SMALL RURAL TOWNS IN THE SOUTH EAST
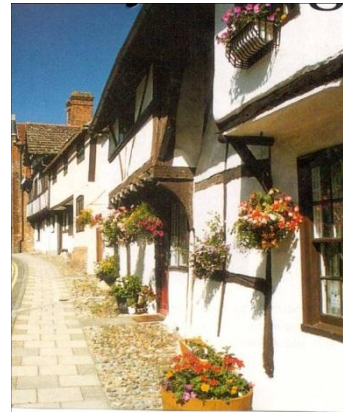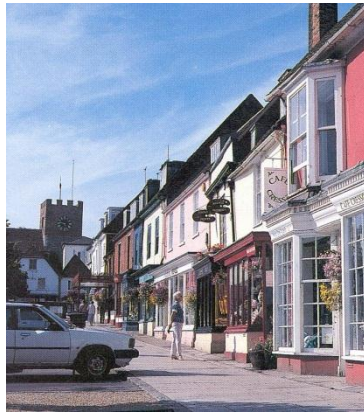
Heritage assets & their value to rural tourism

European Council for the Village and Small Town (ECOVAST) 2012

Contents

The study has been carried out by Valerie Carter, President of ECOVAST in 2012.
It adds to the evidence data that has already been collected on small towns and is included on the ECOVAST website.
www.ecovast.org

Cover photos *on front page include the towns (from left to right and top to bottomt) Lewes, East Sussex; New Alresford, Hampshire; Steyning, West Sussex; Wallingford, Oxfordshire; Shanklin, Isle of Wight; Cranbrook, Kent; Cranleigh, Surrey; Princes Risborough, Buckinghamshire; and Pangbourne, Berkshire*

SMALL RURAL TOWNS IN THE SOUTH EAST
Heritage assets & their value to rural tourism

1.   Purpose of Study

1.1   To look at the value of small rural towns to tourism, concentrating on heritage tourism rather than any other specialised interests such as golf, wildlife / bird watching or fishing.

1.2   To examine their individual heritage assets and rank them

1.3   To discuss how heritage tourism could be of value to the local economy and benefit other businesses too.

1.3   To provide evidence that could be used to influence future policies on tourism

1.4   To look at some best practice examples that might be able to be replicated elsewhere.

1.5   To highlight other similar work that is being undertaken

2.   Background

2.1   This study complements the 2010 Study by the South East England Development Agency which put forward a typology of towns in South East England and assessed their value to the local economy. That Study identified a series of Top Towns and Upper Towns which made significant contributions to the local economy based on retail and other business assets. That study also looked at some visitor assets but much more has been done in 2012 using additional data sets to focus specifically on heritage and architecture which would be attractive to tourists.

2.2   The extra work has been prompted by an invitation to speak at an international Congress on Rural Tourism being held in Osijek, Croatia in May 2012.

2.3   In terms of size, South East England is a large English region but is less than half the size of Croatia - South East England being 19,096 square kilometres compared to Croatia's 56,542 square kilometres. However it is much more densely populated with nearly twice the number of people living in it compared to Croatia - 8 million people living in South East England compared to 4.5 million living in Croatia. South East England has 76 large or medium sized towns and cities and 165 small towns (with populations of less than 20,000). Approximately 5.37 million people live in the large or medium sized towns; 1.3 million live in the 165 small rural towns; and 1.33 million live in villages, hamlets and the countryside. The definition of 'rural' in England is places where the population is less than 10,000 and it does include   of the 165 small towns.

2.4   It should be noted that there were 179 towns examined originally in the Typology Study of 2010 but 14 of them were omitted from the results as they did not

provide the functions of a town. All subsequent studies have looked at the 165 towns which do provide the functions of a town.

3   Potential of Small Towns for Rural Heritage Tourism

3.1   This study set out to define the importance of small rural towns for rural tourism – through data mining of many sources.

3.2   Small rural towns serve not only themselves but a hinterland of villages, hamlets and countryside. They are an ideal place to do business and provide jobs, shops, markets and provide services – administration, secondary schools, surgeries, clinics, libraries, fire stations, as well as being cultural and leisure centres. They are often the hub of public transport. Businesses create wealth for the local area and this local economy contributes to both regional and national economies.   These include many visitor attractions – castles, keeps, country mansions, attractive streets and squares and places to eat and places to stay.   The landscape setting is important in small towns as it is clearly visible – much more so than in larger urban populations – and adds to the attractiveness of the town.

3.3   Tourism businesses can thrive in small towns and can make a significant contribution to local economies. All these small towns have a lot to offer the tourist who is interested in history and heritage buildings. Surveys of what visitors spend indicate that a staying visitor spends twice that of a day tripper.

3.4   This study focuses on 'heritage tourism'. Lots of other assets such as Golf Courses are attractive to visitors but this study is only looking at the historic assets. Many small towns are 'historic' and founded in ancient times and have charters which granted them rights to hold markets and fairs for trade dating from the Middle Ages. They have quality buildings which directly reflect the local building materials of stone, wood and bricks and tiles made from local clays and architectural styles of buildings denoting different periods of history. Small towns also offer a much wider range of attractions than just quality historic buildings. They also provide shops and markets as well as places to eat and stay.

3.4   Small towns act as hubs of public transport, even it is declining in rural areas. Many towns still have railway stations and many have good access from motorways and the study includes an assessment of communications.

3.4   Heritage tourism assets including those in rural areas will attract people from across the region - with 8 million people - which also has London on its doorstep with a further population of 8 million people. The South East, therefore, has a total of 16 million it could attract to quality places.   Some iconic tourism attractions will have world-wide appeal.

3.5   It is considered that analysis of heritage in the small towns in South East England is typical of what could be found in the small historic towns in the rest of Europe. Small towns in England have experienced a similar history to small towns across the whole of Europe – certainly since the Middle Ages when towns were first recognised as 'towns' and awarded formal Town Charters to allow them to act as

trading centres. All such small towns have undergone growth, periods of stagnation, wars and conflicts, industrial revolution, modern development pressures, and centralisation of services and loss of earlier historic importance. These European towns are still hubs of public transport. The Ecovast Study of small towns of Europe, also published in 2010 found that there were 3,191 small towns across Europe with populations below 20,000 people.

3.6   It is also considered that small towns have managed to retain their distinctiveness reflecting their history and architectural styles from across the ages and escape from the worst of the ravages caused by modern retail development, avoiding large plate glass shop frontages and large fascia boards which has happened in so many of the larger towns, particularly in the United Kingdom.   It might be true to say that mainland Europe has more varied small towns certainly with better examples of renaissance buildings as the United Kingdom was on the fringes of that movement.

3.7   However not everyone living in small towns like tourists or want to encourage them. They resent the problems caused by visitor traffic clogging their streets, not knowing where they want to go; or competing for local car parking spaces.   Some people also worry that visitors will be encouraged to buy houses in the area for second homes and so push the prices up and prevent local people from buying in their own town.

4   Methodology

4.1   This study looked a number of data sets, both national and local, for all 165 small towns and then assessed their heritage assets, and ranked them according to these assets.   It also used some of the data collected by the 2010 Typology Study on the function of towns, but re-examined and updated it where necessary using several new data sets. There have been limitations in some of the data used as not all covered all 165 small towns. The Council for British Archaeology only looked at towns which had been Boroughs or Urban Districts (which lasted until reforms in 1974), and therefore covered only some of the small south east towns. This has meant that some towns benefit but those not looked at by the CBA do not. Each criteria looked at was given a simple score and the towns then ranked by adding up their scores.

