

Become a Heritage Ambassador with the Heritage Lottery Fund

# Does heritage matter to you?

Would you like to play a role in celebrating Britain’s historic treasures, landscapes and culture - from the archaeology under our feet to the historic parks and buildings we love, from precious memories and museum collections to rare wildlife?

Do you want to see heritage organisations do more to involve young people like you, and to share your ideas and creative talents to help make this possible?

Are you interested to inform funding decisions about projects to support thousands of other young people to get involved with heritage?

# The opportunity

At the Heritage Lottery Fund (HLF), we want to recruit an enthusiastic group of young people aged 16-24 from around the UK to join our new panel of Heritage Ambassadors. We’re testing this approach in 2017 & 2018, with an aspiration to continue it beyond then.

As a group, you’ll meet together up to four times in the year and stay in touch digitally with one another and HLF staff in between.

You’ll share your views on why heritage matters for young people today, and also commit to getting involved in one or more these activities:

* Event planning, including at renowned heritage locations;
* Creating youth media campaigns;
* Interviewing community leaders and heritage professionals;
* Influencing and informing how HLF funds work for young people now, and could do in the future;
* Helping wildlife organisations, museums and other heritage places and organisations to understand how they can be better for you and your peers.

Together, your group will use its ideas and creativity – including by writing blogs, using social media, making films, conducting or giving interviews, and much more besides - to share your thoughts and experiences, and help other young people understand heritage in new and different ways.

We are seeking to work with up to 15 young people. We may not be able to offer an opportunity to everyone that applies, as we’ll want to create a group that is balanced across a range of factors including drawing upon young people from across the UK, and with a range of backgrounds and different interests. We may be able to offer other opportunities in the future or put you in touch with heritage projects close to you.

# About us

Thanks to people who buy National Lottery tickets, the Heritage Lottery Fund gives grants to help people across the UK explore, enjoy and protect the heritage they care about. We award grants from £3000 to several million to organisations who want to make a difference for heritage and people.

We are looking for Heritage Ambassadors now because we recently launched a major new funding programme - named [Kick the Dust](https://www.hlf.org.uk/looking-funding/our-grant-programmes/kick-dust) by a panel of young people. In summer 2017, we will give grants of up to £1 million to organisations to transform the way they work with young people.

# What’s in it for you?

You’ll have opportunities to:

* shape how HLF invests National Lottery money to create opportunities for young people;
* develop existing skills and gain new ones, including writing, event planning and social media;
* build a good understanding of the heritage sector;
* gain new experiences, and meet new people;
* work alongside HLF staff and see the projects we fund;
* meet and work with other heritage and youth-work professionals;
* and, who knows? Perhaps explore what heritage can mean for your future – whether as a job, a hobby, or something that adds to your understanding of yourself and the experiences of the community around you.

This is a voluntary/unpaid role, but we’ll provide training and cover agreed costs, including for travel, accommodation and food.

# What will you bring?

Above all, we’re looking for people who’ll be enthusiastic about and committed to this opportunity. Beyond that, it will put you in a good position if you:

* have an interest in heritage or youth work that you want to expand;
* are willing to share your ideas;
* are excited to work with a group of other young people who want to influence heritage organisations;
* work well in groups - with other young people and professionals;
* can commit to coming to up to four meetings and events over the next year (we will book and pay for your travel and accommodation).

# Though not essential, it will also help if you:

* are a youth ambassador or panel member with a heritage, youth or community organisation (or have been in the past);
* are confident and creative when blogging or using social media;
* have experience of supporting organisations in making decisions;
* have organised local events or campaigns;
* are available to work with us on one or more of the following dates:
  + Fri 9 – Sun 11 June 2017
  + Tue 27 – Wed 28 June 2017

# How can you find out more?

* Visit the [HLF website](https://www.hlf.org.uk) or [Young Roots Facebook page](https://www.facebook.com/HeritageLotteryFundYoungRoots) to find out about the work we currently fund for young people;
* Download our simple application form from <https://www.hlf.org.uk/community/young-people-and-heritage-forum/become-heritage-ambassador-heritage-lottery-fund>
* Discuss with the person who told you about the Heritage Ambassador opportunity
* Tweet at [@heritagelottery](https://twitter.com/heritagelottery) with #KickTheDust

# Send your application by email to:

* John McMahon ([john.mcmahon@hlf.org.uk](mailto:john.mcmahon@hlf.org.uk) /07813 534537), Policy Adviser, Young People at the Heritage Lottery Fund.

