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15 March 2018

**RE: Assessment of DCMS Sectors Economic Estimates**

Dear Madam or Sir,

Thank you for the opportunity to respond to this inquiry. We welcome the opportunity to reflect on the quality, value, and trustworthiness of the figures produced by DCMS, particularly in how they reflect the value of the archaeological and wider heritage sectors to government and other audiences, and what it means for government and sector policy.

Our response focuses on the key concerns we have with the method used to define the scope of the heritage sector in its Economic Estimates, and how that affects the representation of the value of the sector – not least because it excludes virtually all archaeological activity from consideration. We believed that the scope of the term heritage, as defined in the Economic Estimates, does not adequately reflect the extent, scope, and value of the heritage sector, and entrenches narrow views of heritage as tourist attractions, rather than the much broader range of industry and occupation that the sector represents.

This is not only out of step with current thinking in the independent heritage sector, in academia, in Historic England, and among much of the public, but it also undermines the DCMS' own vision for heritage and departmental activities and its ability to fairly represent the value of this activity to government.

About the Institute

The Chartered Institute for Archaeologists (CIfA) is the leading professional body representing archaeologists working in the UK and overseas. We promote high professional standards and strong ethics in archaeological practice, to maximise the benefits that archaeologists bring to society, and provide a self-regulatory quality assurance framework for the sector and those it serves.

CIfA has over 3,500 members and more than 80 registered practices across the United Kingdom. Its members work in all branches of the discipline: heritage management, planning advice, excavation, finds and environmental study, buildings recording, underwater and aerial archaeology, museums, conservation, survey, research and development, teaching and liaison with the community, industry and the commercial and financial sectors.

## General issues

The core interests of the Chartered Institute for Archaeologists (CIfA) is with the professional practice of archaeologists working in a wide range of roles, for example; as contractors or curators in the planning process, in museums or other public engagement roles, in roles serving community archaeology, and in academic research and teaching positions. Each of these areas has an impact on the historic environment and its role in society – from conserving or increasing our understanding of heritage assets and contributing to national identity, to contributing to sense of place and pride in local communities, as well as providing social activities which enhance the quality of life and well-being of participants. The archaeological sector also employs more than 6200 people directly. We are deeply concerned that the DCMS statistics make almost no effort to account for this activity in its sector estimates.

## Specific questions

### **1. For what purpose do you use the statistics?**

CIfA relies heavily on the statistics produced by DCMS through surveys like Taking Part, along with those produced by other organisations like Historic England and the Heritage Lottery Fund in our work to advocate for improvements to policy which affects archaeology and in order to enhance its value to the economy and society. This type of research is vital to understand the extent of the benefits that activity within the sector creates and to successfully make the case for heritage and archaeology. At present, however, the DCMS statistics grossly underestimate the scope of the sector and altogether misses the vast majority of the archaeological sector's activity. The statistics are, therefore, unusable and may mislead others, including government, into underestimating the importance of the sector.

### **2. Are the statistics of sufficient quality for your needs? How clear is the advice from DCMS about the strengths and limitations of the statistics? What further information would you like?**

The DCMS sector estimate for 'heritage' is defined using a single standard industrial classification (SIC) - 91.03, which measures 'Operation of historical sites and buildings and similar visitor attractions'. The figures which are therefore used to generate estimates for GVA for the entire sector are 13,000 employees (2016 figures).

Figures from the archaeology sector estimate that there were 6,253 people working in applied, commercial archaeology, curatorial archaeology (i.e. archaeologists advising local planning authorities) and all other areas of archaeological employment<sup>1</sup>. None of these individuals are recorded in the 13,000 figure from DCMS.

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<sup>1</sup> Archaeological Market Survey 2017 – <https://www.archaeologists.net/profession/profiling>

The DCMS figures can be further contrasted with the method used by Historic England which estimates total direct heritage employment at 168,000 jobs. Using this figure they quantify a GVA for heritage of £11.9 Billion<sup>2</sup>.

In the DCMS' *Economic Estimates of DCMS Sectors* publication it is noted that "the published estimates are likely to be an underestimate for the Heritage sector." The reason given for this is that "the balance and make-up of the economy changes" and that therefore "the international SIC codes used here are less able to provide the detail for important elements of the UK economy related to DCMS sectors". We do not believe that this explanation is satisfactory.

We believe that it is necessary to update the method used to calculate the heritage sector contribution to account for the variety of areas of the sector not currently covered. We note that many other sub-sectors are calculated using multiple SICs and think that it is correct that heritage should adopt a similarly sophisticated model. It is perfectly possible to do this, and we recommend in the first instance, drawing on the models already used by Historic England to conduct its analysis on GVA of the heritage sector.

**3. Is the statistical commentary helpful to you? How could it be improved?**

No comment.

**4. If you have requested additional data or raised queries with DCMS about these statistics, or if the statisticians have sought your views about any aspect of the statistics, please tell us how well DCMS engaged with you.**

No comment.

If you have any further questions, please do not hesitate to contact me.

Yours sincerely,



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<sup>2</sup> Heritage and the Economy – Heritage Counts (2016) - <https://historicengland.org.uk/research/heritage-counts/2017-conservation-areas/heritage-and-economy/>