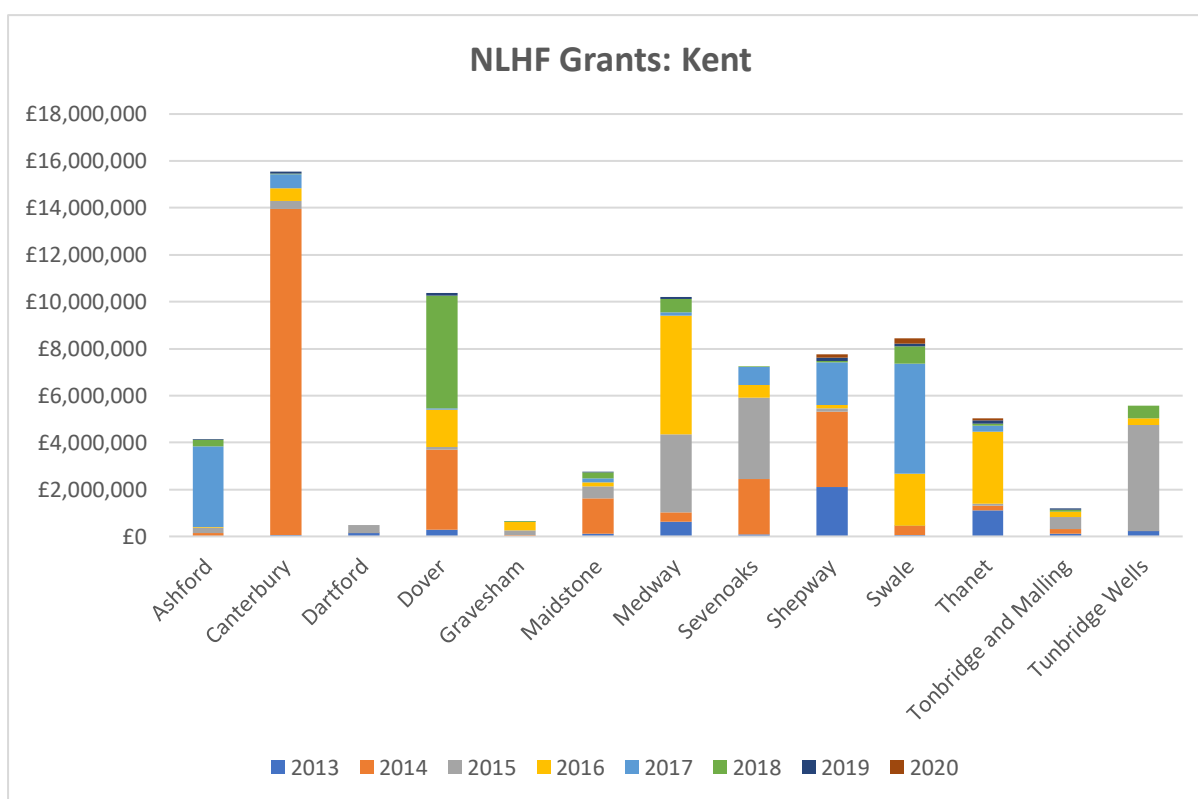


Figure 47. NLHF Awards to Projects in Kent

## The Current Challenges for Heritage in Kent

The data make it clear that COVID-19 had a major impact on heritage in Kent as well as the tourism economy more generally. This has been partly due to lockdown restrictions, reluctance by members of the public to visit locations in enclosed spaces, and the fall in numbers by visitors from outside the UK.

Some of the key issues facing the heritage sector in Kent are as follows:

### Pressure on local authority budgets may mean less money is available for heritage

In February 2022, Kent County Council approved their capital budget for the next 10 years. This included changing their management structure with a reorganisation that now places heritage and conservation within the GET portfolio (Growth, Environment & Transport). This portfolio's budget for 2022 to 2023 will be a little over £175m, with a 10-year plan to spend over £1.2bn of capital expenditure. KCC has not provided details of how much of this capital budget will be spent on heritage projects and it is noted that this portfolio includes highways, infrastructure and waste collection which is likely to receive the highest proportion. KCC does confirm that £3.8m will be spread over 5 years for the management and weatherproofing to the county-owned and operated windmills. Within this portfolio's 2022/23 budget, KCC plans to spend £1.9m in a number of areas including: 'Net Zero' measures, Climate Change projects, Natural Environment and Heritage Conservation, Flood and Water Management, hosting Kent Downs Area of Outstanding Natural Beauty (AONB) and partnering with the High Weald AONB (Kent County Council 2022a; see also Kent County Council 2019; Kent County Council 2020a; Kent County Council 2021). This most recent budget would suggest an increase in capital spending for this portfolio, however, it is unclear exactly how much as the portfolio has had some re-organisation since the last budget from 2019 and this would be an unfair comparison (Kent County Council 2022a).

