Historic England

Wellbeing & Heritage

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A matter of Social justice

- Universal Declaration of Human Rights article 27 – access to cultural life of a community and the arts is a right.
- Culture is embedded explicitly and implicitly into the UN sustainable development goals
- UN sustainable development
  - Goal 3 health and wellbeing
  - Goal 10 Reduce inequalities
  - Goal 11 Make cities and human settlements inclusive, safe, resilient and sustainable

Uniting heritage and wellbeing meets the twin goals of the UD of Human Rights and the UN SDGs

Social impact is **the effect on people and communities that happens as a result of an action or inaction, an activity, project, programme or policy -** the change that happens for/to people as a result of an action or activity.

Wellbeing is one way to understand that impact or change that focuses on health and life satisfaction. Some people measure this by looking at willingness to pay (how much the change is valued by them) but here we are talking more about how can we make a qualitative difference to someone's life.

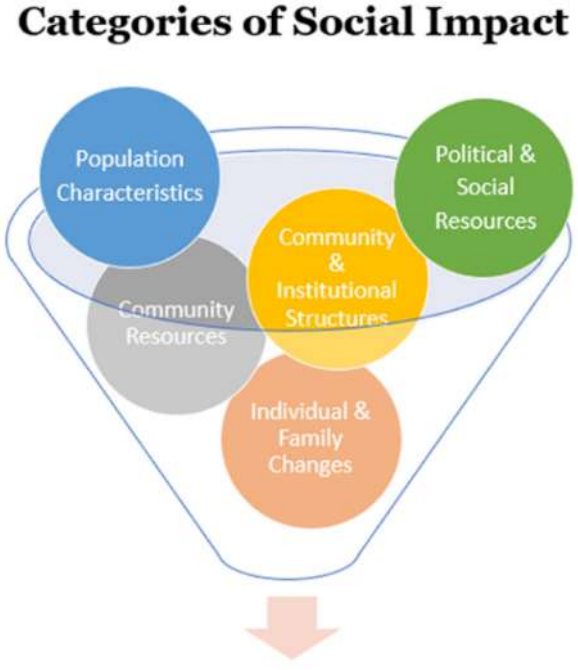
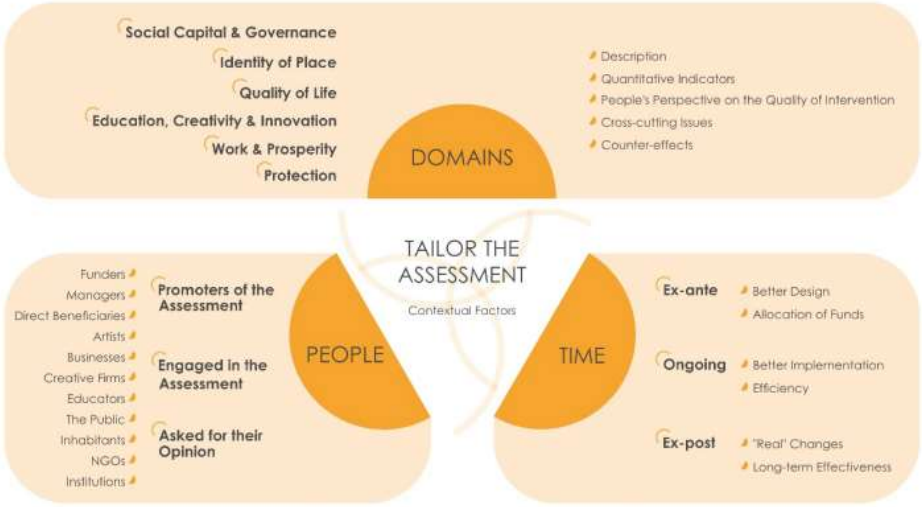


Image: AGS, Airiodion.com

SoPHIA

Social Platform for Holistic Heritage Impact Assessment



https://model.sophiaplatform.eu/

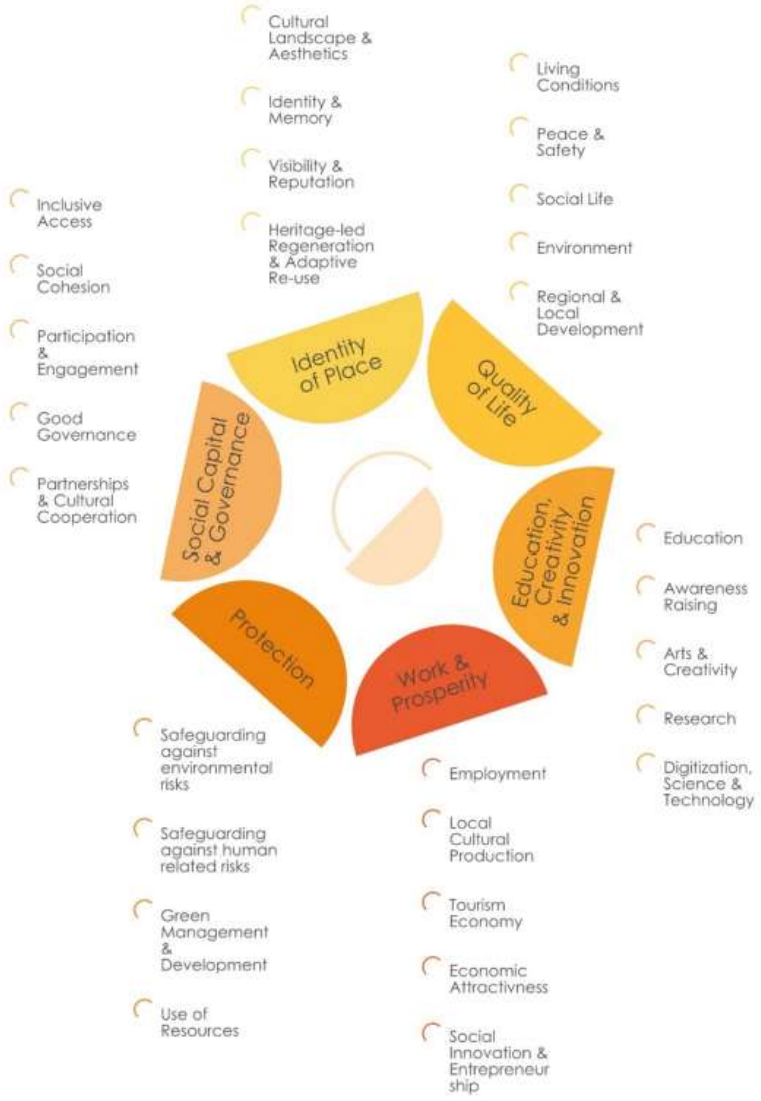


Figure 3: Themes and sub-themes of the SoPHIA multi-domain framework.

