

**Culture White Paper**  
**THA response**  
**18 December 2015**

**The**  
**Heritage**  
**Alliance**

1. About the Heritage Alliance
2. Introduction
3. Summary of ideas
4. The four themes
  1. Places
  2. People
  3. Funding
  4. Cultural Diplomacy
5. Conclusion

Attachments: THA membership 2015; THA response to A Country that Lives Within its Means (CSR 2015).

## **1. About The Heritage Alliance**

The Heritage Alliance is the largest coalition of non-government heritage interests in England, bringing together over 100 independent organisations which are in turn supported by well over 7 million members, volunteers, trustees and staff. Member organisations range from the National Trust, English Heritage, Canal & River Trust and the Historic Houses Association, through the historic environment arms of the main professional institutes and all the National Amenity Societies, to a range of smaller specialist bodies. There is also a substantial transport heritage element. Together they own, manage and care for the vast majority of England's heritage.

## **2. Introduction**

The Alliance welcomes this overview of the cultural sectors and review of the Government's role in supporting them to achieve even greater national benefit. Over the past five years the heritage sector has created a compelling body of evidence demonstrating the economic, social, cultural and environmental impact of our heritage which we trust will be reflected in the Government's overall vision and agenda for the future.

The Chancellor's reply to the Alliance's comments on Fixing the Foundations<sup>1</sup> confirmed the Government's commitment to protecting our heritage assets and to the key principle of sustainable development. Cultural Heritage Counts for Europe<sup>2</sup>, an initiative modelled on

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<sup>1</sup> <http://bit.ly/1KYINAV>

<sup>2</sup> <http://www.encatc.org/culturalheritagecountsforeurope/outcomes/> Cultural Heritage Counts for Europe, June 2015: Europa Nostra; ENCATC (The European Network on Cultural Management and Cultural Policy Education); Heritage Europe (The European Association of Historic Towns and Regions); International Cultural Centre in Krakow (ICC); Raymond Lemaire International Centre for Conservation, KU Leuven (RLICC); and The Heritage Alliance.

the English Heritage Counts, created a graphic to demonstrate how cultural heritage - defined here as tangible and immovable assets - contributes to sustainable development via measurable impacts grouped under the four 'pillars' identified in the Hangzhou Declaration 2013.



These impacts, derived from voluntary, not-for-profit, philanthropic, developer-funded and academic decisions, are facilitated to varying degrees by the intervention of local and national government by means of policy and practice.

Government's role in supporting arts and culture has grown and changed over the last 50 years. Here the Alliance sets out the contribution heritage makes to each of the Culture White Paper's four themes with ideas how this contribution could be increased and accelerated.

### 3. Summary of ideas

#### Places

Heritage is what makes 'places' different from 'spaces', heritage makes places distinctive, full of character and attractive places to live and work. These ideas suggest how a more enabling infrastructure, the planning and heritage protection regimes and inward investment can enhance places in all their cultural richness.

1. Historic England, as the Government's adviser on the historic environment, should focus on its unique functions while working through other organisations including local authorities, owners and the independent heritage bodies to achieve wider objectives.
2. We commend Historic England's support to Heritage 2020 as an innovative unifying framework, unique in the cultural sector, to encourage public, professional, private and charitable organisations including Historic England to work together on agreed priorities.
3. We commend the work of the Historic Environment Forum's Heritage Protection Reform Group which is working with DCLG and DCMS ways to relieve the demand on local authorities and to boost the quality of historic environment expertise.
4. We look forward to the publication of the Review into the future of local government archaeological services.
5. The Heritage Alliance calls for a statutory requirement for local authorities to provide historic environment services including Historic Environment Record Services.
6. The Culture White Paper should call for responsible disposal policies to take account of the cultural heritage value of public buildings being transferred from government ownership.
7. The Alliance supports the adoption of measures drafted for the Heritage Protection Bill to provide greater interim protection for heritage assets under consideration for formal protection by listing or scheduling.
8. The Culture White Paper needs to set out clearly how Government will work across its Departments and with the sector to provide the safeguards that will ensure all development, including much-needed housing, remains sustainable.
9. To attract more investment into our heritage we suggest
  - extending the Building Property Renovation Allowance to buildings formerly in public service
  - realigning the legislation around Heritage Maintenance Funds.
  - establishing a scheme similar to the Listed Places of Worship Grant scheme for designated assets owned by charities.

