



The National Lottery Heritage Fund

Strategic Funding Framework 2019 - 2024

Overview

- 1. The National Lottery Heritage Fund's new strategic framework**
- 2. Introduction to the new National Lottery Grants for Heritage**
- 3. Available support and how to apply**

Our new vision

‘Inspiring, leading and resourcing the UK’s heritage to create positive and lasting change for people and communities, now and in the future.’



Our funding priorities

The National Lottery Heritage Fund's key priorities for 2019-2024:

- Inclusion of under-represented groups
 - disabled people
 - young people
 - people from minority ethnic communities
 - LGBT+ communities
 - people from lower socio-economic backgrounds
- Heritage at risk
- Community and local heritage
- Landscapes and nature



How do we define heritage?

Heritage can mean different things to different people.

It can be anything from the past that people value and want to pass on to future generations.



What do we fund?

The National Lottery Heritage Fund awards **grants relating to:**

- Museums and collections
- Community heritage
- Landscapes and nature
- Historic Buildings and monuments
- Industrial, maritime and transport
- Cultures and memories

All projects must be clearly related to UK **Heritage**

All projects must be well **planned and budgeted**

Must meet our new **Outcomes**



Runnymede explored, © John Millar

Highlights from new National Lottery Grants for Heritage

Small	Medium		Large
£3k-£10k	£10k-£100k	£100k-£250k	£250k-£5m
Single-Round Application	Single-Round Application	Single-Round Application	Development Grant Applications Delivery Grant Applications
Head of Team Decision	Head of Team Decision	Committee Decision	Committee or Board Decision
No deadlines	No deadlines	Quarterly deadlines	Quarterly deadlines
8 week decision	8 week decision	12 week decision	12 week decision
Max 1 Year	Max 5 Years	Max 5 Years	Max 7 Years (2 years development and 5 years delivery)

Our new outcomes

- **A wider range of people will be involved in heritage**
- Heritage will be in better condition
- Heritage will be identified and better explained
- People will have developed skills
- People will have learnt about heritage, leading to change in ideas and actions
- People will have greater wellbeing
- The funded organisation will be more resilient
- The local area will be a better place to live, work or visit
- The local economy will be boosted

With our investment...

... a wider range of people will be involved in heritage

There will be more people engaging with heritage and this audience will be more diverse than before your project started.



Project Pilgrim Vision

A Vision for Social, Economic, Environmental and Spiritual Regeneration



Project Pilgrim Phase One

Connect / Engage

Achievements & Outcomes

- A new public space for Gloucester
- Nationally significant heritage conserved
- Improved access and story-telling
- Enhanced Welcome for all
- Solar PV installed to “future proof”
- Sacred Space in Common Ground



When to engage?

