

High Street Heritage Action Zones Programme Evaluation

Executive Summary

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Funded by
Arts Council England, Department for Culture, Media & Sport, Ministry of Housing,
Communities & Local Government and National Lottery Heritage Fund



Historic England's £103 million High Streets Heritage Action Zones programme, delivered between 2020 and 2024, aimed to revitalise 69 high streets across England. The initiative brought together over 100 partners to drive economic, cultural, and community renewal in urban areas. AMION Consulting were commissioned to undertake an independent evaluation of the programme to assess the programme achievements to date and the potential longer-term impact. In addition to capturing the quantitative and wider impacts, Historic England were also interested in learning lessons to provide insights for future heritage-led regeneration programmes.

AMION Consulting carried out the evaluation in line with best practice guidance¹, using innovative techniques to explore new approaches and gain deeper insights. The evaluation process was supported by a Critical Friends Group², made up of experts in evaluation and public policy.

HSHAZ Programme

The £103 million HSHAZ programme was an England-only initiative³. The programme represented a major shift in focus for Historic England by combining the restoration of heritage assets alongside funding for community and heritage and cultural engagement. This multi focus was intended to act as a catalyst for economic, social and cultural growth.

Figure 1: Map of HSHAZ schemes



The programme at the outset had 3 distinct but interrelated strands:

- Capital strand; to support restoration of buildings and public realm,
- Community strand; to increase local heritage involvement and capacity
- Cultural strand; to support events celebrating local stories, history and traditions



Initially 69 schemes were awarded funding. This evaluation is focused upon 66 HSHAZ schemes as two schemes, Kings Lynn and Scarborough, opted out of the programme very early in the process, spending less than £5,000 and achieving no measurable impact. Coventry HSHAZ is also excluded from this evaluation as it became a demonstrator project and has been evaluated separately by Historic England⁴. All process and impact analysis undertaken in this evaluation on costs and benefits is based on the 66 schemes. Where appropriate, however, the evaluation refers to 67 or 69 schemes.

¹ As outlined in HMT Magenta Book, MHCLG and DCMS evaluation guidance.

² Manchester Metropolitan University, What Works Centre for Local Economic Growth, Architectural Heritage Fund, DCMS, Heritage Lottery Fund and Data Culture Exchange.

³ Similar programmes existed in Scotland and Wales but these did not match all features of the HSHAZ programme.

⁴ Coventry HSHAZ Evaluation: <https://historicengland.org.uk/content/heritage-counts/pub/2023/coventry-high-street-heritage-action-zone/>

The programme led to changes like this:

Figure 2: Weston-Super-Mare HSHAZ



Who funded the High Streets Heritage Action Zones and what was the ambition?

The HSHAZ programme was funded with £40 million from the Department of Digital, Culture, Media and Sport's (DCMS) Heritage High Street Fund, £52 million from the Ministry of Housing, Communities and Local Government's⁵ Future High Street Fund, £3 million from the National Lottery Heritage Fund (NHLF), and £8 million from Historic England. It also involved considerable amounts of match funding at the project level from local authorities, charities, community groups and businesses.

The primary aim of the HSHAZ was to support the transformation of high streets into attractive, vibrant spaces for living, working, and socialising. To achieve this, the programme focused on three key objectives:

1. **Changing perceptions of heritage high streets** by re-establishing them as valuable and dynamic spaces, thereby fostering a renewed sense of interest and engagement within local communities.
2. **Supporting sustainable economic and cultural growth** in and around high streets, with an emphasis on retail, commercial, and cultural activities that drive economic output, attract private investment, and create new employment and training opportunities.
3. **Restoring and enhancing the historic character** of high streets to preserve their unique identity, making them distinctive destinations for commerce, leisure, and community interaction.

