Rebuilding Heritage

Who We Helped

Focussing on the organisations that took part and the programme's reach

Introduction

Rebuilding Heritage was a UK-wide support programme designed to help heritage organisations navigate the challenges presented by COVID 19. It was coordinated by **the Heritage Alliance,** funded by the **National Lottery Heritage Fund** and delivered in partnership with the **Chartered Institute of Fundraising, Clore Leadership, Creative United,** and **Media Trust,** with support from additional providers.

'Who We Helped' focuses on the organisations that took part in the programme and the programme's reach.

Overview

The Rebuilding Heritage programme was designed specifically to engage with and support heritage organisations and businesses **at risk as a result of the Covid-19 pandemic.**

1,018
individuals from

634
heritage organisations engaged with the programme of:

Webinars

Group training

1-2-1 support & networking

Over

850
people signed-up to **the Rebuilding Heritage newsletter**

Who the programme reached

The programme reached a wide range of heritage organisations and businesses. Engagement was seen from all parts of the heritage sector. The highest levels of organisational engagement were from **Museums, Libraries, Archives and Collections, Sector support, and Historic buildings** categories.

21%
Museums, libraries, archives & collections

11%
Sector support

10%
Historic Buildings managed as other

7%
Place of worship

5%
Industrial, Maritime & Transport

9%
Historic Buildings managed as heritage

9%
Community Heritage

4%
Landscapes & Nature

3%
Cultures & Memories

2%
Heritage skills

2%
Student

1%
University

*16% unknown.

"

"We spent the pandemic working reactively so now it is time to start thinking ahead and with help from Rebuilding Heritage I feel more confident in doing so."
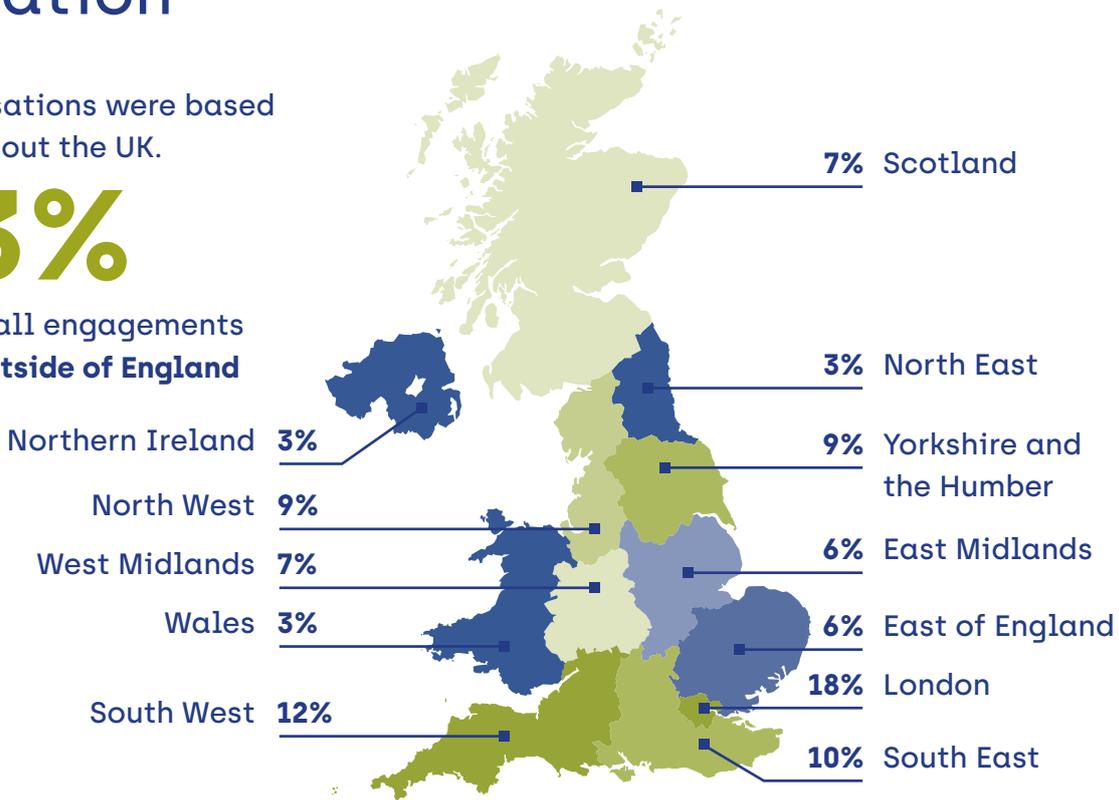
Round 4 (May-Jun) participant evaluation

