

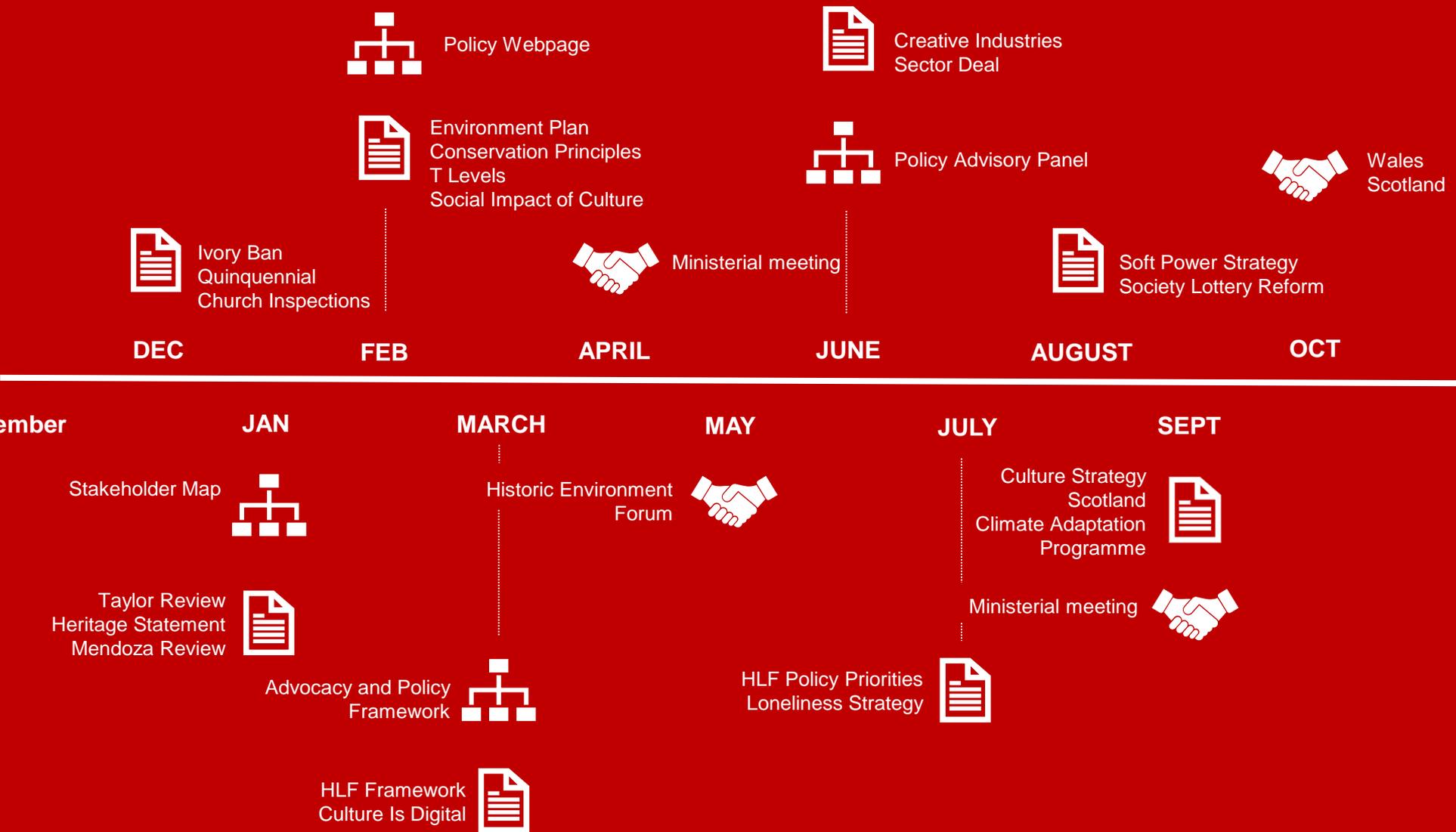


THE INSTITUTE OF CONSERVATION

Policy at The Institute of Conservation

Anni Mäntyniemi
Policy Advisor

2017-2018 a year of policy at Icon

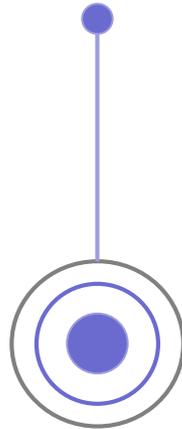




Policy Papers

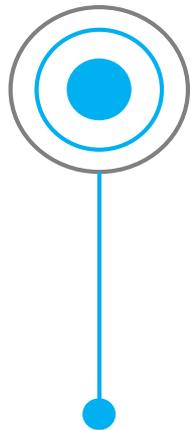
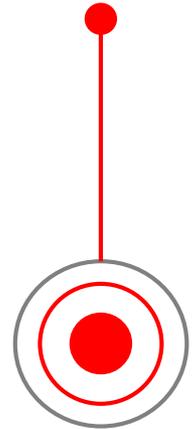
Culture Minister Wales
 Culture Secretary Scotland
 DCMS Heritage Minister
 DCMS Permanent Secretary
 DCMS Secretary of State
 Health Secretary
 HLF
 London Burial Authorities
 National Trust
 University Arts London

