HELPING OUR HERITAGE TO BE FIT FOR THE FUTURE

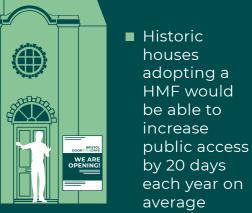


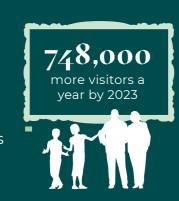
ACTION: REFORMING HERITAGE MAINTENANCE FUNDS

Independent analysis commissioned by Historic Houses indicates that reducing income tax on HMFs to 20% would be the most cost-effective means of conserving independent heritage for public benefit. This targeted reform would generate funding to tackle the £1.38bn conservation backlog, while guaranteeing public access, generating economic growth and supporting people's health and wellbeing.

WE THEREFORE CALL ON THE GOVERNMENT TO REDUCE INCOME TAX ON HERITAGE MAINTENANCE FUNDS TO 20%

Increased public access





Delivers a net economic benefit

- Reducing income tax on HMFs to 20% would generate a net benefit for the UK economy of £85.5m by 2023
- Exchequer revenue would increase by £4.6m by 2023. This would offset part of the static costs to the Exchequer

Increased tourism spend

 Additional visitors to historic houses would spend an extra £11.4m

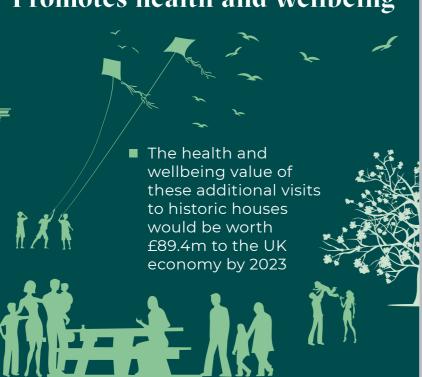


Driving regional economic growth

- 26m annual visits to Historic Houses places generate £1bn in visitor spend, £720m of which is spent 'off site' in local towns and villages
- Nearly 50% of goods and services purchased by Historic Houses places is with local suppliers
- Historic Houses places generate 33,700 FTE jobs, injecting £496m into the economy as GVA









COST OF INACTION

Now is the time to give our country's irreplaceable historic houses the tools they need to drive growth and support our communities. If nothing is done:

- We risk irreversible damage to our unique heritage, which forms the backbone of our thriving tourism industry
- The £1.38bn conservation backlog of outstanding repairs will continue to grow
- Erosion of public access would lead to an economic loss of £34.8m by 2023, including £25.5m in lost tourism spending