To achieve these objectives the programme aimed to deliver economic, social, and cultural benefits including increasing Gross Value Added (GVA), reducing shop vacancy rates, and positioning heritage high streets as thriving hubs for commerce and leisure as well. It also aimed to enhance residents' perceptions and engagement with heritage and culture to improve their wellbeing. Reflecting the devolved nature of the programme, 88% of the £103 million was awarded to local authorities and community groups to deliver the three strands of activity. Historic England had a dual role; firstly as a delivery partner responsible for a £1.2 million funded national commissions⁶ and secondly as the programme management function which included governance, continuous monitoring of delivery to ensure spend and outputs were in line with agreed profiles and working at regional and local level to provide information, advice and guidance whilst fostering collaborations with local stakeholders.

⁵ During the programme the Ministry of Housing, Communities and Local Government (HMCLG) was The Department for Levelling Up, Housing and Communities (DLUHC)

⁶ Cultural commissions across HSHAZ schemes which was evaluated separately by Historic England and Audience Agency.



Blackpool HSHAZ



Stalybridge HSHAZ



Harlesden HSHAZ



Brierley Hill HSHAZ

Programme Outputs

The programme delivered significant positive impacts.

All 67 high streets within the programme completed repair, adaptation and improvement projects delivering local distinctiveness.

Across all schemes a wide range of outputs were delivered including:

Leveraged funding (£m)

£141 million

Number of high streets with heritage assets conserved/enhanced

60

Number of high streets with vacant buildings brought into use

36

Number of historic building or heritage asset repaired/conserved

723

Number of historic shopfronts restored or reinstated

462

Heritage at Risk assets removed from the register

9

Vacant or underused commercial floor space brought back into use OR new commercial floor space created (e.g. new build/conversion)

43,564 sqm

Vacant or underused residential unit brought back into use OR new residential unit created (e.g. new build/conversion)

224

Public realm area improved

119,442 sqm

All schemes undertook cultural activities and community engagement activities. The following outputs were recorded:

Public events (number of attendees)

1,140,878

Engagement event inc. workshops (number of attendees)

255,857

Volunteer hours

77,840

Volunteers

10,098

School educational events/activities (number of attendees)

9,424

Other professional training activity (number of attendees)

16,218

Consultation event (number of attendees)

8,339

Engagement events inc. workshops

6,220

Artist in residence (number of days)

4,100

Visual changes to High Streets

Figure 3: Woolwich HSHAZ

51-61 Hare Street, showing the restored façade of a former Burton's Department Store which has been refurbished inside.



Figure 4: Bedford HSHAZ

113 High Street, a Salvation Army charity shop. Involved extensive renovation of the entire building, including work to the roof, the upper floors and restoration of the historic shop front after building works revealed the original wood frame and signage.



Figure 5: Middlesbrough HSHAZ

Upgrading of Zetland Road public space led to enhancing of the commercial appeal of the area and complementing the railway station investment.



“

Having been a part of the wider Sincil Street shopfront development, we are very pleased to be able to continue to contribute to the restoration of Lincoln's historic high street and our joiners can now say they are a part of that history.”

Achievements against targets

Outputs

No output targets were set for the community or the cultural strand. Output targets set for the capital strand were highly ambitious; whilst 224 residential homes were delivered or brought back into use, the target was 2,700.

Using standard public sector intervention rates for housing would mean £68 million of support would have been needed to deliver 2,700 homes. Clearly this target was unrealistic given the programme's £103 million budget. Other targets not met, included 'bringing vacant buildings back into use', which reached 52% of the target, and 'delivering 43,564 sqm of commercial floorspace' where just 24% of the target was achieved. However, over 119,442sqm of public realm were delivered or improved for which no output target was set. A lack of measurable output targets across the three strands made it challenging to assess progress during the programme delivery phase and constrains evaluation judgement.

Spend

The programme remained within the £103 million budget allocated, although expenditure on the capital strand exceeded forecasts by £9 million.

In addition to committed central government funding a significant investment contribution from local authorities, community groups, businesses, charities and other third parties were expected and was delivered, although at £144 million it was below the expected £195 million.

Gross Value Added and jobs created

The HSHAZ programme delivered an estimated 1,089 gross jobs and 716 net jobs, achieving 33% of its original employment target.

