Heritage Lottery Fund

Heritage Grants Output data Survey 2015

1. Contents

2. Introduction and methodology

2.1 Introduction

This report summarises the results of the Heritage Lottery Fund's Output Data survey, a programme of research which collects data from HLF-funded Heritage Grants projects (£100,000 and over) completed between April 2013 and March 2014 and Your/Our Heritage projects (under £100,000) completed between January 2014 and December 2014.

Eligible projects were contacted and invited to complete a short online questionnaire to report:

- The types and number of activities initiated as a result of the HLF funding

- Visitor numbers (Heritage Grants only)

- Volunteer involvement

- Training provided

Where the information was available, projects also reported on gender, ethnicity and social grade.

This report presents the findings from the Heritage Grants projects.

2.2 Methodology

Projects were contacted by email from April 2014 to March 2015 and invited to complete a questionnaire online (please see questionnaire in appendix). Non-responders were given 2 email reminders and a further telephone reminder to complete the survey.

2.3 Sample Information

The table below summarises the sample information and response rate for the Heritage Grants surveys. Not all questions were applicable to each project and so the response number refers to the number of projects that provided any answers during the survey.

	Heritage Grants
Projects population	162
Responses (no.)	72
Response rate (%)	44%

2.4   Reporting

The research summarised in this report discusses the Heritage Grants projects that were completed between April 2013 and March 2014

To avoid confusion, the dates in this report refer to the fieldwork period. The below table provides a guide on how the fieldwork dates relate to the project completion date.

	Project completion period	Fieldwork period (used in report)
Heritage Grants	April 2013 to March 2014	April 2014 to March 2015

Due to the significantly different make-up of projects year-on-year, results in graphics are not compared to previous years. Written comparisons to the 2013-14 research are made where appropriate.

In a number of charts the figures reported are based on the total number of projects that completed in the project period, **not those who took part in the survey**. This method assumes 'non-contract compliance' of those who chose not to respond to the survey. These are marked as 'all projects' at the base of each chart. Where figures are reported on a base of all respondents, charts are labelled 'all who answered'.

2.5   Survey methodology

To maximise responses, respondents were notified of the questionnaire requirements in the email invite, and were given the option to print out the questionnaire at any point during the survey. The questionnaire was compulsory for SF4 and SP3 projects but optional for SP2 projects. A number of SP2 projects did not complete all sections of the survey.

Some questions require granular levels of data e.g. social grade breakdown of individuals who received training. Not all projects have access to this information. With this in mind, the online questionnaire was set-up so that projects were able to skip any question in the survey. This ensured that those who did answer these questions were more likely to give accurate data. To further ensure accurate responses, projects were asked to leave questions for which they did not have any data, blank. As a result response rates varied according to the question and project type. The table below illustrates the response rates to each section of the questionnaire. 2013-14 figures are provided in brackets.

	Heritage Grants
Volunteer questions	37% (38%)
Training questions	38% (35%)
Visitor questions	44% (39%)

3. Heritage Grants Projects

3.1 Project employment

Projects were asked to report on the amount of full-time and part-time jobs they have created as a result of their project.

Around a third of Heritage Grants projects (32%) took on additional staff for the delivery of their project. 25% took on full-time staff, amounting to 315 full-time jobs and 20% took on part-time staff, totalling 288 part-time jobs.

