



National Well-being Indicators for Wales
Welsh Government
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11 September 2015

RE: CifA response to the ‘Well-being of Future Generations (Wales) Act 2015: How do you measure a nation’s progress’ consultation.

Dear Madam / Sir,

Thank you for the opportunity to contribute to the consultation on the [Well-being of Future Generations \(Wales\) Act 2015: How do you measure a nation’s progress?](#) This response relates to the contribution of the historic environment and archaeology to national well-being in Wales and its inclusion in the proposed set of national performance indicators. We are pleased that the proposals include robust indicators for the measurement of the historic environment and our comments reflect an overall positive reaction to the draft. It is clear that Welsh government appreciates the broad role that the historic environment plays as an important part of Welsh life, contributing to social, cultural, environmental, and economic well-being and sustainability.

The Chartered Institute for Archaeologists

The Chartered Institute for Archaeologists (CifA) is the leading professional body representing archaeologists working in the UK and overseas. We promote high professional standards and strong ethics in archaeological practice, to maximise the benefits that archaeologists bring to society, and provide a self-regulatory quality assurance framework for the sector and those it serves.

CifA has over 3,150 members and more than 70 registered practices across the United Kingdom. Its members work in all branches of the discipline: heritage management, planning advice, excavation, finds and environmental study, buildings recording, underwater and aerial archaeology, museums, conservation, survey, research and development, teaching and liaison with the community, industry and the commercial and financial sectors.

CifA's Wales / Cymru Group has over 300 members practising in the public, private and voluntary sector in Wales.

General comments

The Well-being of Future Generations Act (hereafter the Act) sets out laudable objectives for the nation's pursuit of sustainability and improvements in the social, economic, environmental and cultural well-being of Wales. We believe that the proposed framework for national indicators is broadly positive and illustrate well the complex and interconnected factors which together create what is needed for a sustainable nation.

Our professional expertise is in archaeology and the historic environment. We believe that the potential of the work of archaeologists and other historic environment professionals to contribute to public benefits in the form of sustainability and well-being is at the very heart of our profession. It is stated that the proposed framework must resonate with the public, and we believe that heritage is a subject which effectively does so. In fact, we believe that the historic environment can be shown to contribute broadly to all seven headline well-being goals in the Act:

A prosperous Wales – heritage-related industries employ thousands of people in Wales, from tourism, to conservation, architecture, and archaeology. Many of these industries, but particularly tourism, are vital to sustaining the Welsh economy. Innovation in conservation technologies is also allowing historic buildings to be brought up to standards of energy efficiency (see, for example, [Cardiff Castle](#)), and organisations like the [National Trust](#) are pioneering approaches to public engagement in renewable technologies at their properties in Wales.

A healthier Wales – Recent research into the impacts of access to and participation in heritage has shown tangible benefits to physical and mental health (e.g. [Fujiwara et. al. 2014](#)). This primary benefit to quality of life is distinct from the positive impact it also has on the economy and society.

A more equal Wales – Baroness Kay Andrew's 2014 report on poverty and culture in Wales is a fantastic example of how forward-thinking on the instrumental benefits of culture and heritage in Wales can be instrumental in efforts to reduce inequality in Wales. Indicators from other studies have also shown that the benefits of heritage are more pronounced in socio-economically deprived areas.

A Wales of cohesive communities – A holistic approach to heritage recognises that every place is unique and can have heritage value. Cadw's Community Archaeology Framework aims to draw on cultural assets to explore community identity and history, and increases volunteering opportunities. Additionally, using heritage as part of broader programmes such as Community First can 'anchor' community identities and increase community pride of place. Additional efforts to identify opportunities to engage in heritage-led regeneration are also important contributors to sustainable places.

A Wales of vibrant culture and thriving Welsh language – Wales has a vast material heritage ranging from pre-history to the present. Archaeology in Wales continues to develop knowledge about the nation’s past (see, for example, the discovery of the precise source of the Stonehenge ‘blue stones’ in Pembrokeshire) and includes heritage of international importance, such as the World Heritage Sites of Blaenavon, Edward I Castles in Gwynedd, and Pontcysyllte Aqueduct. Beyond the monumental heritage, almost every place has its own connections to the past and it is in these local archaeological sites or distinctly Welsh architectural heritage which a large part of Welsh identity is seated. Indeed, the Welsh language itself can be deemed to be a core part of the intangible heritage of the nation.

A globally responsible Wales – Cultural heritage is concept which is logically tied to celebrating diversity, and developing mutual understanding of other cultures. Through Wales’ contributions to the World Heritage Convention, and the UK’s commitment to European cultural conventions, as well as to international cultural protection, Wales has a responsibility to consider its heritage in an international context. Recognising these internationalist aims in this framework is a positive inclusion.

Understanding that the historic environment and archaeology have broad roles to play across all these headline aims is important to developing a sense of national cooperation and mutual understanding among all public bodies aiming to achieve well-being goals. We hope that this interconnectivity of subjects is explicit in the headline of the eventual framework. A unified and joined-up principle of seeking enhancements to well-being would be a coherent way to frame the national narrative of progress.

Specific consultation questions

Please note: we do not attempt to answer every question.

