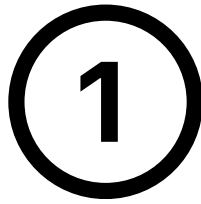


Heritage Day 2021

Delegate Pack

Joining Instructions:

Day One
24 March



Join Zoom Meeting

[https://zoom.us/j/95658435773?](https://zoom.us/j/95658435773?pwd=ZkdxbGtmVDdQUUlubEplWXZtT3k2QT09)

[pwd=ZkdxbGtmVDdQUUlubEplWXZtT3k2QT09](https://zoom.us/j/95658435773?pwd=ZkdxbGtmVDdQUUlubEplWXZtT3k2QT09)

Meeting ID: 956 5843 5773

Passcode: 385821

Day Two
25 March



Join Zoom Meeting

[https://zoom.us/j/95720382886?](https://zoom.us/j/95720382886?pwd=aW9ZU3VJQUdMQ1A5Z1VMU3AyVzhodz09)

[pwd=aW9ZU3VJQUdMQ1A5Z1VMU3AyVzhodz09](https://zoom.us/j/95720382886?pwd=aW9ZU3VJQUdMQ1A5Z1VMU3AyVzhodz09)

Meeting ID: 957 2038 2886

Passcode: 832296

Get Involved:

Padlet: [Visit our Heritage Day Padlet](#) to leave a message or images of what your organisation is most proud of from this past year.



@Heritage_NGOs #HeritageDay2021

Tech and Ticketing Issues?

Please contact Hannah, Head of Policy and Comms on policy@theheritagealliance.org.uk or 0207 233 0700 for any technical issues on the day.



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Agenda

Wednesday, 24 March

10:00-10:05 Welcome and Housekeeping: Peter Ainsworth, Chair of The Heritage Alliance

10:05-10:25 Keynote: Lizzie Glithero-West, Chief Executive of The Heritage Alliance

10:25-10:45 'Places of Joy' - A presentation from Prof Joanna Sofaer, University of Southampton

10:45-10:50 Performance by Histrionics - Sir John Lubbock

10:50-10:55 Instructions for Breakout Rooms

10:55-11:00 Five Minute Break

11:00-11:30 Breakout Rooms

- **Room 1:** Heritage Day Virtual Reality Gallery - Please see your delegate pack for joining instructions as this takes place outside of the Zoom platform.
- **Room 2:** 'An Introduction to Rebuilding Heritage' hosted by Sarah Murray - Rebuilding Heritage Project Manager, The Heritage Alliance
- **Room 3:** 'Meet & Greet' hosted by Delphine Jasmin-Belisle - Development & Membership Manager, The Heritage Alliance
- **Room 4:** 'Evaluation of Cultural Recovery Funded Projects' hosted by Sarah Dowd - Managing Director, Tricolor

11:30-11:45 Rebuilding Heritage Wellbeing Gym: Personal Elevator Pitch

11:40-11:45 Updates from Rebuilding Heritage - with Sarah Murray, Rebuilding Heritage Project Manager

11:45-11:50 Five Minute Break

11:50-11:55 Performance by Histrionics- John Ruskin and Octavia Hill

11:55-12:00 Introduction to Panel Discussion with Ingrid Samuel, Deputy Chair of The Heritage Alliance

12:00-12:30 A panel discussion led by Heritage Alliance Trustee Peter Aiers, featuring four heritage leaders in conversation on the topic 'What we can take away from this past year and bring into the future of the heritage sector?'

12:30-12:35 Panel Discussion Summary

12:35-12:40 Performance by Histrionics - William and Jane Morris

12:40-12:50 A presentation from the Historic Environment Forum (HEF)

12:55-13:00 Closing Remarks with Peter Ainsworth, Chair of the Heritage Alliance

Additional Sponsors



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Agenda

Thursday, 25 March

10:00-10:05 Welcome and Housekeeping: Peter Ainsworth, Chair of The Heritage Alliance

10:05-10:30 Keynote: Sir Laurie Magnus, Chair of Historic England

10:30-10:45 The launch of 'Heritage Counts: Heritage and The Environment', hosted by Adala Leeson and Dr. Douglas Phillips, Historic England.