3.1.1 Heritage Grants project employment infographic

Heritage Grants project employment summary

32%
Heritage Grants projects took on staff for their project delivery

25%
took on full-time staff

315
full-time jobs created

20%
took on part-time staff

288
part-time jobs created
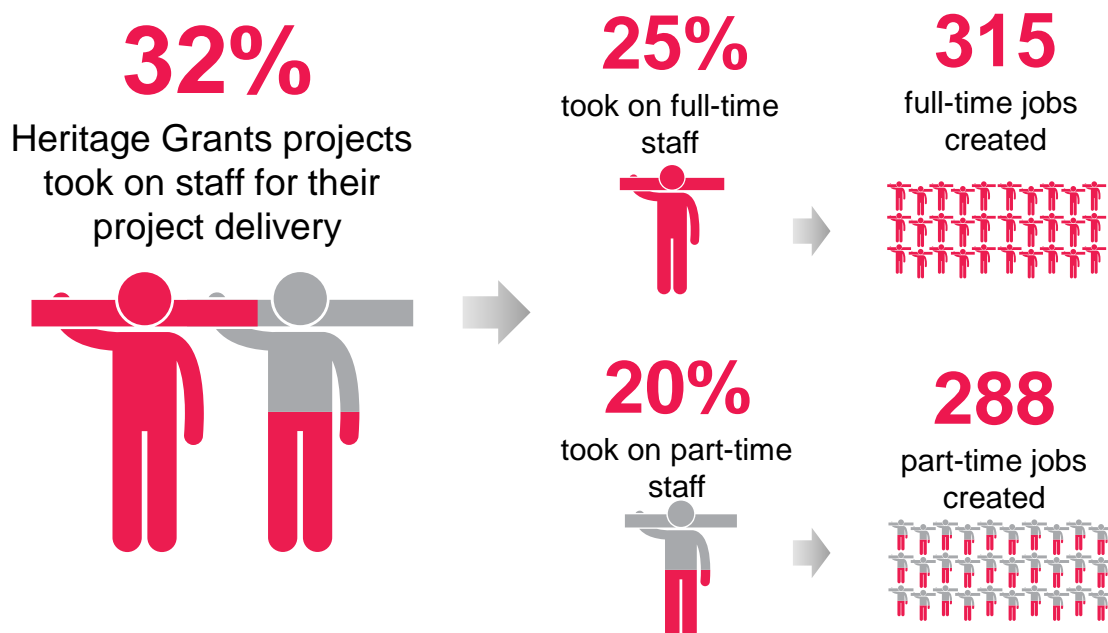
Base: All projects. Heritage Grants n=162;

Projects were asked to state how many posts still exist after their project had completed. Of the 315 full-time jobs created within Heritage Grants projects, 258 (82%) were. Of the 288 part-time jobs that were created, 123 (43%) were retained.

3.1.2 Infographic showing Heritage Grants jobs created

Jobs created due to HLF funding during / after project

Heritage Grants

FULL-TIME POSTS — 258 — 315

PART-TIME POSTS — 123 — 288

☐ Created during project   ■ Maintained post-project
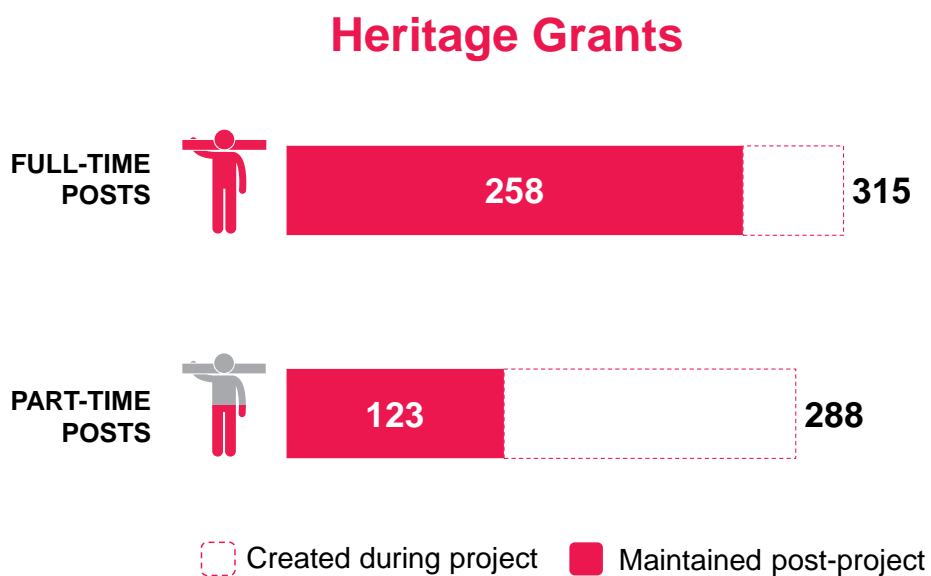
Base: All projects. Heritage Grants n=162;