### The cost of living crisis

The cost of living crisis is likely to have an impact on the monies that families will be able to spend on non-essential items, such as visits to heritage locations. This may be expressed in terms of the reduced number of day visits especially due to the high level of fuel that will limit unnecessary car journeys for leisure purposes.

### Coastal heritage

Perhaps of all sites, the coastal based heritage assets have the greatest challenges for the 21<sup>st</sup> century. As with many counties, Kent has a number of well-established settlements that are based around the coasts, and it is these areas with their probable high number of old and ancient sites that will see great change over the following centuries (see Gill et al. 2022). Erosion is a risk for all coastal properties. This risk was highlighted in Kent when a landslide occurred on the Isle of Sheppey that resulted in a property falling into the sea due to the erosion of the London clay below. Shoreline retreat and cliff erosion are not new and have occurred in Kent and other places in the UK for centuries, take the coastline change that

occurred in Deal which led to the destruction of Sandown Castle as an example. And whilst these factors are not new, they are believed to be increasing in risk due to human interactions and climate change. Flooding from these multipliers is also considered a high risk that, as we have seen overleaf and from the KCC budget allowances, poses a significant risk to parts of Kent (Croft 2013, 13–15). English Heritage believes that both the Reculver Towers near Herne Bay and Upnor Castle are both at significant risk due to flooding (Sawer 2014). Sea levels around the county are believed to have risen circa 115 mm over the last decade with some 10 per cent of Kent’s population at risk of coastal flooding and a further 160,000 people living in Environment Agency documented flood zones to level 3 (the highest risk calculator for potential flooding) (Satchell and Tidbury 2014, 211). In some parts of Kent, this flood zoning has actively prevented a number of new developments from being built and has contributed to some of the borough councils not hitting their government set targets for new house building.



Figure 48. The River Stour meeting the entrance to the Stodmarsh Wetlands as seen via canoe 2018 © Christopher Moore

### Stodmarsh and the protection of wetlands

Natural England has published evidence that poor water quality levels have been discovered in the internationally important nature reserve of Stodmarsh near Canterbury (Canterbury City Council 2020). The natural wetlands are said to be suffering from high concentrations of nitrogen and phosphorous that are believed to have been recently increased from human interactions with possible new developments in East Kent. The site is a Special Protection Area (SPA), a Site of Special Scientific Interest (SSSI) and some parts are a National Nature Reserve (NNR) which is why such an increase in pollutants has led to a de facto embargo on any new planning permissions to any sites that have potential to drain into the basin of the River Stour (the river that supports these wetlands). Whilst this pollution is said to be affecting the natural heritage it will affect the historic environment too as a number of planning permissions cannot be granted unless

they show how the applications mitigate any pollutant risks such as drainage. As this affects six boroughs within Kent—though it especially affects Ashford and Canterbury—planners and developers are currently looking for collective means to resolve this issue or a solution from Central Government. It is believed that a number of new developments could be delayed, with examples that include the redevelopment of empty Grade II listed shops in the High Street area of Canterbury and a number of brownfield sites in the borough of Ashford. Whilst this challenge is short-term for the built environment, it is unknown at this time of the long-term impacts of the increased pollution levels on the wetlands of Stodmarsh.

The need to encourage public participation in and engagement with heritage in Kent.

The challenge for post-COVID-19 Kent is how to encourage participation with heritage. One measure of public engagement with heritage has been through the DCMS ‘Taking Part’ survey (DCMS 2021b). While the data are for the period before the pandemic, the trends suggest that there is strong public engagement with heritage in the county.

