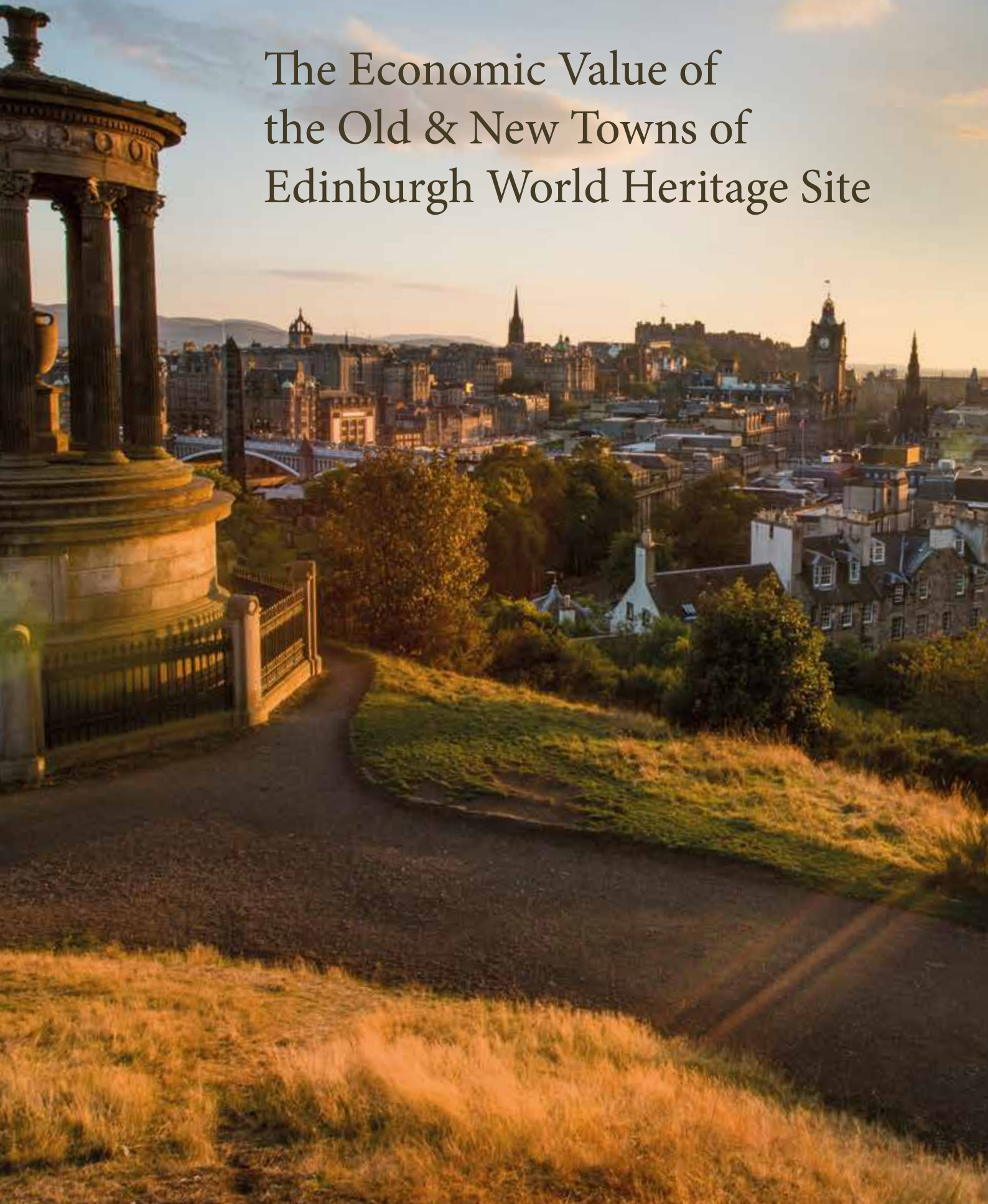




The Economic Value of the Old & New Towns of Edinburgh World Heritage Site



In recent years, successive governments have challenged the heritage sector to demonstrate economic value. Edinburgh World Heritage has worked with Dr Spiros Batas to produce an economic valuation of the Old and New Towns of Edinburgh World Heritage Site.

The project had **three main aims:**

1. To explore, through survey and analysis, the value placed on the Edinburgh World Heritage Site by those who live, work in or visit the city.
2. To establish the extent to which residents, businesses and visitors would support (in the form of a voluntary notional value or by other means) the conservation, maintenance and restoration of the Edinburgh World Heritage Site.
3. To establish the contributing factors that influenced how the Edinburgh World Heritage Site is valued.