This is due to lower-than-expected commercial floorspace delivery. This employment contributes £34.9 million in net GVA per annum, or £0.5 million per HSHAZ scheme. Despite jobs generated falling short of initial projections, the programme has created lasting economic value in high street locations that were previously struggling.

Economy and efficiency

The majority of the £103 million programme spend was distributed as grant funding to local delivery partners, mostly local authorities, with grants ranging from £300,000 to over £5 million. The average grant was circa £1.3 million. The HSHAZ Programme was largely well-funded, with most interviewees agreeing that resources were appropriately allocated.

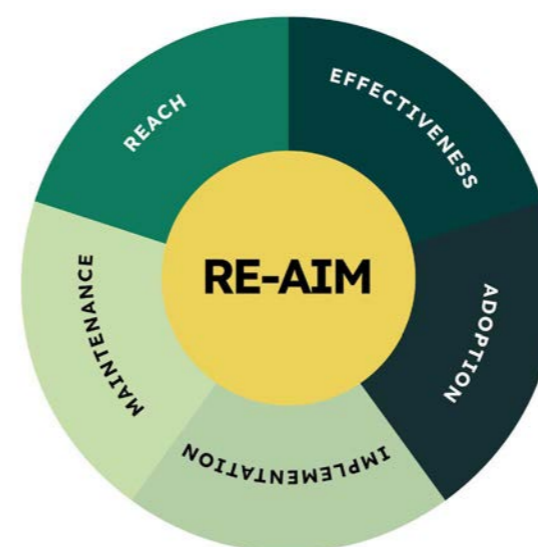
Administrative costs were consistent with similar programmes⁷, and national-level efficiencies were achieved through adherence to public procurement regulations and other measures. However, some inefficiencies at the project level, such as duplicated research tasks, were identified. Over time, Historic England strengthened its programme oversight, introducing more rigorous scrutiny to enhance delivery. There was also evidence of strategic decisions, such as withdrawing funding from underperforming projects.

⁷ When looking at the % of administrative costs to overall project spend for other regeneration programmes such as Regional Growth Fund or Getting Building Fund.

Design, delivery & governance of the programme

The evaluation considers the design, delivery, and governance of the HSHAZ programme using the RE-AIM framework⁸ (Figure 6), which assesses reach, effectiveness, adoption, implementation, and maintenance (RE-AIM) of interventions. The programme demonstrated a good reach, with 215 expressions of interest from local authorities and community groups, indicating broad engagement across England. However, no data was collected pre or post events to measure the demographic representation of participants and the effectiveness of community engagement.

Figure 6: RE-AIM Framework



The programme's delivery varied from scheme to scheme and was influenced by local contextual factors such as capacity, skillsets of staff, and heritage and cultural context.

To maintain momentum and avoid delays in capital works, the community strand requirements for documenting engagement activities were reduced early in the programme. Nevertheless, community activities continued in most projects, particularly where they were integrated into cultural strand initiatives.

Effectiveness challenges included the ambitious scope of some schemes, the alignment of activities with desired outputs, and external pressures such as rising costs, declining retail activity, shifting consumer behaviours, and the impacts of COVID-19, all of which constrained broader success. Despite this context, over half of the high streets saw vacant or under-utilised heritage buildings brought back into use, while 83% delivered public realm improvements. Many projects created valuable community spaces and supported local business growth. The programme has also laid the groundwork for further regeneration and strengthened local partnerships.

In terms of adoption and implementation, the evaluation highlights the importance of continued stakeholder engagement and collaboration. Whilst Historic England and lead partners activities and resources generally aligned with the programme's objectives, resource constraints, capacity and experience constraints among some delivery partners as well as different policy priorities at a local level impacted the full alignment of delivery partner activities with the programme objectives which affected the achievement of some target outputs.

Crucially the evaluation has shown that the HSHAZ programme has fostered a legacy of community involvement, interest and skills in heritage conservation in all 66 high streets. This is evidenced by many local HSHAZ supported initiatives and events continuing beyond the programme's closure (maintenance), indicating a positive long-term impact on local cultural and social dynamics.

