



More in
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AHF Transforming
Heritage



Can Labour deliver on reviving local places through heritage?



Monday, 29 September



10:30 to 11:30



Sherwood Arena Room
Secure Zone, ACC



**Anoosh
Chakelian (Chair)**

The New
Statesman



**Luke
Tryl**

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**Baroness
Twycross**

Minister for
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**Patrick
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**Matthew
McKeague**

Architectural
Heritage Fund



**John
Orna-Ornstein**

National
Trust

Introducing the Seven Segments

The British Seven segments were developed to move beyond traditional left-right or party-based analysis by exploring the deeper psychological, cultural, and value-driven foundations that shape public opinion.

This approach helps explain why political loyalties have fractured and offers a more nuanced understanding of what drives attitudes on issues like immigration, climate, and the economy—enabling more effective engagement with the public across a fragmented political and social landscape.



Progressive Activists



Incrementalist Left



Established Liberals



Sceptical Scrollers



Rooted Patriots



Traditional Conservatives



Dissenting Disruptors



...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

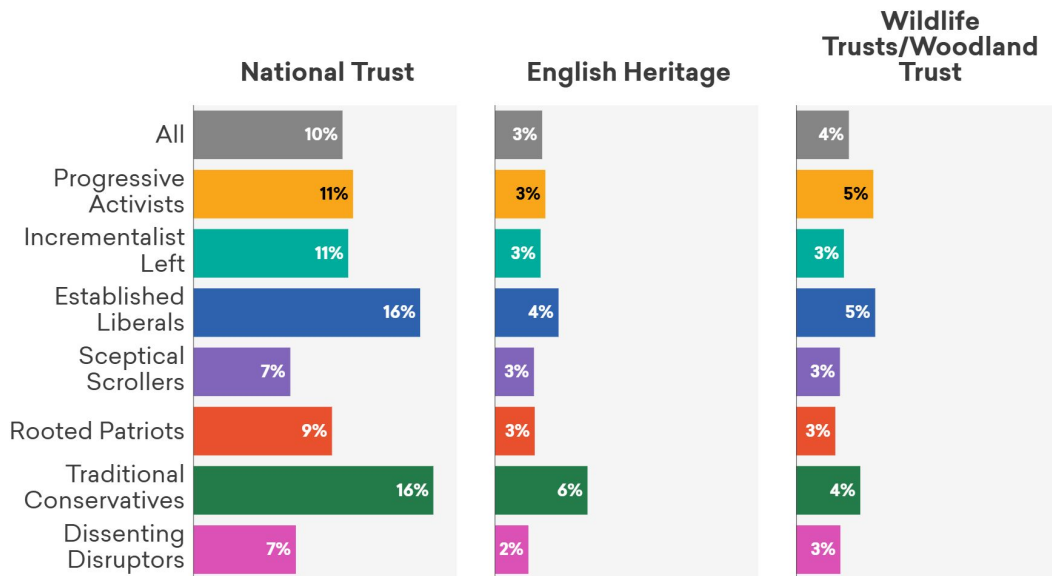
... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system

Some segments are more likely to be members of the National Trust or English Heritage

Established Liberals and Traditional Conservatives are the most likely to be members of the National Trust

Are you a member of the following organisations?



The *Established Liberals* and *Traditional Conservatives* are the two segments most likely to be members of the National Trust, and are also more likely than average to be part of English Heritage or a local Wildlife Trust.

For Traditional Conservatives, this is likely motivated by their strong belief in conservation and heritage (alongside the fact that they tend to have more free time, many being retired).

