



# Heritage Day 2025

The Event Will Commence Shortly























Our MCs

Deepika Kanthavara Madhava



## The Heritage Alliance







### The Heritage Alliance



# Andrew Jackson

Tower Director, Historic Royal Palaces







SPACE TO STIR AND BE STIRRED

TOWER OF LONDON - HAMPTON COURT PALACE - BANQUETING HOUSE SINGTON PALACE - KEW PALACE - HILLSBOROUGH CASTLE AND GARD

### Why

Today, relatively few people benefit from the wonderful palaces we look after. So, we will make them a living resource for everyone. (And we mean absolutely everyone.) A source of pleasure, inspiration, surprise and debate. A space to stir and be stirred, whether onsite, offsite or online.

### What

#### **Reach further**

Going where people are Removing every kind of barrier Working with partners to multiply connections

#### Mean more

Being current and relevant

Making our stories relatable to everyone

Helping people explore on their own terms

#### Act for the future

Investing in, and listening to, young people Passing on better the things we look after Making a positive impact on the planet

### How

### **Getting it done...**

We work at pace, because long-term achievement depends on daily progress

### for people...

We aim to benefit everyone, because each person is as important as the next

### with people...

We collaborate with each other and with partners, because we can't do it on our own

...and always doing it better

We experiment and learn, because that's what takes us forward

### We will always

love and look after the palaces in our care - open them to the public - generate income to make it all possible - achieve our goals through our people

11 March 2025





#### SPACE TO STIR AND BE STIRRED

TOWER OF LONDON - HAMPTON COURT PALACE - BANQUETING HOUSE
KENSINGTON PALACE - KEW PALACE - HILLSBOROUGH CASTLE AND GARDENS

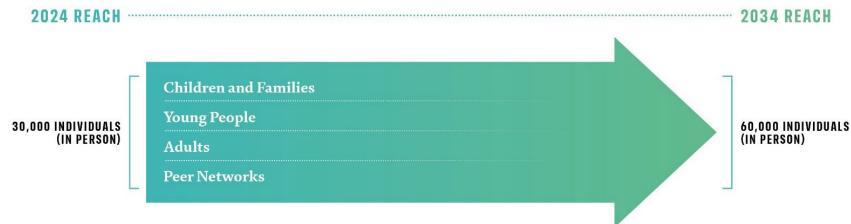
### **CREATING MOMENTS**



### A NEW SCHOOLS STRATEGY



## COMMUNITY ENGAGEMENT STRATEGY



# INSPIRING THE NEXT GENERATION: SCHOOLS ACCESS FUND

- Offers free, high quality, immersive learning experiences
- 30% or more students receiving Pupil Premium
- 15% or more students with special educational needs
- 2024/25 444 schools and 25,695 pupils across the UK
- 60% of the schools had never visited a heritage site before
- 90% of pupils said their trip inspired them to discuss what they learned with their families and to explore history further

"I can't believe this is where Lady Jane Grey was executed, being here makes me feel really connected to her."