10:45-10:50 Performance by Histrionics - Peggy Piggott

10:50-10:55 Five Minute Break

10:55-11:00 Updates from Heritage Digital - with Carmen Talbot, Heritage Digital Project Manager

11:00-11:30 Breakout Rooms

- **Room 1:** Heritage Day Virtual Reality Gallery - Please see your delegate pack for joining instructions as this takes place outside of the Zoom platform.
- **Room 2:** 'Heritage Digital: The benefits of building a digital strategy' hosted by Jonathan Chevallier - CEO, Charity Digital
- **Room 3:** 'Heritage Advocacy' hosted by Hannah Shimko - Head of Policy & Communications, The Heritage Alliance
- **Room 4:** 'Removing barriers to trustee diversity in the heritage sector' hosted by Penny Wilson - CEO, Getting on Board

11:30-11:35 An Introduction to the Minister

11:35-11:50 Keynote: Minister of State for Digital and Culture, Caroline Dinenage MP

11:50-12:00 Q&A with the Minister, led by Peter Ainsworth, Chair of The Heritage Alliance

12:00-12:15 A presentation from Ecclesiastical Insurance, sponsors of Heritage Day, on how risk management can be used by heritage organisations to further build resilience while managing risks and opportunities.

12:15-12:25 Q&A with Faith Kitchen - Heritage & Education Director, Ecclesiastical.

12:25-12:50 Ecclesiastical's Heritage Heroes Awards 2020, featuring our finalists and announcing this year's winners.

12:50-13:00 Closing Remarks with Peter Ainsworth, Chair of The Heritage Alliance

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Hosts

Peter Ainsworth



Chair, The Heritage Alliance

Peter Ainsworth was appointed Chair of the Heritage Alliance in December 2018. Peter has over 30 years of commitment to public life. Following a successful career in banking, which he combined with serving as a local councillor, Peter entered Parliament in 1992. During his time as an MP, Peter was the shadow Secretary of State for Culture, Media and Sport (1998-2001) and then the shadow Secretary of State for Environment, Food and Rural Affairs (from 2001-2002, and again 2005-2009). Peter chaired the National Lottery Community Fund from 2011-2019. He is Chairman of the Churches Conservation Trust.

Ingrid Samuel

Deputy Chair, The Heritage Alliance

Ingrid Samuel joined the National Trust as a conservation director in 2011. As Historic Environment Director, she has strategic responsibility for policy development and advocacy, research and practice across archaeology, historic buildings, landscapes, parks and gardens. Ingrid is also the Trust's strategic lead for Land Use Planning, in which capacity she oversees planning policy and national projects relating to major infrastructure such as HS2, and chairs the NT's Planning and Major Infrastructure Forum. She has a doctorate in history from the University of Cambridge.



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Keynote Speakers


Wednesday, 24 March

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Lizzie Glithero-West



Lizzie Glithero-West has been the Chief Executive of The Heritage Alliance since 2016. Her previous career has been mainly in the civil service and she has expert knowledge of a wide range of policy areas including archaeology, heritage protection, museums and tourism. Lizzie has also spent time as Private Secretary to Culture Ministers and the Permanent Secretary, as Head of Logistics at DCMS at the time of the General Election, and on secondment to English Heritage and to the National Museum Directors' Council. Lizzie's first love is heritage. She has a degree in Archaeology and Anthropology from Oxford, and an MA in History of Art from Birkbeck. In 2014 she was elected a Fellow of the Society of Antiquaries.

 @Heritage_Lizzie
@Heritage_NGO

Thursday, 25 March

.....

Sir Laurie Magnus



Sir Laurie Magnus is Chairman of Historic England. He is a Senior Adviser at Evercore Partners, the investment banking group, and holds a number of listed company non-executive directorships within the finance sector. Sir Laurie is also Deputy Chairman of Allchurches Trust and a trustee of the English Heritage Trust. He was Deputy Chairman of The National Trust from 2005 to 2013.

 @HistoricEngland

Caroline Dinenage MP



Caroline Dinenage is the Minister of State for Digital and Culture in the Department for Digital, Culture, Media and Sport. Caroline is responsible for supporting the creative and cultural sectors during COVID-19, including the unprecedented £1.87 billion Culture Recovery Fund support package. Caroline is responsible for the government's online safety legislation and digital and technology policy. Previously, Caroline has held ministerial positions in the Department for Health and Social Care, Department for Work and Pensions, the Government Equalities Office and the Department for Education. Caroline has been the MP for Gosport, Stubbington, Lee-on-the-Solent and Hill Head since 2010.

 @CJ_Dinenage
@DCMS



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Panel Discussion

"What can we take away from this past year and bring into the future of the heritage sector?"



