

## **LGA response to the Heritage Lottery Fund 2018 Heritage Perceptions survey**

### **Purpose of report**

For discussion and direction.

### **Summary**

The Heritage Lottery Fund is conducting a survey on its role and funding priorities for the next five years. This report updates CTS Board Members on the LGA response to the survey and seeks a steer on key points to raise.

### **Recommendation**

Members are invited to provide feedback on issues raised in paragraphs 7-11 and the LGA's response in paragraph 12.

### **Action**

Officers will take forward actions identified.

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## LGA response to the Heritage Lottery Fund 2018 Heritage Perceptions survey

### Background to the Heritage Lottery Fund 2018 survey

1. The Heritage Lottery Fund (HLF) is a major national lottery distributor (**Annex A**) and since 1994 has awarded over £7.7 billion to over 42,000 projects. Some of the HLF's achievements have included:
  - 1.1. More than 3,000 people undertaking work-based training in heritage skills, including 28 projects with a value of £13.9 million that have supported the development of museum skills
  - 1.2. Over 19,500 historic buildings and monuments restored
  - 1.3. Over 3,200 projects funded to help conserve threatened habitats and species and over 850 public parks revitalized
  - 1.4. All ten of the most popular major heritage attractions across the UK have been supported by HLF
  - 1.5. Visitor numbers across the first 100 major Grants to complete rose by 130 per cent. Local tourism businesses are receiving an extra £480 million in revenue as a result of these increased visits - creating an extra 9,600 new jobs.
2. Last year, through a series of workshops across the UK, the HLF looked at what the participants valued as heritage, how heritage projects might improve their communities, and what their priorities would be for how HLF funds projects. This year, the HLF have also had conversations and workshop sessions with a range of stakeholders - people from a range of sectors who work with heritage, including councils and the LGA. The HLF have been asking what people see as the main opportunities for heritage over the next few years and how HLF can best support them to achieve their ambitions. Workshops with these stakeholders also informed the HLF Tailored Review, along with other Government reviews announced in the 2016 Culture White Paper: the museums review.
3. With reducing income from the Lottery sales, the HLF Board has agreed that the next financial year 2018/19 – when HLF expect to distribute a substantial budget of c £190 million - should be a transitional year, with some changes to their grant making. This will help HLF rebase themselves to ensure that income, commitments and resources are aligned. HLF are also taking the opportunity to simplify the complexity of their grant programmes ahead of the new Strategic Funding Framework.

4. The following changes to the HLF grant-making will take immediate effect (and run until the HLF new funding framework opens in Jan 2019):
  - 4.1. There will be no new rounds of targeted programmes (i.e. Landscape Partnerships, Parks for People or Townscape Heritage) in 2018
  - 4.2. HLF will still be funding landscapes, parks and historic town centres in 2018, accepting grant applications via their open programmes, including 'Our Heritage' and 'Heritage Grants'
  - 4.3. HLF will fund Heritage Grants over £5 million (major grants) in 2018, with decisions planned in April 2018 as usual (based on applications already submitted)
  - 4.4. HLF will not fund new 'major grants' (Heritage Grants over £5 million) in 2019, so there will be no application deadline in 2018
  - 4.5. During the final quarter of the financial year - January to March 2019 - HLF will only be making Round Two awards; and Round One grants of up to £100,000. This will give time to prepare applications under the new Strategic Funding Framework arrangements
  - 4.6. HLF are also planning new strategic funding to support innovation and new ways of working. HLF expect these initiatives to include a strong focus on urban parks and landscapes, with further details to follow in the spring.
5. To inform their funding plans from 2019 to 2024, HLF are conducting a survey to explore what heritage means to people, its importance and value, the aspects of heritage which resonate most strongly and the impact it can have on people's lives. The online survey will **close on 22 March 2018**: <https://start.yougov.com/refer/vsWjLXqS6ldDWy>.
6. Some of the questions (**Annex B**) that the survey asks are:
  - 6.1. What people understand by the term 'heritage' and what it covers and whether it matters to them and why.
  - 6.2. How important people think the following are:
    - 6.2.1. **Historic buildings and monuments** - Including community buildings such as village halls, townscapes, historic houses, buried archaeology and places of worship. This area can include the repair and transforming of a historic building.
    - 6.2.2. **Community heritage** - Projects focusing on a range of heritage (drawn from at least two of the other five heritage sectors) in a geographic community, or a community with a shared cultural/social background, or a community of interest.

