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Welsh Government

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The Welsh Historic Environment: Position Statement 2010–11



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Minister for Housing, Regeneration and Heritage



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Cadw is the Welsh Government's historic environment service, working for an accessible and well-protected historic environment for Wales.
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Ministerial Foreword

We have a great heritage in Wales. It makes Wales distinctive and special, whether we are talking about historic buildings and sites, or landscapes, or our cultural traditions and language. Heritage is all about our people and their story. Communities all over Wales have legacies from the past but there has not always been much appreciation of, or engagement with those legacies. Our heritage has sometimes been undervalued and undersold. For instance, on my own patch in the south Wales valleys, we tried to destroy swathes of industrial heritage in the 1960s because we thought it was an impediment to progress. That was a huge mistake, not just in terms of preservation and restoration for its own sake, but also because heritage is an asset for the future.

As Minister for Housing, Regeneration and Heritage, I have made it clear since my appointment that I want us to celebrate our heritage and appreciate it for the distinctiveness it brings to places and for the part it can play in fostering community well-being. Welsh people have a pride in place and I want to build on that. I want to engender the kind of local pride and energy that we can mobilise for public benefit.

I also want to establish closer links with the other parts of my portfolio. There is clear evidence of the significant value of the historic environment to the Welsh economy. Similarly, regeneration opportunities can be informed by an understanding of the historic character of an area, and working with the distinctive character of the place.

The Programme for Government we issued in September 2011 underlines the importance we place on our heritage and this is further developed in my statement of priorities for the historic environment published on 24 January

2012. This will underpin our review and consultation on the issues facing the historic environment in coming years. It will seek to inform future policies and guidance, along with legislative changes to be developed in the Heritage Bill, the first ever heritage legislation specifically for Wales. This legislation will guide the sector for years to come and provides us with the opportunity to develop a suite of up-to-date measures that are suited to the needs of Wales in the twenty-first century and ensure we continue to have a vibrant heritage sector.

This position paper, the fourth in the series — provides an information base for future planning. The data presented here continues to demonstrate the economic and social value of the historic environment and will underpin our scoping exercise that will begin in February 2012.



A handwritten signature in black ink that reads "Huw Lewis".

Huw Lewis AM
Minister for Housing, Regeneration and Heritage
January 2012



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*Left: Illuminata digital sound and light show at
Caerphilly Castle.*



Introduction

Cadw is the Welsh Government's historic environment service working for an accessible and well-protected historic environment. We do this by:

- Conserving Wales's heritage to the best possible standard. We have responsibility for some of the most significant sites in the world.
- Sustaining the distinctive character of Wales's landscapes and towns.
- Helping people understand and care about their place and history — and the place of Wales in the world.
- Making a real difference to people's well-being in Wales.

This is the fourth in Cadw's series of position statements to measure the value, potential

Left: Visitors enjoying a medieval banquet at Tretower Court.

and scope of the historic environment of Wales. The series started in 2006, with further editions covering information for 2007 and 2008. There has been a pause in the series while Cadw explored with others in the heritage sector how best to provide information on a consistent basis. This latest statement reflects the position from April 2010 to March 2011. It contains a short summary of key activities undertaken by Cadw in 2010–11, along with headline indicators and statistics.

In the interim period since the last report was published the historic environment sector commissioned research into the economic and social impacts of the historic environment. The report by Ecotec Consultants, *Valuing the Welsh Historic Environment*, was published in September 2010 and is available at www.cadw.wales.gov.uk.



Summary of Key Activities and Initiatives

This section summarises the range of activities undertaken by Cadw in the financial year 2010–11. These activities relate to Cadw's headline objectives.

Conserving Wales's heritage

1. Conservation Principles

Conservation Principles was published in March 2011 and informs Cadw's approach to the protection and management of the historic environment as a whole. Six conservation principles set out how to manage change carefully so that the significant values of individual historic assets or landscapes are retained for future generations to enjoy. These principles will guide Cadw, including decisions about activities associated with historic sites in State care.