CHAIR: Peter Aiers

Chief Executive, The Churches Conservation Trust

Peter became Chief Executive in 2017 after being with The Churches Conservation Trust (CCT) since 2007. Peter set up the Regeneration Team whose role was to find sustainable solutions to complex urban churches within its collection and to enable more community involvement.


 @PeterAiers
@TheCCT

Louise Stewart

CEO, Alexandra Palace

Louise is Chief Executive of Alexandra Park and Palace Charitable Trust, an iconic heritage site, leisure and event venue in North London. Louise has over 30 years' experience in tourism, hospitality, culture and regeneration.



 @Loudavstew
@YourAllyPally



Matthew Mckeague

Chief Executive - The Architectural Heritage Fund

Matthew joined the AHF from the Churches Conservation Trust (CCT) where, as Director of Regeneration, he led a highly successful team developing innovative new uses for historic churches. Many of these projects have received national and international recognition.


 @MEMckeague
@ArchHFund

Hannah Cunliffe

Director, National Historic Ships UK

Hannah Cunliffe has been Director of National Historic Ships UK since 2017, having previously worked for the organisation for ten years. Prior to this, she ran a freelance maritime research and consultancy business. In her spare time, she sails a 112-year old yacht around the Solent with her young family.




 @ResearchthePast
@NatHistShips



Neil Redfern

Executive Director - Council for British Archaeology

The Council for British Archaeology is an independent charity that gives archaeology a voice, champions participation and safeguards archaeology for future generations. Neil has over 24 years experience of cultural heritage management, archaeological fieldwork, survey and assessment and museum practice.

 @RedfernNeil
@archaeologyuk



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Other Speakers



Prof Joanna Sofaer

Professor of Archaeology at University of Southampton

Joanna is Co-Director of the Southampton Institute for Arts and Humanities, and Humanities in the European Research Area (HERA) Knowledge Exchange and Impact Fellow. Her current research focuses on the role of heritage in wellbeing and resilience during the Covid-19 pandemic, the past as inspiration for contemporary creative practice, and creativity in prehistoric material culture.

 @JoSofaer
@sotonarch

Carmen Talbot

Heritage Digital Project Manager

Carmen is the Project Manager for the Heritage Alliance's National Lottery Heritage Fund Heritage Digital project. With extensive experience in digital projects and a passion for upskilling the sector, Carmen oversees over 700 heritage organisations receiving training in digital skills across four key themes (communications, rights, technology and marketing strategy).



 @Heritage_NGOs



Sarah Murray

Rebuilding Heritage Project Manager

Sarah is the Project Manager for the Rebuilding Heritage programme, funded by the National Lottery Heritage Fund. Her role supports heritage organisations to thrive in the changing landscape as a result of the COVID-19 crisis.

 @Heritage_RH

Faith Kitchen

Heritage & Education Director, Ecclesiastical

Faith is responsible for the development and performance of the Education and Heritage accounts, including the Art and Private Client book. She is also a member of the Underwriting Leadership Team. Prior to joining Ecclesiastical, Faith held a number of high profile roles in underwriting, governance, strategy and marketing during her 16 years at Zurich.



 @Ecclesiastical



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Other Speakers



Sarah Pearson

Head of Enterprise Risk Management (ERM), Ecclesiastical

A driven and successful leader with 24 years experience of working in the public sector (in a variety of senior corporate roles with a risk focus) and 9 years experience within the insurance industry in Enterprise Risk Management positions.



@Ecclesiastical

Adala Leeson

Head of Socio-Economic Analysis and Evaluation, Historic England

Adala Leeson leads the Socio-economic analysis and evaluation team at Historic England. The team focuses on developing and disseminating social, economic and environmental evidence to champion the Historic Environment. Adala leads the production of Heritage Counts – the annual audit of the Historic Environment - each year.



@HistoricEngland



Dr. Douglas Philips

Senior Environmental Analyst, Historic England

Dr Douglas Phillips is the Senior Environmental Analyst at Historic England. He has a background in low carbon technologies and sustainable energy.



@HistoricEngland



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Featured



The Historic Environment Forum (HEF) brings together senior members of staff from public and non-government bodies to work collaboratively on strategic matters for the historic environment sector in England.

 @HistEnvForum

Rebuilding Heritage is a UK-wide free support programme, funded by the National Lottery Heritage Fund, to help the heritage sector respond to the ongoing impacts of the COVID-19 pandemic.



