

HERITAGE COUNTS 2017

Heritage and the Economy South West

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->

Key Facts

- Heritage directly contributed over **£1.4 billion in Gross Value Added (GVA)** in the South West in 2014
- In 2014, there **were over 22,200 people directly employed in heritage** in the South West
- Heritage tourism generated **£2.3 billion in spending** by domestic and international visitors in the South West in 2015
- Repair and maintenance of historic buildings in the South West directly generated **£988 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 **£1.4 billion in Gross Value Added (GVA)** in the South West in 2014.¹ This figure increases to over **£2.5 billion** when direct, indirect and induced heritage GVA is combined. This is equivalent to **2.1% of total GVA** in the South West.

Area	2011	2012	2013	2014
Total heritage GVA (£m) direct, indirect and induced				
South West	£2,303.4	£2,363.4	£2,471.3	£2,532.7
% of total GVA for the South West	2.1%	2.1%	2.1%	2.1%

Heritage is an important employer in the South West

In 2014, there were **22,200 people directly employed in heritage** in the South West. Including indirect and induced employment, this number increases to **36,400 people**.

Area	2011	2012	2013	2014
Total heritage employment direct, indirect and induced				
South West – total heritage employment	36,600	36,000	36,100	36,400
South West – total employment	2,394,000	2,373,300	2,394,100	2,352,400
% of total employment in South West	1.0%	1.0%	1.0%	1.1%

¹ Ortus (2017) Heritage Economic Indicator Workbook

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

In 2015, heritage tourism generated over **£2.3 billion in spending²** by domestic and international visitors in the **South West**.³ In total, it is estimated that there were 1.7 million heritage-related domestic overnight trips, 17.8 million domestic day trips and 1.1 million international visits to the South West in 2015.

Heritage-related visitors (2015)	Heritage-related spend (£m)	Heritage-related trips/ visits (m)
Domestic overnight		
South West	£772.0	1.7
England	£3408.8	7.0
Domestic day		
South West	£425.0	17.8
England	£3805.1	170.0
International		
South West	£1,056.5	1.1
England	£19,427.0	15.1
Total (domestic and international)		
South West	£2,253.5	20.6
England	£26,640.9	192.0

Heritage-related construction plays an important part in the South West 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 South West directly generated **£988 million in heritage-related construction sector output in 2016**, this is equivalent to 8.9% of total construction output in the South West.

South West Construction Output (£m)	2011	2012	2013	2014	2015	2016
Heritage-related construction	£847	£851	£900	£974	£974	£988
All construction	£9,933	£9,380	£9,978	£10,571	£10,502	£11,098
Heritage as % of total construction	8.5%	9.1%	9.0%	9.2%	9.3%	8.9%



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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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.