2. Welsh battlefields register

In March 2011 Cadw began a consultation on the establishment of a Register of Historic Battlefields in Wales. Historic battles are iconic events that frequently invoke strong emotions and passions today. The locations where battles took place can be significant historic assets often retaining topographical and archaeological evidence, including war graves, which can increase our understanding of these momentous events. This has led to calls for a Register of Historic Battlefields in Wales.

In the consultation Cadw sought views on the proposed policy for the identification, protection and management of significant historic battlefields in Wales and the establishment of a register will be a central component of this proposed policy.

3. Conserving properties in State care

Cadw has responsibility for 127 sites in the care of the Welsh Government. It has a continuing

programme of work to conserve and maintain the monuments and to make them safe, accessible and enjoyable places to visit. This work is carried out by Cadw's own conservation workforce, Cadwraeth Cymru, as well as numerous specialists and works contractors. The highlights during 2010–11 included:

- The reopening of Tretower Court following the conservation, restoration and dressing of the west range as it might have appeared in 1490. The authentic reintroduction of missing floors and timber partitions has transformed the previously bland unintelligible spaces into 'living' rooms and the reaction of visitors has been extremely positive. A new ticket office has also improved visitor appreciation and welcome at this site.
- Conservation and repair works at Chepstow Castle, enabling the reordering and redecoration of the Gloriette and Earl's Closet, further complemented by the refurbishment of the shop and provision of a new ticket office.
- The intricate and beautiful vaulting of the chamber at St Winifred's Well in Holywell has been carefully conserved, following this part of the site coming into Cadw's care.
- Work is well under way on a phased programme of masonry repairs and consolidation at Old Beaupre Castle in the Vale of Glamorgan.
- The painstaking restoration of the grand staircase at Raglan Castle by our Cadwraeth Cymru skilled craftsmen has been a major conservation achievement. This has enabled visitor access to the upper levels of the apartment wing for the first time in nearly 20 years.
- Cadwraeth Cymru completed the conservation of one of the last remaining unconsolidated and unrepaired sections of Conwy Town Walls, along the quayside.

4. Europa Nostra Award: St Davids Bishop's Palace

In July 2010 Cadw was awarded the prestigious conservation achievement award from Europa Nostra, the Pan-European Federation of Cultural

Left: St Davids Bishop's Palace was awarded a prestigious Europa Nostra award in 2010.

Heritage, for the 15-year conservation project at the Bishop's Palace, St Davids.

The project was selected as a laureate prize winner from a strong field of 80 competitors representing diverse conservation projects across Europe. The Europa Nostra Award publicly identifies Cadw's conservation work as an outstanding example of heritage protection. Conservation work at St Davids Bishop's Palace included consolidation of the entire building and its architectural features. It also included the replacement of missing floors to make the complete circuit of the first floor accessible to all visitors, including wheelchair users. Specialist work (which entailed replacement of decayed stone, selective repair/replacement of architectural mouldings, and 'soft mortar' repair of statues) was carried out by Cadw's own team of craftsmen, including stonemasons and carpenters, using traditional and innovative techniques and materials.

Sustaining the distinctive character of Wales's landscapes and towns

1. Urban characterisation

Urban characterisation captures the essence of local distinctiveness to inform regeneration

initiatives and provide a baseline for forward planning. *Understanding Urban Character: Denbigh* was issued in July 2010 and *Understanding Urban Character: Blaenau Ffestiniog* in 2011. Studies of, Pontypool, Aberystwyth, Cefn Mawr and District, and Merthyr Tydfil were also completed in 2010–11 and will be published in 2012. Work on these studies is supported by close liaison with the relevant local authorities and colleagues in the Regeneration Division.

2. Grants for historic assets

Cadw has continued to offer grants for historic buildings and ancient monuments. These bring added value through the regeneration of run-down historic areas and environmental improvements through the sustainable repair and restoration of listed buildings at risk. Grants are given for a wide range of historic assets in different ownerships — private, public or third sector. During 2010–11 Cadw made 72 grant offers worth over £3.2m. Examples of grants offered during the year include:

Below: Deganwy Castle which was conserved through the Welsh Cultural Heritage Initiative.



