

A classical statue of a woman holding a child, set against a dark background.

The  
Heritage  
Alliance

**International Report**  
2018

# Introduction



Heritage serves as a driver of positive change, both socially and economically. At home, it provides cohesion, rootedness and identity and is fundamental to the success of many other thriving sectors from construction to the creative industries. For international audiences, as Environment Secretary Michael Gove recently noted, heritage is the glue that binds together our brand Britain.

Our heritage is, and should be, front and centre of our unique offer as a nation on the international stage. From our enduring success as tourism magnet to our world-leading specialist expertise; from our famous historic houses and monuments to our incredible levels of civic and volunteer engagement, our sector has much to offer in the arena of international diplomacy.

**'Your role in protecting and promoting the best of our heritage is crucially important, not only for the proud sense of identity and history we gain from our collective heritage, but also for the magnificent representation of our country that it offers overseas'**

**Boris Johnson**

Foreign Secretary,  
to The Heritage Alliance, June 2017

We have much to share, and to learn too, from international engagement. When resources are tight, the professional development acquired as the result of positive experiences of international collaboration and exchange benefits the UK as well as the country concerned.

The Government is well aware of the contribution our cultural heritage makes to international relations. This is reflected in a range of policies from the Britain is GREAT campaign to discussions around the Industrial Strategy, from the importance of effective trade agreements after Brexit to the growing body of heritage-based initiatives supported by UK overseas development assistance (ODA). *A Green Future*<sup>1</sup>, the new DEFRA 25 Year Plan, notes explicitly the role of the UK's heritage organisations in delivering training, education, consultancy, conservation and renovation programmes to many parts of the globe.

The independent heritage sector has long been a source of world-leading expertise from our pioneering heritage science to our archaeological accreditation process. Although recognised in principle by the Foreign Secretary, much of this enterprise blushes unseen, below the radar of Government, those arranging trade delegations, or other cultural bodies. The new Heritage Statement, however, commits Government to supporting voluntary sector heritage organisations.

The Heritage Alliance's timely International Report responds to that offer. It highlights the expertise that we offer as a sector, and explores some of the innovative projects as well as the range of advice and support that Heritage Alliance members export, offer or engage with in the course of their work. We can of course do more.

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**'We will work with Historic England and other partners to encourage and support public, private and voluntary sector heritage organisations to work internationally and create international partnerships and to increase their capacity to do so'**

### **The Heritage Statement**

December 2017



**Image:** International heritage activity weighted by Alliance members' engagement 2017

## Here we show

- A snapshot of Heritage Alliance member activities that demonstrates international engagement in at least 38 countries across all seven continents;
- Their international heritage activity is long-standing and wide-ranging in scope;
- The work of the heritage ngos at home underpins other industries relevant to the UK's global reputation – tourism, business location and cultural exports.
- How cultural relations developed by civil society organisations:
  - Add a 'values' dimension to soft power rankings;
  - Offer an independent and complementary network to government diplomacy.

## But

- International heritage work, especially by the UK's vigorous civil society movement, is badly served by current statistics.

By capturing the wealth and breadth of Heritage Alliance members' international activity, we will:

- Raise the profile of ngos engaged internationally, in DCMS and across Government;
- Equip Ministers and other international ambassadors to make the case for the transformative power of heritage at home and abroad;
- Encourage members to take a fuller role in international missions;
- Encourage members to take advantage of financial and non-financial support for cultural heritage collaboration abroad;
- Encourage members to communicate the impact of their work.

Our **8 recommendations** are a starting point for Government to make real that support promised in The Heritage Statement.

# World Monuments Fund Britain

## Accessing ODA funding



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### **Read more**

*Link:* [http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA\\_CaseStudy\\_WMF.pdf](http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA_CaseStudy_WMF.pdf)

World Monuments Fund Britain is the first Heritage Alliance member to apply successfully under DCMS's Cultural Protection Fund. The £30m Fund, administered by the British Council, supports projects in conflict-affected countries across the Middle East and North Africa.