Development and Design

Project Delivery

Business as Usual

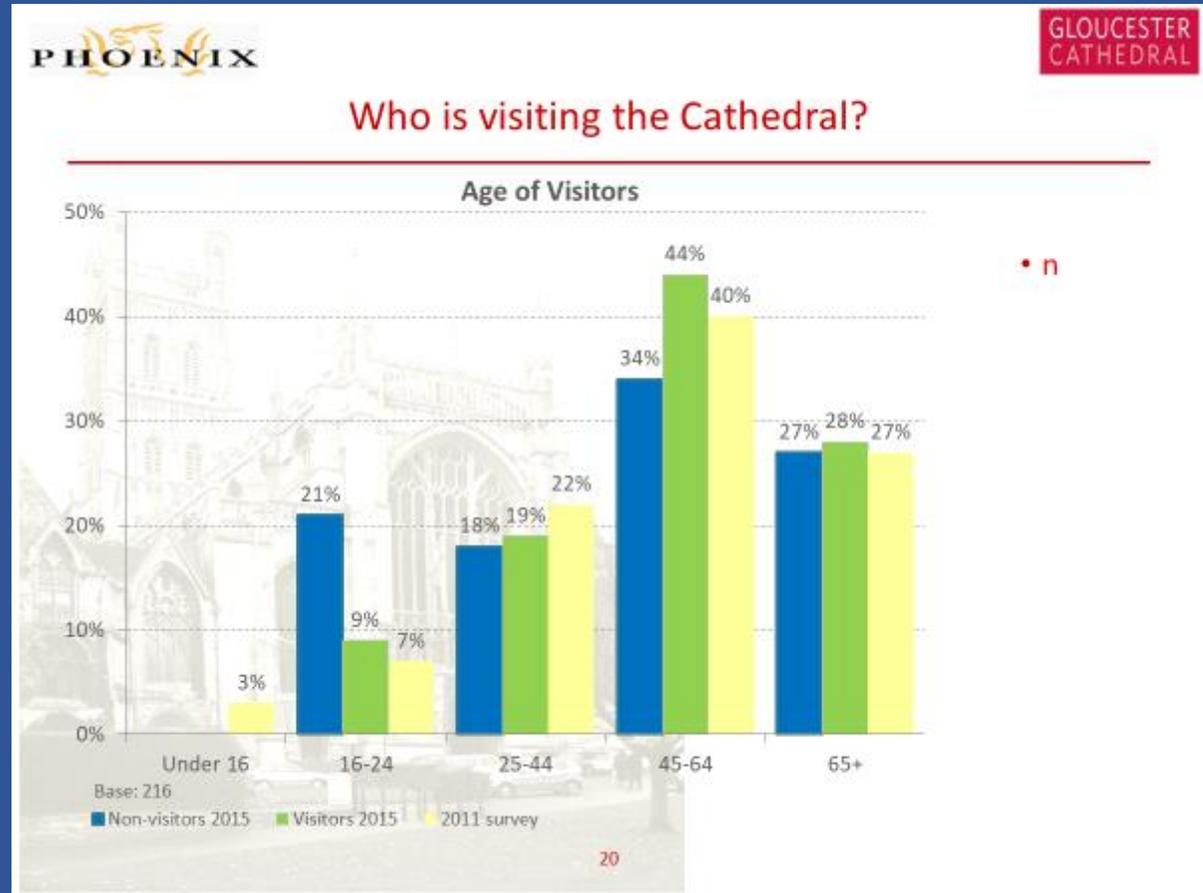


Who? Know your Audience

Anecdotal / Perceptions

Current Records incl Observation

Surveys



Who? Know your Potential Audience

Local demographics

Similar organisations

Similar activities

Table 3: Projected population change in Gloucestershire, 2016-2041⁶

	0-19			20-64			65+		
	Number of people		% change	Number of people		% change	Number of people		% change
	2016	2041	2016 to 2041	2016	2041	2016 to 2041	2016	2041	2016 to 2041
Cheltenham	26,500	27,200	2.6%	69,100	67,200	-2.7%	21,900	33,600	53.4%
Cotswold	17,600	18,400	4.5%	47,000	44,500	-5.3%	21,500	33,500	55.8%
Forest of Dean	18,300	19,600	7.1%	46,700	45,200	-3.2%	20,200	32,100	58.9%
Gloucester	32,100	35,200	9.7%	75,600	80,600	6.6%	20,800	35,300	69.7%
Stroud	26,200	28,600	9.2%	65,400	67,100	2.6%	25,800	40,400	56.6%
Tewkesbury	19,800	22,800	15.2%	49,300	52,100	5.7%	19,500	32,100	64.6%
Gloucestershire	140,600	152,000	8.1%	353,000	356,700	1.0%	129,700	206,700	59.4%
England	13,107,000	13,672,900	4.3%	32,278,400	33,285,800	3.1%	9,882,800	14,993,600	51.7%

