

National Lottery Heritage Fund – notes to accompany slide deck

Slide 2

Our recently refocussed National Lottery Grants for Heritage programme notes:

We know that heritage can be a force for good, that it has an essential role to play in making communities better places to live, creating economic prosperity and supporting personal wellbeing, contributing to local identities and pride of place.

And we also know that these roles that heritage plays are more important than ever as we recover from the pandemic.

But heritage is just one component in making truly successful places, and partnership is key.

Slide 3

We know that places and their perceived uses are important to different people in different ways. Being able to see as many of these different viewpoints as possible is therefore critical to improving places. This is why collaboration is so important.

This can be seen best in catalyst investments which revitalise local town centres. These investments often tap into culture, community involvement and identity, but are rooted in the built environment and the preservation of its character and rely on subsequent economic development to be a long-term success.

This approach of looking at places in the round means, as you will know, that place-based work covers many local government agendas. From the Heritage Fund's perspective, there is a growing recognition that heritage can and should deliver against wider policy goals, be it creating employment, improving wellbeing or supporting environmental sustainability.

All three funders represented here today are jointly committed to supporting local authorities with the advice and possibility of funding needed to enable successful and multi-faceted place-based projects.

Slide 4

So what part do we at the National Lottery Heritage Fund play in this?

Firstly, we are the largest dedicated grant funder of the UK's heritage. We distribute Lottery Players' money through funding projects that sustain and transform the UK's heritage. Since 1994 we have awarded over £3.2bn to nearly 15,000 projects in London & South.

We invest in projects that connect people and communities to the local, regional and national heritage of the UK, providing leadership and support across the heritage sector. We also advocate for the value of heritage.

Slide 5

Our approach to investing in place is to encourage all the projects we fund through our main programme – National Lottery Grants for Heritage – to think beyond the individual project by considering how it relates to the local area and community. The programme has a mandatory outcome of ensuring a wider range of people are involved in heritage, but also prioritises five further outcomes including place-based ones.

We work closely with local government not just as a funder but as a strategic partner to ensure that projects within a place are joined-up, support local priorities and promote the role of heritage in wider agendas such as inclusion, wellbeing and recovery.

Slide 6

For projects with a strong focus on place, we are particularly looking to achieve the priority outcome to ***“create better places to live, work and visit.”***

The slide breaks down what the outcome means in practice, but in essence we want to see projects that create an improvement in the local area in economic, physical, community and cultural terms, and that encourage increased local engagement.

Slide 7

As well as having grant programme outcomes focussed on Place, we work strategically with other partners on programmes which target investment in a place-based way.

For the Heritage Fund these partnerships include:

- Great Place Scheme
- the Future Parks Accelerator

Slide 8

Finally, we work strategically internally to enhance our outreach and engagement work with partners in 13 Areas of Focus across the UK.

These are areas that have experienced deprivation and that have received least funding from us in the past. They include the London boroughs of Brent, Newham and Enfield. The initiative looks to invest Lottery Players money in a strategic, place-based way.

Slide 9

Given that local authorities are such important stakeholders to us, we wanted to hear more about challenges and opportunities facing you at this time. In March this year we commissioned some research which is helping us to consider how we best resource and support local areas.

The report unsurprisingly highlights the financial and resourcing challenges arising from the pandemic, but also the opportunity for heritage to take a prominent role in recovery. Some of the main findings are on the slide.

The research highlighted positive examples from across the UK, where culture and heritage has become a central part of recovery planning, and as strategic partners and funders, we will be working to ensure that our investment supports local plans for recovery.

Slide 10

I'd like to share some case studies in which places have been improved through approaches which use collaboration and multiple viewpoints to achieve impact.

Slide 11

Medway in North Kent has a wealth of built, industrial and maritime heritage as well as strong community identities.

As an area of relative deprivation, it provides a good example of where heritage has been used in different ways to boost the economy and local pride in a place.

In terms of the role of the National Lottery, a key investment has been at Chatham Historic Dockyard. When the Ministry of Defence closed the dockyard in 1984, people saw a difficult future for the Medway Towns. The dockyard was not only the major local employer for many years, it was also an intrinsic aspect of Medway's identity. Since its closure, the Historic Dockyard Trust has used its extensive heritage space and assets to create tourist income, skills, new housing, job opportunities and space for business start-ups. It is also now home to two schools of the University of Kent.

At the heart of its evolving success has been the historic dockyard's ability to reinvent its purpose and secure a range of creative partnerships.

The Command of the Oceans project, completed in 2017, significantly improved the public realm and visitor welcome at the dockyard entrance, with the whole scheme being unlocked through a land swap with the Homes and Communities Agency. And more recently, the Fitted Rigging House, a Grade 1-listed Scheduled Ancient Monument has been restored bringing over 4000 square metres of flexible space into mainly commercial use, much of which is now occupied by an anchor tenant who chose to continue to locate their growing games business in Medway, due to the quality of the working environment offered at the historic dockyard.