4.2   The research survey looked at 5 specific assets of built heritage in the 165 small rural towns and gave each town a score for each asset.

4.3   Historic Built Assets
- **Historic Associations and Charters:** Some 6 of the small towns in the South East were members of the English Cinque Ports Confederation dating from 1152 and charged with making ships for the Crown. None of the small towns were members of the Hanseatic League – an alliance of Trading Cities dating from the 13th century   However, a more universal recognition of towns was the awarding of a Charter allowing markets and fairs to be held and they date from around 1100 in the Middle Ages onwards. This was used as the first criteria and defined how many of the small towns in the region are

historic. They were listed in a gazetteer, and 97 (59%) of the 165 small rural towns were centres of a hinterland in the Middle Ages.

- **Conservation Areas:** Local Authorities have designated groups of historic and architecturally significant buildings, natural features and assets of cultural heritage - called Conservation Areas - since 1967. They are used as part of the planning process, demonstrating they are important local heritage assets and form the second criteria.

- **Number of Listed Buildings:** Many thousands of old buildings of architectural or historic interest (BAHI or 'listed buildings') exist across the United Kingdom. They have been included on a Statutory List to denote their importance to heritage which must be taken into account when affected by development proposals. Many of these are found in abundance in towns large and small. This is the third criteria and considered to be the most important as they are considered to be the backbone of historic heritage. The study recorded how many were in each of the 165 small towns and gave them a score of one-tenth related to the number of buildings found reflecting their importance. They are irreplaceable buildings and give a distinctive character to each town as they reflect local building materials of the place and the architecture of the time they were built.

- **Council for British Archaeology:** The Council for British Archaeology (CBA) produced a list in 1967 of the best 324 historic towns in the United Kingdom and a very best list of the top 51 of the 324. Whilst the list is rather old it was the first comprehensive analysis of the historic assets of towns and cities and is the fourth of the heritage criteria used. The CBA studied 7 different aspects noting the presence of a well preserved historic town plan (was it ancient, Georgian or Victorian); historic bridge crossing; a waterfront; town walls, ditches or gates; castle site or precinct; major ecclesiastical site or precinct; and number of buildings worthy of preservation (medieval – 17th century, Georgian, Regency and Victorian). The list was meant to provide a guide to town planners to take account of this inherent and historic heritage when looking at proposals for development and traffic schemes. In England there were 232 on the main list and 40 of the very best top list. Their study was limited to looking at towns which were Boroughs or Urban Districts but it covered both large and small towns. However there are many places identified in the South East which perform the role of a 'town' serving a hinterland which were not looked at. The CBA list only looked at 41 smaller towns in the South East (out of 165). However this seminal piece of work has been included in the research although it will boost the scores of only some of the towns. There were 18 of the towns of the 41 looked at which were regarded as part of the most historic towns in England and 3 of them merited inclusion in the 'very best' list.

- **National Individual Buildings:** The fifth and final heritage criteria looked at single buildings of national interest owned by either the National Trust or English Heritage – the two bodies responsible for the upkeep of the very best buildings in England, Scotland and Wales. The National Trust is private sector and English heritage public sector. The research looked at buildings of both organisations that were within or immediately next to one of the 165 small towns. These iconic buildings attract visitors from across the world not just from the United Kingdom or locally. They are of course a very great asset to the town they are in and the town should be able to benefit from the visitors

attracted to these individual building. There are other single iconic buildings such as large country houses, palaces and castles which still remain in private hands but are open to the public and which are included in this fifth category – notably Blenheim Palace, the home of the Duke of Marlborough in Woodstock; and Arundel Castle, home of the Duke of Norfolk in Arundel town.

- **World Heritage Sites:** The list of World heritage Sites was examined but it included only 1 building in the small towns of the South East and that was already identified and scored in the National Individual Buildings asset.

4.4   Landscape Assets

Whilst this heritage study is primarily concerned with buildings, in small towns the landscape is very much part of the ambience of any small town. Views of the town nestling in its landscape and interesting views out of the town are considered assets which improve the appearance of the town and add to its heritage assets.   The south east of England has many inspiring landscapes of chalk or limestone hills and clay vales and many small rural towns are inside or on the edge of these quality landscapes which have been designated nationally as Areas of Outstanding Natural Beauty (AONB's) or National Parks.   The River Thames flows through the region and there are several other smaller rivers. Many small towns have a river frontage considered a quality townscape feature. Other towns are on the coast or have a dominant canal feature. All these features have been scored as an additional 6th asset.

4.5   The building heritage and landscape assets have been added together to form a 'heritage asset score' and the towns have been divided into 5 bands or rankings.

4.6   These Heritage Rankings have then been compared to the Functional Rankings set out in 2010 Typology Study.

4.7   The Heritage Rankings have also been compared to the communication scores listed in the 2010 Typology Study. Many small towns are hubs of public transport and could encourager visitors to use it rather than using their own cars – 82 (50%) have a railway station. Tourists interested in heritage need to be able to gain access to heritage towns as easily as possible. There are also opportunities for new businesses to develop packages using public transport and links between a series of small towns or towns and villages.

4.8   Accommodation Assets

Many studies have looked at how much visitors spend when they become tourists. Those who stay overnight spend at least twice as much as those who are just on a day trip. Although not a mainstay of this research a brief look has been taken of hotel provision in each of the 165 small rural towns, listing all hotels that are 3 star or above – considered to be quality hotels. They are a significant asset for historic towns and those that have them already have an advantage over those who have none. Concentration of heritage tourism in rural areas – advertising their unique and distinctive buildings, history and architecture might encourage new hotel businesses. Most of the hotels in small towns will be small and not necessarily part of any hotel chain and able to develop their own individual styles and welcome.

4.9   This study has not looked at car parking (good or bad), quality of street surfaces and signage or the presence or quality of public toilets. It is accepted that all these are essential for tourism but new investment can change this. This study is concentrating on the inherent assets that might attract a tourist interested in history and architecture.

5   The findings

5.1   There were 165 small rural towns examined in South East England: 17 in Berkshire; 23 in Buckinghamshire; 16 in East Sussex; 32 in Hampshire; 8 on the Isle of Wight; 26 in Kent; 19 in Oxfordshire; 11 in Surrey and 13 in West Sussex