WMFB's Syrian refugee project is now underway to provide a group of Syrian and Jordanian trainees with traditional stonemasonry skills. Once highly-valued in the region, stonemasonry has become scarce in recent years and particularly acute in Syria where the skill was already in short supply before the start of the civil war. Trainees are drawn from near the Syria - Jordan border with a focus on recruiting Syrian refugees. WMFBritain will also work with its local partner the Petra National Trust to deliver a set of public engagement workshops, aimed at Jordanian and refugee children, who will learn about the importance of their heritage and the objectives of the training programme.

# UK Antarctic Heritage Trust

Caring for a continent



## [Read more](#)

*Link:* [http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA\\_CaseStudy\\_UKAHT.pdf](http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA_CaseStudy_UKAHT.pdf)

UK Antarctic Heritage Trust is unique amongst Alliance members for addressing the heritage of a whole continent and also for promoting the ‘existence value’ of a site that few of us will ever visit in person. Its aims explicitly refer to the intangible values of the vast continent as well as tangible remains of human endeavour.

As an organisation with a very British story to tell and one of the most visible manifestations of British presence in Antarctica, it has a highly international operation serving a mixed international visiting audience. Close collaboration with international Antarctic tour operators, the national Antarctic programmes of both the UK and USA and a close alliance with their sister trust in New Zealand, are all needed to ensure that spirit of international cooperation under the Antarctic Treaty is reflected in a very real way on a tiny island on the Antarctic Peninsula.

# Heritage in International Relations



**Image:** Across seven continents, heritage helps the UK communicate

Robust evidence on national and local economic and social returns has made our case for government intervention effectively in many policy areas. Significant statistics highlight our contribution to the national economy: England's heritage industry directly generates at least £10 billion in gross value added (GVA) and indirectly generates 2% of national GVA (£21.7 billion). This is more than the agriculture and aerospace sectors combined. Heritage jobs account for 1% of total national employment. Furthermore, Research and Innovation, Skills Development and World-leading Sectors all feature amongst the 10 Pillars of the Government's Industrial strategy. These are all strengths of our sector, and feature in work on what a heritage sector deal could contain.

With Brexit ahead, similar evidence on the strengths of international collaboration and investment across the vast array of heritage expertise, must not be lost. There are significant numbers of non-UK EU citizens working in the heritage sector in England in a variety of capacities, and many UK companies and citizens working in heritage in other EU countries. This two-way exchange of expertise and labour is extremely important to the sector. These issues are explored in greater depth in Heritage Alliance papers on [Brexit<sup>2</sup>](#).

The Government's Culture White Paper explored 'how we can enhance the soft power of the UK through our culture'. Much was made of the global influence wielded by the British Council and BBC's World Service as well as through government initiatives such as the GREAT Campaign and the Cultural Protection Fund. Accordingly, Historic England's Corporate Plan 2017-2020 sets out a more proactive role in opening up its expertise to markets abroad as well as helping the heritage sector to develop its international commercial offer.

The achievement of the independent heritage sector despite many air miles and much anecdotal evidence was, however, conspicuous by its absence.

# Venice in Peril Fund

Patience and persistence



## [Read more](#)

**Image:** VIPF seeks to save the 1883 hydraulic crane designed by Sir William Armstrong

**Link:** [http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA\\_CaseStudy\\_VIP.pdf](http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA_CaseStudy_VIP.pdf)

Venice in Peril Fund is the UK heritage charity founded by Sir Ashley Clarke, former British Ambassador to Rome, after the devastating flooding in Venice of 1966. What started as an initiative taken with the British FCO and Italian government led to an international appeal by UNESCO to its member states, the foundation of a number of international committees and the consolidation of this loose network, in 1992, to the setting up of the Association of International Private Committees in Venice.