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WALES

SCOTLAND

ENGLAND

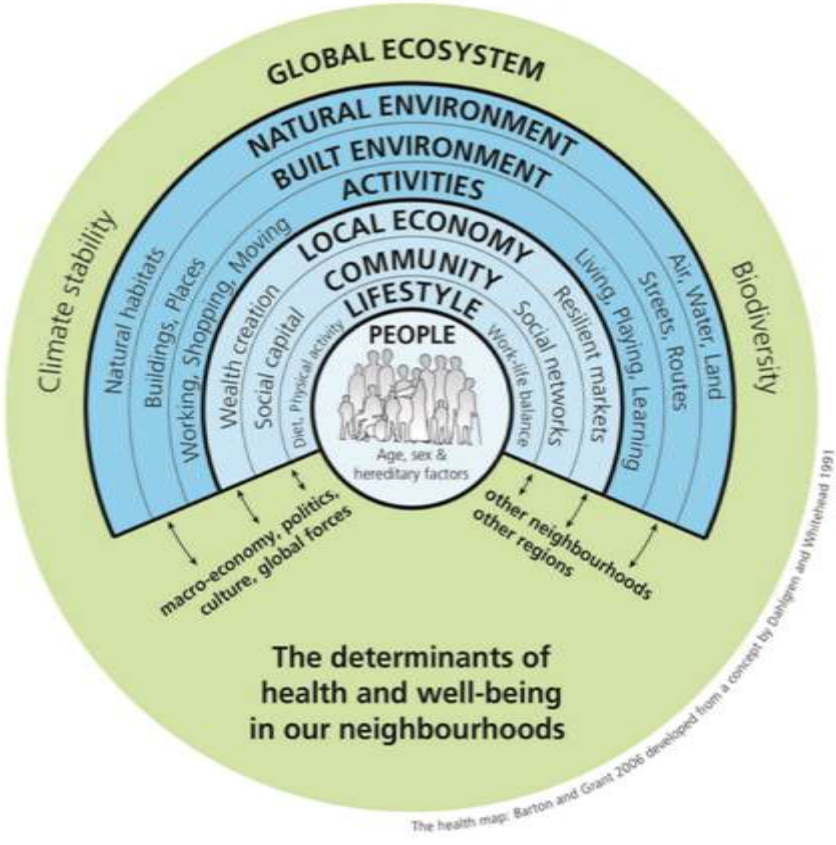
Levelling up mission

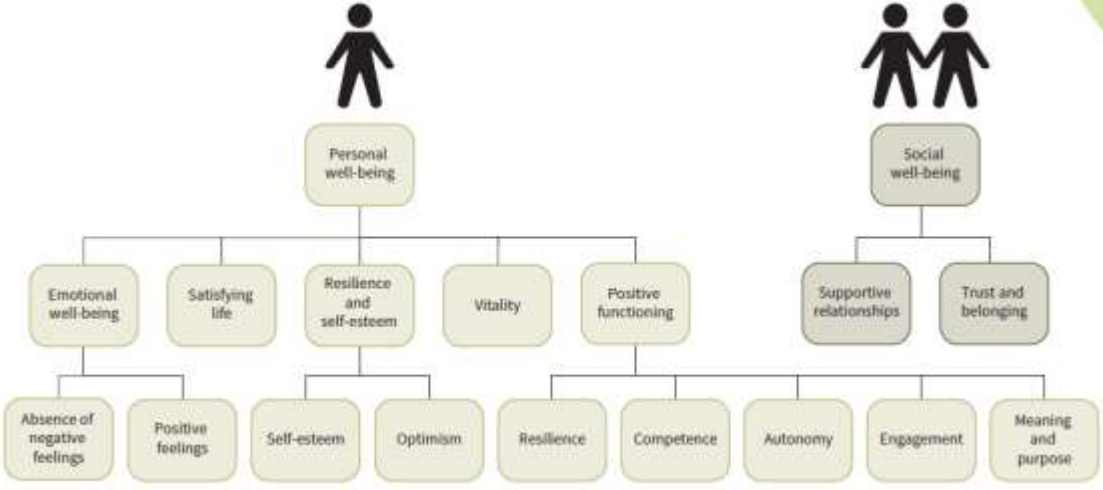
- Pride of Place Mission
- Wellbeing Mission
- Health Mission

HM Treasury

The Public Value Framework:
with supplementary guidance

March 2019


GLOBAL ECOSYSTEM
NATURAL ENVIRONMENT
BUILT ENVIRONMENT
ACTIVITIES
LOCAL ECONOMY
COMMUNITY
LIFESTYLE
PEOPLE
Age, sex & hereditary factors
Climate stability
Biodiversity
Natural habitats
Buildings, Places
Working, Shopping, Moving
Wealth creation
Social capital
Diet, Physical activity
Work-life balance
Social networks
Resilient markets
Living, Playing, Learning
Streets, Routes
Air, Water, Land
macro-economy, politics, culture, global forces
other neighbourhoods other regions
The determinants of health and well-being in our neighbourhoods
The health map: Barton and Grant 2006 developed from a concept by Dahlgren and Whitehead 1991


Personal well-being
Social well-being
Emotional well-being
Satisfying life
Resilience and self-esteem
Vitality
Positive functioning
Supportive relationships
Trust and belonging
Absence of negative feelings
Positive feelings
Self-esteem
Optimism
Resilience
Competence
Autonomy
Engagement
Meaning and purpose