3.2 Project activities

Projects were also asked to provide detail on the amount of activities they ran during the project lifecycle. Please note that – unless stated otherwise - the figures below are taken as a percentage of all projects (regardless of response in the survey). Percentages and numbers are likely to be a conservative reflection of the activities that took place. 96% of Heritage Grants projects **that completed this part of the questionnaire** stated they ran an activity during their project. The chart b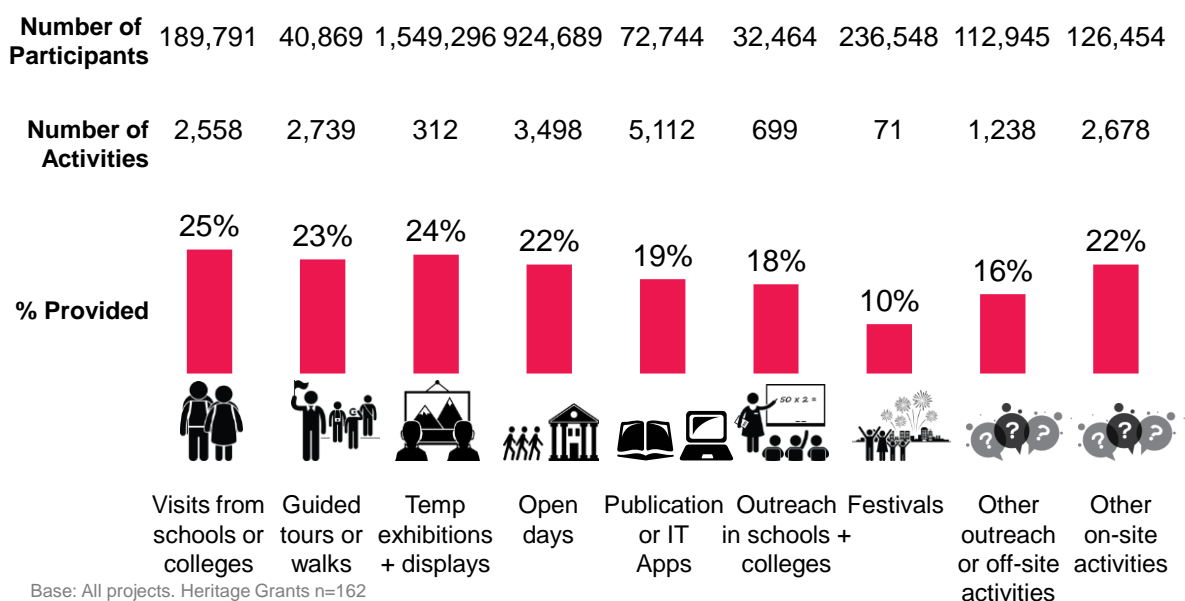elow describes the percentage of Heritage Grants projects that ran each activity, along with the number they ran and the number of participants that took part in each.

- Heritage Grants projects were most likely to have provided 'visits from schools or colleges' (25% having done so), 'temporary exhibitions and displays' (24%) and 'guided tours or walks' (23%).

- 'Publications or IT applications' were provided most frequently, projects running 5,112 in total. Open days (3,498) and visits from schools or colleges (2,558) were also frequently provided.

- Activities generated multiple participants. 'Temporary exhibitions and displays' generated the highest (1,549,296), followed by open days (924,689). Despite the lowest number of activities, festivals generated the third highest number of participants (112,945).

3.2.1 Infographic showing Heritage Grants project activities and participants

Heritage Grants project activities summary

Number of Participants	189,791	40,869	1,549,296	924,689	72,744	32,464	236,548	112,945	126,454
Number of Activities	2,558	2,739	312	3,498	5,112	699	71	1,238	2,678
% Provided	25%	23%	24%	22%	19%	18%	10%	16%	22%
	Visits from schools or colleges	Guided tours or walks	Temp exhibitions + displays	Open days	Publication or IT Apps	Outreach in schools + colleges	Festivals	Other outreach or off-site activities	Other on-site activities

Base: All projects. Heritage Grants n=162

3.3   Project volunteers

Projects were asked to report on the volunteers that were used to help with the delivery of their project.

- 34% of Heritage Grants projects used volunteers to deliver their project, similar to the 38% who reported doing so in 2013-14. The 55 projects that provided data generated 56,482 volunteers in total. The volunteer total is driven by individual projects reporting especially high numbers - for example, one organisation generated 43,751 volunteers to deliver their project. High numbers are typically driven by long project duration or by project goals dedicated to involving/generating volunteers. To avoid individual high numbers biasing our results, we have reported the average volunteers per project as the median. The median average per Heritage Grants project was 55 volunteers (a comparison to wider industry volunteering can be found in Section 4 of this report).