Venice in Peril Fund's contribution and impact has been far-reaching. Although it is a small organisation, it is respected as the founding member of the Private Committee movement in Venice. What it brings to the table is the ability to be nimble in its responses to need. Its longstanding presence in the city, its patience, persistence and phlegmatic accommodation of the, sometimes slow, gestation of projects has resulted in the successful completion of over 60 schemes. A very successful association with Pizza Express raised around £2million through its Pizza Veneziana donations.

# Heritage NGO's International USP

There is also a wider context to consider. The success of the voluntary heritage sector's work at home impacts on the UK's international reputation. Our heritage is integral to the nation's identity so, with tourism one of the largest and most successful industries in the UK, the heritage sector should take credit for what Britain can offer international visitors at every level of interest from the big heritage honeypots to the warp and weft of our cities, towns and villages and countryside. Their appeal and interpretation owes much to the heroic efforts of national and local heritage bodies. A strong cultural identity is a catalyst for investment, for footloose businesses as well as for attracting visitors and students. In this digital age, UK heritage underpins the success of British film, television and video industries and enhances their export potential.



**Image:** Heritage ngo's took part in a high level cultural exchange to China (Icon)

In addition however, the heritage ngos bring higher order benefits through their international work. The Heritage Alliance champions the non-government heritage movement in England with well over a hundred members operating nationally and internationally. It brings together England's independent heritage movement which is the envy of many other countries for its knowledge and expertise, its transparency and accountability and, not least, its creativity and tradition of community engagement. These qualities re-enforce Britain's reputation abroad.

As well as making up a significant element of the national heritage sector, Heritage Alliance members form part of the UK's highly-respected charitable sector and, in effect, form a unique combination which has a bearing on the UK's soft power rating. Every issue of ***Portland Soft Power 30***<sup>3</sup> comments that 'The UK's desire to contribute to the global good is demonstrated through its strong charitable sector and rich civil society'. Portland goes on to say that 'The influence of individuals and smaller civil society groups are growing in importance'. Res Publica's report ***Britain's Global Future***<sup>4</sup> stresses that as well as the power of attraction, the power of example enhances global reputations: 'A country's soft power thus becomes a reflection of how its character and beliefs are seen abroad'. The power of example tends to be provided by society, not by government, but can complement formal diplomatic channels.

This report shows that Heritage Alliance members regularly share their knowledge and expertise worldwide and, in addition, by their organisational structures and modus operandi set global standards in trust and probity. The National Trust is the most obvious example but there are many others. Now as the UK seeks to build its reputation abroad, we need to take account of the existing web of productive relationships built up by heritage charities and others that go beyond intergovernmental connections. Its potential is huge.

# The Institute of Conservation

## Cultural Exchange Tour to China



Two Alliance members, The Institute of Conservation (Icon) and Oxford Preservation Trust took part in a British Council-led High Level Cultural Exchange tour to China in February 2017, funded by the UK Government's Prosperity Fund. Historic England and two UK World Heritage Sites, City of Bath and Hadrian's Wall were also represented.

For Icon, it brought first-hand experience of the way the appreciation of heritage in China is developing fast. Top challenges indicated a skills gap that was particularly prominent in industrial and intangible heritage and a growing demand for (translated) conservation literature. Furthermore, the exchange illustrated perceptions and misconceptions of the way the UK heritage sector operated which should be taken into account in future collaborations.

### [Read more](#)

*Link:* [http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA\\_CaseStudy\\_ICON.pdf](http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA_CaseStudy_ICON.pdf)

# The Ragged School Museum

## A study in C19th social child care



There is academic interest in Japan around 19th century models of children's social care in the UK since these provided templates for Japan as they emerged from the Shogunate in the Meiji restoration in 1868. In a remarkable coincidence, three sets of Japanese academics visited the Ragged School Museum in the space of one week, variously researching child welfare, the history of education, 19th century English literature and the history of the child, and the British influence on Japanese mass education. Prof Kanda, from Nihon University wrote: "I would like to express my sincere appreciation for the kindness and hospitality you gave us. It is definitely one of the most fascinating museums I have ever visited. I was deeply impressed. I am also grateful for the poster [Night and Day], which I would like to show my students when I introduce your museum. It will give me a good opportunity to bring the subject of Dr Barnardo and further of the 19-20 century ragged schools".