“

I think I now know more about Selby's history than people who've lived here for a number of years, and that is purely because I went to these events.”

⁸ <https://re-aim.org/> - The RE-AIM framework is often utilised in health sector but provides useful insights and approaches for historic led regeneration and development interventions.

Assessing wider impact: Changes in perceptions and use of the high streets

To assess impacts beyond the direct outputs Historic England supported the use of innovative techniques, including:

- quasi-experimental approaches backed up by robust statistical analysis to explore impacts upon footfall
- Statistical analysis to assess public perception attitudinal data collected through the programme

Assessing changes in footfall

An innovative experimental footfall analysis was conducted for 10 HSHAZ schemes, showcasing a pioneering approach to understanding the impact of the programme. The analysis revealed that several schemes experienced short-term footfall changes potentially linked to HSHAZ interventions, with one scheme demonstrating a sustained increase in footfall. While these findings are promising, on their own they are not conclusive evidence of impact. The results highlight, the need for longer term evaluation and more comprehensive footfall data to support robust and credible assessments.



Investigating changes in attitudes

A detailed analysis of public perception data, to provide valuable insights into the HSHAZ programme's impact on attitudes towards; heritage high streets, civic participation, and connectivity using matched non HSHAZ supported high streets. The findings suggest that the programme has made a positive contribution to improving perceptions. In some areas there were notable improvements in perceptions for HSHAZ high streets compared to comparison areas although the impact was not always clear. This robust and progressive analysis does provide added evidence of impact but The mixed nature of the results highlights the need for further development of the techniques.



Strategic Added Value (SAV)

SAV is a framework used to evaluate the impact of an organisation and intervention by assessing six separate but linked facets: leadership, influence, leverage, synergy, engagement and innovation. The evaluation has shown that the Historic England via the HSHAZ programme has delivered strong strategic added value as set out below:

- **Leadership & Catalysing** - the HSHAZ programme provided strong sector leadership by initiating heritage-led regeneration on a large scale and catalysing investment in restoring historic buildings. This catalysed local and national partners, often resulting in greater appreciation by key stakeholders of the potential for heritage led regeneration, evidenced within strategic policy documents and subsequent grant funding programmes of heritage-led regeneration.
- **Influence** - the programme influenced authorities and private stakeholders to value heritage conservation by showcasing economic, social, and cultural benefits. This often resulted in restoration and investment in historic areas. A longer programme period could have led to increased impacts. Many areas reported a pipeline of projects emerging as successful demonstrators were completed. Some of the pipeline projects are likely to be taken forward without funding support.
- **Leverage** - the HSHAZ programme successfully leveraged funding from National Lottery Heritage Fund, DCMS and MHCLG. Equally importantly it leveraged £144million from local stakeholders, the majority of which is unlikely to have been spent on culture and heritage in the local area.
- **Synergy** - the programme promoted synergy by uniting local authorities, heritage organisations, communities and businesses in using heritage and culture to regenerate high streets. Whilst there were some differences in priorities for investment restoration of historic assets versus wider area regeneration this reflected the flexibility of the programme and its hyper local delivery approach.

- **Engagement** - the HSHAZ programme fostered collaboration among businesses, community groups, and public bodies and promoted a cohesive approach to heritage-led regeneration. The outputs show over a million people engaged in activities and the evaluation evidence shows strategic involvement of the community, seeking and successfully giving residents a role in shaping projects to improve their spaces.

- **Innovation** - the HSHAZ programme delivered innovative reuse of historic spaces, combining respect for heritage with modern needs, such as creating co-working spaces or cultural venues. The Historic England team have also sought to explore new evaluation techniques to capture important wider impacts.

Figure 7: Tewkesbury HSHAZ No. 17 Church Street - showing changes to historic shop fronts.