Ranking Diagram
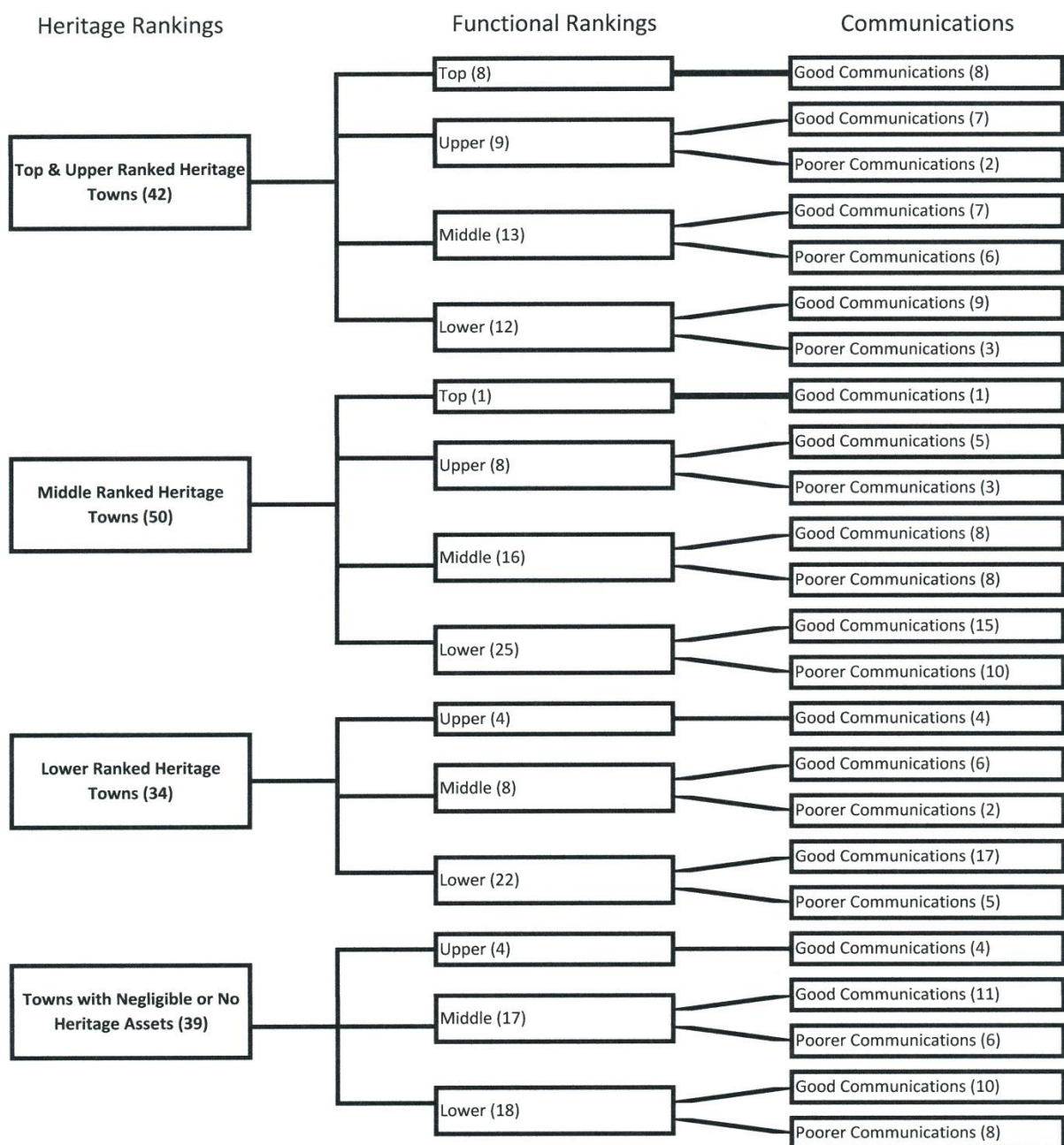
5.2 There were 5 separate rankings identified – Top; Upper; Middle; Lower and towns which had few or Negligible heritage assets. The diagram below shows the different spread of these heritage rankings:

Diagram illustrating the 5 ranking categories
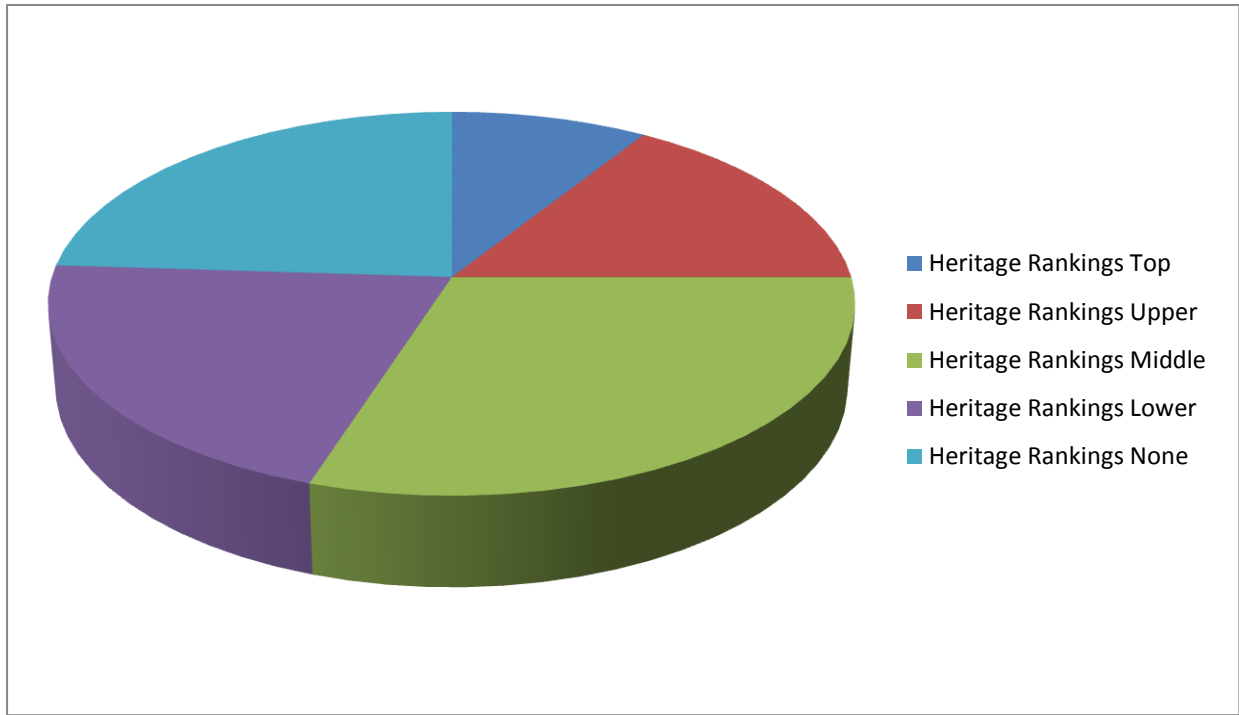
Ranking by county
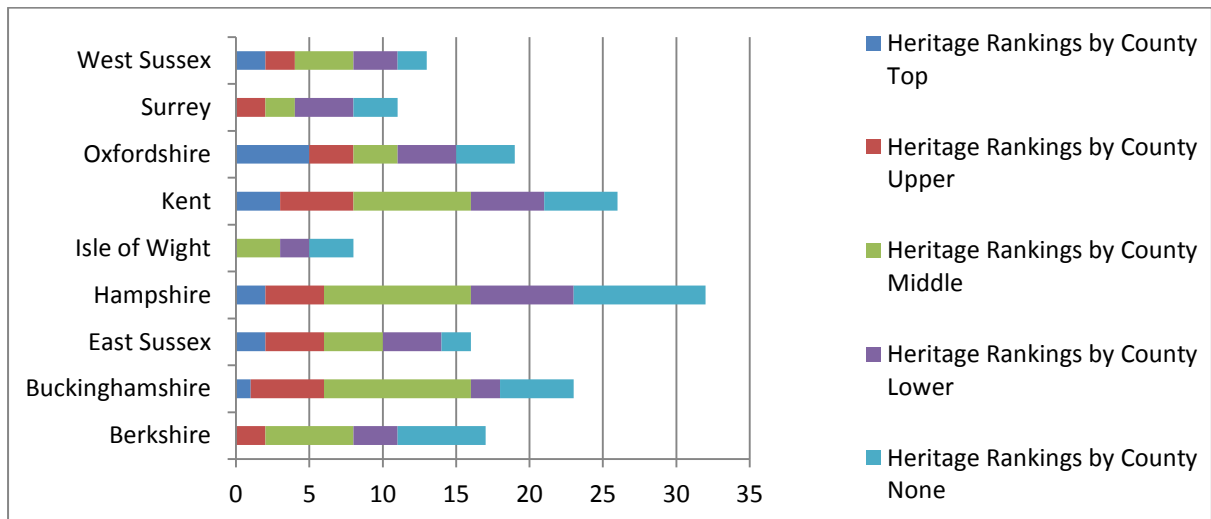
5.3 The analysis (shown in the Table at the back of this report) clearly shows just how much heritage exists in the small rural towns in the South East, and it exists in all 9 county areas.
- All the top and upper towns have an historic town charter
- All the top and upper towns have a conservation area
- All but 3 of the middle towns have an historic town charter

- All but 6 of the middle towns have a conservation area
- 8 of the lower towns have an historic town charter
- All but 9 of the lower towns have a conservation area

5.4   The rankings exercise shows that there are 42 small towns which have really good heritage assets to attract tourists and 15 of these have exceptionally good assets.   This demonstrates that 26% of South East small towns are very well suited to be significant heritage tourist destinations. All counties except the Isle of Wight have Top or Upper Ranked towns.

