

HERITAGE COUNTS

YORKSHIRE AND THE HUMBER – HERITAGE ECONOMY 2016

HEADLINE FACTS

- Heritage directly contributed over **£756.5m** in **Gross Value Added (GVA)** in Yorkshire and the Humber in 2013
- In 2013, there were **over 14,400** people directly employed in heritage in Yorkshire and the Humber
- In 2014, heritage tourism **generated nearly £1.1 billion** in spending by domestic and international visitors in Yorkshire and the Humber
- Repair and maintenance of historic buildings in Yorkshire and the Humber directly generated **£682m** 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 large number 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 **£756.5m** in **Gross Value Added (GVA)** in Yorkshire and the Humber in 2013³. This figure increases to over **£1.6 billion** when direct, indirect and induced heritage GVA is combined. This is equivalent to **1.6%** of total GVA in Yorkshire and the Humber.

Area	2011	2012	2013
TOTAL GVA (m) (Direct, Indirect and Induced)			
Yorkshire and the Humber	£1,980.7	£1,724.4	£1,638.4
% of total GVA for Yorkshire and the Humber	2.0%	1.7%	1.6%
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 Yorkshire and the Humber

In 2013, there were **over 14,400 people directly employed in heritage** in Yorkshire and the Humber. Including indirect and induced employment, this number increases to **over 28,900**. 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)			
Yorkshire and the Humber	32,600	29,200	28,900
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 nearly £1.1 billion in spending⁵ by domestic and international visitors in Yorkshire and the Humber⁶**. In total, it is estimated that there were 1.6m domestic overnight trips, 15.5m domestic day trips and 710,000 international visits to Yorkshire and the Humber in 2014.

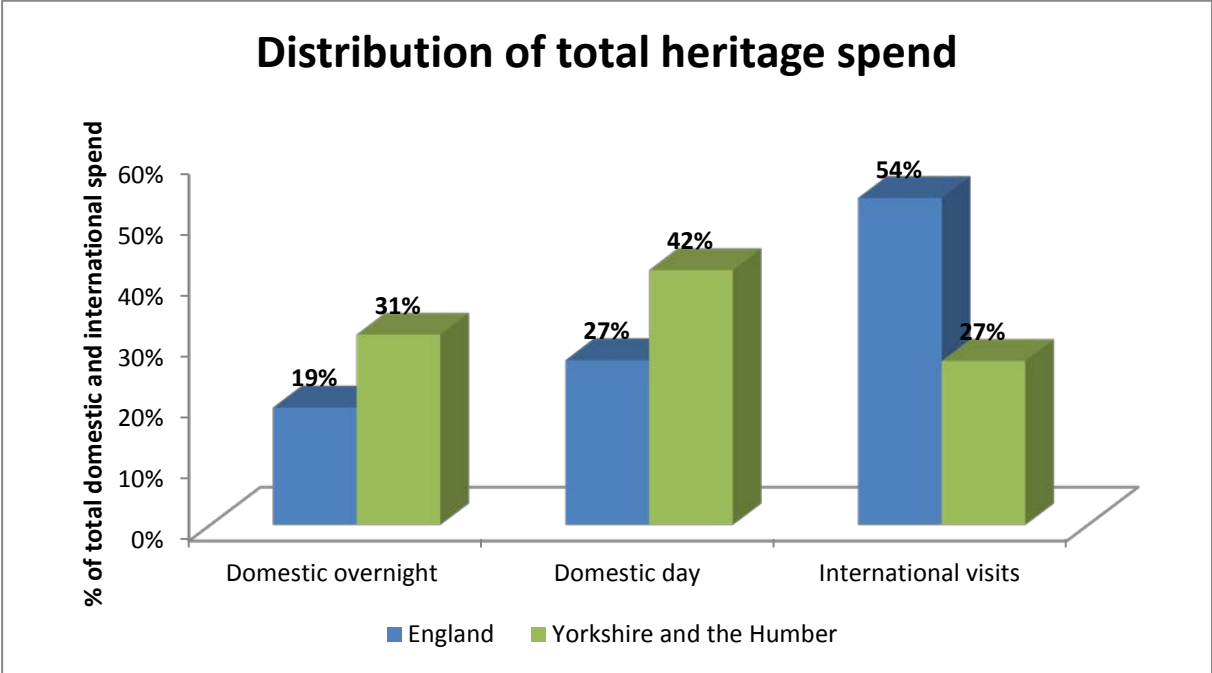
Heritage-related visitors (2014)	Heritage-related spend (£m)	Heritage-related trips/visits (m)
Domestic overnight		
Yorkshire and the Humber	£342	1.60
England	£3,549	15.94
Domestic day		
Yorkshire and the Humber	£457	15.5
England	£4,978	156.43
International		
Yorkshire and the Humber	£295	0.71
England	£9,856	17.38
Total (domestic and international)		
Yorkshire and the Humber	£1,094	17.8
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 Yorkshire and the Humber than nationally. Consequently, heritage-related international visitor spend accounts for a significantly lower proportion of tourism income in the region.



Heritage Construction

Heritage-related construction plays an important part of Yorkshire and the Humber’s construction industry.

The 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 Yorkshire and the Humber directly generated **£682m in heritage-related construction sector output** in 2015⁷. This is equivalent to 7.1% of total construction output or 22% of the repair and maintenance output.

Yorkshire and the Humber Construction Output (£m)	2011	2012	2013	2014	2015
Heritage-related construction	£734	£705	£720	£792	£682
All construction	£8,967	£8,573	£8,974	£10,249	£9,584
Heritage as % of total construction	8.2%	8.2%	8.0%	7.7%	7.1%

This document has been prepared as part of Heritage Counts 2016 by Historic England on behalf of the Historic Environment 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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