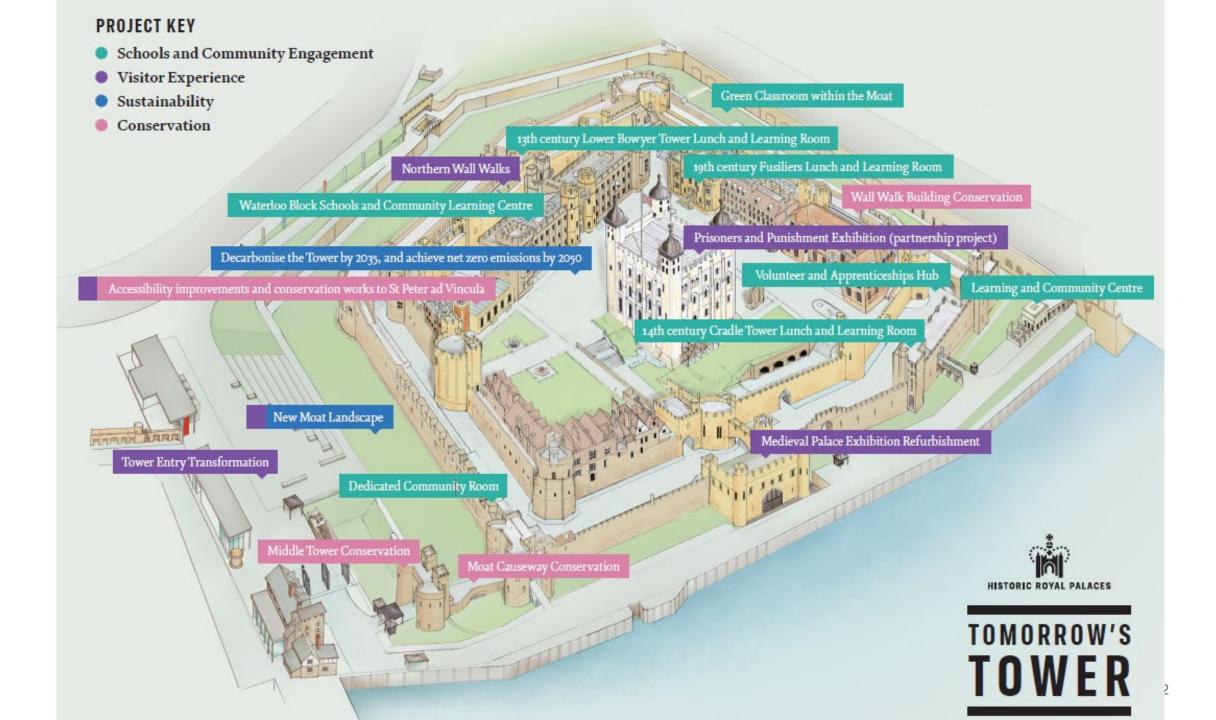
Year 12 girl, Tower of London



# CO-CREATION AT KENSINGTON PALACE

- Community access scheme:
  - Creating a garden at the Al Manaar community centre
  - Warm space in the Orangery
- Co-creation on Dress Codes, contribution to the exhibition – opens 13 March!





### **TOMORROW'S TOWER**

- UNESCO World Heritage Site and a renowned icon of England's heritage. Welcome around 3m visitors per year
- Most captivating moments in history Prison -Palace - Fortress
- HRPs most ambitious fundraising campaign to transform the Tower so more people – whoever and wherever – can delve into its 1,000year history
- Revitalise our existing spaces to welcome more people, share inclusive stories, secure our future and provide educational excellence
- Create world-class facilities across the Tower and develop a vibrant programme of activities to engage people of all ages and abilities
- c.£70 million new investment across the whole site



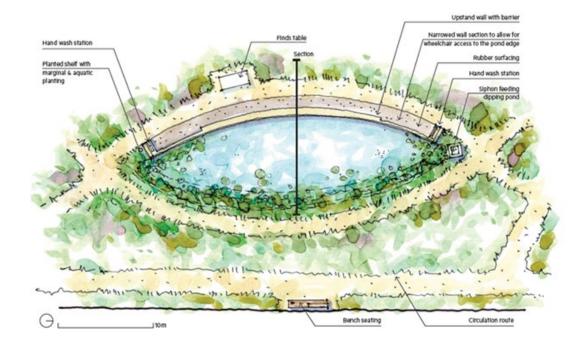


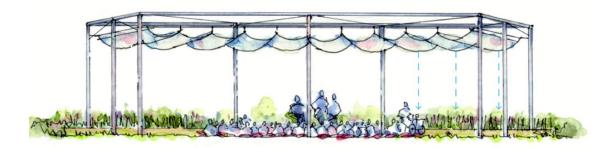




# THE TOWER MOAT







### THE TOWER MOAT

- A bio-diverse habitat in the heart of the city
- Space to breathe for everyone
- Build resilience against the effects of climate change
- Green Classroom for schools and communities
- Activities and workshops bird and bug watching, pond dipping, nature crafts, and storytelling, wellbeing
- Seating and weather cover for up to 90 children and 10 adults
- Community growing spaces
- East Moat for local schools in Tower Hamlets, their place to enjoy time outdoors — pause, play, and explore
- 25% of all school visits will use the new Green Classroom