## People

Our heritage is not only about the assets but about people and activity they inspire. Through involvement in heritage activity, people report enhanced wellbeing, skills and connectedness. Stimulating responsibility as well as sharing that experience more widely should be an objective in this section.

10. The Culture White Paper should acknowledge and support the objectives of Heritage 2020 vision for public engagement.
11. The vision set out in the Culture White Paper should promote the value of heritage to businesses, communities and individuals in order to promote responsible stewardship.
12. We would expect the Culture White Paper to support Government measures to nurture national and local involvement in volunteering.

## Funding

Building resilience in other organisations while at the same time making best use of public funding is the essential long term strategy for a smaller state to achieve its objectives.

13. A tripartite model uniting the combined strengths of a professional institute, HLF funding and the Alliance's unique reach could be replicated to address other skills gaps such as media skills.
14. HLF's strategic focus on building resilience in the heritage sector is welcome and should be encouraged as a priority in the next Framework.
15. The Culture White Paper should take account of the extensive educational provision made by the independent heritage bodies in England.
16. Consultation and collaboration in public policy-making helps make the best use of public funds.
17. Historic England grants' overall impact in building resilience and leverage should be kept in mind when reviewing the future of these support programmes.
18. Positive public messages on the importance of philanthropy should address modest donors not only high net worth individuals.
19. Broadening the definition of UK tax payer for the purposes of Gift Aid would raise the amount reclaimed by charities and indirectly involve a wider public in this form of philanthropy.

## Cultural diplomacy

Our heritage is a significant factor in attracting international investment. Using our heritage for cultural understanding at home and abroad could be taken forward through a well-targetted campaign.

20. A more positive Government attitude towards our heritage at home as well as abroad.
21. We recommend DCMS supports The Heritage Alliance with development funding to stage an impressive UK contribution to European Cultural Heritage Year or its UK equivalent.

## 4. THE FOUR THEMES

### 4.1 PLACES – IDEAS ON HOW CULTURE BRINGS TOGETHER COMMUNITIES ACROSS THE UK

*What role can and should culture play in creating places that people want to live in, work in, and visit? How can our culture and heritage help to create places that are attractive and vibrant and how should support be given to places that want to use culture to drive development and regeneration.*

Physical evidence of the past allows us to read the story of the peoples of England. All were immigrants and all have left their mark on the environment. Improving our knowledge of what happened in the past – history, archaeology, family history as well as visitor attractions and regeneration - helps us understand why England is as it is today. Our heritage, is an open history book that provides common ground nationally, regionally and locally.

Localism has given communities more powers to shape their local environment. The take up illustrates how it is places rather than spaces that bring people together and that the power of history and identity is understood by many who wouldn't necessarily see themselves as part of the heritage sector but who put enormous value on local character and quality of place. Place is a communal area of intangible and well as tangible dimensions.

The Chancellor acknowledges that 'people of talent and ambition want to live in places with great schools, good jobs, fast transport connections, sports and culture'<sup>3</sup>.

The UK Cities Culture Report<sup>4</sup> notes that cities are increasingly committed to using culture as a catalyst for regeneration, either because culture is an engine for skills enhancement or because it can create a sense of place which encourages companies to relocate and enable a city to attract talent. Cities such as Liverpool and Manchester have re-invented their image thanks to their cultural offer. The new North East Case4Culture<sup>5</sup> shows how this can be done on a regional scale while the wider devolution agenda will give other cities greater flexibility to follow their own strategy for social and economic development with culture/place-making as a major contributing factor.

At local level, the HLF's research shows that historic buildings provide a business friendly environment<sup>6</sup>. In rural areas, historic houses are still economic powerhouses in their region. Alnwick would be a centre of unemployment, rather than jobs, without Alnwick Castle benefitting from screen tourism; Broughton Hall in North Yorkshire, supports 500 jobs in businesses that prefer to locate in a historic park. The Historic Houses Association estimates that £1 billion is spent as a result of visits to its members' houses, two-thirds of which is off-site in the local - often fragile - rural economies. Superfast broadband and better mobile connectivity now means business is not limited to urban centres. Traditional farm buildings can accommodate new enterprises and jobs attracting new residents without detracting from the quality of our landscapes.