Question 1) Do you agree or disagree that the proposed set of indicators, as a whole, fully assess whether progress is being made in achieving all the well-being goals?

Agree strongly. We think that overall, with the exception of a number of nuanced points, the list of indicators represents an appropriate set of factors by which to judge national well-being and sustainability. Of course, indicators cannot measure everything, and as such it is important to ensure that the framework recognises the relationship of the set indicators to the broader conditions for well-being which may provide supplementary qualitative evidence in assessing the aims of the act.

Question 2) Are there any indicators proposed that you think can be improved? If yes, please list those you think can be improved.

Yes. In terms of specific measures, ClfA are broadly pleased with the two measures which explicitly seek to measure the impacts of public engagement with arts, culture, and heritage (indicator 25) and the practical ‘looking after’ of our cultural heritage (indicator 28). However, we wish to ensure that each of these measures achieves the most beneficial output. As such, we are recommending the following improvements:

Indicator 25) People engaged in arts, culture and heritage

This indicator is a positive way of assessing many of the benefits which arise from cultural heritage participation. Our thoughts on the measure are extrapolated in our answer to question 10.

Indicator 28) Looking after our cultural heritage

This indicator has the potential to be a good compliment to indicator 25, as it hints at protections for the historic environment as well as public involvement and thus ensures sustainability of the resource for future generations, as well as present populations. At the moment it is unclear precisely what 'data on protection of, access to and enhancement of cultural heritage assets' would entail. However the rationale for the indicator appears to relate primarily to access and enhancement, and as such does not consider 'protection' sufficiently. It therefore fails to develop a clear enough picture of the state of cultural heritage.

Rather, in order to assess whether Wales is 'looking after' its cultural heritage, the measure should seek to assess the adequacy of the protection regime. This should be done in two ways:

- 1) Measuring the state of planning advice and Historic Environment Record services in terms of capacity (Sources: Welsh Archaeological Trusts, Local authorities)
- 2) Measuring the physical condition of nationally designated sites (Sources: Cadw, Welsh Government)

Any measure which attempts to consider protection of heritage assets should consider the range of designated and undesignated assets held in the of Welsh Historic Environment Record database. The measure should assess whether this system remains resilient enough and is adequately providing protections for the vast majority of historic assets which are not held in national collections, or indeed are designated.

If the measure does include a focus on protection of assets and services ClfA believes that it should also be noted as contributing to principle 2, *a resilient Wales*.

It is sensible to situate this physical condition in a wider context of public benefit, and as such we agree that access and engagement should be measured and be deemed of equal importance as physical protection. We would therefore approve of measures which looked to monitor data on community asset transfer, stewardship, and re-use, as well as physical factors such as regeneration, conservation, and numbers of assets removed (due to conservation, rather than demolition) from 'at risk' registers. These precise measures should be discussed with relevant historic environment stakeholders.

Indicator 30) Energy efficiency of buildings

The most recent available figures for Wales show that roughly one in three homes were built before 1919 ([Welsh Government 2001](#)). It is important than any national performance indicator is capable of differentiating traditional-style buildings (many of which have heritage value) from modern ones. This is because the environmental benefit of traditional buildings is located in the fact that they are already built, meaning that they represent enormous

embodied energy. New builds, by contrast, can perform to much higher standards, but at high environmental cost of construction and new materials.

Older buildings should be subject to improvements to improve their standards of energy efficiency and comfort. However, the measure should be nuanced enough to recognise that modern standards, particularly in terms of energy consumption will not provide the whole picture.

Question 3) Are there any indicators proposed that you think should be excluded? If yes, please list those you think should be excluded.

No. CifA believes that the proposed indicators are reasonable and merit inclusion.

Question 5) How do you think we should communicate the national well-being indicators with the people and communities of Wales?

Achieving well-being is a government responsibility. As such the reporting through official government figures and annual reports is important. However, it is also something which is a responsibility of communities, and as such it would be valuable to be able to qualitatively report on local engagement with well-being measures. Producing evidence of good practice from local communities, working alone or with help from public bodies, would be a valuable way to enhance a sense of national civic responsibility and cooperation with government to affect positive change to the nation.

For heritage, working with Cadw, the Welsh Archaeological Trusts, Civic Trust Cymru, the Heritage Lottery Fund or other national and local stakeholders to this end would be possible and encouraged.

Question 10) What type of art, culture and heritage activities do you think should be measured in relation to this indicator?

We support the broad purpose of indicator 25. There is a wide range of arts, culture and heritage activities which could be effectively measured.

We recommend that participation and attendance be separately assessed and that the following (historic environment specific) activities should be included:

- Membership of a local history society, archaeology society, or civic group
- Participation in a community archaeology project
- Participation in a community stewardship project (e.g. maintenance of a local monument or site)
- Attendance at a heritage site, museum, or cultural attraction (including historic parks and gardens, monuments, castles, historic places of worship).

Concluding comments

We hope that the evidence provided is useful to the finalisation of the framework. CIfA would be happy to contribute further to the development of these ideas. In the meantime, if there is anything further that I can do to assist please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Rob Lennox', written in a cursive style.

Rob Lennox BSc (Econ) MA
Policy Advisor, Chartered Institute for Archaeologists