3.3.1   Infographic showing Heritage Grants volunteer summary

Heritage Grants volunteer summary

34%
Used volunteers to deliver their project

56,482
Volunteers in total

55
per project
(median)

873,638
Total volunteer hours

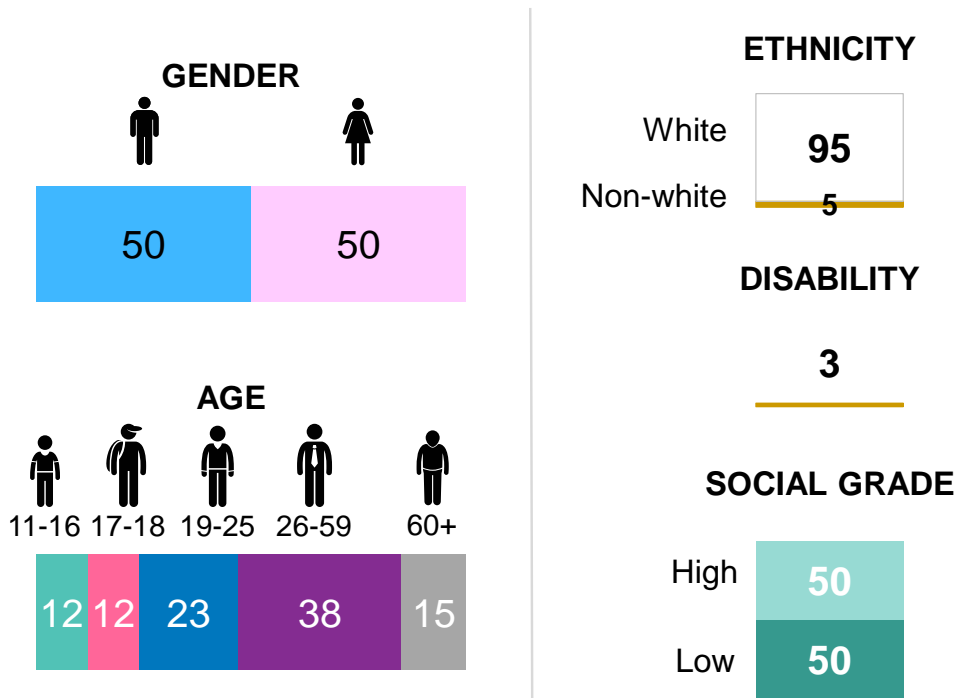Base: All projects. Heritage Grants n=162;

3.4   Volunteer demographics

Projects were asked to provide detail of the demographics of their volunteers. The charts below break these demographics down by project type. ONS answer options were provided, but to aid clarity in this report, options have been grouped into wider categories where appropriate. The demographics were calculated against the cumulative total of all volunteers that took part in the HLF projects.

Consistent with previous years, gender participation was split evenly amongst Heritage grants volunteers. A range of age groups were represented, 24% were aged 11-18, 23% 19-25, 38% 26-59 and 15% 60+. The vast majority of volunteers (95%) were white and they were equally likely to come from high and low social grades. 3% of Heritage Grants volunteers had a disability.

3.4.1   Infographic showing demographics of Heritage Grants volunteers

Demographics of Heritage Grants volunteers (%)

GENDER

50	50

ETHNICITY

White **95**
Non-white 5

DISABILITY

3

AGE

11-16 17-18 19-25 26-59 60+

12	12	23	38	15

SOCIAL GRADE

High **50**
Low **50**

Base: All who answered each question. Heritage Grants range from n=37 to n=52.

3.5 Project training

The graphic below illustrates the proportion of employees who received training overall and according to different types of staff.

Around a third of Heritage Grants projects (35%) provided training for their staff to carry out the HLF-funded project, similar to the 43% who did so in 2013-14. 21% trained existing staff (394 staff trained in total), 23% trained new staff taken on for the project (140 in total) and 31% volunteers (7,444 in total).

3.5.1 Infographic showing Heritage Grants training summary

Heritage Grants projects that trained staff and volunteers

35%

Projects trained staff to carry out projects

Training

21%
Trained existing staff
(394 staff in total)

Training

23%
Trained new staff
(140 in total)