# Chelsea Physic Garden

A historic initiative still bearing fruit



**Image:** Haynes Map of Chelsea Physic Garden, 1751 © Royal Society

Chelsea Physic Garden's initiative is both historic and organisational. Soon after its foundation in 1673, the Director started to exchange plants and seeds with Leiden University Botanic Garden. Such exchanges expanded, enabling Botanic Gardens all over the world to introduce new plants to their countries and to maintain interesting and diverse collections within their grounds. Remarkable amongst these are the four plants of *Cedrus libani* the first ever to be grown in the UK and from which those that appear in many notable parks and gardens across the country and world have been propagated and grown. Chelsea Physic Garden's seed list (*Index Seminum*), produced annually since 1901, now enables an annual seed exchange to operate between approximately 368 Botanic Gardens and universities in 37 different countries. So, over 300 years later, that vision of the first Director, John Watts, has created a worldwide community.

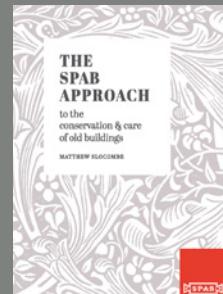
# The Society for the Protection of Ancient Buildings

A world-renowned scholarship programme



The founders of the Society for the Protection of Ancient Buildings, William Morris and Philip Webb were inspired by historic sites in Europe and strong links have been maintained with Europe ever since. The SPAB has in the past been involved in specific campaigning but its focus has moved more towards promoting professional standards and ethical practice. The Society plans to translate its new statement on its practice standards and philosophy 'The SPAB Approach', into a range of European languages, beginning with Welsh, French and German.

The Society's scholarship programme is world renowned. The architects, surveyors and engineers involved in this training programme have come from countries such as India, Australia and Turkey and, in recent years, scholarship trainees have made visits to other European countries. A growing band of Scholars and Craft Fellowship trainees come from the Republic of Ireland and this has resulted in the recent formation of SPAB Ireland which spans the north-south border.



## **Read more**

**Link:** [http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA\\_CaseStudy\\_SPAB.pdf](http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA_CaseStudy_SPAB.pdf)

# Our Findings

## What

We find the scope of Heritage Alliance members' activities astounding. Built heritage featured strongly but it was good to see too that historic ships, trains and vehicles, archaeology and heritage science provide a powerful basis for energetic international engagement.

Championing the value of our heritage runs throughout members international activities. These range from site-specific campaigning, such as the Landmark Trust for Villa Saraceno or SAVE Britain's Heritage bilingual report on St Petersburg, to regulatory change advocated by the Federation of Historic British Vehicle Clubs to relax the Chinese ban on importing historic vehicles.



Knowledge exchange takes places on many levels as individuals and groups travel widely: at university and practitioner level from The Institute of Conservation (Icon) and Oxford Preservation Trust, for example, who took part in a high level cultural exchange to China organised by the British Council, to the many private visits, for example, by owners of historic boats reported by the Maritime Heritage Trust, and the numerous international events cited by the very active Federation of British Historic Vehicle Clubs.

**Image:** Physical conservation as well as management expertise is in demand (UKAHT)

Training and consultancy is an area where UK expertise is in demand. The Society for the Protection of Ancient Buildings has scholars coming from India, Australia, Turkey and Ireland, while Future for Religious Heritage provides consultancy advice and networking on new use and community engagement in France, Germany, Sweden, Italy, Belgium, and Netherlands. Among those members promoting professional standards and ethical practice, the Chartered Institute for Archaeologists, Icon and Institute of Historic Building Conservation are linking up with or helping create counterparts in other countries.