5.5   There are 50 Middle Ranked Heritage towns with good heritage assets – this is another 30% of South East towns that have assets which have the potential for rural tourism.

5.6   There are 34 Lower Ranked Heritage Towns with some heritage assets but with much fewer assets for attracting visitors compared to the higher ranked towns. The word 'lower' does not denote poor quality heritage, just less of it compared to others. Some 8 of these towns have a historic Town Charter and 25 of them have a conservation area.

5.7   There are 39 other small towns which have negligible or no heritage assets

5.8   These heritage ranked towns were compared to the functional rankings from the 2010 Typology Study. Those towns which were ranked as Top or Upper Functional towns will have a lot more things to offer a visitor, such as shops and markets.

5.9   However there was no particular correlation between the rankings for heritage and the rankings for functions. Top heritage assets are found in Top, Upper and Middle functional towns and Upper heritage towns are found in all 4 functional bands.

5.10   The heritage assets therefore stand alone as a set of town rankings

5.11   The ease of access to 'heritage towns' by both rail and motorway used the scores derived from communications surveyed in the 2010 study and they have been added to the ranking table for this heritage study:
- 11 or 26% of Top or Upper Ranked Heritage Towns have poorer communications
- 21 or 42% of Middle Ranked Heritage Towns have poorer communications
- 7 or 21% of Lower Ranked Heritage Towns have poorer communications
- 14 or 36% of those towns with negligible or no heritage assets have poorer communications but are unlikely to attract heritage tourists anyway.

These 53 towns may find it harder to attract visitors compared to the towns with good communications

5.12   Although the study did not set out to have rankings which included hotel assets they have been looked at. Towns with good quality hotels – awarded at least 3 stars - are a step ahead of those good heritage towns which do not have quality hotels. All the Top Heritage towns have a quality hotel and all but 7 of the Upper

Heritage towns have at least one also. If an extra score was awarded for having a quality hotel or several such hotels it would raise the rankings in some towns:

- 9 or 33% of Upper Ranked Heritage Towns would become Top Ranked Heritage Towns
- 15 or 30% of Middle Ranked Heritage Towns would become Upper Ranked Heritage Towns
- 9 or 27% of Lower Ranked Heritage Towns would become Middle Ranked Towns

6 Examples of What is Happening in Small Rural Towns

6.1 There are many examples of good practice in small towns with good heritage assets which bring in spending visitors.   Many of these types of examples set out below may be able to be replicated elsewhere.

- **Re-enactment of historic events:**
  - The Battle of Hastings 1066 when England was conquered by the Normans – perhaps the most iconic historic event in England known by every school child - is enacted at the site within the grounds of Battle Abbey in the town of Battle in East Sussex – details found on the following website: http://www.english-heritage.org.uk/daysout/properties/1066-battle-ofhastings-abbey-and-battlefield
  - The Roman landing on the South English coast in AD44 is often celebrated at Richborough Roman Castle on the edge of Sandwich in Kent – also accessed through the above website
  - The remembrance of the   anniversary of the defeat of Spanish Armada and the lookout towers erected in South Coast towns of England to light beacons announcing the sighting of the Armada. They were erected on church towers and water fronts and the event was celebrated in all these towns attracting hundreds of visitors to celebrate the historic event
- **Staging of festivals – some of international renown:**
  - The Henley Royal Regatta staged in Henley on Thames in Oxfordshire dates back to 1839 attracts international rowers from across the world. It takes place over 5 days in July and is part of the English social season and brings in thousands of visitors: details found on www.hrr.co.uk
  - The famous Lewes Bonfire night parade celebrating the failed attempt to blow up England's Houses of Parliament is held every November. This bonfire night is probably one of the biggest in England (bonfire night is celebrated everywhere with fireworks – even in most people's gardens if they have children - and the town becomes packed with revellers and the streets of Lewes, East Sussex awash with fire-crackers and burning tar barrels: details can be found on www.lewes.co.uk/bonfire
  - The Arundel Arts Festival is held in August every year in the Arundel castle grounds and the street of Arundel towns in West Sussex: details can be found on www.arundelcastle.org
  - The Tenterden Folk festival is staged over 4 days every October and the streets are full of folk dances from across the United Kingdom and Europe: details found on www.tenterdenfolkfestival.org.uk

- o Faringdon in Oxfordshire staged a special 'Ecoweek' event in the town and won the 2009 national award for the best project in a market town awarded by the national Action for Market Towns: www.faringdon.org
- **Developing a special theme for the town**
  - o The small town of Ludlow in Shropshire (population 10,000 but not in the South East) has developed their historic town as a 'food town' and they now have very good eating places attracting visitors. www.ludlow.org.uk
  - o The small towns of Hay on Wye in Wales (population only 2,000)has become famous all over the world as a 'book town' with an international book event. www.hay-on-wye.co.uk
- **Celebration of famous native person born in the town**
  - o Lord Berners built a brick folly tower on the edge of Faringdon, Oxfordshire in 1935. He was an eccentric and dyed his pigeons pink. A local enthusiast attends every event in Faringdon today wearing a bowler hat with a pink pigeon on top and relates the story of the folly and Lord Berners: details found on www.faringdonfolly.org.uk
- **Historic Steam Railways**
  - o Two towns, Tenterden in Kent and New Alresford in Hampshire have old steam railways and they hold special events throughout the year. The two small towns of Hythe and New Romney are linked by a miniature steam railway and all these assets bring thousands of visitors.
- **Town walks or trails demonstrating its history and architecture**
  - o Hythe in Kent has a town trail well illustrated by information boards explaining the history of this famous medieval Cinque Port and its Royal Military Canal which passes right through the town to provide a defence against an invasion of Napoleon in the early 19th century. It explains it all in both English and French as it is twinned with and has many associations with its French neighbours over the Channel.
- **Improvements to the towns appearance and facilities**
  - o Tenterden in Kent has spent considerable resources to improve its pavements, replacing concrete slabs with stone
  - o Sandwich, also in Kent, has repaired and enhanced its public toilet on the quay. It too won a national award from Action for Market Towns and won the award for the 'best public toilet in the UK' in 2011.
  - o Wallingford in Oxfordshire has designed sets of colourful flags for all occasions which it puts up for every event

6.2   Events staged in a town offer opportunities for local theatre groups, local orchestras, local children to get involved and become part of their town.

6.3   All these celebrations and events help keep the town alive as well as bringing in day or staying visitors to the town who spend and boost the towns economy.

7.   Conclusions

7.1   It is clear from this research that 77% of the small towns in South East England can lay claim to a historic heritage with 56% having a good or very good quality of heritage. They still maintain a distinctiveness which reflects local building materials and architectural styles from different periods of history.

