

HERITAGE COUNTS

EAST MIDLANDS - HERITAGE ECONOMY 2016

HEADLINE FACTS

- Heritage directly contributed over **£580 million in Gross Value Added (GVA)** in the East Midlands in 2013
- In 2013, there were **over 11,000 people directly employed in heritage** in the East Midlands
- In 2014, heritage tourism **generated £726m in spending by domestic and international visitors** in the East Midlands
- Repair and maintenance of historic buildings in the East Midlands directly generated **£507m in heritage-related construction sector output** in 2015

THE ECONOMY: NET IMPACTS

Heritage is deeply embedded in the economy

The historic environment is intrinsically linked to economic activity, with a wide range of economic activities occurring within it, dependent on it or attracted to it.

In 2016, Historic England commissioned TBR¹ to undertake a pioneering study that estimates the national and regional economic impact of the heritage sector annually. The study produces estimates of the heritage sector's impact using a method adapted from DCMS' Creative Industries Economic Estimates². The workbook can be found on the Heritage Counts website (www.heritagecounts.org.uk).

Heritage contributes to the generation of economic output

Heritage directly contributed over **£580 million in Gross Value Added (GVA)** in the East Midlands in 2013³. This figure increases to over **£1.2 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
TOTAL GVA (m) (Direct, Indirect and Induced)			
East Midlands	£1,229.6	£1,148.1	£1,256.3
% of total GVA for the East Midlands	1.4%	1.3%	1.4%
England	£ 21,363	£ 21,116	£ 21,697
% of total GVA for England	1.7%	1.7%	1.6%

¹ TBR (2016) Heritage Economic Indicator Workbook

² DCMS (2015) Creative industries Economic Estimates: Statistical Release

³ TBR (2016) Heritage Economic Indicator Workbook

Heritage is an important employer in the East Midlands

In 2013, there were **over 11,000 people directly employed in heritage** in the East Midlands. Including indirect and induced employment, this number increases to **over 22,000**. The number of people employed has remained relatively stable since 2011.

Area	2011	2012	2013
Total Heritage employment (Direct, Indirect and Induced)			
East Midlands	22,000	20,200	22,000
England	334,500	325,500	324,700

THE ECONOMY: SECTORAL IMPACTS

The TBR⁴ 2016 study of economic impacts also produces estimates of the value of heritage tourism and heritage construction impacts.

Heritage Tourism

Heritage plays a key role in attracting international and domestic tourists

In 2014, heritage tourism **generated £726m in spending⁵ by domestic and international visitors in the East Midlands⁶**. In total, it is estimated that there were over 1.2m domestic overnight trips, over 11m domestic day trips and 530,000 international visits to the East Midlands in 2014.

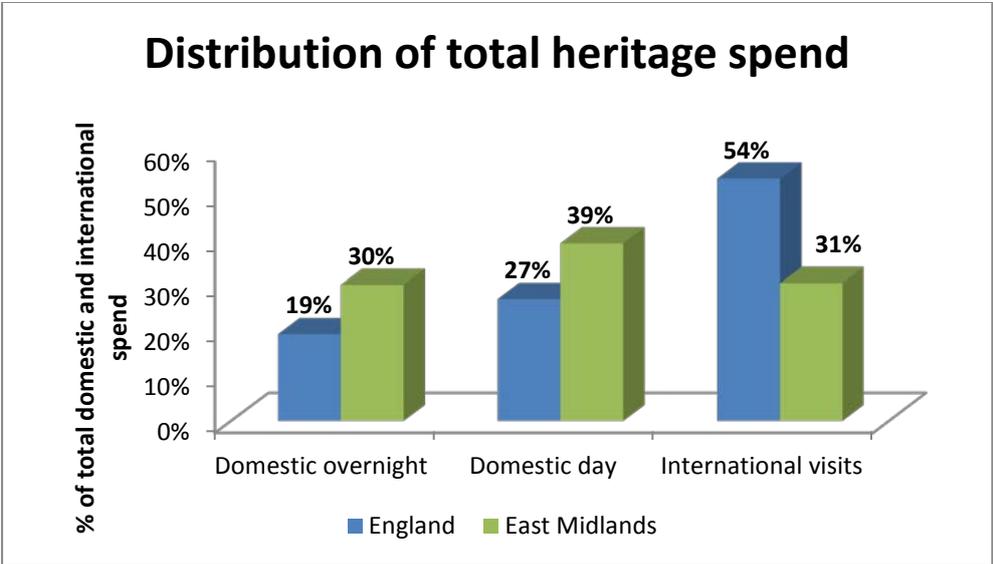
Heritage-related visitors (2014)	Heritage-related spend (£m)	Heritage-related trips/visits (m)
Domestic overnight		
East Midlands	£219	1.21
England	£3,549	15.94
Domestic day		
East Midlands	£285	11.3
England	£4,978	156.43
International		
East Midlands	£222	0.53
England	£9,856	17.38
Total (domestic and international)		
East Midlands	£ 726	13.0
England	£18,383	192.7

⁴ TBR (2016) Heritage Economic Indicator Workbook

⁵ '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.

⁶ 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.

Compared to the national average, as shown in the following graph, heritage-related domestic visit spending provides a proportionally higher source of tourism income in the East Midlands than nationally. Consequently, heritage-related international visitor spend account for a significantly lower proportion of tourism income in the East Midlands – 31% compared to 54% nationally.



Heritage Construction

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 **£507m in heritage-related construction sector output** in 2015⁷. This is equivalent to 6.2% of total construction output or 19% of the repair and maintenance output in the East Midlands.

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

This document has been prepared as part of Heritage Counts 2016 by Historic England on behalf of the East Midlands Heritage Forum.




⁷ 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.

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