

HERITAGE COUNTS 2017

Heritage and the Economy

West 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 **£977.5 million in Gross Value Added (GVA)** in the West Midlands in 2014
- In 2014, there **were over 17,100 people directly employed in heritage** in the West Midlands
- Heritage tourism generated **£1.5 billion in spending** by domestic and international visitors in the West Midlands in 2015
- Repair and maintenance of historic buildings in the West Midlands directly generated **£602 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 **£977.5 million in Gross Value Added (GVA)** in the West Midlands in 2014.¹ This figure increases to over **£1.8 billion** when direct, indirect and induced heritage GVA is combined. This is equivalent to **1.5% of total GVA** in the West Midlands.

Area	2011	2012	2013	2014
Total heritage GVA (£m) direct, indirect and induced				
West Midlands	£1,509.8	£1,504.4	£1,545.1	£1,812.9
% of total GVA for the West Midlands	1.5%	1.4%	1.4%	1.5%

Heritage is an important employer in the West Midlands

In 2014, there were **17,100 people directly employed in heritage** in the West Midlands. Including indirect and induced employment, this number increases to **over 28,000**.

Area	2011	2012	2013	2014
Total heritage employment direct, indirect and induced				
West Midlands – total heritage employment	25,800	24,900	24,600	28,000
West Midlands – total employment	2,401,000	2,421,000	2,431,500	2,404,000
% of total employment in West Midlands	1.0%	0.9%	0.9%	0.9%

¹ Ortus (2017) Heritage Economic Indicator Workbook

The West Midlands's historic environment is a unique asset that draws millions of domestic and international visitors each year

In 2015, **heritage tourism generated over £14.5 billion in spending² by domestic and international visitors in the West Midlands.³** In total, it is estimated that there were 1.3 million heritage-related domestic overnight trips, 15 million domestic day trips and 1 million international visits to the West Midlands in 2015.

Heritage-related visitors (2015)	Heritage-related spend (£m)	Heritage-related trips/ visits (m)
Domestic overnight		
West Midlands	£253.0	1.3
England	£3408.8	7.0
Domestic day		
West Midlands	£385.0	15.0
England	£3805.1	170.0
International		
West Midlands	£816.0	1.0
England	£19,427.0	15.1
Total (domestic and international)		
West Midlands	£1,454.0	17.3
England	£26,640.9	192.0

Heritage-related construction plays an important part in the West 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 West Midlands directly generated **£602 million in heritage-related construction sector output in 2016**, this is equivalent to 5.4% of total construction output in the West Midlands.

West Midlands Construction Output (£m)	2011	2012	2013	2014	2015	2016
Heritage-related construction	£492	£529	£616	£720	£697	£602
All construction	£8,927	£8,327	£9,254	£10,181	£10,723	£11,092
Heritage as % of total construction	5.5%	6.4%	6.7%	7.1%	6.5%	5.4%



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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Telephone: 0370 333 0607 | Fax: 01793 414926 | Textphone: 0800 015 0516 | E-mail: customers@HistoricEngland.org.uk

² '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.

³ 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.