7.2 If these percentages were applied to the whole of Europe it would equate to 2,457 (77%) of small towns with a historic heritage and 1,787 (56%) of them having a good or very good quality of heritage, even though the data sets available would be different to those in the United Kingdom. This gives clear support to the argument that small towns could be centres of rural heritage tourism. Many of them already will be performing this role but many others could follow their example. They provide good places to visit and become local or regional centres of rural tourism based on their attractiveness.

7.1 It is clear from the research of the small rural towns in South East England just how good their heritage assets are, which could be used to be the basis for campaigns to attract visitors who are interested in looking at towns which have good historic and architectural buildings, and set in quality landscapes. Some also have nationally or even internationally famous buildings which have a world wide appeal.

7.2 These small rural towns are the backbone of rural areas, serving a hinterland of villages, hamlets and countryside. Heritage tourism in these small towns can also advertise other local attractions in the surrounding rural areas.

7.3 Towns with good quality heritage if promoted well could attract new private sector investment and attract new businesses to set up in their town.

7.4 Quality hotels are critical for staying visitors. Quality eating places of different types are also critical – restaurants, pubs, bistros, tea shops.

7.5 As they are hubs of public transport they could also promote sustainable ways of accessing them – 50% of them still have a railway station.

7.6 Visitors also require good car parks, easy signposting, good quality pavements but these difficult times of public spending means that it will be difficult to improve existing facilities.

7.7 It must be recognised that tourists need to be welcomed to the places they visit. The introduction has already identified that some town residents do not want tourist at all and a proper strategy for how the town will cope with them will be needed.

8   Other work

8.1 Austria has also undertaken work on listing all the assets in their small towns. Their work includes listing both historic assets and cultural assets. This work could be accessed through the ECOVAST website and through to ECOVAST Austria.

8.2 Europa Nostra (the voice of cultural Europa) has a new project called 'ENtopia' which is inviting villages and towns (with under 15,000 population) to be accredited as 'good places to live and visit in Europe'. The likely countries to be involved in the pilot programme which will run in 2012 are The Republic of Ireland, the United Kingdom, Greece, Romania, Italy, Sweden and The Netherlands. www.europanostra.org

Sources:

Town Populations
Taken from the 2010 'Small Rural Towns in the South East - Typology & their value to the local economy'

Town Functional Rankings
Taken from the 2010 'Small Rural Towns in the South East - Typology & their value to the local economy'

Communications
Taken from the 2010 'Small Rural Towns in the South East - Typology & their value to the local economy'

Historic Town Charter
A gazetteer of all historic charters for markets and squares published by the Centre for Metropolitan History lists all towns and cities in the UK which had Historic Town Charters http://www.history.ac.uk/cmh/gaz/gazweb2.html There were many other places which had charters which now only act as villages.

Conservation Areas
Conservation Areas are listed on each Local Authority website. There are more than 8,000 across England and have been designated since 1967 giving special protective status to ensure that the buildings, natural features and cultural heritage within them are safeguarded.

Number of Listed Buildings
'Buildings of Architectural or Historic Interest' are listed on the English Heritage website. They include buildings graded as Grade 1; Grade 2*, Grade 2 and historic churches. http://list.english-heritage.org.uk/

Council for British Archaeology
The CBA is an educational charity working through the UK, based in York, to promote the appreciation and care of the historic environment for the benefit of present and future generations. http://www.britarch.ac.uk/

National Individual Buildings
These are found on the following two websites: www.english-heritage.org.uk and www.nationaltrust.org.uk Blenheim Palace (in Woodstock, Oxfordshire) and Arundel Castle (in Arundel, West Sussex) are still in private hands and can be found on the following websites: www.blenheimpalace.com and www.arundelcastle.org

Seaside and coasts and Areas of Outstanding Natural Beauty
This information is provided by Ordnance Survey maps and on the website for each individual ANOB.

Accommodation
All hotels in a town are listed on www.booking.com website which gives both the name of the hotel and its star rankings

TABLE: RESEARCH, ANALYSIS AND RANKINGS

SMALL RURAL TOWNS IN THE SOUTH EAST (165 ANALYSED)
ANALYSIS OF HERITAGE/TOURISM ASSETS
AND COMPARISON WITH FUNCTIONAL RANKINGS & COMMUNICATIONS

0-9 Negligible: 10-19 Lower: 20-29 Middle: 30-44 Upper: Over 45 Top Heritage Scores

39 Negligible: 34 Lower: 50 Middle: 28 Upper: 14 Top Heritage Towns

County Area	Unitary or District	Town	Population	FUNCTION RANK- Top; Upper; Middle; Lower	Former Borough or Urban District	Rail	Within 10 miles motorway junction	COMMUNICATION SCORE	Historic Town Charter	Conservation Areas	Number of Listed buildings	British Council of Archeology best towns: top 51 = 10 or top 324 = 5 Not Surveyed	National Trust / English Heritage in town	TOTAL HERITAGE ASSETS SCORE	Seaside / Coast / River / M Canal = All = 5	Edge of AONB =5; Inside AONB = 10	HERITAGE + LANDSCAPE SCORES	HERITAGE + LANDSCAPE RANKINGS	Accommodation 1-2 3* = 5 Over 3 =10	TOTAL TOURISM SCORE	CHANGE IN RANKINGS - Has hotel
TOP HERITAGE TOWNS (15)																					
Top Heritage Towns AND Top Functional Towns (6)																					
BU	Wycombe.	Marlowe	18,400	Top	U		5	5	10	5	24	5		44	5		49	Top	10	59	
ES	Lewes.	Lewes	15,900	Top	B	5		5	10	5	57	10	5	87	5	5	97	Top	10	107	
HA	New.Forest.	Lymington	14,200	Top	B	5		5	10	5	26	5		46	5	5	56	Top	10	66	
HA	Test.Valley.	Romsey	17,300	Top	B	5	5	10	10	5	25	5		45	5		50	Top	10	60	
OX	South.Oxfordshire.	Henley on Thames	10,500	Top	B	5	5	10	10	5	37	5		57	5		62	Top	10	72	
OX	South.Oxfordshire.	Wallingford	8,000	Top	B		5	5	10	5	14	5		34	5	10	49	Top	10	59	
Top Heritage Towns AND Upper Functional Towns (2)																					
KE	Swale	Faversham	18,200	Upper	B	5	5	10	10	5	34	5	5	59	5		64	Top	5	69	
OX	South.Oxfordshire.	Thame	10,800	Upper	U				10	5	18	5		38		10	48	Top	10	58	
Top Heritage Towns AND Middle Functional Towns (5)																					
ES	Rother.	Rye	4,100	Middle	B	5		5	10	5	13	10	5	43	5		48	Top	10	58	
KE	Dover	Sandwich	4,300	Middle	B	5		5	10	5	43	10		68	5		73	Top	10	83	
OX	West.Oxfordshire.	Woodstock	2,300	Middle	B		5	5	10	5	17	0	5	37		10	47	Top	10	57	
KE	Tunbridge Wells	Cranbrook	4,200	Middle					10	5	22	ns		37		10	47	Top	5	52	
OX	West.Oxfordshire	Burford	1,200	Middle					10	5	26	10		51		10	61	Top	10	71	
Top Heritage Towns AND Lower Functional Towns (2)																					
WS	Arun	Arundel	3,200	Lower	B				10	5	21	5		41	5	5	51	Top	10	61	
WS	Chichester	Petworth	2,200	Lower					10	5	24	ns	5	44		5	49	Top	5	54	
UPPER HERITAGE TOWNS (27)																					
Upper Heritage Towns AND Top Functional Towns (2)																					
HA	East.Hampshire.	Petersfield	13,000	Top	U	5		5	10		15	0		25		5	30	Upper	5	35	
SU	Waverley	Godalming	20,000	Top	B	5		5	10	5	22	0		37			37	Upper	5	42	
Upper Heritage Towns AND Upper Functional Towns (7)																					
BU	South.Buckinghamshir	Beaconsfield	12,900	Upper	U	5	5	10	10	5	17	0		32			32	Upper	5	37	
BU	Aylesbury.Vale.	Buckingham	12,500	Upper	B	5		5	10	5	20	5	5	45			45	Upper	10	55	Top
BU	Chiltern.	Chesham	20,000	Upper	U	5		5	10	5	16	0		31		5	36	Upper	5	41	
HA	East.Hampshire.	Alton	16,000	Upper	U	5		5	10	5	16	0		31			31	Upper	10	41	
KE	Shepway	Hythe	10,000	Upper	B		5	5	10	5	13	0		28	10		38	Upper	10	48	Top
SU	Waverley	Haslemere	11,600	Upper	U	5		5	10	5	16	0		31		5	36	Upper	10	46	Top
KE	Ashford	Tenterden	6,900	Upper	B				10	5	20	5		40			40	Upper	10	50	Top
Upper Heritage Towns AND Middle Functional Towns (8)																					
BK	Newbury.	Hungerford	4,900	Middle		5		10	10	5	14	ns		29	5		34	Upper	5	39	
BU	Chiltern.	Amersham	20,000	Middle	U	5		5	10	5	20	5		40		5	45	Upper	5	50	Top
ES	Rother.	Battle	5,100	Middle		5		5	10	5	17	ns	5	37		5	42	Upper	10	52	Top
OX	South.Oxfordshire.	Watlington	4,000	Middle				5	10	5	11	ns		26		10	36	Upper	X	36	
HA	New.Forest.	Fordingbridge	5,700	Middle					10	5	7	ns		22	5	5	32	Upper	X	32	
OX	West.Oxfordshire	Chipping Norton	5,600	Middle	B				10	5	12	5		32		10	42	Upper	10	52	Top
WS	Chichester	Midhurst	6,100	Middle	U				10	5	10	5		30	5	5	40	Upper	10	50	Top
WS	Horsham.	Steyning	9,000	Middle					10	5	13	ns		28		5	32	Upper	5	37	
Upper Heritage Towns AND Lower Functional Towns (10)																					
BK	Windsor & Maidenhea	Eton.	2,000	Lower	U		5	10	10	5	9	5		29	5		34	Upper	X	34	
KE	Tonbridge & Malling	West Malling	2,100	Lower		5		10	10	5	17	ns		32			32	Upper	X	32	
BU	Chiltern.	Great Missenden	4,000	Lower		5		5	10	5	11	ns		26		5	31	Upper	5	36	

