

Sustainability webinar for Heritage Fund staff and applicants

Lead organisation:

Sustainability West Midlands

Project Manager: Alan Carr (Senior Sustainability Adviser)

Customers:



WM Sustainability Roadmap themes addressed:



Project Duration:

March – May 2020

The Project

SWM has been supporting the Heritage Fund since March 2018 and has previously run a series of sustainability training [workshops](#) for the organisation and we [have since assessed](#) 118 development stage applications for their sustainability credentials. This third project brought to a head our support to the Heritage Fund as we ran a webinar on 11 May 2020 for around 65 staff or potential applicants. This was born through our positive relationship with [Fit for the Future Network](#) who helped broker the discussions with the Heritage Fund initially.

Aims

- To outline the process SWM has used to assess the 118 applications to date.
- To provide an interactive platform for Heritage Fund staff and applicants to ask questions on this process and sustainability in the heritage sector more generally.
- To provide our [top ten tips](#) that application assessors can consider with respect to sustainability.

Challenges

- Despite the Covid-19 outbreak and the associated lockdown, this session was always going to take the form of a webinar rather than a physical event. However, SWM and the Heritage Fund had to run the webinar from separate locations rather than together, which meant a more meticulous plan was required in advance!

- The Heritage Fund is supporting the Heritage sector in a significant way during the Covid-19 pandemic through its [Heritage Emergency Fund](#) and this absorbed a lot of their staff capacity. However, we were pleased that the running of this webinar was maintained and the attendance of around 65 people suggested that a focus away from the pandemic onto a different topic was welcomed.

Stover Park, Devon, one of the case studies we used in the webinar

The Outcomes

After assessing the sustainability aspects of Heritage Fund applications for over a year, we were able to impart our newly found knowledge onto the 65 webinar attendees to enable them to a) understand what to include in applications to make projects more sustainable and resilient



for the longer term and b) for the Heritage Fund to better able to assess applications for their sustainability credentials so that those that successfully embed it into their applications are more likely to receive the funding they are seeking. This will have a significant impact over time as more projects perform better on this agenda and put sustainability at their heart; ultimately a more sustainable project is likely to preserve the project's heritage for a longer period of time.

In the Future

SWM will be supporting the Heritage Fund by assessing delivery stage applications for the remainder of 2020; these are applications that we have [already assessed](#) at development stage, but that are now at approval stage for funding. We are being asked to look at their supporting documents, in addition to the application form, to identify the good practice that they are committing to. After this, however, we hope that our support over what will by then be three years will translate into a greater effort by applicants to ensure that sustainability is at the heart of their request for funding, which will, in turn, translate into a more sustainable sector overall.

Accolades

“We worked with partners Fit for the Future to identify SWM as a suitable partner to help us assess prospective grantee applications for their sustainability credentials. After a successful year, we were pleased that they were able to share their experiences and knowledge with our staff and potential applicants at a well-attended webinar. This meant that the structure and approach used by SWM to assess the applications has now been articulated to a wide range of colleagues which will help us to achieve our aims of enhancing and protecting the environment.” - Drew Bennellick, Head of Land and Nature Policy UK, National Lottery Heritage Fund

Contact Details

For further information on the project or to work with us in one of a variety of ways, please contact the SWM team on 07599 658889 or enquiries@swm.org.uk.