Who? Know your Potential Audience

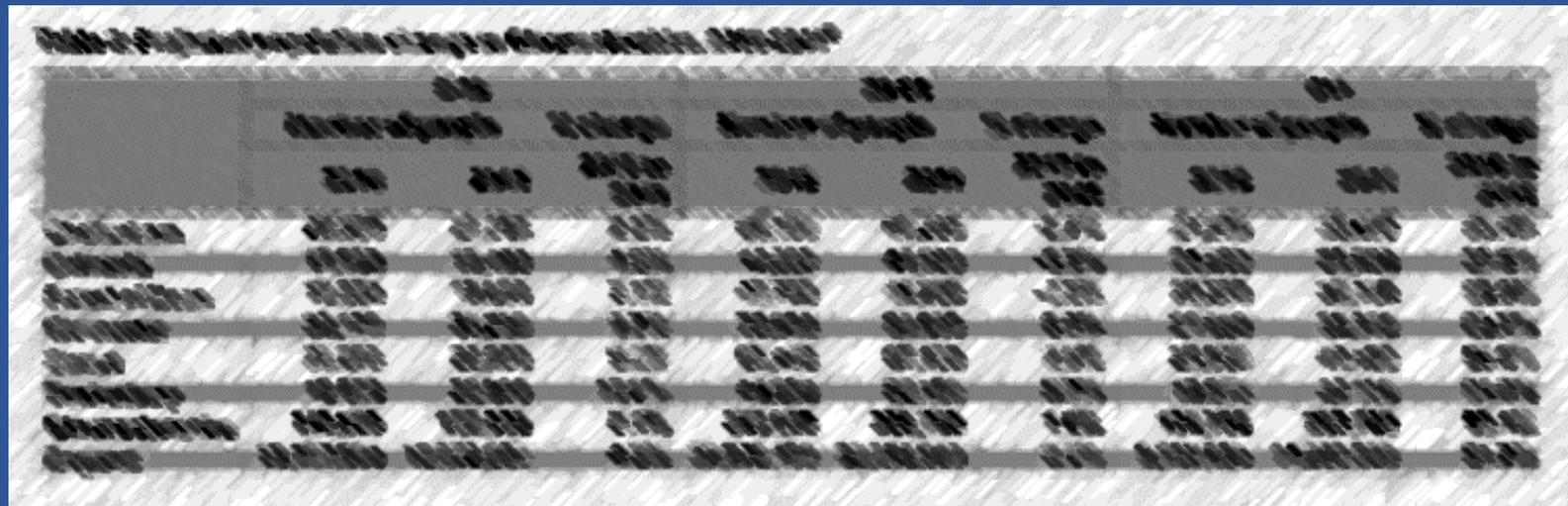
Local demographics

Similar organisations

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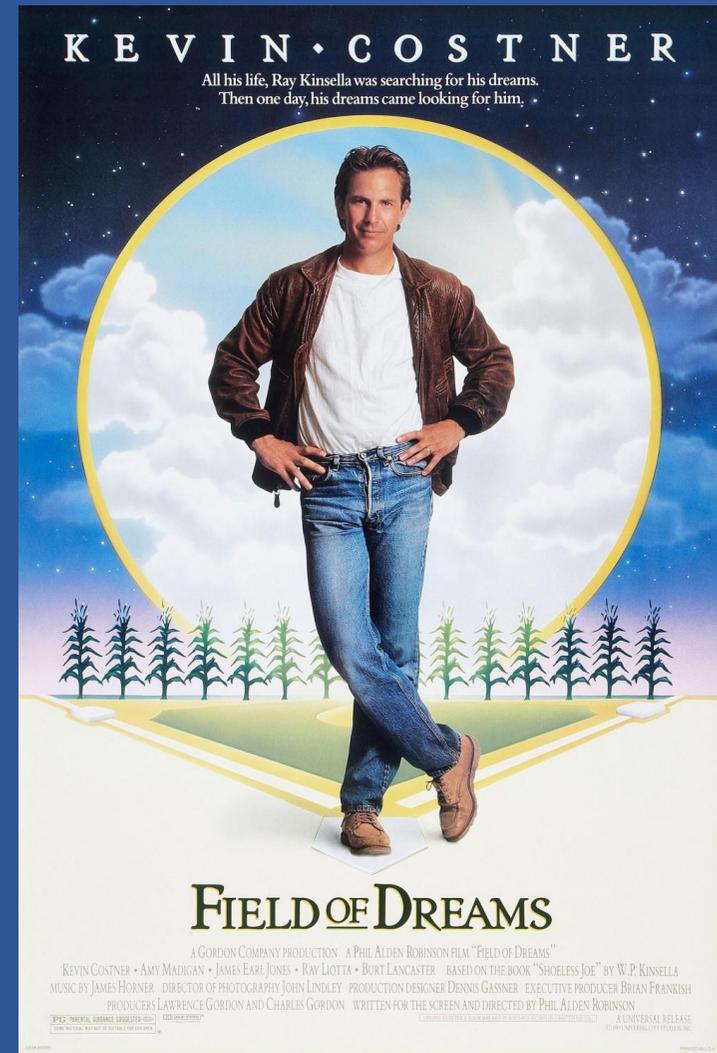
Table 4: Outcomes by age in Gloucestershire 2011⁷.

	Gloucestershire		England	
	65 or over	under 65	65 or over	under 65
Health and disability				
% of people with a long-term limiting illness	49.0	9.3	53.1	10.7
% of people in bad or very bad health	11.9	2.7	15.3	3.6
Isolation				
% of people without access to a car or van	22.0	9.4	29.2	17.7
% of people living on their own	31.4	not available	32.7	not available
Caring				
% of people providing unpaid care of 50 hours or more a week	4.6	1.5	5.3	1.8
Housing				
% of people living in a household without central heating	2.6	2.0	3.0	1.9
	50 or over	under 50	50 or over	under 50
Isolation				
% of people living on their own	23.0	9.4	24.2	6.9
Caring				
% of people providing unpaid care	17.4	6.2	17.1	6.6
Employment				
% of people with no qualifications	32.0	8.6	38.2	10.9