 @Heritage_RH



Heritage Digital is a new project supported by National Lottery Heritage Fund's Digital Skills for Heritage initiative, which aims to increase free digital skills training and support available to heritage organisations.



 @Heritage_NGOs

On behalf of the Historic Environment Forum

Heritage Counts

On behalf of the Historic Environment Forum, Heritage Counts is research published by Historic England on behalf of the Historic Environment Forum, providing evidence for the value of heritage to our economy, society and environment. This is demonstrated through five reports plus regional case studies.



Historic England



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Breakout Rooms

Wednesday, 24 March

Heritage Day 2021 Virtual Reality Gallery

1

Spend some time browsing our Heritage Day 2021 Virtual Reality Gallery. Inside, you'll be able to chat with fellow delegates while you view a gallery of photos and infographics from some of our key projects and sponsors. See page 12 for links and instructions.



 @ArcadeLtd

2

An Introduction to Rebuilding Heritage

Host: Sarah Murray

Rebuilding Heritage Project Manager

This introduction will be an interactive session – there will be a short presentation (approximately 10 mins) and then you will have the opportunity to ask questions about the support on offer and how to apply. Applications reopen on 11 March and close on 30 March, so this is a fantastic opportunity to speak with Sarah before completing your application.



 @Heritage_RH

Meet & Greet with Delphine


3

Host: Delphine Jasmin-Belisle

Development & Membership Manager

This is an informal, low-tech session for anyone interested in connecting and reflecting on their organisation's journey throughout the pandemic and discussing their plans for Spring and Summer.



 @jb_delphine
@Heritage_NGOs

4

Evaluation of Cultural Recovery Funded Projects

Host: Sarah Dowd

Managing Director, Tricolor

This short interactive session is for anyone who has received Cultural Recovery Funding in 2020 or has applied for CRF2. The aim of the interactive session will be to share tips and examples of good practice in evaluation with a view to making it easier for organisations to communicate their achievements.



 @TricolorAssocs



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Breakout Rooms

Thursday, 25 March

Heritage Day 2021 Virtual Reality Gallery **1**

Spend some time browsing our Heritage Day 2021 Virtual Reality Gallery. Inside, you'll be able to chat with fellow delegates while you view a gallery of photos and infographics from some of our key projects and sponsors. See page 12 for links and instructions.



 @ArcadeLtd

2 Heritage Digital: The benefits of building a digital strategy Host: Jonathan Chevallier CEO, Charity Digital

Research shows that many heritage organisations do not have a digital strategy and therefore are not making the most of the opportunities that digital technology provides. In this session Jonathan will be giving pointers and answering questions on the best ways for heritage organisations to get started.




 @CharityDigiOrg

Advocacy with Hannah **3**

Host: Dr. Hannah Shimko
Head of Policy & Communications, The Heritage Alliance

This is an informal session for anyone interested in meeting other delegates to discuss advocacy strategy. Hannah will be on hand to guide conversations and answer any questions.




 @HShimkoUK
@Heritage_NGOs

4 Removing barriers to trustee diversity in the heritage sector Host: Penny Wilson CEO, Getting on Board

Join this practical workshop to explore how we can boost trustee diversity in heritage organisations. Come away with practical hints and tips, as well as plenty food for thought. All welcome, whatever stage of the journey you might be on.



 @GettingonBoard



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Virtual Reality Gallery

1. **Please exit the Heritage Day portal** before joining the virtual gallery – this helps to ensure you can be heard loud and clear
2. **Choose one of the five links and click on it** – they are all the same (if you enter a room and it's too busy, then close your browser window and try a different link)
<https://hubs.mozilla.com/dyCSL5q/heritage-day-virtual-gallery-1>
<https://hubs.mozilla.com/fvt65Gw/heritage-day-virtual-gallery-2>
<https://hubs.mozilla.com/77DxMMW/heritage-day-virtual-gallery-3>
<https://hubs.mozilla.com/uSs7kS4/heritage-day-virtual-gallery-4>
<https://hubs.mozilla.com/4pcyrJp/heritage-day-virtual-gallery-5>
3. **Allow permission** to access microphone
4. Once the room has loaded, **tap 'Join Room'**
5. **Choose your display name** – ideally your first and last name, and the name of your organisation, separated by a hyphen. For example, 'Hannah Shimko, Heritage Alliance'
6. **Choose your avatar!** This is what you will look like to others inside the gallery. Embrace your inner panda, robot or cartoon character – have some fun!
7. When you're ready, **click 'Accept'**
8. **Click 'Enter Room'** to begin
9. Follow the short instructions immediately in front of you:
 - **Use the W A S and D keys on your keyboard to walk around**
 - **Click and hold the left mouse button to look around**
10. **Feel free to explore**, walk up to people and chat away, just like on a video call.
11. When you're done, just **close the browser window to exit**



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Heritage Heroes

This Year's Awards

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This award is for a significant achievement in supporting a heritage project or site during the Covid-19 pandemic by a volunteer or group of volunteers.