15+ letters



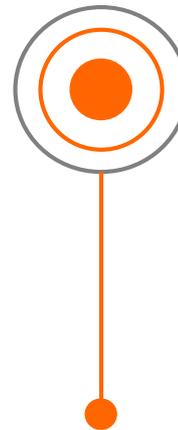
HE Conservation Principles
 HLF Policy Directions
 HLF Funding Framework
 Ivory Ban
 Loneliness Strategy
 Quinquennial Church
 Inspections
 Scotland Culture Strategy
 Social Impact of Culture
 Society Lotteries Reform
 Culture Sector and Soft Power
 T Levels

10+ responses



25 Year Environment Plan
 Camberwell MA Suspension
 Creative Industries Sector Deal
 Culture Is Digital
 Heritage Statement
 Mendoza Review
 Climate Adaptation Programme
 Taylor Review

8 position statements



“The Golden Age:”
 Opportunities for UK-China
 Collaboration in Conservation

 Sustainability in the Workforce

2 reports/articles



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Stakeholder Engagement

Partnerships

Social Media

Sector Collaboration

Government

2 ministerial meetings

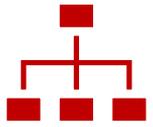
40% increase in representation in working groups

CEO Twitter followers up by 100%

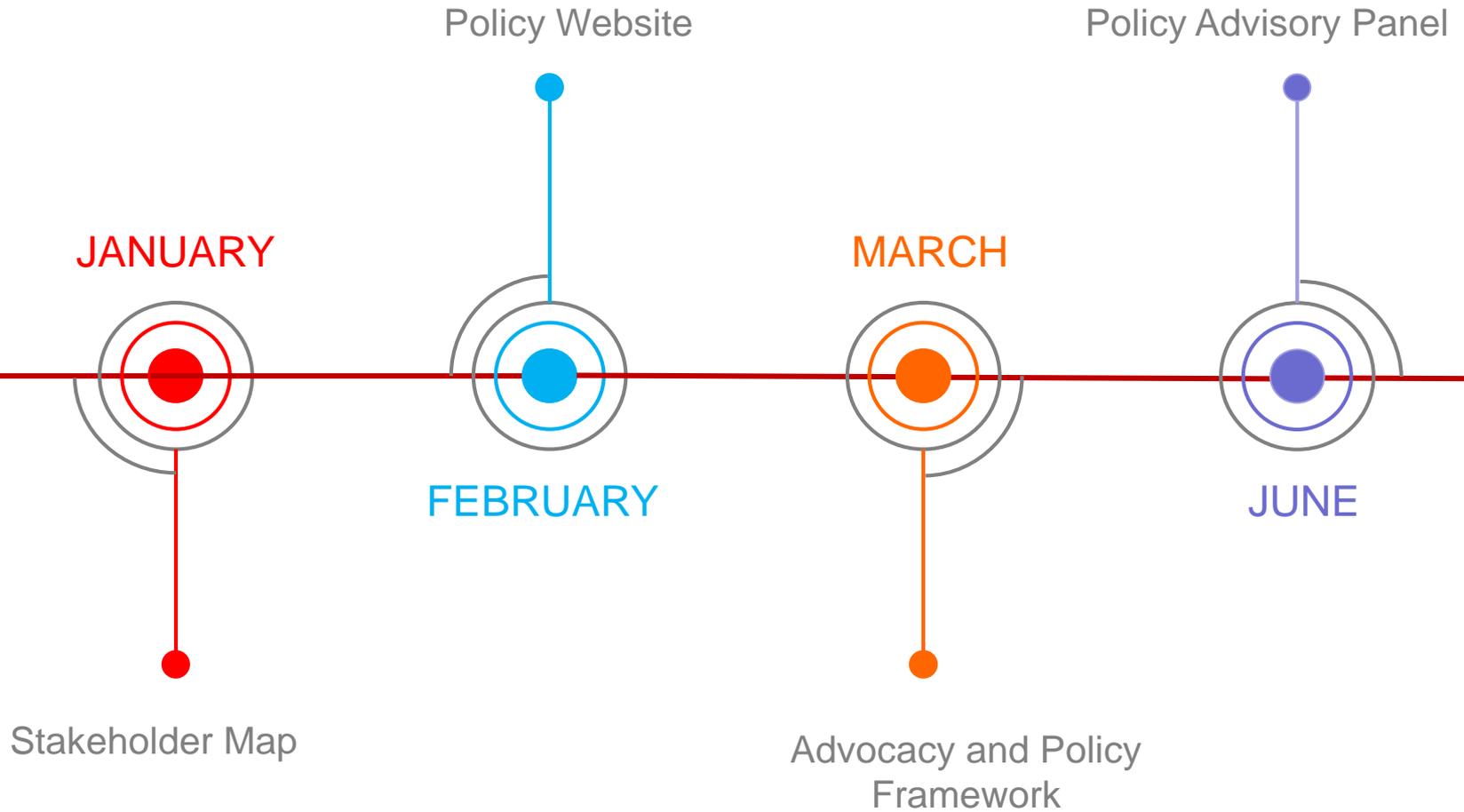
First international MoU



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A New Framework



Advocacy raises awareness around a broad problem or issue. It is the promotion of a particular interest as a public interest and can take the form of public affairs, media campaigning, writing blogs and public speaking.

