

Heritage 2020

collaboration in the historic environment sector

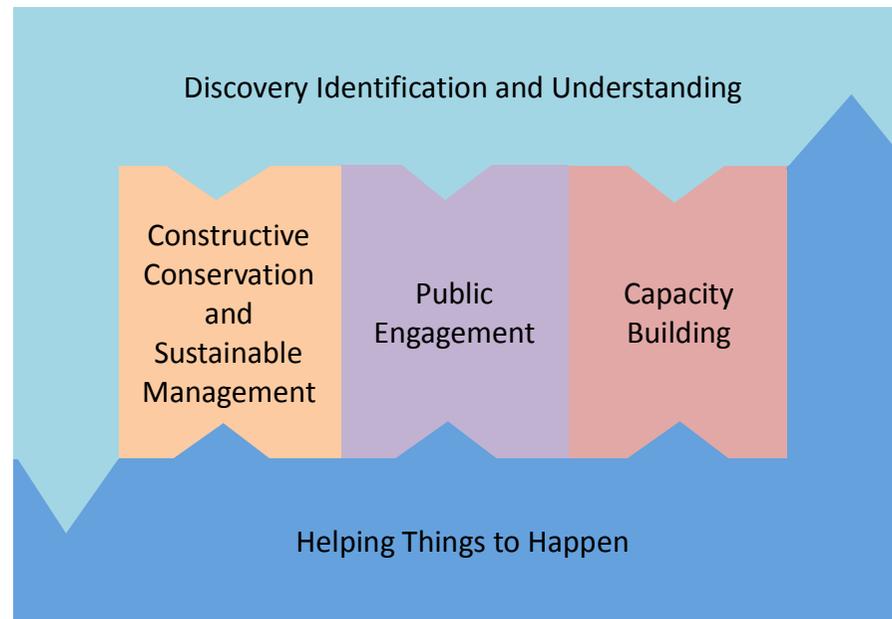
Working Group Action Plans, April 2017

Heritage 2020: Working Group Action Plans

April 2017

The Heritage 2020 initiative aims to strengthen partnerships and collaboration across the historic environment sector. Founded on the principle that the sector can add value to individual efforts by working together, Heritage 2020 seeks to increase understanding, protection, promotion and engagement with the historic environment in England.

The initiative has five strategic themes, identified by the Heritage 2020 Framework as areas where outcomes are best achieved through collaboration. There are five associated working groups: Discovery, Identification and Understanding; Constructive Conservation and Sustainable Management; Public Engagement; Capacity Building; and Helping Things to Happen. Each working group is made up of representatives from a range of organisations in the sector.



The following action plans reflect on the objectives and vision for each of the working groups, as defined by the Heritage 2020 Framework (<http://www.heritage2020.net/2020-framework/>). It maps actions on to their objectives and specifies the desired outcomes for each. The success of Heritage 2020 is measured by its ability to bring organisations together and leverage resources that strengthen the historic environment sector.

Discovery, Identification and Understanding

Using research to inform our understanding, protection and enjoyment of the historic environment

Organisations taking part in the working group:

Church of England, Arts and Humanities Research Council, Museum of London Archaeology, UCL Institute for Sustainable Heritage, Chartered Institute for Archaeologists, University of Leeds, Archaeology Data Service, British Museum, Newcastle University, Historic England.

Objective	Action	Outcomes
Build stronger bridges between the historic environment and higher education sectors	Research sector knowledge of hot and cold spots for research to demonstrate the strength of existing relationships and where there is a need for relationships to be enhanced.	Knowledge of strengths and weaknesses in existing relationships and of areas for future research, which can be used to address the strategic and front-line priorities for the historic environment.
	Plan symposium for early-career researchers in collaboration with the historic environment sector and research community to promote research that has specific relevance to professional practice.	Enhanced connections between practice and research, which can be used to secure the greatest impact from heritage research on practical challenges in the historic environment sector.
	Highlight major infrastructure projects and opportunities for collaborative working between the higher education and historic environment sectors (e.g. HS2).	Research is integrated into major infrastructure projects.
Develop a more strategic approach to risks and opportunities, to inform preventative conservation measures and policies	Monitor and contribute to Historic England's review of its foresight work.	Shared sector understanding of strategic research priorities for protection of the historic environment.
Secure maximum value from discoveries made by the private sector through cross-sector action	Develop synopsis of heritage information access strategy activity.	Data is more accessible and can be shared more widely to support the emergence of new discoveries and stories.
	Identify providers of historic environment data and how community groups interact with these providers.	

Constructive Conservation and Sustainable Management

Working to ensure the historic environment can be conserved and managed in a way that secures its future

Organisations taking part in the working group:

Historic England, Country Land and Business Association, British Property Federation, Heritage Lottery Fund, Natural England, Institute of Historic Building Conservation, ALGAO, The Architectural Heritage Fund, National Trust, Joint Committee of National Amenity Societies.