Before



After



Source: Tewkesbury Borough Council



Coventry HSHAZ



Burnley HSHAZ



Wednesbury HSHAZ

Value for money

The evaluation has estimated the value for money of the HSHAZ programme overall, and for the individual capital and cultural strands. The HSHAZ programme achieved a Benefit Cost Ratio (BCR) of 1.34:1, indicating ‘acceptable’ value for money⁹. However, once the non-monetised benefits are taken into account the assessment is likely to rise to ‘acceptable to medium’ value for money

Based on the BCR calculations, the cultural strand performed slightly more strongly than the capital strand in terms of value for money. The cultural strand achieved a BCR of 1.76:1, indicating ‘medium’ value for money. The capital strand achieved a BCR of 1.32:1, indicating ‘acceptable’ value for money.

Table 1 presents the evaluation summary table for the HSHAZ programme and the capital and cultural strands individually.

Table 1: Evaluation impact summary table

Output	Capital Strand	Cultural Strand	HSHAZ Programme
A. Present Value Benefits (£m)	£245.4	£17.6	£263.0
B. Present Value Costs (£m)	£186.1	£10.0	£196.1
C. Net Present Social Value (A-B)	£59.3	£7.6	£66.9
D. BCR (A)/B)	1.32:1	1.76:1	1.34:1
E. Significant non-monetised impacts	<p>Future heritage regeneration: Moderate beneficial</p> <p>Legacy benefits: Moderate beneficial</p> <p>Image and community perceptions: Moderate beneficial</p> <p>Cultural and tourism sector: Moderate beneficial</p> <p>Capacity building: Slight beneficial</p>	<p>Image and pride of place: large beneficial</p> <p>Cultural sector development: moderate beneficial</p> <p>Community cohesion and partnership working: moderate beneficial</p> <p>Wayfinding: slight beneficial</p> <p>Promotion of capital strand activities: slight beneficial</p>	See assessments for capital and cultural strands
F. Value for money category	Acceptable to medium	Medium to High	Acceptable to medium

Source: AMION 2024

9. Government guidance indicates that a BCR of 0 to 1 is poor value for money, a BCR of 1 to 1.5 is acceptable value for money, a BCR of 1.5 to 2 is medium value for money, a BCR of 2 to 4 is high value for money, and a BCR above 4 is very high value for money.

In keeping with best practice, in recognition of their importance the non-monetised benefits have as noted above, been considered as part of the value for money assessment. Table 2 presents the full details of the non-monetised benefit assessment compared the HSHAZ position with what would have happened in the absence of the HSHAZ programme. This assessment is based on evidence from the evaluation that shows amongst other things:

- **Capital Strand:** The legacy impacts of heritage-led regeneration in supported areas of need are expected to deliver substantial non-monetised benefits over a twenty-to-thirty-year period. This could elevate the assessment to a ‘medium’ value for money category.
- **Cultural Strand:** Non-monetised benefits associated with the cultural strand, such as enhanced image and perceptions of key areas, could evaluate the assessment towards a ‘high’ value for money category. The outcomes of this strand were strengthened by the physical regeneration achieved through the capital strand.

The HSHAZ programme is expected to generate significant long-term benefits beyond its quantified benefits, highlighting its broader contributions to heritage-led regeneration and cultural revitalisation.



“Celebrating the reopening of Barnsley Civic’s Eldon Street entrance is a significant moment for our town.”

Table 2: Non-Monetised Benefits

Strand	Benefit	Reference Case (what would have happened with no HSHAZ)	HSHAZ Assessment
Capital	Unlocking future heritage regeneration	Slight adverse	Moderate beneficial
	Legacy benefits	Slight adverse	Moderate beneficial
	Image and community perceptions	Moderate adverse	Moderate beneficial
	Cultural and tourism sector	Neutral	Slight beneficial
Culture	Capability building	Neutral	Slight beneficial
	Image and perceptions	Neutral	Large beneficial
	Cultural sector development	Slight adverse	Moderate beneficial
	Community cohesion and partnership working	Neutral	Moderate beneficial
	Wayfinding	Neutral	Slight beneficial
	Promotion of capital strand activities	Neutral	Slight beneficial

Source: AMION 2024

A prompt from a workshop undertaken during the process of evaluating the HSHAZ programme explored the question: What are the features of an effective HSHAZ scheme? The image overleaf outlines the key elements that make an HSHAZ scheme (and programme) successful by drawing upon key data from the evaluation and Historic England’s own historic led regeneration toolkit¹⁰.

