

The Architectural Heritage Fund Communications/Media Support Brief, including Heritage Development Trusts

1. Summary

In 2023, the Architectural Heritage Fund (AHF) launched its new [Strategy](#) for 2023-28 and also a three-year programme funded by The National Lottery Heritage Fund focused on supporting [Heritage Development Trusts](#) (HDT). The AHF is seeking to commission a consultant, or consultancy, to work with us over three years commencing January 2024 to help promote to national and regional media outlets the HDT programme and its model – particularly around sharing emerging lessons and impact – as well as the AHF and its broader work. This work should complement our existing in-house delivery of social media, newsletters, and web stories/blogs.

We hope through this activity to raise the profile of the AHF and its HDT model to potential future funders, government agencies at all levels (local, regional, national), and the wider public. The work is expected to roughly divide 50:50 in support of promoting the HDT programme specifically and the AHF's corporate communications activity.

The budget is approximately **£55,000** to include VAT and expenses, from January 2023-December 2026. It is expected you will provide your own equipment.

2. About the AHF

The AHF is a registered charity, working since 1976 to promote the conservation and sustainable re-use of historic buildings for the benefit of communities across the UK. We do this by providing advice, information and financial assistance in the form of grants and loans for projects undertaken by charities and not-for-private-profit organisations.

Today, we work at the intersection between the heritage and social impact sectors, with a diverse range of funders, partners and stakeholders include the UK Government (Department of Culture, Media & Sport; the Department of Levelling Up, Housing and Communities), the devolved heritage bodies (Historic England, Historic Environment Scotland, Cadw in Wales, and the Department for Communities in NI), Locality (with which we partner as a member of the [Community Ownership Fund Delivery Partner consortium](#)), Social Investment Business (with which we partner on the [Thrive Together Fund](#)), and others across the heritage and social impact sectors. Our work therefore touches on themes of community ownership, retrofit, and place-making, in addition to more traditional themes associated with historic buildings, such as conservation.

Our HDT programme forms the core of our [Strategic Partnership](#) with The National Lottery Heritage Fund, and that organisation is a key stakeholder for both this element of the brief and also our pioneering [Heritage Impact Fund](#).

3. Heritage Development Trust programme

Between 2019-2023, the AHF ran a pilot scheme for Heritage Development Trusts, awarding funding to:

- [Great Yarmouth Preservation Trust](#)
- [Historic Coventry Trust](#).
- [Tyne & Wear Building Preservation Trust](#)
- [Valley Heritage](#)

- [Heritage Lab Ramsgate](#)
- [Heritage Lincolnshire](#)
- [Hastings Commons CLT](#)

In March 2023, the AHF announced that The National Lottery Heritage Fund had awarded a £5 million programme to support up to another 13 organisations to become Heritage Development Trusts. In this expanded round, organisations from across all four nations of the UK are eligible. Following review of 120 Expressions of Interest, 24 organisations have been invited to come forward with a full application. These applications are currently being assessed and awards will be made in the first week of December 2023.

The Programme Guide for the HDT programme is available [here](#).

4. The brief

To support the AHF in promoting its Heritage Development Trusts programme and its wider work via national / regional and specialist media. Specifically, we are seeking:

- A regular pattern of days of support for promoting agreed topical content to your media contacts sourced by you within print journalism, television, radio, and other specialist media, with enough flexibility to enable 'peak periods of activity' as needed (e.g. timed to coincide with grants or loan announcements, launch of annual impact reports, etc.);
- Support in creating – with feedback and support from AHF staff – both print and digital content (e.g. phone based social media films) to be used for promotion.

Intended outcomes:

For the HDT programme:

- Promote the HDT model and fulfil our obligations to The National Lottery Heritage Fund regarding acknowledgement of their support;
- Deliver opportunities for regional and national new pieces covering the work of our HDTs, as individual trusts and as a cohort; and
- Share emerging lessons and demonstrate the impact of the HDT programme, informed by the HDT evaluation framework.

For the AHF generally:

- Broaden awareness of the AHF, its work and strategy, to policymakers, funders, and the wider public;
- Share emerging lessons and demonstrate the impact of our work, informed by AHF-wide evaluation frameworks; and
- Further the AHF's role and influence in shaping and informing national heritage, regeneration and social enterprise policy.

What we are looking for in your tender:

- Track record of supporting charities and social impact organisations with engaging national and regional media, including placement of news stories, op-eds, and television/radio pieces;
- Examples of stories drafted or new media work, including short films, developed for charities to be used in promotional work; Our funding agreement outlines an expectation from our funders (Cadw and The National Lottery Heritage Fund) that communication activities in Wales will be delivered in Welsh and English. While you may not have

delivered support in Welsh before, we would ask you to outline how you would go about doing so;

- Understanding of the HDT programme and the AHF's work generally and what areas of our activity might be likely to appeal within the current media landscape; and
- Clear understanding that the AHF communications resource is highly limited (a small part of some staff's job descriptions, with one dedicated staff member).

5. Tendering process

Tender proposals (no more than 10 sides of A4) should include:

- Your understanding of the brief and initial ideas for key themes to promote that respond to the Heritage Development Trust programme or the AHF's Strategy;
- Details of how you will work with AHF to plan and deliver the support, including a proposed initial schedule as well as indication of potential for 'peak period' flexibility;
- Your previous experience of delivering similar support in a relevant field, accompanied by up to three samples of content you have created (please provide hyperlinks to work where possible); and
- A project plan and cost proposal, including the potential budget/time implications.

6. Timetable

The timetable will be:

- Brief for services issued **25 October 2023**;
- Completed tenders to be returned to the AHF by 9am on **17 November 2023**;
- Interviews (by Zoom) week commencing **20 November 2023**;
- Confirmation of award of contract by **1 December 2023**; and
- Commencement of contract by **8 January 2024**.

7. Contact details

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