

Outcome: people will have learned about heritage, leading to change in ideas and actions

What this outcome means

If your project is a success, individuals will have developed their understanding of heritage because you've provided them with opportunities to learn more in different ways that meet their needs and interests.

This could include educational materials and courses as well as activities and events such as workshops, talks and tours. They might be self-guided or led by an educator or lead. They might be delivered online or in physical spaces, and take place outside or indoors.

What we are looking for

People will be able to tell you what they have learned about heritage and what difference this makes to them and their lives, after engaging with your project.

This might be through visiting your site or engaging with your heritage online.

They will also be able to tell you what they are doing with that knowledge and understanding, such as sharing it with other people, using it in their professional or social life, or taking further study.

Digital project example

The [National Holocaust Centre and Museum](#) has made use of technology to connect with audiences whilst the Centre is closed due to COVID-19 restrictions. Its Lockdown Lives programme has been hugely successful, attracting 33,000 views in eight months, which is the same number of people that visit the museum in a normal year.

Through web content, live streams and online learning resources designed for a range of different audiences - including children and young people - the National Holocaust Centre and Museum has ensured that survivor testimonies about tolerance, justice and the importance of individual action in fighting racism are shared in new and engaging ways.