

## **Response from The Heritage Alliance**

### **1. Background**

#### **1.1 The Heritage Alliance**

The Heritage Alliance is a non-government organisation and the voice of the independent heritage movement. It is the largest coalition of heritage interests in England. The Heritage Alliance represents 99 Member organisations – major national and regional non-Government organisations- which are in turn supported by over 6.3 million members, volunteers, Trustees and staff. Heritage Alliance Members range from specialist advisory bodies to national funding bodies and organisations leading regeneration and access projects. They represent academics, practitioners and managers, volunteers and owners. Their specialist knowledge and expertise across a huge range of issues – planning, funding and access – is a highly valuable national resource, much of which is contributed on a voluntary basis for public benefit. Together its members own, manage, and care for the vast majority of England's historic environment.

#### **1.2 The National Lottery and the Heritage Lottery Fund**

Since its launch 20 years ago The National Lottery has raised over £32 billion for good causes, supporting 450,000 individual projects. The HLF receives 20 per cent of National Lottery good causes income. Since 1994, HLF has invested £6.1 billion in almost 40,000 heritage projects across the UK. The £400 million the HLF invests into the heritage sector each year has a hugely positive effect on heritage, people and communities across the UK.

The Heritage Alliance is currently rolling out the 'Giving to Heritage' fundraising training programme, in partnership with the Institute of Fundraising and with funding from the HLF. We believe this two year programme has the potential to transform the independent heritage sector by strengthening the financial resilience of independent heritage organisations through helping to diversify its sources of income in an increasingly competitive market. The programme is part of the £3 million Catalyst initiative, a partnership initiative between HLF, DCMS and Arts Council England to encourage more private giving to culture and heritage, and to build the capacity and skills of cultural and heritage organisations to fundraise from private donors, corporate sources, trusts and foundations. Giving to Heritage is a largest of the 9 Catalyst grants awarded - £499,800.

#### **1.3 People's Postcode Lottery**

THA has experience of society lotteries through the People's Postcode lottery which this year will contribute £125,000 to Heritage Open Days, which are run in partnership between THA, National Trust and the Civic Trust. Heritage Open Days is now in its 20<sup>th</sup> year and attracts three million visitors to 4,600 events.

### **2. The Heritage Alliance's position**

While we acknowledge the significant financial support that the HLF gives to the heritage sector in the UK, we also recognise the valuable contribution of society lotteries to good causes. Society lotteries are continuing to increase their revenues every year in a challenging fundraising climate. Often those who take part in society lotteries become long-term donors

and supporters to heritage causes. We believe having one national lottery, together with a distinct society lottery sector is complementary to supporting the work of charities and voluntary organisations across the UK.

THA would be wary of any moves that would complicate the clear distinction in the public's mind between the National Lottery and other societies in a deregulated wider lottery sector. For example an increase in the caps on prizes and limits on proceeds for society lotteries may allow them to raise more funds but they would also be competing with the National Lottery. This competitive environment could have a negative impact on the overall money raised for good causes, including heritage

In particular we would emphasise the experience and expertise that the HLF has built up over the years in evaluating heritage fund applications and distributing funds to a wide range of heritage projects, including community projects and long term capital and strategic investments. Any not for profit group can apply for HLF funding from £3,000 to over £5 million. THA values the 20 years of continuity, experience and expertise that the HLF provides. This allows the HLF to be strategic in its grant making and enables them to respond to the needs of the heritage sector.

The HLF is also accountable to Parliament for its decisions and runs an open and transparent application process to ensure funding is accessible throughout the UK. Information on where the money goes is publicised. This is a model that enjoys considerable public trust. If there is to be any change in the rules for society lotteries then this should include a requirement for transparency about the proportion of proceeds going to good causes. We would also be concerned that any blurring of lines between lotteries and other forms of gambling such as betting (including betting on the outcome of a lottery rather than participating in the lottery itself) could erode public trust in The National Lottery, thus undermining performance and leading to lower returns to heritage causes.

THA would welcome an independent impact assessment of changes in lottery regulations to heritage funding before any changes are made.

For further information about our response, please contact either

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