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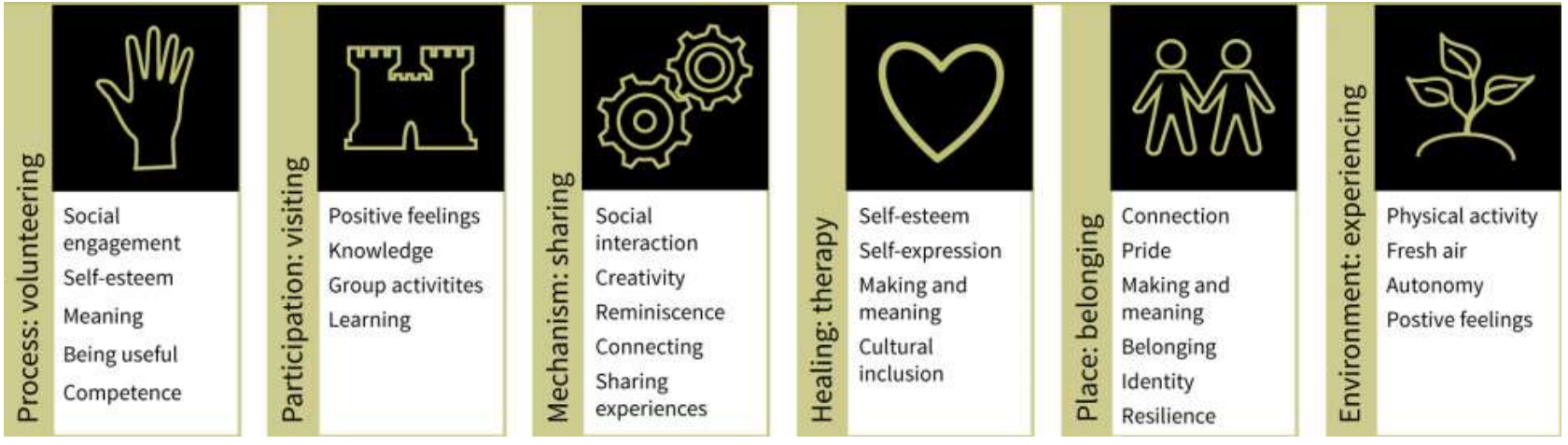
What does this look like for heritage?



https://historicengland.org.uk/images-books/publications/wellbeing-and-the-historic-environment/wellbeing-and-historic-environment/

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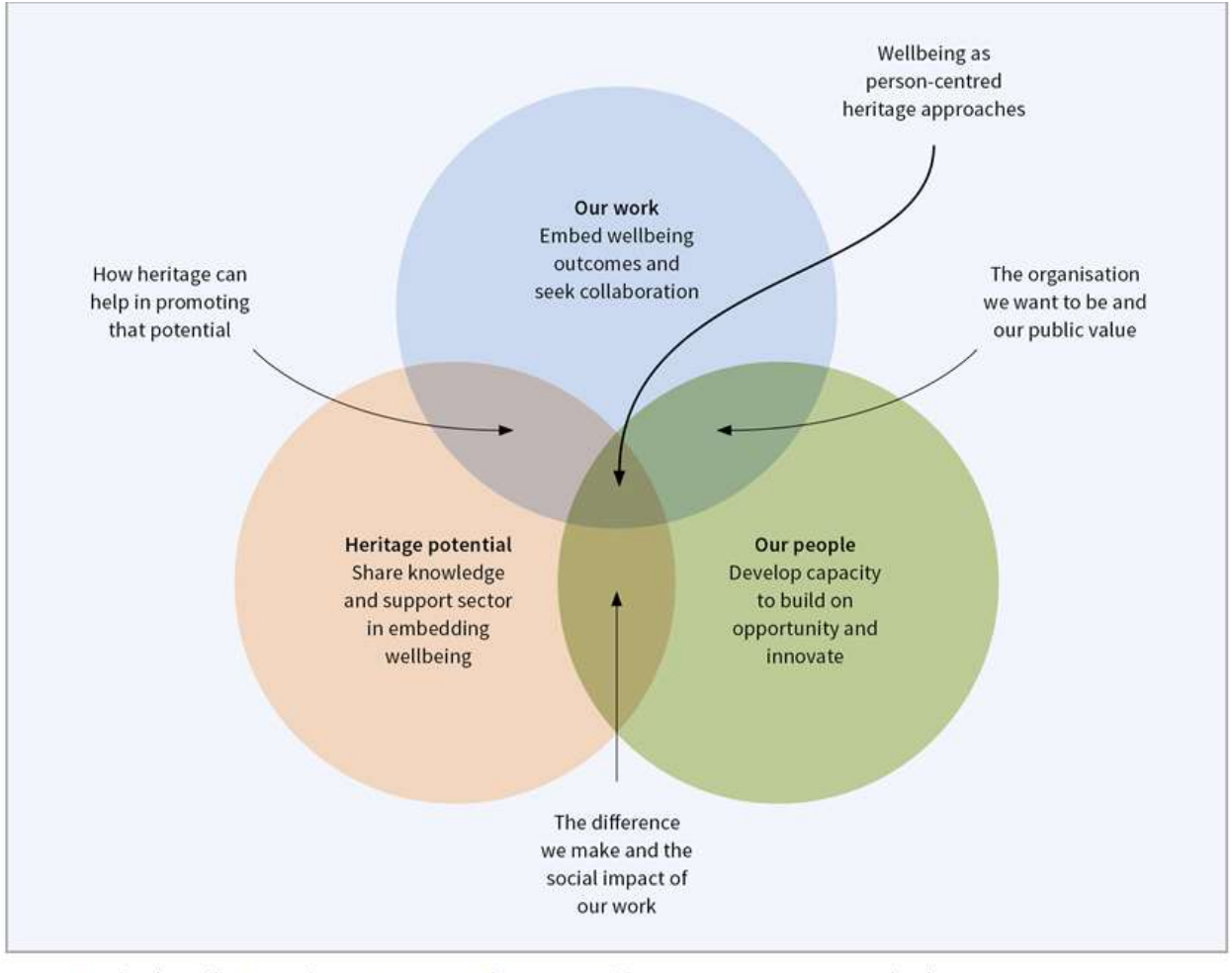
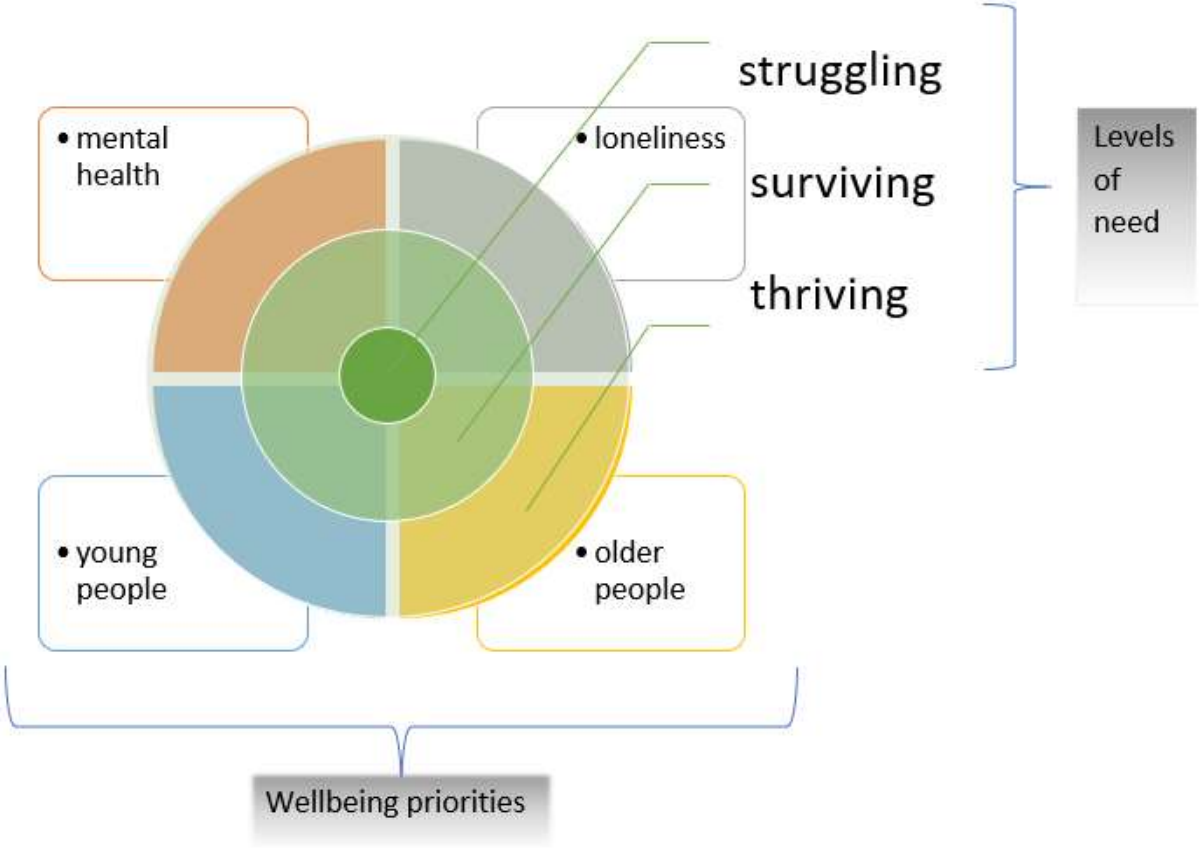
A strategy is a general plan or set of plans intended to achieve something, especially over a long period