- 6.2.3. **Cultures and memories** - The heritage of performing arts, traditions, social practices, rituals and festive events; or oral traditions, including oral history; or knowledge and practices relating to nature; or knowledge and skills to produce traditional craft. In effect, the transmission of non-material culture from one generation to the next.
- 6.2.4. **Industrial, maritime and transport** - Aircraft, vehicles, locomotives, rolling stock, vessels, or buildings, special infrastructure/ fixed installations and machinery (e.g. mines) associated with industrial, maritime or transport history.
- 6.2.5. **Land and natural heritage** - Land, including designed landscapes such as public parks, gardens and cemeteries, and natural or semi-natural landscapes including countryside access, habitat and species conservation, the marine environment and land management skills.
- 6.2.6. **Museums, libraries and archives** - Any group of artefacts, including documents, to be seen, studied, or kept together, whether in museums, archives, galleries, libraries or collections in other buildings and locations, including the open air.
- 6.3. Which of the following do people believe are important issues which heritage should help address? Community Development, Economic Growth, Social Inclusion, Environmental Sustainability.
- 6.4. People to indicate their preference in terms of the funding provided by the Heritage Lottery Fund. Whether this should go to projects involving: natural landscape; culture and memories; buildings and artefacts: Local or national projects; Small or large grants of funding.
- 6.5. How beneficial or not do people think it would be if the Heritage Lottery Fund were to, for example... Spend time in their area to suggest a range of possible projects; Provide expertise and advice to help local group's projects going; Work with local authorities or other local organisations to help identify possible projects.

### **Issues for councils**

7. Ros Kerslake (Chief Executive of HLF) spoke at the CTS Annual Conference on 8 March 2018, where she highlighted that approximately one third of all HLF funding goes to councils. Whilst the HLF sees councils as key partners in the years ahead, changes to funding criteria and priorities could result in councils receiving less grant from the HLF.

8. The HLF 'State of the UK Public Parks 2016' report stated that over £850 million has been invested by the HLF (and more recently the Big Lottery Fund) in regenerating the UK's public parks. The report highlighted that increasing financial challenges being faced by councils were affecting their ability to manage and keep parks maintained. This was of some concern to HLF in terms of ensuring their investment would not result only in short term improvements. The HLF, Government and LGA are involved in the Taskforce on parks, which has been established to tackle the sustainability of parks in the future.
9. Councils will have lost 75p in every £1 of core funding by 2020, leaving an overall funding gap of £5.8 billion, which are needed to provide adequate adult social care and children's services. The savings that will need to be made will inevitably affect not only those direct services that councils provide to support the cultural economy, including heritage, but also indirect services like planning, transport and even maintaining the historic sites and street furniture that make places attractive to visit.
10. Only with the right funding and powers can councils continue to make a difference to people's lives by creating jobs, maintaining parks and green spaces, running children's centres, museums and libraries, caring for older people, disabled people and improving the health and wellbeing of their local communities. Investing in local government will boost economic growth, reduce demand for services and save money for the taxpayer and others part of the public sector, such as the NHS. Heritage facilities and provision are a key part of the wider cultural offer of a place and continuing to invest in places through the Heritage Lottery Fund (HLF) will help reduce burdens on the adult social care and NHS budgets.
11. Funding decisions planned by the HLF may have an adverse impact on council's ability to attract larger funding grants. The HLF have indicated they will not be funding grants over £5 million in 2019. It is not clear at this stage whether this decision will continue beyond 2019.

### **Key lines of response**

12. We propose that the following themes run throughout our response:
  - 12.1. Councils recognise the value of heritage and their role in placemaking means they will continue to be core partners for the HLF.
  - 12.2. Councils are having to make challenging decisions about funding services. The HLF has to date had a clear policy of not replacing council funding. While we understand this, we believe the current funding situation will require a more flexible approach and that the withdrawal of council funding does not indicate a lack of commitment from the local authority to supporting the heritage assets. Future grant-making will need to make more acknowledgement of in-kind contributions from councils.

- 12.3. Councils' experiences of placemaking, further evidenced by the Arts Council England's Creative People and Places projects, demonstrates that local understanding and definitions of heritage vary significantly across the country and can be very personal to that community. We believe the HLF's broad definition of heritage, allowing communities to define what it means for them, has been a particular strength of previous programmes and should be retained in future funding programmes.
- 12.4. There has been a decline in resources available to support applications, both within councils, and across the voluntary sector generally. The application process for funding will need to be kept as simple as possible, with clear criteria for application, so that potential applicants can make realistic assessments of their likelihood of success - allowing them to prioritise their very limited resources at the most appropriate funding streams.