Policy is a solution-based activity in which the causes of a problem or issue are analysed, and potential solutions are communicated to decisionmakers.



Advocacy and Policy
Framework

Purpose	Icon's vision is for cultural heritage to be valued and accessible and for its future to be enhanced and safeguarded by excellence in conservation.						
Goals	Extending our influence as a strong voice for the conservation of cultural heritage.			Promoting the value of high quality conservation with our partners and with the public.			
Advocacy Objectives	To raise awareness of the value of conservation and its importance to sustaining the value of heritage.			To increase awareness of conservation as a profession and of the value of professional standards and accreditation.			
Policy Objectives	To promote the economic and social value of conservation of cultural heritage.	To promote the diversity of heritage and drive parity between moveable and immovable heritage in policies.	To manage risks and opportunities to the conservation of cultural heritage caused by political or organisational initiatives.	To maintain a skilled workforce with the necessary expertise and knowledge to take care of heritage.	To ensure, through FE and HE, the sufficient provision of graduates suitably prepared to enter the profession.	To ensure, the provision of students inspired to enter FE or HE in conservation.	To educate government sector and non-sector bodies of the value of accredited individuals.
Becoming the authoritative source of information on conservation in practice, policy and the profession.							



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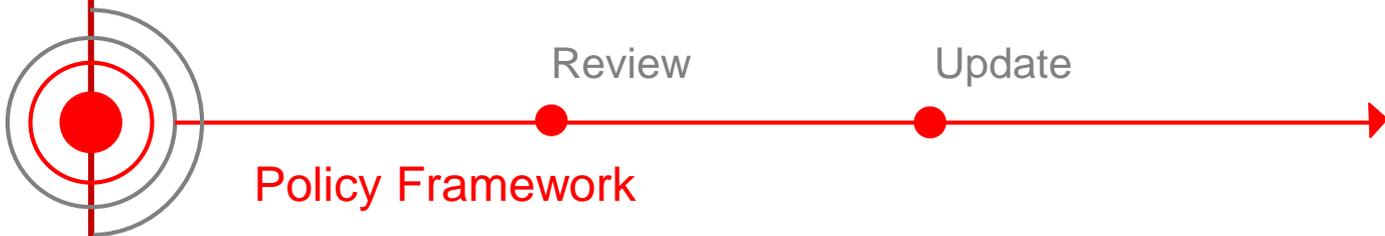
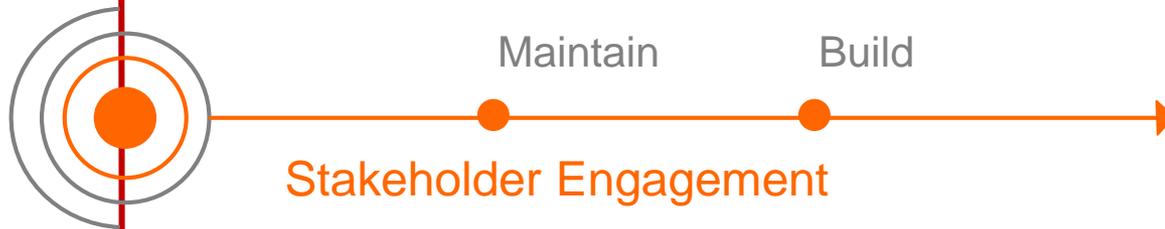
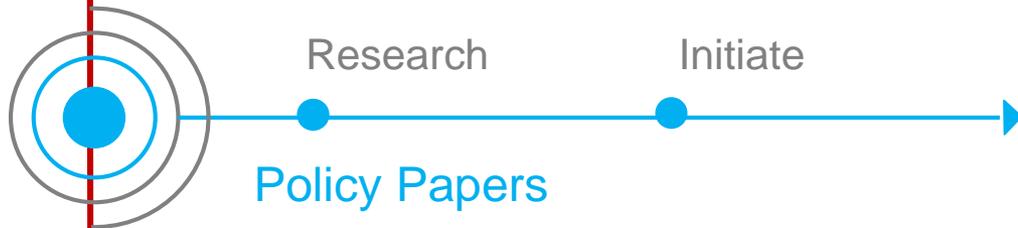
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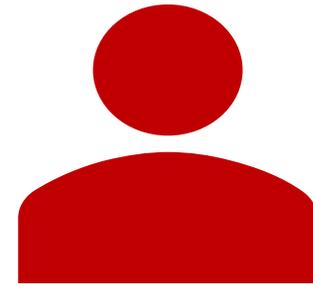
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2018



2019



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