Historic England's Wellbeing and Heritage Strategy: key aims and their purpose. © Historic England

OUR FOCUS

We will ensure we tailor our work on the needs of the people we are working with and for. Equally will be aiming to ensure learning and delivery in four priority areas.



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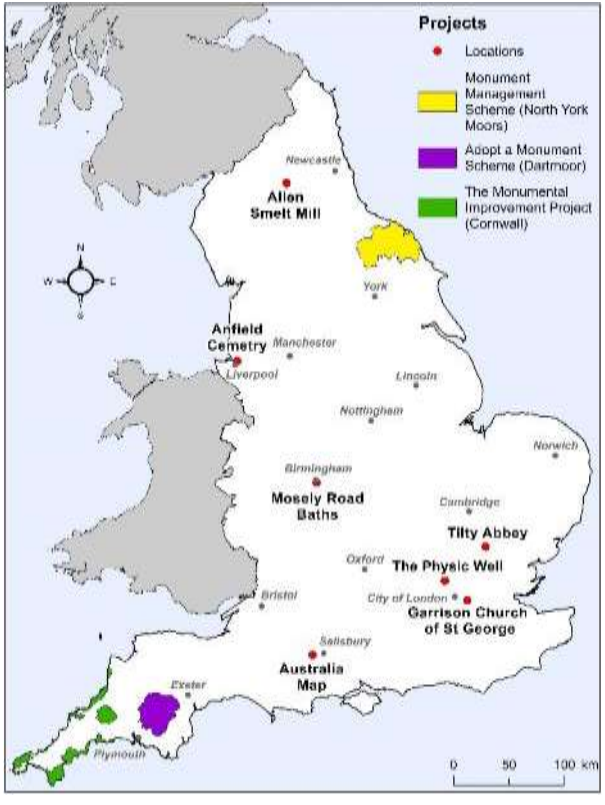
HARAW

The ten case study sites



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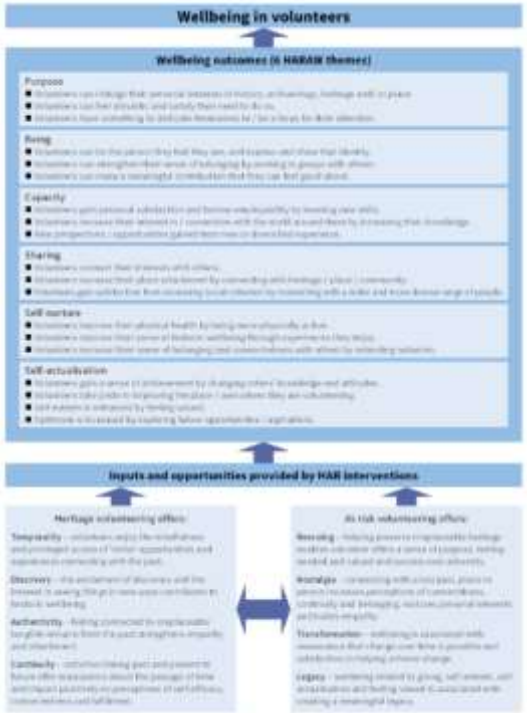

Wellbeing in volunteers

Wellbeing outcomes (6 HARAW themes)

Purpose
- Volunteers can indulge their personal interests in history, archaeology, heritage and/ or place.
- Volunteers can feel altruistic and satisfy their need to do so.
- Volunteers have something to dedicate themselves to / be a focus for their attention.

Being
- Volunteers can be the person they feel they are, and express and show that identity.
- Volunteers can strengthen their sense of belonging by working in groups with others.
- Volunteers can make a meaningful contribution that they can feel good about.

Capacity
- Volunteers gain personal satisfaction and bolster employability by learning new skills.
- Volunteers increase their interest in / connection with the world around them by increasing their knowledge.
- New perspectives / opportunities gained from new or diversified experience.

Sharing
- Volunteers connect their interests with others.
- Volunteers increase their place attachment by connecting with heritage / place / community.
- Volunteers gain satisfaction from increasing social cohesion by connecting with a wider and more diverse range of people.

Self-nurture
- Volunteers improve their physical health by being more physically active.
- Volunteers improve their sense of hedonic wellbeing through experiences they enjoy.
- Volunteers increase their sense of belonging and connectedness with others by extending networks.

Self-actualisation
- Volunteers gain a sense of achievement by changing others' knowledge and attitudes.
- Volunteers take pride in improving the place / area where they are volunteering.
- Self-esteem is enhanced by feeling valued.
- Optimism is increased by exploring future opportunities / aspirations.