1-2-1 fundraising support, finance training, wellbeing training

Location

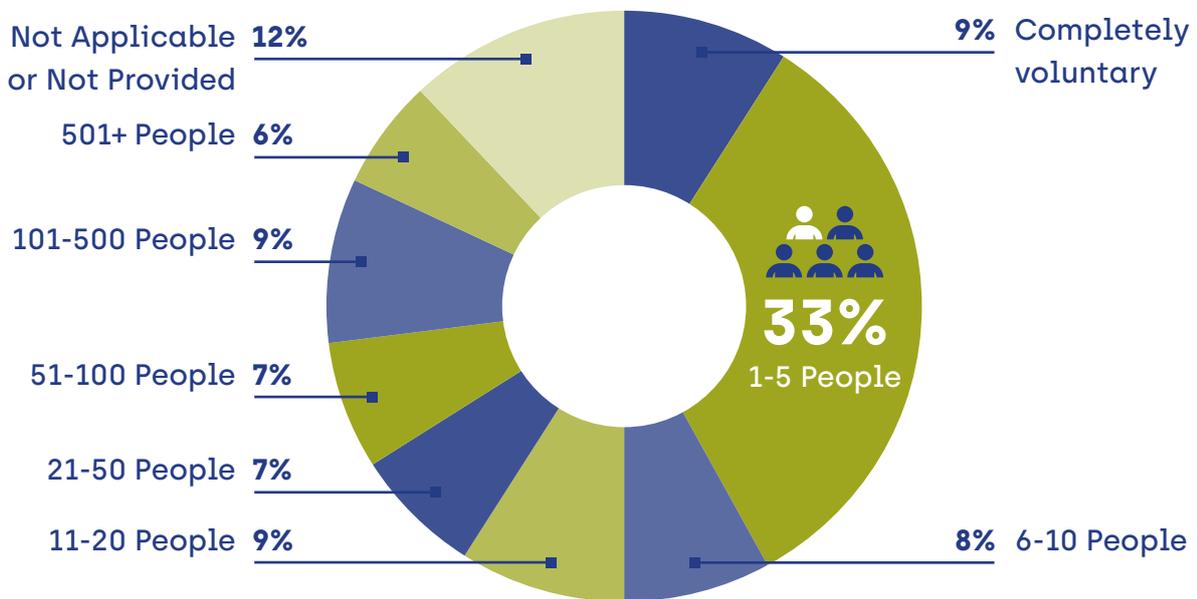Organisations were based throughout the UK.

13%

across all engagements were **outside of England**

7% Scotland

Northern Ireland **3%**

North West **9%**

West Midlands **7%**

Wales **3%**

South West **12%**

3% North East

9% Yorkshire and the Humber

6% East Midlands

6% East of England

18% London

10% South East

*7% of participants did not provide geographical data.

