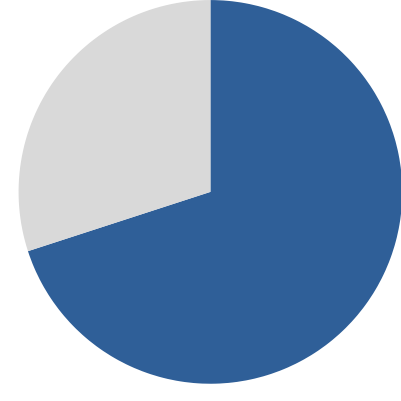


# The Heritage Manifesto 2024

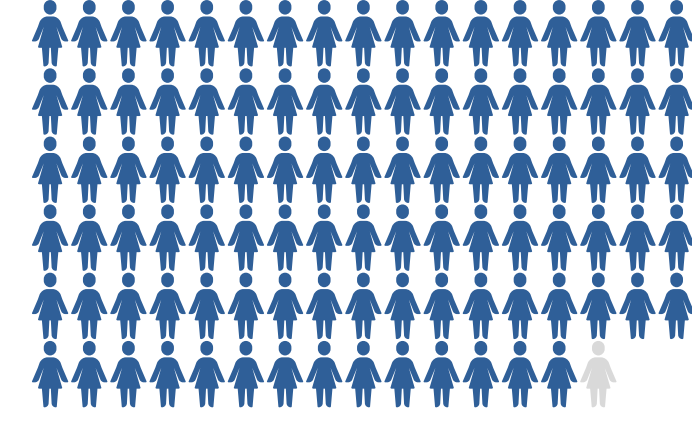
Heritage is the background and the bedrock of Britain; it is everywhere and benefits everyone. It breathes life into our towns, cities, coasts, and countryside, telling our nation's stories and creating places that people want to live and invest in. If properly supported, heritage can pave the way to achieving net zero, regenerating communities, improving our wellbeing, and powering a green skills revolution.

**2.5%**  
GVA

England's heritage industry produces a GVA impact of £45.1bn - more than the defence sector



Tourists spend £18bn on heritage trips each year, and 7 of our top 10 attractions are museums and heritage sites



99% of us live within a mile of a listed place and 75% say the government has a moral duty to protect heritage

TO REALISE THE POWER OF HERITAGE, WE CALL ON THE NEXT GOVERNMENT TO...



## Put heritage at the heart of regeneration

Invest in and empower councils and communities so they can protect and make the most of heritage locally. This should include support for targeted regeneration schemes, removing permitted development on demolition, incentivising reuse, and embedding culture-led regeneration and community ownership in future housing and community strategies.



## Embed the historic environment in climate action

Ensure Environmental Land Management schemes (ELMS) provide robust long-term funding to land managers of at least £4.4bn a year (delivering heritage outcomes on an equal footing), reform EPCs, and bring forward skills training, funding, standards, and advice in a National Retrofit Strategy.



## Reform the tax regime to incentivise repair

Equalise VAT on repair and maintenance with newbuild, simplify and reduce the burden of business rates, and continue support for the Listed Places of Worship Grant Scheme.



## Harness cultural learning and skills

Encourage youth visits to heritage sites in the curriculum through subsidised entries, implement cross-subsidised shared apprenticeship schemes, reform the Apprenticeship Levy, and offer unsponsored conservation skill-oriented visas for heritage.



## Futureproof heritage at every level

Ensure the adequate funding and continued stability of arms-length bodies, deliver a new Culture Growth Fund, protect the 20% share of Lottery funding for the National Lottery Heritage Fund, support local authority arts and conservation teams with ringfenced investment, and safeguard the uncertain futures of mobile and archaeological collections.



**The Heritage Alliance**

The Heritage Alliance is England's largest coalition of heritage interests. It brings together over 200 independent heritage organisations covering the full breadth of heritage. Between them, over 7 million volunteers, trustees, members and staff demonstrate the strength and commitment of the independent heritage movement. The Heritage Alliance is ready to put our resources and expertise at the disposal of all decision-makers to secure the best future for England, built on its invaluable past.

*The Heritage Alliance, St Martin Ludgate, Ludgate Hill, London EC4M 7DE. [www.theheritagealliance.org.uk](http://www.theheritagealliance.org.uk); @heritage\_ngos. The Heritage Alliance is a company limited by guarantee in England and Wales no 4577804 and a registered charity no 1094793. Images c. English Heritage*

The voice of England's independent heritage movement