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# Heritage Lottery Fund

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## Public Perceptions of Heritage 2018

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## Table of Contents

<b>1 Key findings</b>	<b>3</b>
<b>2 Background and method</b>	<b>7</b>
<b>3 General perceptions of heritage</b>	<b>9</b>
<b>4 Importance and prioritisation of heritage</b>	<b>15</b>
<b>5 The potential impact that heritage can have</b>	<b>18</b>
<b>6 Social issues and heritage</b>	<b>21</b>
<b>7 How heritage might support different groups in society</b>	<b>28</b>
<b>8 Attitudes towards heritage</b>	<b>31</b>
<b>9 Heritage Lottery Fund's strategic objectives</b>	<b>42</b>
<b>10 Involvement in heritage</b>	<b>50</b>
<b>11 Raising awareness of HLF</b>	<b>53</b>
<b>12 The breadth and type of heritage funding</b>	<b>55</b>
<b>13 Reaching out pro-actively to local communities and public involvement</b>	<b>57</b>
<b>Annex A: Demographic breakdown of sample responses</b>	<b>62</b>
<b>Annex B: Demographic breakdown of open consultation responses</b>	<b>64</b>
<b>Annex C: Segmentation summary</b>	<b>66</b>

## 1 Key findings

1.1.1 This report presents the findings from a nationally representative survey of over 10,000 UK adults run between December 2017 and January 2018 to support the Heritage Lottery Fund (HLF) with strategic planning for the 2019-2024 period.

1.1.2 In addition to the main survey, the report also references findings from a second survey comprising of a smaller sub-set of the nationally representative questionnaire. This survey was disseminated directly by HLF as part of its consultation exercise and includes responses from over 1,500 people. Full sample details can be found in Annex A.

1.1.3 The key findings include:

### *The importance of heritage*

- The two most popular reasons why heritage matters to people are that it helps them to learn from the past (62%) and that it preserves important things (61%). 73% of 65 and over think that heritage matters as it helps people to learn from the past, significantly higher than 16-24 year olds (45%).

### *The most engaged groups*

- The groups that are the most engaged in heritage are older people, ABC1s, those from a White ethnic background and women. In almost all cases, these groups are the most supportive of heritage in general, the social impact it can have and the range of ideas for the types of project that could be funded. Notably, 45% of those aged 65 and over say heritage matters to a large/very large extent in comparison to just 14% of 16-24 year olds.

### *The most important aspects of heritage*

- The aspects of heritage with the highest levels of support are: 'museums/libraries/archives' (83%), 'historic buildings/monuments' (82%) and 'land/natural heritage' (81%). Each of these show an age graduation with older people considering each more important, however it is less pronounced for the theme of 'cultures and memories.'

*Issues for heritage to address: environmental sustainability*

- The top two issues for heritage to address fall under the theme of environmental sustainability with 'preserving the natural environment' (56%) and 'teaching people about it' (46%) strongly supported. Over half of all age groups say that preservation of the natural environment is a very important issue which heritage projects should play a role in addressing. Even young people, who tend to be the least engaged, tend to agree the environment is a very important issue for heritage to address.

*Issues for heritage to address: economic growth*

- 'Reusing existing buildings for community benefit' is a 'very important' issue heritage should help address, 41% feel this way and a further 50% stating that it is 'quite important.' The proportion feeling that it is 'very important' to reuse existing buildings is highest among people aged 65 and over, women, ABC1s and those limited a lot by disability.

*Issues for heritage to address: community development*

- 'Improving education and learning' (40%) and 'renovating existing disused / underused buildings' (40%) are seen as the most important issues which heritage should help address.

*Issues for heritage to address: social inclusion*

- 'Providing homes for vulnerable / homeless people' (43%), 'providing the means for older people to pass on skills' (41%) and teaching young people practical skills (39%) are rated as the most important of the social inclusion themes. Those limited a lot by disability, women, old people and those with a yearly gross national income of below £25,000, support the idea that heritage should 'provide homes for vulnerable / homeless people.'

*Actions for public involvement*

- Whilst all of the potential HLF public involvement actions received high levels of support, the top three are: 'provide more information to local communities about the types of projects which can be funded' (75%); 'provide expertise and advice to help local groups projects going' (74%); and 'work with local authorities or other local organisations to help identify possible projects' (74%).

### *Heritage funding*

- Just under half of people think that heritage funding should support homeless people. Supporting people with disabilities and older people is also a well-regarded potential aim of heritage funding.

### *Attitudes towards heritage*

- Despite the majority of people in all regions believing that their area is rich in local heritage, there is a feeling that more should be done to improve the heritage of their local area. There is widespread agreement that heritage buildings, landscapes and places should be well looked after.

### *Breadth and size of funding*

- People tend to prefer a balance of local and national projects, small and large grants.

### *HLF strategic objectives*

- The large majority of people agree with all six of the Heritage Lottery Fund's strategic objectives. The objective which gathered the most support (89%) is that "*heritage should be enjoyed by as wide a range of people as possible*".

### *Vision research findings*

- The Vision research<sup>1</sup> identified 5 key themes which in general, are validated by the quantitative survey.
  - Theme 1: Breadth/size of funding. The highest degree of support was for a balanced approach regarding funding for local vs. national projects and also the size/number of grants.
  - Theme 2: Heritage alleviating social issues. Findings strongly support the view that it is considered important heritage should help address all four of the areas identified in the Vision research<sup>2</sup>, with particular emphasis on certain aspects of environmental sustainability and social inclusion.

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<sup>1</sup> An introduction to the Vision research is provided in the background and method section of this report

<sup>2</sup> The four areas are: Economic growth, social inclusion and environmental sustainability

- Theme 3: HLF being pro-active. This is widely supported, especially in the areas of providing more information about the types of projects which can be funded, providing expertise and advice and helping to identify possible projects.
- Theme 4: Involving the public in decisions. While support is not as strong as for other Vision themes, there is a degree of affinity as to how the public might be involved more, most notably for reading about local heritage projects as well as voting to choose which local projects are awarded funding.
- Theme 5: Raising awareness. It is confirmed that a relatively low percentage would have some idea of who to approach for heritage funding – only 3 % say they definitely know who to approach while a further 14% said they might know. However, out of those who do, HLF is named third as an organisation that could be approached for this purpose. The top two organisations were councils/local authorities and unnamed organisations involved in lottery funding/heritage lottery.

## 2 Background and method

2.1.1 The activities of the Heritage Lottery Fund (HLF) are guided by the current 2013-2018 strategic framework which informs an agenda of investing in heritage that people value and broadening the range and depth of people's engagement with heritage. To facilitate the development of the 2019-2024 framework, HLF commissioned YouGov to run a new research project to provide an updated understanding of public perception of heritage and how it is valued.

2.1.2 The research was also required to assess a number of initial findings produced from the Vision research<sup>3</sup> project and to understand the extent to which the following themes are reflective of the views of the wider population:

- Breadth of funding: participants had been very supportive of range and types of projects funded;
- The role of heritage in addressing social issues: participants were keen that heritage projects provide social benefit and to bring people and communities together;
- Being proactive: National Lottery players were keen to see HLF taking a grassroots approach, based on finding out what communities want for themselves; they were particularly keen on education, learning, skills and broad-based training;
- Involving the public in decision-making: participants had expressed a desire for more public involvement in decision-making; and
- Raising awareness: National Lottery players were very keen for greater promotion of the funding opportunities, and opportunities for people to visit and get involved in projects.

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<sup>3</sup> The Vision research encompassed a series of qualitative workshops held among 200 National Lottery players. The research was conducted between November 2016 to May 2017

- 2.1.3 Finally, the research was also required to measure the degree to which the level of public agreement or otherwise concerning 6 HLF strategic objectives.
- 2.1.4 The survey was conducted between the 20<sup>th</sup> December 2017 and 14<sup>th</sup> January 2018. It collected 10,147 interview responses using an online self-completion methodology. The survey sample is representative of the UK 18+ adult population by age, gender, social grade and region.
- 2.1.5 Boosts of subgroups were used to ensure robust samples within ethnicity (Black, Asian and Minority Ethnic) and sexuality (LGBT). The boosted sub samples were down-weighted to ensure the total weighted sample remained nationally representative.
- 2.1.6 Note that due to rounding, net percentages specified in this report can be slightly different to the sum of the individual percentages.

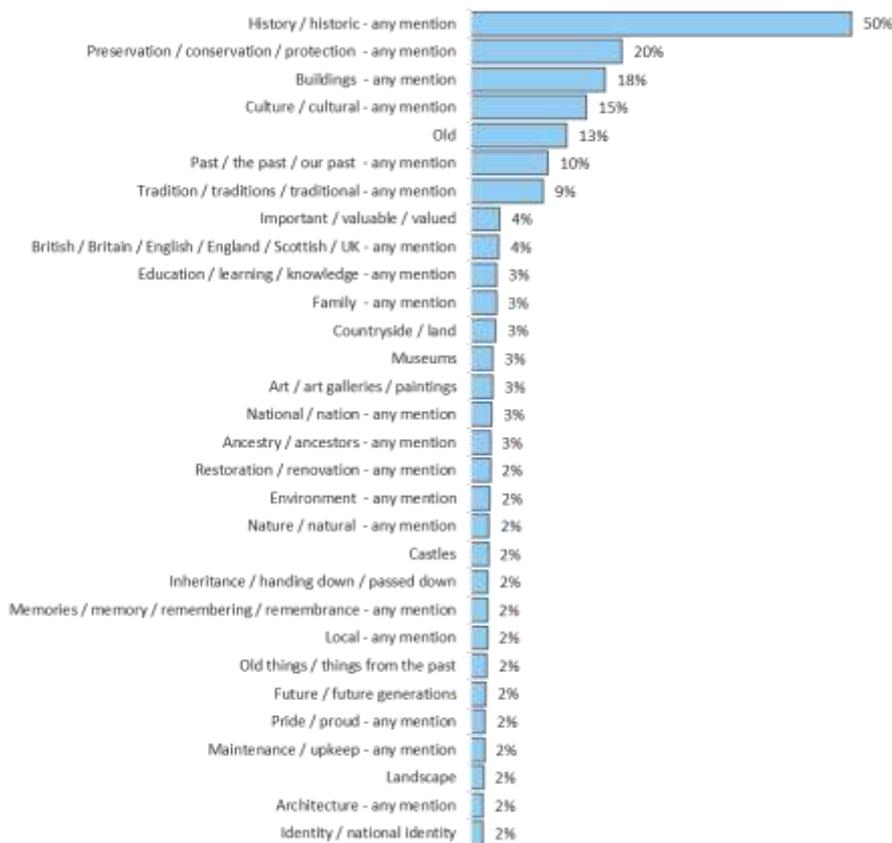
*Open consultation*

- 2.1.7 A smaller sub-set of the nationally representative survey questions were posted on the HLF website as part of its 2019-2024 framework consultation exercise. This attracted responses from 1,585 people. Results from this survey are referred to throughout this report as the “open consultation.”
- 2.1.8 It is evident that the respondents are more engaged and interested in heritage than the public as a whole. Their demographic composition is also different to the nationally representative profile of those who took part in the 10,147 person survey run by YouGov.
- 2.1.9 A full breakdown of the demographic groups for both versions of the survey is provided at the end of this report.

### 3 General perceptions of heritage

3.1.1 By far the most common association with the concept of heritage is ‘history’, with 50% of people making the connection between the two terms. Looking at ethnicity, this is significantly higher for White (51%) than Black, Asian and Minority Ethnic (BAME) (44%). In addition to tangible concepts such as preservation/conservation/protection and physical buildings, a notable group of people (15%) also link heritage to culture.

3.1.2 Whilst there is a tendency for younger people to associate heritage with something being old (18% of 16-24 year olds compared to 9% of 55-64 year olds), older people are more likely to associate it with buildings (25% of 55 and over as opposed to 8% of 16-34 year olds).

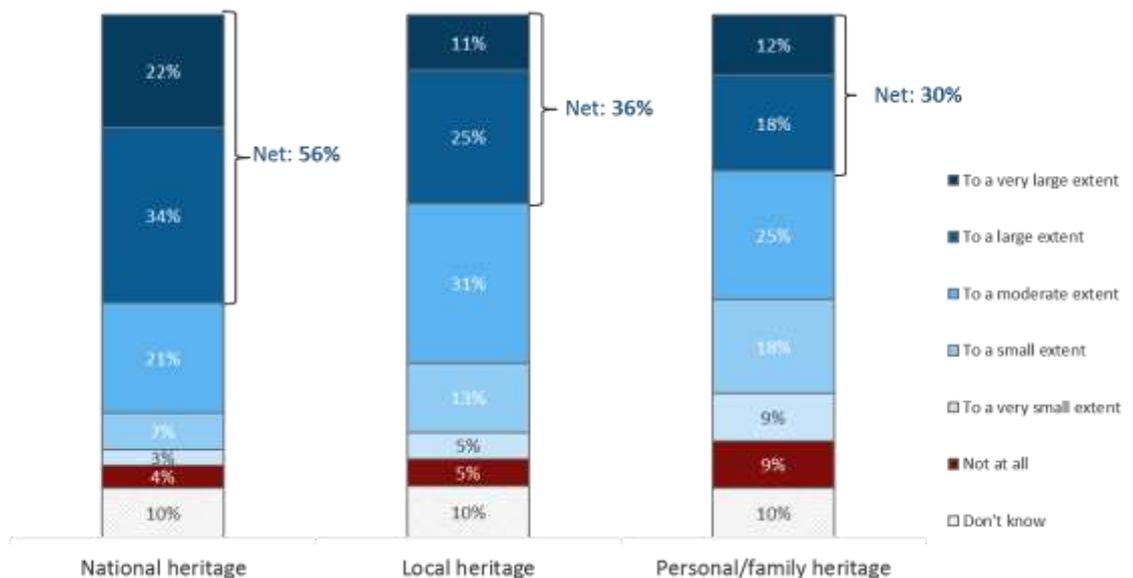


**1: Top of mind word association with the concept of ‘heritage’: Coded responses**

**Figure**

q8. When you think of what ‘heritage’ is and what it means to you, what things come to mind? (optional) Base: All (8,755). Only those >1% shown

3.1.3 Heritage resonates most strongly at the national level, followed by local and then personal/family heritage. Very few people do not associate heritage at all with any level.



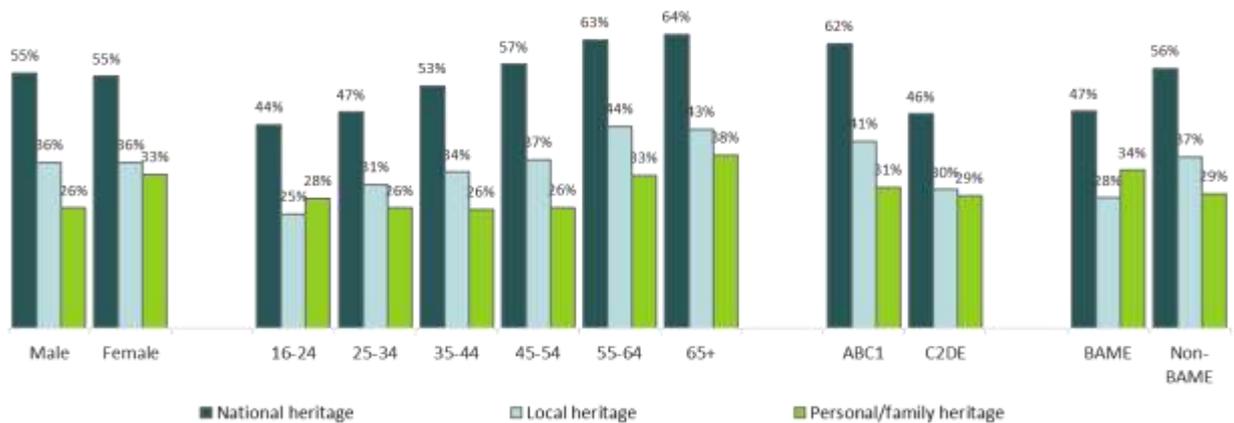
Figure

**2: National vs. Local vs. personal/family heritage**

q9. When you think of the concept of 'heritage' in general, to what extent do you think of it in terms of...? Base: All (10,147)

3.1.4 Older people, ABC1s<sup>4</sup> and non-BAME are more likely to think of the concept of heritage in terms of national and local heritage. Personal/family heritage resonates more among women, younger and older people (less among middle aged people) and BAME. This mirrors results from the top of mind association with heritage question, where younger and older people were more likely to associate the concept of heritage with family than middle-aged people do. Frequent National Lottery players are most likely to think of heritage in terms of national heritage (61%), followed by local heritage (41%) and personal/family heritage (33%).

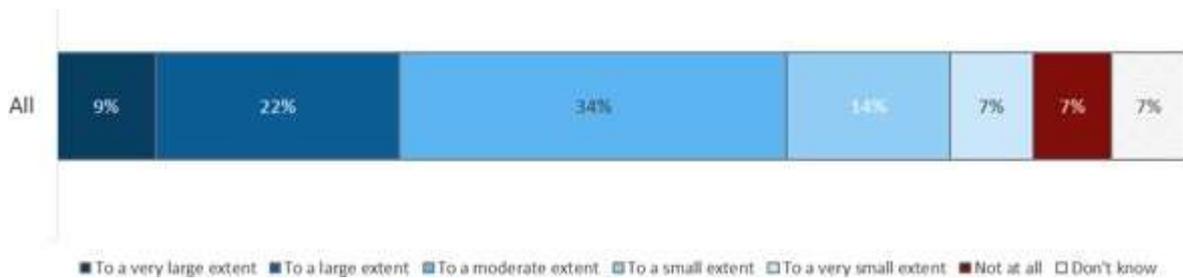
<sup>4</sup> The socio-economic groups refer to the National Readership Survey social grades: A (upper middle), B (middle), C1 (lower middle), C2 (skilled working), D (working), E (lowest). These are defined as: A: Higher managerial, administrative or professional. B: Intermediate managerial, administrative or professional. C1: Supervisory or clerical and junior managerial, administrative or professional. C2: Skilled manual workers. D: Semi and unskilled manual workers. E: Casual or lowest grade workers, pensioners and others who depend on the welfare state for their income.



**Figure 3: Demographic breakdown of a national vs. local vs. personal/family heritage**

q9. When you think of the concept of 'heritage' in general, to what extent do you think of it in terms of... Base: Male (4,596), Female (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), ABC1 (6,241), C2DE (3,906), BAME (1,337), non-BAME (8,627)

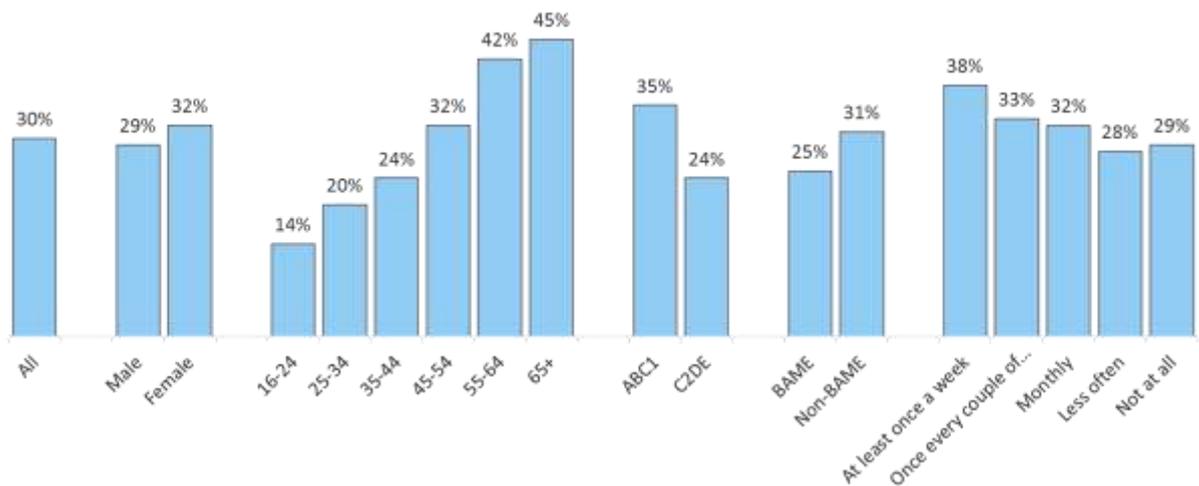
3.1.5 Those responding to the Open Consultation were much more likely than the public to think of it in terms of 'national' (89% - to a 'large' extent) or 'local' (82%) heritage. However, they were just as likely to think about heritage as a 'personal or family' concept (28%). On a personal level, heritage matters to nearly everyone, with just under a third (30%) saying it matters to a large or to a 'very large' extent and only 7% saying it does not matter at all.