Government support to decision makers who want to use culture to drive development and regeneration is influenced largely by the organisational or advisory infrastructure in place, by planning policies and by investment incentives. The following measures would support our heritage to play an even greater role in creating places that are attractive and vibrant:

#### **4.1.1 Organisational infrastructure**

Two pioneering developments in 2015, the new English Heritage model and Heritage 2020 are changing the way our heritage is managed in England.

Government is committed to supporting the new English Heritage model. The 10% cut to Historic England arising from the Spending Review is not insignificant but nevertheless, a

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<sup>3</sup> 14<sup>th</sup> May 2015

<sup>4</sup> <http://www.corecities.com/what-we-do/publications/uk-cities-culture-report-2015>

<sup>5</sup> <http://www.case4culture.org.uk/>

<sup>6</sup> New Ideas need Old Buildings 2013

slimmer Historic England could adapt as the Treasury commends<sup>7</sup> to ‘promote innovation and greater collaboration in public services’.

**Historic England, as the Government’s adviser on the historic environment, should focus on its unique functions while working through other organisations including local authorities, owners and the independent heritage bodies to achieve wider objectives.**

Heritage 2020 is designed to give new impetus for concerted action in the heritage sector with public, private and independent interests collaborating closely, pooling intellectual effort and coordinating financial resources, to achieve far more than is possible by solo effort. Over the next five years, commitment to the Heritage 2020 framework will achieve a step change in the understanding, valuing, caring and enjoyment of the historic environment of England.

**We commend Historic England’s support to Heritage 2020 as an innovative, unifying framework, unique in the cultural sector, to encourage public, professional, private and charitable organisations including Historic England, to work together on agreed priorities.**

#### **4.1.2 Planning**

For culture to help create places that people want to live in, work in, and visit, the essential requirement is an efficient and effective planning system incorporating a similarly effective heritage protection regime to channel appropriate development into appropriate places. Businesses that depend on Britain’s built and natural heritage, including our highly productive tourism and creative industries require planning and protection systems to manage our heritage in a changing world.

DCLG, DCMS and DEFRA, their agencies and arm’s length bodies discharge Government’s commitment to the nation’s heritage for public benefit. With pressure on resources, notably local authority historic environment services, the Alliance has long supported the Government’s campaign to streamline the planning system while conserving our heritage to maximise its economic, social and environmental returns.

Development and regeneration needs to be facilitated, not frustrated, by over-stretched officers or the failure of a local authority to provide adequate planning information and advice. HM Treasury’s A Country that Lives within its Means aspires to deliver public services in a modern way that meets people’s expectations about decisions that affect them and their communities but the current market has led to de-skilling, low quality services and fails to deliver public benefit.

**We commend the work of the Historic Environment Forum’s Heritage Protection Reform Group which is working with DCLG and DCMS ways to relieve the demand on local authorities and to boost the quality of historic environment expertise.**

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<sup>7</sup> 3.3 A Country that Lives Within its Means. HMT Spending Review consultation July 2015.

One aspect needs particular attention. The National Planning Policy Framework recognises the need for expert advice and requires local planning authorities to maintain or have access to a Historic Environment Record [NPPF para.169].

Professional planning advice and a well-maintained HER are critical for local economic growth and development, by allowing commercial firms to meet statutory requirements more promptly, for specialists to provide an early indication of the impact on heritage assets, and help to prevent wasted applications, unmanaged risk (and compensation), and minimise unplanned costs and delays to development.

For the Local Authorities, properly managed information underpins their museum and archive services as well as their planning advice including that relating to agri-environment schemes. Now, with the prospect of massive asset transfer ahead, there is an even more urgent need to know and understand the significance of what assets they own.

Funding mechanisms, including whether fees could be hypothecated back to improve those services, are being explored by the Historic Environment Forum's Heritage Protection Reform Group.