To achieve these we used the UK Treasury's favoured methodology, contingent valuation (CVM), to devise a survey testing the notional monetary value placed by residents, businesses and visitors on the World Heritage Site. The survey was answered by almost 1,000 respondents. As well as providing us with a precise measure, this also gives us a cost-benefit ratio of the type that the Treasury and others use to understand the value of heritage assets.

The work demonstrates the breadth and depth of support for the World Heritage Site from residents, businesses and visitors, and illustrates that heritage is a highly valued part of people's lives. The report has four main findings:

1. The majority of residents and visitors are willing to support the conservation, maintenance and restoration of the World Heritage Site, and attach an economic value to it of between £1.2 - £1.4 billion.
2. Although businesses are less likely to state a monetary value, they were more likely to commit higher amounts, on average, than residents and visitors.
3. Commitment to the Edinburgh World Heritage Site was demonstrated across the socio-economic spectrum.
4. Edinburgh's World Heritage Site is seen by the respondents both as a public good that should leave a long-term legacy for future generations, and as part of a strategy to support the development of local communities.

Dr Batas was supported in his work by Dr Rebecca Madgin, Professor Irvine Lapsley, Dr Reka Plugor, volunteers from the School of History, Classics and Archaeology at the University of Edinburgh, EWH intern Agnieszka Kowalczyk, Emanuele Costa.

Survey Results

The report shows that Edinburgh's World Heritage Site is valued by its people for a range of reasons. The World Heritage Site was seen by the respondents both as a public good that should leave a long-term legacy for future generations, and as part of a strategy to support the development of local communities. More than two thirds of residents and visitors are willing to support the conservation, maintenance and restoration of the World Heritage Site, and more than nine out of ten of those who live and/or work in the city believe that the World Heritage Site is of benefit to Edinburgh.

Key Results

96% of respondents felt that heritage is beneficial for the city of Edinburgh.

Support for the World Heritage Site was demonstrated across the population as people of different ages, genders and with different levels of income were willing to commit a value to the conservation, maintenance and restoration of the World Heritage Site.

Only 4% of respondents believed that they would not derive any personal benefit from the conservation and repair work.

- The majority of residents (67%) have a desire to preserve and enhance the World Heritage Site that is matched by a willingness to pay.
- Visitors are willing to commit an equivalent of 26% of their daily spend to supporting the World Heritage Site.
- The ability and willingness of business to pay is directly related to the business's profitability.
- Those who were unwilling to pay still thought that heritage deserved support from government.

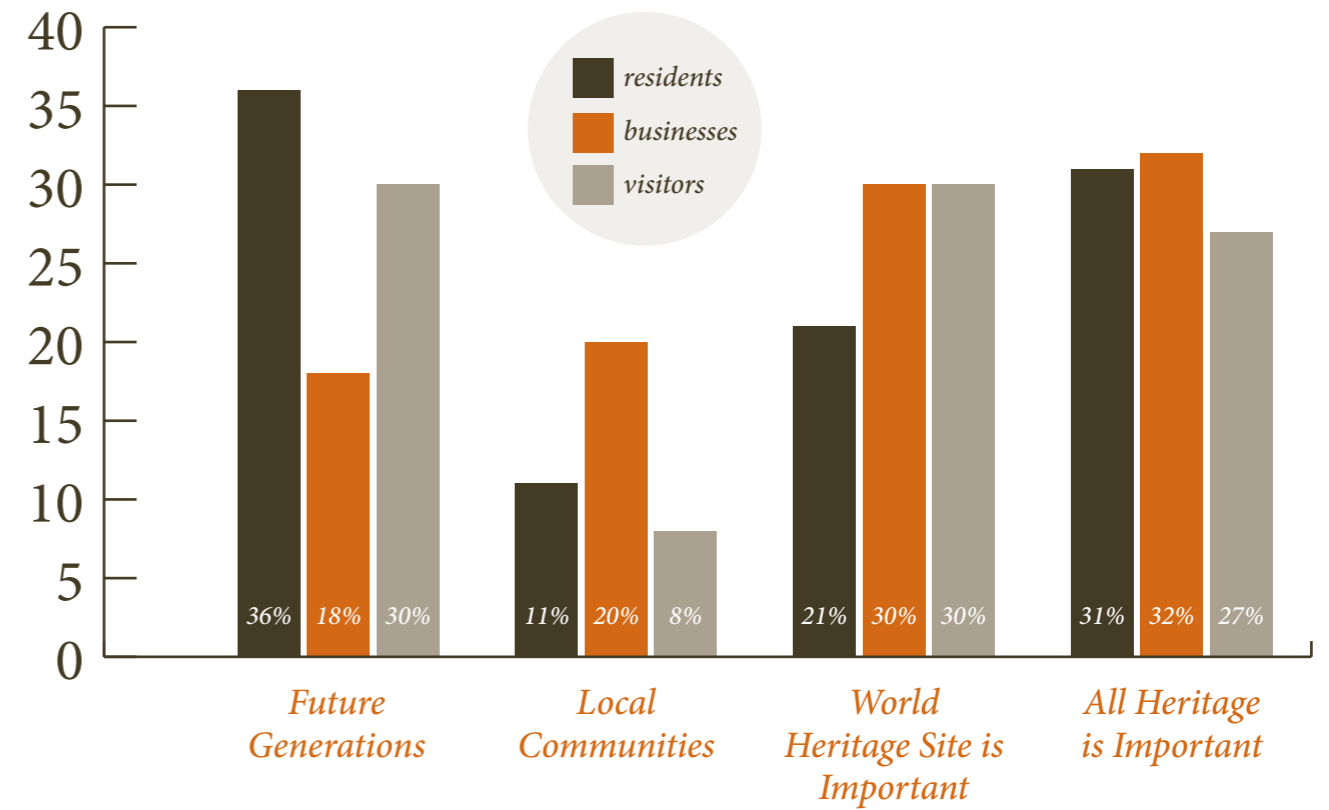
The report demonstrates the correlation between awareness and a desire to support the conservation, maintenance and restoration of the World Heritage Site.