**Figure 4: Extent to which heritage matters to people**

q9b. To what extent would you say 'heritage' matters to you personally? Base: All (10,147)

3.1.6 Older people have the strongest personal connection with heritage, whilst younger people seem less engaged with the concept. This could link back to them associating heritage with being ‘old’. Notably, 45% of 65+ year olds say heritage matters to a large/very extent in comparison to just 14% of 16-24 year olds. Additionally, more regular National Lottery players (38%), ABC1s (35%), non-BAME (31%) and women (32%) say heritage matters to them personally to a large/very large extent. These groups, as well as older people, are the most engaged with the concept of heritage – a pattern which emerges throughout the research.



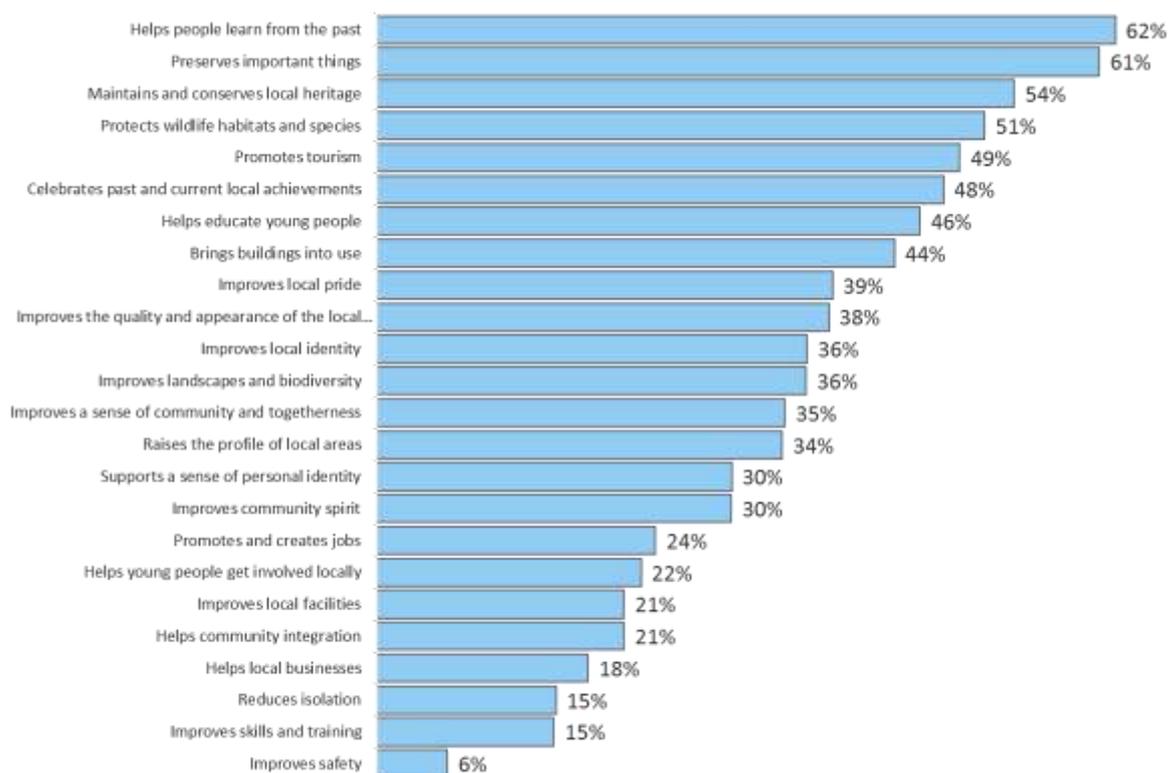
**Figure 5: Extent to which heritage matters on a personal level**

q9b. To what extent would you say 'heritage' matters to you personally? Base: All (10,147), Male (4,596), Female (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), ABC1 (6,241), C2DE (3,906), BAME (1,337), non-BAME (8,627), National Lottery players: at least once a week (1,944), National Lottery players: once every couple of weeks (652), National Lottery players: Monthly (526), National Lottery players: Less often (2,377), National Lottery players (4,408)

3.1.7 Those responding to the Open Consultation feel a much greater connection to heritage with 53% believing that it matters to them ‘a very large extent’ and another 38% ‘to a large extent.’ 91% of these respondents feel that heritage matters to them ‘to a large extent’ compares to 30% of the public.

3.1.8 The two most popular reasons why heritage matters to people to at least some extent are that it helps them to learn from the past (62%) and that it preserves important things (61%). These are slightly higher for frequent National Lottery players – 65% and 64% respectively. The groups who have a relatively strong connection with the concept of heritage i.e. older people, frequent National Lottery players, ABC1s, women and non-BAME, cite more reasons than others.

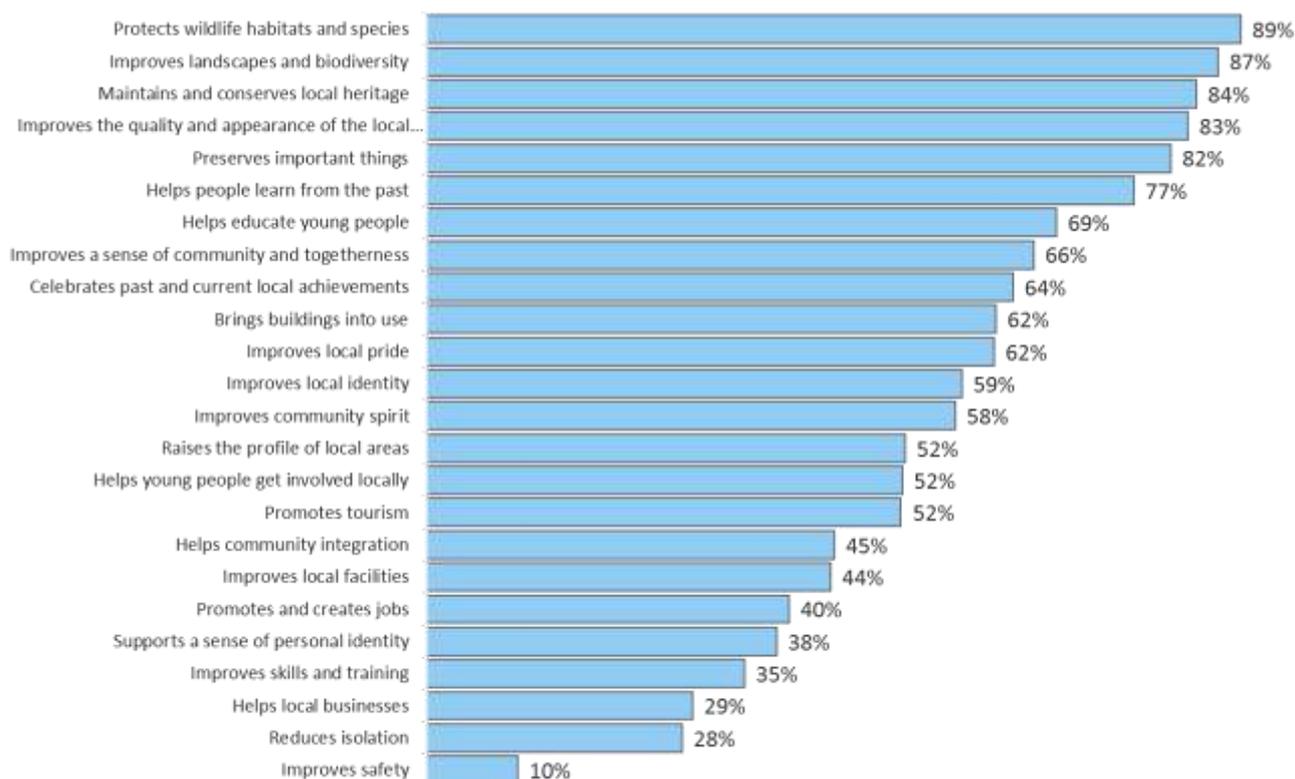
3.1.9 For almost all reasons, heritage matters significantly more to older than younger people. For example, 73% of those aged 65 and over think that heritage matters to at least some extent because it helps people to learn from the past, significantly higher than 16-24 year olds (45%).



**Figure 6: Reasons why heritage matters to people**

q9\_c. Which, if any of the following, are reasons why heritage matters to you? Base: Those who say heritage matters to them to at least some extent (8,936)

3.1.10 Those responding to the Open Consultation are significantly more likely to believe that all of the reasons why heritage matters are important. It is notable however that the order of reasons is quite different with the ‘protection of wildlife habitats and species’ and the ‘improvement of landscapes and bio-diversity’ in the top two positions.

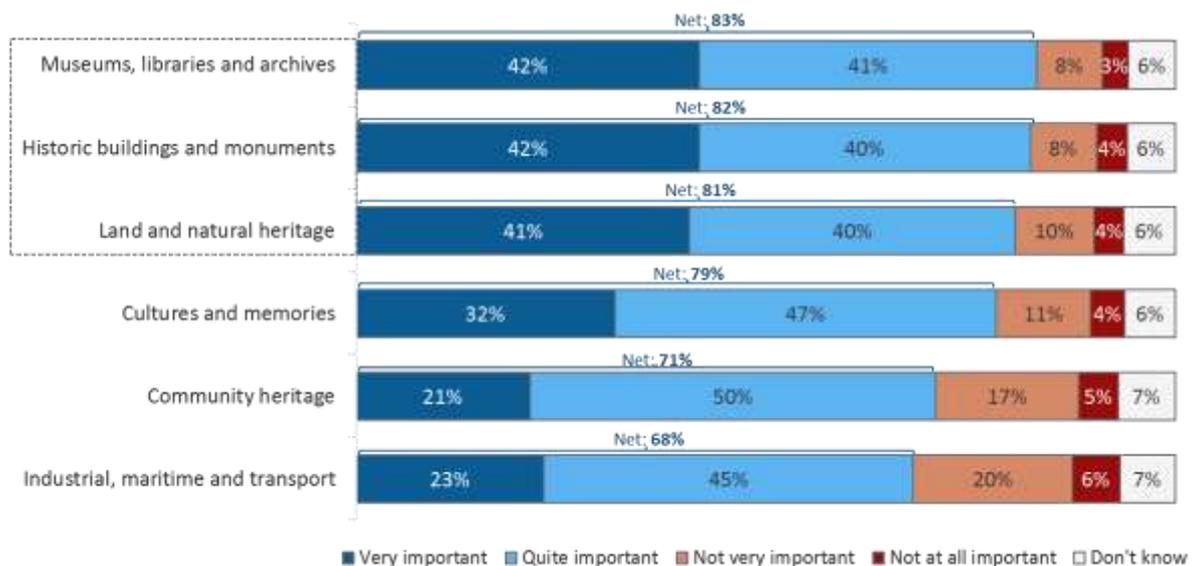


**Figure 7: Reasons why heritage matters to people (Open Consultation)**

q9\_c. Which, if any of the following, are reasons why heritage matters to you? Base: Those who say heritage matters to them to at least some extent (1,584)

## 4 Importance and prioritisation of heritage

4.1.1 Taken from the different types of HLF funded projects, all six types are considered important by large numbers of the population. There is very little to separate the top three categories of museums/libraries/archives (83%), historic buildings/monuments (82%) and land/natural heritage (81%) – ranked in terms of being very/quite important.

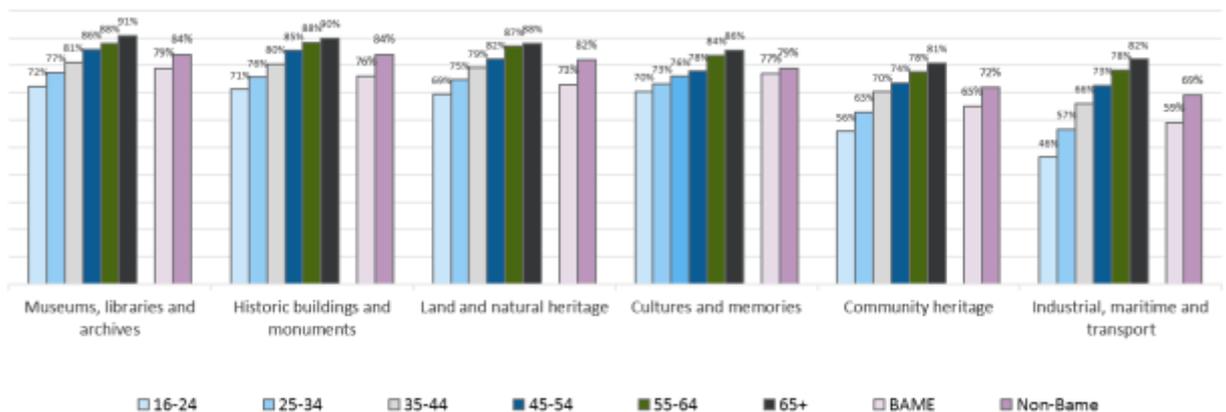


**Figure 8: Importance of different aspects of heritage**

q10. How important or not are each of these aspects of heritage to you? Base: All (10,147)

4.1.2 For each aspect of heritage, there is an age graduation, with older people placing greater importance in heritage. However, the profile for 'cultures and memories' is slightly different to the other categories. Whilst the same age pattern is present, it is less pronounced than for other categories. This indicates that this aspect is relatively more appealing to younger audiences, although not necessarily the most appealing. For young people, industrial/maritime/transport is the least important aspect of heritage, with 46% of 16-24 year olds finding it very/quite important in comparison to 82% of 65 and over. This is the most notable age difference between any of the categories.

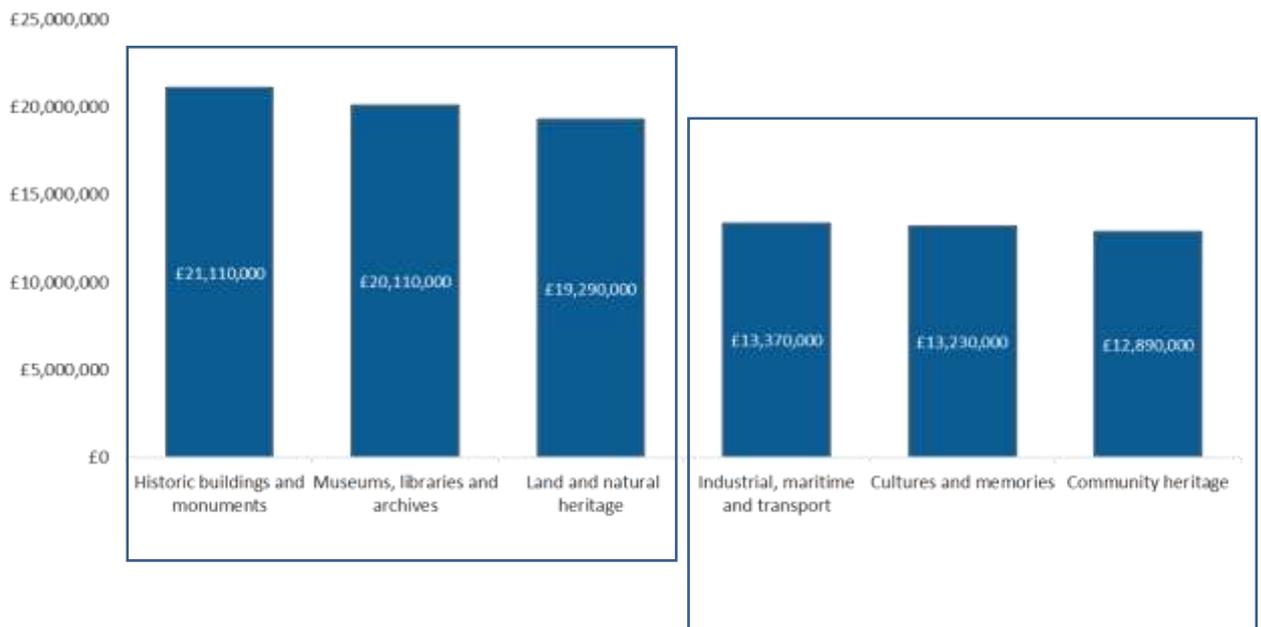
- 4.1.3 For all categories, there is a significant difference across the two ethnic groups. However, for ‘cultures and memories’, the gap, although slightly higher among non-BAME, is much smaller and not statistically significant.
- 4.1.4 There are also significant differences across all categories between frequent National Lottery players and those who do not play at all. For example, 78% of frequent National Lottery players say that industrial, maritime and transport is very/quite important, compared to 65% of non-National Lottery players.



**Figure 9: Importance of different aspects of heritage**

q10. How important or not are each of these aspects of heritage to you? Base: All (10,147), Male (4,596), Female (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), BAME (1,337), non-BAME (8,627)

- 4.1.5 Again, those taking part in the Open Consultation are more engaged with heritage, believing strongly that all types are important. This is particularly the case for example with ‘land and natural heritage’ (99% very or quite important), compared to 80% of the public.
- 4.1.6 The vast majority of the public consider all types of heritage important, but compelling respondents to distribute a fictional amount of funding across the categories reveals more differences. The types can be split into two noticeable tiers, the top tier: historic buildings/monuments, museums/libraries/archives and land/natural heritage, and the bottom tier: industrial/maritime/ transport, cultures/memories/community heritage.

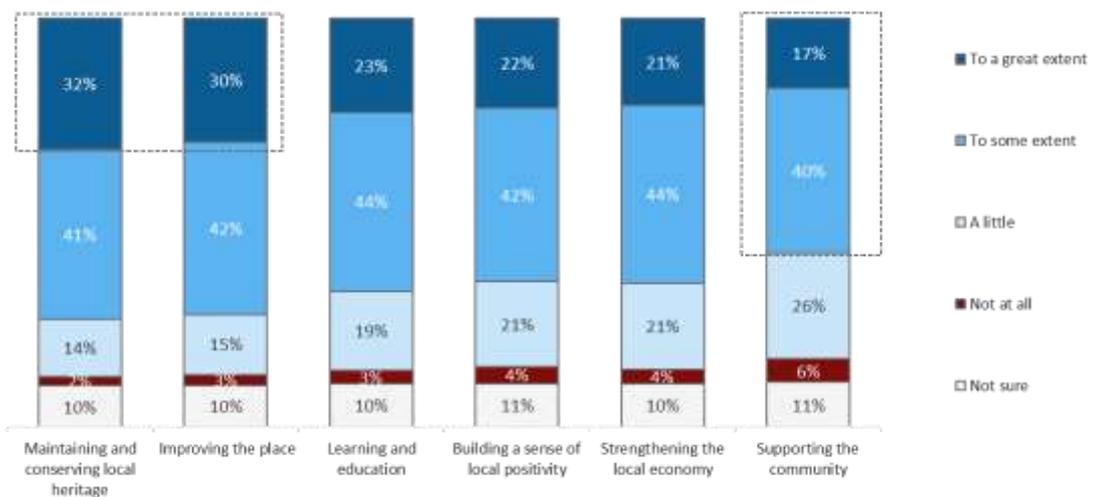


**Figure 10: Scenario testing: Allocation of £100 across different areas of heritage**

q11. How would you allocate a sum of £100 million pounds of publically funded money across the following heritage focused areas? Base: All (10,147)

## 5 The potential impact that heritage can have

5.1.1 All categories of heritage activity are perceived to have at least some degree of societal impact. ‘Maintaining and conserving local heritage’ (73%) and ‘improving the place’ (72%) are seen as the two areas heritage can have the biggest impact (to a great/some extent). While ‘supporting the community’ ranks last out of the six areas tested, it should be noted that this is still viewed as having at least some impact by the majority – 57% said to some/a great extent.