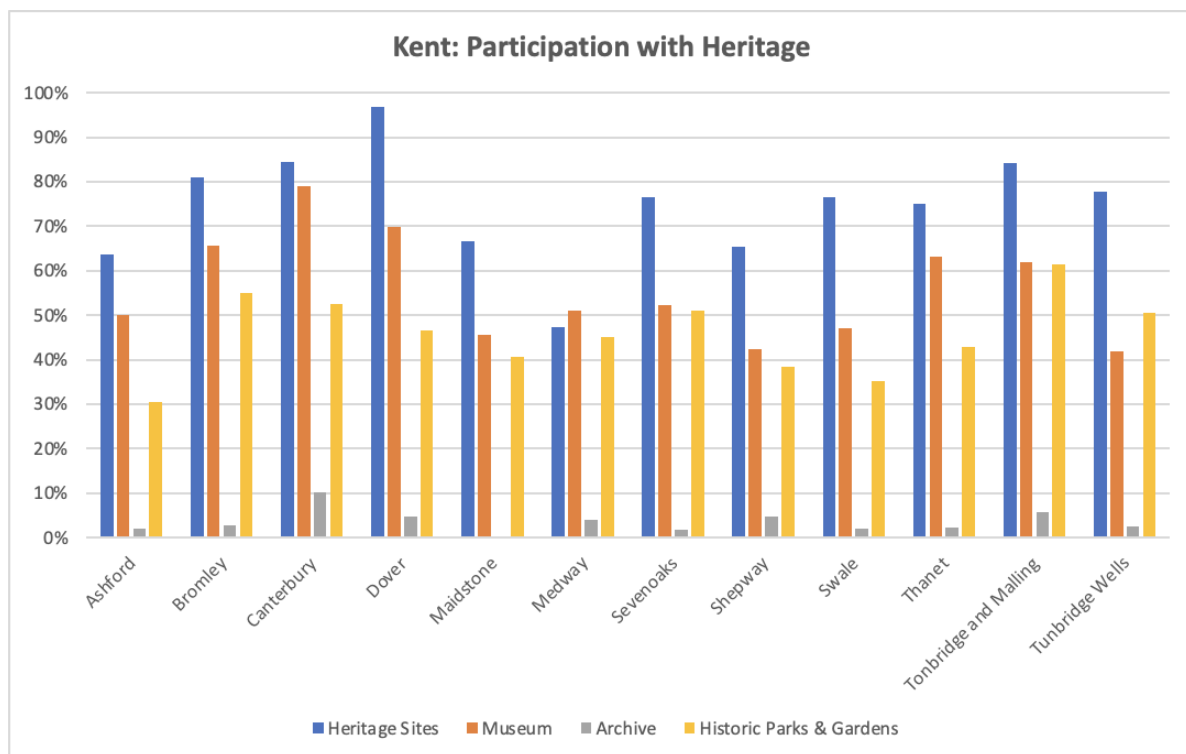


Figure 49. Participation with heritage in Kent. Data Source: DCMS Taking Part Survey

Data from the ‘Taking Part’ survey suggested strong public engagement with heritage sites: Dover 97 per cent; Canterbury, and Tonbridge and Malling 84 per cent; Tunbridge Wells 78 per cent; Swale, and Sevenoaks 76 per cent; Thanet 75 per cent. 55 per cent of the population of Kent visited a museum or gallery at least once in a 12 month period. The highest percentage was for Canterbury where 79 per cent of the population visited a museum or art gallery. In Medway 33 per cent of the population visited an industrial heritage site at least once in a year. In Tonbridge and Malling over 60 per cent of the population visited an historic park



or garden at least once in a year. Dover had the highest number of heritage open day events in 2019 with 60, followed by Tunbridge Wells with 50.