10. <https://historicengland.org.uk/advice/heritage-led-regeneration/toolkit/>



Culture:

Celebrate local heritage:

Develop programmes and events that highlight the historical and cultural significance of the high street, fostering a sense of pride and connection within the community.

Engage the community:

Collaborate with local residents, businesses, and cultural organisations to co-create activities that reflect the unique identity of the area and encourage wider participation.

Support creative regeneration:

Use arts and cultural initiatives to revitalise underused spaces, attract visitors, and boost the local economy while preserving the high street's heritage.

Promote inclusive access: Ensure cultural activities are accessible and inclusive, reaching diverse groups and fostering a shared appreciation of the high street's heritage.

Key Features of an Effective HSHAZ Programme

Focus:

For maximum effectiveness, the programme should concentrate on a defined set of conservation areas, where cultural, capital, and community activities are geographically clustered and interconnected.

01

Community engagement

Local involvement: Engage communities in planning and delivery.
Inclusivity: Involve diverse and underrepresented groups.
Ownership: Foster community pride and ownership.
Feedback: Establish ongoing communication channels.

02

Heritage and cultural impact

Preservation: Safeguard historical sites and traditions.
Catalyst for regeneration: Heritage link to all activities.
Cultural integration: Link cultural activities with community needs.

03

Programme management and governance

Clear governance: Define roles and accountability.
Flexibility: Adapt to unforeseen challenges.
Stakeholder coordination: Align interests across partners.
Evaluation: Use KPIs and data to track progress.

04

Financial sustainability

Diverse funding: Secure multiple funding sources.
Long-term planning: Ensure continued support and maintenance.
Resource allocation: Distribute resources effectively.

05

Economic and social impact

Job creation: Provide local employment and skills development.
Economic boost: Stimulate businesses and spending through inclusive economy principles.
Social equity: Mitigate inequalities from works and prevent gentrification.

06

Environmental sustainability

Green practices: Implement energy-efficient designs.
Adaptive reuse: Repurpose buildings sustainably rather than visual changes.
Climate resilience: Future-proof against more extreme weather.

07

Scalability scalable

Scalable: Able to expand beyond border of focus.
Adaptable: Allow works to respond to different contexts and challenges.
 Share best practices for wider use.

08

Communication and outreach

Effective channels: Use varied media to engage the public.
Awareness: Educate communities about heritage value.
Transparent reporting: Provide regular updates.

09

Innovation and learning

Technology use: Leverage digital tools.
Innovation: Encourage creative solutions to delivery, engagement, communications and design.
Lessons learned: Capture insights for future projects.



Weston-Super-Mare HSHAZ



Bedford HSHAZ



Weston-Super-Mare HSHAZ

Programme challenges

The programme was delivered in the context of unprecedented challenges such as the global pandemic, war in Ukraine, rising inflation and skills and materials shortages and historic and pressing economic pressures in local authorities.

The programme demonstrated extensive coordination, involving collaboration with over 100 delivery partners. It achieved meaningful outcomes by revitalising heritage assets, enhancing public spaces, and fostering community involvement, although the strength of its impact varied across high streets. While the programme successfully created valuable community spaces and stimulated some economic activity, broader challenges, including changing retail trends, declining high streets the effects of COVID-19, constrained its effectiveness compared to what was forecast to be achieved.

The future: lessons learnt and recommendations

The HSHAZ programme provided valuable learning with regard to programme management at central and local levels and how these can be integrated. It has laid a foundation for future regeneration and has strongly demonstrated the potential and benefits of heritage-led renewal. To sustain momentum and ensure more equitable and lasting outcomes, addressing identified challenges and strengthening engagement and delivery strategies will be essential.