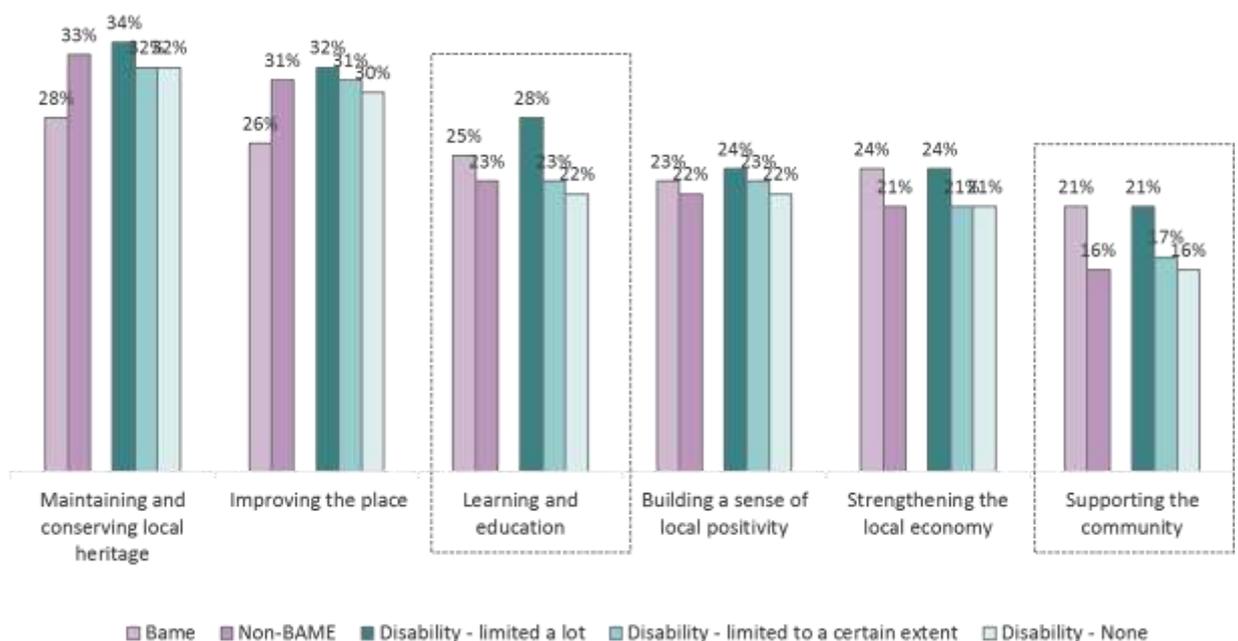


**Figure 11: The impact of heritage**

q12. To what extent do you think heritage has an impact or not on the following? Base: All (10,147)

5.1.2 Frequent National Lottery players agree that ‘maintaining and conserving local heritage’ and ‘improving the place’ are the areas that heritage can be most impactful – 78% and 77% respectively. This is slightly higher than the average score.

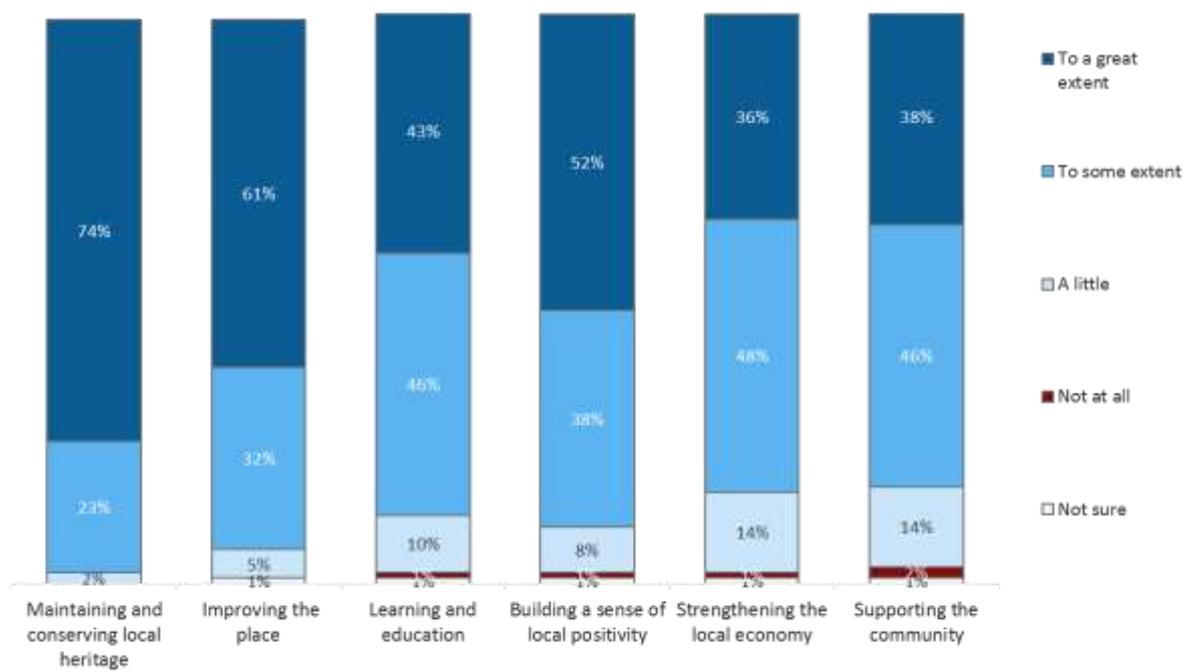
5.1.3 There is evidence to suggest more from a BAME background and those who are limited a lot by disability, feel that heritage can have a large impact in the more socially focused areas. For ‘learning and education’, significantly more people within these groups say heritage can impact these areas to a great extent – 28% of those with a limiting disability in comparison to 22% of people without a disability. This is similar to ‘supporting the community’ where these groups also think heritage can have a large impact.



**Figure 12: The impact of heritage (% to a great extent)**

q12. To what extent do you think heritage has an impact or not on the following? Base: BAME (1,337), non-BAME (8,627), disability – limited a lot (1,072), disability – limited to a certain extent (2,020), disability – none (7,055)

5.1.4 Those responding to the Open Consultation are significantly more likely to believe heritage has an impact on all of the issues presented. For example 38% believe it has a great impact in ‘supporting the community’ compared to 17% of the public. As do the public they feel most strongly about ‘maintaining and conserving local heritage’ with 74% marking it as having a great impact compared to 32% of the public.



**Figure 13: Impact of heritage (Open Consultation)**

q12. To what extent do you think heritage has an impact or not on the following? Base: All (1,585)

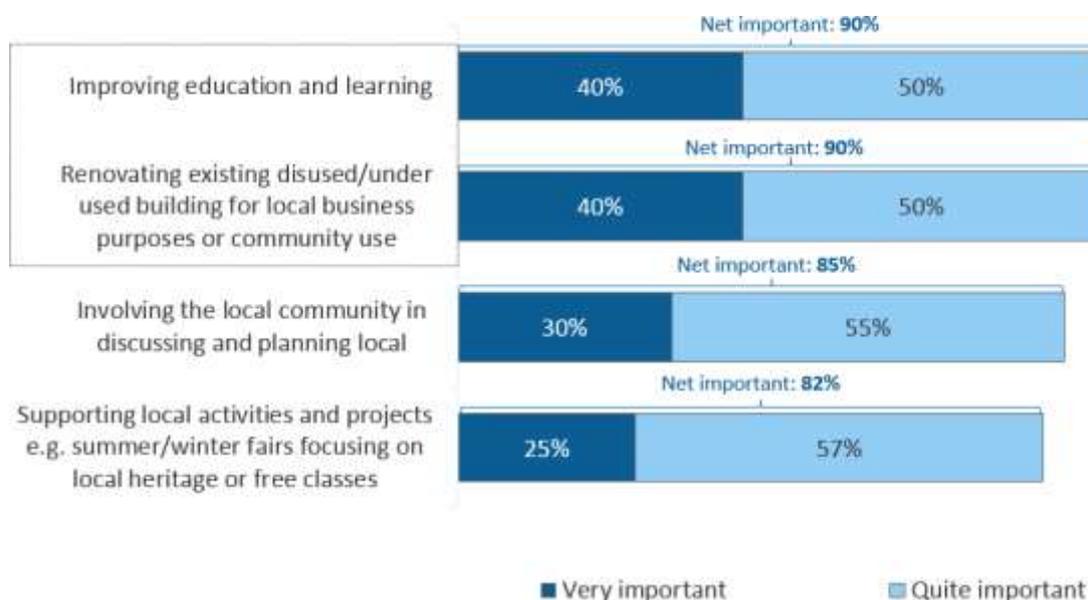
## 6 Social issues and heritage

6.1.1 *This section is informed by the second theme identified within the Vision research. This theme termed ‘alleviating social issues’ brought together a wide variety of perceptions about the role heritage plays in supporting community development, economic growth, social inclusion and environmental sustainability. For the quantitative research, the strongest and most defined aspects within each of these four areas were selected to test how important people believe each is in terms of social issues which heritage should help to address. The findings from the general population survey confirm that the areas identified are all considered important with particular emphasis on certain aspects of environmental sustainability and social inclusion.*

### *Community development*

6.1.2 Within the context of community development, ‘improving education and learning’ (40%) and ‘renovating existing disused / underused buildings’ (40%) are seen as the most important issues which heritage should help address. ‘Improving education and learning’ is particularly important to the most engaged groups: women (45%), people aged 55+ (45%), BAME (45%) and those limited a lot by disability (49%). For those from a BAME background, greater importance is given to ‘supporting local activities and projects’ (29%) than for non-BAME (24%).

6.1.3 With regards to the need for heritage to improve education and learning, there are no differences between frequent National Lottery players and non-National Lottery players (40%).



**Figure 14: Community development**

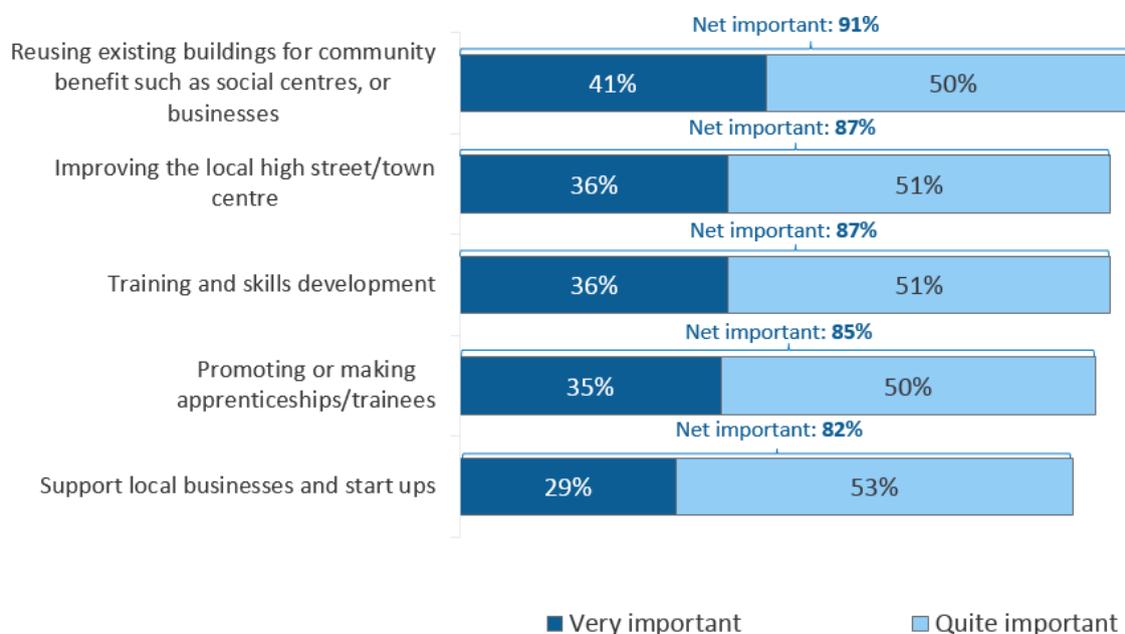
q13a. Heritage can be seen to have an impact on a range of social issues. Which of the following do you believe are important issues which heritage should help address? Base: All minus don't knows

6.1.4 Respondents to the Open Consultation were even more likely to support the importance of community development. For example, involving the local community in discussing and planning local heritage about which 96% feel is important, compared to 86% of the public.

*Economic growth*

6.1.5 'Reusing existing buildings for community benefit' is a 'very important' issue heritage should help address, 41% feel that way with a further 50% stating that it is 'quite important.' The proportion feeling that it is 'very important' to reuse existing buildings is highest among people aged 65 and over (49%). It is also prominent among women, ABC1s and those limited a lot by disability. Older people tend to place more importance in these issues than younger people a recurring theme throughout the research.

6.1.6 Frequent National Lottery players are significantly more likely (44%) than non-National Lottery players (39%) to agree that this is a very important issue for heritage to address.



**Figure 15: Economic Growth**

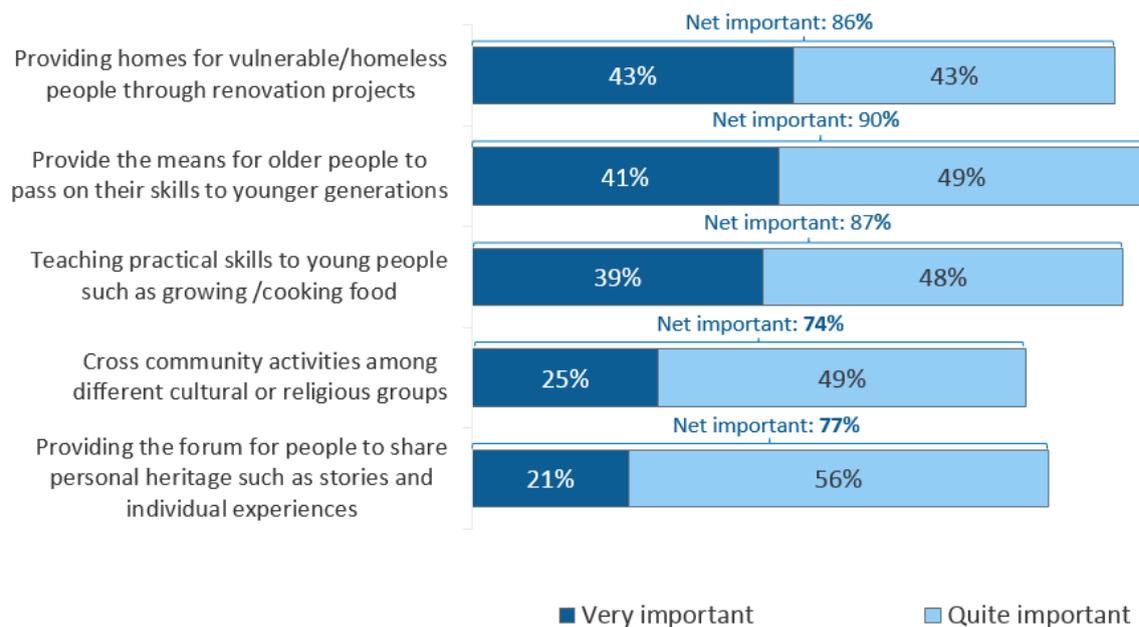
q13a. Heritage can be seen to have an impact on a range of social issues. Which of the following do you believe are important issues which heritage should help address? Base: All minus don't knows

6.1.7 Open Consultation respondents are less certain of the importance of economic growth with the exception of reuse of existing building for community benefit about which they are ahead of the public. However, they are significantly lower than the public in support for heritage helping local businesses and start-ups (72% compared to 82% of the public).

*Social inclusion*

6.1.8 There are three clear issues within the area of social inclusion which people think it is very important that heritage helps address. These are: 'providing homes for vulnerable people' (43%), 'providing the means for older people to pass on skills' (41%) and 'teaching young people practical skills' (39%).

- 6.1.9 Fifty-three percent of those who are limited a lot by disability say they believe it is very important that heritage should help provide homes for vulnerable / homeless people. Support for this is also noticeably high among: women (50%), people aged 65 and over (46%), people living in Northern Ireland (48%) and people with a yearly gross household income of below £25,000 pa. (50%).
- 6.1.10 Frequent National Lottery players are slightly less supportive of this statement than those that play less than monthly, however they are significantly more likely (46%) than non-National Lottery players (39%) to say that providing the means for older people to pass on skills is very important.
- 6.1.11 Even with a clear distinction of a top three, it is notable that the remaining two other issues are still considered either very important or quite important by the large majority. ‘Providing the forum for people to share personal heritage’ is considered particularly important by older people – 82% of 65 and over said it is very/quite important compared to 70% of 16-24 year olds.



**Figure 16: Social inclusion**

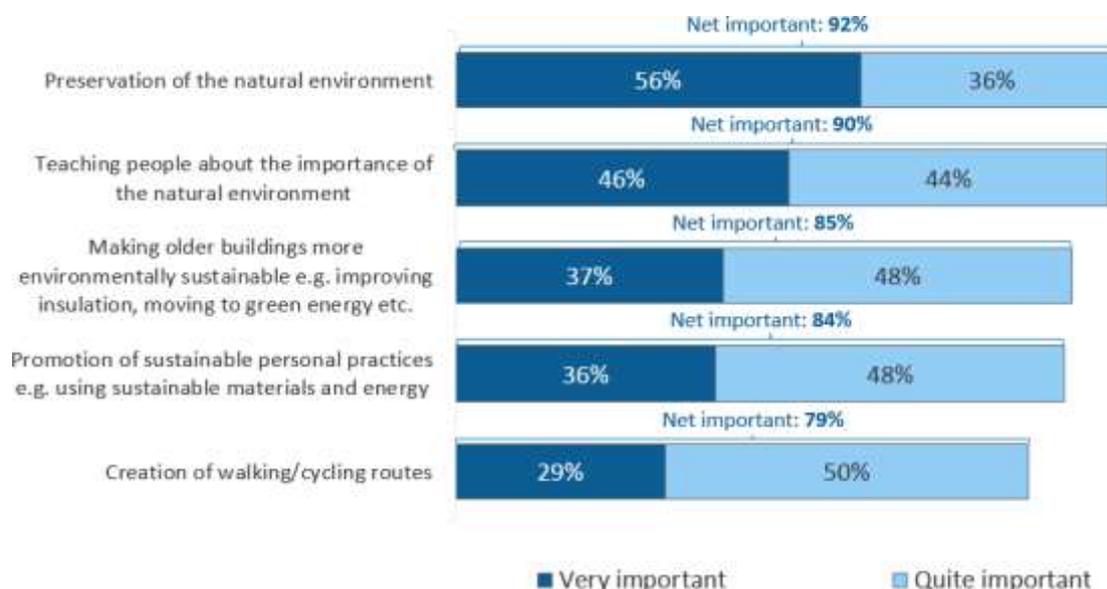
q13a. Heritage can be seen to have an impact on a range of social issues. Which of the following do you believe are important issues which heritage should help address? Base: All minus don't knows

6.1.12 Open Consultation respondents were more supportive than the public of social inclusion aspects with the exception of providing homes for vulnerable / homeless people through renovation projects (80% compared to 85%) and teaching practical skills to young people (85% vs 87%). They focused in strongly on the idea of providing the means for older people to pass on their skills to the younger generation (95%) which was also popular with the public (90%).

*Environmental sustainability*

6.1.13 Thinking about environmental sustainability, preservation of the natural environment is viewed as the most important issue heritage can help address, with 56% saying it is 'very important'. Teaching people about the importance of the natural environment is also seen as important by high numbers (46%). Over half of all age ranges say that preservation of the natural environment is a very important issue which heritage should help address - this includes younger people who more commonly are less engaged with the issues to do with heritage. As with many other aspects of heritage, this area is of particular importance among women (60%) and 65 and over (62%) – 96% of this age group say it is a very/quite important issue.

6.1.14 The views of frequent National Lottery players are in line with the general consensus. 58% say that preservation of the natural environment is a very important issue for heritage to address and 46% feel this way about teaching people about the importance of the natural environment. There are not significant differences between frequent lottery and non-National Lottery players.



**Figure 17: Environmental sustainability**

q13a. Heritage can be seen to have an impact on a range of social issues. Which of the following do you believe are important issues which heritage should help address? Base: All minus don't knows

6.1.15 Open Consultation respondents were strongly in favour of environmental sustainability concepts, especially the preservation of the natural environment (92% - very important) and teaching people about the natural environment (82% - very important).