Size of organisation or business

Not Applicable or Not Provided **12%**

501+ People **6%**

101-500 People **9%**

51-100 People **7%**

21-50 People **7%**

11-20 People **9%**

9% Completely voluntary
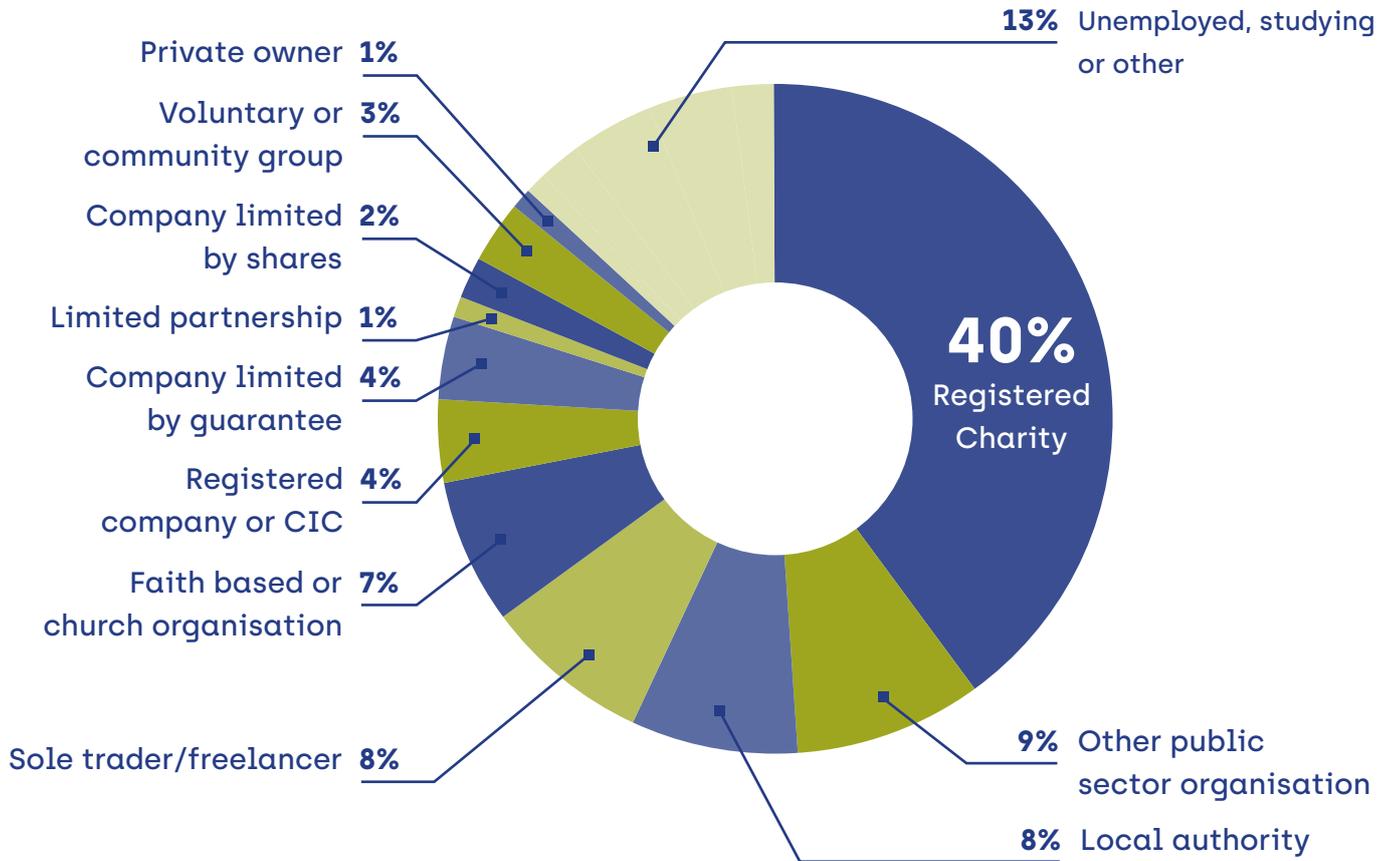
33%
1-5 People

8% 6-10 People

50%

across all engagements had **less than 10 staff**

Rising to 75% when focusing on the group support/1-2-1 element of the programme

Type of organisation or business

13% Unemployed, studying or other

Private owner **1%**

Voluntary or community group **3%**

Company limited by shares **2%**

Limited partnership **1%**

Company limited by guarantee **4%**

Registered company or CIC **4%**

Faith based or church organisation **7%**

Sole trader/freelancer **8%**

40% Registered Charity

9% Other public sector organisation

8% Local authority

The majority of organisations and businesses were **charitable or public bodies.** The programme was also able to provide for all types of businesses, including freelancers and private owners.

