

English Heritage ALSF Outreach Guidance September 2004

English Heritage has a commitment to promoting access to, and understanding and enjoyment of, the historic environment and will seek to ensure that all projects funded through its ALSF programme, wherever possible, address these aims through programmes of education, interpretation, outreach and community involvement.

Outreach programmes may seek:

- To work towards an enhanced sense of place and identity, increasing the value
- that communities place on their local environment and the sense of pride and ownership in the place where they live
- To enable people better to understand and value the historic environment so as to ensure its long-term future
- To engage people directly in caring for the historic environment in a sustainable way thus ensuring its long term future
- To engage with and meet the needs and priorities of both internal and external groups
- To teach new skills which can be sustained beyond the life of the project

Project Planning

It is important to define the overall aims of any project outreach work and vital that outreach projects are defined and developed in collaboration with the target audience.

When developing outreach elements of projects, ALSF general funding criteria must be considered. Projects which are designed to *compensate* for the effects of aggregate extraction rather than *reduce* the effects of extraction by either involving audiences in the project work or raising awareness and knowledge of conservation issues and/or the historic environment can not be funded through the English Heritage ALSF Programme.

The following group is the ALSF priority audience:

- ALSF audience/stakeholders: the aggregates industry, the wider archaeological
- community including scientific, specialist, and amateur groups, local communities
- in aggregate producing areas

However, in making your work accessible to the widest range of people, the Outreach Department at English Heritage has identified the following as being priority groups as they are outside the typical heritage audience:

- young people, ethnic minorities, people with disabilities, older people, people without cars, unemployed people, people on low incomes

Project Design

Outreach elements of projects must be designed in the same way as all other project elements. The project design must include:

Aims and Objectives

e.g.: to increase awareness of the local archaeology and conservation issues, and enhance the skills of the target group, by involving them in the collection of data for the project that will, in the long term, help promote environmentally aggregate extraction.

Target Audience

This must be specific and realistic. It is important to target an audience rather than having a general idea of target groups. As noted above, once an audience has been identified it is essential to work with the target group rather than designing something “for” them.

Methodology

This must include detail statements that demonstrate how tasks and activities will contribute to specific aims.

Outcomes

For example:

- hard outcomes - popular publication, exhibition of artwork created by participants, 20 people taken on guided tour of local site, 25 industry representatives participating in workshop, 5 young people trained as guides for local site
- soft outcomes - new skills acquired or knowledge/awareness gained by participants

Evaluation

How will success will be measured and evaluated? Evaluation should include the collection, interpretation and reporting on projects, and can include both quantitative evidence e.g. number of people taking part, and qualitative evidence e.g. a judgment on the quality of the project and the soft outcomes such as increased skills. Asking participants for feedback is essential.

Timetable and Task List

This must be included as an integral part of main project timetable and task list.

Financial Information

This must be included as an integral part of the main costings.

Implementation

A flexible approach should be adopted to outreach elements of projects as these may change throughout their life. Regular contact with all the parties involved should allow a responsive approach.

Project Sustainability

Projects are finite and so it is important to think about sustainability. What can be put in place to ensure benefits beyond the lifetime of the project? Examples are:

- training participants so they have skills that can be used after the project is over
- material (and supporting documentation or personal) produced for long term use
- after the end of the project
- enabling people to set up a local society or group to continue to look at issues that were raised during the project
- pointing people towards further funding sources to continue work
- enabling people to set up networks where they can act as mentors for other groups who want to carry out similar work, thereby sharing skills amongst peer
- groups

Alternative Funding

If some elements of desirable outreach work are not eligible for ALSF funding it maybe possible to attract partnership funding from other sources such as The Heritage Lottery Fund (www.hlf.org.uk), the Countryside Agency (www.countryside.gov.uk), government initiatives, and charities and foundations.

The Arts Council England also provides funding and has produced a guide to alternative funding sources which is available to download from www.artscouncil.org.uk (information section), and a number of other publications and guides to funding have been published by the Directory of Social Change can be ordered at www.dsc.org.uk.

Heritage Lottery Fund:

- Awards for All - Funding for community focused projects www.awardsforall.org.uk
- Local Heritage Initiative www.lhi.org.uk
- Lottery Good Causes www.lotterygoodcauses.org.uk

Government Initiatives:

- Learning and Skills Council - Basic skills and family learning projects www.lsc.gov.uk

Charities and Foundations including:

- The Baring Foundation – Grants for small-scale arts and education projects
www.baringfoundation.org.uk
- Lloyds TSB Foundation – Grants for projects which work with disabled people and socially excluded groups www.lloydstsbfoundations.org.uk
- Carnegie UK Trust - Funding for communities and creativity
www.carnegietrust.org.uk
- Paul Hamlyn Foundation – Funding for arts/education projects
www.phf.org.uk

Other Outreach Guidance

The Archaeology Commissions Team, and the ALSF Assistant Inspectors and Outreach Officers in the English Heritage Regional Teams [LINK] can provide further advice and guidance in specific cases. The Archaeology Commissions Team and ALSF Assistant Inspectors can also put applicants in touch with projects which have carried out successful outreach programmes.

Other guidance on stakeholder engagement in the aggregates sector can be found at <http://www.theenvironmentcouncil.org.uk/aggregates/Default.aspx?Page=nofilterIntroduction>