County Area	Unitary or District	Town	Population	FUNCTION RANK - Top; Upper; Middle; Lower	Former Borough or Urban District	Rail	Within 10 miles motorway junction	COMMUNICATION SCORE	Historic Town Charter	Conservation Areas	Number of Listed buildings	British Council of Archeology best towns: top 51 = 10 or top 324 = 5 Not Surveyed	National Trust / English Heritage in town	TOTAL HERITAGE ASSETS SCORE	Seaside / Coast / River / M Canal = All = 5	Edge of AONB =5; Inside AONB = 10	HERITAGE + LANDSCAPE SCORES	HERITAGE + LANDSCAPE RANKINGS	Accommodation 1-2 3* = 5 Over 3 =10	TOTAL TOURISM SCORE	CHANGE IN RANKINGS - Has hotel
ES	Rother.	Robertsbridge	1,900	Lower		5		5	10	5	8	ns		23	5	5	33	Upper	5	37	
ES	Wealden.	Wadhurst	3,600	Lower		5		5	10	5	15	ns		30		5	35	Upper	X	35	
HA	Winchester.	Bishops Waltham	6,000	Lower			5	5	10	5	13	ns	5	33		5	38	Upper	X	38	
KE	Ashford	Wye	2,000	Lower		5		5	10	5	14	ns		29		5	34	Upper	5	39	
KE	Sevenoaks	Westerham	2,900	Lower			5	5	10	5	15	ns	5	35		5	40	Upper	5	45	Top
OX	West.Oxfordshire	Charlbury	2,900	Lower		5		5	10	5	11	ns		26		10	36	Upper	5	41	
ES	Wealden.	Mayfield	2,100	Lower					10	5	10	ns		25		5	29	Upper	X	29	
MIDDLE HERITAGE TOWNS (50)																					
Middle Heritage Towns AND Top Functional Towns (1)																					
SU	Mole Valley	Dorking	16,000	Top	U	5	5	10	10	5	4	ns		19		5	24	Middle	10	34	Upper
Middle Heritage Towns AND Upper Functional Towns (5)																					
BU	Milton.Keynes.	Newport Pagnell	14,000	Upper	U		5	5	10	5	10	0		25			25	Middle	X	25	
ES	Wealden.	Uckfield	15,300	Upper		5		5	10	5	6	ns		21			21	Middle	10	31	Upper
ES	Wealden.	Hailsham	19,100	Upper					10	5	5	ns		20			20	Middle	X	20	
HA	New.Forest.	Ringwood	13,300	Upper					10		11	ns		21		5	26	Middle	5	31	Upper
SU	Waverley	Cranleigh	10,000	Upper					10	5	8	ns		23			23	Middle	5	28	
Middle Heritage Towns AND Middle Functional Towns (16)																					
BU	Wycombe.	Princes Risborough	10,400	Middle		5	5	10	10	5	9	ns		24		5	29	Middle	X	29	
HA	Hart.	Odiham	2,900	Middle		5	5	10			20	ns		20			20	Middle	X	20	
KE	Sevenoaks	Edenbridge	7,100	Middle		5	5	10	10	5	8	ns		23			23	Middle	X	23	
BU	Aylesbury.Vale.	Wendover	7,300	Middle		5		5	10		11	ns		21			21	Middle	X	21	
BU	Chiltern.	Chalfont St Peter	10,000	Middle			5	5	10	5	3	ns		18		5	23	Middle	5	28	
ES	Wealden.	Heathfield	10,000	Middle		5		5	10		5	ns		15		5	20	Middle	X	20	
HA	Havant.	Emsworth	8,100	Middle		5		5	10		8	ns		18	5		23	Middle	10	33	Upper
HA	Winchester.	New Arlesford	5,000	Middle		5		5	10	5	13	ns		28			28	Middle	X	28	
HA	New.Forest.	Brockenhurst	2,800	Middle					10		6	ns		16		5	21	Middle	10	31	Upper
IW	Isle of Wight	West Cowes	12,000	Middle	U					5	12	0		17	5		22	Middle	10	32	Upper
KE	Shepway	New Romney	9,400	Middle	B				10	5	6	0		21	5		26	Middle	X	26	
OX	Vale.of.White.Horse.	Faringdon	6,100	Middle					10	5	13	ns		28			28	Middle	5	33	Upper
OX	Vale.of.White.Horse.	Wantage	12,700	Middle	U				10	5	13	0		28			28	Middle	X	28	
WS	Chichester	Selsey	9,700	Middle					10	5	7	ns		22	5		27	Middle	5	32	Upper
WS	Horsham.	Storrington	7,700	Middle					10	5	7	ns		22		5	27	Middle	5	32	Upper
WS	Mid.Sussex	Cuckfield	3,200	Middle	U				10	5	10	0		25			25	Middle	X	25	
Middle Heritage Towns AND Lower Functional Towns (28)																					
BU	South.Buckinghamshir	Burnham	5,000	Lower		5	5	10	10	5	13	ns		28			28	Middle	10	38	Upper
BU	South.Buckinghamshir	Denham	1,300	Lower		5	5	10	10	5	9	ns		24		5	29	Middle	5	34	Upper
HA	Basingstoke.and.Dean	Overton	3,300	Lower		5	5	10	10	5	6	ns		21			21	Middle	X	21	
KE	Maidstone	Headcorn	2,400	Lower		5	5	10	10	5	9	ns		24			24	Middle	X	24	
KE	Maidstone	Lenham	2,000	Lower		5	5	10	10	5	10	ns		25			25	Middle	5	30	Upper
KE	Sevenoaks	Kemsing	3,700	Lower		5	5	10	10	5	3	ns		18		5	23	Middle	X	23	
BK	Newbury.	Lambourne	2,900	Lower			5	5	10	5	6	ns		21		5	26	Middle	X	26	
BK	Windsor & Maidenhead	Cookham	4,000	Lower			5	5	10	5	6	ns		21	5		26	Middle	5	31	Upper
BK	Windsor & Maidenhead	Datchet	4,000	Lower			5	5	10	5	3	ns		18	5		23	Middle	5	28	
BK	Windsor & Maidenhead	Old Windsor	7,000	Lower			5	5	10	5	4	ns		19	5		24	Middle	5	29	
BK	Wokingham.	Twyford	7,000	Lower		5		5	10	5	2	ns		17	5		22	Middle	X	22	
BK	Wokingham.	Wargrave	2,800	Lower			5	5	10	5	7	ns		22	5		27	Middle	X	27	
BU	Aylesbury.Vale.	Haddenham	4,700	Lower		5		5	10	5	12	ns		27			27	Middle	X	27	
BU	Milton.Keynes.	Stoney Stratford	14,000	Lower		5		5	10	5	14	ns		29			29	Middle	5	34	Upper
HA	Eastleigh.	Botley	5,000	Lower			5	5	10	5	5	ns		20			20	Middle	X	20	
HA	Winchester.	Wickham.	1,900	Lower			5	5	10	5	8	ns		23			23	Middle	X	23	

