

Shaping the future – for heritage, for everyone

Welcome to the Heritage Lottery Fund's consultation on our strategic framework from 2013 onwards.

From 2012-13 onwards we will have more Lottery money to invest in the full breadth of the UK's heritage thanks to:

- the Government's review of Lottery shares;
- increased income after 2012 once the Lottery has paid its share of the costs of the 2012 Olympic Games;
- strong Lottery ticket sales.

Through this consultation we're inviting your views on our strategic framework for 2013-2019. We have set out our proposals on a range of issues, based on analysis of the emerging funding environment for heritage in the next few years, research and evaluation of the impact of our funding, and discussions with other organisations, partners and funders.

This is your opportunity to tell us how you think we should respond to the challenges and opportunities you will face in the future:

- what we should continue doing;
- what we may need to do differently;
- and what new initiatives could have the greatest impact.

We very much appreciate your views and suggestions - the consultation is open from 31 January to 26 April 2011.

Message from Dame Jenny Abramsky, Chair of the Heritage Lottery Fund

The heritage of the United Kingdom provides the changing scenery for our everyday lives, full of character and distinctive features. From the brooding landscapes of fells or fenland, to the familiarity of a Victorian high street or a well-tended public park in full bloom, heritage gives our neighbourhoods their local variety and identity. But heritage is also intensely personal, giving us an essential connection to where we have come from. We can all have our own view of what it is and what it means for us. How we relate to the past can be a source of strong emotion – from the exhilaration of uncovering a missing link in our family's past, to pride in breathing new life into a much-loved local landmark, or the awe inspired by the survival of a rare beautiful object. It is a great strength of the Heritage Lottery Fund that we can support the whole range of places, objects and activities that link people to the past and are a legacy for future generations. Our view of heritage is broad and inclusive, embracing landscapes and biodiversity, museums, libraries and archives, parks, the historic environment, industrial, maritime and transport heritage and cultures and memories. Since 1994 Lottery investment of £4.4 billion has sustained and transformed the UK's heritage, making a lasting impact on places and nurturing people's inspiration and involvement. As a Lottery funder, we have a distinctive role. We value the excellence that can be delivered by projects of all sizes, and make grants ranging from £3000 for heritage important to local communities, to over £5 million. As a UK-wide body, we ensure that all four nations have the opportunity to deliver transformational multi-million pound heritage projects. The Government's announcement of an increase in our share of Lottery good causes income from 16.7% to 20% by 2012-2013, amounting to around £50 million extra money a year, is an extremely welcome boost for the UK's heritage. At the same time, it is clear that the recently-announced reductions in Government spending will mean there will be around £700 million a year less public investment in heritage across the UK during the next five years. We anticipate this will mean a fundamental re-design of heritage services provided through the public sector in future, and heritage organisations of all kinds will need time to adapt to the new financial realities. It is vitally important that we protect the legacy of investment and innovation that Lottery funding for heritage has made possible over the past 16 years. So, we are launching this consultation in a period of continued turbulence. We are committed to maintaining our role as a single voice for the full breadth of heritage across all of the UK, and will be creative and resourceful in dealing with all of the new challenges and opportunities arising from reduced public spending, and increased Lottery income, while cutting our own costs. We are working closely with other heritage agencies and other partners to ensure we continue to complement their activities.

In future we expect heritage organisations to become even more deeply rooted in local communities, sustained by a combination of volunteering, local ownership, income generation and individual donations, working alongside continued public investment and private philanthropy. Heritage organisations will need to be flexible to overcome the loss in public funding by revising business plans and combining greater earned income and local giving with volunteer involvement. We will take steps through our funding to encourage this culture of giving– of both time and money – to build a strong and resilient heritage sector for the future. There are many other urgent challenges facing heritage organisations over the coming years. The effects of climate change threaten all types of heritage, putting species, buildings and collections at risk of loss or damage. We will encourage research and innovation in creating a low-carbon heritage sector at the forefront of developments in ‘greening’ knowledge and technologies. But we also see some real opportunities in the role heritage can play in the post-recession restructuring of the economy. The huge growth in the use of digital technologies is transforming the way people can share, learn about and manage heritage today. We will encourage the projects we support to push the boundaries in thinking creatively about maximising this potential. And we will continue to stress the value we place on creating new opportunities for people to develop skills that will enrich their lives and contribute to a thriving heritage sector for the future. We cannot frame our new strategy for 2013 onwards without listening to the people and organisations who share our commitment and enthusiasm for all parts of the UK’s heritage. Please give us your views on what we do, and how we may need to change, in this new funding landscape. We will draw on what you tell us to shape our new strategic framework and will publish this, with our future goals and ambitions, and indicative funding allocations, next autumn. We look forward to hearing from you.

WELCOME TO THE CONSULTATION

From 2013 to 2019 we expect to have an annual awards budget of around £300million, subject to ticket sales and the renewal of our licence to distribute the good causes income for heritage from 2019.

This consultation will help to shape the strategy that will guide how we distribute our funding for that period.

As a Lottery funder, we believe that people are at the heart of sustaining heritage in good condition, and our money should make a difference for both heritage and communities. We are asking for your views on our strategic aims, how we work, the balance of our funding, and what we fund in **section 1**.

We want it to be straightforward to apply to us, and to ensure that our funding continues to meet strategic needs. We'd like your views on our current funding programmes and what we might change in future - tell us what you think of these in **section 2**.

We see a number of opportunities and challenges facing the heritage organisations in the coming years, and are suggesting some new directions and measures we could take in response. Help us to shape our approach to these in **section 3**.

We work with a very wide range of organisations and the general public and some sections of this consultation will be more relevant to you than others. You can answer some or all of the questions, and there is no word limit to your answers. Equally, you may have other points you want to make to us – if so, please do so at the end of the questionnaire. We very much appreciate your views and suggestions.

The consultation is open from 31 January to 26 April 2011. The questionnaire should take around 15 minutes to complete (depending on how many questions you choose to answer).

Once you log in below you can exit the survey at any point and return by logging back in with your unique username and password – your answers will be saved.

The consultation is being run by Opinion Leader on behalf of the Heritage Lottery Fund. If you have any questions about the consultation, any technical difficulties, or would like a hard copy of the consultation content, please contact Winston Chesterfield on 0207 861 3103 or wchesterfield@opinionleader.co.uk. Alternatively, if you would like to speak to someone at the Heritage Lottery Fund, please contact Anne Young on AnneY@hlf.org.uk.