

Historic Environment Forum

29 August 2017

Heritage 2020

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1. Introduction

- 1.1 The Heritage 2020 Framework sets out priorities for collaborative action, where this will add value to the work of individual organisations, across the historic environment sector in England.
- 1.2 This paper summarises the Heritage 2020 subcommittee meeting of July 11th, plans for a sector engagement initiative from Autumn 2017, a proposal for the 2018 Heritage 2020 Foresight session, and the progress of the five working groups.

2. Heritage 2020 HEF subcommittee, 11.07.17

- 2.1 At the subcommittee meeting of 11 July MH reported on a number of recent opportunities taken to raise the profile of Heritage 2020 working. These included a breakfast Heritage round table with John Glen MP, the conference of the South West Federation of Museums & Art Galleries (presentation focused on partnerships) and an update to the Joint Committee of National Amenity Societies based on the Heritage 2020 update paper (which it is planned will be repeated at future meetings).
- 2.2 The groups reported individual progress against action plans, the issue raised at HEF of communicating with regional HEFs and the relationship between Heritage 2020 and the other HEF subgroups. It was noted that a subgroup of HEF is to explore this issue in greater detail. Heritage 2020 will contribute through Mike Heyworth.
- 2.3 The two main agenda items were the Autumn engagement exercise and the theme/format of the 2018 Foresight session, both of which are covered in more detail below.

3. Autumn 2017 engagement exercise

- 3.1 The Heritage 2020 project plan makes provision for an annual survey consultation to gain sector input to Heritage 2020 priorities and the activities of the working groups.

- 3.2 At the Heritage 2020 HEF subcommittee meeting in May, the subcommittee discussed the role of the annual consultation exercise and agreed it would be more useful to explore a mechanism through which the wider sector could contribute to Heritage 2020 activities and their development (compared to comment/critique).
- 3.3 The Project Officer consequently explored three digital channels and presented a summary for discussion at the July meeting: a twitter chat, a twitter conference, use of a webinar. The paper recommended establishing a monthly TwitterChat on behalf of the sector with the following goals:
- To *connect* with historic environment sector organisations more widely than through current working groups, HEF, website, news items, social media.
 - To provide specific opportunities for these organisations/individuals to *contribute* to the Heritage 2020 action areas.
 - To *strengthen* Heritage 2020 activity and impact by benefitting from the wider sector's ideas and enthusiasm.
 - To underpin the development of a Heritage 2020 *network*.
- 3.4 It was agreed that the Project Officer should explore sector support for a TwitterChat by carrying out a Twitter vote and taking soundings through Heritage 2020 organisations and via Heritage Update. The results should be presented to HEF in September as an idea to take forward.
- 3.5 The Twitter poll found 88% of (50) respondents would be interested in taking part in a monthly #HeritageChat on historic environment topics. The proposal is that Heritage 2020 sets this up on behalf of the sector, using @HeritageChat / #HeritageChat and works with the sector to coordinate the monthly sessions. So far seven individuals/organisations have offered to help run sessions, with support also offered by The Heritage Alliance. They represent a breadth of interests from industrial heritage to architecture, and a range of organisations including voluntary-run sector bodies, Local Authorities, universities and heritage organisations.
- 3.6 ***Heritage 2020 seeks HEF's agreement to establish a monthly TwitterChat (#HeritageChat) on behalf of the historic environment sector as a means of developing engagement with Heritage 2020 priority areas and enabling digital conversations on topics of relevance to the wider sector.***

4. 2018 Foresight session

- 4.1 The Helping Things to Happen group had been tasked with scoping three possible themes for the 2018 Foresight session: digital, climate change, health and well-being, for discussion by the Heritage 2020 HEF subcommittee in July.
- 4.2 The subcommittee discussed the themes, considering:
- how topical the theme is
 - how much work is involved in bringing together a Foresight session on the theme
 - how to follow up on, or take forward, what comes out of the session

- the relative importance of information sharing/seeking input to the theme.
- 4.3 The subcommittee agreed that ‘Digital’ should be the theme for the 2018 Foresight session. The theme was felt to be of particular relevance to the sector because: DCMS has recently published the Government’s Digital Strategy, the Department has renamed to become the Department for Digital, Culture, Media and Sport, there is perceived to be great variety in the sector in its ability to use digital technology effectively, there are many opportunities for digital engagement, and the topic lends itself well to involving and learning from others. It was agreed that the session should be held in February 2018, and that Heritage 2020 should seek to engage with DCMS on the session.
- 4.4 Outline of ‘digital’ foresight session (prepared by Ben Cowell, HHA)

‘Heritage 3.0 – scoping digital futures’

Aims

This foresight workshop will critically examine the potential that new digital technology holds to transform the heritage experience in the next two decades.