Training

31%
Trained volunteers
(7,444 in total)
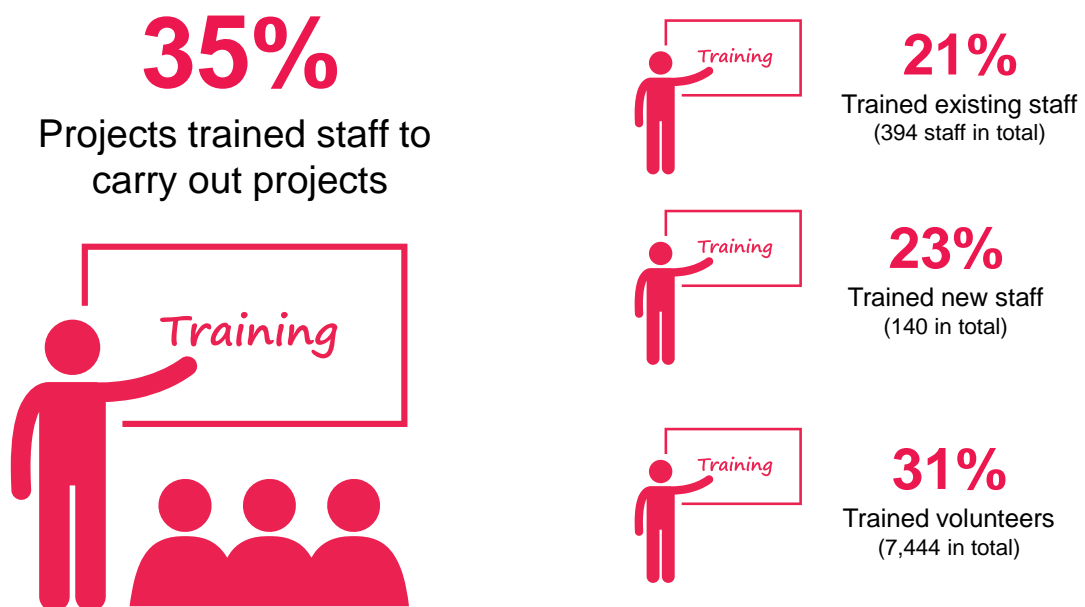
Base: All projects. Heritage Grants n=162;

3.6 Type of training delivered

Heritage Grants projects were most likely to have delivered training in 'delivering learning or interpretation' (60%), 'delivering participation' (51%), 'managing heritage sites' (40%) and 'media skills' (40%).

3.6.1 Infographic showing types of training provided by Heritage Grants projects

Types of training provided by Heritage Grants projects
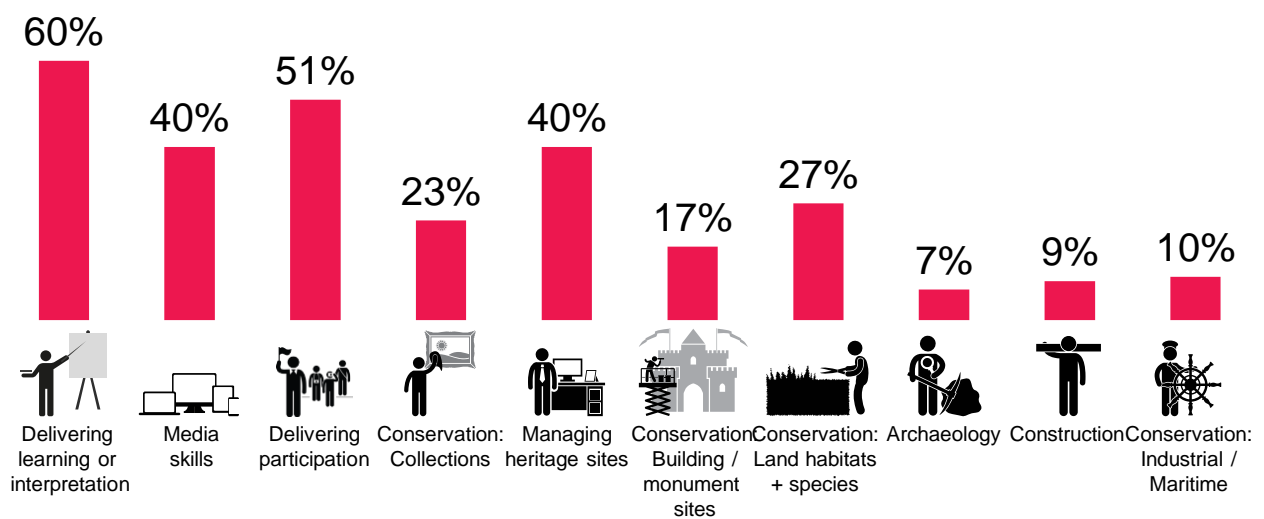
Base: All projects that received training. Heritage Grants n=70;

3.7 Trainee demographics

Heritage Grants trainees were typically 'white' (89%), aged 26-59 (53%) and from a lower social grade (59%). Gender split was fairly even although trainees were more likely to be male (54%). 9% of Heritage Grants trainees had a disability.

