

# HERITAGE COUNTS 2017

## Heritage and the Economy East Midlands

The historic environment is intrinsically linked to economic activity, with a large number of economic activities occurring within it, dependent on it or attracted to it. Historic England commissioned Ortus to estimate the national and regional economic impact of the heritage sector using the latest statistical data. The study produces estimates of the heritage sector's impact using a method adapted from DCMS' Creative Industries Economic Estimates and uses the latest statistical releases. Please note that the 2017 Indicators use a revised methodology from 2016 to estimate heritage-related GVA. A full workbook and a technical report can be found on the Heritage Counts website: <https://historicengland.org.uk/research/heritage-counts/>

### Key Facts

- Heritage directly contributed over **£715m in Gross Value Added (GVA)** in the East Midlands in 2014
- In 2014, there **were over 12,100 people directly employed in heritage** in the East Midlands
- Heritage tourism generated **£904 million in spending** by domestic and international visitors in the East Midlands in 2015
- Repair and maintenance of historic buildings in the East Midlands directly generated **£479 million in heritage-related construction sector output** in 2015

### Net Economic Impacts

#### The heritage sector is an important source of economic prosperity and economic growth

Heritage directly contributed over **£715 million in Gross Value Added (GVA)** in the East Midlands in 2014.<sup>1</sup> This figure increases to over **£1.3 billion** when direct, indirect and induced heritage GVA is combined. This is equivalent to **1.4% of total GVA** in the East Midlands.

| Area  | 2011     | 2012   | 2013     | 2014     |
|---|----------|--------|----------|----------|
| <b>Total heritage GVA (£m) direct, indirect and induced</b> |          |        |          |          |
| East Midlands   | £1,046.5 | £984.1 | £1,159.0 | £1,326.2 |
| % of total GVA for the East Midlands                        | 1.2%     | 1.1%   | 1.3%     | 1.4%     |

#### Heritage is an important employer in the East Midlands

In 2014, there were **over 12,100 people directly employed in heritage** in the East Midlands. Including indirect and induced employment, this number increases to **over 19,800**.

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<sup>1</sup> Ortus (2017) Heritage Economic Indicator Workbook

| Area  | 2011      | 2012      | 2013      | 2014      |
|---|-----------|-----------|-----------|-----------|
| <b>Total heritage employment direct, indirect and induced</b> |           |           |           |           |
| East Midlands – total heritage employment                     | 17,600    | 16,100    | 18,000    | 19,800    |
| East Midlands – total employment                              | 1,982,400 | 1,977,700 | 1,982,100 | 1,947,300 |
| % of total employment in East Midlands                        | 0.9%      | 0.8%      | 0.9%      | 1.0%      |

## The East Midland's historic environment is a unique asset that draws millions of domestic and international visitors each year

In 2015, heritage tourism generated over £903.8 million in spending<sup>2</sup> by domestic and international visitors in the East Midlands.<sup>3</sup> In total, it is estimated that there were 1.2 million heritage-related domestic overnight trips, 12.7 million domestic day trips and 500,000 international visits to the East Midlands in 2015.

| Heritage-related visitors (2015)          | Heritage-related spend (£m) | Heritage-related trips/visits (m) |
|---|-----------------------------|-----------------------------------|
| <b>Domestic overnight</b>                 |                             |                                   |
| East Midlands                             | £200.0                      | 1.2                               |
| <b>England</b>                            | £3408.8                     | 7.0                               |
| <b>Domestic day</b>                       |                             |                                   |
| East Midlands                             | £269.7                      | 12.7                              |
| <b>England</b>                            | £3805.1                     | 170.0                             |
| <b>International</b>                      |                             |                                   |
| East Midlands                             | £433.8                      | 0.5                               |
| <b>England</b>                            | £19,427.0                   | 15.1                              |
| <b>Total (domestic and international)</b> |                             |                                   |
| East Midlands                             | £903.5                      | 14.4                              |
| <b>England</b>                            | £26,640.9                   | 192.0                             |

## Heritage-related construction plays an important part in the East Midlands construction industry

The built historic environment forms a vital part of our nation's infrastructure, providing premises for businesses; homes for residents; and amenities and utilities for communities and visitors.

Repair and maintenance of historic buildings in the East Midlands directly generated **£479m in heritage-related construction sector output in 2016**, this is equivalent to 5.4% of total construction output in the East Midlands.

| East Midlands Construction Output (£m) | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   |
|--|--------|--------|--------|--------|--------|--------|
| Heritage-related construction          | £510   | £483   | £457   | £504   | £507   | £479   |
| All construction                       | £7,531 | £6,943 | £6,774 | £7,541 | £8,233 | £8,819 |
| Heritage as % of total construction    | 6.8%   | 7.0%   | 6.7%   | 6.7%   | 6.2%   | 5.4%   |

<sup>2</sup> 'Spend' is the expenditure relating to these trips. It includes costs paid in advance on the trip, costs paid during the trip itself and also any bills relating to the trip received after returning home.

<sup>3</sup> Note: This is a gross figure and not the value added of heritage tourism. The value added estimates would exclude intermediate consumption of goods and services.



Historic England

This document has been prepared as part of Heritage Counts 2017 by Historic England, on behalf of the Historic Environment Forum (HEF).

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