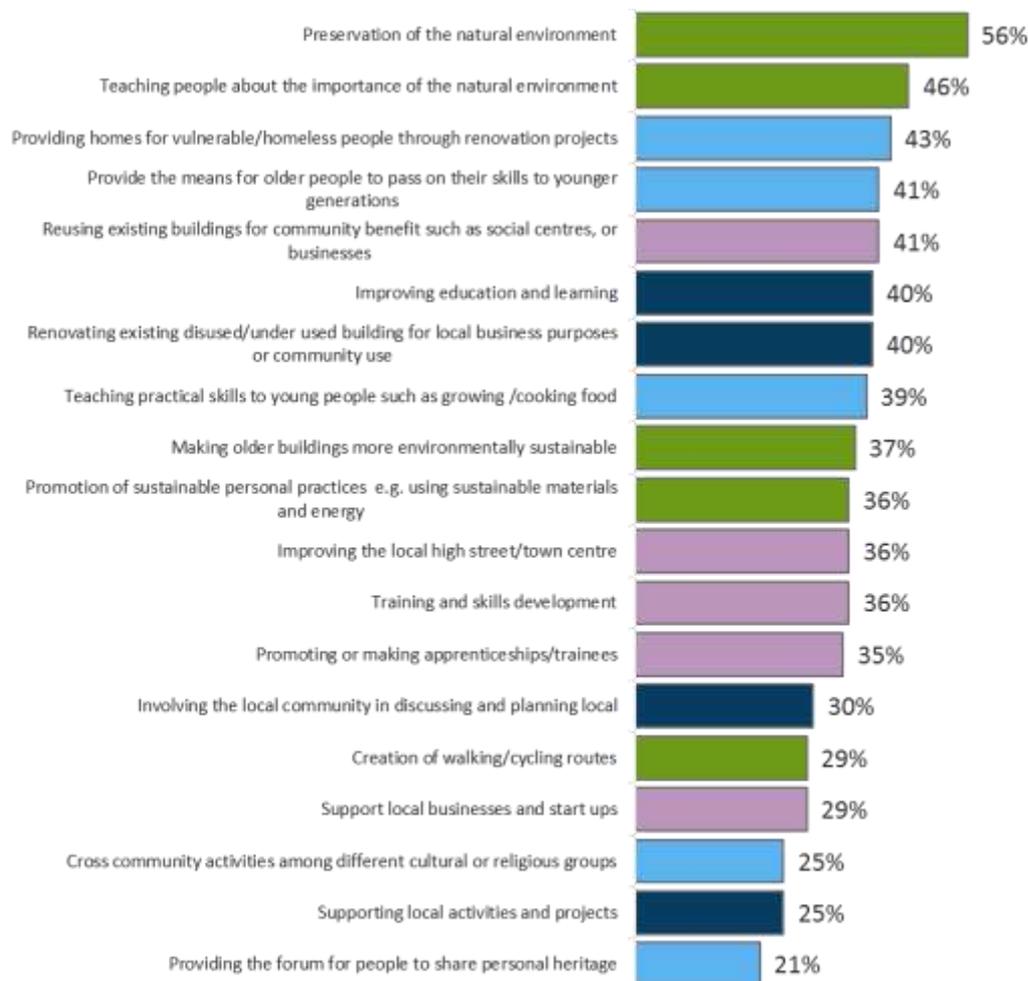
*The four areas in summary*

6.1.16 When looking across the four different areas, the top two issues relate to environmental sustainability, with preservation of the natural environment coming out as the most important by ten percentage points. Following this, there are a group of other issues covering social inclusion, economic growth and community development.

6.1.17 The figure below presents the full list of issues colour coded by theme:

- Environmental sustainability – green
- Social inclusion – light blue
- Economic growth – light purple

■ Community development – dark blue.



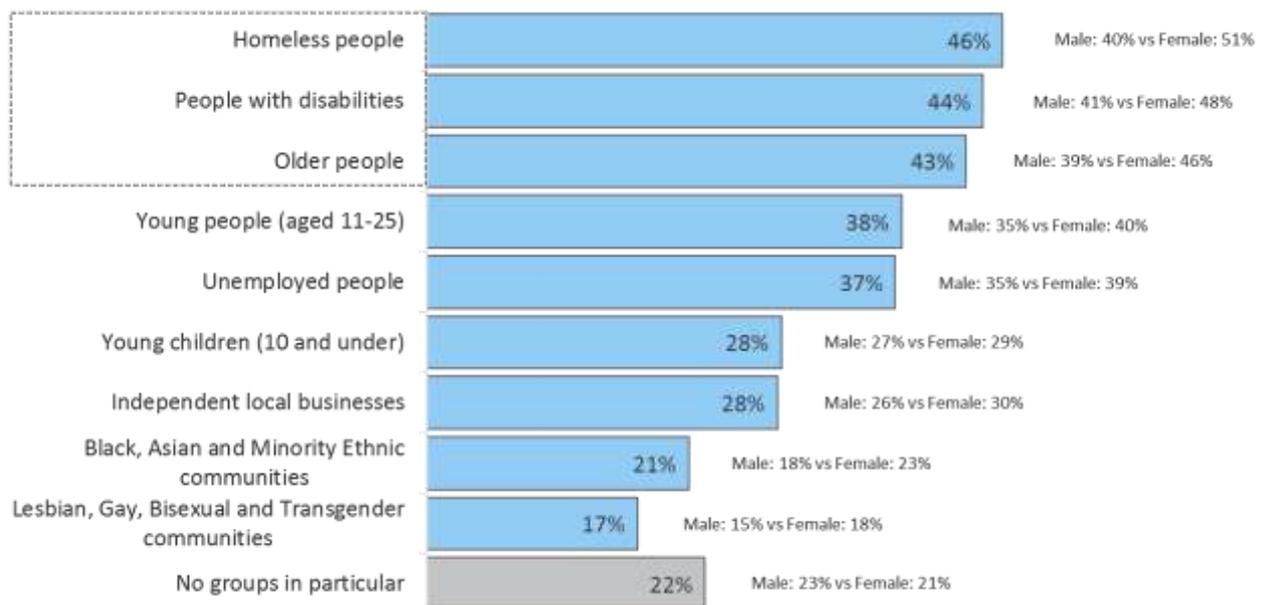
**Figure 18: Summary of issues which heritage should help address (% very important only)**

q13a. Heritage can be seen to have an impact on a range of social issues. Which of the following do you believe are important issues which heritage should help address? Base: All (10,147)

6.1.18 In comparison with the public the Open Consultation respondents focus on environmental sustainability, community development and less so social inclusion and economic growth.

## 7 How heritage might support different groups in society

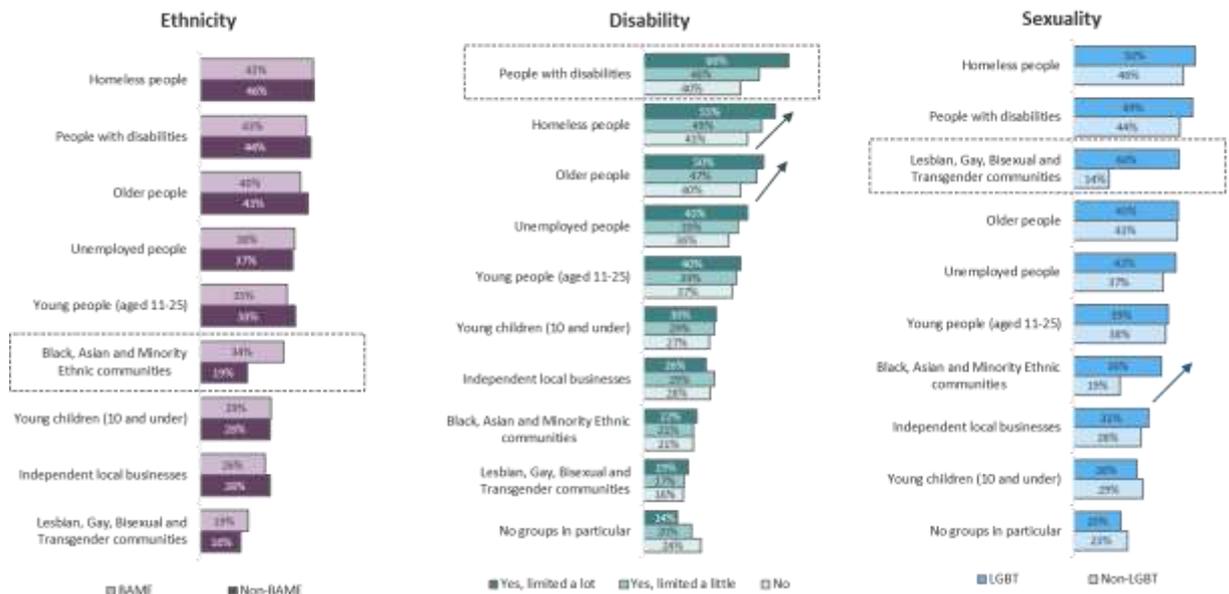
- 7.1.1 Supporting homeless people is the most popular potential social use for heritage funding from a list of possible groups in society who might benefit. Other groups to receive relatively large levels of support are people with disabilities and older people. Consistently across all categories, significantly more women than men think that heritage funding could be used to help particular groups of people.
- 7.1.2 Interestingly, whilst significantly more older people than younger thought heritage funding should support the top four categories, significantly more young people thought it should support BAME and LGBT communities – 31% and 27% respectively.
- 7.1.3 Frequent National Lottery players were significantly more likely (49%) than non-National Lottery players (43%) to say heritage should support people with disabilities, in addition to older people – 48% and 41% respectively. Contrastingly, more non-players (22%) than frequent players (16%) said it should support people of BAME ethnicity, as well as the LGBT community.



**Figure 19: Groups in society heritage funding should support**

q14. Which, if any, of these groups in society should heritage funding look to support? Base: All (10,147)

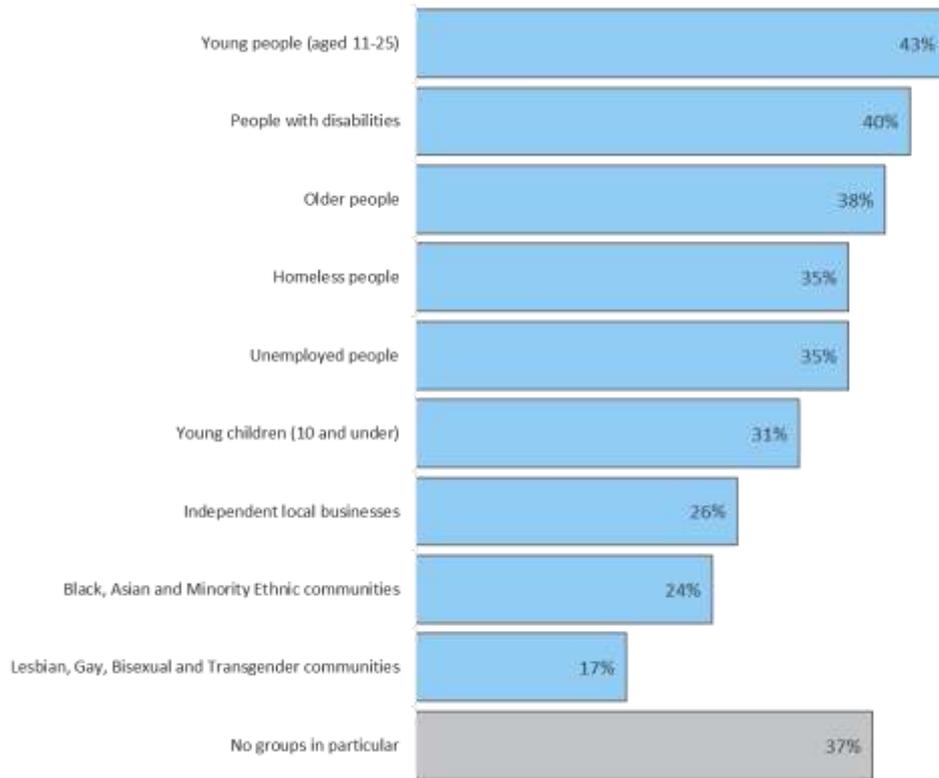
7.1.4 As would be expected, support for targeting funding on certain groups people is significantly higher within those respective groups. It is interesting thought that those limited a lot by disability display more support for homeless people and older people while LGBT are supportive of BAME ethnicity.



**Figure 20: Belief that heritage funding could support particular groups in society, by ethnicity, sexual orientation and disability**

q14. Which, if any, of these groups in society should heritage funding look to support? Base: BAME (1,337), non-BAME (8,627), disability – limited a lot (1,072), disability – limited to a certain extent (2,020), disability – none (7,055), LGBT (1,107), non-LGBT (8,289)

7.1.5 Those taking part in the Open Consultation had some differing priorities with fewer focusing on homeless people, those with disabilities and older people and more of them believing that young people aged 11-25 could benefit (43%).



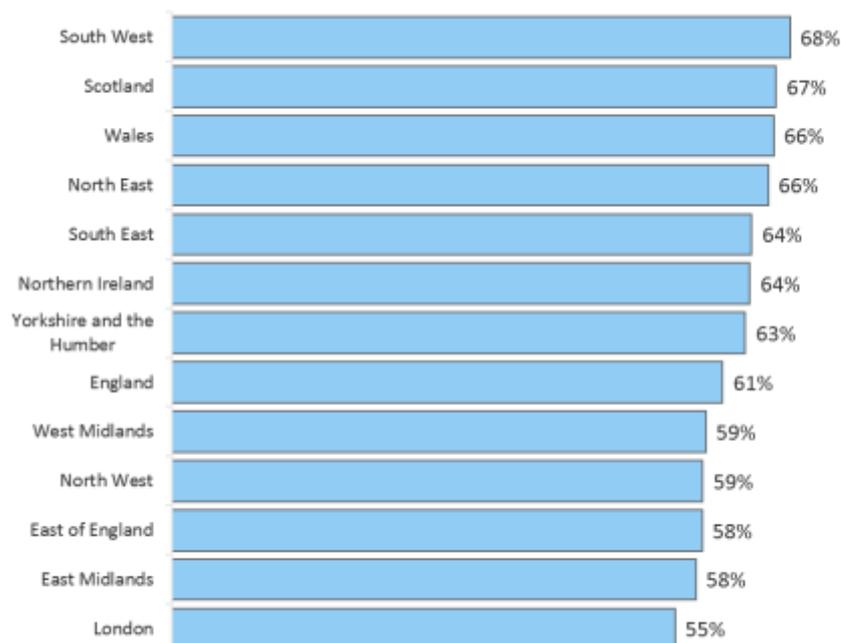
**Figure 21: Groups in society heritage funding should support (Open Consultation)**

q14. Which, if any, of these groups in society should heritage funding look to support? Base: all (1,585)

## 8 Attitudes towards heritage

### *Is where you live rich in local heritage?*

8.1.1 The majority of respondents for all regions (62%) agree that the area in which they live is rich in local heritage. This is especially the case (two-thirds and above) among those from the South West, Scotland, Wales and the North East. Significantly more older than younger people consider their area to be rich in local heritage, as well as non-BAME (63%) opposed to BAME (54%). This figure is also high for frequent National Lottery players of which 66% agree.



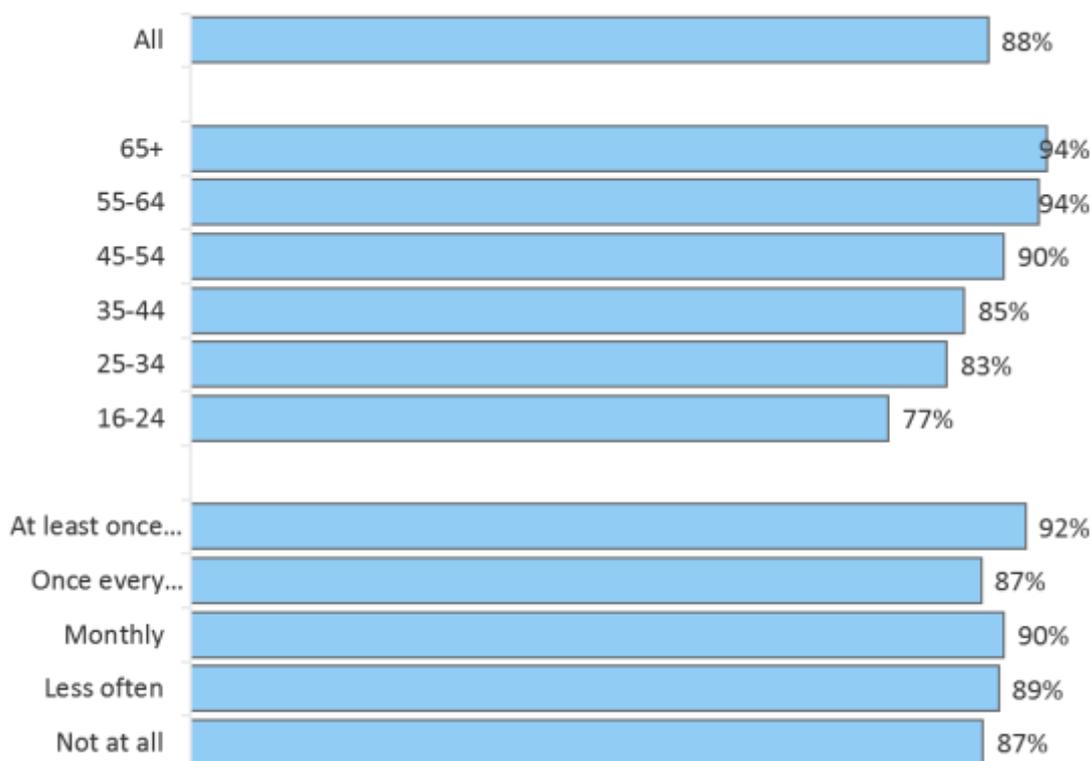
**Figure 22: I consider the area in which I live to be rich in local heritage (net: strongly agree / agree)**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base: All (10,147), North East (437), North West (1,170), Yorkshire and the Humber (902), EastMidlands (761), West Midlands (885), East of England (1,008), London (1,166) South East (1,503), South West (910), Wales (496), Scotland (723), Northern Ireland (186)

8.1.2 Nine out of ten Open Consultation respondents (90%) consider the area they live in to be rich in local heritage.

*It is important to look after local heritage?*

8.1.3 The vast majority (88%) agree that it is important to look after local heritage. Almost all people aged over 55 (94%) agree with this statement, reaffirming the idea that older people are more engaged with heritage. The vast majority of frequent National Lottery players (92%) also agree.



**Figure 23: I think it is important to look after local heritage (net: strongly agree / agree)**

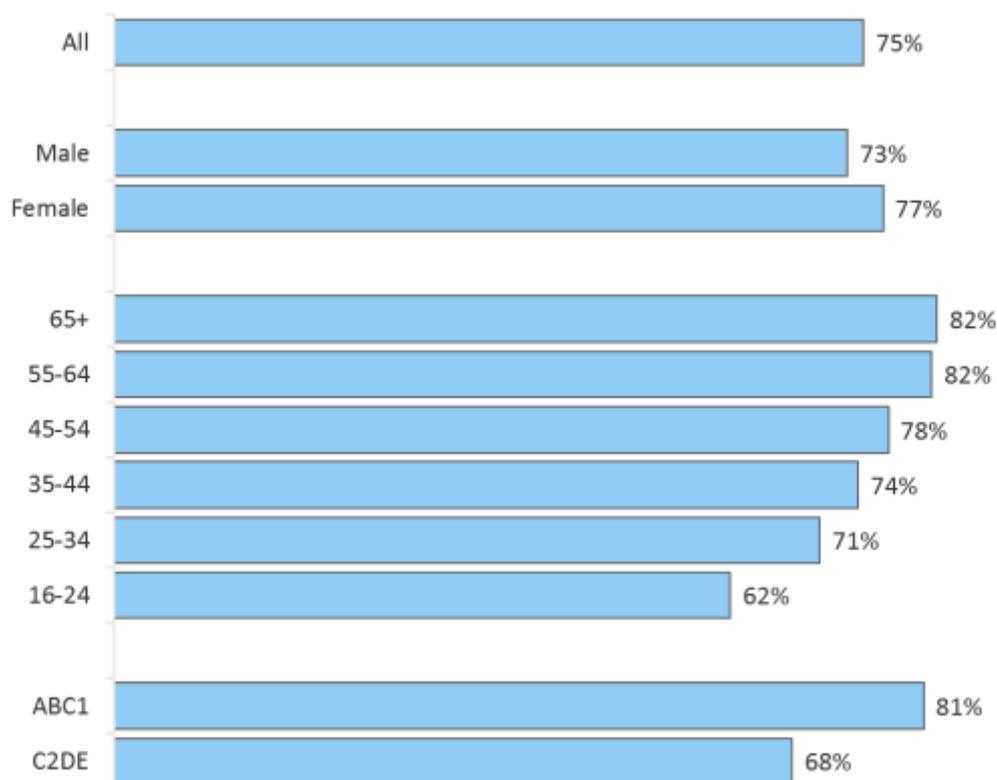
q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base:

All (10,147), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), National Lottery players: at least once a week (1,944), National Lottery players: once every couple of weeks (652), National Lottery players: Monthly (526), National Lottery players: Less often (2,377), National Lottery players (4,408)

8.1.4 Perhaps not surprisingly, 99% of Open Consultation respondents agree that it is important to look after local heritage.

