

# 2021 - Our Year in Review

**31,200+**  
total social  
media followers



**27** Issues of  
**HERITAGE UPDATE**



Our new **4**-  
year strategy

To be published in full  
on our website soon!

**17** Policy  
Documents



**338**  
Meetings  
with Members  
& Networks

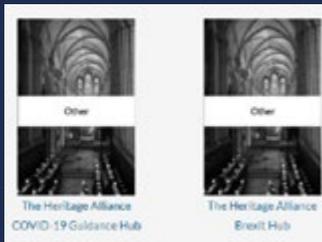


**17** Consultation  
Responses

**86** Meetings  
with Government &  
Parliament



**34** New  
Members



Covid -19 & Brexit  
Guidance Hubs

**15** Advocacy  
Group Meetings

**29** fortnightly  
member emails  
from our CEO



## Advocacy

- In partnership with DCMS & the Historic Environment forum, we held **4 virtual Heritage Statement Roadshow events**, facilitating important conversations with over 150 members.
- We represented the heritage sector at the **Heritage Council**.
- We campaigned in the House of Lords in response to the then **Environment Bill**, providing Peers with comprehensive briefings & draft amendments, resulting in a commitment on the record to including heritage in the forthcoming guidance, & participation in Ministerial-level stakeholder meetings.
- We built our evidence base, publishing an updated **Fiscal & Funding Manifesto** & sending it to all parliamentarians ahead of the Autumn Statement.

## Communications

- We sent 27 issues of **Heritage Update** (supported by the HHF), which reached a total of **6,712 subscribers**.
- Our number of social media followers across Twitter, Facebook and LinkedIn rose by nearly 4000 - to a total of **31,293**.
- We received **193,596** visits to our new website.
- Our videos on YouTube received **1,855** views.
- The **Heritage Funding Directory** (co-managed with the Architectural Heritage Fund, supported by the HHF) received **59,843 visits**. This resource remains a useful guide to funding & funding sources for a range of heritage projects.
- We kept our **COVID & Brexit** guidance hubs up-to-date for the sector.

## Sector Support

- **2,796** individuals attended live events from our **Heritage Digital project** & there were nearly **4000** downloads of the free guides & templates on the project website.
- **1,018** individuals received support through our **Rebuilding Heritage programme**.
- We held our 2021 Heritage Debate on 'Levelling Up' (supported by Ecclesiastical Insurance) & published **a series of blogs** sharing perspectives on the topic from across the sector.
- The **Historic Environment Forum** (hosted by the Heritage Alliance & funded by Historic England) held meetings to discuss strategic matters for the sector in England, and published the **Heritage Recovery Plan & Heritage Responds**.

## Supporting Our Members

- We reached a total of over **170 members** this year, and launched new expert-led and networking roundtables.
- Our **first virtual Heritage Day** brought together important keynote speeches, thought-provoking discussions & new digital experiences.
- Our **Ecclesiastical's Heritage Heroes Awards** recognised a new category of **Digital Heritage Heroes** - volunteers going above & beyond to support the sector through national lockdowns.
- We held 2 member roundtables on **Diversity & Inclusion** with Historic England. These informed our UK-wide survey on D&I, to which 85 people responded.

With thanks to:



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