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
  o disabled people
  o young people
  o people from minority ethnic communities
  o LGBT+ communities
  o 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
## Highlights from new National Lottery Grants for Heritage

### Small
- **£3k-£10k**
  - Single-Round Application
  - Head of Team Decision
  - No deadlines
  - 8 week decision
  - Max 1 Year

### Medium
- **£10k-£100k**
  - Single-Round Application
  - Head of Team Decision
  - No deadlines
  - 8 week decision
  - Max 5 Years

- **£100k-£250k**
  - Single-Round Application
  - Committee Decision
  - Quarterly deadlines
  - 12 week decision
  - Max 5 Years

### Large
- **£250k-£5m**
  - Development Grant Applications
  - Delivery Grant Applications
  - Committee or Board Decision
  - Quarterly deadlines
  - 12 week decision
  - 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, 2016-2041

<table>
<thead>
<tr>
<th></th>
<th>0-19</th>
<th>20-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of people</td>
<td>% change</td>
<td>Number of people</td>
</tr>
<tr>
<td>2016</td>
<td>2041</td>
<td>2016 to 2041</td>
<td>2016</td>
</tr>
<tr>
<td>Cheltenham</td>
<td>26,500</td>
<td>27,200</td>
<td>2.6%</td>
</tr>
<tr>
<td>Cotswold</td>
<td>17,600</td>
<td>18,400</td>
<td>4.5%</td>
</tr>
<tr>
<td>Forest of Dean</td>
<td>18,300</td>
<td>19,600</td>
<td>7.1%</td>
</tr>
<tr>
<td>Gloucester</td>
<td>32,100</td>
<td>35,200</td>
<td>9.7%</td>
</tr>
<tr>
<td>Stroud</td>
<td>26,200</td>
<td>28,600</td>
<td>9.2%</td>
</tr>
<tr>
<td>Tewkesbury</td>
<td>19,800</td>
<td>22,800</td>
<td>15.2%</td>
</tr>
<tr>
<td><strong>Gloucestershire</strong></td>
<td><strong>140,600</strong></td>
<td><strong>152,000</strong></td>
<td><strong>8.1%</strong></td>
</tr>
<tr>
<td><strong>England</strong></td>
<td><strong>13,107,000</strong></td>
<td><strong>13,672,900</strong></td>
<td><strong>4.3%</strong></td>
</tr>
</tbody>
</table>
Who? Know your **Potential Audience**

Local demographics

Similar organisations

Similar activities

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**Table 4: Outcomes by age in Gloucestershire 2011**

<table>
<thead>
<tr>
<th>Health and disability</th>
<th>Gloucestershire 65 or over</th>
<th>Gloucestershire under 65</th>
<th>England 65 or over</th>
<th>England under 65</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of people with a long-term limiting illness</td>
<td>49.0</td>
<td>9.3</td>
<td>53.1</td>
<td>10.7</td>
</tr>
<tr>
<td>% of people in bad or very bad health</td>
<td>11.9</td>
<td>2.7</td>
<td>15.3</td>
<td>3.6</td>
</tr>
<tr>
<td>Isolation</td>
<td>22.0</td>
<td>9.4 not available</td>
<td>29.2</td>
<td>17.7 not available</td>
</tr>
<tr>
<td>% of people without access to a car or van</td>
<td>31.4</td>
<td>32.7</td>
<td>3.0</td>
<td>not available</td>
</tr>
<tr>
<td>% of people living on their own</td>
<td>2.6</td>
<td>2.0</td>
<td>3.0</td>
<td>1.9</td>
</tr>
<tr>
<td>Caring</td>
<td>4.6</td>
<td>1.5</td>
<td>5.3</td>
<td>1.8</td>
</tr>
<tr>
<td>% of people providing unpaid care of 50 hours or more a week</td>
<td>2.6</td>
<td>2.0</td>
<td>3.0</td>
<td>1.9</td>
</tr>
<tr>
<td>Housing</td>
<td>23.0</td>
<td>9.4</td>
<td>24.2</td>
<td>6.9</td>
</tr>
<tr>
<td>% of people living in a household without central heating</td>
<td>17.4</td>
<td>6.2</td>
<td>17.1</td>
<td>6.6</td>
</tr>
<tr>
<td>Employment</td>
<td>32.0</td>
<td>8.6</td>
<td>38.2</td>
<td>10.9</td>
</tr>
</tbody>
</table>
Mythbusting

Build it and they will come
Mythbusting

Cost is the only barrier
Mythbusting

Cost is the only barrier
Mythbusting

Cost is the only barrier
What? Talk to People

Existing Audiences

Target Audiences

Be prepared:
- To listen
- For difficult answers
- To use intermediaries
- To act
- To ask again

What attracted visitors to the Cathedral

- Main reasons for visiting remain that the Cathedral is an historic attraction and to see the architecture & works of art
- Slightly more people than before now come to see specific features or exhibits
- Quiet reflection is important for over a third of visitors

Q11 All reasons

Q12 One MAIN reason

Base: 210
2011 survey 2015 survey
How? Talk to People

Existing Audiences

Target Audiences

Be prepared:
• To listen
• For difficult answers
• To use intermediaries
• To act
• To ask again
How? Consultants & Specialists

Design Team Contracts

Audience Segmentation / Research

Market Research

Statistical rigour to shape and evidence your final plans
The widest engagement

Dignified and Equal

Hidden access issues

Representation

More than Welcome
Every opportunity …

PREVIOUS DISCOVERIES

In 2013, initial archaeological investigations were carried out in this area. These excavations uncovered skeletal remains from a number of burials, which 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

During Medieval times, coffins of people of high status would have been placed directly in the ground. Poorer people were often buried without coffins. The only indication that the bodies encased 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 blocked 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, Abbot's, 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 2014, 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 Hett family dating from the 1100s and 1700s.

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

Other human remains that had been relocated from elsewhere at some point in the past were discovered beneath the leper 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 Hett 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.
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

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Who are we?
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

1. Read the application guidance and plan your project
2. When you are ready, send us your online application
3. 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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New website: www.heritagefund.org.uk