#### SPACE TO STIR AND BE STIRRED

TOWER OF LONDON - HAMPTON COURT PALACE - BANQUETING HOUSE
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# Baroness Twycross

Parliamentary Under-Secretary of State at the Department for Culture, Media and Sport

### The Heritage Alliance









### The Heritage Alliance



# Heritage Creates Skills

Chair: Delphine Jasmin-Belisle

**Patrick Craven** 

Daahir Mohamed

**Danny Bennet** 

**Cedric Tigier** 















# **Heritage Creates Solutions**

The Heritage Alliance

Cabbells

Chair: Lizzie Glithero-West

Baroness Jane Bonham-Carter

Lord Stephen Parkinson

Duncan Wilson CBE

Dr Ingrid
Samuel OBE















Cabbells



### The Heritage Alliance

# Heritage Creates Enterprise

**George Stanley-Jones** 

**Maria Reeves** 

**Ross Williams** 









# Heritage Creates: Enterprise

Heritage Day 2025





### **National Lottery Heritage Fund**

As the largest funder for the UK's heritage, our vision is for heritage to be valued, cared for and sustained for everyone, now and in the future.













Heritage 2033

Delivery plan 2023-2026





# Heritage Enterprise: Achieving Growth by Investing in Heritage

- Aimed at enterprising community organisations and commercial/community partnerships to rescue neglected historic buildings and sites
- Bridging the funding gap / addressing market failure including by tackling the conservation deficit
- Projects should demonstrate why investing in heritage is good for enterprise and the economy
- Projects support between £250,000 to £5million





### **Use cases**



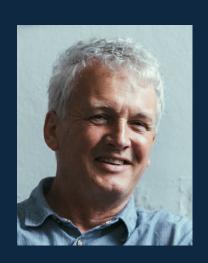
- Community Hubs
- Music venues
- Hospitality
- Housing
- Co-working space



# In Conversation with



Maria Reeves Director, The Horton



Ross Williams Redruth Revival CIC





























#### The Heritage Alliance



### **Heritage Creates Homes**

Ros Kerslake

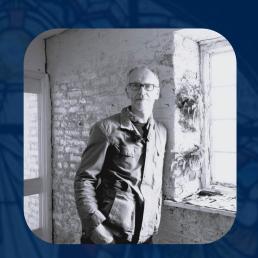
















**Heritage Creates Stories** 

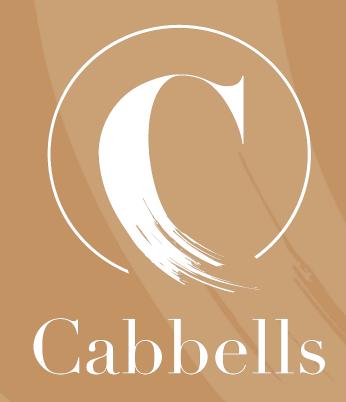
The Heritage Alliance



## Sarah Simpson

Managing Director at Cabbells





# lhe Heritage Alliance

### Sarah Simpson

Managing Director of Cabbells

# Amplifying your Heritage story

The value of the Heritage story

2 Bringing your marketing strategy to the fore of your organisation

The challenge of making your brand voice heard



## The value of the Heritage story

Visitor tourism

Jobs c.538,000

Economic value

Wellbeing



# Bringing your marketing strategy to the fore



## The Three As

Awareness

Attraction

Action

# Why?

- Future proofing
- Increase membership
- Subscription
- Support your organisational objectives
- Sector presence
- Meet specific KPIs

# Making your voice heard

- Telling your story is a constant process
- It requires resource and commitment from all stakeholders
- You need a strong framework within your organisation to put this approach into action