> "A fantastic programme at just the right time - helped me find time to focus on strategic issues again after many months of fire-fighting; dealt with very relevant post-covid topics; and helped me in turn offer support to my team"
>
> **Final evaluation survey respondent**

Targeting At Risk Subsectors

Initial consulation revealed the following heritage types as particularly at risk:

Industrial, maritime, and transport heritage	
Community heritage	At risk due to the likelihood of major change or cessation of, regular activity with little ability to resume activities with covid-safe measures in place; often resulting in severe income imbalance due to high running costs continuing even during closure.
Organisations without outdoor space	
Organisations with previous commercial success	
Organisations with low capacity	
Organisations under local council custodianship	At risk due to the likelihood of having insufficient resources to continue operation as the pressure on individuals becomes too great; either as volunteer support is lost or staff are repurposed.
Hybrid heritage	
Independent trusts	
Freelancers	
Organisations in areas of low heritage density	Not specifically at risk but considered a priority due to the potential for a high impact on the local community in the event of loss.

Other forms of Covid support

For the group training and 1-2-1 support, data was collected on whether participants had received other forms of pandemic support (including furlough).

45%
Did not receive other Covid support/funding

55%
Did receive other Covid support/funding

Who Took Part In What

There were two ways to receive assistance. We found that **the 'group training/1-2-1 support' and 'webinars' strands served different audiences.**

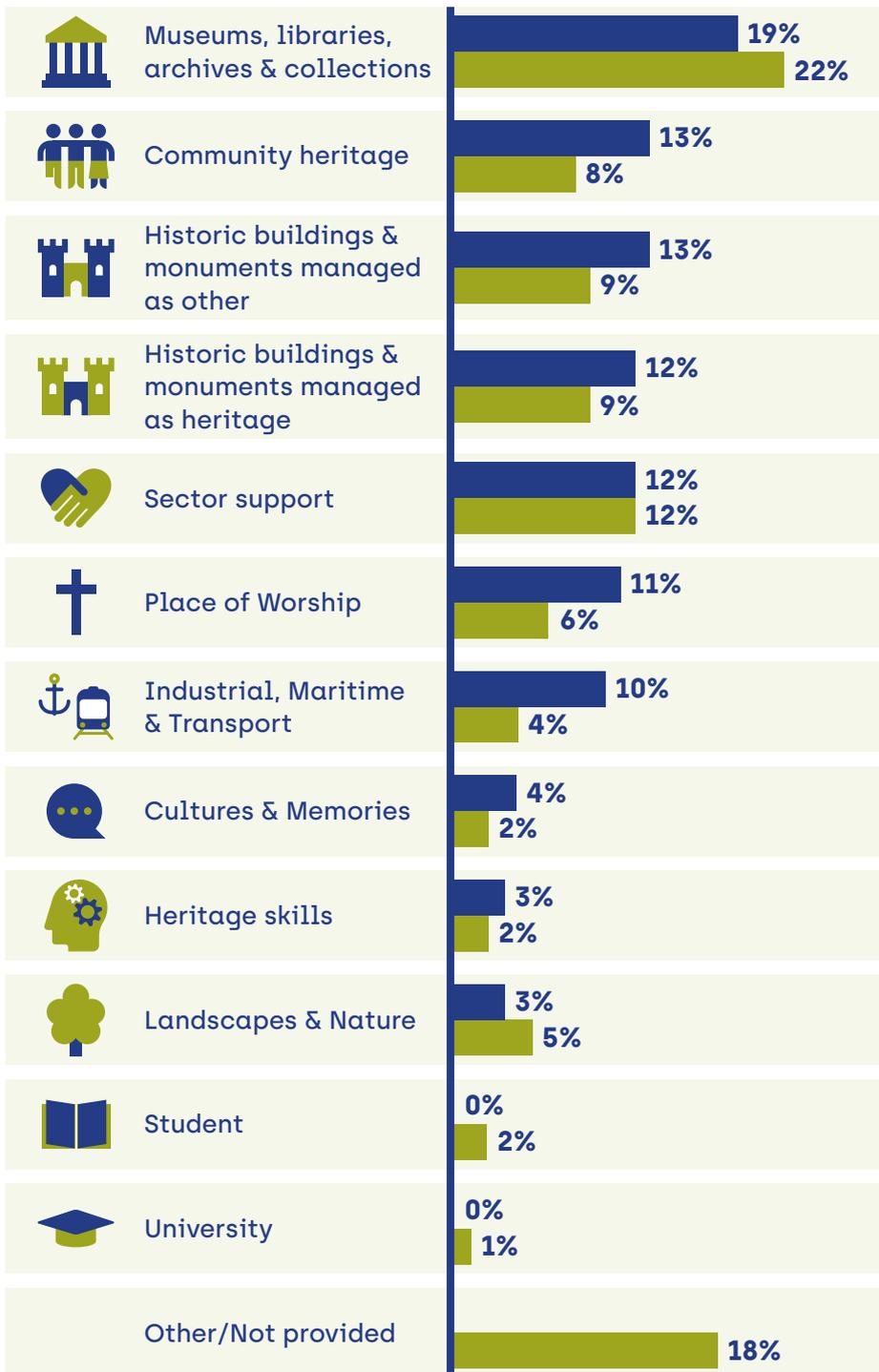## 7%
of individuals engaged with both Support & Webinars

