

Historic Environment Forum Client Demand Task Group (CDTG)
Consultation on market conditions for expert and specialist heritage skills and services
(A copy of the report can be found [here](#))
Deadline 14 April 2017

1. CDTG terms of reference

1.1. The Task Group was set up in recognition of the need to stimulate demand for skilled practitioners across the historic environment specialisms in order to ameliorate emerging shortages and gaps in skills and expertise which could compromise the proper care and investigation of the historic environment. The task-and -finish working group was established following recommendations to the Historic Environment Forum at a sector-wide Skills Summit in May 2013.

1.2. The following organisations and individuals are presently represented on the task group

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|------------------------------|---------------|--------------------|
| • Peter Hinton | Convenor | (ClfA) |
| • David McDonald | Vice-Chair | (IHBC) |
| • Bob Hook & Rebecca Garrett | Support | (Historic England) |
| • Jon Avent | | (CARE) |
| • Alison Richmond | | (ICON) |
| • Alexandra Bulford | | (RIBA) |
| • Hugh Feilden | | (RIBA) |
| • Lynda Jubb | | (RICS & AABC) |
| • John Klahn | | (RICS) |
| • Rosslyn Stuart | | (RTPI) |
| • Jonathan Thompson | | (CLA) |
| • Emma Robinson | | (HHA) |
| • plus one | | |
| • Stephen O'Reilly | In attendance | (Loud Marketing) |

1.3. The group has been asked by HEF

- to review the issues around client demand for skilled heritage practitioners, especially those that are accredited
- to review client attitudes towards skilled, accredited heritage professionals
- to produce, subject to market research, an advice guide for clients
- to produce an advocacy document/script for discussions with government and policy makers
- to open a conversation with DCMS, DCLG, BIS, other government departments and opposition parties
- to seek partners elsewhere in the UK to further its aims
- to maintain close liaison with the HEF Heritage Skills Task Group
- to report its findings and recommendations to HEF and others

2. Research report

2.1. In pursuit of those aims, the group successfully sought funding from Historic England for a qualitative research project to establish robust and reliable insight on present market conditions for specialist heritage skills and services. Stage 1 involved a series of interviews with 38 respondents from professional, craft and trade bodies representing the supply side

of the heritage skills landscape. Stage 2 involved focus groups and depth interviews with 41 respondents representing different types of clients, including private homeowners.

2.2. The work was conducted by Loud Marketing, led by Stephen O'Reilly, contracted through the Chartered Institute for Archaeologists.

2.3. The research ([here](#)) concluded that clients appreciate the heritage assets in their care, and their responsibilities to them. The client landscape is complex: there is an appetite for independent and unbiased advice, but a lack of informed demand. Language does not help as many clients are confused and find little meaning in many heritage sector terms and phrases (including heritage sector and accreditation). Accreditation in some form is seen as a good thing, but clients are unaware of many of the schemes and are confused by others. They tend to find specialist suppliers based on previous contracts or by asking trusted contacts for a recommendation. Searching websites is the next stage and the first stage where a recommendation is unavailable. The major factors affecting choice of supplier are: previous work, a good personal connection, price, proximity and availability. Some clients then check references, recommendations, qualifications, memberships and accreditations, but the level of due diligence varies by client and by project.

2.4. In the report, Loud Marketing makes some recommendations to CDTG and HEF, relating to

- pan-sectoral collaboration to drive awareness and understanding amongst clients.
- education about the benefits of using specialist suppliers
- unbiased advice on sourcing suitably competent heritage practitioners

2.5. The report and recommendations will be considered by the HEF CDTG, which intends to make recommendations to HEF members and the wider sector in England, and to share its perceptions with any interested sectoral partners outside England.

3. Sector consultation

3.1. Before making its own recommendations, and to be able to do so with the best possible insights, the HEF CDTG would like to obtain feedback on Loud Marketing's recommendations using the consultation questions set out below. It will consider the responses to these questions alongside submissions to the HEF Historic Environment Protection Reform Group (HEPRG) that relate to HEPRG proposals D3 to D5 – so you do not need to repeat those responses here.

3.2. Please respond to rebecca.garrett@historicengland.org.uk, by **14 April 2017**.

3.3. Consultation questions

1. Do you agree with recommendation 1.1 (p 21: Pan-sector advocacy via deeper collaboration)? Do you have any additional or alternative recommendations?
2. Do you agree with recommendation 1.2 (p 22: Encourage relevant bodies to collaborate with local authority officers)? Do you have any additional or alternative recommendations?
3. Do you agree with recommendation 1.3 (p 22: Encourage relevant bodies to collaborate with clients)? Do you have any additional or alternative recommendations?

4. Do you agree with recommendation 1.4 (p 22: Encourage consistent collaboration between heritage bodies and relevant bodies)? Do you have any additional or alternative recommendations?
5. Do you agree with recommendation 2 (p 22: Education of owners, clients and their agents)? Do you have any additional or alternative recommendations?
6. Do you agree with recommendation 3 (p 23: Advice to owners, clients and their agents)? Do you have any additional or alternative recommendations?
7. The research report has analysed the responses of the organisations and individuals consulted. Are there any additional factors, not referred to by the respondents, that you believe the CDTG should consider? What new or different recommendations might these factors generate?
8. Finally, how, if at all, do you think the Government's Industrial Strategy (https://beis.gov.uk/citizenspace.com/strategy/industrial-strategy/supporting_documents/buildingourindustrialstrategygreenpaper.pdf) could help or be helped by these recommendations?