*Visiting local heritage sites*

8.1.5 Three quarters say that they enjoy visiting local heritage sites. Following the common trend, this sentiment is highest among women, people aged 55+ and also ABC1s.



**Figure 24: I enjoy visiting local heritage sites (net: strongly agree / agree)**

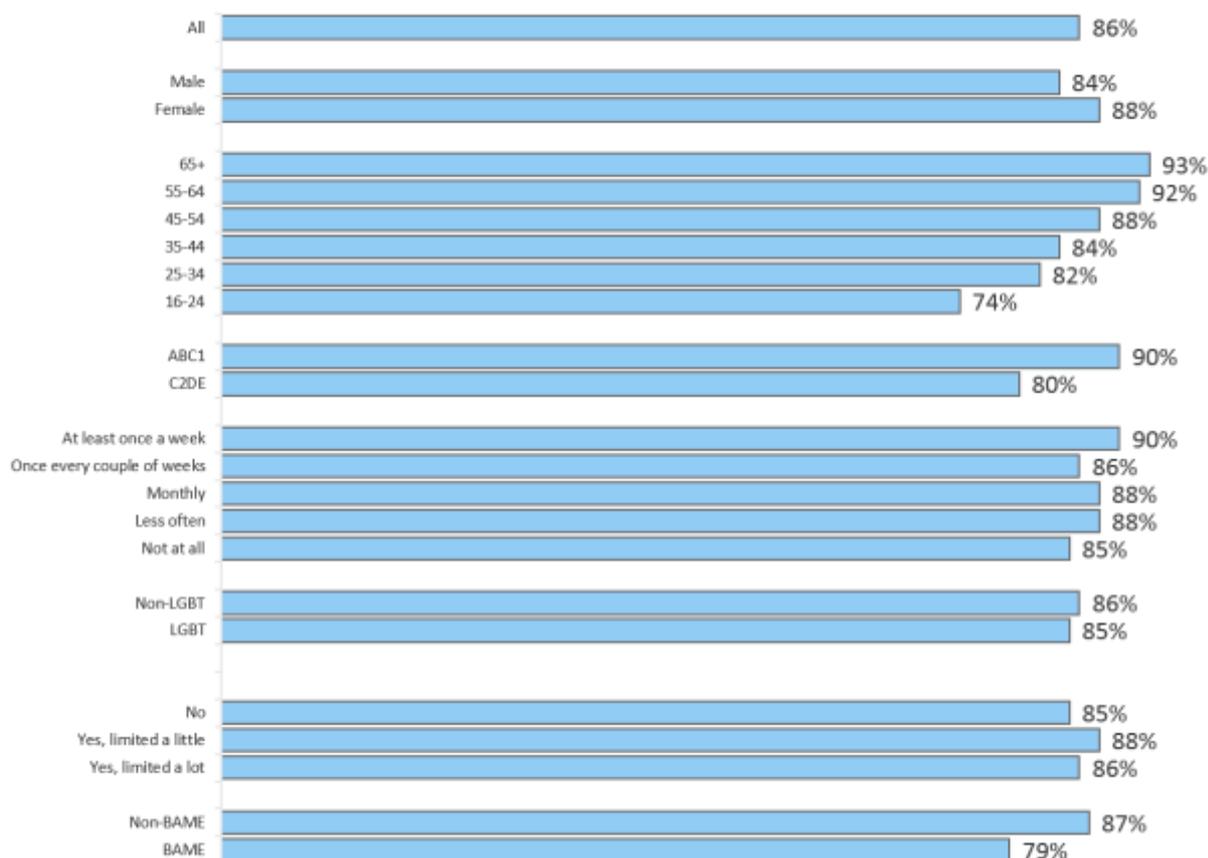
q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base:

All (10,147), Male (4,596), Female (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), ABC1 (6,241), C2DE (3,906)

8.1.6 Ninety-nine percent of Open Consultation respondents enjoy visiting local heritage sites.

*Should heritage buildings, landscapes and places be well looked after?*

- 8.1.7 There is widespread agreement that heritage buildings, landscapes and places should be well looked after. This feeling is particularly prevalent among older people, ABC1s and frequent National Lottery players among whom at least 9 in 10 agree with this sentiment. This can be traced back to earlier findings in the research where older people associated heritage with buildings.
- 8.1.8 All of those contributing to the Open Consultation were in agreement that it is important to them that heritage is well looked after – 77% strongly agree and 23% agree.



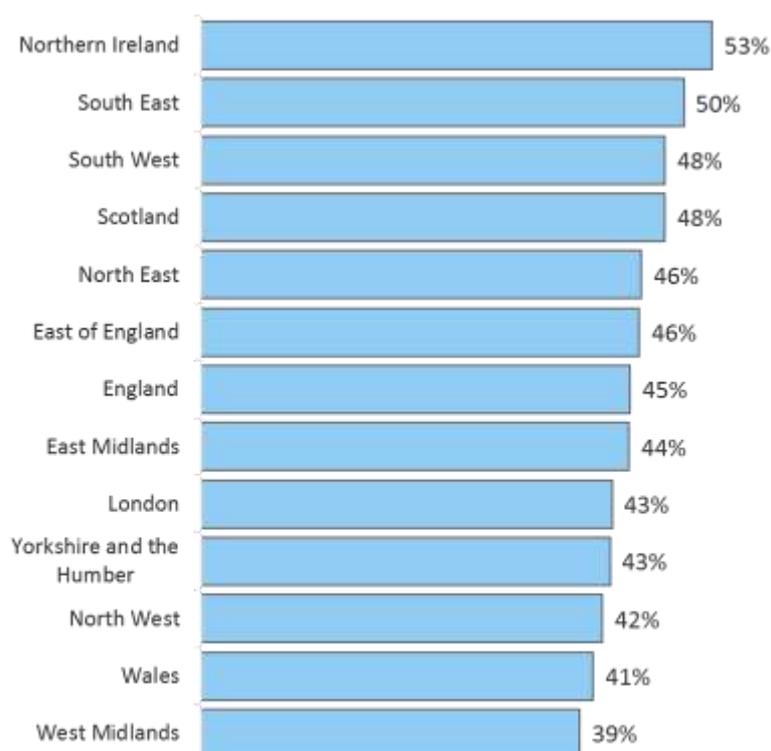
**Figure 25: It is important to me that heritage buildings, landscapes and places are well looked after**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base:

All (10,147), Male (4,596), Female (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), ABC1 (6,241), C2DE (3,906), National Lottery players: at least once a week (1,944), National Lottery players: once every couple of weeks (652), National Lottery players: Monthly (526), National Lottery players: Less often (2,377), National Lottery players: Not at all (4,408), BAME (1,337), non-BAME (8,627), disability – limited a lot (1,072), disability – limited to a certain extent (2,020), disability – none (7,055), LGBT (1,107), non-LGBT (8,289).

*Is the local heritage in your area well looked after and should heritage be brought into better condition?*

8.1.9 The majority of people living in Northern Ireland and the South East think the heritage of the local area is well looked after. Conversely, less than 4 in 10 of people living in the West Midlands agree with this sentiment. Two thirds of people living in Wales consider the area in which they live to be rich in local heritage (4rd position). However, only 41% (12<sup>th</sup> position) think that the heritage of their local area is well looked after. This suggests there is some way to go in closing the gap between heritage richness, and its' maintenance.



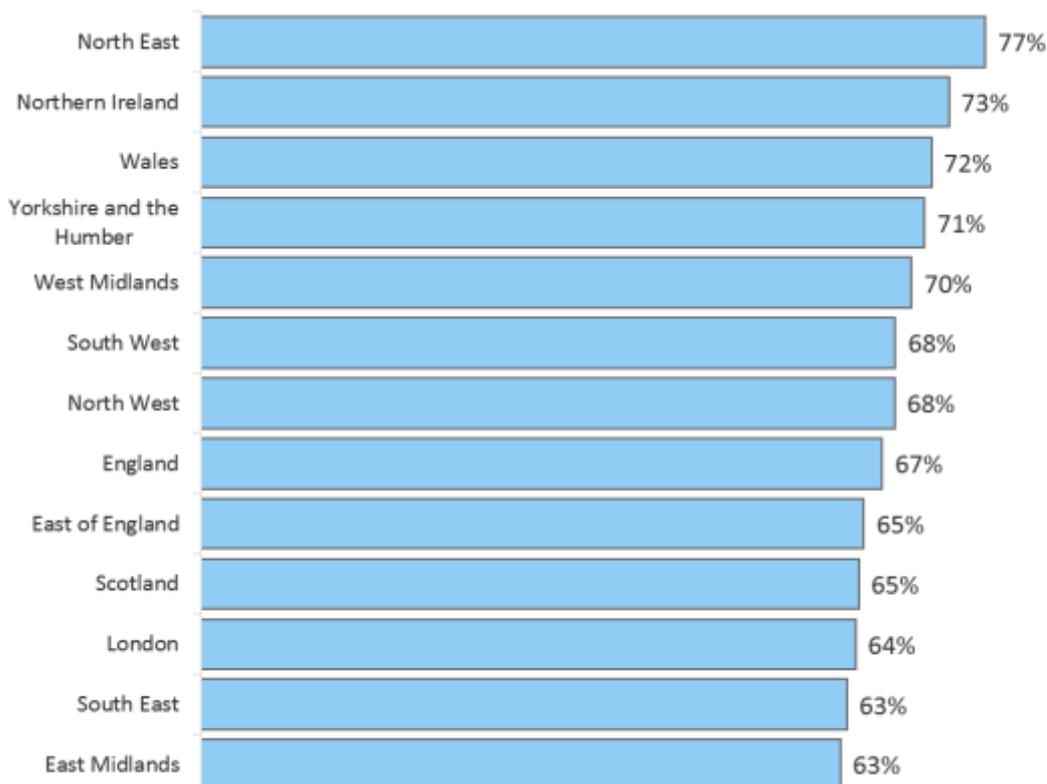
**Figure 26: The heritage of my local area is well looked after (net: strongly agree / agree)**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base: All (10,147) North East (437), North West (1,170), Yorkshire and the Humber (902), East Midlands (761), West Midlands (885), East of England (1,008), London (1,166) South East (1,503), South West (910), Wales (496), Scotland (723), Northern Ireland (186)

- 8.1.10 Those taking part in the Open Consultation were a little more likely to believe that local heritage was well looked after where they live – 49% compared to 45% of the public.
- 8.1.11 Four-fifths of the public (76%) believe that heritage should be brought into better condition. This strength of sentiment rises consistently with age from 65% of 16-24s to 83% of those aged 65 plus.
- 8.1.12 Open Consultation respondents feel even more strongly about this with 93% feeling that heritage should be brought into better condition.

*Should more be done to improve the heritage of your local area?*

- 8.1.13 Despite the majority of people in all regions believing that their area is rich in local heritage, there is a feeling that more should be done to improve the heritage of their local area. This is especially the case in the North East. 64% of people living in there (4th position) think their area is rich in local history. However, over three quarters agree or strongly agree that more should be done to improve the heritage of the local area. Frequent National Lottery players feel significantly more strongly than non-National Lottery players, with 74% agreeing that more should be done compared to 65% of those that do not play at all.
- 8.1.14 Open Consultation participants are particularly keen that more is done in their local area (88%) compared to 67% of the public overall.



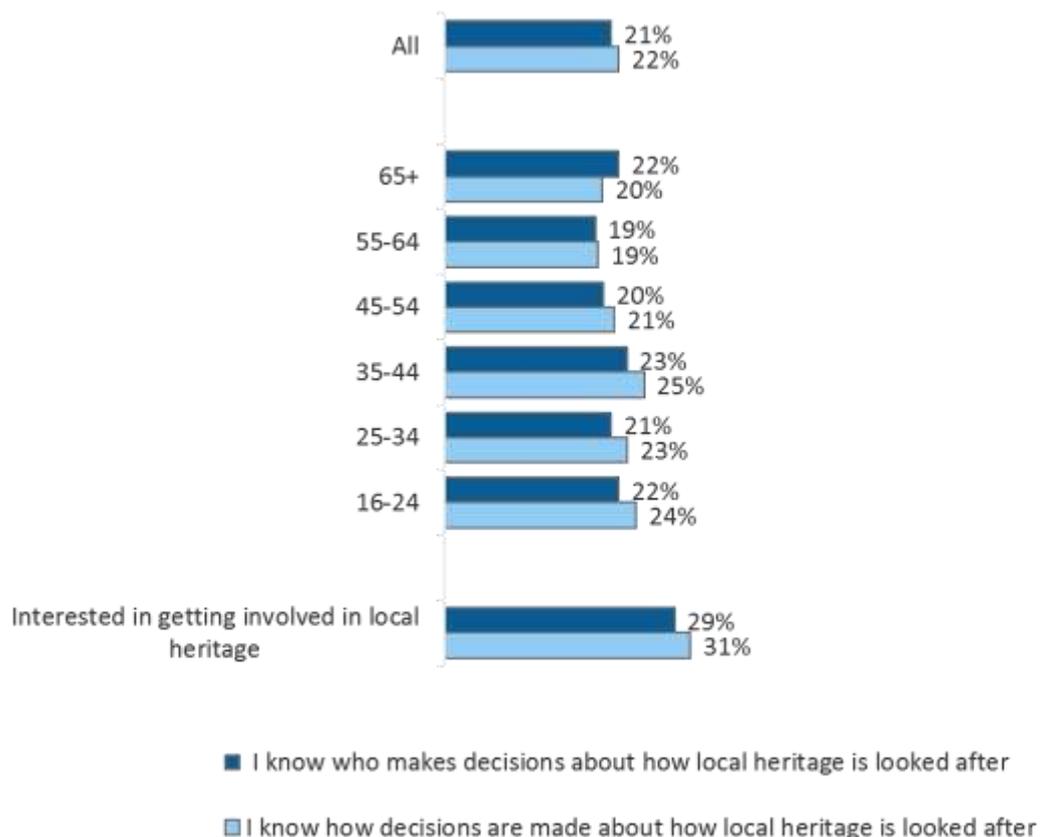
**Figure 27: I think more should be done to improve the heritage of my local area (net: strongly agree / agree)**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base: All (10,147), North East (437), North West (1,170), Yorkshire and the Humber (902), East Midlands (761), West Midlands (885), East of England (1,008), London (1,166) South East (1,503), South West (910), Wales (496), Scotland (723), Northern Ireland (186)

*Do you know how decisions are made about how local heritage is looked after and who it is that makes those decisions?*

8.1.15 The number of people who believe they know how decisions are made about their local heritage is looked after and who makes the decisions is relatively low (22%) given the very high numbers who think that it is important to look after local heritage.

8.1.16 Typically, older people are more engaged with aspects of heritage but there is no evidence to suggest that this group is any better informed than other age groups. Even among people who are interested in getting involved in local heritage, relatively few know how decisions are made about it or who makes the decisions. This opens up a window of opportunity to educate people about these decisions, in order to increase public knowledge and transparency.



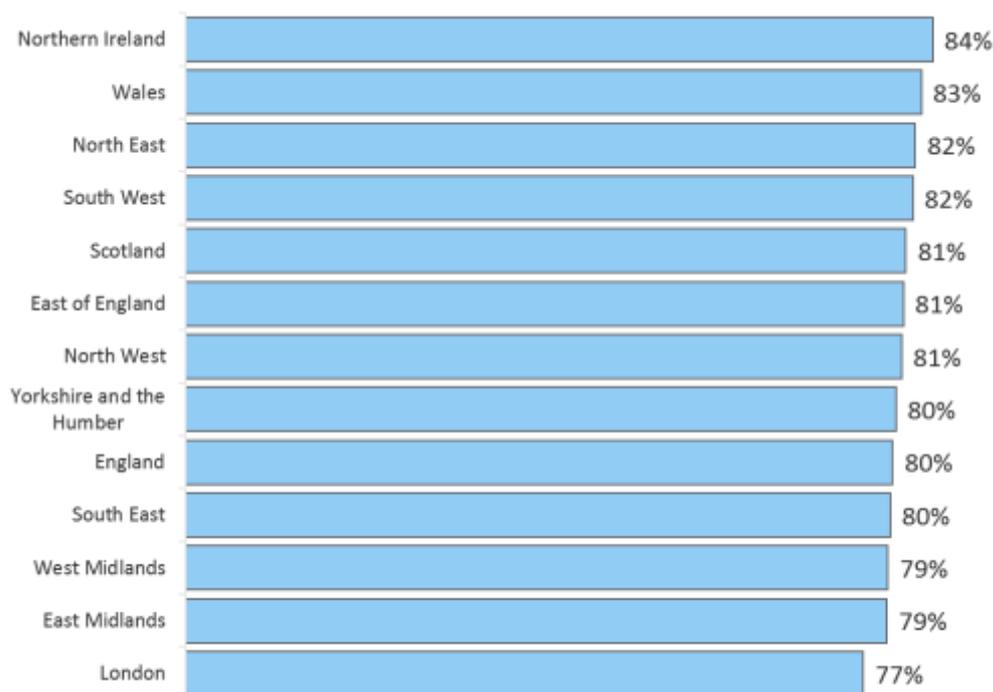
**Figure 28: Knowledge of how decisions about how local heritage is looked after are made, and who makes them (net: strongly agree / agree)**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base: All (10,147), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), interest in getting involved in heritage (4,874).

8.1.17 Open Consultation participants are more likely to feel they know about how local heritage is looked after with 30% agreeing compared to 22% of the public. Thirty-two percent feel that they know who makes those decisions and that compares with 21% of the public.

*Should heritage reflect the interests of local people?*

8.1.18 Similar proportions of people think that decisions that are made about local heritage should reflect the interests of local people (80% agree/strongly agree). This is highest in Northern Ireland. There is general consensus around this statement and even three-quarters of those not interested in getting involved in local heritage agree with it.



**Figure 29: Decisions that are made about local heritage should reflect the interests of local people (net: strongly agree / agree)**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base: All (10,147), North East (437), North West (1,170), Yorkshire and the Humber (902), East Midlands (761), West Midlands (885), East of England (1,008), London (1,166) South East (1,503), South West (910), Wales (496), Scotland (723), Northern Ireland (186)

8.1.19 Eighty-five percent of Open Consultation respondents agree that decisions about heritage should reflect the interests of local people, similar to frequent National Lottery players of which 84% agree.

## 9 Heritage Lottery Fund's strategic objectives

9.1.1 This section isolates six strategic objectives of HLF and presents each individually with relevant sub group analysis. The section concludes with all six objectives shown next to each other to allow for cross comparison.