**We look forward to the publication of the Review into the future of local government archaeological services.**

**The Heritage Alliance calls for a statutory requirement for local authorities to provide historic environment services including Historic Environment Record Services.**

**The Culture White Paper should call for responsible disposal policies to take account of the cultural heritage value of public buildings being transferred from government ownership.**

Similarly planning authorities should have the tools to protect our heritage for harm including neglect. The ResPublica/IPSOS Mori Poll<sup>8</sup> shows that respondents tend to associate anti-social behaviour and crime with the ugliness of a place. The tougher sentencing laws for heritage crime are welcome. Like vandalism, contempt of listing status should also be penalised.

**The Alliance supports the adoption of measures drafted for the Heritage Protection Bill to provide greater interim protection for heritage assets under consideration for formal protection by listing or scheduling.**

We welcome the Chancellor's commitment to ensuring that the principles of the NPPF continue to be applied, but note with concern that as presently drafted a number of provisions in the Housing and Planning Bill have the potential to remove heritage assets from the protection the current planning regime provides.

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<sup>8</sup> Res Public A Community Right to Beauty 2015



**The Culture White Paper needs to set out clearly how Government will work across its Departments and with the sector to provide the safeguards that will ensure all development, including much-needed housing, remains sustainable<sup>9</sup>.**

#### **4.1.3 Attracting more private investment**

This Government has played its part in safeguarding our heritage by restoring the share of Heritage Lottery Fund, by pioneering and funding the new English Heritage model, by increasing financial support to cathedrals and historic places of worship, and by extending the Coastal Communities Fund. The confirmation of the Listed Places of Worship Grant scheme in the Spending Review is very welcome. All these measures show that Government understands that a positive framework empowers others to take on more, real responsibility.

In line with the Spending Review's points 'rethinking the shape of the state' and a 'strategic approach to spending', commercial, private and charitable owners could take on greater responsibility for our national heritage, accelerated by appropriate incentives. Helping owners to help themselves would boost tourism, growth and employment in rural as well as urban areas. We suggest:

- **Extending the Building Property Renovation Allowance to buildings formerly in public service**

The disposal of public assets on an unprecedented scale will include many historic buildings and landmarks on the high street such as court houses and libraries. Although there has been a surge in community interest and empowerment, the capacity of the voluntary sector and even the development industry to take on these landmark buildings isn't sufficient to cope with such a crisis.

The Building Property Renovation Allowance (BPRA) giving 100% tax relief on renovation cost in deprived areas, has already had a positive economic and social impact on the areas it has invested in. Amending the eligibility criteria coupled with robust disposal policies would prevent historic public buildings ending up on the Buildings at Risk Register.

We suggest that the BPRA should be open to premises up for disposal that have been/are in public ownership for the provision of public services.

- **Realigning the legislation around Heritage Maintenance Funds**

Government is on record as agreeing that the most cost effective way of maintaining our heritage is through private sector stewardship. Realigning legislation regarding Heritage Maintenance Funds would enable private owners to support nationally important, publicly accessible heritage. This was intended by the original HMF legislation but changes in taxation since HMFs were first introduced in 1977 have made them much less attractive vehicles.

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<sup>9</sup> using the definition provided by the NPPF 2012



By requiring owners to put funds out of reach of their personal use and to dedicate them to the maintenance of nationally important heritage assets open to the public, HMFs transfer funds from private hands into public use and benefit.

- **Establishing a scheme similar to the Listed Places of Worship Grant scheme for designated assets owned by charities**

Sympathetic adaptation is now the primary strategy for securing the future of our listed buildings but the one big disincentive is the disparity between 20% VAT on repair, maintenance and adaptation and zero VAT on new build.

The impact of VAT adds to fundraising targets for major capital repairs and for day to day maintenance. 20% VAT limits voluntary groups' ability to take on, re-purpose and sustain responsibility for historic buildings that frequently serve a social purpose in the community.