- A scheme of external repair works at the National Coal Board Club, The Circle, Tredegar — a valuable community resource in the town.
- Works to renew part of the roof of the Hilston Park Centre, Newcastle, Monmouthshire — a former mansion house now used by the local authority as an educational centre.
- A scheme of repair works to the roofs, chimneys, rainwater goods, walls, windows and external doors at the Owain Glyndŵr Centre, Machynlleth, Powys.
- Repair works at Browns Hotel, Laugharne, Carmarthenshire, which has connections to Dylan Thomas. The grant allowed for structural repairs to the roof and reroofing, repairs to existing timber windows and to original internal joinery.
- External fabric repairs to roofing, external walls, windows and doors at Y Goleud, Victoria Dock, Caernarfon, Gwynedd — a site proposed for offices.
- Conservation of masonry of the town wall at Captain's Walk, Brecon, Powys.
- Repairs to bridges at the Ynysmaerdy Railway Incline, Neath Port Talbot.

3. Buildings and ancient monuments at risk

A key element of heritage regeneration is to identify heritage assets in deteriorating condition. Work in 2010 to identify the number and type of listed buildings at risk will be used by local authorities and Cadw to inform future strategies, including grant giving. All local authorities in Wales have now carried out surveys of the listed buildings in their area and, during the year, Cadw funded a number of authorities to review and update their 'at risk' registers. Cadw has commissioned a regular programme of 'at risk' surveys to feed into an all-Wales listed buildings at risk on-line register and this will be addressed in 2011–12.

Alongside listed buildings at risk, Cadw's Field Monument Wardens have continued their programme of inspections reviewing the condition of archaeological sites and monuments. These surveys are collated every five years to give a comprehensive picture. The fourth round

of condition surveys was completed during 2010–11. The fifth round of inspections began in April 2011 and will be accompanied by the development of a monuments at risk register.

Helping people understand and care

1. Welsh Cultural Heritage Initiative

The Welsh Cultural Heritage Initiative was an ambitious project to celebrate and reclaim for the nation the historic and cultural legacy of the native princes of medieval Wales through the investigation, conservation and public promotion of historic sites that played a key role in Welsh history. Key to the success of the programme has been the conservation and the negotiation of public access to the monuments, many of which are in private ownership.

The project was developed in response to concerns that key historic sites of cultural and national significance were at risk of damage and loss through the impact of natural decay. The majority of the sites were privately owned and many owners found it increasingly difficult to meet the challenge and cost of ensuring their long-term preservation. Deteriorating condition, combined with increasing safety concerns, had resulted in reduced public access to sites which are of critical importance to achieving a balanced appreciation of the history of medieval Wales.

The project entailed historical research, geophysical and archaeological surveys, excavation, masonry consolidation, earthwork erosion repair, rock anchoring and cliff/slope stabilisation to secure medieval masonry, cleaning and conservation of medieval artefacts, tiles and plaster, restoration of artwork, new access arrangements, installation of interpretation and interactive community engagement.

The two-year £2.9m project, completed in March 2011, delivered improved physical and intellectual access to eleven sites across Wales. The project was supported by £2m from the Welsh Government's Strategic Capital Investment Fund, with the remaining £0.9m met through match funding. The initiative has supported work on three groups of sites:

- Three sites linked with Owain Glyndŵr — Sycharth Castle, Glyndyfrdwy and Machynlleth Parliament House.
- Two monuments in south-west Wales with connections to the princes of Deheubarth — Nevern Castle and Strata Florida Abbey.
- Six sites in north Wales including three castles — Deganwy, Tomen y Mur and Dinas Emrys; two royal courts — Llys Rhosyr and Abergwyngregyn; and a Cistercian Abbey — Cwmhir — associated with the princes of Gwynedd.

2. All-Wales interpretation plan

The all-Wales interpretation plan is made up of a number of thematic interpretation plans which are being used as a basis to develop interpretation at Cadw sites and support Heritage Tourism Project partnership projects. The plan seeks to identify themes and storylines which can be used to introduce visitors to key historic sites and help them to understand their significance. In a break from old-style interpretation, each thematic plan identifies connections between historic places and suggests stories which can be presented across a number of sites.

