



Practical advocacy workshop

Resources for groups

*Prepared by the CBA's
Local Heritage Engagement Network*

LHEN Toolkits:

Website: <http://new.archaeologyuk.org/lhen-toolkit>

The Local Heritage Engagement Network provides online toolkits to help groups plan and undertake advocacy. The toolkits are expanding regularly, and currently include information on:

- [How to be an advocate for your historic environment](#)
- [Getting your voice heard: Working with the Media](#)
- [Local historic environment services: Threats, importance, and how to protect them](#)
- [Why heritage matters: Key facts and stats](#)
- [A guide to the Freedom of Information Act and accessing public information](#)
- [Writing to your local MP or Councillor: What to say and how to say it](#)
- [A guide to heritage in the planning system](#)
- Power of Archaeology: Meeting your MP and inviting them to events
- Monitoring planning applications.

If there is a subject that you think should be covered by an LHEN toolkit, please email lhen@archaeologyuk.org to let us know. In some cases, we may also be able to deliver training to groups. If you think you would benefit from a training event, please get in touch.

LHEN e-bulletin:

Sign up by emailing lhen@archaeologyuk.org.

The LHEN e-bulletin is a bi-monthly mailing to those groups who are part of the network. It includes news and updates relating to national policy and advocacy by the CBA and others, the latest news of cuts to local authority heritage services and museums, and reports of other local group activities, campaigns, and events. We will keep you up to date on:

- Upcoming threats and challenges, such as planning reform
- Keep you informed with issues so that you can effectively champion the historic environment when you meet elected representatives
- Put you in touch with other groups in similar positions to you.

The e-bulletin is part of a growing LHEN community which allows groups to access the knowledge and experience of others, share news and update one another on successes or frustrations.

Historic England:

Website: <https://historicengland.org.uk/advice/planning/local-heritage/helm-redirect/>

There is a whole suite of useful guidance available from Historic England which also incorporates the form HELM (Historic Environment Local Management programme). The main elements of interest are:

- [HELM training programme](#): Offering free day courses on a variety of subjects.
- [Guidance](#): on a huge range of issues from technical conservation, to planning, and community involvement opportunities
- [Heritage at Risk](#): Including the register of industrial sites.

Civic Voice:

Website: <http://www.civicvoice.org.uk/resources/>

The Civic movement has a lot of cross-over with heritage groups, and many of its principles are shared by heritage and archaeology-focused groups. The Civic Voice [Manifesto](#), and [101 Civic Ideas](#) documents have lots of ideas which may be of relevance to your group to help you to engage younger audiences, raise funds, promote awareness, etc.

There are a range of other resources available, including advice on:

- [Collaborative planning](#)
- [Neighbourhood Plans](#)
- [Social media](#)
- [Fundraising](#)
- [How to find your local civic society](#)
- And other documents relating to Civic Voice campaigns & member successes

In addition to explicit advice, they archive a range of other material, including previously conducted polls, briefings and talks, in which groups may find useful examples for conducting their own advocacy/campaigns, or useful data to reuse.

Heritage Alliance:

Link: <http://www.theheritagealliance.org.uk/heritage-advocacy-tool-box/>

These collections of key documents and statistic will help you develop your case for why heritage and archaeology matter, and the benefits they produce.

Rescue: 'Fighting Back'

Link: http://rescue-archaeology.org.uk/wp-content/uploads/2016/02/Fighting-Back_v7.pdf

This useful guide provides tips and guidelines on how to contact decision makers, as well as basic background on the planning system, including European regulations, and the organisation of local and national government.

Heritage Counts

Website: <http://hc.historicengland.org.uk/>

Heritage Counts is an annual research report which produces data to help support the case for the historic environment. They have produced data on a wider range of subjects including heritage and the Big Society, economic benefits of heritage, climate change, skills, tourism, participation, and sense of place. You can access:

- [Annual Reports](#)
- [Special research reports](#)
- [Regional reports](#)

In addition, data on local authority profiles is also available, allowing you to assess whether your local authority has a heritage champion, how many designated assets there are, and what proportion of them are deemed to be 'at risk' and a wide variety of other useful data:

- [Local authority profile data](#)

RSA Heritage Index:

Website: <https://www.thersa.org/action-and-research/rsa-projects/public-services-and-communities-folder/heritage-and-place/>

The Heritage Index is a recent attempt by the RSA to collate a large amount of data on heritage and amalgamate it into a readable index of how good heritage is in particular places. The data is not perfect, but it does potentially provide a source of information to use in advocacy to encourage better investment in heritage at a local level. There are a variety of other resources, such as a how to get involved section, and a useful blog.

CPRE Planning Help:

Website: <http://planninghelp.cpre.org.uk/>

The Campaign to Protect Rural England have a fabulous planning resource to help you [get to grips with the planning system](#). For example:

- Follow their '[8 simple steps](#)' to comment on a planning application
- See their useful [campaign tips](#).

Planning Aid England:

Website: <http://www.rtpi.org.uk/planning-aid/>

Another planning toolkit, this time produced by the RTPI, with less of a direct historic environment viewpoint, but nonetheless relevant. This resource offers the most [comprehensive set of briefings](#) for planning issues on a national and local level.

In addition to the above options for advice, Planning Aid England also offers [bespoke casework advice](#) which local groups may qualify for, free of charge.

There are separate planning aid websites for [Wales](#) and [Scotland](#).

Locality:

Website: <http://locality.org.uk/our-work/>

Locality is a charity which focuses on localism and encourages and facilitates various aspects of community planning and enterprise. You can find guidance on various issues such as local assets, social action. They are not a heritage sector body, but may have useful synergies, for example:

- [Community assets in difficult ownership](#) campaign: Examining the problem of locally significant assets which are disused, in a state of disrepair, and where owners are unwilling or unable to keep the building in a decent state of repair.

Heritage Help (Joint Committee of National Amenity Societies):

Website: <http://heritagehelp.org.uk/>

Some useful information on setting up local groups, opportunities to get involved in heritage protection, conservation, and planning.

Some funding sources:

- CBA Mick Aston community archaeology fund: <http://new.archaeologyuk.org/mick-aston-archaeology-fund>
- Heritage Lottery Fund: <https://www.hlf.org.uk/looking-funding>
- The Prince's Regeneration offers useful guidance on funding such as "[How to make the business case for your project](#)"
- Locality: <http://locality.org.uk/our-work/community-grants/>
- The Princes Trust: <https://www.princes-trust.org.uk/help-for-young-people/who-else/employment/grants-funding/community-projects>
- The Prince's Regeneration Trust: <http://www.princes-regeneration.org/table-3-funding-databases>