Others are directly responsible for the conservation and renovation of heritage assets as well as ongoing management and maintenance. The Landmark Trust has 8 properties in Italy, one in France and three in Belgium.

Members have set up innovative sources of funding from Venice in Peril Fund's lucrative deal with Pizza Express in 1977 over the Pizza Veneziana, to the crowdfunding campaign for an education project in Sierra Leone, Uganda and Zimbabwe by the International National Trust Organisations. UK heritage charities can channel site-specific philanthropy as shown by Venice in Peril Fund or World Monuments Fund Britain, and by the International National Trusts Organisation through its small grants programme for example to Fiji. Conversely the National Trust has its US Royal Oak Foundation while the Old Royal Naval College, part of the Greenwich World Heritage site, noted its separately constituted Friends Group in the US with tax efficient authority.

Other countries show great interest in UK operational models. The Heritage Alliance, Historic Houses, National Trust and English Heritage are just some which have hosted enquiring visitors from China, Syria, Norway, Brazil, India, Russia and Japan.

## Where

Heritage Alliance members are active in at least 38 countries across all seven continents. Some members, such as World Monument Fund Britain with its hundreds of projects, International National Trusts Organisation and the Chelsea Physic Garden with its international seed exchange programme Index Seminum, are global in their commitment while others are more specific such as the UK Antarctic Heritage Trust.

We heard from several members active in China. Others are working on projects with members and partners in Japan, India, Indonesia, and South Korea. In return, we find Japanese academics interested in the British system of child social care in the 19th century visiting the East End's Ragged School Museum.



Members engaged in Africa include International National Trusts Organisation and, on the restoration of Zanzibar's cathedral, World Monument Fund Britain. Brazil and Mexico also featured while several cited their connections in North America where the Chartered Institute for Archaeologists is working on a partnership with the US Register of Professional Archaeologists.

Closer to home, Heritage Alliance members are working in Norway and Sweden, in Eastern Europe and the Balkans and with an even stronger presence in the Western European countries, including Ireland.

**Image:** UK Antarctic Heritage Trust combines research with visitor management and advocacy

## How

We found strong connections with European and global networks, with UK individuals taking on responsibilities including chairmanships and sitting on specialist panels for their own international umbrella bodies.

As well as memberships, Heritage Alliance members contribute strongly to Europa Nostra, the European Association of Archaeologists and European Historic Houses Association. The Institute of Historic Building Conservation belongs to FEMP (La Fédération européenne pour les Métiers du Patrimoine bâti), and Culture& is involved with the European Cultural Foundation. Historic Chapels Trust had some involvement with German Lutheran networks over the 500th anniversary of the Lutheran reformation. Many illustrated their work with UNESCO, collaborating in various roles and on various issues from World Heritage Sites in the UK to working on international conventions – the Federation of British Historic Vehicle Clubs has been instrumental in finalising UNESCO recognition of historic vehicles as an important part of world heritage.

Project work was even better documented. The International National Trusts Organisation collaborates with some European members on practical projects while the Maritime Heritage Trust gave a striking example of community engagement in the Woden Ship project which aims to rebuild a Viking vessel and to re-enact 3 voyages that follow the migration routes of the Anglo Saxon tribes across the North Sea from Denmark and northern Germany. Such co-operation is illustrated well by the Landmark Trust which has carried out major restoration projects undertaken in partnership with Fondamente Ambiente d'Italia (FAI) and by Venice in Peril Fund co-operating with the Association of International Private Committees in Venice.

Conference, events and rallies provide lively platforms. International routes and 'days' develop contacts across the world. B'nai Brith records the importance of European Days of Jewish Culture and Heritage in which Turkey and Russia take part. All these reinforce the pervasive influence of civil society heritage bodies around the world, powered by the fundamental desire to share our expertise and interests.

The accompanying case studies illustrate just some examples of how the UK civil society contributes to the UK's global interactions.

