

2020 - Our Year in Review

This year, we have delivered...

5,000+

New Social
Media Followers

Heritage **DEBATE**

21 New
Members

26 Editions of

HERITAGE UPDATE

65 Meetings
with Government

Backing the Bedrock 2020
Five Heritage Fiscal & Funding Priorities 2020



The voice of England's independent heritage movement

22 Policy
Documents

Heritage Funding
Directory

20 Advocacy
Group Meetings

350 Meetings

with Members
& Networks

17 Consultation
Responses

 **Rebuilding
Heritage**

Heritage Day



The
Heritage
Alliance

**Heritage, Health
and Wellbeing**
A Heritage Alliance Report

**HERITAGE
DIGITAL**



3 Guidance
Hubs: COVID-19,
Funding & Brexit

Advocacy

“Our membership of The Heritage Alliance is a crucial link into policy decisions at Westminster. This close connection with The Heritage Alliance also allows us to grow the next generation of heritage professionals and advocates for heritage.”

- University of Oxford

Key Topics we focused on:

- The End of the EU Transition Period - The Impact of Brexit
- The Impact of Covid - Support for the Sector
- The Environment Bill, Agriculture Bill, Environment Land Management Scheme & Fisheries Bill
- Planning System Changes: *Planning for the Future & Current Changes to the Planning System*

Key places we represented the sector:

- Heritage Council
- Historic Environment Forum
- Heritage Working Group
- Bill Stakeholder Engagement Groups
- A range of policy networks with the wider creative & cultural industries, environment sector, museums and international organisations

Key publications:

- [Briefing on the Environment Bill - The Exclusion of Heritage \(February 2020\)](#)
- [Fisheries Bill Briefing for Members of the House of Lords \(February 2020\)](#)
- [Heritage in the context of Britain's Future Relationship with the EU \(July 2020\)](#)
- [Backing the Bedrock \(September 2020\)](#)
- [Heritage & Immigration Briefing \(November 2020\)](#)

Projects

“A must-read report for all involved with engaging people with heritage especially in these strange times - enjoying hearing about new ways to do this, much to reflect on for @LandmarkTrust's own #HeritageHealthWellbeing activities on our projects.”

- The Landmark Trust

Heritage, Health & Wellbeing Report

- 30 case studies from THA members demonstrating the transformative power of heritage
- Clear recommendations for the sector & partners to go further
- The launch of the report has become a starting point for new partnerships & discussions

This year, we launched two UK-wide sector support programmes, funded by the National Lottery Heritage Fund:

Rebuilding Heritage - a free support programme for the heritage sector, coordinated by The Heritage Alliance. It provides support to individuals & organisations to help them to respond to the challenges of the COVID-19 pandemic.

Heritage Digital - part of the National Lottery Heritage Fund's **Digital Skills for Heritage** initiative. It provides free digital skills training, including bespoke training, online guides & resources to upskill the sector & build digital resilience.

Historic Environment Forum (HEF)

- The Alliance supports HEF, which brings together senior members of heritage bodies to engage with key strategic matters for the sector. A restructure this year saw 3 staff employed to run the Steering Group & two new Task Groups, engaging with pressing issues for the

Communications

“ Just wanted to say I think you guys are doing a sterling job of keeping everyone updated during this crisis. I'm very glad the sector has you in our corner. ”
- World Heritage UK

Our Letter to the Telegraph - Published 27 June 2020

“If the contents of a museum or a medieval church or an historic property are sold and dispersed, they will never return; maintenance may become impossible. That would be a truly irreparable loss to our ability to understand who we are. We are in danger of losing the backdrop to our lives.” *(Extract from the Alliance Open Letter to the Telegraph - signed by 230 representatives of the sector).*

Key Events:

- Heritage Day
- Heritage Debate 2020 - ‘Young People & Heritage: Creating Lifelong Supporters?’
- Heritage Dialogues on *Heritage Interpretation, International Heritage & Wellbeing*
- Launch Event for the Heritage, Health & Wellbeing Report
- Roundtables for Members

Key Engagement Statistics:

- 26 issues of Heritage Update
- Over 25,000 unique visitors to our website
- 21,400 Twitter followers
- 5,338 LinkedIn followers
- 660 Facebook followers

Key Milestones

- Launch of a new-look Heritage Funding Directory
- Design & Launch of the Covid-19, Funding & Brexit Guidance Hubs

Supporting Our Members

“ Proud to be a member of this organisation, their support to the heritage sector at this time has been **nothing short of exceptional**. #supportingheritage #heritagematters ”
- Association of Heritage Engineers

Key Figures for 2020:

- 158 Heritage Alliance Members
- 21 new members this year
- 69 exclusive members communications

“ I've found all the info from THA during this period very useful. As a one-person-band it's very helpful and reassuring to have all the resources curated for me. (Norfolk Archaeological Trust) ”

New Member Events:

- Monthly Members Roundtables
- Leading in Lockdown - CEO's cuppa and chat

“ Thank you so much for yesterday's Roundtable - so much that will help us navigate the next (and still massively complicated) phase. (Chawton House) ”

New Members-Only Offers:

- Including free consultations in fundraising, project management, immersive technology, legal support as well as free virtual galleries & branded social distancing signage.

What to look forward to in 2021

“ I am grateful for the extensive work you have done to rapidly respond to this unprecedented event. [...] I look forward to continuing to work with the Heritage Alliance through the heritage working group to support the recovery and renewal of the heritage sector. ” - Nigel Huddleston MP

Next year, we will continue to support the heritage sector & help organisations build resilience & sustain their vital work into the future.

Key things to look out for in 2021:

- The launch of our new vision and organisational strategy
- New website
- Refreshed Heritage Update
- More tailored communications
- The Inclusion and Diversity Project - following on from our 2018 Heritage Debate



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As England's biggest coalition of heritage interests we bring together independent heritage organisations from the National Trust, English Heritage, Canal & River Trust and Historic Houses, to more specialist bodies representing visitors, owners, volunteers, professional practitioners, funders and educationalists. Our members' 7 million volunteers, trustees, members and staff demonstrate the strength and commitment of the independent heritage movement. [Join us today.](#)