



Call for Proposals for: Supporting the delivery of Heritage Carbon Reduction Workshops to the sector.

Date of Issue: 4th June 2025

Summary

Following the successful delivery of Carbon Literacy Training, Historic England is continuing to support the heritage sector on its journey to Net Zero, through the roll out of a suite of Carbon Reduction initiatives comprising two training workshops, webinars and deep dives, and a Knowledge Hub Group (see Appendix 1).

We would like the heritage sector to support us in doing this. Specifically, we would like representative organisations to engage with their members and the wider sector to promote, advertise and market our suite of Carbon Reduction initiatives to enable their effective delivery.

We are not asking representative organisations to deliver any training or workshops or administration the booking of any activities.

Background

The Government's Net Zero Strategy: 'Build Back Greener' sets out policies and proposals for decarbonising all sectors of the UK economy to meet our Net Zero target by 2050. Although, the 2050 deadline may seem a long way away for many organisations, there is an enormous amount to be done by then, and it is essential that heritage organisations begin to plan for Net Zero now.

The Sector to Net Zero project was established by Historic England to support heritage organisations prepare for Net Zero. The [Climate Change Programme Sector to Net Zero Consultation Report](#) was undertaken in 2023 which showed that the majority of heritage organisations – in particular Micro, Small and Medium Sized Enterprises (SMEs) - are at the beginning of their journeys towards Net Zero.

Historic England has already supported heritage organisations through the delivery of Carbon Literacy Training ([Heritage Carbon Literacy](#)), a programme which will continue through 2025. We are now following this with the roll out of a new package of support which will help organisations calculate their carbon footprint, write a carbon reduction plan, and understand how and what they can do to reduce their carbon emissions.

Aims

The aim of the Carbon Reduction initiatives (see Appendix 1) is to equip heritage organisations with the key skills and knowledge needed to measure their carbon footprint, write a carbon reduction plan and be confident in taking action to reduce their carbon emissions and move toward Net Zero.

This Call for Proposals is specifically aimed at heritage sector support and representative organisations. Historic England would like organisations to promote, advertise and market the roll out of our suite of Carbon Reduction initiatives to the sector and encourage take up of the support offer by

members/affiliate organisations and the broader heritage sector. This does not include delivery of any training or workshops, or the administration/booking of any activities.

Business Case

This Call for Proposals is embedded within a strategic framework set out by the UK Government, DCMS and Historic England.

The UK governments Net Zero Strategy: 'Build Back Greener', presented to Parliament, pursuant to Section 14 of the Climate Change Act 2008, sets out plans for reducing emissions from each sector of the economy and ultimately reaching Net Zero by 2050. This includes the heritage sector and heritage organisations working within it.

Within this framework, the 2022 DCMS funding settlement letter to Historic England set out a number of priorities, which included Historic England supporting Heritage SMEs to reach Carbon Net Zero.

This Call contributes to Historic England's Corporate Plan priority 4 – Climate Action - Our leadership ensures that heritage plays an important role in the fight to limit climate change impacts. Specifically, it addresses Outcome 4B - More organisations in the heritage sector are committed to achieving Net Zero by 2050 or earlier.

The Sector to Net Zero project was established to deliver Climate Outcome 4B and this Call is contributing directly to this project.

Delivering this suite of Carbon Reduction initiatives will enable heritage organisations to understand their carbon footprint and develop a carbon reduction plan which sets out how they will reduce their emissions in line with government Net Zero 2050 targets. Promotion of the training and support will contribute to its take up and the success of the initiative.

For more information please visit our [Climate Change Strategy](#) which sets out Historic England's response to the climate, energy and biodiversity crisis.

For more information on our Corporate Plan, please see our [webpages](#).

Stakeholders

Who do we want to apply for this Call for Proposals?

This Call is directed at heritage sector support and representative organisations, we are looking for up to 6 organisations across the sector.

This covers a wide variety of types of organisation including membership, umbrella, special interest and network organisations, chartered institutes, trade

associations etc... all of which support the heritage sector as part, or all, of their function. If in doubt about eligibility, please contact sarah.rousseau@historicengland.org.uk.