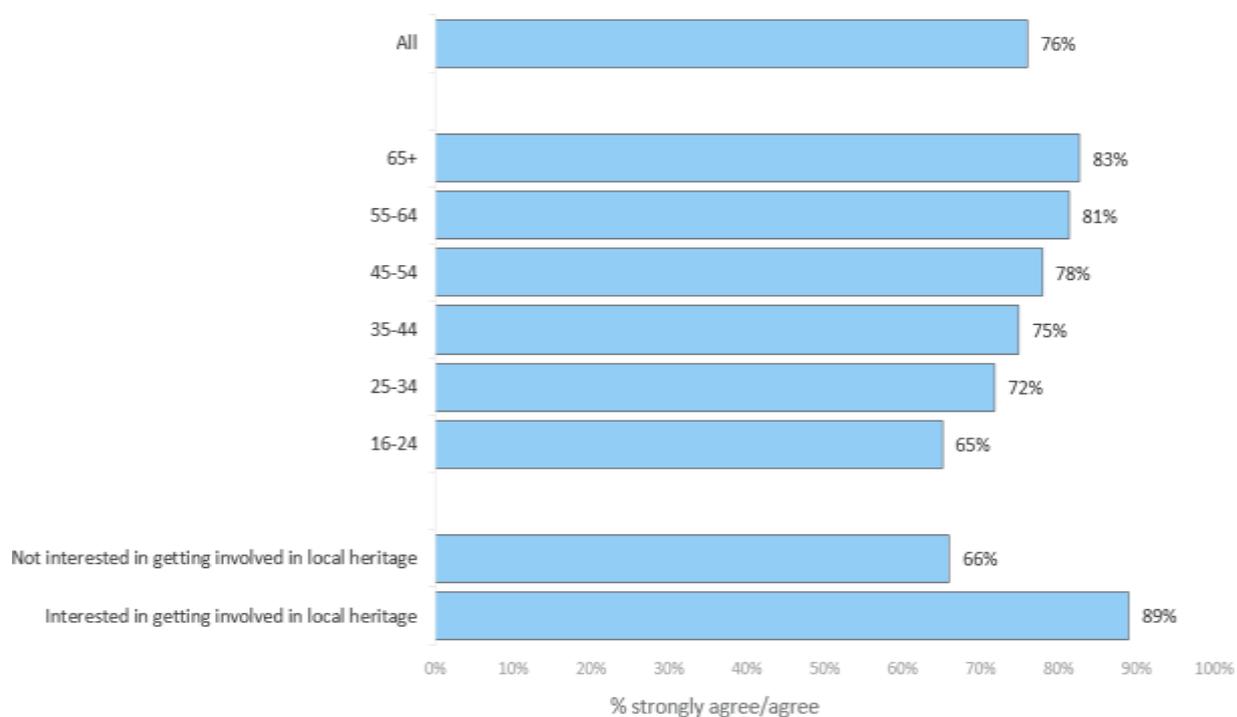
### *Should heritage be brought into better condition?*

9.1.2 Overall, just over three quarters (76%) agree that heritage should be brought into better condition. This sentiment increases with age; 65% of 16 to 24 year olds agree with this statement compared to 83% of those aged over 65.

9.1.3 Understandably, those interested in getting involved with heritage are significantly more likely to think heritage should be brought into better condition (89%) compared to those who aren't (66%).

9.1.4 Among National Lottery players, those who play at least once a week are most likely to agree with this statement (83%). This falls gradually with frequency of play to 74% among those who don't play the lottery at all.

9.1.5 Open Consultation respondents are even more likely to agree that heritage should be brought better condition (93%). Among this group, 48% *strongly* agree compared to 20% among the general population.

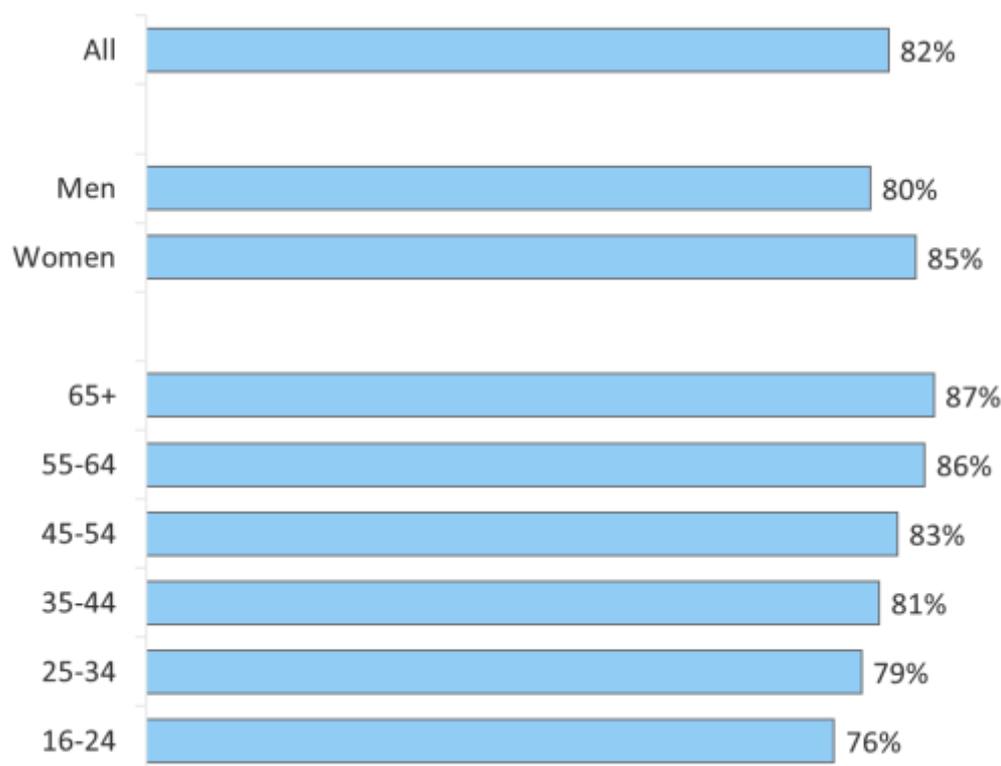


**Figure 30: Heritage should be brought into better condition (net: strongly agree / agree)**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base: All (10,147), men (4,596); women (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), interested in getting involved in local heritage (4,874) not interested in getting involved into local heritage (4,034).

*Should heritage have a social benefit in local areas, helping people and places thrive?*

9.1.6 The vast majority think heritage should have a strong social benefit in local areas, helping people and places to thrive. Women (85%) and older people (87%) feel this most strongly, as do frequent National Lottery players (86%).



**Figure 31: Heritage should have a strong social benefit in local areas, helping people and places to thrive (net: strongly agree / agree)**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base:

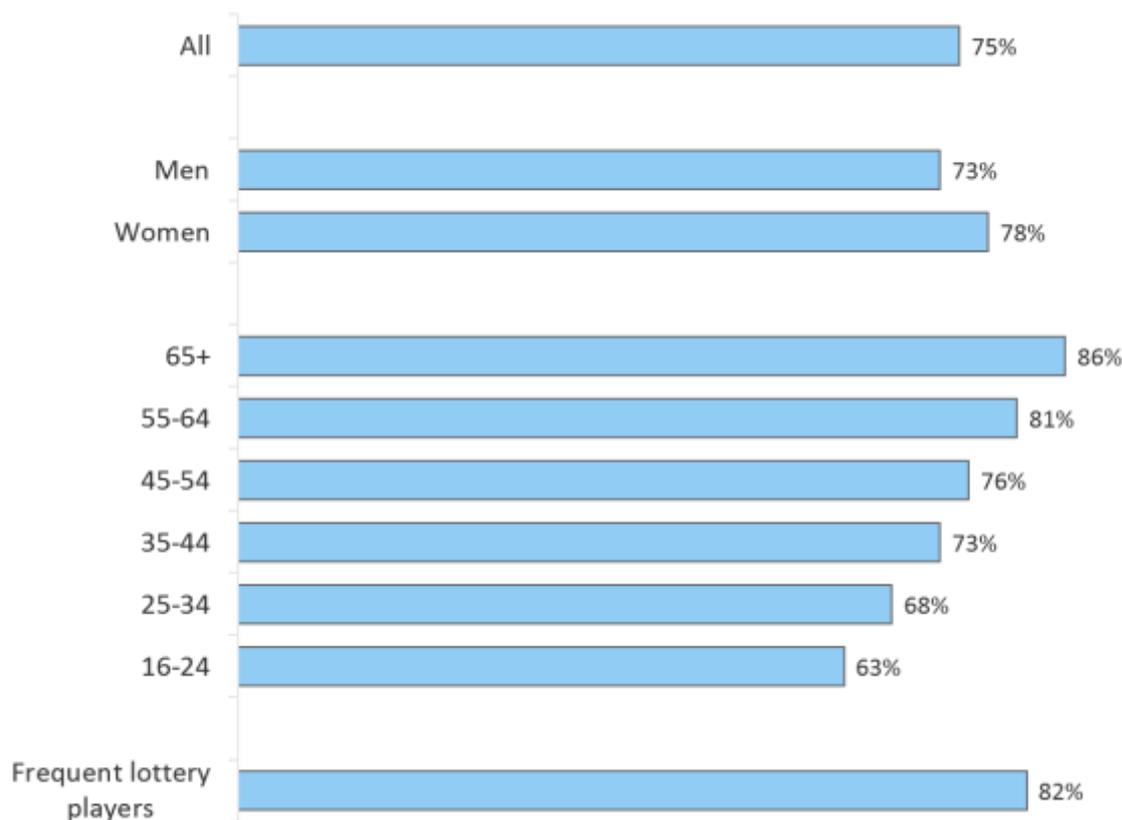
All (10,147), men (4,596); women (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175).

9.1.7 Open Consultation participants believe this as well with 93% agreeing the heritage should have a strong social benefit in local areas.

*Should heritage be enterprising and forward looking?*

9.1.8 Three-quarters feel that heritage should be enterprising and forward looking. Perhaps surprisingly older people see heritage in this way more so than younger people but that could be due to higher levels of uncertainty and knowledge about heritage among younger people. For example a quarter of 16-24s are not sure about whether heritage should be enterprising and forward looking.

9.1.9 A group engaged with heritage, 82% of frequent National Lottery players agree as opposed to 73% of non-National Lottery players.



**Figure 32: Heritage should be enterprising and forward-looking (net: strongly agree / agree)**

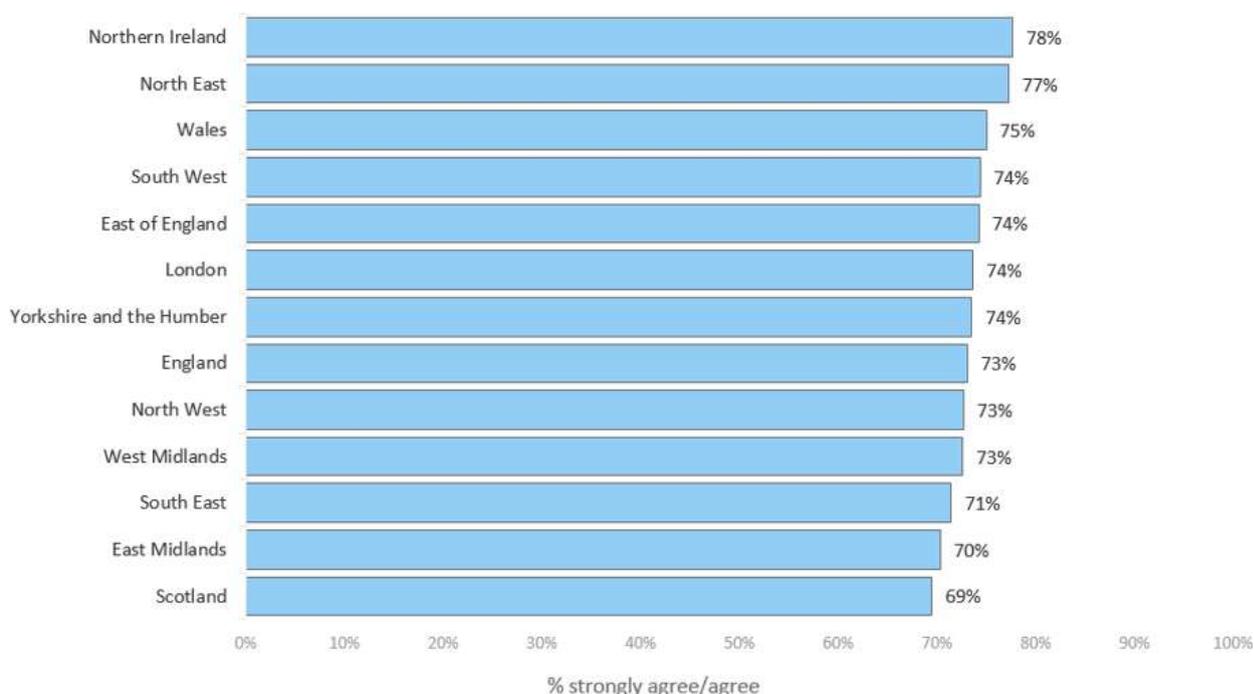
q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base:

All (10,147), men (4,596); women (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), frequent National Lottery players (1,944)

9.1.10 Open Consultation respondents are more certain than the public in general about heritage being enterprising and forward looking – 85% feel this way.

*Can heritage have a significant effect on the economy?*

9.1.11 Seventy-three percent of the public believe that heritage can have a significant effect on the economy and only eight percent disagree. Women, older people and frequent National Lottery players are more likely than others to agree that it can and it is notable that those living in places like the North East (77%) and Northern Ireland (78%) are the most likely to believe that.



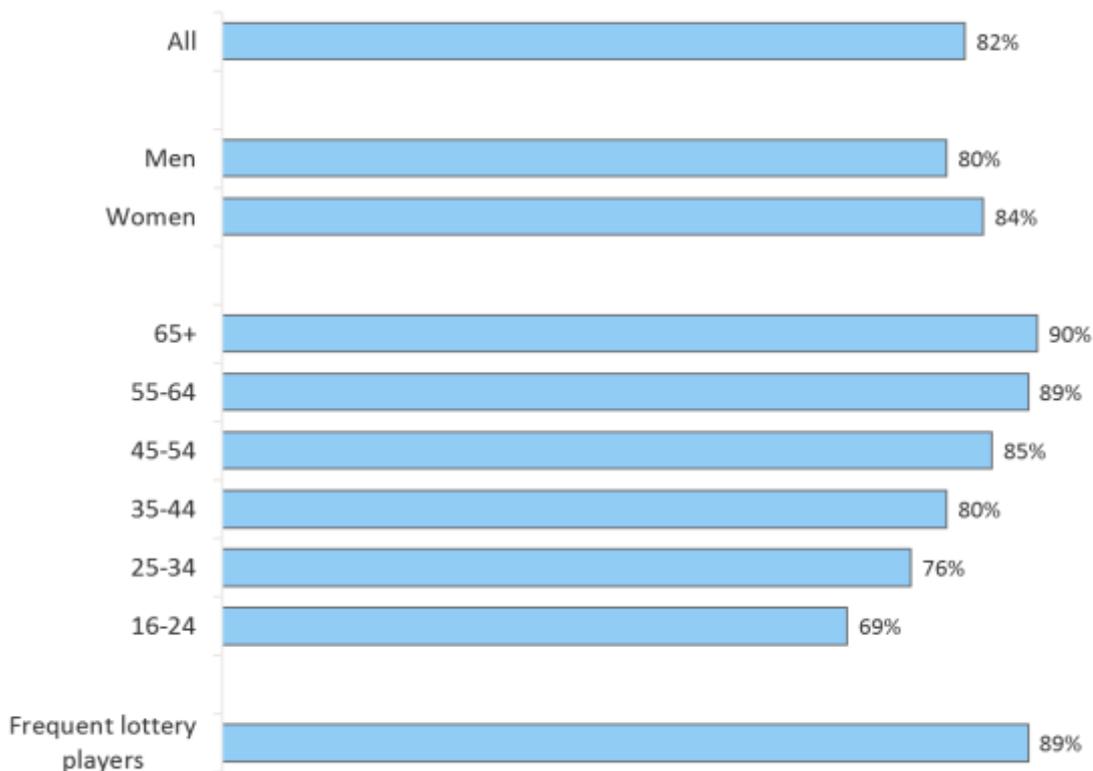
**Figure 33: Heritage can have a significant effect on the economy (net: strongly agree / agree)**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base: All (10,147), North East (437), North West (1,170), Yorkshire and the Humber (902), East Midlands (761), West Midlands (885), East of England (1,008), London (1,166) South East (1,503), South West (910), Wales (496), Scotland (723), Northern Ireland (186)

9.1.12 Open Consultation respondents also agree, with 91% feeling that heritage can effect the economy.

*Should people be inspired to value heritage more?*

9.1.13 The vast majority agree that people think people should be inspired to value heritage more than they do at present. Eighty-two percent agree with this view and the strength of feeling is greater among women, older people and frequent National Lottery players.



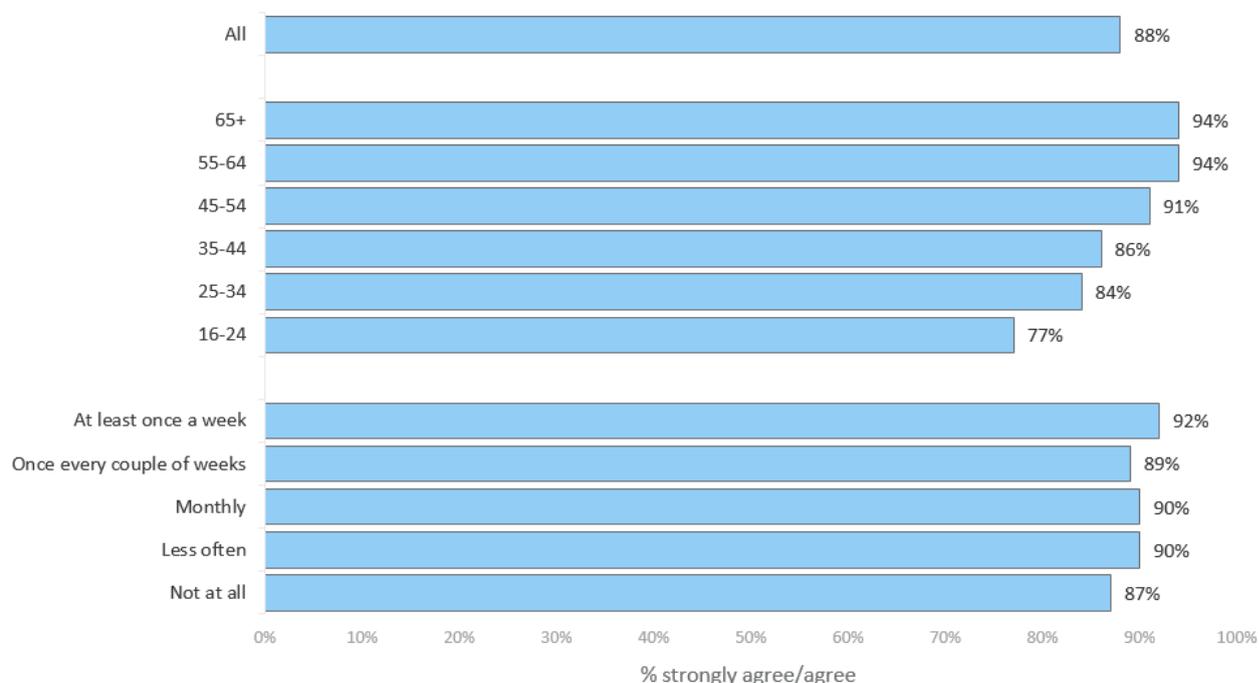
**Figure 34: People should be inspired to value heritage more (net: strongly agree / agree)**

q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base:

All (10,147), men (4,596); women (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), frequent National Lottery players (1,944)

*Should heritage be enjoyed by as wide a range of people as possible?*

9.1.14 Agreement with this objective is particularly strong. Nearly nine in ten (88%) feel that heritage should be enjoyed by as wide a range of people as possible and again women, older people and frequent National Lottery players are significantly more likely to feel that way.