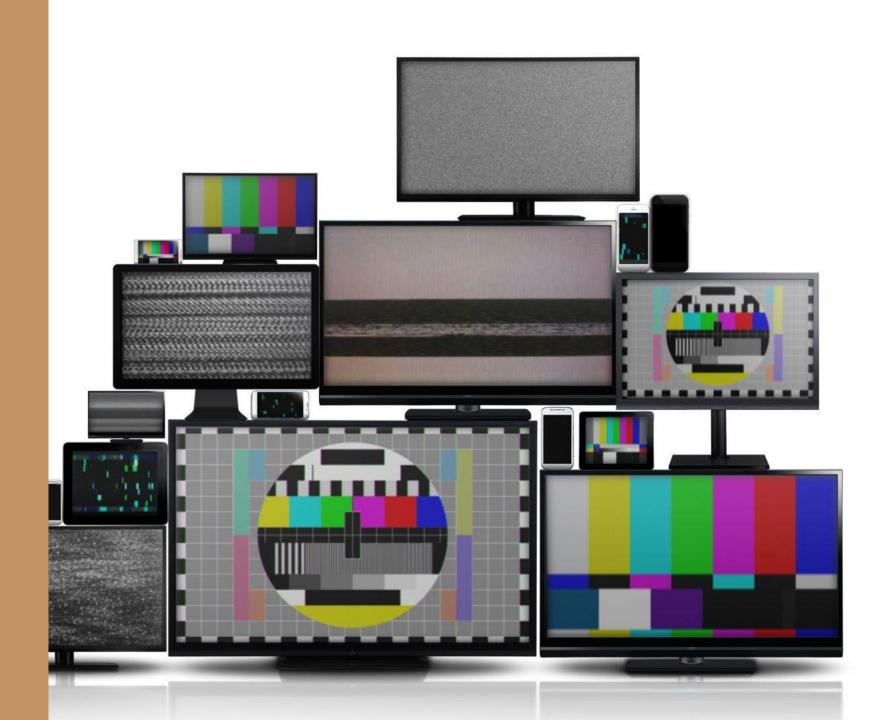




### The challenge

- Fragmented media
- Cluttered
- Digital overload
- Noisy
- Fast
- Limited concentration





# The opportunity

- More media channels with a wider reach
- Heritage is full of stories relatable to a diverse audience
- Get noticed with 'outside the box' thinking





# How to get noticed

- Hootsuite advises us that, for many brands, nearly all content is entertainment driven
- Push the boundaries and break the norms – deliver the unexpected
- Get people to engage through humour

# Keys ways to make an impact

- Continue your story, keep it at the fore
- Conversations build trust allow your audience to participate
- Customer experience is key
- Podcasts even Gen Alpha like them
- YouTube bigger than ever
- Print is not dead (again)
- Be authentic
- Balance data with human-first marketing



# Distribute your content!





### SPAB



#### Audience:

Existing members and volunteers

#### Approach and image:

- Practical and higher-level advice combined with warm and friendly people
- Engaged audience enjoying their subject

Followers on Instagram: 30.2K

Followers on LinkedIn: 12K

### SPAB









Following the recent Guardian elections, we're pleased to announce the two candidates elected for the Technical and Research Committee are Nigel Copsey (stonemason, conservator and lime specialist, based in

Yorkshire) and Hugh Conway-Morris (Scholar, architect

# Nuclear Institute

3,500 members

#### **Industry requirement:**

- 40,000 new roles in the next ten years
- Build awareness in the wider world beyond the scientific community

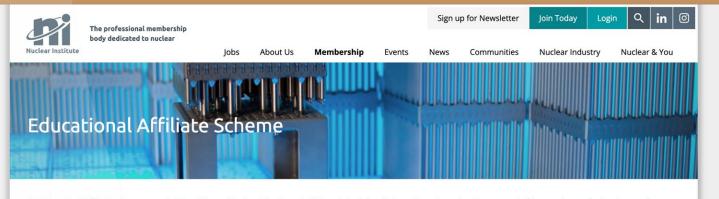
#### Target audience:

School children and university students

#### Solution:

- Create an educational hub
- Affiliate membership with educational sector
- Learning materials
- Explainer materials





Our Educational Affiliate scheme supports Universities and Further Education establishments to deliver high quality nuclear education courses to future nuclear professionals, as well as encourage young people towards future nuclear professional status.