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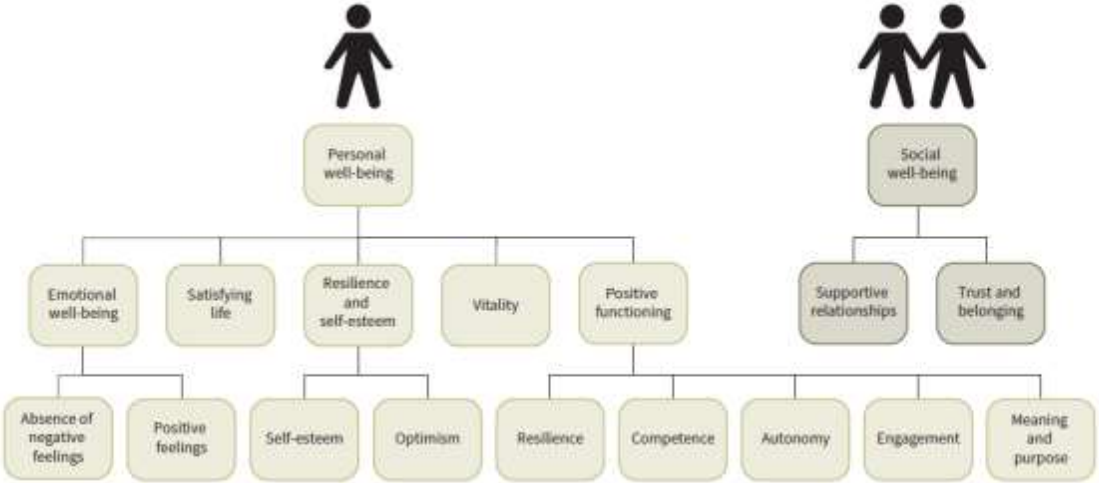

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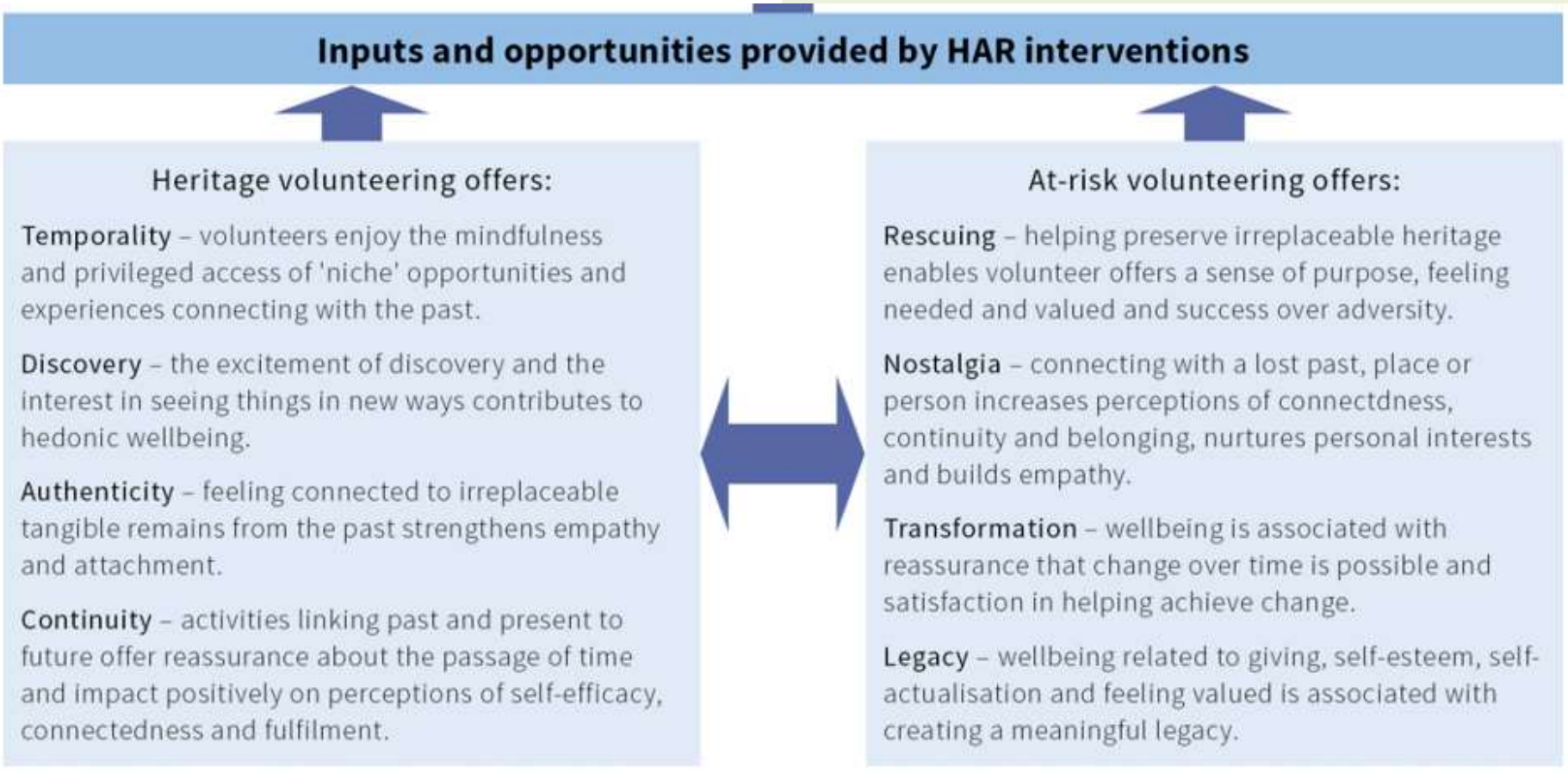
Inputs and opportunities provided by HAR interventions
Heritage volunteering offers:
Temporality – volunteers enjoy the mindfulness and privileged access of 'niche' opportunities and experiences connecting with the past.
Discovery – the excitement of discovery and the interest in seeing things in new ways contributes to hedonic wellbeing.
Authenticity – feeling connected to irreplaceable tangible remains from the past strengthens empathy and attachment.
Continuity – activities linking past and present to future offer reassurance about the passage of time and impact positively on perceptions of self-efficacy, connectedness and fulfilment.
At-risk volunteering offers:
Rescuing – helping preserve irreplaceable heritage enables volunteer offers a sense of purpose, feeling needed and valued and success over adversity.
Nostalgia – connecting with a lost past, place or person increases perceptions of connectdness, continuity and belonging, nurtures personal interests and builds empathy.
Transformation – wellbeing is associated with reassurance that change over time is possible and satisfaction in helping achieve change.
Legacy – wellbeing related to giving, self-esteem, self-actualisation and feeling valued is associated with creating a meaningful legacy.