Government recognises in principle that VAT is a burden for communities caring for their religious buildings, hence the Chancellor's continuing pledge to the Listed Places of Worship Grant scheme, now at £42m per year. Extending or developing a parallel scheme for designated assets would help charities to fulfil their primary objectives more effectively. It would support the transfer of listed buildings from public ownership to community groups and smaller charities.

A programme parallel to the Listed Places of Worship Grant scheme should be established, compensating charities for the VAT incurred on maintenance, repair and adaptation of their listed buildings.

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#### **4.2 PEOPLE - HOW PEOPLE ENGAGE WITH CULTURE AND HOW TO ENSURE EVERYONE CAN ACCESS AND EXPERIENCE CULTURE**

*How do we ensure that everyone can benefit from culture in their individual and everyday lives? How can we improve access and participation, and use culture in wider social agendas, such as education, health and well-being?*

People can't help but engage with heritage. 99.3% of England's population live within walking distance of a designated historic monument or building. One of the most accessible forms of culture, our heritage is all around us and the boundaries of what we consider heritage continue to expand. Of the 3 million or so people who enjoyed the four day Heritage Open Days in 2014, two thirds were local to what they visited while television, film and social media tend to enhance rather than replace active participation.

Historic settlement patterns mean that our heritage assets are spread across England. The RSA's Heritage Index notes that the level of heritage activity doesn't depend on having Grade I building in your backyard but, be it Warrington, Portsmouth or Blackpool, heritage is about people and activities, not just physical assets. This means that heritage activity doesn't necessarily gravitate toward London and the South East, a regional balance that HLF helps maintain by making over three quarters of its English awards outside London.

The positive impacts of engaging with heritage are well-known with the benefit to well-being deemed as equivalent to £1,646 per person per year compared with sport at £993. 80% of people surveyed in HLF's 20 Years in 12 Places research said their local heritage makes their area a better place to live<sup>10</sup>, not just for the visual appeal but also for qualities such as local pride and social cohesion. In 2015, for the first time too, Heritage Open Days is able to put a figure on the impact a visit can have on individuals' wellbeing. 85% visitors saw their wellbeing enhanced as the festival either helped them to relax (78%), keep active and healthy (71%) or made them feel better about themselves (64%).

Our heritage offers immense learning opportunities for finding out about the past. New understanding is fundamental to people's engagement with their historic inheritance and their appetite for discovery continues to increase as is amply demonstrated by the rising figures for Young Archaeologists Club, the Festival of Archaeology and Heritage Open Days.

There is a collective response as well as personal resonance<sup>11</sup>. Engaging with historic buildings, collections and artefacts can provide a route map, helping communities to understand their history and their role in broader issues. Works of architecture, engineering and craftsmanship constitute a collective memory for a community and serve as a reservoir of creative and intellectual ideas for future generations.

#### **4.2.1 The heritage sector's vision**

Improving access and participation especially by new audiences has long been a strategic aim for the heritage sector.

Figures from DCMS' Taking Part Survey show that this is bearing fruit. Already far ahead of European participation levels, 73% of adults in England visited a heritage site at least once in the past 12 months (2014/5), 3% higher than in 2013. There are statistically significant increases in participation amongst the lower socio-economic groups, black and ethnic minorities and the disabled between 2014 and 2005/6 when the survey began.

There is still more to do. The Heritage 2020 Working Group on public engagement sets out its vision thus:

- By 2020 public engagement levels will be significantly higher, especially among currently under-represented groups, as a result of programmes and strategies which promote people's entitlement to connect with the historic environment.
- A more diverse range of people will be working or volunteering to care for the historic environment and making a formal commitment through membership of national and local heritage bodies.
- Communities will be more actively engaged in the planning system as it affects the historic environment. For example through producing local lists, conservation area appraisals and Neighbourhood Forums as well as through commenting on planning proposals.

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<sup>10</sup> HLF 20 Years in 12 Places 2015

<sup>11</sup> ComRes November 2015

- The potential of formal and informal education to increase participation among children and young people will be better understood and sustainable programmes/resources will be established to link heritage organisations to local schools.
- There will be stronger links between the historic environment sector and a wider range of non-heritage organisations sharing similar objectives, with the benefits people experience from engaging with the historic environment understood, resourced and delivered in a wider strategic context.