- If residents had heard of the World Heritage Site they, on average, placed a value 64% higher than those who had not heard of it towards its conservation, maintenance and restoration.
- If businesses had heard of the site they, on average, placed a value 45% higher than those who had not heard of the World Heritage Site,
- If visitors had heard of the site they, on average, placed a value 9% higher than those who had not heard of it towards its conservation, maintenance and restoration.

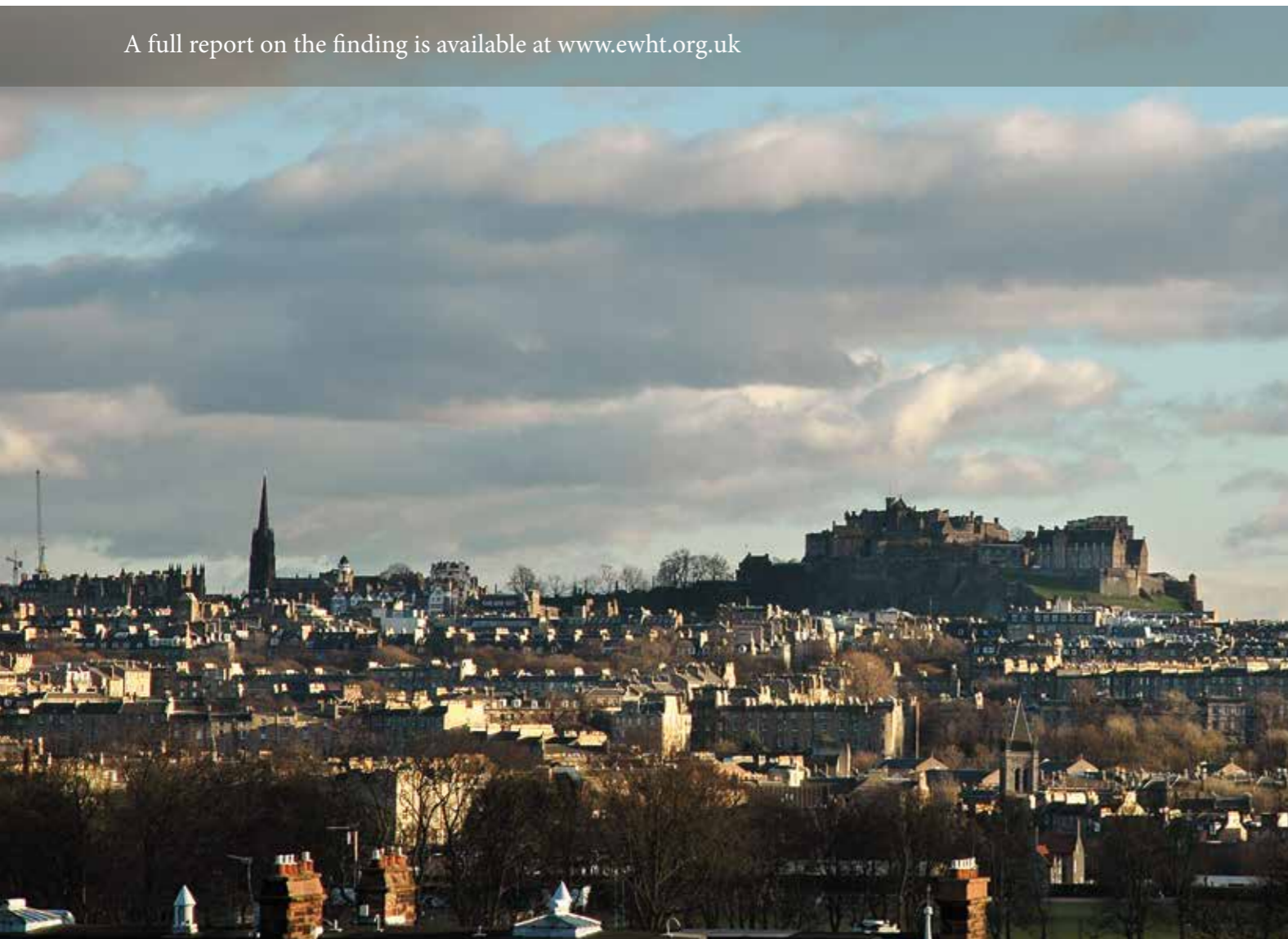
Economic value and benefit-cost ratio

- The survey, using contingent valuation methodology, gives a total economic value to the World Heritage Site of between £1.2bn and £1.4bn. This does not include the economic activities that the World Heritage Site supports.
- By comparison, the Louvre in Paris was paid around £800 million by Abu Dhabi for the rights to use the name for a museum in its Saadiyat Cultural district, and for art loans, special exhibitions and management advice.
- The benefit-cost ratio of the World Heritage Site, based on a notional £6 million public realm project for the financial year 2015/16 in George Street is 12.75. This demonstrates that funding for the World Heritage Site is highly competitive in terms of its long-term benefit.

Reasons for supporting Edinburgh's World Heritage Site

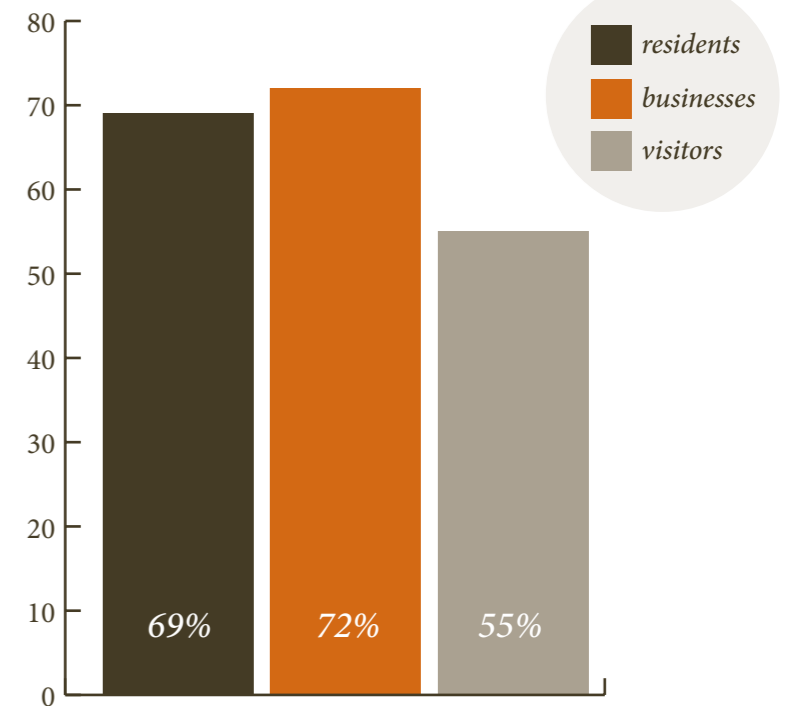


A full report on the finding is available at www.ewht.org.uk



The report demonstrates the variety of attachments that those who live, work and visit the city have to the World Heritage Site. Both residents and visitors recognise the long-term benefit of conserving heritage. That benefit is also acknowledged in the reasoning of those who were not willing to pay, as they stated that the government should pay for the conservation of the World Heritage Site. In that case heritage is seen by the respondents both as a public good that should leave a long-term legacy for future generations, and as part of a strategy to support the development of local communities. Respondents recognised the capacity of the World Heritage Site both to anchor communities and to provide for future generations.

% of respondents who felt conservation should be financed by the public/private sector





Recommendations

- Government should continue to enable and support the long-term maintenance of the World Heritage Site. The overwhelming message from across the socio-economic spectrum is that the World Heritage Site is deeply valued.
- Greater awareness of the World Heritage Site is needed to encourage greater local investment. The evidence is that the emotional value placed on the World Heritage Site drives investors' financial decisions
- World Heritage should be used as a tool to support social cohesion across the city. Support for the World Heritage Site crosses socio-economic boundaries.
- Policies should be shaped to encourage and incentivise positive investment in heritage. Such investment has long-lasting, proven benefit for the city.





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