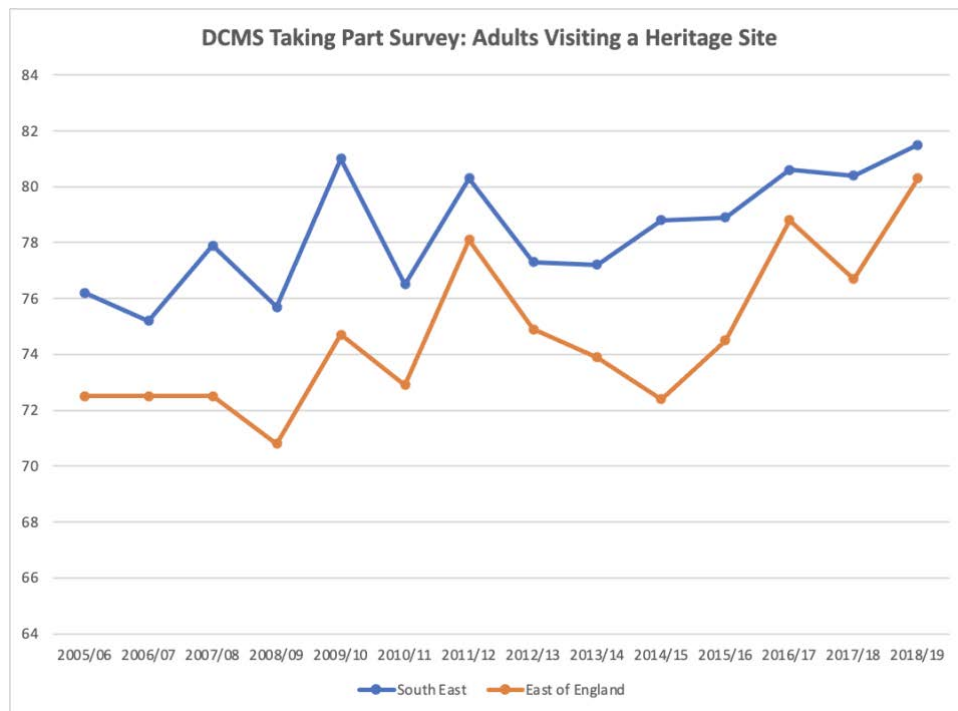


Figure 50. Adults Visiting a Heritage Site in the South East, and East of England. Source: DCMS Taking Part Survey

The data suggest that Kent has a higher public participation rate for heritage sites than other parts of the east of England. Public participation with museums and galleries in the south east showed an improvement and were placed over 50 per cent.

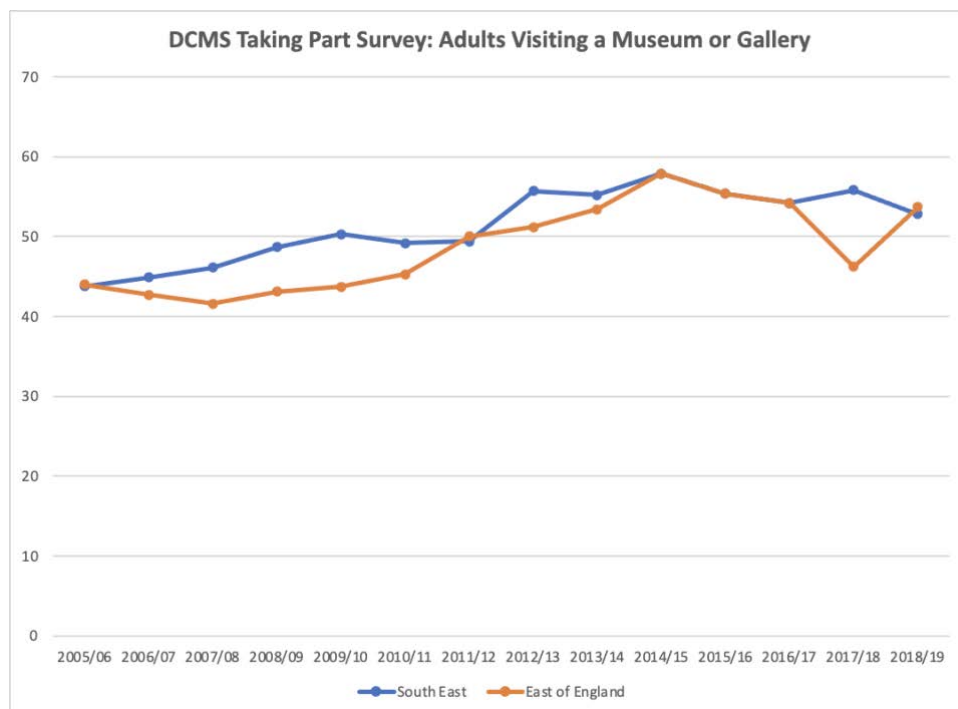


Figure 51. Adults Visiting a Museum or Gallery in the South East, and East of England. Data Source: DCMS Taking Part Survey

The lowest public participation with heritage is falls in the area of archives and record offices in the south east. The figures have fallen below the east of England, though both represent less than 4 per cent of the public engage with this part of the heritage sector. This creates a challenge for local authorities that have a legal obligation to provide such services that have limited appeal to most of the local population. One solution may be to develop a digitisation programme to connect archives with the wider population (e.g. Suffolk County Council 2017).