**The Culture White Paper Alliance should acknowledge and support the objectives of Heritage 2020 vision for public engagement.**

#### **4.2.2. Spreading responsibility**

Growing participation by the widest possible public is an area where the independent heritage movement in the UK - outgoing, educational, community-orientated and empowered by volunteering – can offer millions of opportunities for accessing and experiencing heritage.

The Alliance's 100 strong membership includes the National Trust (42m members and 60,000 volunteers), English Heritage (892,000 members). Altogether the Alliance's membership can count on a formal affiliation of well over 7 million members, volunteers, Friends, Trustees and staff. This is a huge network of people already committed and many other organisations - Canal & River Trust, Historic Royal Palaces but also the Association of Independent Museums and Heritage Railways Association - operate heritage resources that draw in many more millions.

Expanding but also deepening that engagement is now an urgent priority. Moving people along the spectrum from spectators and visitors to become active volunteers, committee members, trustees, project managers and fundraisers, is part of getting people to take on more direct responsibility for our heritage.

**The vision set out in the Culture White Paper should promote the value of heritage to businesses, communities and individuals in order to promote responsible stewardship.**

Almost 70% of UK adults<sup>12</sup> believe that local organisations such as charities, religious groups and heritage sites are important to their local communities. Heritage groups, in bringing together communities of interest as well as communities of place, create social capital out of these connections and activities. The heritage movement being characterised by a high number of volunteers - some half million a year - plays a positive role in building community resilience by mobilising this particular form of civic engagement.

**We would expect the Culture White Paper to support Government measures to nurture national and local involvement in volunteering.**

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<sup>12</sup> Ecclesiastical Insurance Group Community Census 2013

### **4.3 FUNDING – BUILDING FINANCIAL RESILIENCE IN CULTURAL ORGANISATIONS AND NEW FUNDING MODELS**

*What do we need to do to build financial resilience in cultural organisations and institutions, both public and private, through new funding models and the encouragement of philanthropy, to enable them to survive and prosper in a tough economic and financial climate?*

Capacity building is identified as a strategic priority within the Heritage 2020 framework to grow a vigorous infrastructure of proactive, reliable and resilient organisations. As the umbrella body for the independent heritage bodies, financial resilience is front of mind for the Alliance. Its 100 strong membership illustrates the bottom-up nature of the independent heritage sector:

- 4 have a turnover of over £15m
- 14 have a turnover of between £1m-15m
- 18 have a turnover of £250k- £1m
- 26 have a turnover of 50- £250k
- 38 have a turnover of under £50,000

Much of our effort to build financial resilience focusses on unlocking funding and developing skills particularly for the smaller bodies. We share good practice through our far reaching e-bulletin Heritage Update and our Advocacy Groups. Our online Heritage Funding Directory (2007) offers a comprehensive, free guide to potential sources of support, financial and otherwise for heritage projects in the UK.

#### **4.3.1 New models**

Our major £500k two-year training programme Giving to Heritage 2014-6 under HLF's Catalyst Umbrella programme is delivered in partnership with the Institute of Fundraising. It is delivering practical training through 100 regional workshops, one to one consultancy sessions and a range of on-line resources. So far the workshops alone have reached 1000 people in nearly 500 organisations two thirds of which are 'small' ie 1 to 5 employees and with a turnover of under £250k.

**This tripartite model uniting the combined strengths of a professional institute, HLF funding and the Alliance's unique reach could be replicated to address other skills gaps such as media skills.**

Knowledge and expertise also contribute to resilience, an area where the independent heritage movement has an outstanding record for self-help and sharing, making information and skills available through events and training. Examples range from traditional building crafts training (National Heritage Training Group), a day course on managing major projects in places of worship (Historic Religious Building Alliance), to a conference on Devon Cobbled Paths (Society for the Protection of Ancient Buildings). Altogether, the Alliance and its members are already developing an increasingly informed and effective civil society that can take action at national and local level.