**Figure 35: Heritage should be enjoyed by as many people as possible (net: strongly agree / agree)**

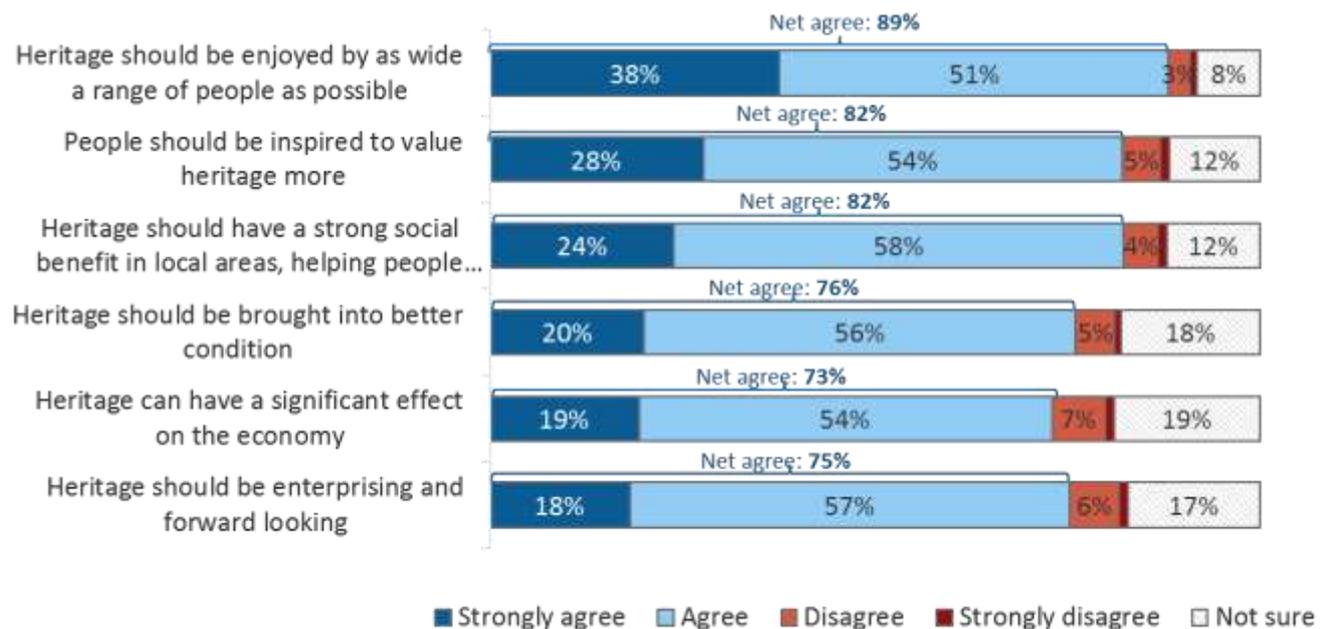
q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base:

All (10,147), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), ABC1 (6,241), C2DE (3,906), National Lottery players: at least once a week (1,944), National Lottery players: once every couple of weeks (652), National Lottery players: Monthly (526), National Lottery players: Less often (2,377), National Lottery players: Not at all (4,408) ,

9.1.15 Participants in the Open Consultation feel even more strongly that people should be inspired to value heritage more. Ninety-seven percent believe that should be a goal and a similar proportion (98%) believe heritage should be enjoyed by as wide a range of people as possible

*Strategic objectives summary*

- 9.1.16 The large majority of people either agree or agree strongly with all six of the Heritage Lottery Fund’s strategic objectives. The objective which gathered the most support is that “*heritage should be enjoyed by as wide a range of people as possible.*” This is especially the case for the most engaged groups, with 94% of those aged 55 and over and 92% of ABC1s and frequent National Lottery players agreeing or strongly agreeing with the objective. For non-National Lottery players, support for this statement is still high with 87% in agreement,
- 9.1.17 Agreement levels across all six objectives are higher among the same demographic sub groups as elsewhere in the survey such as older people, women, ABC1s and frequent National Lottery players. Although “*heritage can have a significant effect on the economy*” gained the least support (73%), this is, of course, still a relatively high score.

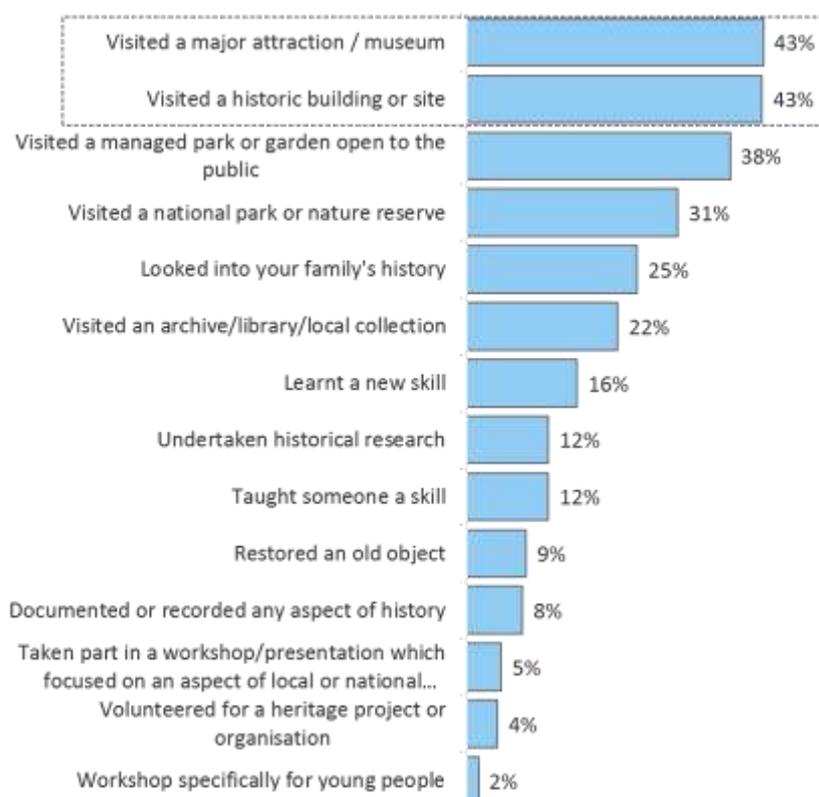


**Figure 36: HLF strategic objectives**

Base: q15. To what extent do you agree or disagree with the following statements about heritage? Please remember that 'heritage' can include the natural landscape, culture and memories as well as buildings and artefacts. Base: All (10,147)

## 10 Involvement in heritage

10.1.1 Visiting different types of sites and attractions occupy five out of the six most popular heritage related activities with the two most popular destinations being ‘major attractions/museums’ and ‘historic buildings and sites’ (both 43%). Both of these are significantly more popular with older people, with half of over 55s having visited a historic building or site in comparison with one in three 16-24 year olds. The most common ‘non-visit’ based activity is looking into family history which a quarter of people have done in the last year. In general, it is older people who engage in most activities in larger numbers than younger people. However, 16-24 year olds formed the largest group for those who said they learnt a new skill (30%) and were as likely to have undertaken historical research as those aged over 55. For almost all activities, it was significantly more likely for ABC1s to have taken part than C2DEs; a similar pattern exists for non-BAME versus BAME.

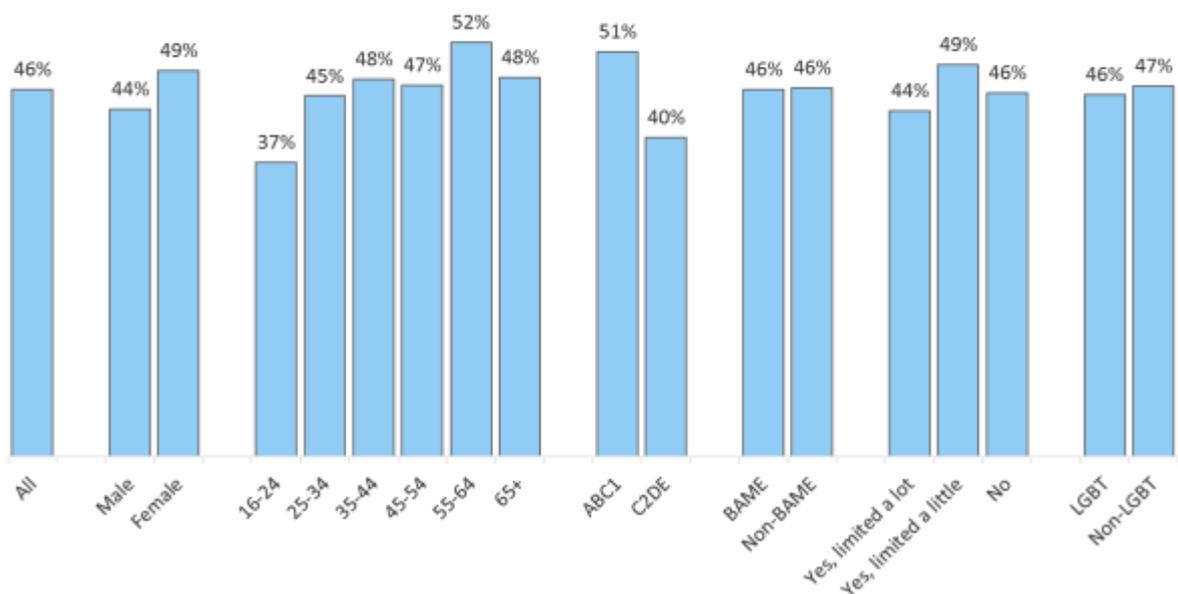


**Figure 37: Heritage related activities in last 12 months**

q16. Have you done any of the following heritage related activities over the last 12 months? Base: All (10,147)

10.1.2 Overall 46% of people said they would either be interested or very interested in getting involved with local heritage. Interest is highest amongst the ABC1 social grade while more women than men would be interested. Interest also grows among those over the age of 24. There is robust level of interest among BAME and LGBT groups as well as those with a disability. The challenge here is to bridge the gap between what people say, and the actions they make. With over 4 in 10 saying they are interested in getting involved, the challenge now is to engage these people and find opportunities that work for them.

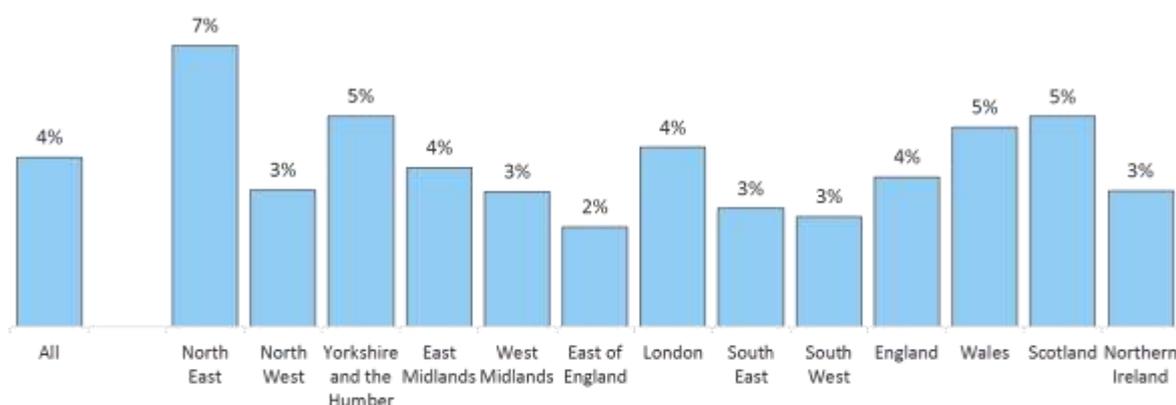
10.1.3 With regards to getting involved with local heritage, there are not significant differences between the views of frequent lottery and non-National Lottery players. In fact, the groups with the most interest are those who play once every couple of weeks or monthly (54%).



**Figure 38: Interest in getting involved with local heritage (net: interested)**

q17. Thinking about local heritage, how interested or not are you in getting involved? Base: All (10,147), Male (4,596), Female (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), ABC1 (6,241), C2DE (3,906), BAME (1,337), non-BAME (8,627), disability – limited a lot (1,072), disability – limited to a certain extent (2,020), disability – none (7,055), LGBT (1,107), non-LGBT (8,289)

10.1.4 As would be expected, few have actually been involved in a HLF funding application. The North East is slightly higher in submitting applications with the East of England recording the lowest amount.



**Figure 39: Involvement in HLF application in the past**

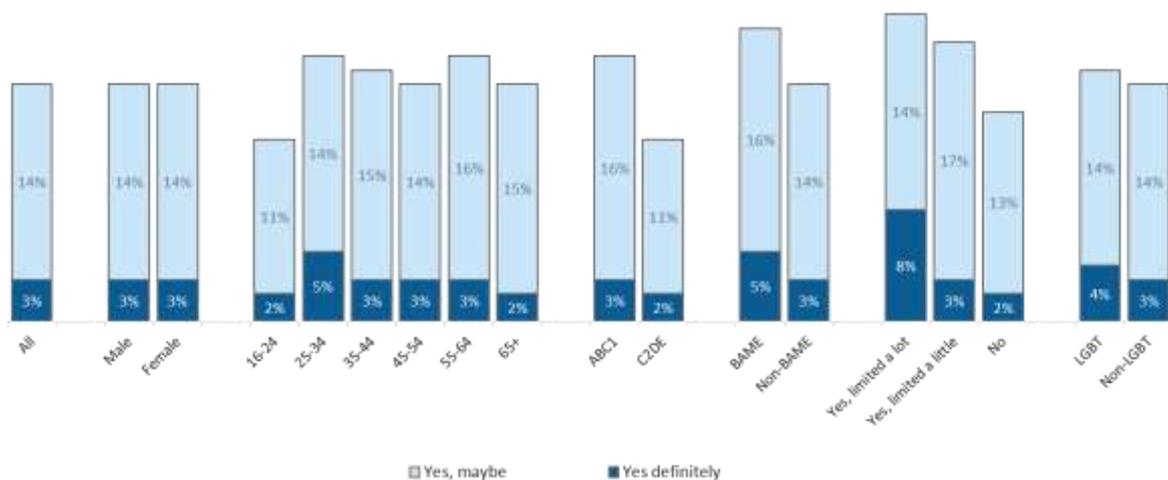
q23. Have you ever been involved in applying for a grant through the Heritage Lottery Fund (HLF) in the past?

Base: All (10,147), North East (437), North West (1,170), Yorkshire and the Humber (902), East Midlands (761), West Midlands (885), East of England (1,008), London (1,166) South East (1,503), South West (910), Wales (496), Scotland (723), Northern Ireland (186)

## 11 Raising awareness of HLF

11.1.1 The Vision research highlighted a perceived lack of knowledge about HLF, what funding opportunities exist through HLF and how to make an application. Response in the quantitative survey confirms that less than 2 in 10 would have some idea of who to approach for funding. However, out of those who do, HLF does figure as an organisation who could help. See below for full details.

11.1.2 Only three percent said that they would definitely know where to go to get help funding a heritage project with a further 14% saying they might know. As with knowledge of how decisions are made about how local heritage is looked after and who makes the decisions, the level of awareness is fairly low and consistent across the different age ranges - with the exception of 16-24 year olds - even among older people.

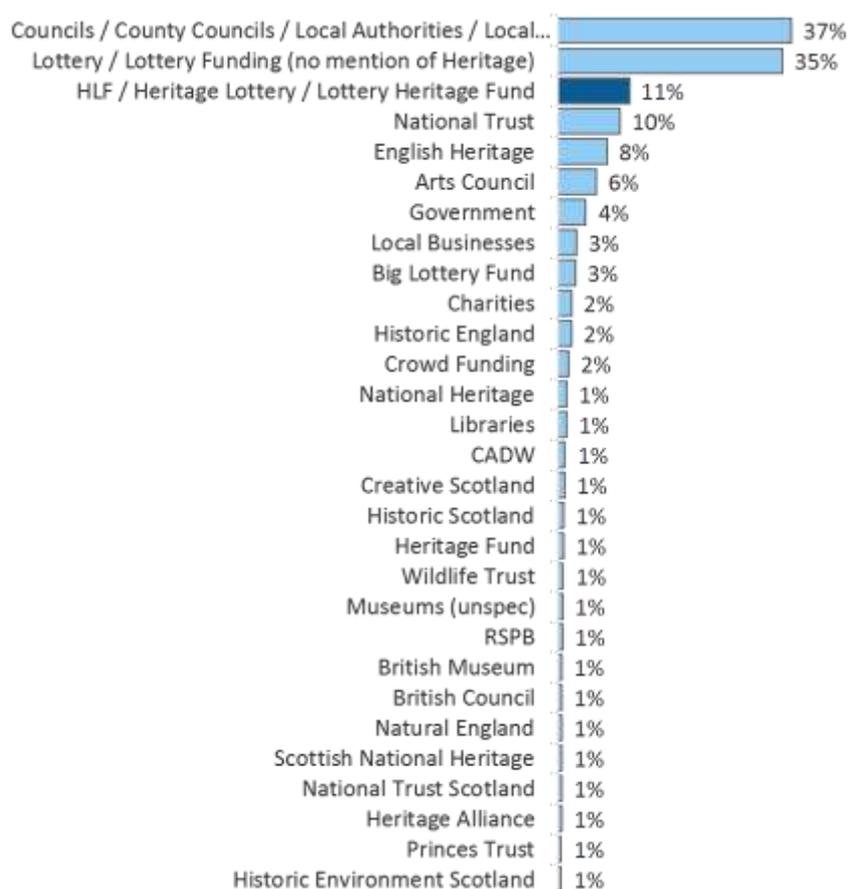


**Figure 40: Knowledge of where to get funding for a heritage project**

q21. Imagine you wanted to start your own heritage project, would you know where to go to get funding to help you with this? Base: All (10,147), Male (4,596), Female (5,551), 16-24 (945), 25-34 (1,635), 45-54 (1,983), 55-64 (1,592), 65+ (2,175), ABC1 (6,241), C2DE (3,906), BAME (1,337), disability – limited a lot (1,072), disability – limited to a certain extent (2,020), disability – none (7,055), LGBT (1,107), non-LGBT (8,289).

11.1.3 Respondents were asked to name organisations that could be approached to help with funding a heritage project and were not prompted with a list. There is an encouraging association between the lottery and heritage funding and one in ten specifically referenced HLF.

11.1.4 If it were a strategic aim to become better known for this type of work among the public, a degree of distinction from the general association with “lottery funding” would almost certainly be helpful in this objective.



**Figure 41: Organisations that could be approached to help with funding a heritage project. Spontaneous unprompted responses**

q22. Which organisations you would approach to help with funding of your own heritage project? Base: Believe they know of organisations where to get funding (1,550).

## 12 The breadth and type of heritage funding

12.1.1 This is a Vision research theme. When considering HLF's current programmes, National Lottery players tended to be surprised about the variety of work funded by HLF, and when they considered it, they were very positive about this range. The quantitative research confirms that the largest appetite tends to be for a balanced approach regarding funding for local vs. national projects and also the size/number of grants. However, there are regional differences in preferences which are outlined below.

12.1.2 In all regions, the largest percentage of people prefer a balance of local and national projects. When looking at those who do prefer either a local or a national focused project, more people come down on the local side apart from in London where there is equanimity. Whilst older people and frequent National Lottery players focus more on local projects, 16-24 year olds and those with disabilities lean towards national projects.

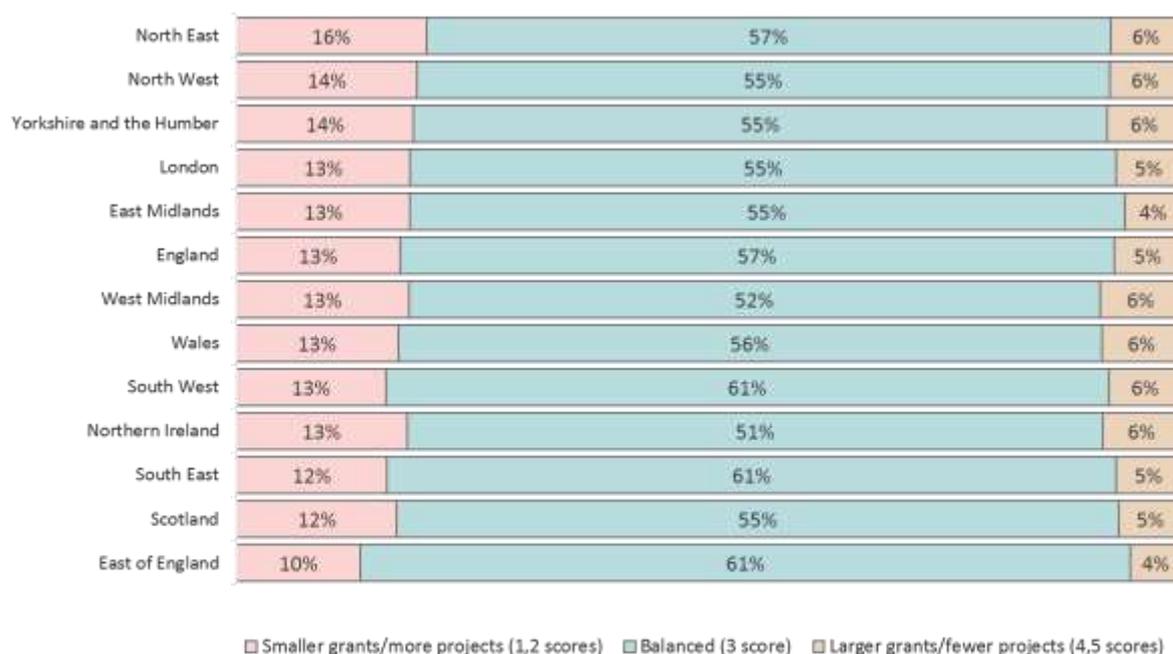


**Figure 42: Preference for HLF funding - local versus national projects**

Q24a. HLF can fund many different types of heritage focused projects. Using the following scales, please indicate your preference in terms of the funding provided by the Heritage Lottery Fund. Base: All (10,147)

12.1.3 The difference between the public and Open Consultation respondents is not large but still a statistically significant larger group of 23% favour local projects compared to 19% of the public and seven prefer national (11% public).