# Historic Transport Bodies

## International leadership



The UK transport heritage bodies are exceptionally well represented in global networks.

The Federation of British Historic Vehicle Clubs has been instrumental in finalising UNESCO recognition of historic vehicles as an important category of world heritage. The Federation works via its membership of FIVA (Fédération Internationale des Véhicules Anciens). The UK is represented on FIVA by two Senior Vice Presidents and until recently as President, David Whale. The UK is represented on 6 of the specialist 'Commissions' - Technical (UK chair), Legislation, Events (UK Chair), Utilitarian, Motorcycles, and Cultural. The Chairman of Maritime Heritage Trust is also Chairman of European Maritime Heritage.

The Historic Railways Association has been outstandingly successful in the UK in providing an umbrella body enabling individual heritage lines to have access to professional support and gain strong political traction, thus enabling operating railways to be secure in their knowledge of and commitment to safety procedures and legal obligations. HRA is active at the heart of the European Federation of Museum & Tourist Railways (Fedecrail) while individual historic railways create their own links, for example through twinning.

# The Chartered Institute for Archaeologists

Working globally for professional standards



## **Read more**

*Link:* [http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA\\_CaseStudy\\_CIfA.pdf](http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA_CaseStudy_CIfA.pdf)

CIfA is the leading professional institute representing archaeologists and responds to requests from archaeologists for recognition and support. It has a Memoranda of Understanding with the Institute of Archaeologists or Ireland and the Register of Professional Archaeologists (in America) – both, like CIfA, maintaining professional registers – and with the open-membership European Association of Archaeologists. In conjunction with German partners, it has set up CIfA Deutschland, with archaeologists in other European countries showing interest.

At its 2017 conference, Archaeology: a global profession, CIfA and DCMS jointly looked at the contribution and needs of UK archaeologists in a seminar on Archaeology and UK soft power, recognising both the UK's world leadership in archaeology and the considerable number of non-UK archaeologists working here. The discussion has informed a focus on the promotion of professional, ethical practice in archaeology and a legacy of resilient, sustainable national institutions and heritage management.

# Historic Houses

## Universal challenges for private owners



### Read more

**Image:** A conference in Japan reviewed the shared concerns of historic house owners

**Link:** [http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA\\_CaseStudy\\_HH.pdf](http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA_CaseStudy_HH.pdf)

HH is part of an international network of Associations representing the interests of private and independent owners of important cultural heritage. While the UK HH is the larger of such Associations, it seeks to work with partner Associations to address issues of international relevance, where there is a common objective such as lobbying at EU level on VAT. A conference in Japan highlighted the shared concerns of historic house owners, even in radically different contexts. Problems of maintenance costs, taxation, regulation and succession seem universal, whether you are an English house owner in the Cotswolds or own a Jubun Minka in downtown Osaka.

Historic Houses is a regular member of the European Historic Houses Association and working further afield with the Australian Historic Houses Association on an international pass. Some of its member houses will temporarily loan objects to an exhibition in China in 2018.

# International National Trusts Organisation

Supporting existing and emerging trusts

The National Trust, established in England, Wales and Northern Ireland in 1895 is seen as a model for heritage conservation worldwide. Its work, constitution and structure are known, admired and emulated in countries and territories ranging from Australia, Bermuda and China all the way through the alphabet to Trinidad and Tobago, Yangon City and Zimbabwe.

Since its establishment in 2007, the co-ordination of the global National Trust movement has been led by INTO, committed to 'promote the conservation and enhancement of the heritage of all nations for the benefit of the people of the world and future generations'. INTO, has helped establish new Trusts in the Czech Republic, Portugal and Georgia and is in similar discussions with partners from Slovenia to South Africa; Thailand to Taiwan; Germany to Galicia. Its precepts are set out in *From Start-up to Sustainability: An INTO Handbook for Heritage Trusts*<sup>5</sup> while the *State of Global Heritage Report*<sup>6</sup> highlights apathy and indifference as a greater risk to the world's heritage than climate change or conflict.