The evaluation shows Historic England is well placed at the heart of key policy debates surrounding heritage-led regeneration, and has provided valuable insights, that if actioned, will strongly inform and shape successful future interventions.

The evaluation shows that future initiatives should focus on; refining engagement strategies to include underrepresented groups, establishing clear communication channels, and developing robust monitoring frameworks. A period of scheme development and longer delivery phase would also support the achievement of greater outputs and impacts. Implementation means the programme can continue to

build on its successes and create lasting positive impacts on the communities it serves, ultimately ensuring that heritage regeneration is delivered and is accessible and meaningful to all.

The evaluation offers recommendations for both evaluation practice and future programme delivery, as well as broader guidance to support upcoming activities. The evaluation outputs contribute to the Culture and Heritage Capital initiative by highlighting the social, economic, and cultural value of heritage assets, supporting informed decision-making and future investments in heritage-led regeneration.

Key policy debates

The evaluation has raised questions for heritage led urban transformation, and public policy, illustrating how the HSHAZ programme is situated within these discussions. These include the evolving notion of “who heritage is for,” with a shift towards prioritising community involvement and social value in heritage-led regeneration. Additionally, issues such as community voice, gentrification, sustainability, and resilience have been highlighted with the HSHAZ programme contributing to a broader understanding of how heritage regeneration can balance local benefits, environmental sustainability, and long-term resilience.

Key lessons emphasise the need for adopting comprehensive evaluation frameworks, such as RE-AIM, to provide deeper insights into programme impacts. It stresses the importance of establishing clear, standardised evaluation guidance and robust data collection methods from the outset to ensure consistency and comparability across regions.

A focus on people as beneficiaries, coupled with targeted community engagement and inclusive outreach, is vital to fully understand the value of heritage interventions. Effective programme management, with clear governance structures, proper resource allocation, and the use of KPIs, ensures consistent delivery and measurable success. Moreover, fostering innovation, integrating diverse data sources, and strengthening local partnerships are crucial for informed decision-making and long-term project sustainability. Lastly, incorporating

The HSHAZ programme has demonstrated the transformative potential of heritage-led regeneration, engaging thousands of individuals across England in delivering impactful works, activities, and projects. Historic England and their partners have gained valuable insights into programme design, delivery, monitoring

and evaluation, leaving them well-prepared to assess and implement future initiatives.

As one business owner in Tyldesley, a funding recipient in 2022, noted: “This is definitely a story of where people have asked for something, and Historic England have said, ‘Yeah, let’s support it.’”

HSHAZ Evaluation in numbers

67 high streets

across England were involved in the High Streets Heritage Action Zones (HSHAZ) programme.

£103 million

funding was allocated to deliver the HSHAZ programme

716 net jobs

were created as a result of the HSHAZ programme, contributing to local economic growth

The programme delivered an estimated

£34.9 million of GVA per annum

60 high streets

saw heritage assets conserved or enhanced as part of the initiative.

36 high streets

successfully brought vacant buildings back into use.

43,564 square metres

metres of commercial floor space was either brought back into use or newly created.

A total of 224 residential units

were created or brought back into use during the programme.

119,442 square metres

of public realm area were improved through HSHAZ projects.

723 historic buildings

or heritage assets were repaired or conserved across the participating high streets.

462 historic shopfronts

were restored or reinstated as part of the regeneration efforts.

9 heritage assets

were removed from the At-Risk Register thanks to the HSHAZ programme.

The programme hosted

1,695 public events

fostering community engagement and pride attracting over

930,000 attendees

In addition,

28,000 students

were reached through educational events focused on heritage and community engagement.

The programme facilitated

634 construction training activities

helping to build local skills.



© Christopher Dobson, Historic England Archive. Part of Picturing High Streets.

A 3-year project that recorded the stories and communities behind England's shopfronts to create a contemporary collection of high street photographs.