Who do we want the suite of Historic England Carbon Reduction initiatives to be promoted to?

The target audience is wide and has been defined broadly within the Sector to Net Zero project as:

- a) Heritage organisations that own, manage or operate heritage sites open to the public which are interpreted and managed (e.g., a castle, historic house, historic park, garden or landscape, industrial heritage monument or open-air site, including mobile heritage (e.g., heritage railways))
- b) Organisations that undertake or deliver heritage services (e.g., professional advice, engagement, membership advice, building surveys, archaeological excavations, fieldwork, conservation)
- c) Micro, Small and Medium sized heritage organisations including those that are volunteer run
- d) Freelance individuals who work across the heritage sector

This training and support is not aimed at individual private homeowners, local authorities or higher education institutions. It is not aimed at organisations based outside of England.

Scope

What is the funding for?

We are asking heritage sector support and representative organisations to apply for funding to actively promote, advertise and market our suite of Carbon Reduction initiatives to their members and the wider heritage sector. This consists of the following elements:

- Workshop 1 – How to Measure your Carbon Footprint
- Workshop 2 – How to Write a Carbon Reduction Plan
- Carbon Reduction Webinars and Deep Dives
- Heritage Carbon Reduction Group (Knowledge Hub)

See Appendix 1 for more details.

What is not part of this funding - clarification on Historic England's responsibilities

The heritage sector support and representative organisations will NOT be responsible for the delivery of any training or workshops or for the administration or booking of any activities.

Historic England will be responsible for:

- Course development and updating
- Course, webinar and workshop delivery
- Booking and management of the trainers
- Management and administration of booking process
- Learner liaison and correspondence
- Management of the dissemination of Continuous Professional Development certification to all learners

Methods - what we expect in your proposal

We would like organisations applying for the funding to submit a proposal setting out how they will promote, advertise and market the suite of Carbon Reduction initiatives (see Appendix 1) to their members, networks and the broader heritage sector over the next 18 months (until end March 2027).

We suggest proposals use the template (see Appendix 2), but should include:

- Organisational information and role in the heritage sector (include a short description of your organisation's remit, membership and affiliations)
- How you will engage with your membership/audience e.g., newsletters, social media (list of platforms with follower numbers) etc
- A marketing plan - a promotional/marketing plan that should include, but not be limited to the following:
 - Details of the audiences to be reached (setting out the target audience of heritage organisations)
 - Details of specific promotion methods/activities (with numbers of anticipated audience)
 - Timeline of marketing/promotional output
 - Details of how you will track the success of the marketing (tools and methods)
- Risk Log
- Task List with days per task per person
- Budget (see costs template spreadsheet)

NB – Historic England will provide successful organisations with a pack of materials to support the promotion, advertisement and marketing of the suite of Carbon Reduction initiatives including, but not limited to:

- Suggested text
- A link to an introduction video
- Images
- Quotes from previous learners

- Slide for use at events/webinars
- Links for learners to sign up to the training

To note, we will expect a short end of project report and two progress report/meetings with the Project Assurance Officer detailing activities, reach, engagement and progress.

If you would like any clarification of the scope of the Call, please contact sarah.rousseau@historicengland.org.uk

Budget

This work is expected to be delivered between July 2025 and March 2027, and be in the region of 5 to 7 days over this period.

We are offering grants of up to £3,000 to cover this work. Applications that include partnership or in-kind contributions are encouraged, but this is not mandatory.

How to apply

Applications should be made in a short proposal (see above for suggested headings) emailed to HPCPcalls@historicengland.org.uk.

We will be agreeing funding based on the proposals and will not be commissioning Project Designs.

Timetable

Proposals must be submitted by 23:59 on 1 July 2025. Applicants will be informed of the decision in mid July 2025.

Further information

For questions about the project please contact Sarah Rousseau at sarah.rousseau@historicengland.org.uk

For further queries about the application process, deadlines etc please contact Tim Cromack at tim.cromack@historicengland.org.uk

If you would like this document in a different format please contact our Customer Services department: Telephone: 0370 333 0607 Email: customers@HistoricEngland.org.uk

Appendix 1 - What is the suite of Carbon Reduction initiatives on offer?