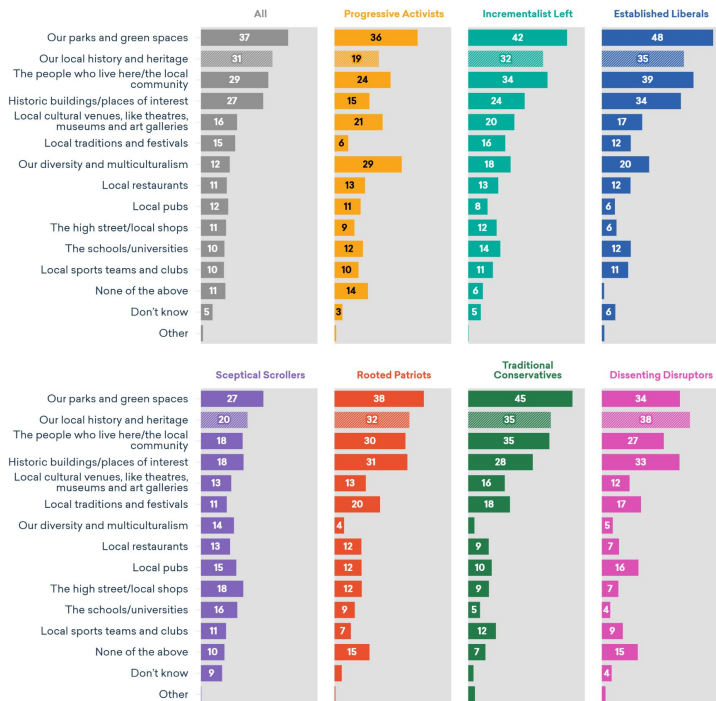
For Established Liberals, it reflects a wider engagement with civic organisations.

However, membership can be seen across the seven segments.

Yet the importance of local heritage spans across the segments

"Local history and heritage" is a top source of pride for every segment

Which aspects of life in your own local area give you the greatest sense of pride? Please choose up to three from the list below.



History and heritage are key sources of local pride for Britons.

Asked to choose from a list of twelve aspects of their local area that give them pride, “local history and heritage” comes second after green spaces, selected by 31 per cent.

It ranks in the top five for every single segment.

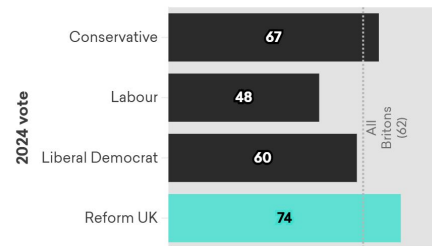
Similarly, “historic buildings/places of interest” ranks fourth, selected by 27 per cent of Britons.

Yet signs of local neglect feed a wider sense of decline

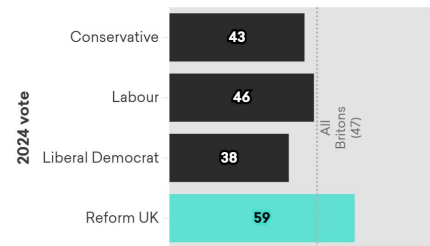
Reform voters tend to feel that their local area and high street are neglected

Proportion who agree with each statement to some extent

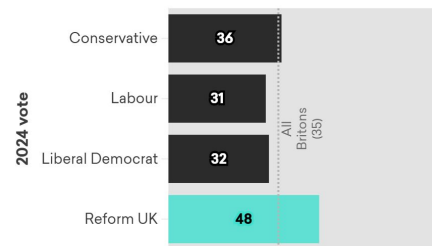
My local high street has got worse in recent years



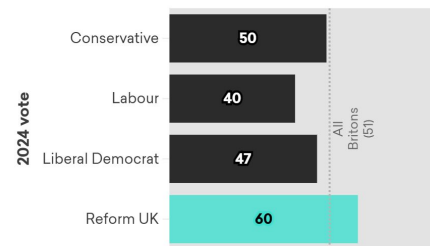
The area where I live is neglected



The state of pubs/bars/ restaurants in my local area is declining



The state of shopping in my local area is declining



When Britons see visible signs of neglect in their local area, this feeds a broader sense of gloom or national decline.

This can include major cosmetic things, such as potholes or graffiti, but in accumulation they make Britons feel that their community is forgotten.

In focus groups, Britons often talk about seeing historic pubs and shops closing as a sign of their community's decline.

