



Historic England

A Satellite Account for Heritage

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Satellite Accounts

Heritage is
hidden in SNA

SICs

Short list of
options

Dynamic
mapping
SIC-SOC

Satellite
Account
Big Data

What might a
Heritage SA
look like?

activities
concerned
with the
support,
development,
maintenance
of heritage

Next Steps

Stakeholder
workshop



Heritage is “hidden” in the SNA

- SNA set up to measure industrial output, employment, income, profits, external trade etc in the various sectors and in the economy as a whole.
- On output side, economic activity is divided into primary, secondary and tertiary sectors.
- Each of these main groupings is further subdivided into successively more detailed sub-classifications (to 5 digits).
- https://onsdigital.github.io/dp-classification-tools/standard-industrial-classification/ONS_SIC_hierarchy_view.html
- Heritage single SIC - Section R class 91.03- *Operation of historical sites and buildings and similar visitor attractions.*



SIC 91.03 underestimates size of heritage sector

- current SIC code definition estimates that there are around 10,000 jobs, and a GVA of under £1bn
- a broader Heritage sector definition used by Historic England estimates there are over 200,000 jobs, and a GVA of under £15bn.
- Practical implications when it comes to the implementation of DCMS and wider Government sector support packages (eg. the Cultural Recovery Fund or more recently UK gov's Energy support package).
- Having two numbers in the public domain can led to confusion if both numbers are used together
- HE is keen to work with partners to find a better way of assessing size and scope of Heritage sector
- SA approach appears to offer useful combination of quantitative and qualitative information



Short-list of options

- **Dynamic mapping approach**
 - based on the concept of 'intensity'
 - eg. would seek to establish the proportion of a given SIC sector that involves heritage occupations.
 - If this proportion is above a given threshold, the sector is then included within the definition of heritage industries.
- **SIC-SOC mapping**
 - this approach applies the proportion of heritage employment to the total economic contributions of each SIC sector.
- **Satellite Account**
 - HE's 'preferred' approach
- **Machine learning**
 - applies machine learning approaches to publicly available datasets to identify heritage organisations and explore the boundaries and structure of the heritage sector



What might a Heritage SA look like?

- Start by defining the heritage sector – e.g. as activities (occupations) concerned with the support, development and maintenance of heritage assets which provide a flow of services.
- The sector exists to “encourage” these flows, as they are not automatic.
- Note that the production of heritage services by non-heritage industries is very important eg. construction, architecture.
- One particular challenge is how to account for free heritage, volunteering and digital heritage, though we do have ways of valuing these eg. volunteer contribution via minimum wage and average hours
- As well as usual economic estimates (GVA, employment etc), Heritage SA would include non-monetary measures, incorporating data on tourism visits, volunteering etc



Criteria for SA Heritage

- extent to which the breadth of the sector is captured
- enables disaggregation across different parts of the heritage sector
- availability of required data eg. need for additional surveys
- can be updated regularly (at least annually) and enable useful GVA and employment calculations



Next Steps

- Discussion paper looking at range of measurement options, including SA approach
- Seminar/Workshop with key stakeholders inc economists, statisticians and policy staff
- Aim to scoping out research with view to updating the Heritage sector definition
- Will consider
 - List of options
 - Policy and operational objectives of any updated definition
 - Whether further consultation is needed