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KE	Swale	Queenborough	9,000	Lower	B	5		5	10	5	2	0		17	5		22	Middle	X	22	
KE	Thanet	Minster	3,500	Lower		5		5	10	5	5	ns		20			20	Middle	X	20	
BU	Aylesbury.Vale.	Winslow	4,500	Lower					10	5	8	ns		23			23	Middle	X	23	
BU	Milton.Keynes.	Olney	6,000	Lower	B				10	5	11	0		26			26	Middle	X	26	
ES	Lewes.	Ringmer	2,900	Lower					10	5	5	ns		20			20	Middle	X	20	
HA	Basingstoke.and.Dean	Kingsclere	3,200	Lower					10	5	9	ns		24			24	Middle	X	24	
HA	Test.Valley.	Stockbridge	3,000	Lower					10	5	4	ns		19	5		24	Middle	5	29	
IW	Isle of Wight	Brading	1,700	Lower					10	5	9	ns		24			24	Middle	X	24	
IW	Isle of Wight	Ventnor	5,800	Lower	U					5	12	0		17	5	5	27	Middle	10	37	Upper
KE	Tunbridge Wells	Hawkhurst	3,100	Lower					10	5	10	ns		25			25	Middle	X	25	
OX	West.Oxfordshire	Eynsham	4,600	Lower					10	5	9	ns		24			24	Middle	5	29	
WS	Mid.Sussex	Hurstpierpoint	6,100	Lower					10	5	9	ns		24			24	Middle	X	24	

LOWER HERITAGE TOWNS (34)

Lower Heritage Towns AND Upper Functional Towns (4)

County Area	Unitary or District	Town	Population	FUNCTION RANK	Former B/UD	Rail	Motorway	COMM SCORE	Historic Charter	Conservation	Listed	BCA	NT/EH	TOTAL HERITAGE	Seaside	AONB	H+L SCORES	H+L RANKINGS	Accom	TOTAL TOURISM	CHANGE
SU	Mole Valley	Leatherhead	10,000	Upper	U	5	5	10	10	5	0	ns		15			15	Lower	5	20	Middle
SU	Tandridge	Oxted	12,500	Upper		5	5	10		5	6	0		11			11	Lower	X	11	
ES	Lewes.	Newhaven	12,200	Upper	U	5		5			2	0		2	5	5	12	Lower	5	17	
ES	Wealden.	Crowborough	20,000	Upper		5		5		5	2	ns		7		5	12	Lower	5	17	

Lower Heritage Towns AND Middle Functional Towns (8)

County Area	Unitary or District	Town	Population	FUNCTION RANK	Former B/UD	Rail	Motorway	COMM SCORE	Historic Charter	Conservation	Listed	BCA	NT/EH	TOTAL HERITAGE	Seaside	AONB	H+L SCORES	H+L RANKINGS	Accom	TOTAL TOURISM	CHANGE
BK	Newbury.	Theale	2,700	Middle		5	5	10		5	3	ns		8		5	13	Lower	X	13	
HA	Basingstoke.and.Dean	Whitchurch	4,300	Middle		5	5	10	10		6	ns		16			16	Lower	X	16	
ES	Lewes.	Seaford	19,000	Middle	U	5		5			7	0		7	5		13	Lower	X	13	
KE	Swale	Sheerness	11,600	Middle	U	5		5		5	2	0		7	5		12	Lower	X	12	
OX	Cherwell	Kidlington	14,900	Middle			5	5		5	6	ns		11			11	Lower	5	16	
WS	Horsham.	Billingshurst	5,400	Middle		5		5		5	10	ns		15			15	Lower	X	15	
ES	Wealden.	Forest Row	3,600	Middle						5	6	ns		11		5	16	Lower	X	26	Middle
IW	Isle of Wight	Shanklin	9,000	Middle	U					5	4	0		9	5	5	19	Lower	10	29	Middle

Lower Heritage Towns AND Lower Functional Towns (22)