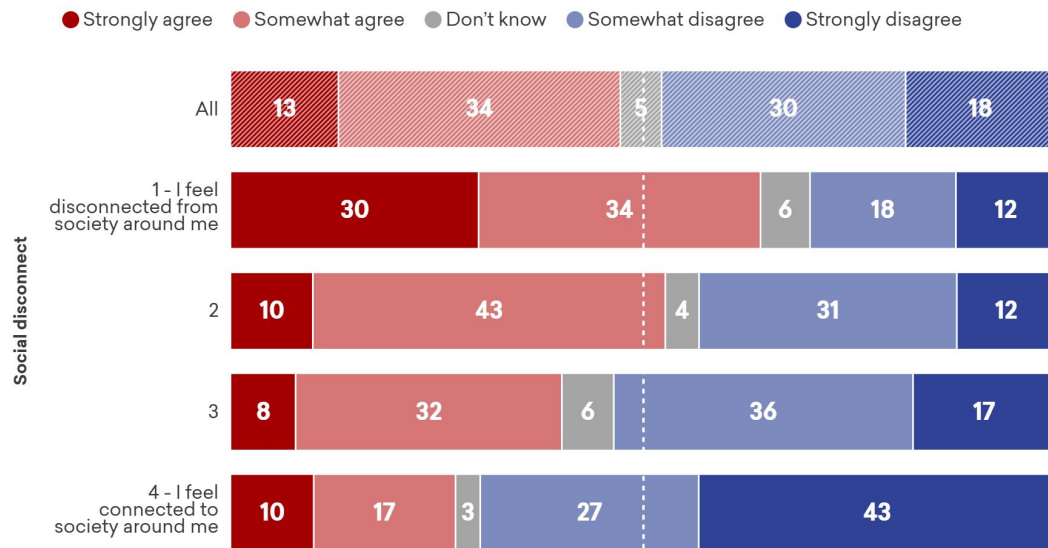
"We're all going to be online soon. There won't be cities and towns to go around. A lot of pubs that have closed down near me, a lot of shops that have now closed down and charity shops, there's just nothing to go out into town and no reason to go out there really."

Rob, engineer, Coventry

The link between local decline and social cohesion

Disconnected Britons are far more likely to say their area feels neglected

To what extent do you agree or disagree with the following statement: **The area where I live is neglected**



A sense that shared spaces and buildings are being neglected is fuelling a crisis of social connection in Britain.

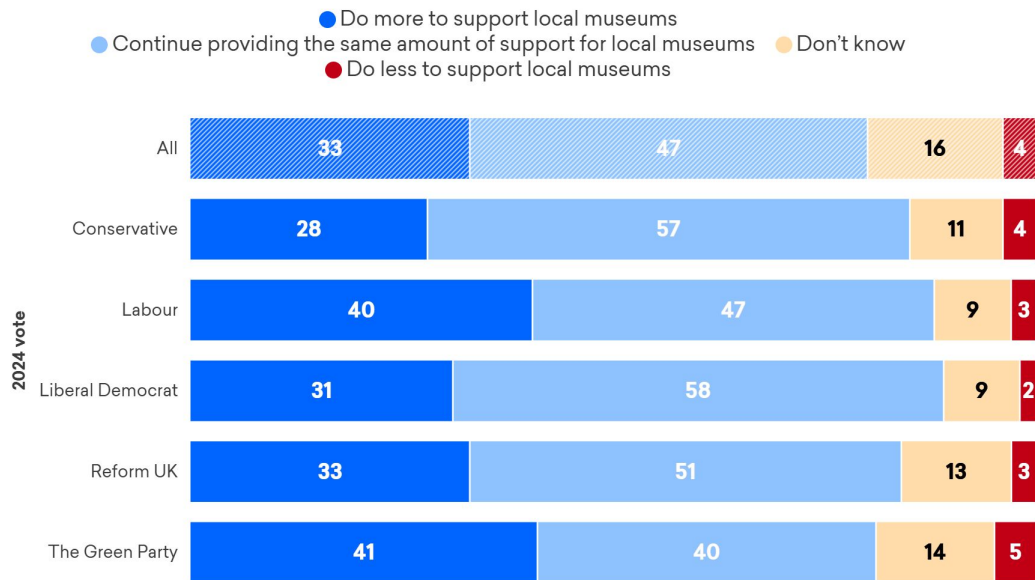
Those who feel disconnected from society are nearly twice as likely to believe their local area is neglected than those who feel connected to society.

Many cite the lack of shared spaces and decline of associational life (including pubs and local independent shops).

Cross-party desire for supporting cultural institutions

Across politics, the public want local authorities to maintain or increase support for museums

Which of the following comes closest to your view? My local authority/local authorities should...