We need to receive your application including answers to all the questions by **5pm on Thursday 27 April 2017.**



Application form: Heritage Ambassadors

# Personal details

|  |  |
| --- | --- |
| Name |  |
| Date of birth |  |
| Address |  |
| Email |  |
| Telephone |  |
| Twitter |  |
| Instagram |  |
| Other social media |  |

# Questions

| Tell us about a time that you’ve taken part in structured activities for young people – now or in the past, in heritage or another context. What did you do, and what did you find enjoyable or rewarding about it? |
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|  |

| This opportunity will involve taking part in an initial training session with other young people from around the UK (ideally staying overnight in London), before working together on shared projects, activities or events. What interests or excites you about this, and what experience do you have that has prepared you for it? |
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| The Heritage Ambassadors will focus on sharing and celebrating the value of heritage in different ways, including through blogging and social media. Please tell us about which social media channels you use, and why you enjoy them. How would you use social media to spread awareness of a cause you care about? |
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| The opportunity could also involve playing an active role in informing decisions about our funding. Do you have any experience of supporting group or organisational decisions? To you, what are the two most important factors that should be considered in funding a project with public money? |
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| If two youth projects were seeking funding but you could only invest in one – what would you ask the applicants? |
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|  |  |
| --- | --- |
| I confirm that I am available to travel for activities in central London on these dates: |  |
| Friday 9 June 2017 (please tick) |  |
| Saturday 10 June 2017 (please tick) |  |
| Sunday 11 June 2017 (please tick) |  |
| Tuesday 27 June 2017 (please tick) |  |
| Wednesday 28 June 2017 (please tick) |  |

| Signature: | Date: |
| --- | --- |



Equalities monitoring form

At the Heritage Lottery Fund, we need to monitor and analyse diversity information so that we can ensure that our processes are fair, transparent and promote equality of opportunity for all.

Completion of the below form is voluntary, but if you are able to do so it will help us to monitor (and make any required adjustments) to ensure that we are able to attract a diverse pool of participants which reflects the diverse communities that we serve.

All information provided on this form will be treated as strictly confidential and will be used for statistical purposes only. It will not be seen by anybody directly involved with the selection process.

| **Age** (are you aged 24 or under?) |  |
| --- | --- |

|  |  |
| --- | --- |
| **Gender** |  |
| Male (please tick) |  |
| Female (please tick) |  |
| Other (please specify if you wish) |  |

# Nationality / Ethnicity

Which groups do you most identify with? Please tick 1 box in Section A and 1 Box in Section B (the options are shown alphabetically)

|  |  |
| --- | --- |
| **Section A** |  |
| A) British/Mixed British |  |
| B) English |  |
| C) Irish |  |
| D) Scottish |  |
| E) Welsh |  |
| F) Other (please specify) |  |

|  |  |
| --- | --- |
| **Section B** |  |
| 1) Asian: Bangladeshi |  |
| 2) Asian: Indian |  |
| 3) Asian: Pakistani |  |
| 4) Asian: Any other Asian background (specify if you wish) |  |
| 5) Black: African |  |
| 6) Black: Caribbean |  |
| 7) Black: Any other Black background (specify if you wish) |  |
| 8) Chinese: Any Chinese background (specify if you wish) |  |
| 9) Mixed ethnic background: Asian and White |  |
| 10) Mixed ethnic background: Black African and White |  |
| 11) Mixed ethnic background: Black Caribbean and White |  |
| 12) Mixed ethnic background: Any other ethnic background (specify if you wish) |  |
| 13) White: Any White background (specify if you wish) |  |
| 14) Any other ethnic background (specify if you wish |  |

# Disability

Do you consider yourself to have any disability as defined under the Equality Act 2010?

The Equalities Act 2010 classes a disability as a physical or mental impairment that has a ‘substantial’ and ‘long-term’ negative effect on your ability to do normal everyday activities.

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| --- | --- |
| Yes (please tick) |  |
| No (please tick) |  |
| If you answered Yes, please describe the nature of your disability: |  |