County Area	Unitary or District	Town	Population	FUNCTION RANK	Former B/UD	Rail	Motorway	COMM SCORE	Historic Charter	Conservation	Listed	BCA	NT/EH	TOTAL HERITAGE	Seaside	AONB	H+L SCORES	H+L RANKINGS	Accom	TOTAL TOURISM	CHANGE
BK	Newbury.	Pangbourne.	3,000	Lower		5	5	10		5	4	ns		9	5	5	19	Lower	5	24	Middle
KE	Maidstone	Marden	2,400	Lower		5	5	10		5	10	ns		15			15	Lower	X	15	
KE	Maidstone	Staplehurst	5,100	Lower		5	5	10		5	11	ns		16			16	Lower	X	16	
SU	Mole Valley	Great Bookham	10,000	Lower		5	5	10	10		2	ns		12			12	Lower	X	12	
SU	Tandridge	Lingfield	3,000	Lower		5	5	10		5	5	ns		10			10	Lower	X	10	
BU	Chiltern.	Chalfont St Giles	4,700	Lower			5	5		5	8	ns		13		5	18	Lower	5	23	Middle
BU	South.Buckinghamshire	Iver.Heath.	7,300	Lower			5	5	10	5	4	ns		19			19	Lower	X	19	
HA	East.Hampshire.	Liphook	6,000	Lower		5		5		5	5	ns		10			10	Lower	X	10	
HA	East.Hampshire.	Liss	6,400	Lower		5		5		5	2	ns		7		5	12	Lower	X	12	
HA	Gosport	Lee on Solent	6,000	Lower			5	5		5	0	ns		5	5		10	Lower	5	15	
HA	Hart.	Hartley Witney	7,400	Lower			5	5	10		9	ns		19			19	Lower	5	24	Middle
HA	New.Forest.	Hythe	5,200	Lower			5	5		5	2	ns		7	5	5	17	Lower	X	17	
KE	Gravesham	Meopham	4,200	Lower		5		5	10		4	ns		14			14	Lower	X	14	
KE	Medway	Hoo	5,200	Lower			5	5	10		1	ns		11			11	Lower	X	11	
OX	South Oxfordshire	Goring	5,500	Lower		5		5		5	7	ns		12	5		17	Lower	5	22	Middle
OX	South.Oxfordshire.	Benson	3,000	Lower			5	5		5	7	ns		12			12	Lower	X	12	
WS	Horsham.	Pulborough	7,100	Lower		5		5		5	12	ns		17			17	Lower	5	22	Middle
BK	Wokingham.	Finchampstead.	5,000	Lower					10		2	ns		12			12	Lower	X	12	
HA	New.Forest.	Milford.On.Sea.	6,000	Lower						5	5	ns		10	5		15	Lower	5	20	Middle
IW	Isle of Wight	Bembridge	3,400	Lower							3	ns	5	8	5		13	Lower	X	13	
OX	South.Oxfordshire.	Wheatley	5,400	Lower						5	5	ns		10			10	Lower	X	10	
WS	Horsham.	Henfield	4,500	Lower						5	11	ns		16			16	Lower	X	16	

Table with heritage/tourism scoring for towns.

County Area	Unitary or District	Town	Population	FUNCTION RANK (Top; Upper; Middle; Lower)	Former Borough or Urban District	Rail	Within 10 miles motorway junction	COMMUNICATION SCORE	Historic Town Charter	Conservation Areas	Number of Listed buildings	British Council of Archeology best towns: top 51 = 10 or top 324 = 5 Not Surveyed	National Trust / English Heritage in town	TOTAL HERITAGE ASSETS SCORE	Seaside / Coast / River / M Canal = All = 5	Edge of AONB =5; Inside AONB = 10	HERITAGE + LANDSCAPE SCORES	HERITAGE + LANDSCAPE RANKINGS	Accommodation 1-2 3* = 5 Over 3 =10	TOTAL TOURISM SCORE	CHANGE IN RANKINGS - Has hotel
TOWNS WITH NEGLIGIBLE HERITAGE (39)																					
Towns with Negligible Heritage AND Upper Towns (4)																					
SU	Reigate & Banstead	Horley	19,000	Upper		5	5	10		5	4	ns		9			9	Neg	10	19	Lower
SU	Tandridge	Caterham	15,000	Upper		5	5	10			1	ns		1			1	Neg	X	1	
BK	Bracknell.Forest.	Crowthorne	5,000	Upper			5	5		5	1	ns		6			6	Neg	5	11	Lower
HA	New.Forest.	New Milton	10,000	Upper		5		5			3	ns		3		5	8	Neg	5	13	Lower
Towns with Negligible Heritage AND Middle Towns (17)																					
BK	Windsor & Maidenhead	Ascot	9,000	Middle		5	5	10			3	ns		3			3	Neg	10	13	Lower
BU	Wycombe.	Bourne End	3,000	Middle		5	5	10			2	ns		2			2	Neg	X	2	
HA	Hart.	Hook	6,800	Middle		5	5	10		5	2	ns		7			7	Neg	10	17	Lower
BU	Milton.Keynes.	Wolverton	11,000	Middle		5		5		5	4	ns		9			9	Neg	X	9	
BU	South.Buckinghamshire	Gerrards Cross	9,600	Middle			5	5		5	3	ns		8			8	Neg	5	13	Lower
HA	Basingstoke.and.Dean	Tadley	8,200	Middle			5	5		5	1	ns		6			6	Neg	X	6	
HA	New.Forest.	Lyndhurst	2,200	Middle			5	5			4	ns		4		5	9	Neg	10	19	Lower
KE	Dartford	Longfield	8,400	Middle		5		5			0	ns		0			0	Neg	X	0	
KE	Tonbridge & Malling	Snodland	9,300	Middle		5		5			2	ns		2			2	Neg	X	2	
KE	Tunbridge Wells	Paddock Wood	7,800	Middle		5		5		5	3	ns		8			8	Neg	X	8	
WS	Mid.Sussex	Hassocks	6,000	Middle		5		5		5	2	ns		7			7	Neg	5	12	Lower
ES	Lewes.	Peacehaven	17,500	Middle							0	ns		0		5	5	Neg	X	5	
HA	East.Hampshire.	Bordon/Whitehill	16,000	Middle							1	ns		1			1	Neg	X	1	
HA	Hart.	Yateley	16,000	Middle						5	2	ns		7			7	Neg	X	7	
IW	Isle of Wight	Sandown	9,500	Middle	U						1	0		1	5		6	Neg	10	16	Lower
OX	Vale.of.White.Horse.	Grove	5,000	Middle							2	ns		2			2	Neg	X	2	
OX	West.Oxfordshire	Carterton	12,900	Middle							0	ns		0			0	Neg	X	0	
Towns with Negligible Heritage AND Lower Towns (18)																					
BK	Bracknell.Forest.	Binfield	4,000	Lower		5	5	10			7	ns		7			7	Neg	X	7	
BK	Windsor & Maidenhead	Sunningdale	5,000	Lower		5	5	10		5	1	ns		6			6	Neg	X	6	
BK	Wokingham.	Winnersh	7,000	Lower		5	5	10			1	ns		1			1	Neg	X	1	
KE	Tonbridge & Malling	Borough Green	4,200	Lower		5	5	10		5	1	ns		6			6	Neg	X	6	
SU	Surrey Heath	Bagshot	5,200	Lower		5	5	10		5	1	ns		6			6	Neg	5	11	Lower
BU	Milton.Keynes.	Woburn Sands	4,900	Lower		5		5		5	0	ns		5			5	Neg	X	5	
BU	South.Buckinghamshire	Farnham Common	5,000	Lower			5	5			1	ns		1			1	Neg	X	1	
ES	Wealden.	Polegate	7,000	Lower		5		5			0	ns		0			0	Neg	X	0	
HA	Winchester.	Denmead	6,000	Lower			5	5			2	ns		2			2	Neg	X	2	
KE	Dover	Aylesham	1,500	Lower		5		5			1	ns		1		5	6	Neg	X	6	
BK	Newbury.	Burghfield.	5,600	Lower							1	ns		1			1	Neg	X	1	
HA	East.Hampshire.	Horndean	13,000	Lower						5	2	ns		7			7	Neg	10	17	Lower
HA	Havant.	South Hayling	7,000	Lower	U						0	0		0	5		5	Neg	5	5	
IW	Isle of Wight	East Cowes	7,000	Lower							0	ns		0	5		5	Neg	X	5	
IW	Isle of Wight	Wootton Bridge		Lower							0	ns		0	5		5	Neg	X	5	
OX	South.Oxfordshire.	Berinsfield	2,700	Lower							0	ns		0			0	Neg	X	0	
OX	Vale.of.White.Horse.	Botley	8,000	Lower							0	ns		0			0	Neg	X	0	
WS	Horsham.	Southwater	8,200	Lower							4	ns		4			4	Neg	X	4	

Table completed March 2012