Volunteers on the Monumental Improvement project training to survey monuments at Castle Dore, Cornwall. © James Gossip, Cornwall Archaeological Unit

Volunteers from the 'Monumental Improvement' project clearing scrub around an archaeological monument at Kynance Gate, Cornwall. © Jacob Parry, Cornwall AONB

Some felt their volunteering had created **new place attachments**:

- "I can't say it's my heritage because obviously I wasn't born in this country. But I suppose I've, you know, **it's become my place**" (HAR17)

Some really connected with **new perspectives**:

- "I think I have learnt, how to actually **get on with people whose views might be rather different from mine**. In other words, the virtues of cooperation as opposed to confrontation, [are learnt] if you're involved in a project like this" (HAR06).

Some developed **new skills** and others put existing skills to use in a new context.

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Loneliness & mental health

Dancers from About Time Dance Company and schoolgirls from Carr Hill school. © Jenny Reeves (About Time Dance Company)

Kirkham high street, Lancashire, England

Heritage Action Zone meets Community health and wellbeing needs.

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Social Prescribing

Kirkham high street, Lancashire, England

New shared health worker funded by the National Health Service and Historic England

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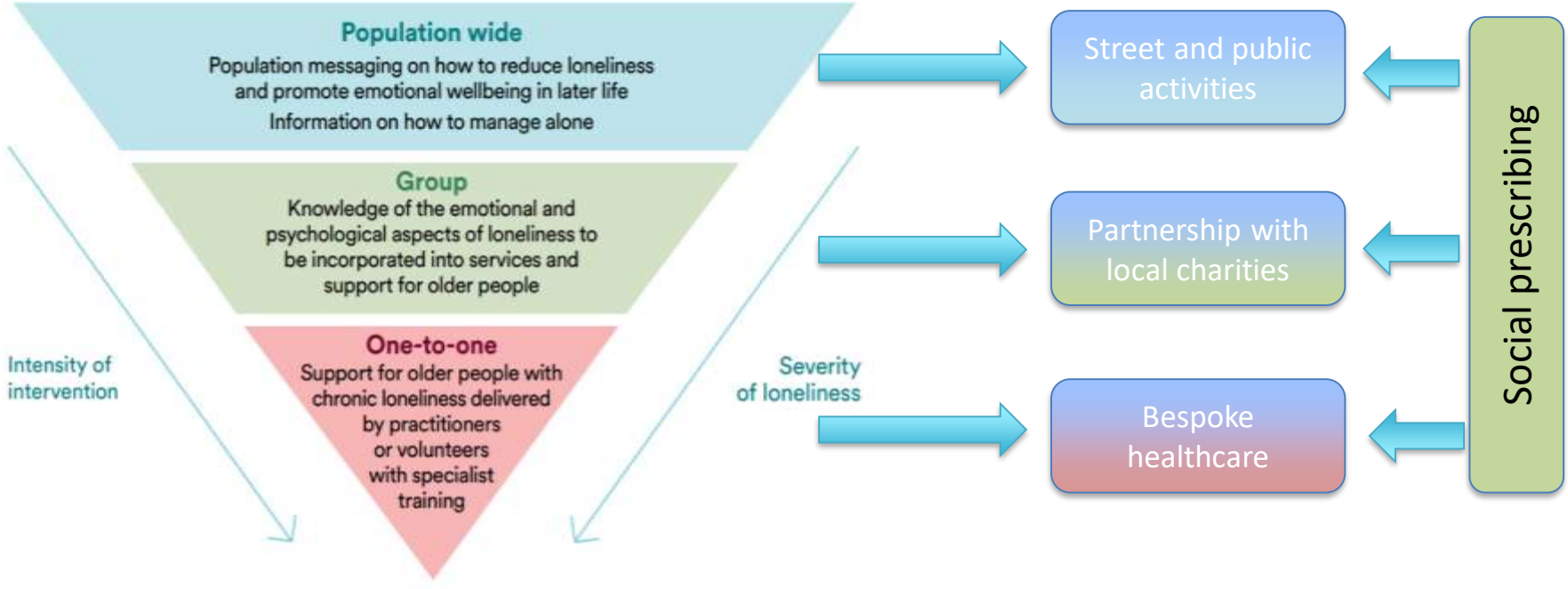
Loneliness & mental health



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wessex archaeology
Magnifying Public Benefit

ISLE•HERITAGE

Project Rejuvenate

year 0: ground work	feasibility study for therapeutic heritage interventions for disadvantaged young people	development stage with partners to test concept with partners and young people fund raising
year 1: preparation	review of development stage and pilot redesign	employment of p/t project manager and programme development
year 2: test and evaluate	2 heritage pilots: with a school (Wilts) and a young offenders team (Kent)	evaluate success and lessons learned
year 3: consolidate and extend	development of a national model	grant applications

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Magnifying Public Benefit

Has engaged much more with other peers, project was really fantastic and worthwhile

This was a really important outlet for this student who is going through a very challenging time

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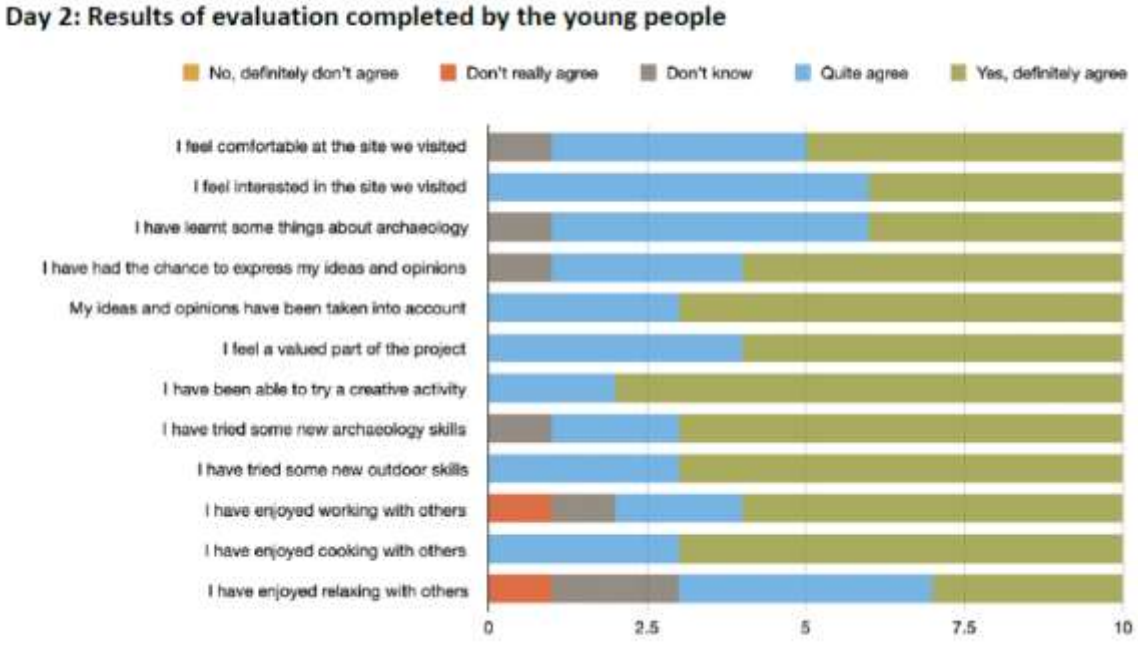
Project Rejuvenate



wessex archaeology
Magnifying Public Benefit

I loved this project, thank you all

Young person taking part in the trial sessions

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The historic environment and wellbeing: a USP or critical success factors?

