

# HERITAGE COUNTS 2017

## Heritage and the Economy London

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 **£3.2 billion in Gross Value Added (GVA)** in London in 2014
- In 2014, there **were over 30,700 people directly employed in heritage** in London
- Heritage tourism generated **£13.4 billion in spending** by domestic and international visitors in London in 2015
- Repair and maintenance of historic buildings in London directly generated **£2.8 billion 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 **£3.2 billion in Gross Value Added (GVA)** in London in 2014.<sup>1</sup> This figure increases to over **£5.9 billion** when direct, indirect and induced heritage GVA is combined. This is equivalent to **1.6% of total GVA** in London.

Area	2011	2012	2013	2014
<b>Total heritage GVA (£m) direct, indirect and induced</b>				
London	£5,759.4	£5,790.9	£6,026.4	£5,908.3
% of total GVA for London	1.8%	1.8%	1.8%	1.6%

#### Heritage is an important employer in London

In 2014, there were **over 30,700 people directly employed in heritage** in London. Including indirect and induced employment, this number increases to **over 50,300**.

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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>				
London – total heritage employment	52,900	52,500	53,800	50,300
London – total employment	4,449,500	4,593,600	4,707,000	4,736,700
% of total employment in London	1.2%	1.1%	1.1%	1.1%

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

In 2015, heritage tourism generated over **£13.4 billion in spending<sup>2</sup> by domestic and international visitors in London.<sup>3</sup>** In total, it is estimated that there were 1.9 million heritage-related domestic overnight trips, 36.7 million domestic day trips and 8.8 million international visits to London in 2015.

Heritage-related visitors (2015)	Heritage-related spend (£m)	Heritage-related trips/visits (m)
<b>Domestic overnight</b>		
London	£536.0	1.9
<b>England</b>	£3408.8	7.0
<b>Domestic day</b>		
London	£948.0	36.7
<b>England</b>	£3805.1	170.0
<b>International</b>		
London	£11,919.0	8.8
<b>England</b>	£19,427.0	15.1
<b>Total (domestic and international)</b>		
London	£13,403.0	47.4
<b>England</b>	£26,640.9	192.0

## Heritage-related construction plays an important part in London 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 London directly generated **£2.8 billion in heritage-related construction sector output in 2016**. This is equivalent to 8.5% of total construction output in London.

London Construction Output (£m)	2011	2012	2013	2014	2015	2016
Heritage-related construction	£2,288	£2,712	£2,652	£2,917	£2,952	£2,840
All construction	£23,497	£24,393	£24,306	£29,365	£31,089	£33,347
Heritage as % of total construction	9.7%	11.1%	10.9%	9.9%	9.5%	8.5%

<sup>2</sup> 'Spend' is the expenditure relating to these trips. It includes costs paid in advance of 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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