

World Heritage Youth Ambassadors

National Heritage Lottery Fund round two application

Supporting Document

World Heritage Learning and Engagement Network

June 2019



Background and overview

The vision of the Award winning World Heritage Youth Ambassador programme is to empower YP to learn about and have an active and powerful voice in their own lives, their local communities and World Heritage. In 2018, the program was successful in achieving a round one pass for the National Lottery Heritage Fund to support more and a wider range of Young People aged 13-25 to engage with World Heritage for the purposes of learning, personal development, employability and advancing the aims of the World Heritage both locally and nationally.

Building on the multiple award winning model Blaenavon World Heritage Youth Ambassadors, the next phase of the program will expand to deliver a new development and progression route for Young People who engage with the programme. It will do this by building on a programme that supports young people to engage with heritage more directly through accreditation, voluntary opportunities and apprenticeships, but that can also be applied to a range of WHS across the UK, so supporting the wider sector to improve youth engagement.

It will enable all those who engage with the programme to be:

- **Empowered:** YP have the confidence independently voice what they want and think, and make decisions for World Heritage and other YP through having the knowledge and skill they need.
- **Active:** Regularly volunteer in a heritage environment for purposes of learning, personal development, fun and the management of World Heritage.
- **Participative:** giving their time and participating in activities that support the advancement of World Heritage both locally and nationally
- **Influential:** Have their voice listened to and acted upon for the benefit of World Heritage and other YP.
- **Supported: Adults in the heritage sector are trained and able to use the techniques of the youth work principals to engage YP appropriately in a heritage environment.**

While This project recognises that Young People aged 13-25 are a major human resource for development and key agents for sector change and technical innovation, World Heritage Site's tell us they need support and training to capitalize on this. Consultation with the community and other WHS's informs us that there is lack of confidence and in many cases skill in adults to engage with the age range outside of formal learning programmes, which mean Young People remain under represented as an involved stakeholder demographic and that Young People are unable to become meaningfully involved past individual projects.

One of the ways this program proposes to address this, is through supporting the creation of a "learning and engagement" network of key adults and professionals. A small amount of funding is available to support the delivery of a UK wide World Heritage learning and engagement professional network. This network is being designed to facilitate the sharing of best practice amongst learning and engagement professionals who work in the World heritage Sector. It will also promote youth engagement to the wider sector.

Through creating the opportunity for heritage and youth organisations to come together and develop partnerships organisations of all types will be strengthened. They will have the ability to share best practise, deliver programmes of work both operationally and strategically to meet need, changing priorities and be able to be relevant to local and national strategy.

By using NHLF funding to support a network, the project will support organisations to be able to pool resources a new and innovative way in this time of austerity, so increasing resilience at individual sites, as well as for the sector as a whole.

*Nb. It is recognised that the World heritage Youth Ambassadors program is a funded program to engage with a specific age demographic 10-25. While funding is provided through the NHLF youth ambassadors program, it would be expected that young people had a specific and regular 'agenda' item to ensure that the terms and conditions of the funding, and the outcomes of the project are able to be achieved. Learning and engagement however encompasses all ages and as such any network created should include the widest representation of learning and engagement and therefore **would not be** a youth specific network.*

Proposal

In 2019 the Blaenavon Youth Ambassador project team consulted with 33 participants representing 15 World Heritage Sites at an inaugural meeting of the World Heritage Learning and Engagement Network. These participants were consulted on:

- What the purpose of the network should be
- What it should look like
- Who should be members?
- How it should be administrated.

(full answers included as an appendix).

All statements below are based on the feedback and are proposed. They will need to agreed by the membership at the earliest opportunity. Within the statements are included the proposal of support requested of WH:UK.

Proposed purpose of the network

The World Heritage Learning and Engagement Network hosted by World Heritage: UK is an open network of professionals, organisations and individuals involved in work relating to learning and engagement within World Heritage Sites.

The network is a place to share knowledge, best practice, resources, and exchange ideas between the communities and organisations operating within World Heritage sites of the UK. The network will facilitate collaboration, partnerships, peer support and provide the opportunity to demonstrate the value and worth of learning and engagement.

Proposed network administration

Due to the geographical dispersion of UK World Heritage Sites, the network will be predominantly facilitated online, ideally through the WH: UK website, an open jismail (held by WH: UK), and social media. If funding allows administration of the network to provide online resources and e-bulletins will be provided.

Face to face interaction is essentially important to developing meaningful relationships and partnerships and the network will endeavour to meet once a year, in different locations. The annual meeting can be linked to WH:UK meetings but should be hosted each year by different world heritage sites, to ensure that different themes, agendas and perspectives across the UK are covered.

Governance.