Mythbusting

Build it and they will come

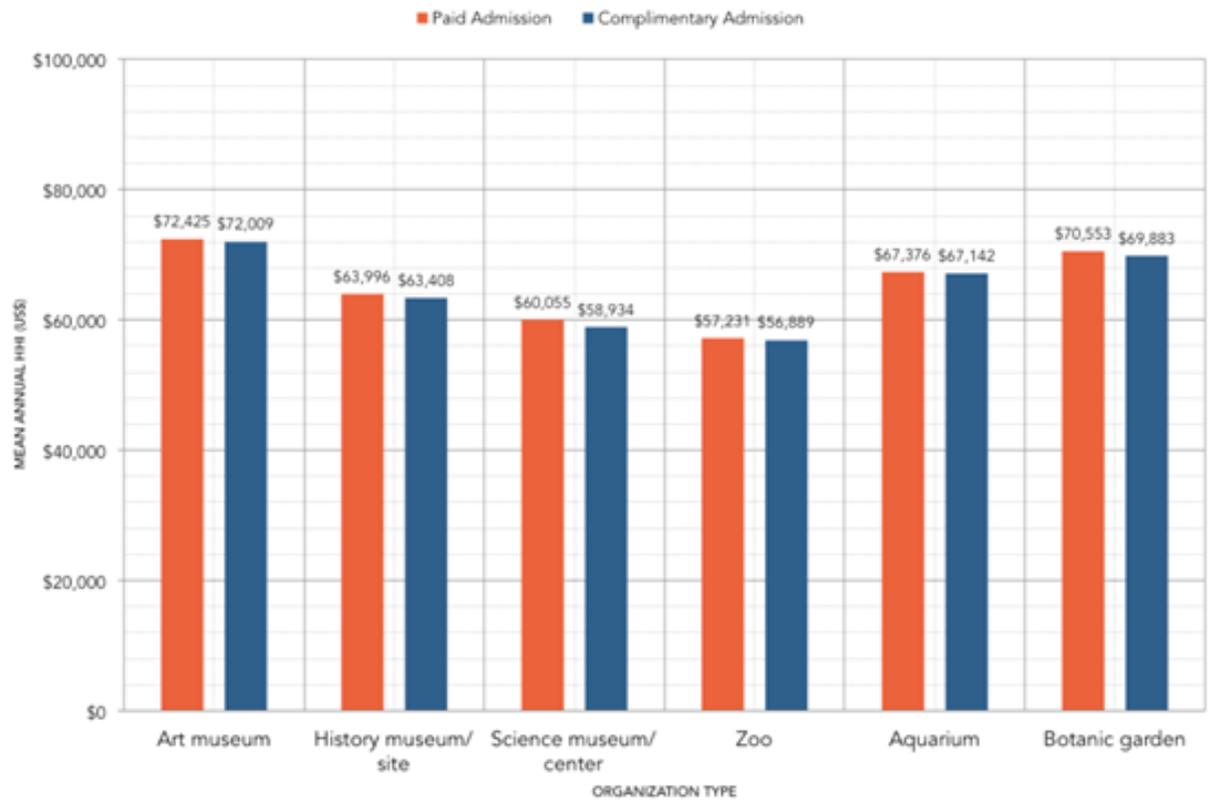


Mythbusting

Cost is the only barrier

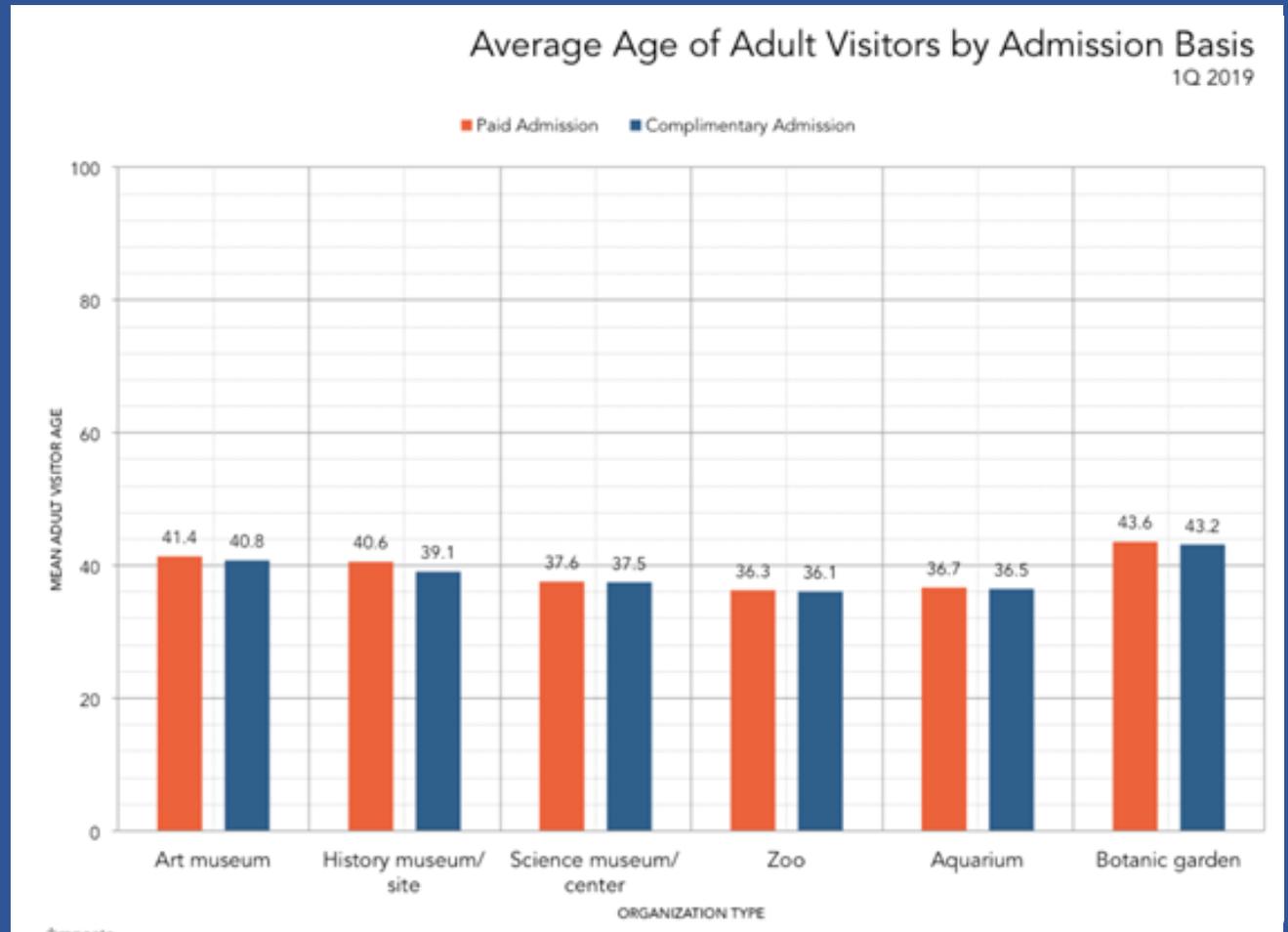
Annual Household Income of Visitors by Admission Basis

