



Trustees' Annual Report for the period

From	Period start date			To	Period end date		
	Day 01	Month 04	Year 2019		Day 31	Month 03	Year 2020

Section A Reference and administration details

Charity name

Other names charity is known by

Registered charity number (if any)

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		
3	Ian Wray	Vice Chair		
4	Sam Rose	Treasurer and Founding Chair		
5	Gillian Clarke	Secretary		
6	Jane Gibson			
7	Max Bryant			
8	Lesley Garlick			
9	Don Gobbett			
10	David Holroyd			
11	Graham U'ren		From July 2019	
12	Stephen Ratcliffe		From October 2019	
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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)

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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 normally elected by the membership; this year one Trustee was appointed by the Charity Trustees.

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.

Following the successful award of a NLHF grant a Project manager has been appointed and work is underway on a Governance review. A programme of work to strengthen the identity and profile of the organisation has been started.

Plans to oversee the appointment of consultants to prepare a Business Plan are in preparation.

Section C Objectives and activities

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 through a programme of Site Reviews which was published in October.
- 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)

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

Two student volunteers have contributed to maintaining the on-line presence of the organisation, and to the NLHF Resilience Project with practical work on digital and social media.

We do not currently give grants.

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

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

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

Networking, and Conference events

In October the 5th Annual Conference was held at Llangollen Pavilion. It was hosted by the Pontcysyllte Aqueduct and Canal UNESCO World Heritage Site, with the title “Making the Most of World Heritage”. The programme was framed by our new publication, called 'UK World Heritage: asset for the future', and the conference developed themes from the report, in particular on finance and governance, on diplomacy and 'soft power', and the impacts and benefits of tourism. This attracted an excellent range of speakers from as far abroad as Philadelphia, Hangzhou and Dublin as well as from the home nations of the UK, culminating in an expert panel fielding the questions raised by delegates.

We are particularly grateful to Cadw and the Welsh Government, Transport for Wales, Denbighshire and Wrexham Councils, and the Arcadis and Purcell consultancies for their support.

The summer networking event - 'All Together Now - Sustainable World Heritage' – held in the Durham Castle and Cathedral WHS, brought together many expert speakers on a variety of subjects, from cultural property protection and peace to community engagement, young people and volunteering; from world heritage tourism in the north of England to heritage sustainability issues in South Asia and North Africa. The meeting was supported by Historic England and the heritage consultancy Purcell.

Promotion

The map leaflet continues to be in demand, with a reprint mounting to over 10.000 copies.

Frequent news blogs advertise our events, provide feedback and add comment and information on WH matters.

Advocacy

It is fair to report that WH UK is now seen as a key influencer and contributor to the Heritage Sector in the UK. The Trustees, together with the President have had regular meetings with officials from government agencies (Historic England, DCMS) to promote and push for the benefits of better support for World Heritage Sites in the UK

Research and Advice

The Review of WH Sites has attracted considerable interest from Government and the Heritage agencies. It forms a valuable baseline for Site practitioners and government bodies, and will inform the way in

which WH Sites are run and improve them for the public benefit.

Section E

Financial review

Brief statement of the charity's policy on reserves

We aim to hold £10,000 in reserves at the end of each financial year.

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.

The charity's principal source of funding is through membership fees. The grant from the NLHF for the Resilience Project will be spent through this reporting year and on to March 2021.

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

Section G

Declaration

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

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Tony Crouch	Gillian Clarke
Position (eg Secretary, Chair, etc)	Chair	Secretary
Date	December 2020	