- The combination of physical activity with outdoors and cultural heritage
- The formation of a new relationship with the past that creates new perspectives and connections
- The combination of the past connection with skills and feeling meaningful through productive contribution to something (legacy)
- The social interaction and creativity that relates to the links with the past and new perspectives
- Long lasting benefit increased awareness of themselves and their place *and* social networks
- Our capacity to promote mixed projects with mixed evaluation methods including longitudinal analysis
- Potential to develop a wider collective sense of community, belonging, order, balance, stability and place through place-based initiatives

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Further reading

Historic England Research Issue 20

Published 21 February 2022

Keep up-to-date with projects and activities involving applied research into the historic environment.

Learn more

https://historicengland.org.uk/whats-new/research/introduction-to-issue-20-the-wellbeing-edition/

https://historicengland.org.uk/images-books/publications/wellbeing-and-the-historic-environment/wellbeing-and-historic-environment/

https://historicengland.org.uk/whats-new/research/a-wellbeing-and-heritage-strategy-for-historic-england/

Contents

- A Wellbeing and Heritage Strategy for Historic England
- Heritage at Risk, volunteering and wellbeing
- Places of Joy: the role of heritage sites during the COVID-19 pandemic
- Enriching the List, enriching lives
- Geographic exposure to heritage, reported visits and income deprivation in England
- Public parks and greenspaces matter
- Worcester life stories: a partnership between heritage and health
- Heritage and social prescribing in action
- Kirkham: forging a heritage programme as a bridge to wellbeing
- Lost and Found: Treasures in the Archive
- Heritage, landscape and wellbeing in the Lincolnshire Wolds

https://historicengland.org.uk/research/current/social-and-economic-research/wellbeing/

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Following 5 slides are here in case they are useful in a discussion and not part of the main paper

I can make all of the slides available after the talk so people can take time to read them more fully

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Measuring wellbeing

The Short Warwick-Edinburgh Mental Well-being Scale (SWEMWBS)

Below are some statements about feelings and tho

Please tick the box that best describes your experi each over the last 2 weeks

STATEMENTS	None of the time	Rarely	Some of the time		
I've been feeling optimistic about the future	1	2	3		
I've been feeling useful	1	2	3		
I've been feeling relaxed	1	2	3		
I've been dealing with problems well	1	2	3		
I've been thinking clearly	1	2	3	4	5
I've been feeling close to other people	1	2	3	4	5
I've been able to make up my own mind about things	1	2	3	4	5

"Short Warwick Edinburgh Mental Well-Being Scale (SWEMWBS)
© NHS Health Scotland, University of Warwick and University of Edinburgh, 2008, all rights

Measure	Question
Life satisfaction	Overall, how satisfied are you with your life nowadays?
Worthwhile	Overall, to what extent do you feel that the things that you do in your life are worthwhile?
Happiness	Overall, how happy did you feel yesterday?
Anxiety	On a scale where 0 is 'not at all anxious' and 10 is 'completely anxious', how anxious did you feel yesterday overall?

Source: ONS. Personal well-being frequently asked questions

https://measure.whatworkswellbeing.org/measuring-wellbeing/

UCLA loneliness scale (version 3)

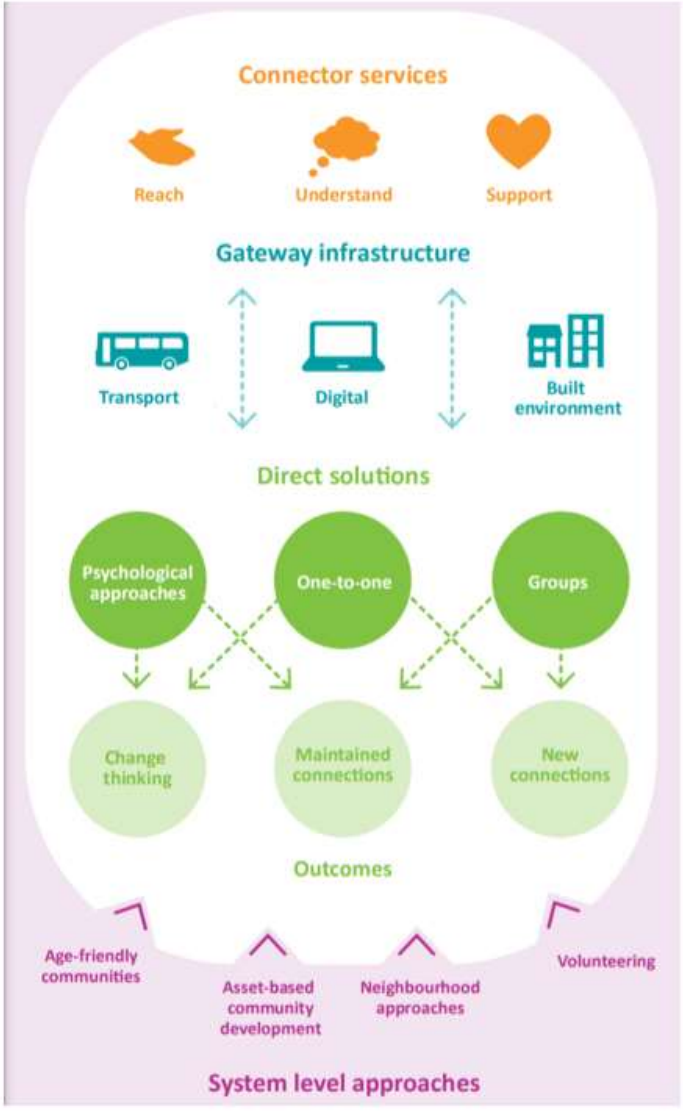
A 20-item scale designed to measure one's subjective feelings of loneliness as well as feelings of social isolation.

