



# Trustees' Annual Report for the period

|             |     |                   |      |           |                 |       |      |
|-------------|-----|-------------------|------|-----------|-----------------|-------|------|
|             |     | Period start date |      |           | Period end date |       |      |
| <b>From</b> | Day | Month             | Year | <b>To</b> | Da              | Month | Year |
|             | 01  | 04                | 2018 |           | 31y             | 03    | 2019 |

## Section A Reference and administration details

**Charity name**

World Heritage UK

**Other names charity is known by**

WH:UK

**Registered charity number (if any)**

1163364

**Charity's principal address**

World Heritage UK  
 c/o The Ironbridge Gorge Museum Trust  
 Coach Road, Coalbrookdale, Telford, Shropshire  
**Postcode** TF8 7DQ

### Names of the charity trustees who manage the charity

|    | Trustee name    | Office (if any) | Dates acted if not for whole year | Name of person (or body) entitled to appoint trustee (if any) |
|----|-----------------|-----------------|-----------------------------------|---|
| 1  | Tony Crouch     | Chair           |                                   |   |
| 2  | Rebecca Hartley | Vice Chair      | From June 2018                    |   |
| 3  | Ian Wray        | Vice-Chair      |                                   |   |
| 4  | Anna Brennand   | Treasurer       |                                   |   |
| 5  | Gillian Clarke  | Secretary       |                                   |   |
| 6  | Jane Gibson     |                 |                                   |   |
| 7  | Max Bryant      |                 |                                   |   |
| 8  | Lesley Garlick  |                 |                                   |   |
| 9  | Don Gobbett     |                 |                                   |   |
| 10 | Nicola Lowery   |                 |                                   |   |
| 11 | David Holroyd   |                 |                                   |   |
| 12 | Sam Rose        | Founding Chair  |                                   |   |
| 13 |                 |                 |                                   |   |
| 14 |                 |                 |                                   |   |
| 15 |                 |                 |                                   |   |
| 16 |                 |                 |                                   |   |
| 17 |                 |                 |                                   |   |
| 18 |                 |                 |                                   |   |
| 19 |                 |                 |                                   |   |
| 20 |                 |                 |                                   |   |

### Names of the trustees for the charity, if any, (for example, any custodian trustees)

| Name | Dates acted if not for whole year |
|------|-----------------------------------|
|      |                                   |
|      |                                   |
|      |                                   |

**Names and addresses of advisers (Optional information)**

| Type of adviser | Name | Address |
|-----------------|------|---------|
|                 |      |         |
|                 |      |         |
|                 |      |         |
|                 |      |         |

**Name of chief executive or names of senior staff members (Optional information)**

Chris Mahon, Development Director

**Section B Structure, governance and management**

**Description of the charity's trusts**

Type of governing document  
(eg. trust deed, constitution)

Constitution

How the charity is constituted  
(eg. trust, association, company)

Charitable Incorporated Organisation

Trustee selection methods  
(eg. appointed by, elected by)

The Trustees are elected by the membership

**Additional governance issues (Optional information)**

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

During the period of this report, the Trustees submitted, and were successful with a National Lottery Heritage Grant.

The project which this grant will fund will enable us to look at the governance of the organisation, the structure and policies we have in place and will provide capacity so that we are able to grow effectively in the future.

We have also discussed risk and will be working to put together a robust risk register for the charity.

**Summary of the objects of the charity set out in its governing document**

“To promote the conservation and protection of the UK’s World Heritage Sites for the benefit of the public, defined as those places considered by the United Nations Educational Cultural and Scientific Organisation (UNESCO) as having such Outstanding Universal Value that they warrant being inscribed on the World Heritage List through the powers of the international Convention concerning the Protection of the World Cultural and Natural Heritage, 1972, in particular but without limitation to the following:

Supporting for the benefit of the public the development of World Heritage Site nominations for the UK’s Tentative List Sites, defined as Sites on the UK Government’s official Tentative List for nomination for World Heritage Status;

- Advancing the education of the public in general in respect of the significance and values of the UK’s World Heritage Sites and Tentative List Sites, as defined above;
- Undertaking effective advocacy at all levels for the joint benefit of the UK’s World Heritage Sites and for the World Heritage Convention;
- Facilitating and encouraging networking between organisations and individuals that play a role in the management of the UK’s 28 WH Sites, and Tentative List Sites (as defined in the objects) be that at the Site, agency, NGO, government, corporate or individual level, for the collective benefit of the Sites’ management. This may involve: bringing people together; sharing good practice; exchanging information;
- Dissemination of information
- Undertaking joint project and initiatives
- Providing a platform for partners to access the UK World Heritage Community;
- Linking internationally, where appropriate, and
- Promoting the UK’s World Heritage Sites, in collaboration with key partner agencies, to a national and international audience so as to allow more people to experience the Sites in ways that are appropriate to their different situations and pressures, and which enable the general public to better find out about, experience, access and enjoy them.”

**Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)**

In planning our activities the WH:UK Charity Trustees have had regard to the Commission guidance on public benefit. The main activities we undertake to achieve this are as follows:

- Promote to the public in general the significance and values of the UNESCO World Heritage inscription through written and online publications;
- Arrange meetings, conferences, seminars and networking events for our members and others involved in managing World Heritage Sites for the wider public benefit, so that our practitioners can learn from experts, from each other and undertake their roles more effectively;
- Liaise with, exchange information with, and advocate in favour of World Heritage Sites to the major agencies and key government bodies, including Historic England, DCMS, the UK UNESCO National Commission, Cadw and Historic Environment Scotland;
- Undertake fundraising activities in support of our charitable objects, and membership recruitment activity;
- Disseminate information about World Heritage in the UK and elsewhere through digital means so that our members are better able to undertake their roles;
- Research into the state of World Heritage in the UK, and technical advice as needed;
- Networking with international Sites as needed and practical.

We try to ensure that those concerned with the management of World Heritage Sites in the UK have the opportunity to learn, develop and operate the Site to their best ability.

**Additional details of objectives and activities (Optional information)**

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

World Heritage UK would not survive without the volunteer effort of the Trustees and the President.

WH:UK also benefitted in the period from the involvement of an voluntary Honorary Research Director from in the Ironbridge International Institute for Cultural Heritage

A student volunteer, working for 4 months, has helped in maintaining our on-line presence and contacts database.

We do not currently give grants.

**Summary of the main achievements of the charity during the year**

**Conferences and networking events**

In October the 4th annual World Heritage UK conference was held at the Tower of London. Sponsored by Historic England and Border Archaeology, and by Historic Royal Palaces and was on the theme of "Setting the Scene for World Heritage". The event attracted more than 150 participants from more than 10 countries to hear 20 different speakers. The event was invaluable for understanding more about how to protect the 'setting' of World Heritage Sites.

In addition to the conference, a two-day technical workshop on Learning and Engagement in World Heritage was held at the Blaenavon World Heritage Site in February 2019. This meeting was full to capacity and also raise the proposal for a World Heritage learning network.

Our events are key to achieving our objects and feedback from both shows that they are meeting their aims. Feedback included:

*'well managed conference event, which had a lot of thought provoking content and some really interesting ideas', 'brilliant conference... very much enjoyed and value the content, connections, and support!', 'an amazing and rich experience, so many excellent presentations and well-organized discussions. Thank you for your effort to make the conference so well-organized'.* 

**Promotion**

The Map leaflet has been successful and is in demand. Reprinting has taken place and copies disseminated, bringing it to more than 10,000 copies now.

The website – whilst badly in need of an update – continues to perform well with more than 20k views over the period.

Promotion of World Heritage is also done through our advocacy meetings with national and other partners

**Advocacy**

Trustees and/or the President have had regular meetings with officials from government bodies (DCMS) and Agencies (Historic England and others) throughout the year to promote and push the need for better support for World Heritage in the UK.

The advocacy work has paid off to the effect that WH:UK is now seen as a high level contributor to the Heritage Sector in the UK, and significantly garnered grant support to complete the first

**Research and Advice**

WH:UK has continued to undertake a review of the state of World Heritage in the UK. This has attracted considerable interest from e sector, form Government and from Agencies and will be completed by October 2019. This is the first time this has been undertaken and is immensely valuable baseline information to enable Site practitioners and government bodies run WHSs better for the public benefit.

## Section D

## Achievements and performance

WH:UK also published a national Planning Position Statement within the period, which we hope will form the first in a set of advice notes and policy papers for the sector.

### Fundraising and organisational development

An application to the National Lottery Heritage Fund resilience grants programme for £100,000 was successful. This project will start in the next report period, and will be reported against in 2020.

This exciting project will look to develop a more sustainable on-going business model for WH:UK and help improve policies and procedures, amongst other initiatives.

Finally, **networking with International World Heritage networks** has continued, with contacts made with WH Sites in Italy, Germany and the Netherlands.

## Section E

## Financial review

### Brief statement of the charity's policy on reserves

Based on current budgets, we aim to hold £10,000 in reserves at the end of each financial year. If our overall turnover grows, we will look to increase this proportionately. We will be reviewing this in light of the need to employ a project coordinator for the NLHF project.

### Details of any funds materially in deficit

### Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

WH UK's principle source of funding is through membership fees. A successful bid has been made to the National Lottery Heritage Fund, Resilience Fund, which will be spent in 2019 and 2020.

Principle expenditure has been on staff costs to develop and sustain the organisation, deliver networking and skills development events, and develop and support promotional and advocacy activities in line with the stated objectives of the charity.

WH:UK has no investments. Our reserve is kept within a CAF interest account.

## Section F

## Other optional information

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**Section G Declaration**

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

|  |  |  |
|--|--|--|
| <b>Signature(s)</b>                        |  |  |
| <b>Full name(s)</b>                        |  |  |
| <b>Position (eg Secretary, Chair, etc)</b> |  |  |
| <b>Date</b>                                |  |  |