This award is for for a volunteer, staff member, or team that has gone above and beyond to support the heritage sector during Covid-19.



This award is for a volunteer or group of volunteers who have made an outstanding contribution to supporting a heritage organisation or project digitally in 2020.

This year, we commissioned Joby Carter of the Society of Independent Roundabouts Proprietors (Heritage Alliance member) to make 3 unique awards. They celebrate the passion and craftsmanship required to restore vintage rides and attractions.

Finalists

.....

- Heritage Lincolnshire volunteer David Hagen
- English Heritage's North Leigh Roman Villa Volunteers
- Church Conservation Trust volunteers Astrid Gillespie and Paul Hamilton
- English Heritage's Head of Safety and Risk, Alex Page
- Church Conservation Trust volunteer Alex Clark
- The David Parr House volunteer house guides
- Alexandra Palace Litter Picking Volunteers



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Event Contributors

Histrionics

.....



Histrionics specialise in creating interactive and immersive entertainment that combines performance with the past. Exciting shows, drama and workshops that entertain and educate in equal measure.

Arcade

.....

Arcade is an award-winning digital practice that specialises in using immersive technologies to create more meaningful connections between people and the spaces, places and objects around them.



Joby Carter

.....



Roundabout proprietor, signwriter and fairground artist Joby owns Carters Steam Fair. With over thirty years' experience of restoring vintage rides and attractions, he is one of the world's leading experts on signwriting and fairground art.



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Become a Member

Join the Heritage Alliance Membership Today

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“Our membership of The Heritage Alliance is a crucial link into policy decisions at Westminster. This close connection with The Heritage Alliance also allows us to grow the next generation of heritage professionals and advocates for heritage.”

(University of Oxford)

Be Heard: Represent your asks, needs and concerns at our regular meetings with DCMS and other key departments, Parliament and sector forums

Be Informed: Benefit from our insights on the latest developments impacting the sector



Connect and Share: Exchange ideas with leading organisations across the sector through our advocacy groups and networks

Access Expert Advice: Benefit from expert support in topics like fundraising, project management and immersive technology

Reach Others: Promote your events/jobs/news through our widely-read newsletter, Heritage Update



I have found all the info from The Heritage Alliance during this period very useful. As a one-person-band it's very helpful and reassuring to have all the resources curated for me.

(Norfolk Archaeological Society)

For more information about our different memberships available or become an individual supporter, visit our website or **contact Delphine, our Development and Membership Manager** at development@theheritagealliance.org.uk for a chat on how we could support your organisation.



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Sponsored by Ecclesiastical

Ecclesiastical's mission is to protect what matters most to people, with specialist insurance, dedicated expertise, and award-winning service. They have done it for 130 years, from when they were first founded to protect churches, to now, as they help individuals and organisations to protect what matters most to them across a board range of specialisms.

The Heritage Risk Barometer

.....

How can the heritage sector adapt and thrive in a digital age?

This report was developed with an advisory panel made up of leading heritage experts and identifies both the risks and potential opportunities for the use of technology. To support the findings, Ecclesiastical also conducted a survey of 102 senior leaders working in UK heritage organisations in January/February 2020 and added a further 500 for additional research in September 2020, to look at the impact of COVID-19.

The report covers some of the key concerns in the heritage sector and gives some useful best practice examples of the different uses of technology –from risk management to visitor engagement. Funding, increasing costs and maintenance are the top three concerns in the research, with a number of other themes highlighting the need for the industry to adapt. [Find out more here.](#)

Roadmap for Business Resilience

.....

This work helps organisations develop a recovery plan to navigate the 'new norm'. This includes good governance and using a risk-based approach, which means organisations are better prepared for whatever the future may hold. COVID-19 has exposed new risks. From social distancing to uncertain customer demand, a risk management approach will help organisations manage these new risks and support planning and nextsteps. Meanwhile significant pre-pandemic risks haven't gone away. This work supports organisations in reassessing strategic risks, as it's likely these will have changed or increased. [Read the full report here.](#)



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