1Q 2019



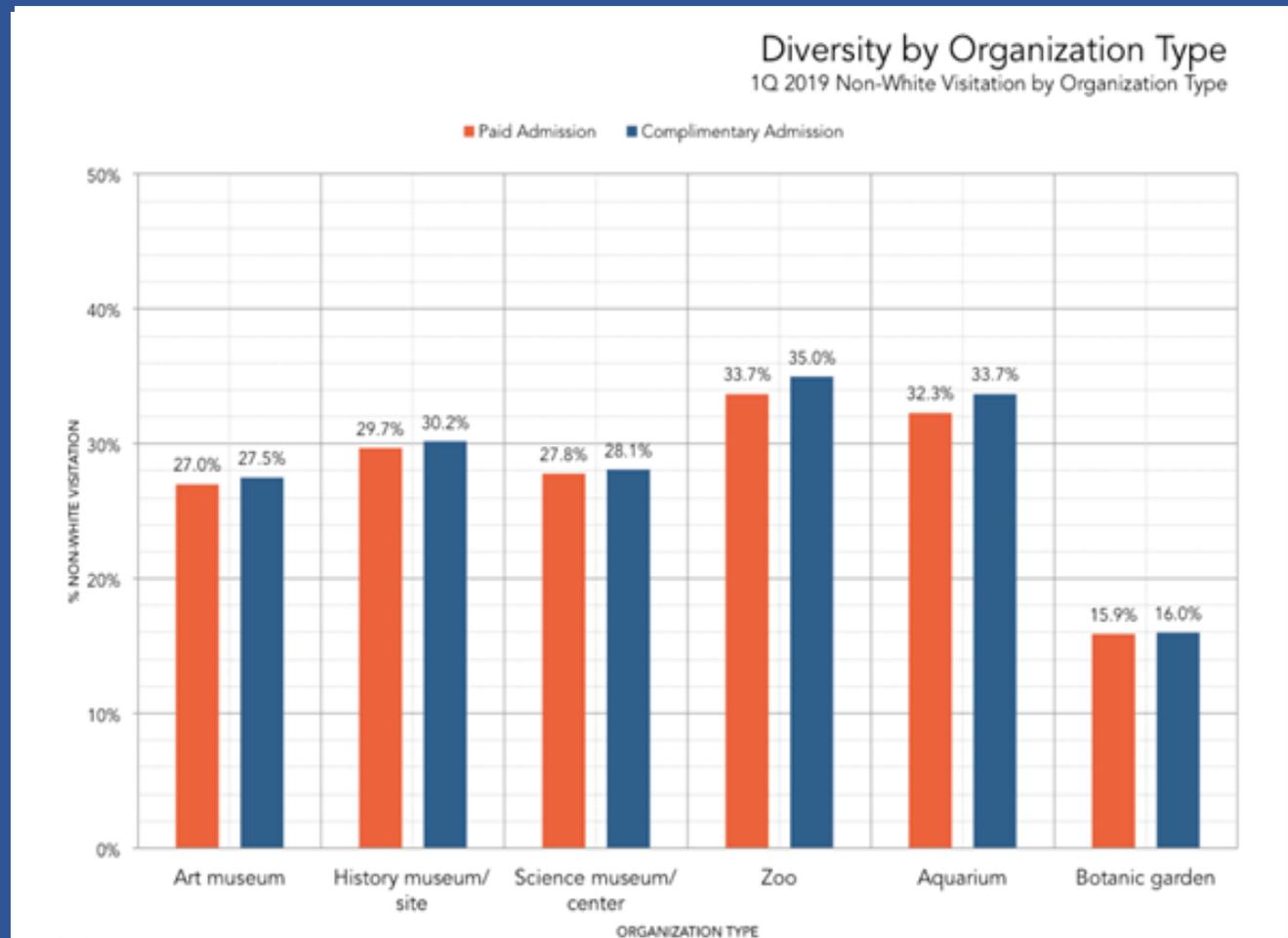
Mythbusting

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Mythbusting

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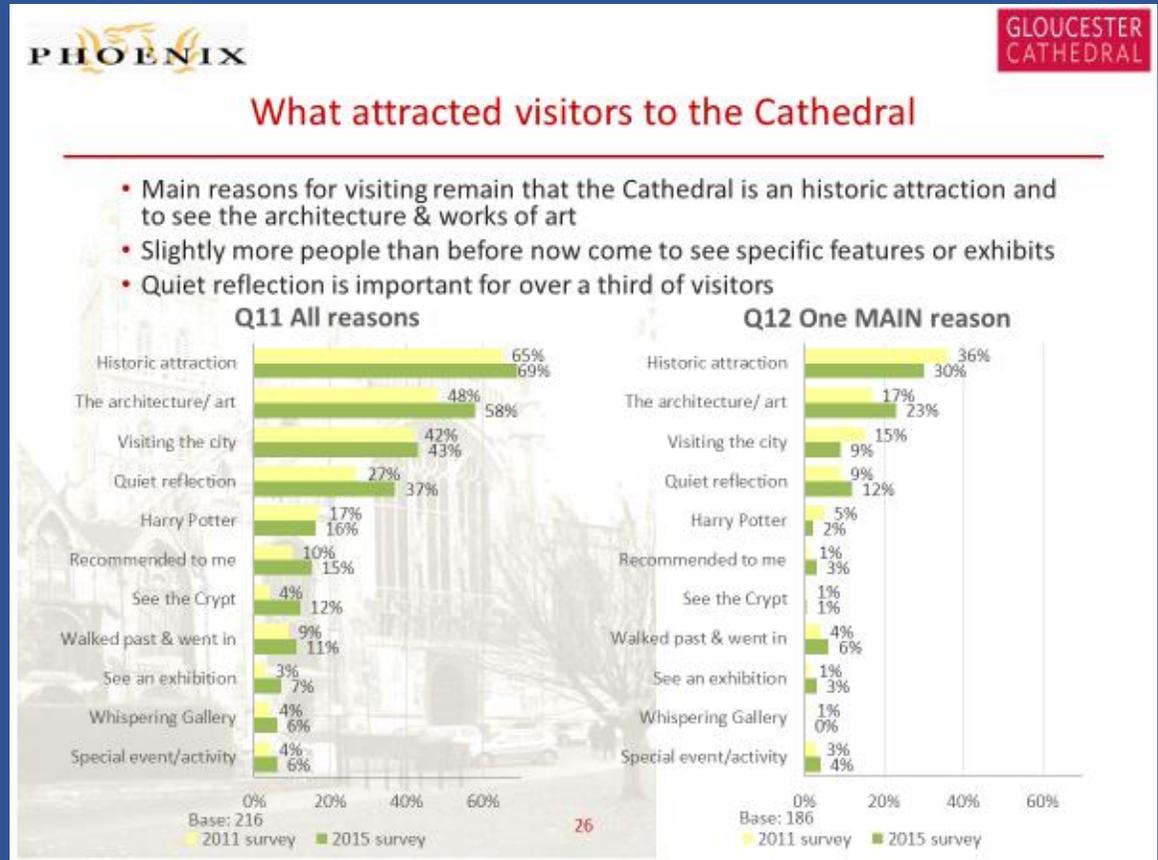
What? Talk to People

Existing Audiences

Target Audiences

Be prepared:

- To listen
- For difficult answers
- To use intermediaries
- To act
- To ask again



How? Talk to People

Existing Audiences

Target Audiences

Be prepared:

- To listen
- For difficult answers
- To use intermediaries
- To act
- To ask again

Customer Satisfaction Survey Questionnaire

I. Questions

Directions: Please indicate your level of agreement or disagreement with each of these statements regarding QRZ Family Restaurant. Place an "X" mark in the box of your answer.

Q1: How many times per year do you visit QRZ Family Restaurant?

Q2: Do you visit QRZ Family Restaurant with family or friends?
? Yes ? No

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. The store is accessibly located.					
2. Store hours are convenient for my dining needs.					
3. Advertised dish was in stock.					
4. A good selection of dishes was present.					
5. The meals sold are a good value for the money.					
6. Store has the lowest prices in the area.					
7. Meals sold are of the highest quality.					