Seven thematic interpretation plans were commissioned for completion in 2011:

- Origins and prehistory
- Roman invasion and settlement
- Celtic saints and pilgrimage
- Churches, chapels and monastic landscapes
- Artistic responses to the landscape
- The Defence of the Realm — Pembrokeshire
- Wales — the first industrial nation (an overarching plan to inform all future interpretive planning of industry across Wales)

An eighth theme was identified, the Castles and Princes of Medieval Wales, and five interpretation plans have been completed to support this theme:

- Princes of Gwynedd
- Castles and walled towns of Edward I
- Lords of the Southern March
- Princes of Deheubarth
- Owain Glyndŵr

Further interpretation plans will be commissioned in 2011–12.

3. Heritage Tourism Project

The Heritage Tourism Project is a £19m EU Convergence Funding Project, which has levered in £8.5m of EU funding, £2.8m from external partners and £2.0m of Welsh Government Targeted Match Funding. The project, which will be completed by 2014, aims to maximise the economic value of heritage by increasing the number, length and value of visits to Wales. The project also helps open Wales's outstanding heritage to a wider audience by making it more enjoyable and intelligible both for visitors and for people who live in Wales. Cadw is working with communities, heritage partners and the tourism sector across Wales to improve the visitor experience and provide a more integrated range of heritage tourism activities. The intention is to connect individual heritage sites with other heritage attractions and with the local community and the surrounding area, as well as to link to broader interpretive stories and themes. The project focuses upon:

- Improving physical and intellectual access to heritage sites to attract a wider range of visitors.
- Marketing, promotion, referrals and product packages.
- Using iconic sites as gateways to other 'hub' attractions for regional heritage attraction development.
- Developing and implementing all-Wales heritage interpretation themes and stories.

Highlights for the project in 2010–11 include:

- Funding to the City and Council of Swansea to improve access to Oystermouth Castle and its appeal to visitors.
- Work by Cadw at Strata Florida Abbey to overhaul the visitor centre and extensive external interpretive and presentation improvements all aimed at helping visitors to understand and appreciate better this iconic Welsh abbey.
- The acquisition by Cadw of Harlech's Castle Hotel and car park to maintain



© City and County of Swansea

Above: The Heritage Tourism Project helped improve access to Oystermouth Castle.

access to the castle and to provide improved visitor facilities, including a much needed new visitor centre befitting a World Heritage Site.

- A joint sponsorship agreement with Menter Môn for the Mona Antiqua Integrated Strategy. The aim is to present Anglesey as an integrated heritage tourism destination.
- A consortium led by Conwy County Borough Council in partnership with Gwynedd Council, Snowdonia National Park Authority and the National Trust was awarded funding to deliver the Princes of Gwynedd project. This will identify gateway sites through which clusters of sites will be promoted and made accessible.

4. Admission to staffed Cadw sites

Highlights for 2010–11 include:

- The year saw an increase in the number of adult and family visits to staffed Cadw sites. Learning/education visits dropped below 2009–10 levels as the cost of transport seemed to be a limiting factor for schools.
- The top five most visited staffed sites were Caernarfon Castle (192,695 visits), Conwy Castle (190,031 visits), Caerphilly Castle (94,707 visits), Harlech Castle (93,242 visits) and Beaumaris Castle (80,660 visits). The proportion of visits made to north Wales sites (688,261) was greater than those made to sites in south and south-west Wales (584,675).
- As awareness increases of Cadw's policy for free entry for disabled visitors, more visits are being made. Where initiatives have been taken to improve physical and/or intellectual access, such as at Caernarfon Castle, disabled visitors have doubled since 2009.



Above: In 2010 Cadw was awarded the UK Customer Service Excellence Award.

