



# HERITAGE NOW

HOW HERITAGE CAN SUPPORT NATIONAL RECOVERY



Image L-R Learning how flour is made at Bembridge Windmill, Isle of Wight © The National Trust, A Walk Along Hadrian's Wall © English Heritage.  
Front cover, Conservation work at Dover Castle, Kent © English Heritage.

# HERITAGE NOW

OUR HERITAGE HELPS US TO TELL OUR STORY

## OUR STORY, OUR FUTURE

Heritage is one of the most irreplaceable resources in the country. It forms the fabric of our villages, towns, cities, and rural communities, offers landscapes of outstanding natural beauty and provides opportunities to research our past, so much of which remains undiscovered.

Heritage defines our highstreets, supports our creative and cultural identities, and provides much loved spaces for communities and businesses. Heritage is economically vital, it generates a total GVA of £31 billion and supports hundreds of thousands of jobs in tourism, conservation, planning, archaeology, and construction.

## GLOBAL APPEAL

Millions of people from all over the world appreciate the UK's unique heritage, not just in London or Stonehenge but in Penzance, Cumbria and Whitby- places where heritage provides a basis for social capital and civic identity.

## LOOKING FORWARD

The sector is hugely grateful for the Government's Culture Recovery Fund which will provide essential life support for organisations across the country, during the Covid-19 crisis.

Our heritage can help the country to thrive. We must now look forward together, to support our future.

# SHAPING OUR FUTURE

We can support our nation's recovery and strengthen our position on the world stage

## The case for heritage is human

### We can offer:

- **Levelling-up progress:** Placing heritage front and centre of 'levelling up' our countryside, towns and cities, creating modern and distinctive places and spaces, ones that are loved and owned by communities and businesses.
- **Wellbeing opportunities:** creating positive opportunities and outcomes for the public as we navigate our 'new normal', illuminating our much-loved heritage and historic environment, bringing communities together.

## The case for heritage is economic

### We can offer:

- **Economic gains:** Generating new jobs and inward investment through the revival of domestic and international tourism and the heritage craft and construction industry.
- **Workforce revival:** Building a refreshed, skilled, diverse workforce; creating voluntary and paid opportunities, particularly for young people.

## The case for heritage is green

### We can offer:

- **Climate adaptation and mitigation:** Addressing climate change by supporting

green spaces and adapting our existing building stock (vs. carbon intensive demolition and rebuild), and prioritising significant gains around green heating, aiding the government's legally-binding commitment to reach net zero carbon emissions by 2050.

- **Knowledge base:** by working with Government to ensure the planning system and future agri-environment schemes provide effective management of the impact of change on our urban and rural historic environment, and support the high-skilled jobs that make the systems work.

## The case for heritage is diplomatic

### We can offer:

- **Expertise:** Providing technical and financial support to protect international heritage in areas of conflict or areas at risk from natural disasters and climate change.
- **Strengthened global positioning:** Ensuring our heritage enhances our nation's soft power by continuing to act as a unique and invaluable calling card to the world.