How? Consultants & Specialists

Design Team Contracts

Audience Segmentation / Research

Market Research

Statistical rigour to shape and evidence your final plans



EXPLORE DESIGN: COMMUNITY BUILDINGS



DESIGNING PLACES WITH PEOPLE: TIPS FOR YOUR COMMUNITY ENGAGEMENT STRATEGY



DESIGNING PLACES WITH PEOPLE: MAKING COMMUNITY ENGAGEMENT COUNT

The widest engagement

Dignified and Equal

Hidden access issues

Representation

More than Welcome



- » Build a church that welcomes and is accessible to all
- » Go from welcome, to inclusion and participation
- » Designed to help all churches, no matter their stage on the journey

Every opportunity ...



PREVIOUS DISCOVERIES

In 2015, initial archaeological investigations were carried out in this area. These excavations uncovered skeletal remains from a number of burials, ledger stones that were used to mark the locations of graves and a section of what may have been the base of the Medieval 'great cross'.

BURIAL CUSTOMS



Illustration of a tomb, from the 'Treasurer of the Living Family', made in 1422 in Paris. Source: Wikimedia Commons. Held at British Library, ref: Sloane MS 2488

During Medieval times, the coffins of people of high status would have been placed directly in the ground. Poorer people were often buried without coffins. The only indications that the bodies excavated were buried in coffins are the metal nails which have survived beneath the surface.

From the late 1700s all burials in this cemetery had to be in a vault or bricked grave. In previous investigations, brick burial vaults have only been found close to what is now the main entrance of the Cathedral.

ARCHAEOLOGY INSIDE THE CATHEDRAL

In Medieval times, Abbots, members of the monastery with high status and important benefactors would have been buried inside the abbey. In later periods, very wealthy individuals or families were buried inside the Cathedral.

In October 2015, an extremely well preserved family burial vault was discovered whilst archaeologists were carrying out an evaluation ahead of the installation of a new lift, an important part of the plans to improve access facilities within the Cathedral.

The tomb contains coffins belonging to the Hyett family dating from the 1600s and 1700s.



The process of lifting a neighbouring ledger stone caused a small hole to be created which allowed the contents of the vault to be seen.

The discovery of this 8ft (2.5m) deep chamber was unexpected. It is extremely rare to find an intact family vault, with coffins so well preserved that the name plates can be read and matched with those on the ledger stone above.



The discovery of a child's coffin placed on top of the adult ones was particularly poignant.

Other human remains that had been relocated from elsewhere at some point in the past were discovered beneath the ledger stone, including a number of skulls and leg bones.

Whilst building work is carried out inside the Cathedral during 2017, the team of archaeologists will be on hand to make sure that important information is recorded and that any discoveries like the Hyett Vault are investigated properly before work continues.

Enjoy the Journey



What we would like to see...

- We want as many people as possible to benefit from our funding, including National Lottery Players
- Enabling people to tell their own stories
- Introducing new audiences to heritage
- Sharing experiences, increasing confidence and gaining new insights



With our investment...

...people will have greater wellbeing

Individuals will feel more connected to the people around them and/or the place where they live as a result of involvement in your project – this is what we mean by greater wellbeing.



Five ways to wellbeing

Research indicates that building these five actions into our daily lives improves wellbeing:

- **Connect** – building social links to combat loneliness
- **Be Active** – both mentally and physically, try new opportunities
- **Take Notice** – be curious
- **Keep learning** – try something new or take up a challenge
- **Give** – volunteer and share with others.



Roots&Culture © Ray Gibson

With our investment...

...environmental sustainability will improve

All projects are expected to deliver against this requirement – proportionate to the level of grant request

Gains for nature – are particularly valued by the fund

Reductions in environmental impact should be achieved by all projects



Gloucestershire Wildlife Trust

OUR VISION: More wildlife, more wild places, more people **connected to the natural world.**

Dr Gareth Parry, Director of Conservation



© Terry Whittaker & 2020 Vision



Who are we?

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Pine martens returned to Forest of Dean after facing extinction

© 1 October 2019



The pine marten had faced extinction in England because of extensive hunting and loss of woodland

One of Britain's rarest mammals has been re-established in the wild in England and given protected status.

A population of 18 pine martens has been successfully released in the Forest of Dean.

