Heritage Alliance launch free digital training and



The Heritage Alliance's new Heritage Digital project offers free training, masterclasses and guides to help heritage organisations make digital work for them.

Heritage Digital is led by The Heritage Alliance working with the Media Trust, Charity Digital and Naomi Korn Associates. It is funded by The National Lottery Heritage Fund as part of our Digital Skills for Heritage initiative.

> "The coronavirus (COVID-19) pandemic has meant that many organisations have had to accelerate their use of technology... This programme will help heritage organisations develop the digital skills needed now and in the longer term."
>
> -Josie Fraser, Head of Digital Policy at The National Lottery Heritage Fund

Heritage Digital will focus on supporting heritage organisations across marketing, engaging audiences, intellectual property, data protection and online business tools and processes. Running until July 2021, the programme will support over 700 heritage organisations. All activities are free.

Josie Fraser, Head of Digital Policy at The National Lottery Heritage Fund, said:

“The National Lottery Heritage Fund is delighted to be supporting Heritage Digital, which will play a key part in ensuring the sector can get the most out of digital.

“The coronavirus (COVID-19) pandemic has meant that many organisations have had to accelerate their use of technology – including those in the heritage sector. This programme will help heritage organisations develop the digital skills needed now and in the longer term.”

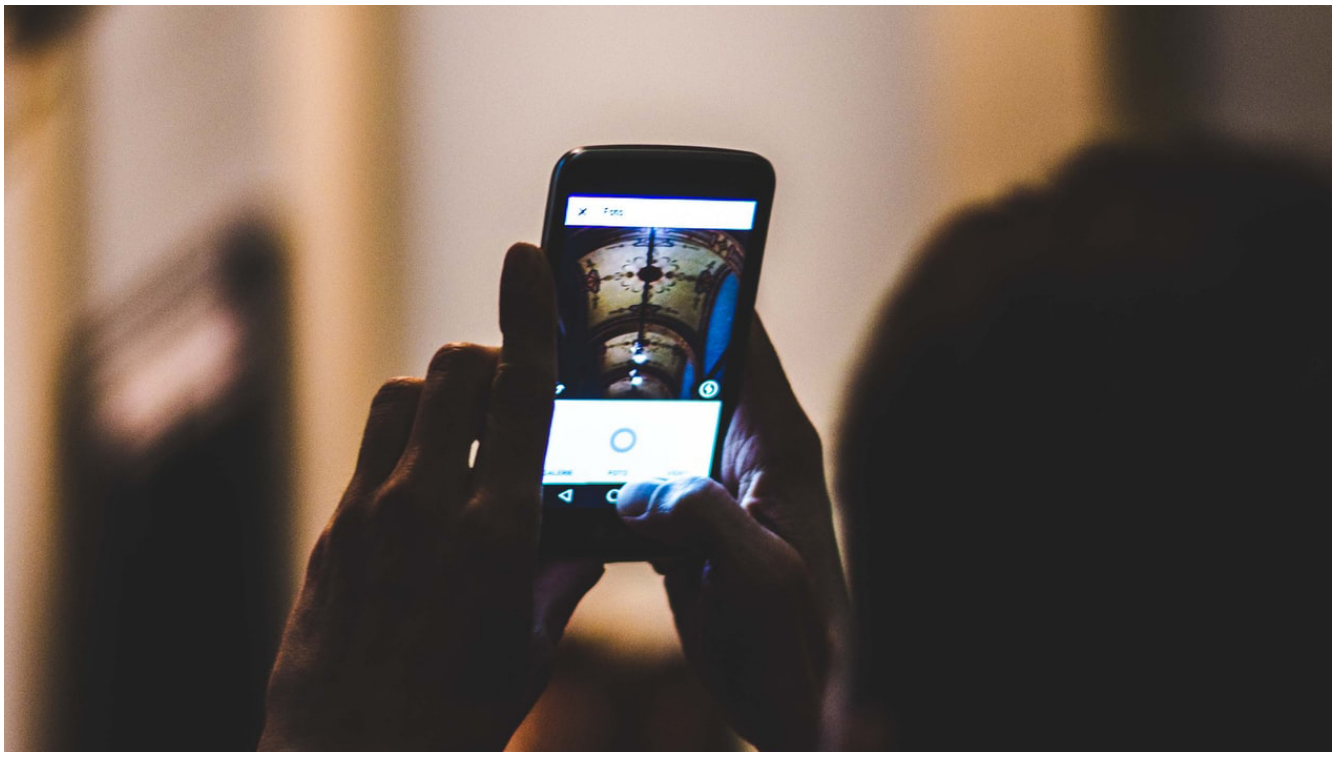


Photo by Aneta Pawlik

What is happening?

Alongside training, guides and resources, peer networking opportunities and conference days will be available. These will respond to key areas of need identified in consultation with heritage organisations, including those identified through our Digital Attitudes and Skills for Heritage (DASH) survey.

The first two webinars will focus on:

- how to grow your audience online, 14 July 10:30
- how to use data and analytics to evidence impact, 21 July

Who can take part?

Staff, volunteers, trustees and freelancers associated with heritage organisations across the UK are eligible to take part. The free programme is open to all UK-based heritage organisations working across the breadth of the sector, with some support prioritised for small-medium organisations.

Find out more

Keep informed of all upcoming webinars, events and resources by registering on the Heritage Digital website.

Digital Skills for Heritage

Digital Skills for Heritage is The National Lottery Heritage Fund's ambitious initiative designed to raise digital skills and confidence across the whole UK heritage sector. Activities and resources are available – find out more.





we have learned so far

Digital Skills for Heritage – meeting the coronavirus (COVID-19) challenge