One excellent model here is the Heritage Dragons, devised by the Heritage Investment Working Group, where professional advice formed the prize. The Dragons' Den-style event in 2012 gave regeneration project leaders the chance to bid for support and allowed the Investment Group to investigate common issues around heritage-led regeneration in the process. Each project had the support of a panel of experts for the day, who helped them to hone their presentations before facing the 'Dragons' - heritage/property professionals. The prizes added up to 50 days of pro bono support from the professionals involved with the Heritage Investment Working Group and partner organisations.

Building resilience is however a long term undertaking as we have found in our Giving to Heritage Programme where the objective of changing mind-sets from traditional grant applications towards newer techniques has proved challenging and cannot be solved in two years.

**HLF's strategic focus on building resilience in the heritage sector is welcome and should be encouraged as a priority in the next Framework.**

#### **4.3.2 Making use of independent sector knowledge and expertise**

Workshops and consultations enabling Government Departments to engage our expert membership support public sector resilience by make the best use of public expenditure.

A typical example is the meeting the Heritage Alliance's Rural Advocacy Group recently held with DEFRA to discuss how to make most effective use of the money allocated to culture and heritage activities under the LEADER programme (Rural Development Plan for England) Pre-consultation with experts and public consultation in general is the essential pre-requisite for the new 'smart' state to operate effectively.

**Consultation and collaboration in public policy-making helps make the best use of public funds.**

#### **4.3.3 Historic England as enabler**

Historic England as an enabling NDPB plays a major role in helping us help ourselves.

The Historic England Support Officer model is a collaborative way of working that could be developed further. The Historic Churches Support Officers are part funded by Historic England and a diocese or local authority partner. The Architectural Heritage Fund similarly has a team of support officers based throughout the UK who will visit potential projects and new groups to advise.

Historic England capital grants may be scarce but are powerful levers. 90% of grant recipients say that the grant from English Heritage gave their project the credibility to attract further investment.

Historic England's National Capacity Building Programme is a small (£1.1m pa) scheme to support activities and projects which strengthen the ability of the sector to reduce or

avoid risk to the historic environment by understanding, managing and conserving. Priority is given where there is an urgent need or lack of alternative sources of funding<sup>13</sup>.

In the past, English Heritage has passed on a disproportionate level of cuts to the sector but, while we appreciate the ongoing pressure on Historic England's own resources, these mechanisms fulfil government objectives through other agencies, giving excellent value for money.

**Historic England grants' overall impact in building resilience and leverage should be kept in mind when reviewing the future of these support programmes.**

#### **4.3.4 Philanthropy**

The Heritage Alliance welcomes the Government's commitment to boosting Britain's culture of giving. Existing reliefs such as Acceptance in Lieu and other tax breaks should be retained but further measures could deliver a significant step change in the nature and scale of private and corporate support to our heritage:

- **Positive public messages on the importance of philanthropy should address modest donors not only high net worth individuals.**
- **Broadening the definition of UK tax payer<sup>14</sup> for the purposes of Gift Aid would raise the amount reclaimed by charities and indirectly involve a wider public in this form of philanthropy.**

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#### **4.4 Cultural diplomacy explores working with our cultural institutions to promote Britain abroad.**

*How can we maximise the contribution our culture makes to the UK's international reputation? What should we do to ensure that culture continues to support and contribute to our trade, exports, inward investment, and inbound tourism?*

The UK leads the world in soft power, coming first in The Soft Power 30<sup>15</sup> and third in the Anholt-GfK Roper nation brand index. Culture is always a factor in these ratings. Our historic buildings and monuments, transport and collections are not only the most visible but also the most enduring assets in the UK's international cultural offer. Our heritage gives us the tools for cultural understanding as well as generating economic return.

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<sup>13</sup> Over the past 14 years, support have gone to the Association of Gardens Trusts; Architectural Heritage Fund; Battlefields Trust; The national amenity societies: Historic Chapels Trust; Ancient Monuments Society; 20th Century Society; Council for British Archaeology; The Victorian Society; The Georgian Group; Garden History Society; Society for the Protection of Ancient Buildings; and the Theatres Trust for statutory casework; Public Monuments and Sculptures Association; Prince's Regeneration Trust; The Heritage Alliance; War Memorials Trust; Wedgwood Museum; Ironbridge Gorge Museum; UK Association of Preservation Trusts; Heritage Open Days National Partnership (National Trust, Heritage Alliance & Civic Voice) and Grants for War Memorials (various and multiple).

