

Phase 2
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Heritage Lottery Fund



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25 November 2004

Our Ref: CM/
Your Ref:

HERITAGE.

James Boyle
Chair
Cultural Commission
Broughton High School
Carrington Road
Edinburgh EH4 1EG

02 DEC 2004

Dear James

The Cultural Commission

Further to your recent meeting with Liz Forgan and her letter to you of November 23rd, I enclose a paper setting out our views in more detail. I have copied this to Brian Lang as a member of our Committee for Scotland.

I would of course be happy to discuss these further with you at any time and to be involved in the next stages of the Commission's work.

I look forward to hearing from you.

Yours,

Colin McLean
Manager for Scotland

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**Submission to the
Cultural Commission**

November 2004



**Heritage
Lottery Fund**

Introduction

We are grateful to the Commission for affording us this opportunity to make this submission.

The principle themes to our thinking are:

- 1 The case for Scotland's culture is much stronger if heritage and the arts are recognised as equal partners therein. It is clear that the Scottish Executive regards heritage as important, as demonstrated by their recent investment decisions, and we believe the Commission should recognise this by openly acknowledging heritage in its work;
- 2 HLF is a key player in the funding of Scotland's culture and should be involved in the Commission's consideration of infrastructures and funding of the sector;
- 3 HLF now has a decade of experience as a major funder of cultural projects and a demonstrable reputation as good at it.

- **Heritage matters**

The advent of the Commission is a golden opportunity to see Scotland's arts and heritage blended into a far more potent cultural brew than has been the case to date. Recent investment decisions by the Scottish Executive - £10m towards the Playfair project, £12m for a new archive for the RCAHMS and a promise of £6.5m towards the John Murray Archive – show that it sees heritage as a key part of our culture, demonstrating a new confident Scotland to residents, visitors and potential investors.

- **Heritage counts**

At our successful Heritage & Regeneration Conference held in Glasgow in March of this year, Margaret Curran, then Minister for Communities, made it explicitly clear that the Executive sees heritage as a key player: "Investment in the conservation of our heritage can be the catalyst that kickstarts the regeneration of our towns and rural communities". The instigation and/or development of cultural quarters is a common factor in urban regeneration schemes, where creative enterprises flourish in a high quality conserved historic environment, such as Glasgow's Merchant City (two HLF awards totalling £2.4m). In West Wemyss too (HLF award of £750,000) we have seen the imaginative restoration of the historic village centre breathe life back into the community, with new families moving in and local services being restored.

Our own recent research suggest that investment in heritage projects in Scotland has had a real impact on Scottish tourism, creating and sustaining jobs, extending the season, increasing visitor spend and improving the product.

- **Heritage bridges the cultural divide**

Whilst HLF may be best known in Scotland for some of the larger schemes it has supported, such as the Playfair Project in Edinburgh (HLF award of £7m), the redevelopment of Kelvingrove in Glasgow (award of £13m) and the Lighthouse in Glasgow (award of £3.5m), there is a wealth of smaller schemes in which the imagination and creativity of the applicants are remarkable.

Through our *Young Roots* programme, we are supporting a group of young people in Polmont Young Offenders Institute who are working in partnership with the Scottish Football Museum to examine the impact of sectarianism on the history of Scottish football (the project is called *A Culture of Two Halves*). A recent review of this project in *The Big Issue* quoted one of the participants, "I thought [the project] would be a good idea to get to see the others' point of view. There's a guy in here I used to fight when I was in primary school. He was from the Protestant School. I'll probably go for a pint with him when I get out [of here]."¹ In all sorts of ways, heritage projects are bringing people together; in this case across a very real (and very Scottish) cultural divide.

- **Heritage and the arts can together make our culture stronger**

Many of Scotland's best art is a product of the artist responding to their particularly Scottish heritage. Some of our best modern architecture openly acknowledges its historic references and respects its surroundings.

- **Heritage and the arts encourage new entrepreneurs**

In the Highlands & Islands, the case for culture – heritage *and* the arts – as a key factor in the area's economic and social recovery is widely accepted.