Objective	Action	Outcomes
Ensure systems of heritage protection are the best that can be devised with the resources available. They should recognise the relevance of the historic environment to society, maximize the use of historic assets and minimize factors which place heritage at risk.	Systems relating to the transfer of publicly owned heritage assets <ul style="list-style-type: none"> • Map and publicise sector activity against ‘theory of change’ stages • Based on mapping, identify gaps and develop priorities for research and action • Explore the potential of covenants to aid responsible transfer of assets • Bring together the historic environment sector and developers • Publish ‘best practice’ case studies to facilitate the process of transferring heritage assets • Scope a communications strategy project and bid for funding to address the issues of reported difficulty in accessing guidance. 	Sector enabled to join up more effectively on public sector disposals issues. Bring together good practice guidance and key parties in the transfer of heritage assets. Increased access to existing advice and guidance for key stakeholders and community groups.
	Comparison analysis of English, Welsh and Scottish heritage protection systems	Awareness of differences between English, Welsh and Scottish heritage protection systems
Resilience to social and economic forces for change	Promoting a heritage-led response to address the changing face of the high street <ul style="list-style-type: none"> • Map existing activity, to fill in gaps in advice and guidance • Engage with Civic Amenities Act anniversary work for advocacy and public engagement • Build partnerships with organisations addressing ‘problem’ buildings (e.g. Community Assets in Difficult Ownership) • Identify a strategy for engaging with other work/guidance in the wider commercial world • Actively link to Heritage Action Zones and Great Place projects • Build interest in High Streets with Government and with policy makers 	Demonstration of the positive contribution of heritage to high streets, including economic growth. Increased resilience of historic assets to social and economic forces for change.

Public Engagement

Involving as many people as possible from all backgrounds in heritage

Organisations taking part in the working group:

Churches Conservation Trust, Historic England, National Trust, Culture 24, CapeUK, National Coordinating Centre for Public Engagement, Arts Council England, Heritage Lottery Fund, NADFAS

Objective	Action	Outcomes
Increase overall levels of participation with the Historic Environment with a particular emphasis on increasing diversity	Create 'Pathways to participation with heritage' document, summarising motivations and opportunities for heritage organisations and diversity organisations to work together on public engagement activities.	Stronger links between the historic environment sector and a wider range of non-heritage organisations sharing similar public engagement objectives.
Champion heritage learning experiences within and outside of the classroom for children and young people	Engage with National Citizen Service (15-17 year olds) around the opportunities for including heritage	Increased participation among young people with the historic environment and heritage organisations
Support, sustain and develop programmes that will promote people's entitlement to connect with the historic environment	<p>Focus on promoting diversity in governance: researching and sharing examples of good practice from within and outside the sector</p> <p>Carry out desk research into diversity in governance to identify models and examples of good practice used within and beyond the sector</p> <p>Engage with the Historic England positive action traineeship, and investigate sharing a similar traineeship model across the sector</p>	People from all backgrounds will be more actively involved with working or volunteering to care for the historic environment

Capacity Building

Ensuring access to skills, knowledge and infrastructure to manage the historic environment

Organisations taking part in the working group:

Institute of Historic Building Conservation, Chartered Institute for Archaeologists, Royal Institute of British Architects, National Heritage Training Group, National Trust, Historic England, The Heritage Alliance, The Royal Town Planning Institute, UCL Institute for Sustainable Heritage, Heritage Lottery Fund, Royal Institution of Chartered Surveyors, Reading University, Country Land and Business Association

Objective	Action	Outcomes
A more integrated and focused approach to education, training and continuing professional development of heritage professionals	Host a knowledge and experience-sharing event on Apprenticeship Reform for the heritage sector	Better skilled and qualified heritage practitioners and craftspeople, from a wider range of backgrounds, will have greater access to continuing professional development and workplace learning
	Publish the report on the Apprenticeship day and consider future actions	
	Identify the challenges and opportunities for the sector to work together on the new Apprenticeships	Employers will see workforce development as an everyday responsibility and business need, and be supported to do so
A sustainable model for Local Planning Authority (LPA) conservation and archaeology services	Identify core LPA services: what they must provide for archaeological and historic environment services and what may be outsourced to other sectors	A sustainable network of local authority expertise available to developers and communities
	Align to existing work by ALGAO in relation to archaeological service provision	
	Consider how to support Historic England's Heritage Champions initiative at a local level, to provide a mechanism for engaging local politicians with Local Authority service provision	An increasingly effective civil society supporting the protection of the historic environment at local and national level

Helping Things to Happen

Achieving a long-term shift to a positive vision for the contribution that heritage makes to Britain

Organisations taking part in the working group

National Trust, The Heritage Alliance, British Property Federation, Historic Houses Association, Historic England, Council for British Archaeology, Chartered Institute for Archaeologists

Objective	Action	Outcomes
Better understand and reinforce the evidence base demonstrating the social and economic value of heritage to society	Review and collate existing evidence Hold workshop on data messaging aimed at communicating evidence more effectively Create 'top heritage facts' resource pack based on outcomes of data messaging workshop	Consumers of heritage and those with a stake in heritage use evidence to communicate the value of heritage to society to Government and politicians in new and powerful ways
	Engage with DCMS on the collection of statistics: where heritage is included, and what data is gathered	Enhanced statistical evidence base for the social and economic value of heritage
Engage more effectively beyond the sector with all those who <i>affect</i> the historic environment in the course of their activities, to raise awareness of that impact, and find a collective means of managing it in a positive way	Hold insight sessions focused on heritage 'consumers' (who 'consumes' heritage and how?) and sectors (who has a stake in heritage, what sectors benefit?) to prioritise stakeholders and engagement	Heritage features in the agendas of others
	Reach out to new ambassadors for heritage (e.g. GREAT campaign)	
Work with central and local Government to ensure the right frameworks and resources are in place to deliver what only Government can to, and to help the sector help itself and others	Work with Heritage 2020 working groups to identify top policy asks	Sector heritage manifesto and Brexit briefing, led by The Heritage Alliance
	Bring the sector together to share resources and knowledge that help the sector to get the best deal for heritage post-Brexit	Realise the opportunities and minimize the risks of Brexit for heritage
Engage with organisations, communities and others who have not until now shown an <i>interest</i> in heritage, and encourage them to become advocates for those parts of heritage that they particularly value	Identify a list of target ambassadors	More (and new) people acting as ambassadors for heritage and its positive contribution to wider activities
	Identify ways to make it attractive to get involved in communicating the positive contribution of heritage	