Benefits of becoming an Educational Affiliate (EA) include:

#### Students and Apprentices

- Free NI Affiliate membership for students and apprentices on taught nuclear-related courses
- · Support student and apprentice journeys to professional recognition, as both a registered Nuclear Professional and a re
- Free bi-monthly e-copy of the Nuclear Future magazine
- · Access to unrivalled opportunities to learn about the nuclear sector and develop professional networks, including memb
- . Discounts on a wide range of events and activities run by and for nuclear professionals e.g. speed mentoring, local branch

#### Academics and Tutors

- Free NI Associate membership for two members of your organisation
- . Discounts on a wide range of events and activities run by and for nuclear professionals



The professional membership body dedicated to nuclear

Membership

Communities Nuclear Industry

Join Today

Nuclear & You

Q in 0

#### **Educational Affiliate Members**









Sign up for Newsletter

















### Icon

- Be topical
- Humour
- Attention grabbing





# Parting thought...

- Power of collaboration
- United voices amplify impact
- What are the opportunities for a joined-up approach?
  - Public awareness
  - Education sector





# Heritage Creates Communities

### The Heritage Alliance



Sarah Holloway



**Laura Carter** 





Herit

Cabbells

Heritage Creates – Heritage Alliance Keynote The Heritage Alliance

# Carole Souter CBE

Chair, The Heritage Alliance















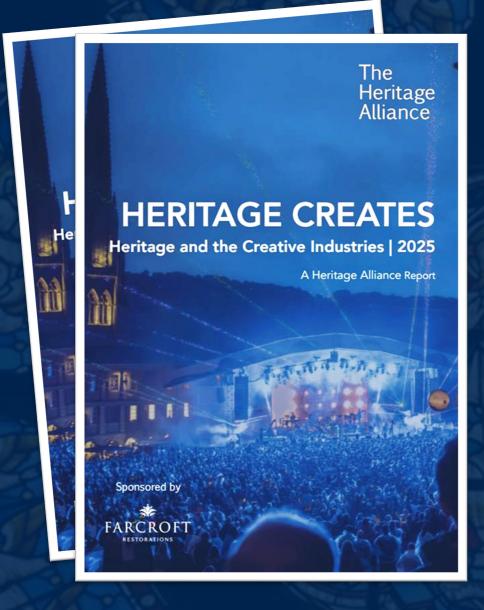
The Heritage Alliance











#### The Heritage Alliance



Read the full 'Heritage Creates' report by scanning the QR code below:





Heritage Day Sector Keynote

The Heritage Alliance

### Dr Nick Merriman OBE

Chief Executive, English Heritage



# How our heritage creates a positive future

Dr Nick Merriman OBE

Heritage Day 5 March 2025



#### **Perceptions of Heritage**



#### Promoting and supporting tourism





# Delivering cultural learning opportunities for young people





#### Championing the creative industries









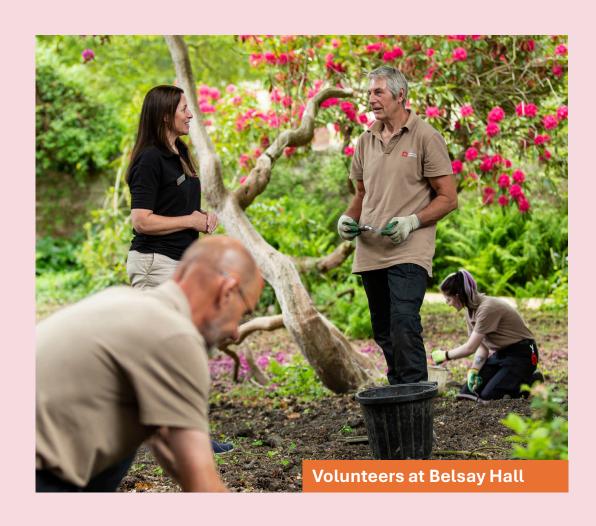
#### Supporting cultural placemaking



#### **Boosting skills**



### **Enhancing wellbeing**





#### Core duties of English Heritage





#### Heritage is for everybody



#### Heritage is for everybody











## Ecclesiastical Heritage Heroes Awards 2024

The Heritage Alliance

Carole Souter CBE





Laura Carter





#### **Closing Remarks**

The Heritage Alliance

# Carole Souter CBE

Chair, The Heritage Alliance



