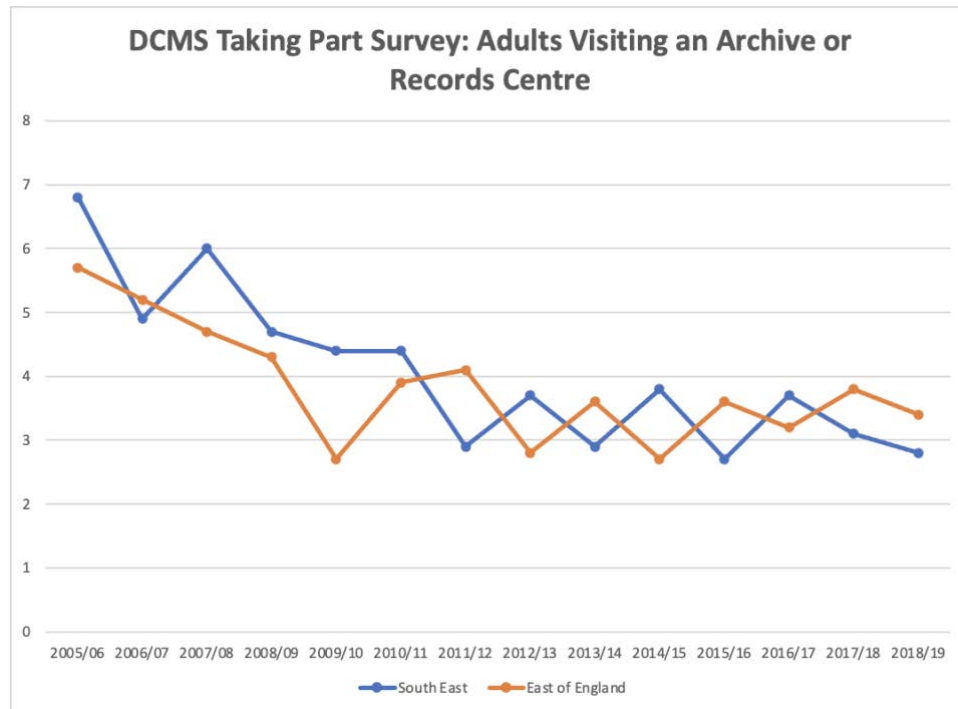


Figure 52. Adults Visiting an Archive or Records Centre in the South East, and East of England. Data Source: DCMS Taking Part Survey

### Sites at risk from unlawful metal-detecting

The scale of metal-detecting in Kent can be indicated by the number of casual archaeological finds that are reported through the Portable Antiquities Scheme (PAS). Over 29,000 finds have been recorded from Kent, with a majority from Dover, Folkestone and Hythe (Shepway), and Ashford. Concerns have been raised that some detecting may take place on scheduled sites, or even at locations where the archaeological significance has not yet been recognised (Oxford Archaeology 2009; Gill 2010; Grove and Thomas 2014; Gill 2015).

There are clear and enforceable guidelines on the responsible use of metal-detectors (Portable Antiquities Advisory Group 2017). This topic will be explored further as part of the wider regional EARC study (Gill et al. 2022).

