

# HERITAGE COUNTS

## WEST MIDLANDS - HERITAGE ECONOMY 2016

### HEADLINE FACTS

- Heritage directly contributed over **£855 million in Gross Value Added (GVA)** in the West Midlands in 2013
- In 2013, there were **over 15,100 people directly employed in heritage** in the West Midlands
- In 2014, heritage tourism **generated over £1b in spending by domestic and international visitors** in the West Midlands
- Repair and maintenance of historic buildings in the West Midlands directly generated **£697m in heritage-related construction sector output** in 2015

### THE ECONOMY: NET IMPACTS

#### *Heritage is deeply embedded in the economy*



The Royal Shakespeare Theatre in Stratford-upon-Avon

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.

In 2016, Historic England commissioned TBR<sup>1</sup> 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 Estimates<sup>2</sup>. The workbook can be found on the Heritage Counts website ([www.heritagecounts.org.uk](http://www.heritagecounts.org.uk)).

#### *Heritage contributes to the generation of economic output*

Heritage directly contributed over **£855 million in Gross Value Added (GVA)** in the West Midlands in 2013<sup>3</sup>. This figure increases to over **£1.8 billion** when direct, indirect and induced heritage GVA is combined. This is equivalent to **1.7% of total GVA** in the West Midlands.

<sup>1</sup> TBR (2016) Heritage Economic Indicator Workbook

<sup>2</sup> DCMS (2015) Creative industries Economic Estimates: Statistical Release

<sup>3</sup> TBR (2016) Heritage Economic Indicator Workbook

Area	2011	2012	2013
TOTAL GVA (m) (Direct, Indirect and Induced)			
West Midlands	£1,793.2	£1,904.4	£1,852.4
<b>% of total GVA for the West Midlands</b>	<b>1.7%</b>	<b>1.8%</b>	<b>1.7%</b>
England	£ 21,363	£ 21,116	£ 21,697
<b>% of total GVA for England</b>	<b>1.7%</b>	<b>1.7%</b>	<b>1.6%</b>

### *Heritage is an important employer in the West Midlands*

In 2013, there were **over 15,100 people directly employed in heritage** in the West Midlands. Including indirect and induced employment, this number increases to **over 30,200**. The number of people employed has declined since 2011 primarily due to a decline in heritage construction employment.

Area	2011	2012	2013
Total Heritage employment (Direct, Indirect and Induced)			
West Midlands	32,600	31,400	30,200
England	334,500	325,500	324,700

## THE ECONOMY: SECTORAL IMPACTS

The TBR<sup>4</sup> 2016 study of economic impacts also produces estimates of the value of heritage tourism and heritage construction impacts.

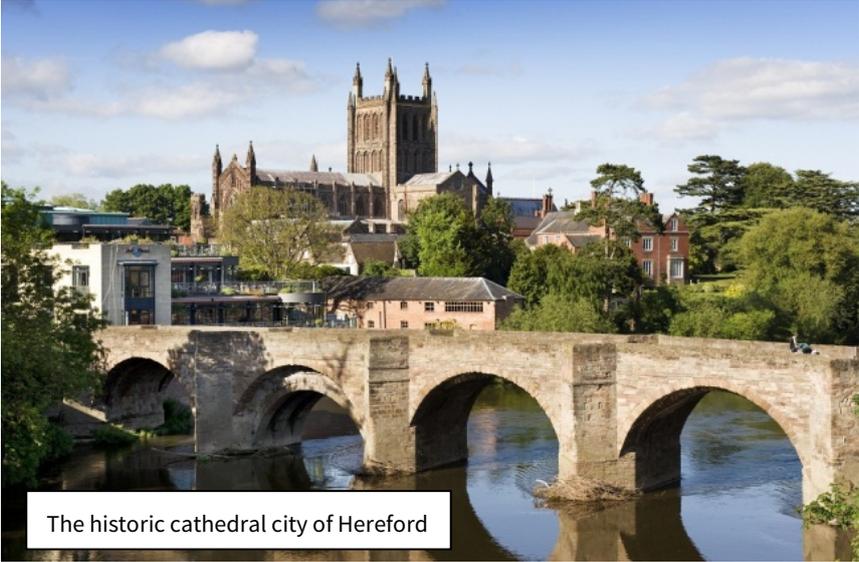
### Heritage Tourism

#### *Heritage plays a key role in attracting international and domestic tourists*

Heritage-related visitors (2014)	Heritage-related spend (£m)	Heritage-related trips/visits (m)
Domestic overnight		
West Midlands	£228	1.23
England	£3,549	15.94
Domestic day		
West Midlands	£426	14.1
England	£4,978	156.43
International		
West Midlands	£394	1.01
England	£9,856	17.38
Total (domestic and international)		
West Midlands	£ 1,048	16.3
England	£18,383	192.7