3.7.1 Infographic showing demographics of trainees

Demographics of Heritage Grants trainees (%)

GENDER

| 54 | 46 |

AGE

17-18 | 19-25 | 26-59 | 60+

| 3 | 19 | 53 | 26 |

ETHNICITY

White — 89
Non-white — 11

DISABILITY

9

SOCIAL GRADE

High — 41
Low — 59
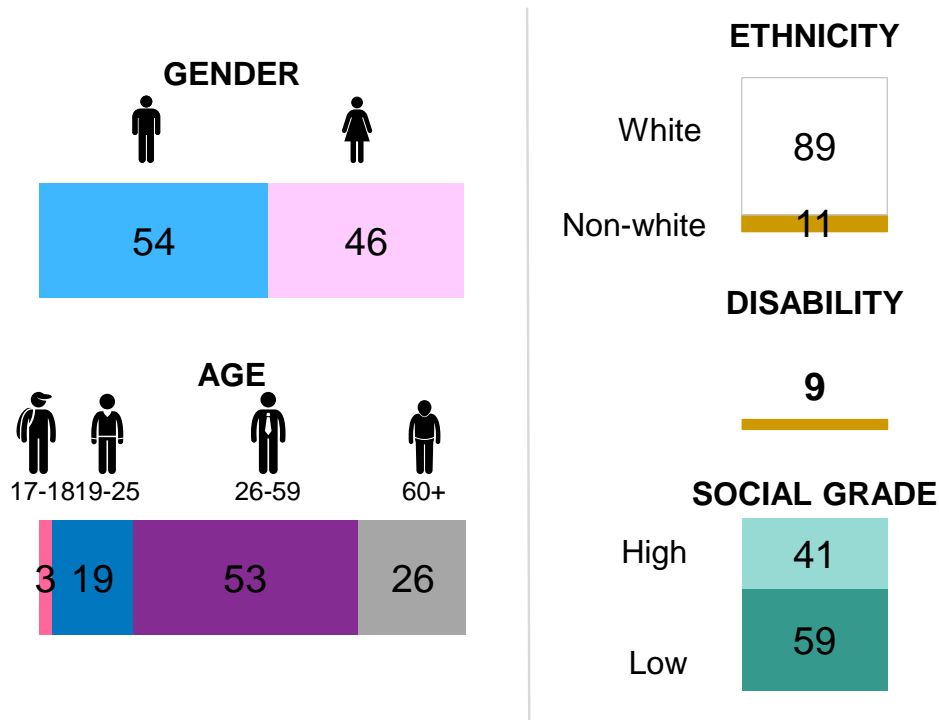
Base: All who answered each question. Heritage Grants range from n=36 to n=48.

3.8 Visitors and opening hours

Heritage Grants projects were asked a series of questions about the visitor numbers they had recorded during and after the HLF project.

A third (33%) of Heritage Grants projects stated that they receive visitors all year round. As in 2013-14, around a quarter of these (23%) stated they charge visitors an entry fee.

3.8.1 Infographic showing visitor percentages

Heritage Grants: Visitors

33%
of projects receive
visitors all year round

23%
of which charge
an entry fee
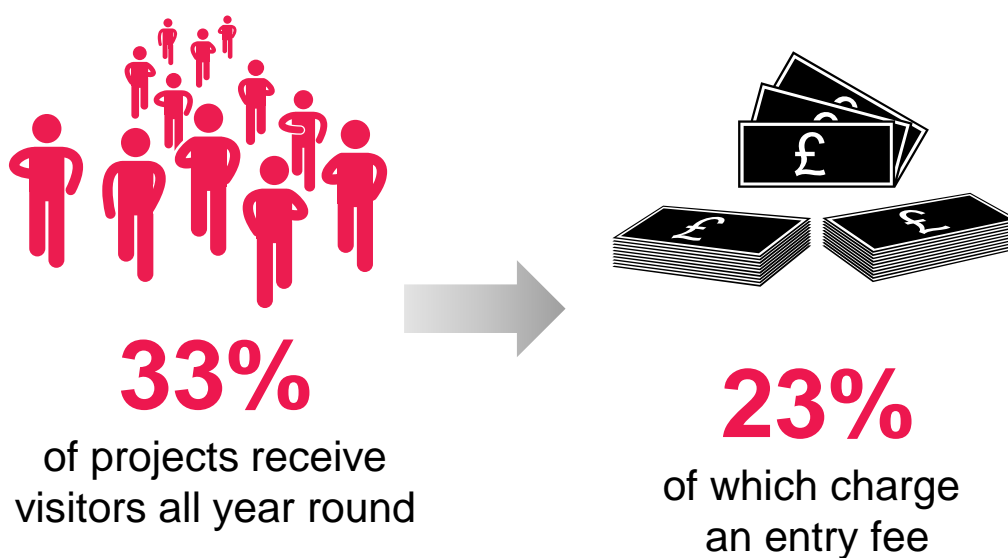
Base: All projects. Heritage Grants n=162