12.1.4 The majority of people in all regions would prefer a mix of small and large grants (57%). Among those with a definite preference, smaller grants resulting in more projects is a more popular type of funding than larger grants resulting in fewer project and this is the case across all regions.



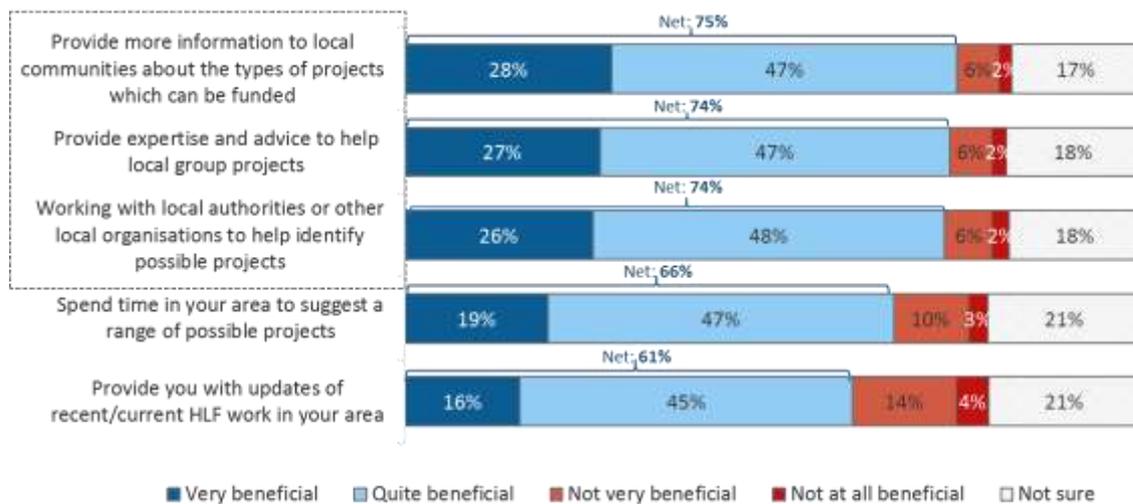
**Figure 43: Preference for HLF funding: More small grants or fewer large grants**

Q24b. HLF can fund many different types of heritage focused projects. Using the following scales, please indicate your preference in terms of the funding provided by the Heritage Lottery Fund. Base: All (10,147)

12.1.5 Open Consultation respondents prefer the even mix of small and larger projects (87%) compared to 57% of the public.

## **13 Reaching out pro-actively to local communities and public involvement**

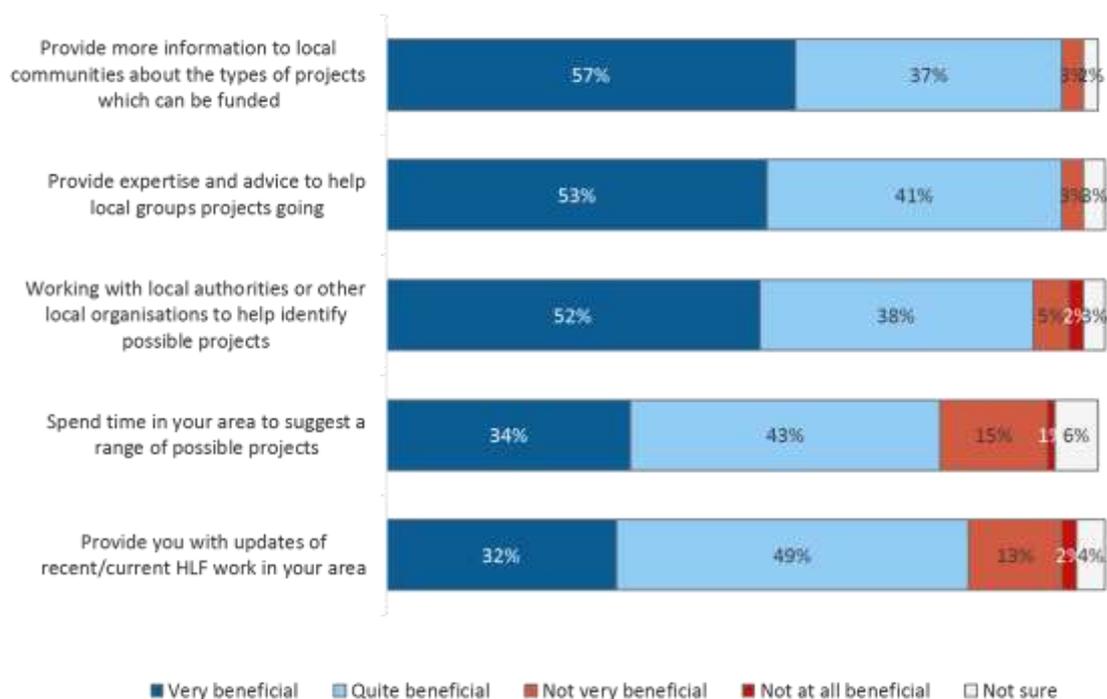
- 13.1.1 *This section addresses two themes picked out by the Vision research. The first theme highlighted a view that HLF should be more pro-active towards communities which is a sentiment supported by the response to the quantitative survey, especially in the areas of providing more information about the types of projects which can be funded, providing expertise and advice and helping to identify possible projects. There is also a degree of support in how to involve the public more, most notably for reading about local heritage projects as well as voting to choose which local projects are awarded funding.*
- 13.1.2 There is an appetite for all of the suggested potential actions that HLF could take to become more pro-active within communities. A large majority stated that they would be either quite or very beneficial. However, based on the larger number of people who say they are 'very beneficial' plus the low level of negative sentiment, it is apparent that there are a definite top three actions which would be well received if they were to be implemented. These are: 'provide more information to local communities about the types of projects which can be funded' (75%); 'provide expertise and advice to help local group projects' (74%); and 'working with local authorities or other local organisations to help identify possible projects' (74%). These actions are seen as being particularly beneficial by some of the most engaged with heritage groups, including older people, ABC1s and frequent National Lottery players.
- 13.1.3 In addition to being popular potential measures, 16% feel that such actions if undertaken would encourage them or their family to become more involved with local heritage projects; this was highest for 55-64 year olds (21%) and lowest for 16-24s (13%). This was highest for those who play the lottery once every couple of weeks (24%) compared to those that do not play at all (14%).



**Figure 44: Actions which could be taken by HLF**

q26. How beneficial or not do you think it would be if the Heritage Lottery Fund were to... Base: All (10,147)

13.1.4 Reflecting their higher level of engagement in heritage, those taking part in the Open Consultation felt that all of the suggested pro-active measures would be beneficial with the providing of information to local communities, expertise and advice to local groups and working with local authorities being the most potentially valuable.

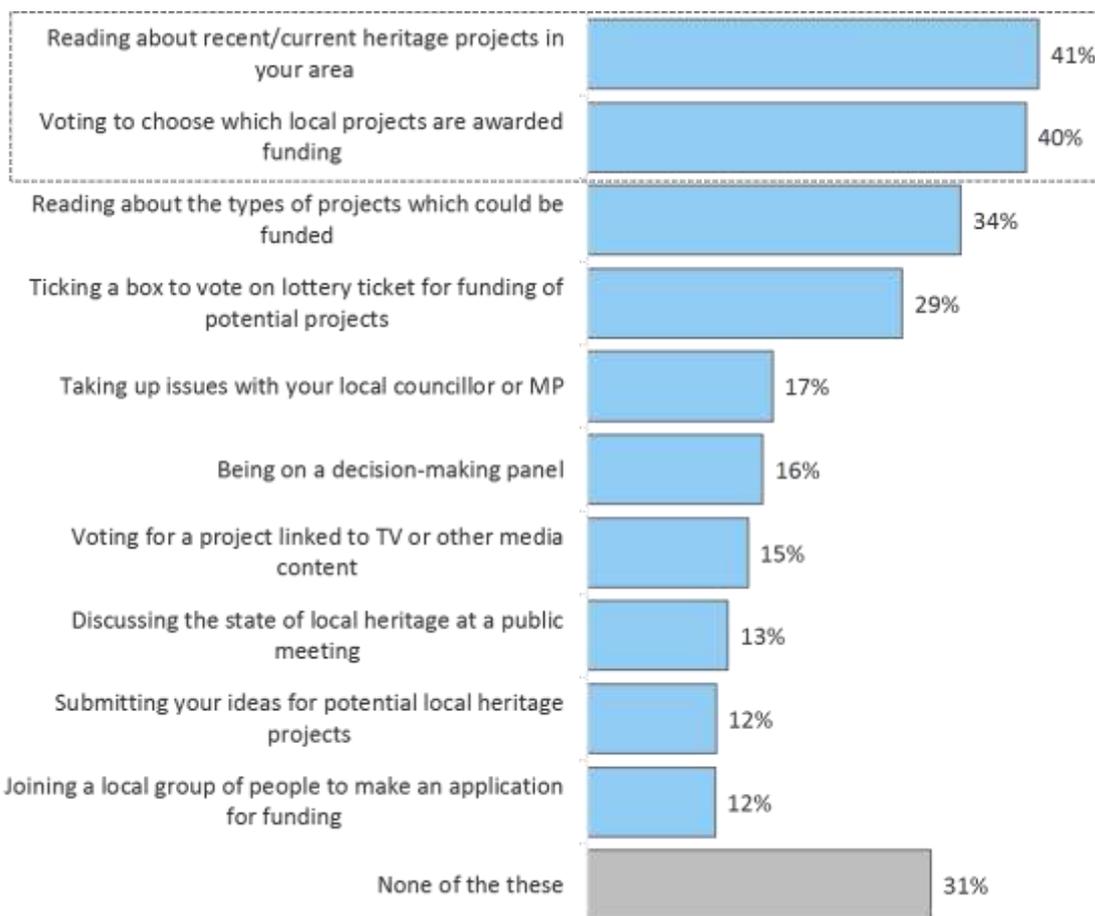


**Figure 45: Actions which could be taken by HLF (Open Consultation)**

q26. How beneficial or not do you think it would be if the Heritage Lottery Fund were to... Base: All (1,585)

13.1.5 Whilst 16% of the public thought these actions might encourage them to get involved with local heritage to a very large or large extent, 47% of Open Consultation participants feel the same way.

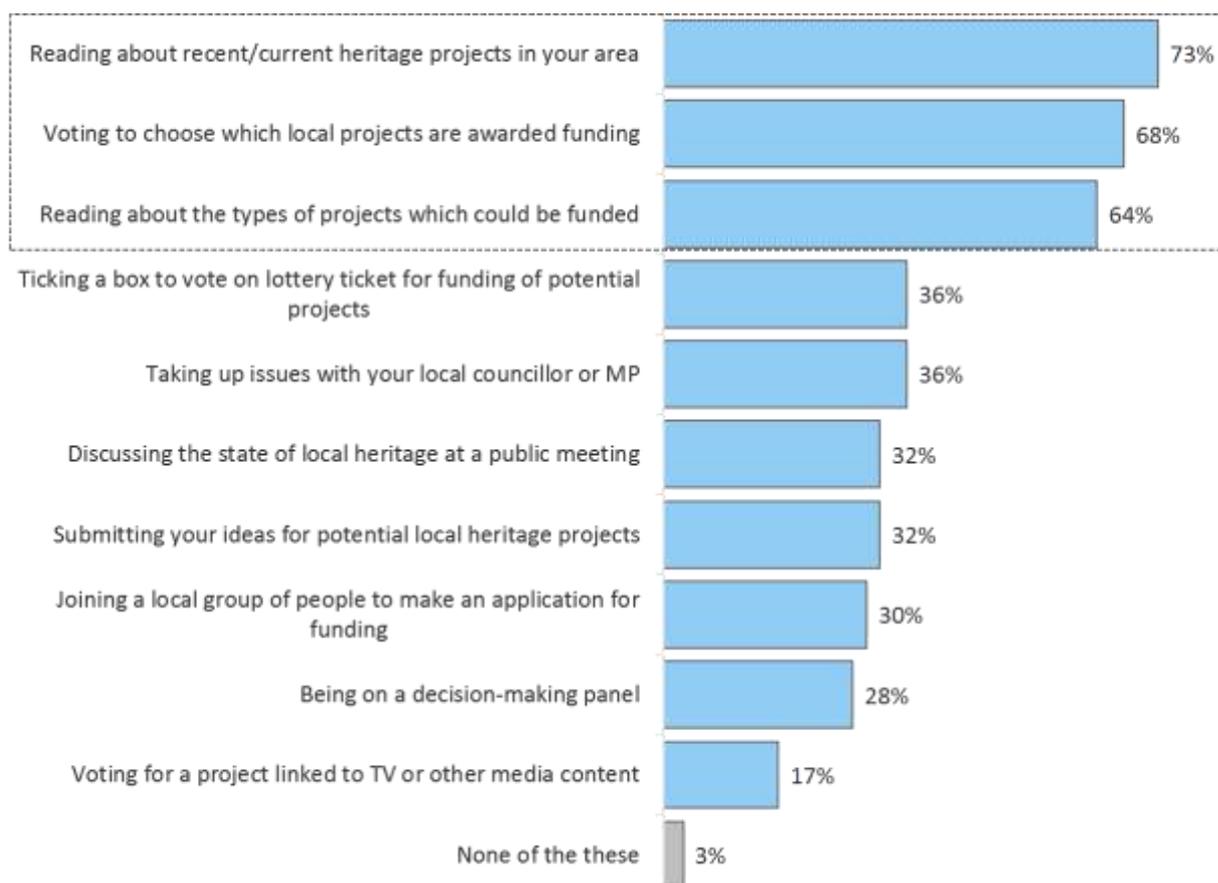
13.1.6 Forty-one percent said they might be interested in ‘reading about recent/current heritage projects in their area’ or ‘voting to choose which local projects are awarded funding.’ This idea is especially popular for those aged 55 and over, 49% of whom show interest. Most avenues of public involvement have a higher level of interest among older people, as well as ABC1s and LGBT. However, there is relative parity across the age groups for ‘submitting your ideas for potential local heritage projects’ and ‘joining a local group of people to make an application for funding.’ A group highly engaged with traditional and social media, younger people (18-24s) prefer voting for a project linked to TV or other media content (18%), as opposed to 12% of 65 and over. This suggests there could be value in targeting avenues at certain age groups, in order to gain support and high levels of involvement.



**Figure 46: Public involvement ideas and concepts**

Base: q28. Which, if any, of the following might you interested in doing? Base: All (10,147)

13.1.7 Open Consultation participants are significantly more interested in all of the ways of getting involved. The order of interest in the ideas is similar to the public but with a clear top three preferences and keenness to be more involved in the future.



**Figure 47: Public involvement and ideas (Open Consultation)**

Base: q28. Which, if any, of the following might you interested in doing? Base: All (1,585)

## Annex A: Demographic breakdown of sample responses

Group	Unweighted	Weighted
Men	4596	4952
Women	5551	5195
16-24	945	1451
25-34	1635	1695
35-44	1817	1654
45-54	1983	1755
55-64	1592	1421
65+	2175	2171
ABC1	6241	5689
C2DE	3906	4458
North East	437	416
North West	1170	1116
Yorkshire & Humber	902	842
East Midlands	761	731
West Midlands	885	893
East of England	1008	944
London	1166	1319
South East	1503	1390
South West	910	863
Net: England	8742	8513
Wales	496	487
Scotland	723	863

Group	Unweighted	Weighted
Northern Ireland	186	284
White	8627	8630
Black Asian and Minority Ethnic	1337	1319
Heterosexual	8315	8734
Lesbian, Gay, Bisexual, Transgender	1097	609
Disability, limited a lot	1072	1138
Disability, limited a little	2020	2016
Disability, No	7055	6993
Take part in National Lottery: once a week	1944	1820
Net: National Lottery weekly, every couple of weeks, monthly or less often	5499	5332
Do not take part in National Lottery	4408	4539

## Annex B: Demographic breakdown of open consultation responses

Group	Responses
Men	603
Women	958
16-34	99
34-59	623
60+	827
Prefer not to say	36
North East	64
North West	119
Yorkshire & Humber	162
East Midlands	107
West Midlands	119
East of England	164
London	106
South East	203
South West	160
Wales	108
Scotland	249
Northern Ireland	11
White	1430
Black Asian and Minority Ethnic	35
Heterosexual	1270
Lesbian, Gay, Bisexual, Transgender	59

Group	Responses
Disability, limited a lot	64
Disability, limited a little	189
Disability, No	1295
Take part in National Lottery: once a week	240
Net: National Lottery weekly, every couple of weeks, monthly or less often	870
Do not take part in National Lottery	684

## Annex C: Segmentation summary

A segmentation exercise was undertaken on the nationally representative survey only. This process revealed 8 different sub groups which can be initially categorised by their level of interest in heritage ranging from those with a relatively high interest level to those with none. Within each level of interest, specific groups have been drawn out based on their demographic profile, general interests and activities as well as their perceptions and attitudes towards heritage. A separate annex will be produced which summarises findings across the different segments. The segments are as follows:

**Figure 48: High interest segments**

### Segment 1: Interested and Involved

- Heritage matters personally to a large extent
- High heritage interest
- High instance of volunteering for a heritage project or organisation
- High instance of taking part in a workshop/presentation focused on heritage
- High instance of involvement with local community or neighbourhood groups
- Very keen interest in joining in local regeneration projects
- Highly educated
- Older segment

### Segment 2: Older and Engaged

- Heritage matters personally to a large extent
- High heritage interest
- Majority have looked into their family's history
- Highest interest in local and natural history
- Highest interest in religion generally
- Relatively low involvement in youth/children's activities
- Relatively high involvement in organisations for older people
- Oldest segment

**Figure 49: Medium interest segments**

### Segment 3: Large Project Emphasis

- Heritage matters personally to a moderate extent
- Mid-interest in history/heritage.
- Some involvement in religious organisations (not specifically heritage)
- Favouring larger funding projects
- Tend to be higher than average for males and for Black, Asian and minority ethnic

### Segment 4: Environmentally Focused

- Heritage matters personally to a moderate extent
- Preservation of wildlife is important
- Enjoy visiting local heritage sites
- Low knowledge of decision making
- Wildlife/Outdoors interests
- Reading and voting interest but not actively involved or keen to join in
- Older and female dominated segment

### Segment 5: Small & Local Prioritisation

- Heritage matters personally to a moderate extent
- Defined by a preference for mainly small grants to lots of projects
- Also defined to a lesser extent by a preference for mainly local projects
- Older, lower education level segment

### Segment 6: Younger and Active

- Heritage matters personally to a moderate extent
- High instance of involvement in youth/ children's activities, children's education/schools, safety/first Aid and sport/exercise
- Highest interest in sports
- Highly educated, younger segment

**Figure 50: Low interest segment**

### Segment 7: Younger and Disengaged

- Heritage matters personally to a very low extent
- Not interested in getting involved in local heritage
- Very low involvement in heritage related activities
- Low involvement in clubs/organisations generally
- Lower education
- Younger

**Figure 51: No interest segment**

**Segment 8: Rejecters**

- Heritage does not matter at all personally
- Not interested in getting involved in local heritage
- Very low involvement in heritage related activities
- Low involvement in clubs/organisations generally
- Lower education
- Younger