

Our focus 2016–2020

To survive and flourish the sector needs a strong, united voice and the ability to grasp opportunities as well as to guard against threats.

To support our members’ work The Alliance will focus on four priorities between 2016 and 2020:

- **Shaping policy**
We will use members’ knowledge and hands-on experience to help shape a supportive policy and economic environment.
- **Demonstrating value**
We will find new ways to show the importance of heritage in order to attract support and investment.
- **Building skills and sharing best practice**
We will create networks, build knowledge (particularly around new technology), showcase new ideas, and identify and encourage innovation.
- **Creating a strong, sustainable organisation**
We will build a strong, relevant and future-ready model for The Heritage Alliance.

To see The Alliance’s Strategic Plan 2016–2020 in full go to www.theheritagealliance.org.uk/trustees

Heritage Alliance members realise the power of heritage to change people’s lives. Their work is an engine for tourism and economic growth. It inspires and sustains communities. It generates national pride and a sense of identity.

Our members are not only saving heritage for the future, they are helping to build stronger communities today. Our purpose, at The Heritage Alliance, is to help them to do that in increasingly challenging circumstances. By working together to shape better policy, demonstrate the importance and relevance of heritage, build expertise and encourage innovation, we are protecting and building a better future for our landscapes and buildings, collections and skills.

Please join us in our work.

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Chairman, The Heritage Alliance

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The Heritage Alliance

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The Heritage Alliance is the largest coalition of heritage organisations in England. Our membership represents the active – often voluntary – commitment of over seven million people and reflects the heritage sector in all its diversity: ships and trains, cathedrals and chapels, country houses, historic mills and homes, canals, archaeological remains, gardens... the list is constantly growing.

England’s heritage holds a special place in the nation’s heart. Yet these are particularly challenging times.

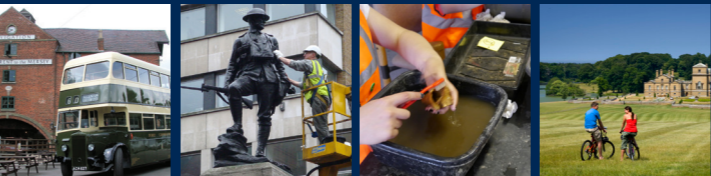


In an increasingly competitive environment, heritage organisations have to fight even harder for investment and political attention.

Government resources are diminishing: English Heritage/Historic England, the Government’s adviser on the historic environment, lost nearly half its grant in aid between 2010–2016.

Expertise is under pressure: since 2006 the number of local authority archaeological advisers has fallen by 23%; and the number of conservation specialists has fallen by 35%.

Realising the power of heritage



The Heritage Alliance
Our focus 2016–2020

Shaping policy

The Alliance is the largest coalition of independent organisations in the heritage sector. We are uniquely placed to draw on members' knowledge and help policy-makers create legislation that realises the potential of heritage to contribute to the economy and the wellbeing of its people.

Current policy issues include:

- **Protecting heritage at risk:** cuts in central and local government budgets together with pressures to streamline planning policy require new ways of working to ensure effective local and national historic environment services.
- **Fair taxation:** tax incentives – not deterrents such as the different rates of 20% VAT for repair, maintenance and alteration of listed buildings compared with 0% on new build – will boost jobs and growth through heritage activities.
- **Relevance:** finding new ways to express the value of heritage demonstrating its relevance to people's lives and wider social change.

For the latest news on The Heritage Alliance's policy and campaign work go to <http://www.theheritagealliance.org.uk/whatwedo>

Demonstrating value

The Heritage Alliance has become one of the loudest voices in the country, speaking up for the value of heritage. We do this through our website, through social media, and through our e-news bulletin, 'Heritage Update', which reaches an estimated 14,000 inboxes in the UK and beyond.

We will continue to seek new ways to communicate the sheer power of heritage and its relevance to the issues and concerns of the day.

Case Study



The 'H' word

As one in a series of debates, 'The 'H' Word' explored and challenged perceptions of heritage. The aim, with the help of the audience, was to find ways to communicate

heritage as a dynamic, strategic resource of benefit to government, industry, communities and individuals. ComRes, undertook targeted research into public perceptions of the word 'heritage' and the findings were launched at the debate. Speakers from the media and development industry discussed current interpretations and misconceptions from their own experience.

A podcast of 'The H word' is available at <http://www.theheritagealliance.org.uk/heritage-debates/>

Sign up to Heritage Update <http://bit.ly/1g1X52c>

Building skills and sharing best practice

Change can present opportunities as well as threats. The Alliance helps members adapt and realise opportunities by creating networks and events that generate fresh thinking and build the sector's skills and knowledge.

Showcasing new ideas, new technologies, identifying and spreading success and innovation is a key goal between 2016 and 2020.

Case Study



Giving to Heritage

Giving to Heritage is an ambitious programme created to grow and improve fundraising skills in the heritage sector. Regional workshops have reached over 500 organisations and trained over 1,000

individuals in its first stage, directly helping organisations that are operating in increasingly competitive funding environments.

Participants have commented:

- *"I just feel more clear and confident in terms of putting together a funding bid and the language needed to make the project 'jump out' of the page at the funders."*
- *"The courses have been really worthwhile. Practical advice is given and you can relate the theory to the reality of your own project due to the skill of the trainers and the course content."*

Supported by the Heritage Lottery Fund and delivered in partnership with the Institute of Fundraising, Giving to Heritage is now in its second phase and includes workshops, one-to-one support, executive coaching and webinars.

More information on Giving to Heritage is available at <http://www.theheritagealliance.org.uk/gth/>



- **4 out of 5 adults believe that heritage makes their area a better place to live.**
- **1% of England's adult population volunteer in the heritage sector.**
- **Participation in Heritage Open Days has doubled in 10 years. The 4-day festival now attracts between 3 and 4 million people every year.**
- **Heritage tourism generates £26.4bn for the British economy.**