<sup>14</sup> IFS A Survey of the British Tax system <http://www.ifs.org.uk/bns/bn09.pdf> estimated that only 57% of UK adults would be paying income tax in 2014/5.

<sup>15</sup> <http://www.portland-communications.com/the-soft-power-30/>

The reach and volume of the UK's cultural output is important in building soft power. Heritage-led and screen tourism help lay the foundations for positive international relations. The contribution to GDP of £26.4bn pa arising from heritage-based tourism is well known but nevertheless building and retaining that soft power is about much more than tourism.

The Britain is Great Campaign showcases the very best of what our country has to offer in order to encourage the world to visit, study and do business with the UK. The GREAT campaign is a proven mechanism for generating high-quality return on investment as well as maintaining a strong British profile in the world. The campaign has already delivered a direct return to the economy of over £1.4bn.

What is clear in the campaign's promotion is that our heritage - and the values it projects - underpins many of its messages to attract investment, businesses, students and visitors. This ambitious international marketing programme confirms - not least because as a cross-Government initiative the campaign sits in the Cabinet Office at the heart of government - that the government recognises the power of our heritage.

A more positive Government attitude towards our heritage, reflected in public statements and leading to a more positive fiscal and policy framework would celebrate the success of the Britain is GREAT campaign to domestic audiences, the very people who maintain these heritage resources that attract international investment.

### **A more positive Government attitude towards our heritage at home as well as abroad.**

Second, the Soft Power 30 report suggests that foreign policy increasingly operates not along state-to-state lines but through complex, multi-level, interdependent and fluid networks. The Heritage Alliance's experience over two years as an associate partner in Cultural Heritage Counts for Europe, demonstrated how well the UK's heritage expertise is regarded by our European colleagues in terms of good practice and thought leadership. 80% of the studies analysed came from the UK.

The UK's soft power rating benefits from a very strong civil society that is much envied in Europe and further afield. The Heritage Alliance and many of our members have European counterparts - Europa Nostra, European Historic Houses Association, European Landowners Organisation, Future for Religious Heritage, FIVA (Fédération Internationale des Véhicules Anciens), European Association of Archaeologists, while others work directly in Europe, SAVE Britain's Heritage, the Landmark Trust and of course Venice in Peril.

Starting from our archaeological and built heritage, European Cultural Heritage Year, proposed for 2018, is an opportunity to consolidate these links between cultural organisations in Europe and to project the culture package to a global audience. The Alliance's joint meeting with the UK European Commission in November to explore the initiative agreed that, post referendum, a year-long campaign would offer an opportunity to affirm our shared cultural heritage. Even if the year is not endorsed by European institutions, a year-long public engagement year continuing the success of European Architectural Heritage Year 1975 and History Matters 2006 would:



- assert the role of cultural heritage in the Government's soft power agenda.
- demonstrate and share the UK's considerable expertise and leadership in heritage management, in the strength of its independent heritage movement and its volunteering tradition.
- demonstrate why heritage matters in moral as well as in economic terms.
- raise the profile of heritage at home and in Europe
- join with other heritage organisations across Europe.

In this way, our heritage bodies as well as our heritage assets would continue to support and contribute to the UK's global standing, our inbound tourism and inward investment.

**We recommend DCMS supports The Heritage Alliance with development funding to stage an impressive UK contribution to European Cultural Heritage Year or its UK equivalent.**

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## 5. Conclusion

The Heritage Alliance's response is based on two principles:

First that heritage assets and the historic environment are a powerful force in the 21st century which stimulates economic growth and brings multiple benefits to individuals, communities and government.

And second, that the non-government heritage bodies make a huge contribution to public life in bearing significant responsibility for our heritage assets and for engaging the widest possible public.

Our vision is for a society in which England's heritage is valued, supported and is able to enrich everyone's lives. We hope the ideas set out above will inform the Culture White Paper as a means of achieving that ambition.

We would be glad to provide more detail or comment on any aspect of this submission as required.

End

### Contact

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