

## HLF NEW STRATEGY BULLETIN January 2019

### Introduction

The Heritage Lottery Fund has a new name and brand – National Lottery Heritage Fund. This is clearly aimed at raising the profile of the National Lottery as a mechanism for funding good causes, in the ambition that this will help sell more lottery tickets.

As expected, the focus of the new lottery programmes is on outcomes for *people* (a mandatory requirement) with outcomes for *heritage*, which encompasses repairs and conservation, as a lower priority. For churches with a pressing need for repairs or conservation this could have a significant impact, as they will need to prove even more clearly than before how this benefits local people. Heritage being at risk is still a significant factor but it is not yet clear how this is dealt with in the application process.

### In detail

There is a major geographical re-organisation with a more devolved structure (Scotland; Wales; Northern Ireland; and three areas of England: London and the South, Midlands and the East, and North) and focus on 13 priority areas. Also encompassed is

- a greater emphasis on landscape and nature heritage
- a focus on building organisational resilience

There will be a streamlined portfolio with almost all projects encouraged to apply for the National Lottery *Grants for Heritage* rather than a funding strand tailored towards a particular purpose. In general terms these will be

- National Lottery Grants for Heritage: £3,000 to £10,000
- National Lottery Grants for Heritage: £10,000 to £250,000
- National Lottery Grants for Heritage: £250,000 to £5million

## New points to note are expressed in the revised outcomes

- “We will ask **every** project to achieve our new inclusion outcome: a wider range of people will be involved in heritage” – this is to be a mandatory requirement. Specific groups are listed.
- “People will have greater wellbeing.” This is an additional requirement. The strategy recognises that many applicants will be ill-equipped to plan and deliver this and there are plans for a UK wide funding stream to encourage development in this area. “However, our consultation revealed a lack of confidence that heritage bodies were equipped to deliver wellbeing effectively. We will therefore focus one of our first UK-wide heritage campaigns on wellbeing. Alongside this funding from 2020–21 we will deliver a programme of thought leadership, sharing practice and collaboration to build heritage organisations’ capacity and confidence.”

## Additional points to note:

- There is to be a greater emphasis on social investment so that lottery funds can be recycled. While the Framework doesn’t give a huge amount of detail the move to loans, impact investments and other non-grant products is significant. This, coupled with support for enterprises and for-profit/non-profit partnerships, means that the Fund recognises that a range of operational models – and associated support – is needed to strengthen the sustainability of the sector.
- While the emphasis on proper financial planning is to be welcomed many churches have good financial controls but no “formal” business plan.
- An emphasis on involving “the community” both by applicants and in decision making.
- A greater focus on how the *Grants for Heritage* awards are recognised.
- In the applications for grants above £250,000 there will be a new requirement to submit the organisation’s “existing business plan” at stage 1 of the application, against which any *new project related* business plan might be measured.

For an informal discussion on how these changes may affect your plans, contact our heritage project planning and funding team:

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The National Lottery Heritage Fund Strategic Funding Framework 2019-2024 can be read in full at:

<https://www.heritagefund.org.uk>

Full details of application procedures and funding guidelines are also to be found on this website.

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