Jim Hunter, then Chair of Highlands & Islands Enterprise², "Heritage involvement has been fundamental to our [HIE's] delivering in the Highlands and Islands the beginnings of a more entrepreneurial, more dynamic society of the kind that most of us – certainly the Scottish Executive – are looking to promote in Scotland generally."³

Hunter continues, "The economic regeneration of the Highlands and Islands has had to commence with restoring our formerly demoralised population's sense of worth; with encouraging both individuals and communities to take pride in their background; with making people feel good about themselves and their surroundings; with showing that the Highlands and Islands, so long dismissed as hopelessly impoverished, are actually rich in music, architecture, literature, archaeology and much else."

"Heritage is absolutely integral to what we are about at Highlands & Islands Enterprise: not just because heritage projects can, and do, generate significant economic activity in their own right; but because such projects contribute, in a very basic way, to fostering attitudinal shifts of the kind required if people living in the Highlands and Islands are to be risk-taking, self-reliant, in charge of their own lives."

Norman Gillies, the Director of Sabhal Mor Ostaig, reports that the college initially set out to teach business studies to encourage entrepreneurs in the Highlands. It no longer does so, firmly believing that teaching a greater understanding and

¹ The Big Issue in Scotland, Aug 26 – Sep 1 2004, p25

² Jim Hunter is now Professor of the History of the Scottish Highlands & Islands at UHI Millennium Institute

³ Speech to HLF/RTPI Regeneration Conference, Glasgow, March 2004

appreciation of culture – heritage *and* the arts – is the best way to encourage an entrepreneurial spirit and a desire to set up and develop new businesses in the area.

- **Heritage needs support**

In a decade, HLF has invested £330m in 1,690 projects across Scotland (HLF has invested more in Scotland than any other Lottery Distributor, though the merger of NOF and the Community Fund into the Big Lottery Fund will redefine this). The case for ensuring that Lottery funds will continue to flow into the heritage after 2009 will not be helped if the heritage is not even mentioned in important pieces of public thinking such as that of the Cultural Commission. We must not underestimate the extent to which that vital investment is under threat.

- **Heritage – it's what you've inherited**

The education system invests a great deal of effort in encouraging young people to participate in the arts (and sport), but heritage is something you can't get away from, it's your inheritance.

- **Heritage and Identity**

HLF is working closely with Sabhal Mor Ostaig on the planning of an event to take place there in the Spring of 2005, looking at the heritage/culture/identity and regeneration. We have the in principle agreement of the Director of the Scottish Arts Council to join with us in this project, making it the first truly cultural heritage and arts event in Scotland. It will happen two years in advance of Scotland's Year of Highland Culture 2007, as declared by the Scottish Executive.

- **Heritage builds community capacity**

HLF now has a decade of experience of project funding, and a reputation as a funder that is rigorous, fair, transparent, helpful and positive. Through the work of our Development Teams, we are getting new audiences to engage positively with their heritage and culture. HLF is building these audiences' confidence (a confidence that will in itself be a useful legacy) through the implementation of heritage projects – often with our helping hand to guide them, from the earliest stages of project conception right through to implementation, balancing the need to keep an eye on the spending of public funds and bringing our experience to bear in helping projects achieve success.

- **HLF pushes the boundaries**

HLF's insistence that its investment not only helps people to conserve the heritage but also that they share it, has "...shifted the idea of the value and importance of heritage away from something that is exclusively determined by experts on behalf of society, to one that recognises the importance of widespread participation identifying and caring for what is valued collectively."⁴

HLF's published guidance on Conservation Management Plans, Audience Development Plans and Access Plans is the best in its field. Grantees who have successfully completed HLF projects testify to the way that HLF challenged their thinking and improved the quality of what they achieved.

⁴ DEMOS, Challenge and Change – The HLF and Cultural Value, 2004

- **HLF understands the heritage sector**

HLF's wide involvement with so many aspects of and activities in the heritage sector (historic buildings, museums, galleries, libraries, archives, literature, landscape, conservation, the environment, biodiversity, industrial history, archaeology, access, interpretation, conservation, tourism) gives it a position that is unique among the Scottish heritage agencies. We can bring this breadth of involvement to the Commission's work.

In Conclusion

We think the Commission's work is an exciting and positive opportunity to advance attitudes towards Scotland's culture and the role that our heritage can play in it, and we look forward to taking these discussions forward with you.

From its long experience of funding, HLF could make a contribution to the work the Commission is about to undertake on infrastructures and funding. HLF staff and or committee members would be very willing to assist in this and future stages of the process.