

- HERITAGE COUNTS 2014 - THE VALUE AND IMPACT OF HERITAGE



In 2013 **13%** of people donated money to the heritage sector.



In 2011, built heritage tourism in the UK provided **134,000 direct jobs & £5.1bn** economic output.



Visiting heritage is worth **£1,646** p.p. per year
Sport is worth **£993** p.p. per year.



In 2011 **54% of overseas tourists** to the UK visited historic buildings; in the Nation Brand Index Britain ranked 5 out of 50 countries in terms of being rich in historic buildings and monuments.



92%
of HLF volunteers meet new people. 35% of them sustain friendships outside the project.



73%
of adults attended at least one heritage site in the UK within the previous 12 months.



72%
of HLF volunteers had more contact with older adults. 23% stated an increase of understanding in over 65s.



58.6
MILLION
visits to historic sites in England in 2013. Population was 53.5m.



87%

of people agree that better quality buildings and public spaces can **improve quality of life**. 69% believe that heritage sites are important to the local community.



90%

of respondents to a survey agreed that investment in their local historic environment **made the area a better place**.



92%

of respondents to a survey about historic environment-led regeneration projects felt that their local project had **raised pride in the area**.

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