66% of those who receive visitors all year round are open longer as a result of the HLF funded project. Cumulatively, projects were open for 33,568 extra hours a year. This is broken down as 633 hours per project; 12 extra hours a week.

3.9   Visitor numbers

As in previous years, HLF funding has had a positive impact on visitor numbers amongst Heritage Grants projects. Cumulatively, Heritage Grants sites attracted 3,121,801 visitors before their HLF-funded project, and 5,091,036 in the 12 months after their project had completed. This represents a 63% increase in visitor numbers.

3.9.1   Infographic showing visitor numbers

Heritage Grants projects visitor numbers

3,121,801
Visitors
before HLF project

4,803,565
Visitors 1-2
years ago

5,091,036
Visitors in the
last 12 months
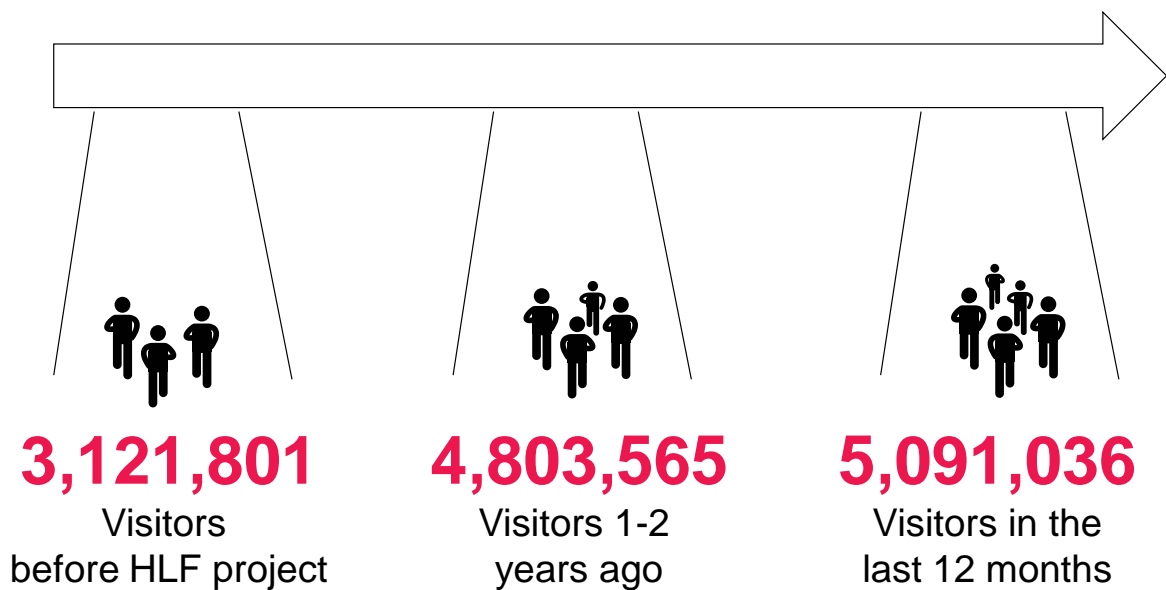
Base: All projects. Heritage Grants n=162

3.10 Visitor demographics

Projects were also asked to provide feedback on the demographic breakdown of visitors. BDRC Continental runs various benchmarking surveys and where possible we have provided comparator data against heritage sites.

