

### **AHRC-DCMS Policy Fellowships 2021: Opportunity Description**

Fellowship Title: Implementing the Culture and Heritage Capital Approach

Policy area: Arts and Heritage

Potentially relevant academic disciplines: Arts and Humanities, Social Research

#### **Practical details**

Start of 3-month inception phase: 1<sup>st</sup> June 2022

Length of core placement: 6-9 months

FTE for core placement (range): 0.5 – 1

Location requirements: This role will be based in any one of DCMS's regional hubs. Hubs are currently based in London and Manchester, with further regional hubs set to be established in the near future. Depending on the team and role, candidates will be expected to adopt a hybrid working pattern, with some attendance at the office, and some home/remote working. Travel to and from the candidate's base office will not be funded by DCMS and should therefore be factored into your application. In the application, please base your commuting costs on the location of your preferred hub.

#### **Detailed description**

The AHRC and DCMS would like to invite applications for an important fellowship to explore the implementation of the guidance provided by the **DCMS Culture and Heritage Capital Programme** within relevant organisations.

DCMS has an ambition to develop a formal approach to value culture and heritage assets called Culture and Heritage Capital (CHC). The programme's ultimate aim is to create publicly available statistics and guidance that will allow for improved articulation of the value of the culture and heritage sectors in decision making.

Valuation of benefits and costs play an important role in deciding how the government should spend taxpayer's money. The estimates should be used alongside other information, both quantitative and qualitative to create a robust evidence base for decision making.

For the Culture and Heritage Capital Programme to make impact, the resources created by the team's analysts must be adopted by practitioners. This fellowship will focus on how DCMS and its partners can ensure that organisations take on this approach and embed it in their proposals and/or decision-making processes. The programme's Advisory Board have recommended a more focussed effort on targeted and succinct communication to ensure relevant stakeholders are well informed of the guidance and evidence being made available over the coming years. The successful fellow will be required to conduct research including primary data collection via, for example, surveys, interviews and focus groups to gain insights into the following questions:

1. Which organisations should DCMS be targeting?  
The guidance from the Culture and Heritage Capital Programme will be relevant for a wide range of organisations, not only for organisations that own cultural or heritage assets but also those that may affect the value of assets they do not own themselves, for example public transport providers whose services enable access to a heritage site. CHC may not be applicable to all organisations in the sector, and the fellow will need to identify where CHC can have the most impact.
2. Within these organisations, who are the personnel that need to understand or use the evidence and guidance?
3. What do these organisations need?  
In order to help organisations to make evidence-based decisions and make stronger bids for funding we need to understand what organisations need. Firstly, we must understand how organisations understand the process of cost-benefit analysis and what they currently use as evidence to support this process. Secondly, we need to understand how organisations currently make decisions around cultural assets and any barriers that exist to using cost-benefits analysis. Finally, we need to understand what questions organisations need to answer to allow us to tailor new outputs to their needs.
4. How do we make organisations aware?  
It is important that organisations are made aware of the outputs from the programme. We therefore need to be efficient in how we engage with organisations. This review should consider both written and verbal communication methods.

The successful fellow will work closely with DCMS, embedded within the team to learn from and contribute to DCMS's work as the findings from their research emerge. The final knowledge exchange will include a report outlining the findings and presentations to DCMS officials as well as the Culture and Heritage Capital Advisory Board and Steering Group.

#### Person specification

Applications will be assessed against the following opportunity-specific requirements in addition to the generic eligibility and call criteria.

Skills/expertise:

- Excellent written and verbal communication skills, with the ability to translate complex information into meaningful narrative that is accessible to a non-academic audience.
- Excellent stakeholder engagement and ability to design and lead on knowledge exchange activity
- Working experience of conducting qualitative research including surveys
- Experience of working with colleagues from different specialisms, professions, or government departments, preferably with gained insights into working in a governmental funding context.