17%
engaged with Support only

76%
engaged with Webinars only

Heritage type

Museums, libraries, archives & collections
- 'By application' support participants: 19%
- 'Open to all' webinar attendance: 22%

Community heritage
- 'By application' support participants: 13%
- 'Open to all' webinar attendance: 8%

Historic buildings & monuments managed as other
- 'By application' support participants: 13%
- 'Open to all' webinar attendance: 9%

Historic buildings & monuments managed as heritage
- 'By application' support participants: 12%
- 'Open to all' webinar attendance: 9%

Sector support
- 'By application' support participants: 12%
- 'Open to all' webinar attendance: 12%

Place of Worship
- 'By application' support participants: 11%
- 'Open to all' webinar attendance: 6%

Industrial, Maritime & Transport
- 'By application' support participants: 10%
- 'Open to all' webinar attendance: 4%

Cultures & Memories
- 'By application' support participants: 4%
- 'Open to all' webinar attendance: 2%

Heritage skills
- 'By application' support participants: 3%
- 'Open to all' webinar attendance: 2%

Landscapes & Nature
- 'By application' support participants: 3%
- 'Open to all' webinar attendance: 5%

Student
- 'By application' support participants: 0%
- 'Open to all' webinar attendance: 2%

University
- 'By application' support participants: 0%
- 'Open to all' webinar attendance: 1%

Other/Not provided
- 'Open to all' webinar attendance: 18%

■ 'By application' support participants

■ 'Open to all' webinar attendance

Whilst the two strands of the programme served different organisational audiences, the profiles within these audiences are similar.

The key differences are **higher engagement with intensive support** than webinars within the target categories:

- **Community Heritage,**

- **Industrial, Maritime and Transport**

- **Places of Worship** (as hybrid/community heritage).

To find all Rebuilding Heritage resources, please visit: www.rebuildingheritage.org.uk/resources

Sign up to our mailing list to keep informed about the project's developments: https://bit.ly/3NaykFi