

British Cultural Heritage



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1. WHAT IS CULTURAL HERITAGE?



The legacy of **culture, values and traditions** developed by a community and passed on from generation to generation.

Not all legacies of past generations are “heritage”, rather heritage is a product of selection by society.

1. CULTURAL HERITAGE



- **Tangible cultural heritage:**
 - movable cultural heritage (artefacts, paintings, sculptures, coins, manuscripts)
 - immovable cultural heritage (monuments, buildings, archaeological sites, and so on)
 - underwater cultural heritage (shipwrecks, underwater ruins and cities)
- **Intangible cultural heritage:** oral traditions, performing arts, rituals
- **Natural heritage:** natural sites with cultural aspects such as cultural landscapes, physical, biological or geological formations
(UNESCO's definition)

2. TOURISM & CULTURAL HERITAGE

- Cultural heritage plays a major role in tourism development. Museums, festivals, landscapes and sites associated with historic events have become important for tourism.
- A major cultural change in British life from the 1970s through to the present has been that Britons spend more leisure time and money on visiting historical sites and exhibits.

2. BRITISH TOURISM – FACT FILE (2019)

ECONOMIC IMPACT: the fifth largest industry in the UK and the seventh world's tourist destination.

- In 2019, the economic output (direct GVA) of the tourism industry in the UK was **£145.9 bn**, **7.2%** of total UK economic output (in **2023**, **127b**, **9%** GDP).
- The number of people directly employed in tourism in the UK was **3.3 million**, **8%** of all employment (**3.1m** in 2023).

2. TOURISM – FACT FILE

VISITOR NUMBERS

- Between 1980 and 2018, the number of inbound visits to the UK increased by 205%.
- The number of outbound visits from the UK increased by a greater proportion – 310% over the same period.
- There were **40.9 million inbound visits** to the UK in **2019 (37.8m in 2023)**.
- London was the most popular destination in the UK, attracting 50% of all visits (the British Museum is the most popular visitor attraction)

LONDON



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VisitBritain and VisitEngland

They are both parts of the British Tourist Authority, which was established by the Development of Tourism Act 1969.

- Following the 2015 Spending Review, the Government clarified the distinction between VisitEngland and VisitBritain



- **VisitBritain** is responsible for the promotion of Great Britain as a tourism market (including England, Scotland and Wales) to overseas markets. In 2023, its total budget was £19.9 million.
- **VisitEngland** is responsible for developing tourism in England, through closer working between local destination organisations. VisitEngland budget in 2023 was £7.1 million

Primary Heritage Agencies

- Department for Culture, Media and Sport
- Museums, Libraries & Archives Council
- English Heritage
- National Trust
- Collections Trust
- Individual heritage organisations and sites
- Funding organisations
- Heritage Lottery Fund

3. ORIGINS

- The XVII century marked a watershed for British cultural heritage: personal collections of both artistic and natural objects became fashionable (as a consequence of **the Grand Tour** and of scientific progress)
- The British Museum (1753) was the first national public museum in the world