The animal had faced extinction in this country because of extensive hunting and

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Pine martens released to secret location in Forest of Dean

Reintroduction of species into Gloucestershire could prove setback for grey squirrels

Steven Morris
@stevenmorris20
Tue 1 Oct 2019 00:01 BST



▲ Extensive hunting and loss of their woodland home has led to pine martens being pushed to remote parts of the UK. Photograph: Richard McManus/Getty Images

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HM Government

You may need to update your contracts

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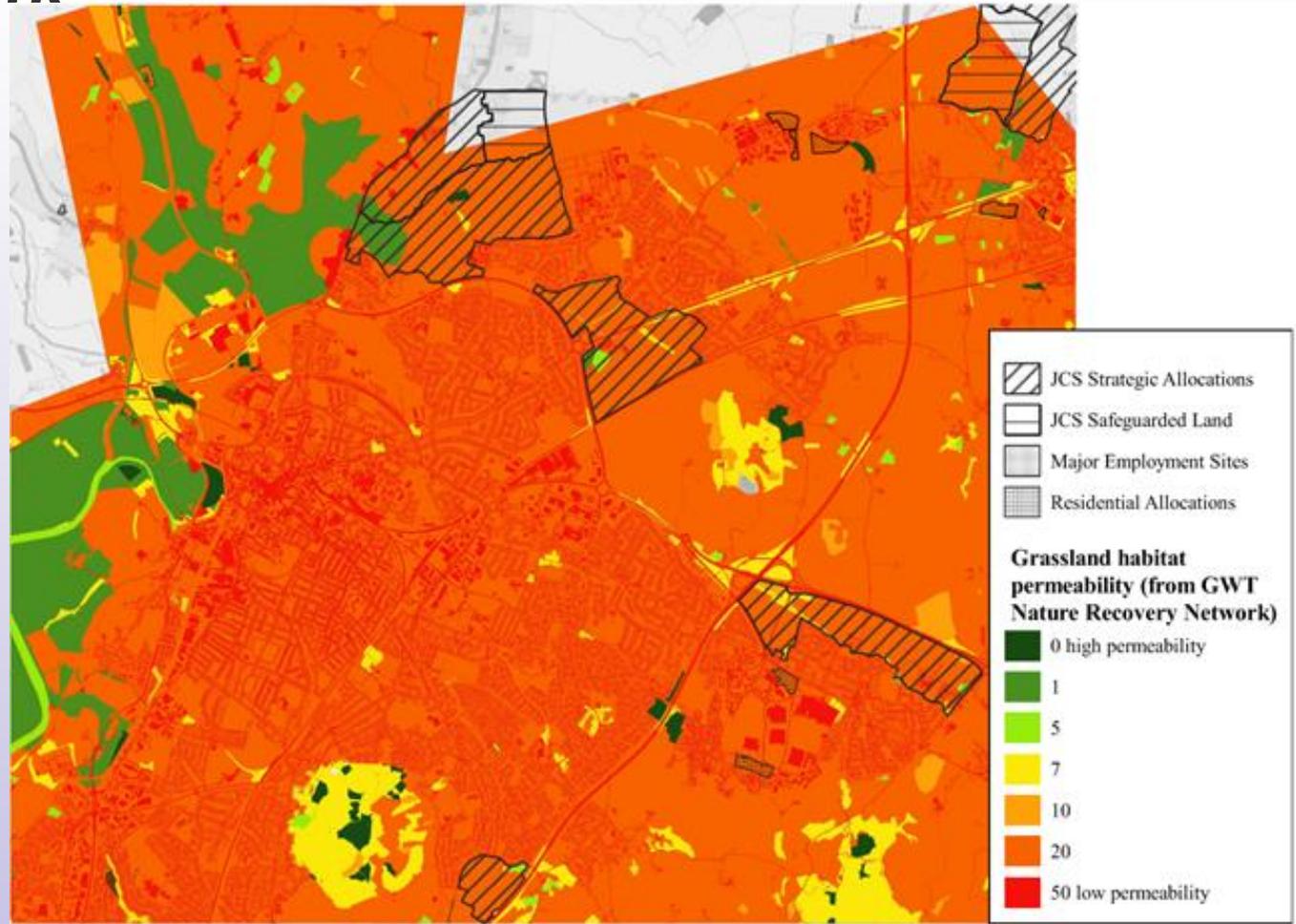
Click here



Who are we?



Nature Recovery Network



Development Support – what we can offer

- Ecological knowledge baselines – what do you have on-site?
- Produce an ecological monitoring plan
- Accessibility: advise on how to engage audiences with your biodiversity projects
- Planning applications: ecological survey support
- Biodiversity assessment: past, present and future ecological & wildlife interest on your site
- Staff training – developing your knowledge and experience



Delivery Support – what we can offer

- Ecological survey and monitoring
- Staff training – ID skills, wildlife engagement resources
- More in development..... !



Get in touch!

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Got an initial heritage project idea?

National Lottery Grants for Heritage £3-£10k:

Application process



Read the application guidance and plan your project



When you are ready, send us your online application



We will assess your application in 8 weeks



Your application will go to a monthly decision meeting



We will contact you to let you know the decision

Got an initial heritage project idea?

National Lottery Grants for Heritage £10-£250k:

Application process



Read application
guidance and plan
your project



Send us a project
enquiry form to get
advice from us



Further develop
your project



Apply online when you
are ready or by the
published deadline if
you are applying for
over £100,000



We will assess
your application
in 8 or 12 weeks



We will contact
you to let you
know the decision

Contact Us

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