



CORPORATE PRIORITIES

We recently launched our new [Corporate Plan 'Heritage For All'](#), which outlines how we want the historic environment to make a real difference to people's lives.

In this plan we have identified 5 key priorities with accompanying commitments, which we would encourage you to familiarise yourself with and reference in applications and reporting purposes:

1. The historic environment makes a real difference to people's lives

- We will create heritage without boundaries - widening opportunities for everyone to understand, enjoy and connect with the historic environment, making it a part of our everyday lives.
- We will use the historic environment to build strong and sustainable communities - demonstrating the crucial role of heritage in placemaking.
- We will promote knowledge about the historic environment - continually improving our collective understanding through research and investigation, and sharing it through interpretation, engagement and education.
- We will use our historic places to help us live healthy and active lives - promoting the social impact of the historic environment at all levels and harnessing its potential to offer spaces for living, recreation, reflection and entertainment.

2. The historic environment is looked after, protected and managed for the generations to come

- We will look after the historic environment assets in our care - managing the long term future of the properties, sites, collections and archives that we look after on behalf of the people of Scotland.
- We will encourage everyone to work together and drive support and innovation in caring for our heritage - promoting 'collective stewardship' to develop and share the knowledge, resources, skills and expertise of all who work with or depend on the historic environment - putting into practice what we have learned and learning from others.
- We will respond to the challenges of climate change - making it central to our policy and practice, and better understanding, managing and mitigating its impact.
- We will enable sustainable change in the historic environment - working with people, communities, government and developers to ensure
- Decision making across all aspects of our heritage is inclusive, informed, open and forward-thinking.



3. The historic environment makes a broader contribution to the economy of Scotland and its people

- We will promote sustainable tourism – working to make our historic sites outstanding attractions that tell Scotland’s story, while respecting the needs of local communities, visitors, our cultural heritage and the environment.
- We will encourage enterprise and investment in the historic environment – enabling more people to benefit from the historic environment, providing support through our own grant schemes and our role in the planning system.
- We will advance the use of science and technology – working at the forefront of research and development in the historic environment and promoting the benefits of innovative new techniques.
- We will increase the quality, availability and demand for skills – showing how understanding, caring for and celebrating the historic environment adds value to the economy, providing attractive career opportunities, skilled employment and business growth.

4. The historic environment inspires a creative and vibrant Scotland

- We will celebrate the cultural value of heritage – using the historic environment to champion diversity and inclusiveness, and strengthen communities.
- We will promote the historic environment as a key resource for creative inspiration – working with people to explore the values, meanings and uses of heritage, and developing new partnerships between the historic environment and the creative economy.
- We will use the historic environment to enrich education and learning – promoting the cultural role and importance of our heritage, from buildings and places to stories and traditions, archives and information.
- We will share our heritage with the world – developing innovative and creative international partnerships by opening up our historic environment to a global audience and exploring its worldwide impact and legacy.



5. The historic environment is cared for and championed by a high-performing organisation
 - We will lead and enable the historic environment sector – working to set the agenda, act as a catalyst, address key challenges and develop opportunities for ourselves and others.
 - We will build productive partnerships – making sure we are open and responsive, emphasising working together to meet the needs of people around the historic environment, and encouraging collective action.
 - We will invest in our people – striving to be an ‘employer of choice’ and creating a safe and welcoming workplace that promotes equality and diversity and that encourages and supports all staff and volunteers to develop, innovate and achieve their full potential.
 - We will demonstrate sustainability in a changing environment –actively prioritising our resources to deliver our outcomes in financially challenging times.