### **Implications for Wales**

13. The HLF 2018 Heritage Perceptions survey covers the whole of the UK, so will have an impact on councils within Wales. The LGA is engaging with the WLGA to ensure that any issues affecting Welsh councils is reflected in this response and encouraging Welsh councils to respond to the survey.

### **Financial Implications**

14. None.

### **Next steps**

15. Following any feedback from CTS Board Members, CTS officers will finalise the LGA's response with Lead Members and the Political Groups and submit by 22 March 2018.
16. The LGA will continue liaising with the HLF and keep CTS Board Members updated with developments to the HLF's new funding arrangements.

## **Annex A: Background to Heritage Lottery Fund 2018 Heritage Perceptions survey**

### **1. About the Heritage Lottery Fund (HLF)**

- 1.1. Since its launch in 1994, the National Lottery has provided funds for good causes. The Heritage Lottery Fund's parent body, the National Heritage Memorial Fund (NHMF) allocates Lottery funds to heritage; HLF is the distributor.
- 1.2. HLF is a non-departmental public body accountable to Parliament via the Department for Digital, Culture, Media and Sport (DCMS). Although HLF are not a government department, the Secretary of State for Digital, Culture, Media and Sport issues financial and policy instructions to the HLF, and HLF report to Parliament through DCMS. HLF decisions about individual applications and policies are entirely independent of the Government.

### **2. HLF Tailored Review**

- 2.1. Following the HLF Tailored Review, the Department for Digital, Culture, Media and Sport (DCMS) concluded that HLF performed well as an organisation, with 79 per cent of survey respondents seeing the HLF as a 'very' or 'extremely' effective funding body and the HLF role as a UK-wide funder with a sole focus on heritage was highly valued. The review also noted that HLF was operating within the context of reducing National Lottery receipts and local authority funding. As a result, it recommended that HLF should become more strategic, effective and efficient to ensure National Lottery funding continues to support the resilience of the heritage sector, benefits people and preserves heritage for future generations.
3. The review makes a series of recommendations for how the HLF can further strengthen their effectiveness and performance. These include clarifying HLF priorities in their upcoming Strategic Framework, which HLF is consulting on as part of this survey, and strengthening their strategic partnerships with other funders, experts and Governments across the UK.
  4. Many of the recommendations are already being implemented, including strengthening communications, data management, research and evaluation. HLF have published an implementation plan to deliver the recommendations. HLF have indicated they will continue to work hard with DCMS and other partners, to ensure maximum value for National Lottery players and the best possible support for the heritage sector.

## Annex B: HLF online survey questions

1. When you think of what 'heritage' is and what it means to you, what things come to mind?
2. When you think of the concept of 'heritage' in general, to what extent do you think of it in terms of...Local, national or personal/family heritage?
3. To what extent would you say 'heritage' matters to you personally?
4. Which, if any of the following, are reasons why heritage matters to you? Select all that apply, for example: improves local identity; maintains and conserves local heritage.
5. How important or not are each of these aspects of heritage to you? Please **click here** to see the full descriptions again in a new window. For example, museums/libraries and archives.
6. To what extent do you think heritage has an impact or not on the following, for example: Maintaining and conserving local heritage: This includes renovation, protection and improvement or improving the place: This includes bringing buildings into use as well improving local aesthetics, facilities and safety.
7. Heritage can be seen to have an impact on a range of social issues. Which of the following do you believe are important issues which heritage should help address? Community Development, Economic Growth, Social Inclusion, Environmental Sustainability.
8. Which, if any, of these groups in society should heritage funding look to support? Please select all that apply. For example: Older people, unemployed people or young people (11-25 yrs old).
9. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts - "It is important to me that heritage buildings, landscapes and places are well looked after"/ "I know who makes decisions about how local heritage is looked after"
10. HLF can fund many different types of heritage focused projects. Using the following scales, please indicate your preference in terms of the funding provided by the Heritage Lottery Fund. Again, please remember that heritage projects can include the natural landscape, culture and memories as well as buildings and artefacts: Local or national projects; Small or large grants of funding.
11. How beneficial or not do you think it would be if the Heritage Lottery Fund were to, for example... Spend time in your area to suggest a range of possible projects; Provide expertise and advice to help local group's projects going; Work with local authorities or other local organisations to help identify possible projects.



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12. To what extent, if at all, would the HLF doing what is listed above encourage you or your family to become more involved with local heritage projects?
13. Which, if any, of the following might you interested in doing? Select all that apply. For example: Voting to choose which local projects are awarded funding; Voting for a project linked to TV or other media content.
14. In the past year, how often have you spent money on tickets for the National Lottery draws (Lotto, Euro Millions, Thunderball, Daily Play, Hotpicks) or National Lottery scratch cards?