## [Read more](#)

**Image:** The co-ordination of the global National Trust movement is led by INTO

**Link:** [http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA\\_CaseStudy\\_INTO.pdf](http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA_CaseStudy_INTO.pdf)

# Recommendations

## Funding

Some members commented on the reluctance of UK charities to fund overseas study and research. Trusts and major UK funds have in recent years appeared to develop strategies which exclude overseas projects, in particular to facilitate student exchanges.

## Capacity

Fully committed but under-resourced, there are simply 'not enough hours in the day to devote to international work even though this benefits the domestic agenda'.

- Support from Government and other funders for backfilling posts when senior expertise is diverted from smaller organisations.

UK partners are increasingly expected to bring funding as well as expertise. World Monument Fund Britain is the first Alliance member to benefit from the Cultural Protection Fund. Other ODA (Overseas Development Assistance) sources can facilitate high level missions and collaboration.

- A Heritage Alliance event with partners to explore international engagement and funding opportunities.

As well as managing the DCMS' Cultural Protection Fund, the British Council until recently ran with the Arts Council the Artists' International Development Fund. This invested in talented individuals to develop skills, expand horizons and introduce an international perspective to their work.

- A similar initiative to the Artists' International Development Fund to facilitate international exchange in a heritage context.

## Mobility & Language

Even in this digital age, mobility is essential to international collaboration. The Society for the Protection of Ancient Buildings reported that efforts to accept a well-qualified Scholarship applicant from Serbia was frustrated by being unable to secure a visa, despite legal advice. The easy exchange across Europe, a boon for nearly five decades, is now at risk.

- Visa exemptions for accredited experts and academics in the field should be considered. Any visa system should be based on skills required, not on salary levels, and work both ways – exporting as well as importing key skills.

Study visits without adequate translation facilities are a waste of time for all. In China, one member commented on the huge demand for translated conservation literature. Active as civil society ambassadors, we have an even greater obligation to make our activities and their legacies accessible.

- Funders should consider the benefit of allocating small grants to cover translating training resources and other outputs where appropriate.

## Co-ordination

A better understanding of the key networks and individuals involved in different countries and administrations would help promote engagement. That recommendation was reflected in countries wanting to engage with the UK where they can find the myriad of ngos and Government Departments mystifying. The British Council with offices on the ground in over 100 countries is a key source of brokering, information and advice on networks and individuals.

- The British Council, Historic England, Heritage Lottery Fund and the Foreign Office should consider where and how heritage and heritage ngos can be a positive resource, integral to their international work.



**Image:** WMFBritain was awarded an EU grant to conserve Zanzibar cathedral and create a heritage centre commemorating the abolition of slavery

## Evidence

Neither the quantity nor quality of international work by heritage ngos is captured by the official tables set up to chart the monetary value of goods and services to UK plc. The International Trade in Services (ITIS) figures exclude charities and higher education. For its own Economic Estimates relating to tourism and civil society, DCMS is taking steps to improve the coding (Standard Industrial Classifications) for the definition of culture as well as better recording of civil society activities. It accepts meanwhile that figures for the civil society sector are an underestimate. When the purpose of these Estimates is to monitor the performance of DCMS' industries in order to 'to understand how current and future policy interventions can be most effective', the lack of useful data on heritage and civil society is a double drawback.

As the British Council's *Soft Power Today*<sup>7</sup> so pertinently comments 'we need a better understanding of...how the UK's civil society and non-state actors can be involved in its soft power strategy'.

- The Heritage Alliance to work with DCMS to better track the impact and potential of the independent heritage sector internationally.