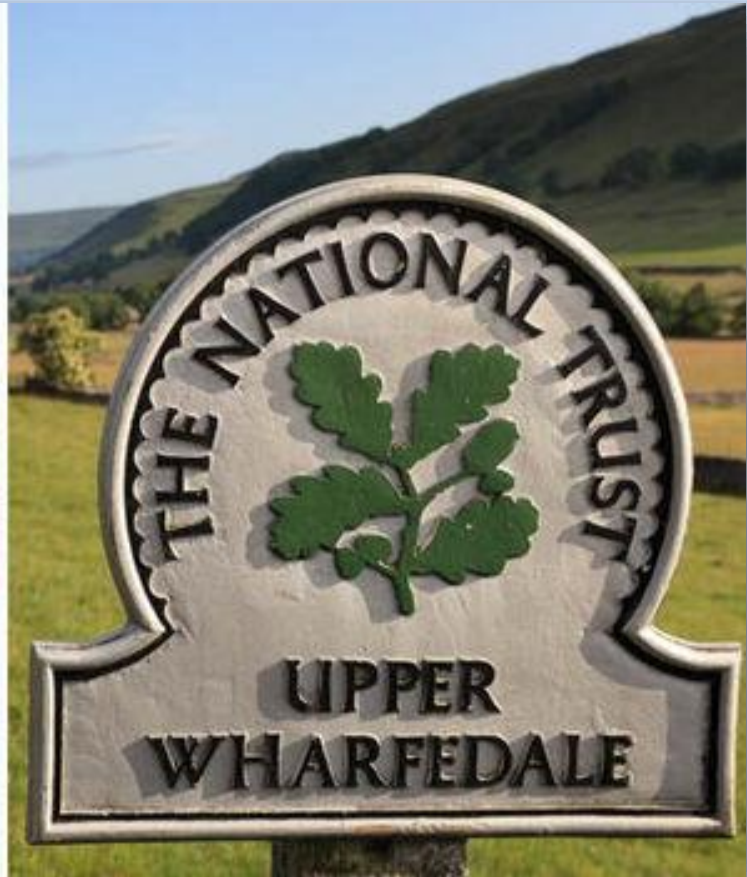
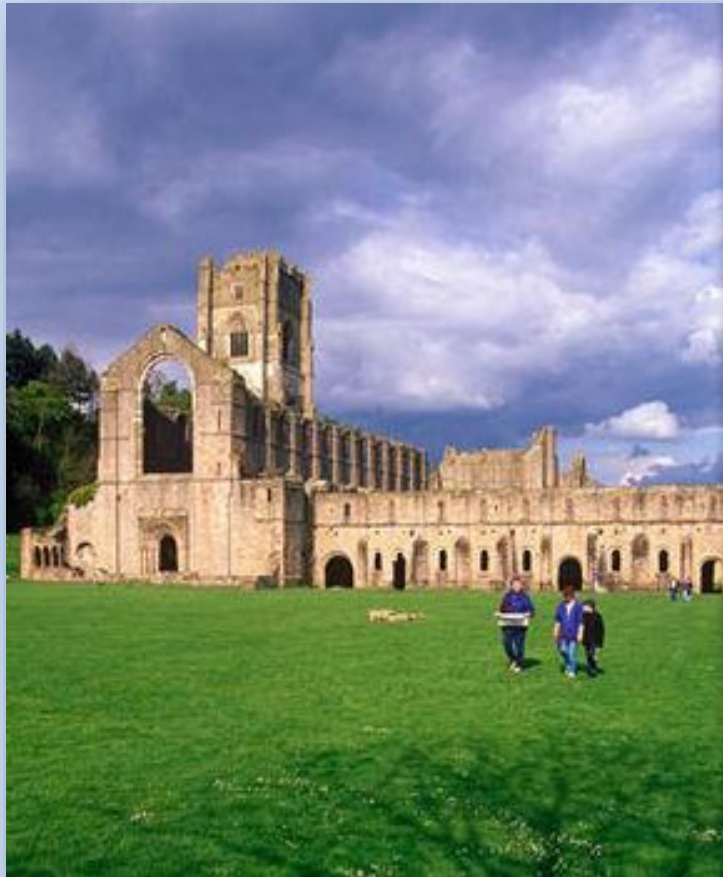
- The XIX c. saw a growing interest in the care of ancient buildings and sites, as well as in the preservation of the countryside.
- For the art critic and philanthropist **John Ruskin** (1819–1900), conservation of the past could help to promote a common culture and social cohesion, and it was his vision of heritage as an ‘anchor’ that began to link environmental issues to politics.
- **National Trust** for Places of Historical Interest and Natural Beauty (1895) and magazine *Country Life* (1897)
- The countryside became **a rural dream**

4. The National Trust

- The National Trust was set up in 1895 by Sir Robert Hunter and Octavia Hill with the aim of preserving not only grand country houses, but also rural vernacular buildings.
- Today, it also protects **historic landscapes**, such as the **Lake District**, as well as **historic urban properties and nature reserves**.
- Its statutory powers extend to Wales and Northern Ireland, but Scotland has a separate National Trust of Scotland (1931).



- The Trust's logo of an oak leaf was taken from a medieval symbol on a beam in one of the first cottages to be protected.
- Independent charitable organisation
- Working to preserve the UK's buildings, countryside and coastline
- Educating the UK population about the importance of the environment
- 3.56m UK members



THE NATIONAL TRUST

for ever, for everyone

5. THE COUNTRY HOUSE

- In the mid-twentieth century the National Trust became more involved with the preservation of historic country houses or stately homes.
- Throughout the twentieth century the high maintenance and restoration costs led to many being sold or destroyed. Others were given to the National Trust in order to avoid the payment of death duties.

- The houses that remain independent have had to adapt to survive. Some opened their doors to the general public and developed other attractions.
- Tourism has led to demand for refreshment and souvenirs, and many houses opened tea rooms and gift shops.