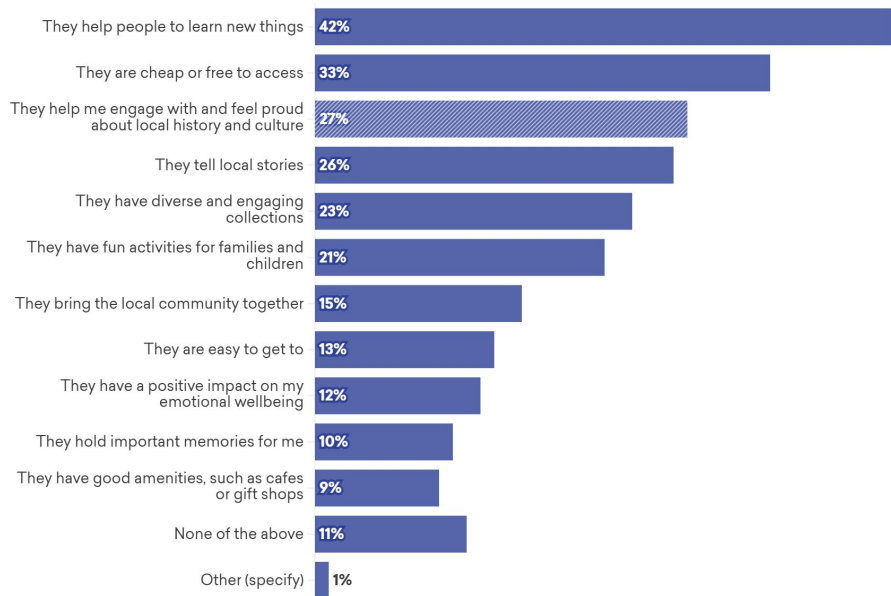
Four in five Britons want to see their local authorities maintain or increase funding for local museums.

Notably, this support is non-polarised, with strong majorities of every voter group saying they would like to see support for museums maintained or increased.

Britons want museums to celebrate local history

The public see learning, affordability and local pride as the best things about local museums museums

What, if anything, do you think are the best things about your local museums or art galleries?
Select up to three.



For the public, museums and heritage sites are a key way they engage with their local history and culture.

Asked to name their favourite things about their local museums, the third most common answer is **“they help me engage with and feel proud about local history and culture”**.

I think a lot of the heritage goes unseen and we need to celebrate a bit more of it.
Ricky, mechanic, Stoke-on-Trent

In their own words: the importance of community assets and heritage

In focus groups, Britons describe the importance of local assets, from pubs and swimming pools to old heritage hotels, museums and historical buildings.

For many, these assets are the lens through which they judge the state of their local area.

We're all going to be online soon. There won't be cities and towns to go around. A lot of pubs that have closed down near me, a lot of shops that have now closed down and charity shops, there's just nothing to go out into town and no reason to go out there really.

Rob, engineer, Coventry

I was thinking about local history as well, things that might interest an older generation and maybe it informs the young ones(...) And I think that it's great to look our local history as well and it's quite interesting and going back in a nostalgic way locally as well.

Jackie, Burnley



When you talk about growth in Peterborough though... Peter has got loads bigger, but we've lost the showground, leisure centre, swimming pool (...) Who cares about growth if it's not good growth?

Paul, teacher, Peterborough

We celebrate a lot of the heritage of Stoke-on-Trent, like the pot banks, the canals, and stuff like that. (...) I've taken my lad to go see the Spitfires and all that. We had all the Middleport stuff. Plus you've got that Gladstone Pottery Museum. I think a lot of the heritage goes unseen and we need to celebrate a bit more of it.

Ricky, mechanic, Stoke-on-Trent

How the segments view heritage

	Progressive Activists	Place the highest value on cultural venues 21 per cent cite theatres, museums and art galleries as among their greatest sources of local pride, more than any other segment.
	Incrementalist Left	Strongly value community and place Among the segments most likely to volunteer in their community, and to visit their local library.
	Established Liberals	Highest pride in local area 72 per cent of Established Liberals say they are proud of their local area, compared to 60 per cent of the general public. They are also among the most likely to be members of the National Trust and English Heritage.
	Sceptical Scrollers	Often less proud of their local community Among the segments least likely to say that they are proud of their local area.
	Rooted Patriots	Locally-oriented and proud of traditions They are more likely than other segments to derive pride from local traditions and festivals, and to value historic buildings/places of interest.
	Traditional Conservatives	Highly value conservation and heritage They are the segment most likely to be a member of the National Trust.
	Dissenting Disruptors	Proud of local history, but attuned to neglect and decline This segment is the most likely to cite 'local history and heritage' as aspects of their local area that they are most proud of - but also most likely to feel that their local area is neglected.



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