# The Heritage Alliance

Championing civil society at home and abroad



## Read more

**Image:** The Heritage Alliance's e-bulletin Heritage Update is read worldwide

**Link:** [http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA\\_CaseStudy\\_THA.pdf](http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2018/03/THA_CaseStudy_THA.pdf)

The Heritage Alliance has always been outward-looking, seeking allies in advocacy across its England-based constituency, across the home countries, in Europe and further afield. Many of our members value our advocacy work on international matters and our funding and operational model have been of interest to others around the world prompting international delegations from countries such as China, Japan, Syria and Norway.

We continue to brief ministers, politicians and policy makers on the opportunities and challenges of Brexit. Last year we were part of discussions in Berlin and Siena on the future of European collaboration, and our CEO spoke in Delhi about our history of civic engagement in the English heritage protection system. We also work with the FCO, British Council and others, advising on issues and raising the profile of the diverse and expert activities of our membership.

Heritage Update, the free fortnightly e-bulletin, has a global reach, taking the Alliance's messages about the value of heritage and the significance of the voluntary heritage movement far and wide. Taking sample issues in October/November 2017, Update had been opened in 35 countries from Peru via Europe to China.

# End Notes

The Heritage Alliance is grateful to the many members who contributed their experiences and insights. This International Report initiated by The Heritage Alliance was written by Kate Pugh.

## About the Heritage Alliance

The Heritage Alliance is the voice of the independent heritage sector in England. It is the largest coalition of heritage interests in the country, representing the sector in all its diversity: from boats and cathedrals to country houses and chapels; and from historic mills and town halls to vintage cars and archaeological monuments. The Alliance represents the knowledge and interests of the independent heritage sector to policy makers in England, to ensure a supportive policy and funding framework within which the sector can operate and thrive.

Our combined membership of some 125 national, regional and local bodies represents the interests of more than seven million people and reflects the pride and importance that heritage plays in this country's identity, prosperity and well-being. It demonstrates to government and others that the heritage cause is a long-standing grassroots movement that has the support of millions.

## Sponsor



Scottish Confucius Institute for Business and Communication

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Heriot-Watt University has been named International University of the Year by the Times and Sunday Times Good University Guide 2018. As a globally integrated higher education institution with campuses in Scotland, Dubai and Malaysia it is committed to international collaboration and research which takes a global outlook.

The Confucius Institute at Heriot-Watt University with its business and communication focus has a dedicated programme supporting the role which the historic environment and heritage assets can play in developing successful cultural, social, business and economic relationships between the United Kingdom and China in particular. As a member of The Heritage Alliance, it is delighted to support the aims of the report to highlight successful international partnerships and opportunities.

## Credits

**Front Image:** Winged Figure with Elephant, Venice in Peril Fund.  
Photo: Sarah Quill

**Back Image:** Museum of Housing and Living, Osaka, Japan.  
Photo: Ben Cowell

**Report Design:** Akroterion,  
[www.akroterion.co.uk](http://www.akroterion.co.uk)

## Further Reading

**Link 1:** [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/673203/25-year-environment-plan.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/673203/25-year-environment-plan.pdf)

**Link 2:** <http://www.theheritagealliance.org.uk/tha-website/wp-content/uploads/2017/07/Brexit-and-Heritage-Briefing-FINAL-with-Royal-Society-Report.pdf>

**Link 3:** <https://softpower30.com/wp-content/uploads/2017/07/The-Soft-Power-30-Report-2017-Web-1.pdf>

**Link 4:** <http://www.respublica.org.uk/our-work/publications/britains-global-future-harnessing-soft-power-capital-uk-institutions/>

**Link 5:** <https://intoorg.org/wp-content/uploads/2017/09/INTO-Handbook-LATEST-VERSION.pdf>

**Link 6:** [https://intoorg.org/wp-content/uploads/2016/04/SOGH\\_2016](https://intoorg.org/wp-content/uploads/2016/04/SOGH_2016)

**Link 7:** <https://www.britishcouncil.org/organisation/policy-insight-research/soft-power-today>



policy@theheritagealliance.org.uk  
www.theheritagealliance.org.uk  
@heritage\_ngos

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