Outcomes

Participants will emerge with a clearer understanding of how digital technology is developing currently, and the sort of trends that are likely to affect the heritage experience in the near future. It will cover a range of topics, including: the visitor experience, the interpretation of heritage data, and the disruptive potential of digital technologies for democratising the production of heritage and the modes by which its significance is conveyed. The session will be of interest to all heritage organisations that maintain a website or make use of other forms of digital engagement, to organisations that own or promote physical access to heritage sites, and to funding bodies (such as the HLF) thinking about what projects they may need to fund in future.

- 4.5 ***Heritage 2020 seeks HEF’s agreement to running the 2018 Foresight session on a ‘Digital’ theme, with content to be developed with input from the Heritage 2020 working groups and, ideally, DCMS.***

5. Heritage 2020 working groups

- 5.1 Summaries of the most recent working group meetings are available on each working group’s web page at <http://www.heritage2020.net/working-groups/>.
- 5.2 *Discovery, Identification, Understanding*
- 5.2.1 Priority area: Strengthening the relationship between the higher education and academic sectors.
Action: Drawing together sector knowledge and of hot and cold spots for research to demonstrate strength of existing relationships and where there is a need to enhance relationships.
- 5.2.2 The group reported progress on its scoping study into research linkages between Higher Education Institutions and the Historic Environment sector,

with the research associate leading the work attending the meeting. The group discussed how to take forward its plans for an ECR symposium and will follow up working with another body (ClfA) as an opportunity. It is exploring the intersection between infrastructure projects and research (e.g. HS2), and at its next meeting will begin to focus on data in the sector, particularly who produces it and who has access to it.

5.3 *Public Engagement*

5.3.1 Priority: Inclusion – promote people’s entitlement to connect with the Historic Environment.

Action: Agree what diversity means to the sector and where the opportunities for partnership between heritage organisations and others lie.

5.3.2 The group was joined at its July meeting by the Chief Executive of VInspired and heard from her about its work as a National Citizen Service delivery partner – this is part of the group’s work to explore how the sector can engage with NCS to increase opportunities for young people to be involved with heritage. Work will soon start on a brief to research how organisations outside the historic environment sector address issues of diversity in governance.

5.4 *Capacity Building*

5.4.1 Priority: An integrated approach to the education, training and continuing development of heritage professionals.

Action: Work together to deliver an event focussing on Apprenticeship Reform – opportunities and challenges.

Priority: Address the need for a sustainable model for Local Authority conservation and archaeology services.

Action: Work together to identify core Local Authority service provision.

5.4.2 Whilst June’s meeting was unfortunately cancelled, work continues to summarise core Local Authority service provision with a view to informing best practice models. There have been wider developments in the sector and evidence of collaboration following the Apprenticeship Reform workshop held in March, and next steps in this area will be one of the topics for discussion at the next meeting.

5.5 *Helping Things to Happen*

5.5.1 Priority: Better understand and reinforce the evidence base demonstrating the social and economic value of heritage to society so that it can be powerfully communicated to Government.

Action: Carrying out a literature review of existing evidence and working to communicate this more powerfully to achieve a long-term shift to a positive vision for the contribution that heritage makes to Britain.

5.5.2 The group held a data messaging workshop in early June with support from the National Trust and Historic England. The workshop sought to improve communication of key evidence to defined audiences. Key audiences to help the sector take forward its messages were identified as ‘informed/engaged public’, ‘other sectors’ and ‘policy makers/influencers’. A body of work remains to develop the associated resources that will enable the wider sector to use the data/messages/communication channels.

In addition, the group is acting as a catalyst for other work, including Industrial Strategy sector deals, and it has shared post-election intelligence and approaches.

5.6 *Constructive Conservation and Sustainable Management*

5.7.1 Priority: Transfer and disposal of publicly owned heritage assets

Action: Sector advice and guidance

- mapping sector activity to theory of change stages to reveal areas that are covered and those that are weak;
- using resources of the group to fill gaps.

Priority: Heritage-led response to changing face of High Streets

Action: Reviewing resources identified by the group to identify the contribution that Heritage 2020 can make to existing and recent activity.

5.6.2 In the priority area of 'transfer and disposal of publicly owned heritage assets' a recent output was the joint Historic England/British Property Federation annual seminar, which was held on this theme. The group is in the process of preparing a brief to commission a communications campaign/market-making report to address the reported difficulty in accessing guidance on the transfer of publicly-owned heritage assets.

In relation to its second priority area, the group is planning towards a workshop with external participants to understand the role of heritage in high streets (and their resilience to social and economic forces for change).

6. Actions

6.1 HEF is asked to note Heritage 2020 progress. Any comments will be fed back to the working groups.

6.2 Heritage 2020 seeks HEF's agreement to establish a monthly TwitterChat (#HeritageChat) on behalf of the historic environment sector as a means of developing engagement with Heritage 2020 priority areas and enabling digital conversations on topics of relevance to the wider sector.

6.3 Heritage 2020 seeks HEF's agreement to running the 2018 Foresight session on a 'Digital' theme, with content to be developed with input from the Heritage 2020 working groups and, ideally, DCMS.

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