1 Training Workshops

Two Carbon Reduction training workshops have been created by Historic England and external subject matter experts.

Workshop 1: How to measure your carbon footprint

Duration - c2 hours online

Target audience - Heritage organisations who have not or are just starting to measure their carbon footprint. **Note** - this is a basic and non-technical course for those with little or no prior knowledge of carbon footprinting

Course content - This course is designed to give learners the skills and knowledge to assess their carbon footprint and write a basic carbon footprint report for their organisations

The course is split into three sections:

- a. Identifying organisation emissions
- b. Finding the data required
- c. Creating a basic footprint report

Learning Objectives – By the end of the course learners will be able to:

- Identify organisational activities that create emissions and organise them into scopes
- Calculate an organisations carbon footprint using information about emissions and online tools or DEFRA figures
- Know where to find resources, signposting and support

Workshop 2: How to write a carbon reduction plan

Duration - c2 hour online

Target audience - Heritage organisations who have not or are just starting to measure their carbon footprint. **Note** - this is a basic and non-technical technical course for those with little or no prior knowledge of carbon reduction plan writing.

Course content - This course is designed to allow learners to build on their organisation's Carbon Footprint Report to reflect and plan what can be reduced, whilst also engaging staff, volunteers and visitors.

The session is split into three sections:

- a. Decide: on carbon reduction priorities
- b. Plan: carbon reduction actions
- c. Embed: within the organisation

Learning Objectives - By the end of the course learners will understand how to:

- Analyse their organisation's carbon footprint in order to identify areas for carbon emission reduction
- Create a plan for carbon emission reduction using short, mid, and long term goals and a plan for when it will be reviewed
- Set out proposals for engaging staff, external audiences, and volunteers in the carbon reduction plan

The two workshops are independent of each other but are closely aligned and can be done as a pair. They will be advertised as separate sessions allowing learners to choose both or either of the workshops as their organisation requires.

It is an expectation that attendees who attend just Workshop 2: How to write a carbon reduction plan will have a basic carbon footprint report which will enable the development of a Carbon Reduction Plan.

The capacity of each course is about 12-15 delegates, and we will limit attendance on a course to no more than one representative from an organisation. Historic England's aim is to train an organisational representative rather than multiple staff members.

Places on these courses are offered fully funded, at no charge to the learner.

2 Carbon reduction webinars and deep dives – to start Autumn 2025

To support the carbon reduction training courses, Historic England will be running a series of webinars, workshops and deep dives to help organisations focus on specific aspects of carbon reduction. These will include, but are not limited to, commuting, procurement, digital emissions, challenges of carbon reduction, carbon offsetting and insetting, advanced carbon accounting.

3 Heritage Carbon Reduction Network online community - Ongoing

This Knowledge Hub group (<https://khub.net/group/heritage-carbon-reduction-network>) has been established to provide an informal online space for heritage organisations and individuals to ask questions, share ideas and resources, and generally discuss the issues around climate action, carbon literacy and reduction.

This online community will also be used for post carbon reduction training course Q & As, and continued discussion and knowledge sharing.

Appendix 2 – Suggested format for proposals

Document Control Grid

Document control grid	
Project Name	
Organisation applying for funding	
Company Number	
VAT Registration Number (if applicable)	
Charities Commission Number	
UK Educational Institute ID (see UKRLP website)	
Author(s) and contact details	
Other funding:	
Origination date	
Version	

Background

The background should set out how we have got to the current position; it allows you to set out in brief the context for the work.

Aims

Marketing Project aims are the things you will achieve, the outcomes you expect.

Business Case

Why your organisation should undertake the marketing project at this time, and by the proposed team?

Reference should be made to the Call for Proposals.

Who are the audience and who will benefit?

Methods

Outline in brief the methods to be used to meet the project's aims.

Project team

Who are the key members of the Project Team?

Estimated budget

What is the estimated overall cost? Please complete attached spreadsheet.

Estimated timetable

Proposed timetable for marketing to end March 2027.