Slide 12

The next example shows the power intangible heritage and culture has in unlocking economic regeneration, social and health outcomes within a borough.

Waltham Forest has received £22,000,000 of NLHF funding since 1995, of which £14 million was to the Local Authority to deliver cultural programmes and conservation capital works at key sites across the borough. These range from multimillion pound awards for pioneering work at William Morris Gallery and Lloyd Park in the Fund's early days, to more recent major heritage investments that have transformed Walthamstow Wetlands and St James' Street.

Over the last 25 years we have seen Waltham Forest continually strengthen the role of heritage and culture in regeneration, planning and community life. This is

exemplified by the boroughs' recent successful delivery of the Great Place Schemes and London Borough of Culture, and its ambitious self-funded heritage schemes at Fellowship Square and Hoe Street. The Council's stated prioritisation of heritage and culture across its portfolio, and investment of its own resources to realise its ambitions, has put it at a distinct advantage for investment from statutory funders, and makes it an attractive destination for private investment.

Slide 13

Our place approach also recognises the potential of natural heritage.

The Future Parks Accelerator programme is a collaboration between the Heritage Fund, the National Trust and the Dept. Levelling up, Communities and Housing (DLUCH). The programme is enabling nine places in the UK to help secure the future of their entire urban green space estate for future generations. Designed as a strategic response to the funding crisis facing public parks services, the programme is enabling local Councils to develop new business and investment models to sustain and enhance their network of public parks and green spaces.

Through just over £900,000 of Future Parks funding, Bournemouth, Christchurch and Poole Council is working in partnership with their local charitable partner The Parks Foundation, to deliver long-term strategic change towards place-led working. Activities include the production of an innovative new green infrastructure strategy.

They are also testing a new model of public-charitable partnership to unlock added value through stimulating more community action and volunteering, new health and wellbeing activities, and charitable trading activities.

Finally, the programme seeks to improve connections out from urban centres into the green belt and the wider Dorset countryside, encouraging easier and more equitable access to nature.

Importantly, as part of this third aim, the project is taking a joined-up, cross-boundary and landscape-scale approach focussed on the Stour Valley corridor. This includes testing new approaches to finance and governance across multiple landowners and delivery partners.

Slide 14

We also know that improvements to place, even where collaboration takes place, will inevitably take time.

Redruth in Cornwall is a key town within the Cornish Mining World Heritage Site and as such the town has a proud heritage. With the closure of South Crofty in 1998, Cornwall's last hard rock mine, the town that in the 19th century was one of the richest places in the country finds itself now amongst the 10% most deprived areas in England.

The first key investment here was driven by a large National Lottery Heritage Fund investment of £11.8million in 2015. This money was used to convert the derelict town brewery into a centre for Cornish records named as Kresen Kernow. This solved storage issues facing the archives and brought the Council's archive services and

collections under one roof. Perhaps as important, Kresen Kernow renewed the community's ambition for Redruth that had been captured in their bid to secure Cornwall's archive centre, repurposing the historic brewery building as a new creative and cultural catalyst for economic regeneration. The transformation is shown by the fantastic photograph in the bottom right.

Building on the success of Kresen Kernow, Redruth bid successfully to become one of Historic England's High Street Heritage Action Zones (HAZ). Kresen Kernow was far more than just a building project, the NLHF also invested in the team to design and deliver a programme of public engagement and cultural opportunities that has helped shape the Redruth High Street HAZ Cultural Consortium, a vehicle for delivering a programme of cultural commissions in Redruth.

The Fund is keen to continue its support of place in Redruth, and alongside the Architectural Heritage Fund and High Street HAZ funding, we have awarded initial development funding to a local CIC to explore opportunities to refurbish Redruth's 19th century Buttermarket complex.

While the regeneration of places like Redruth will require a long-term commitment, this case shows that cumulative investment involving multiple partners can build momentum in a place. It is particularly important for us to bear this in mind as the focus turns nationally towards places termed "left behind": we know that sustained investment is essential.

Ways to get in touch

We would strongly encourage you to look at our guidance on place-based funding, particularly our local area and local economy outcome guidance. View link [here](#).

This showcases the depth and breadth of the place-based projects we fund, which can for example encompass funding for local strategy development, recruitment and capacity building.

We also have locally-based Engagement teams who you can draw upon to explore place-based opportunities in further detail. These teams manage our relationships with local government and have extensive experience of partnering with councils. Please do contact us with your Place-based project ideas – view link [here](#) to 'In Your Area' contacts.