- Other houses have been converted into hotels, schools, hospitals, museums and prisons.
- Several country houses also hold licences for weddings and civil ceremonies, while others have become popular locations for films and TV series.

It still remains **a powerful symbol of national heritage**, a kind of paradise lost.



Highclere Castle, Berkshire (*Downton Abbey*)

6. ENGLISH HERITAGE

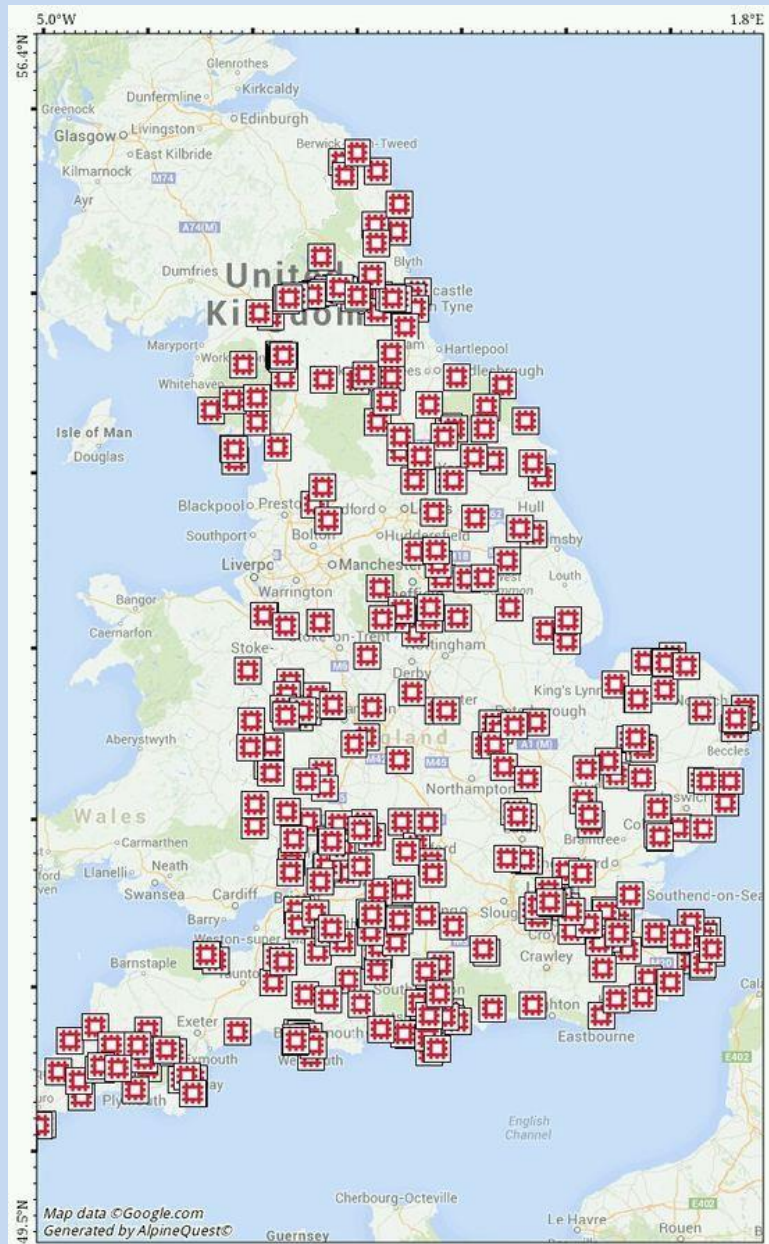
Government's adviser on the built environment:

- Advises on the preservation of the Historic Environment
- Promotes public engagement
- Promotes education and research
- Maintains registers of the UK's historic buildings, monuments, landscapes and battlefields
- Manages the Blue Plaque scheme



Today it manages over 400 historic monuments, buildings and places (prehistoric sites, medieval castles, Roman forts and country houses), including Stonehenge, Dover Castle, and the best preserved parts of Hadrian's Wall.





English Heritage Sites

Listed buildings

The English Heritage also registers listed buildings (around **half a million** buildings currently listed in the UK). This means they cannot be demolished, extended or altered without special permission from the local planning authority.



There are **three types** of listed status for buildings in England and Wales:

- **Grade I:** buildings of exceptional interest.
- **Grade II*:** particularly important buildings of more than special interest.
- **Grade II:** buildings that are of special interest, warranting every effort to preserve them.

