

C20 Society

Strategic Summary 2024





Tomorrows heritage, today.

**We're the national charity campaigning
to save Britain's modern architecture and
design heritage.**

C20 Strategic objectives 2024-27:

- 1. Increase financial resilience and secure long-term funding to maintain and expand our core casework and operations.**
- 2. Take further steps to professionalise, appointing staff with specialist skills in key areas to ensure that most important functions of the Society can be met.**
- 3. Be more effective in our casework by providing advice earlier in the lifecycle of a development and by forging closer relationships with the architecture, development and planning communities.**
- 4. Signal a realignment of the Society to those who know us, and an introduction to those new to us. Be an effective advocate for good design through adaptive reuse and retrofit. Be a leading voice in advancing building retention as good business sense and branding, being perceived as a positive contributor to the planning process.**
- 5. Devising national campaigns that resonate with broad audiences. Examining social and underrepresented heritage, leading the conversation on the heritage of the future.**

Vision

We believe that:

- Good design enriches lives, helping to create thriving neighbourhoods and communities.
- Twentieth and twenty-first century heritage is a unique and integral part of Britain's rich and varied landscape.
- Preserving and revitalising twentieth-century design is essential to tackling the climate crisis and can help promote greater social and environmental sustainability.

Mission

Our mission is:

- To create lasting change in the wider cultural appreciation of architecture and design of the twentieth and twenty first century, not just securing the successful retention of individual buildings.
- To champion, educate and inspire the widest group of people in the UK to join us in saving the best of twentieth and twenty first century architecture for future generations.
- To explore and celebrate twentieth and twenty first century architecture and design in its widest context, through our events, publications, educational programmes and most crucially, through our casework and campaigns.

Purpose

Our purpose is derived from our Charitable Objectives:

- ‘To educate the public in the appreciation, knowledge and understanding of the arts, architecture, crafts and design for the period after 1914’
- ‘To encourage the study of these, and of the related social history, and to afford advice to owners and public authorities with regard to the preservation and repair of buildings constructed or designed during this period’
- ‘To save from needless destruction or disfigurement, buildings or groups of buildings interiors and artefacts designed or constructed after 1914’

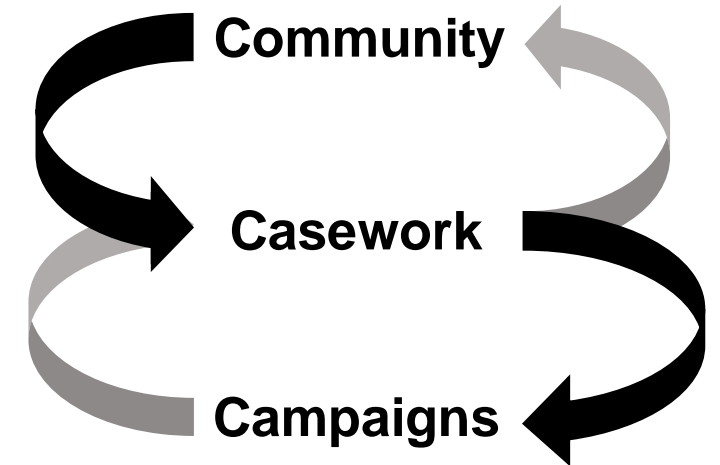
Values

- We are optimistic, constructive and honest in our approach
- We are supportive and respectful to each other, and to our external partners
- We are unafraid to speak up when we see injustice or malpractice
- We are committed to continuous improvement – in big steps or small
- We are inclusive and welcoming to all those we encounter
- We are agile and open to new ways of working
- We operate in a proactive, flexible yet pragmatic manner

Casework / Campaigns / Community

Our work is centered around three strategic pillars - the three 'C's of C20:

- **Casework**
Forensic, expert-led, sensitive casework fulfilling our vital statutory role in the planning system.
- **Campaigns**
Strategic, dynamic, coordinated national campaigns that raise awareness and resonate with broad audiences.
- **Community**
Our members and supporters across the country, who are committed, informed and active advocates for our mission and vision.



Casework

What does Casework cover? What is our role?

- Fulfilling our role as a statutory consultee in the planning process by reviewing planning applications to alter or demolish listed buildings dating from 1914 to the present day.
- Applying for twentieth and twenty first century buildings, design and public art to be listed.
- Developing sensitive schemes for active reuse with architects, developers, landowners and building owners.
- Spotting broader themes and emerging trends in casework to feed into our campaigns.
- Team consists of 2 full time caseworkers and a voluntary committee appointed with experts in architectural heritage, sustainability, planning and development and other specialist areas.



Campaigns

What do our Campaigns seek to achieve?

- Raising broader awareness and support for threatened twentieth and twenty first century buildings, design and public art.
- Advancing relevant heritage, social and environmental arguments – with the public, press, planners and politicians.
- Going beyond our statutory role by proffering viable solutions for threatened and listed buildings.
- Supporting and amplifying local grassroots campaigns and activism.
- Helping to define the built heritage of the future.



Community

Who are our Community? What do they do?

- **C20 Members**
The bedrock of the Society, our 'eyes and ears' across the country and largest single group of stakeholders.
- **Partners, Patrons and Benefactors**
Key strategic relationships and partnerships providing the primary funding to ensure our long term financial resilience and sustainability.
- **Volunteers**
A network of highly active individuals who help the Society in key areas like casework, events and administration.
- **Supporters**
Informal advocates of the Society's work drawn from press contacts, mailing list recipients, social media followers etc.