- More families explored Cadw sites in 2010–11. The new, family friendly interpretation at Caerleon Roman Fortress Baths has been very well received, with family visits up 9 per cent on 2009–10.
- The total number of visits made to staffed and unstaffed sites in 2010 exceeded 2,000,000 for the first time in Cadw's history.
- Customer satisfaction remained high during the year and the target of 90 per cent positive has been exceeded in every month of 2010. Cadw was awarded the UK Customer Service Excellence Award in 2010 and achieved full accreditation in 2011.
- Cadw has continued to capture data on the number of visits to some of its unstaffed monuments. The exercise has so far involved trialling a variety of counting methods at varying locations with a view to evaluating the most suitable method for the terrain. Footfall counters are helpful as they record the number of visitors to the monument and the times of the visits. This information will inform future priorities for the development of access, conservation, maintenance and interpretation. Automated counters have been introduced at a selection of unstaffed monuments since 2008. During 2009–10, more than 880,000 visits were made to unstaffed sites in the sample across Wales.

Making a real difference to people's well-being in Wales

1. Valuing our historic environment

To help demonstrate the wider economic and social value of heritage, historic environment stakeholders formed the Valuing our Historic Environment Group and commissioned research to provide a substantive evidence base. The findings by Ecotec Consultants were published in September 2010 and showed the substantial worth of the historic environment to the Welsh economy and to our well-being generally. Using cautious estimates, the report concluded that the Welsh historic environment supports 30,000 full-time equivalent (FTE) jobs, contributes approximately £840 million to Wales's gross value added (GVA) and contributes a turnover of some £1.8 billion annually.

Using case studies from across Wales the report illustrated the rich diversity of the historic environment and the considerable contribution that the sector makes to the economy and to the lives and well-being of people and communities in Wales. As well as the direct economic benefits provided by important historic assets, it found significant indirect impacts in supporting wider economic, social and environment priorities. In particular, it can enhance leisure and recreation activities, which in turn improves people's overall health, fitness and well-being.

2. Programme of events

During 2010–11 there was a programme of varied events at Cadw sites across Wales, designed to appeal to a wide range of visitors. A snapshot of the programme includes:

- Involvement in the Welsh Cultural Olympiad. *Cauldrons & Furnaces* is a Cadw project which engages artists and local communities with the stories of eight heritage sites, finding new ways of relating people to places and expressing the 'specialness' of each site. The three-year programme will culminate in a series of events across Wales during the summer of 2012. In north Wales, events will take place at Caernarfon Castle, Denbigh Castle, Flint Castle and Harlech Castle, and in south Wales at Blaenavon Ironworks, Caerphilly Castle, Laugharne Castle and St Davids Bishop's Palace .
 - The *Illuminata* son et lumière at Caerphilly Castle was the first event delivered under the festivals and events theme of the Heritage Tourism Project. Renowned projection artist, Ross Ashton, was commissioned to show 800 years of history in 20 minutes through the spectacular use of sound, animation and imagery.
 - Cadw staged a series of heritage festivals including a medieval Christmas fair at Caerphilly Castle and a recreation of Madog ap Llywelyn's rebellion at Denbigh. Events
- are now being planned to bring to life the unique history of each site using the all-Wales interpretation plans. The events encourage new audiences to the monuments and offer the opportunity to engage in a range of fun, hands-on historical activities, increasing dwell time and audience numbers.
- Whilst theatrical tours and shows have become a regular fixture in the Cadw events programme, the inclusion of productions by Taking Flight Theatre Company has been an innovative addition. Taking Flight's unique productions of *Romeo and Juliet* and *Gwion and the Witch* are truly inclusive with both participants and audiences being drawn from a range of backgrounds and abilities. Events such as these work to break down the barriers, which can prevent participation in the arts by under-represented groups, and begin to make the historic environment more accessible.
 - Eight Adult Learning Festivals also took place in the spring of 2010. Visitors to the monuments (local residents were offered free entry) were given the opportunity to learn a new skill ranging from throwing a pot, dance, playing the *crwth*, through to traditional building skills — all activities that would have been carried out in the past.

Below: One of the Cauldrons & Furnaces projects in preparation for 2012.