The network will be primarily hosted through World Heritage: UK to ensure sustainability and a centralised organisation that represents all World Heritage Sites in the UK.

A steering group of key individuals will support the network and WH:UK in the day to day administration, marketing and promotion of activity within the network.

Annually the network will be run by an individual UK World Heritage Site which will change annually. The World Heritage Site should be able to provide staff time and resource to organise the annual meetings and will be supported by the steering group and WH:UK. (*Nb: Year one (and if needed year 2) will be supported by Blaenavon*)

Proposed membership.

The network will be open, free, and available to any interested party who wishes to sign up. Membership of WH:UK will not be required to encourage communities and all levels of experience to be able to have a voice.

Annual meetings may need to be charged for once funding has expired to ensure sustainability. This charge should be minimal and only to cover costs. Exemptions should be available to volunteers, young people and community members.

Budget

A small budget of £2000 is available to facilitate this network. This was designed to pay for venues and buffets, and potential bursaries for travel. However there are several options for this funding:

1. Provide WH:UK with the funding to allow for the initial set up of web pages, jismails etc... and to pay for 2 x venues and buffets for 2 x meetings.
2. Funding held by project but pays for venue, buffet. (WH:UK can invoice for web pages / jismail)

Summary of Proposed Support from World heritage: UK.

- Be the main 'host' of the network – put the World Heritage: UK 'name' to the network.
- Allow a section/pages on the website for learning and engagement
- Be the key admin host for a jismail.
- Allow a L&E meeting to be held at the same time as one of your meetings, or at the conference. To be held side by side.
- Allow promotion of the network and its work through your press and social media.
- Be a key part of and Support the steering group in running the network.

Additional Support

- Be able to use the World Heritage: UK logo as a part of the youth ambassadors 'branding'. Possibly allow for it to be made more youth friendly by allowing the blocks to have colours in them and the words youth ambassadors (or similar) to be added at the top and bottom?

Appendix one.

World Heritage learning and Engagement Network consultation notes.

A small amount of funding is available to support the delivery of a UK wide World Heritage learning and engagement professional network. This network is being designed to facilitate the sharing of best practice amongst learning and engagement professionals who work in the World heritage Sector. It will also promote youth engagement to the wider sector. It is likely that this network will only meet once a year with additional online networking, but this is to be confirmed. Pilot sites will be required to participate in the network.

The meeting asked the group to support the development of the network. *7 groups were asked four questions. Below are their answers.*

Question one. What should the purpose of the Network be, what should it achieve?

- **Good/Best practice x 6**
- **Sharing knowledge x 4**
- **Networking x 4**
- **Not working in isolation/ collaboration x 3**
- **Peer support x 3**
- **Share resources x 3**
- **Share Challenges and solutions x 2**
- **Demonstrate value x 2**
- **Open email list x 2**
- **Exchange visits x 2**
- **Access to key note speakers and professionals x 2**
- E-bulletin
- To ask Questions
- Bench marking
- Sounding board
- Advocacy
- Advice
- Sharing research and evaluation
- Learning emphasis on engagement
- Engagement is a large word – what do we mean
- Map the current situation so we are not duplicating
- World Heritage Specific
- Learning from international colleagues
- Advice on funding streams
- Case studies
- Open and honest – good and bad

Question Two: What should the network look like?

- **Online. Geographically dispersed organisations so use the internet/email. X7**
- **Annual conference X7**
- **Link to WH:UK conference x 5**
- **Face to face meetings x 5**
- **Online resources x 3**
- **Social networking x 2**
- Sub- groups on specific subjects x 2Networking,
- Get info from WHUK,
- Info from international partners,

- Themed meetings
- Wider network to include YP and communities
- Everyone should have a voice regardless of experience
- Diverse
- Inclusive
- Fluid
- Rotate location
- Funding needed
- Closed group?
- Up to date contact info – held online.
- Advice on funding streams

Question Three: Who should be in the network?

- **All WHS organisations tentative and existing x 4**
- **Any interested person or organisation / Open to everyone x 8**
- **Linked by learning and engagement - appreciate the limitations**
- Broad representation
- Online access to all
- Self-selecting
- National Bodies
- Community partners
- Stakeholders x 2
- International partners
- Engagement officers
- WH co-ordinators
- Professionals and volunteers
- Membership of WH:UK a pre-requisite.
- Online can be open access

Question four: Who should run the network/ administrate it?

- **WHUK x 3**
- **The Hwb Blaenavon as they are already funded x 3**
- **New host each year X 4**
- **Need a facilitator x 3**
- Staff from WHS
- Build in sustainability
- Explore grant trusts
- Formal Commitment from key organisations
- Informal
- Participant feedback to determine future themes
- Moderation?/ Set up?
- Unincorporated association?
- Sub groups for specialists.