Participants rate each item as O ("I often feel this way"), S ("I sometimes feel this way"), R ("I rarely feel this way") or N ("I never feel this way").

Scoring: O=3, S=2, R=1, N=0

Total scores range from 0, meaning never lonely, to 60, a high degree of loneliness.

1. I am unhappy doing so many things alone	O	S	R	N
2. I have nobody to talk to	O	S	R	N
3. I cannot tolerate being so alone	O	S	R	N
4. I lack companionship	O	S	R	N
5. I feel as if nobody really understands me	O	S	R	N
6. I find myself waiting for people to call or write	O	S	R	N
7. There is no one I can turn to	O	S	R	N
8. I am no longer close to anyone	O	S	R	N
9. My interests and ideas are not shared by those around me	O	S	R	N
10. I feel left out	O	S	R	N
11. I feel completely alone	O	S	R	N
12. I am unable to reach out and communicate with those around me	O	S	R	N
13. My social relationships are superficial	O	S	R	N
14. I feel starved for company	O	S	R	N
15. No one really knows me well	O	S	R	N
16. I feel isolated from others	O	S	R	N
17. I am unhappy being so withdrawn	O	S	R	N
18. It is difficult for me to make friends	O	S	R	N
19. I feel shut out and excluded by others	O	S	R	N
20. People are around me but not with me	O	S	R	N



Above fig three, Campaign to End Loneliness Promising Approaches Framework to address Loneliness (Jones, Jopling and Kharicha, 2021, p.26)

Challenges

- Remain conscious of fact that heritage can cause contestation and division
- Value of the everyday versus the ‘special’ (relatability and locality)
- Ensure operation and language is about ‘doing with’ versus ‘doing to’
- Build relationships and work with others with specialist knowledge
- Being prepared to take some
- Balance between ‘making the case’ for what works and facilitating real world impact
- Planning for legacy and evaluating long-term impact

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Worcester Life Stories

A story of how an Historic Environment Record came to support Older People and People living with Dementia.

The HER is the official Worcester database with 35,000 images of Worcester from the 1950s onwards.

This was a resource of great potential benefit for patients if only it could be made accessible to them.

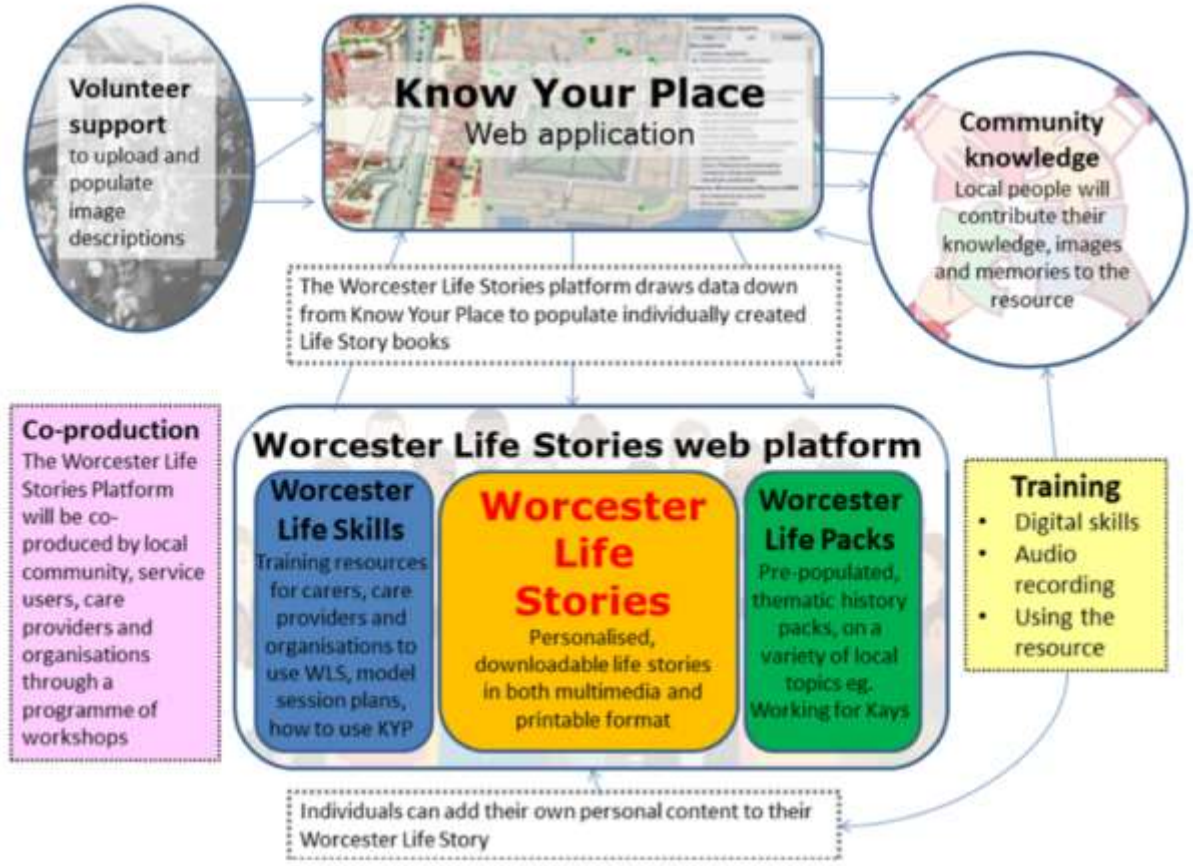
A new on-line platform for community access with uploading options.

Linked to a capacity to create a private digital life story or personal book.

A link to an NHS platform for local healthcare.

"For me as a Clinical Psychologist, I can see how heritage makes a difference for people living with dementia"

Dr Natasha Lord, Herefordshire and Worcestershire Health and care Trust



Visual pictorial of the two platforms and how they would interact. © Worcester Life Stories

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The Herefordshire and Worcestershire Life Stories App. © VerseOne

Data Collection

A mixed methods approach(qualitative and quantitative)

- an overview of the use of the platforms:- demographics (gender, age, location); access (via mobile, tablet, tablet (can indicate social demographic); browser); frequency and recency (new and returning visitors), length of visit, downloads; time of day (can indicate whether at home or on the move).

- Quantitative and qualitative data on demographics to supplement the analytics data; drivers and types of use including the nature of engagement in the community, levels of satisfaction with the platforms and suggested improvements.

- Three organisational case studies involving Worcester Association for Carers, the Platform Group and Worcester City Museums (months 8 to 16):-

  Interviews with key staff
  Focus groups
  Observation of sessions