Headline Indicators 2010–11

Where possible, the baseline year is 2006, the first year that a Cadw position statement was produced. Where the baseline figure was collected on another date, this is clearly referenced in the table.

Historic environment assets

<i>Indicator</i>	<i>Measurement</i>	<i>Value</i>	<i>Change on baseline</i>	<i>Baseline year</i>
Existing levels of statutory Protection	Listed buildings:			
	Grade I	493	Increase of 2	2006
	Grade II*	2,124	Increase of 12	
	Grade II	27,319	Increase of 56	
	Scheduled ancient monuments	4,175	Increase of 269	2006
	Designated historic wrecks	6	No change	2006
	Conservation areas	523	Increase of 12	2006
Registered historic parks, gardens and landscapes	Historic parks and gardens	376	Increase of 17	2006
	Historic landscapes	58	No change	2006
World Heritage sites	Number of sites	3	Increase of 1	2006

Conserving and managing our historic environment assets

<i>Indicator</i>	<i>Measurement</i>	<i>Value</i>	<i>Change on baseline</i>	<i>Baseline year</i>
Buildings at risk	Percentage of listed buildings at risk	9.22%	Decrease of 0.44%	2008
	Percentage of listed buildings that are vulnerable	15.31%	Decrease of 1.9%	2008
	Percentage of listed buildings not at risk	75.47%	Increase of 2.32%	2008
Consents and controls	Listed building consent notifications to Cadw	601	Decrease of 164	2006

Conserving and managing our historic environment assets (continued)

<i>Indicator</i>	<i>Measurement</i>	<i>Value</i>	<i>Change on baseline</i>	<i>Baseline year</i>
Consents and controls	Number of scheduled monument consent decisions	108	Increase of 8	2005–06
	Number of consultations with Cadw on applications for changes to ecclesiastical buildings	289	Increase of 57	2006/07
Public Grants	Offers of grant for the repair and restoration of historic buildings	23	Decrease of 28	2006
	Value of grants approved for the repair and restoration of historic buildings	£1,722,324	Increase of £395,055	2006
	Grants approved for schemes in conservation areas including Town Scheme Partnerships and Townscape Heritage Initiatives	9	Decrease of 4	2005/06
	Value of grants approved in conservation areas	£373,000	Increase of £144,200	2005/06
	Offer of grants for the restoration of Church in Wales places of worship	7	Decrease of 4	2007
	Value of grants for the restoration of Church in Wales places of worship	£642,000	No change	2007
	Offers of grant to Scheduled Ancient Monuments	33	Increase of 3	2005–06
	Value of grants to Scheduled Ancient Monuments	£538,249	Increase of £94,482	2005–06
Grants to partners	Cadw grant to the Welsh Archaeological Trusts	£1,297,360	Increase of £129,194	2006–07
Site records	Site records held by the RCAHMW in the National Monuments Record of Wales	87,148	Increase of 12,045	2006
	Records held by the Welsh Archaeological Trusts on the regional Historic Environment Records (HERs)	243,984	Increase of 92,302	2008

Valuing and using our historic environment assets

<i>Indicator</i>	<i>Measurement</i>	<i>Value</i>	<i>Change on baseline</i>	<i>Baseline year</i>
Monuments in State care	Total visits to staffed attractions	1,272,936	Increase of 98,783	2005–06
	Total income earned at sites	£4,572,459	Increase of £960,326	2005–06
	Number of educational visits to staffed Cadw sites	89,182	Decrease of 2,375	2005–06
	Footfall count at unstaffed attractions (based on the count at the six original sites)	134,101	Increase of 20,123	2008
Sites not in State care	Visits to historic buildings grant-aided by Cadw	1,273,549	Decrease of 226,451	2005–06
	Visits to National Trust Wales properties by paying visitors	1,157,079	Increase of 157,079	2006–07
	Number of educational visits to National Trust Wales properties	50,000	No change	2006–07
	Visits to Amgueddfa Cymru — National Museum Wales	1,656,340	Increase of 121,613	2006–07
	Number of educational visits to Amgueddfa Cymru — National Museum Wales	439,811	Increase of 31,344	2005–06