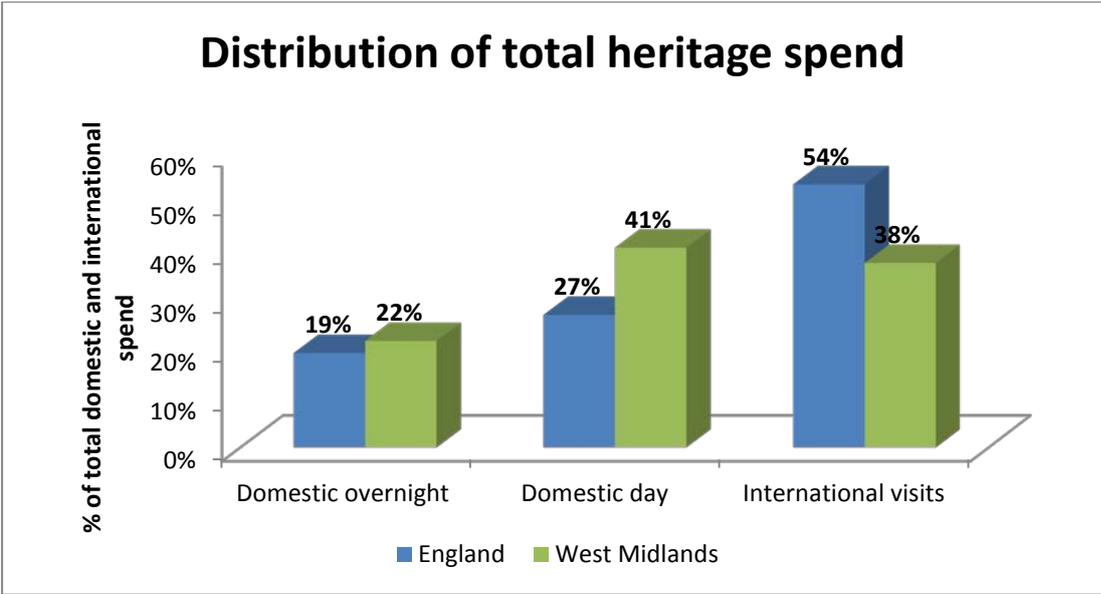
<sup>4</sup> TBR (2016) Heritage Economic Indicator Workbook

In 2014, heritage tourism generated over £1b in spending<sup>5</sup> by domestic and international visitors in the West Midlands<sup>6</sup>. In total, it is estimated that there were over 1.2m domestic overnight trips, over 14m domestic day trips and over 1m international visits to the West Midlands in 2014.



The historic cathedral city of Hereford

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



<sup>5</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>6</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.

# Heritage Construction

*Heritage-related construction plays an important part of the West Midlands' construction industry.*



Stonemasons at work at the Grand Hotel in central Birmingham

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 **£697m in heritage-related construction sector output** in 2015<sup>7</sup>.

This is equivalent to 6.5% of total construction output or 16% of the

repair and maintenance output in the West Midlands.

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

This document has been prepared as part of Heritage Counts 2016 by Historic England, on behalf of the West Midlands Historic Environment Forum (West Midlands HEF).<sup>8</sup>

The West Midlands HEF comprises the following organisations: Association of Local Government Archaeological Officers; Association of Preservation Trusts; Birmingham Museums Trust; Canal & River Trust; Campaign to Protect Rural England; Chartered Institute of Field Archaeologists; Churches Conservation Trust; Civic Voice; Conservation Course Directors Forum; Council for British Archaeology; Country Land & Business Association; English Heritage Trust; Forestry Commission; The Gardens Trust; Heritage Lottery Fund; Historic England; Historic Houses Association; Institute of Historic Building Conservation; Ironbridge Gorge Museum Trust; Legacy West Midlands; National Trust; Natural England; Royal Institute of British Architects; and West Midlands Amenity Societies Association.

<sup>7</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.

<sup>8</sup> All images are © Historic England.

If you require an alternative accessible version of this document (for instance in audio, Braille or large print) please contact our Customer Services Department:

Telephone: 0370 333 0607

Fax: 01793 414926

Textphone: 0800 015 0516

E-mail: [customers@HistoricEngland.org.uk](mailto:customers@HistoricEngland.org.uk)