Blue Plaques

- Scheme to mark the buildings inhabited by famous historical figures
- Based in London
- Running for over 140 years
- Nominated by members of the public



Privately-owned Heritage in the UK

- The majority of British Heritage is in private ownership (rather than in the ownership of English Heritage, National Trust and the Government).
- There are more than 1,500 privately owned historic houses, castles and gardens around the UK.
- Many are operated as commercial attractions, 4 out of 5 operate at a loss.

7. The GREAT Britain campaign






The GREAT campaign is the government's major branding campaign to promote the UK as a destination for tourists, trade and investment and students, in order to secure economic growth.



- It was launched in **2012**, a special year: the Queen's Diamond Jubilee and the London Olympics.
- The campaign's ultimate goals of boosting UK **jobs, investment and growth**.
- So successful, that it's been re-funded and expanded.
- The GREAT brand has a current value of **£271m** and has received 69 national and international awards to date.

GREAT

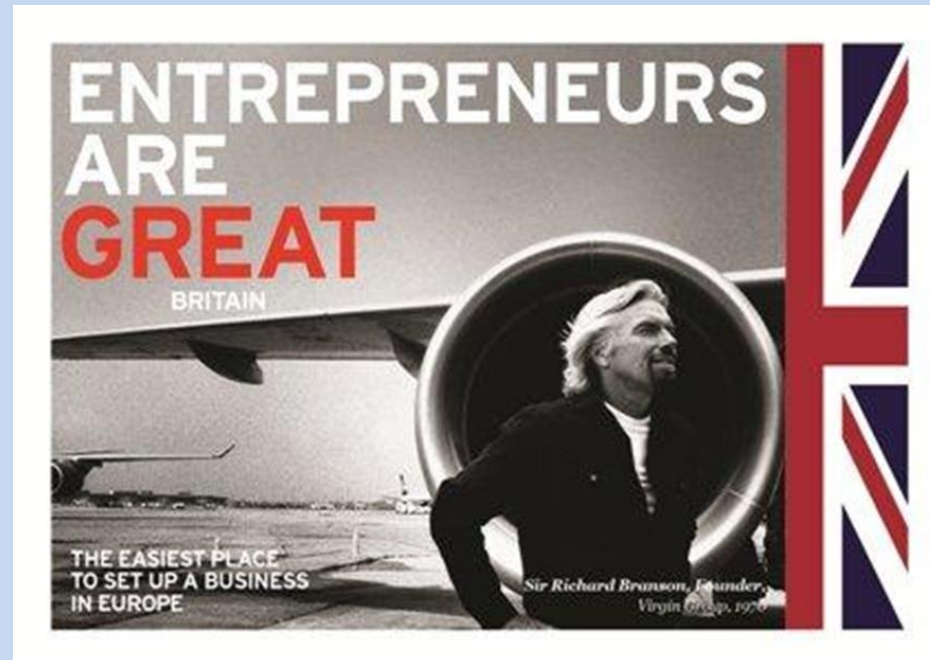
BRITAIN

	Investment and Goods & Services	Tourism	People & Skills
Responsible Department	 Foreign & Commonwealth Office  UK Trade & Investment	 VisitBritain [®]  VisitEngland [™]  Department for Culture Media & Sport	 BRITISH COUNCIL

Governmental organizations involved

Investment

- to encourage the inflow of foreign direct investment into Britain from around the world. This is being achieved through events and targeted advertising that promote the benefits and ease of doing business in the UK.



BUSINESS IS

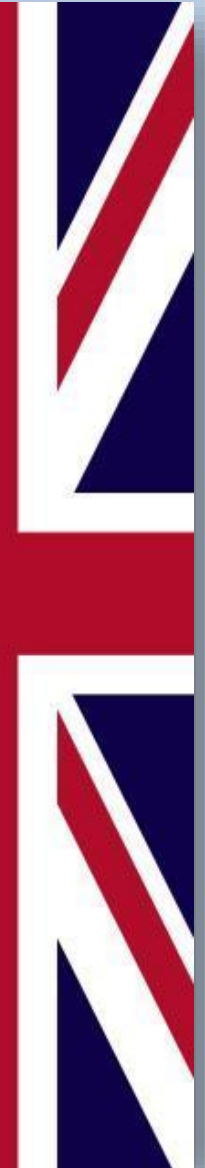
GREAT

BRITAIN

From accountancy and law to advertising, Britain leads the way in business services. For a highly skilled, customer-focused workforce, choose the UK.

