



The Heritage Alliance

Making a difference Our vision for inclusion

Heritage is all forms of human creativity handed down from past generations, forming the historic fabric of the environments in which we live and work.

Our irreplaceable heritage is a powerful force in the 21st century, stimulating economic growth, offering personal and social benefits to individuals and communities and bringing people together.

The Heritage Alliance is the largest coalition of heritage bodies in the UK, and is committed to promoting and realising this power.

As The Heritage Alliance's overarching manifesto Making the Most of Our Heritage declares, our historic inheritance provides a catalyst to empower the British public, and all can benefit from it.

The heritage of England and all its people

- defines the nation, with all its diversity, yet provides an identity through shared pasts that strengthen our common life
- encompasses the distinctive character of regions and local places, as well as a range of personal interests, cultural backgrounds and identities, giving people a strong sense of belonging and involvement
- provides individual emotional engagement and fulfilment, whether through schools, lifelong learning, participation and employment; as well as providing inspiration and enjoyment
- enables people to develop personal and professional skills through voluntary engagement with investigating, caring for and managing heritage
- attracts large numbers of inbound and domestic tourists every year, to the benefit of the UK and local economies, and promotes visiting and exploration within the country.

Find out more about our work here:
www.theheritagealliance.org.uk

Heritage connects past, present and future generations

- emphasising past experiences that continue to shape the nation, such as the movement of people to this country
- contributing to what will be the heritage of future generations, meaning England's heritage is one that everyone can share, today and tomorrow
- linking individuals and groups into a shared heritage, to be explored and enjoyed by all
- playing a crucial role in looking after this essential, and irreplaceable, national resource.

Increased access and understanding of heritage is essential if all sections of society are to enjoy this vast resource.

The Heritage Alliance will work to achieve this by

- representing The Heritage Alliance's members in the formulation of national policy and initiatives in heritage, especially where they relate to inclusion and diversity
- ensuring that The Heritage Alliance's members are able to influence and get involved in inclusion initiatives
- enabling members to share expertise and experiences in diversifying engagement with heritage
- participating in promoting good practice, using print, online and broadcast media as the tools of advocacy.

We call on the Government to support our work by

- protecting the Heritage Lottery Fund's share of the Lottery
- ensuring that funders' programmes are longer term and less project-based to develop properly the capacity and skills of the heritage sector
- ensuring that the opportunities afforded by the heritage and the historic environment of our nation form an important part of learning through the National Curriculum and in lifelong learning
- maintaining support for cultural learning opportunities in which heritage is an integral part
- capitalising on the opportunities presented by the 2012 Olympics to spread the benefits around the country.