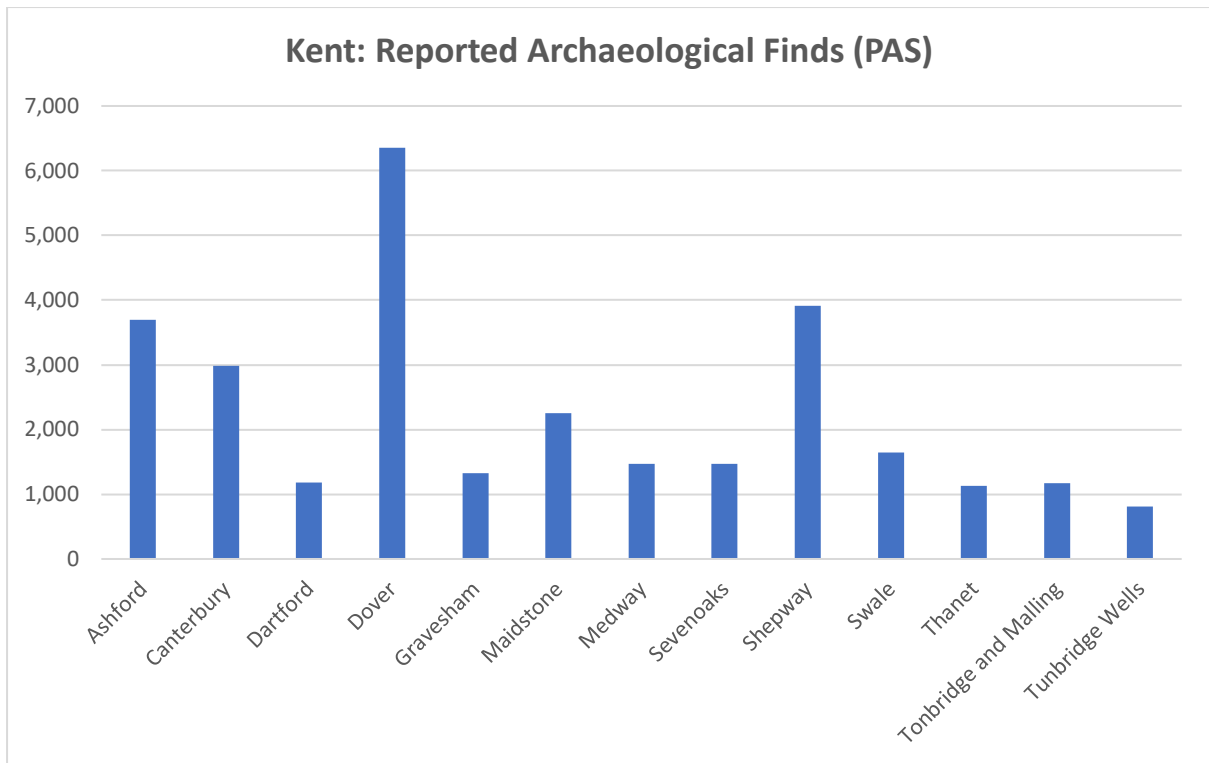


Figure 53. Archaeological material reported through the Portable Antiquities Scheme in Kent. Data Source: PAS

### Development and heritage landscapes

The pressure for new housing is likely to have an impact on heritage landscapes and their wildlife and eco-systems. These landscapes are key to the character of the county.



Figure 54. The crow-stepped gable end of Chartwell, Sir Winston Churchill's former home at Westerham 2020 © Christopher Moore

## The Actions Needed to Address the Challenges for Heritage in Kent

This report has highlighted some of the challenges for heritage in Kent. There is a need for further discussion, debate, and formulation of workable solutions. Further detailed academic research is required to explore the social and economic benefits of heritage in Kent.

Some of the actions needed include:

- a. Develop a strategy that clearly aligns KCC, local authority, and national policies. This will allow heritage sites, museums and archives to collaborate more productively and to develop common narratives, e.g. ‘defending the coast of Kent’.
- b. Define a number of strategic heritage bids, for example to NLHF, that will strengthen the local heritage infrastructure.
- c. Develop a strategy that will link heritage locations with objects and materials in museums and archives that are not always in the county. For example, the Roman marble portraits from Lullingstone villa are displayed in the British Museum. This could be used to encourage visits to the county by individuals who are taking breaks to London.
- d. Develop a digital heritage strategy that encourages a deeper engagement with heritage. For example, smart phones could allow the finds in the Canterbury Roman Museum to be viewed in their approximate find-spots thus enriching a visit to the city. Such a strategy could encourage the public to visit lesser known heritage locations.
- e. Link the county and local authority heritage, cultural and tourism strategies so that they can work together rather than in opposition.
- f. Develop a strategy to encourage public engagement with archives. This could include an enhanced digital strategy using mobile technologies
- g. Form an integrated heritage steering group for the county that brings together KCC, local authorities, heritage professionals, organisations, and academics.



Figure 55. Roman portrait from Lullingstone Roman Villa displayed in the British Museum © David Gill

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## Contributors

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**Christopher Moore** is a Building Conservation Accredited Chartered Surveyor based in Kent. His current research at the University of Kent's School of Architecture has contributed towards developing a new understanding of the significance of historic buildings in East Kent, he was subsequently elected as an Associate Fellow of the Royal Historical Society, is an elected board member of SPAB for the Casework Committee and is a board member of the RICS.

**Jon Winder** is a freelance heritage practitioner and historian of modern Britain. Over the last ten years, he has secured £10m for historic landscape projects across London and the south east. His academic research explores the history and geography of urban green spaces, with a particular focus on spaces for play. He is a member of the Royal Geographical Society, Royal Historical Society and Chair of Trustees for Hambrook Marshes nature reserve.

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