*The Shard
London*

gov.uk/ukti



CREATIVITY IS GREAT

BRITAIN

With thousands of iconic locations and world-class talent both on and off screen, make your next film in the UK.

gov.uk/ukti

Harry Potter

© 2011 Warner Bros. Entertainment Inc. All rights reserved. Harry Potter and the Deathly Hallows - Part 2



Goods and services

- It promotes the export and sale of British goods and services around the world. The UK is the sixth largest trading nation exporting worldwide.
- It highlights the UK's strengths in areas such as creative industries, advanced engineering and technology as well as its advantageous position as a business hub between East and West.

TECHNOLOGY IS GREAT

BRITAIN & NORTHERN IRELAND



Robothesplan engages and entertains audiences worldwide with bespoke content and immersive interactivity. For world-class expertise that delivers unbeatable visitor experiences, choose the UK.

Robothesplan
Engineering Ltd



ENGINEERING IS GREAT

BRITAIN & NORTHERN IRELAND



Restored by British industry, The Silver Spitfire embarks on a world's first global circumnavigation around the world as an iconic symbol of aerospace engineering. For world-class expertise, choose the UK.

The Silver Spitfire

www.great.gov.uk



INNOVATION IS GREAT

BRITAIN



85 NOBEL PRIZES IN SCIENCE AND TECHNOLOGY ALONE

Touch Bionics
Livingston, Scotland

www.ukt.gov.uk



Tourism

Drawing on the key triggers for travel to Britain – **culture, heritage, and countryside** – alongside shopping, food, sport, adventure and music, the GREAT Britain campaign has three simple aims, to:

- Build awareness of Britain's attractiveness as a tourism destination among those who have not yet visited Britain
- Encourage prior visitors to return
- Provide a series of opportunities and incentives – working in partnership with the private sector – to visit Britain now

Domestic Tourism

- The campaign began by using famous Britons in a series of print, television and on-line advertisements to promote various aspects of British cities, countryside and cultural experiences. The primary focus is on British pride, history and nostalgia.



**AMAZING MOMENTS
ARE CLOSER THAN
YOU THINK #OMGB**

Start your journey at homeofamazing.com

#OMGB
HOME OF AMAZING MOMENTS

GREAT
BRITAIN'S MOST DISCOVERED COUNTRY

© 2012 Home of Amazing Moments
St Mary's, Isles of Lundy, Cornwall, England

#OMGB
GREAT BRITAIN. HOME OF AMAZING MOMENTS

THE OLD SPANISH WINE
Great Food
Great Culture & Arts
Great Views from 15th

WELCOME TO
GREAT
BRITAIN

Shopping in medieval Britain
The Shambles, York, England
www.visitbritain.com

International Tourism – first phase (2012)

- First phase of tourism awareness campaign (14 cities in 9 countries), in early 2012: Wrapping a New York subway train in the Union Flag. Filling Grand Central Station with GREAT Britain images. Inundating Delhi with 100 GREAT branded taxis.



International Tourism – first phase

- In October 2012, in conjunction with yet another British milestone, the 50th anniversary of James Bond's screen debut, a major Bond-themed campaign was launched.



Post-2012





The GREAT campaign budget allocated to VisitBritain from DCMS is £60 million in 2020/21.

HERITAGE IS GREAT

BRITAIN

THREE OF THE TOP FIVE MUSEUMS
AND GALLERIES IN THE WORLD

*Portrait of Henry VIII, 1540
By Hans the Younger Holbein*



HERITAGE IS GREAT

BRITAIN

Beaumaris Castle
North Wales

With thousands of the world's most famous castles
to discover, explore Britain and step into history.

visitbritain.com



COUNTRYSIDE IS GREAT

BRITAIN

SOME OF THE WORLD'S MOST
INSPIRING LANDSCAPES

*Glenfannich Viaduct
Scotland*

www.visitbritain.com



People & Skills

The British Council supports GREAT by promoting the UK as a destination of study and attracting the world's top students. Many of them will go on to stay to later support the British economy or ultimately invest themselves.



ENGLISH IS GREAT
BRITAIN

ENGLISH IS THE FIRST LANGUAGE OF INTERNATIONAL BUSINESS

LITERATURE IS GREAT
BRITAIN

OVER HALF OF THE WORLD'S CHILDREN STUDY SHAKESPEARE



EDUCATION IS GREAT
BRITAIN & NORTHERN IRELAND

International graduates of British universities significantly improve their career prospects and earning potential. Study in the UK and enjoy the rewards.

Christ Church Library University of Oxford

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