Consistent with 2013-14, there is a slight bias towards female visitors at Heritage Grants venues (57% compared to 43% males). 14% of visitors to Heritage Grants projects were 'non-white' a slight rise on the 9% reported in 2013-14. Around a third were from a lower social grade, compared to 44% in 2013-14. The DCMS Taking Part Survey reports that compared UK heritage sector as a whole, HLF-funded Heritage Grants projects attract a high proportion of visitors from 'non-white' backgrounds (14% compared to a 6% industry benchmark) and from lower social grades (34% compared to a 22% industry benchmark) (link to DCMS Taking Part survey). 4% of Heritage Grants visitors had a disability.

3.10.1 Infographic showing demographics of Heritage Grants visitors

Demographics of Heritage Grants visitors (%)
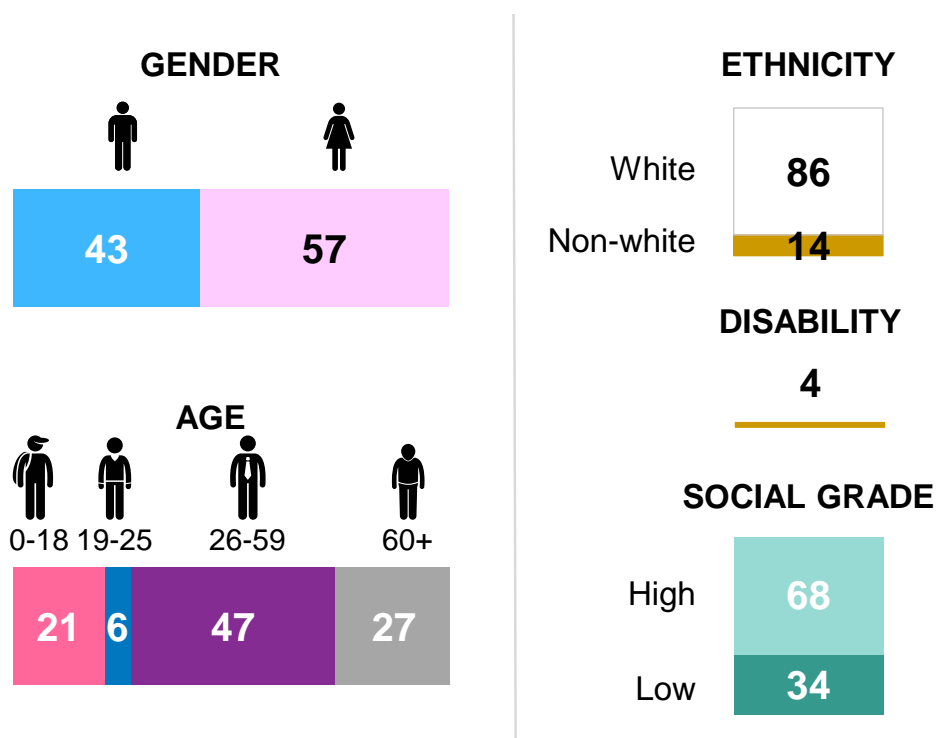
Base: All who answered each question. Heritage Grants range from n=36 to n=48.

4. Wider industry comparability

4.1 DCMS Taking Part Survey

The DCMS Taking Part Survey reports that 8% of the UK population volunteered for a DCMS sector in the previous 12 months ([link to DCMS survey](#)). Taking into account UK adult population figures, and the volunteer numbers provided as part of this research Heritage Grants and Your/Our Heritage projects provide an estimated 2% (1 in 50) of all DCMS adult volunteers.

Volunteers that took part in the HLF-funded projects were more likely to fall into lower social grades than those who volunteered in the DCMS sector on the whole.

5. Appendix A – NS-SEC

5.1 National Statistics Socio-Economic Classification (NS-SEC)

As in previous years, socio-economic information has been collected using the National Statistics Socio-Economic Classification (NS-SEC). Given the difficulty of recording and reporting this type of information for respondents, the question categories were changed mid-way through this evaluation period (October 2012). The different categories and definitions used for the research are outlined below:

April 2012 to September 2012

1. Higher managerial and professional occupations
2. Lower managerial
3. Intermediate occupations
4. Small employers and own account workers
5. Lower supervisory and technical occupations
6. Semi-routine occupations
7. Routine occupations
8. Long-term unemployed/never worked

For the purposes of analysis, categories 1-4 have been used to denote higher social grades, and 5-8 lower social grades.

October 2012 to March 2013

1. Higher managerial, administrative and professional occupations
2. Intermediate occupations
3. Small employers and own account workers
4. Lower supervisory and technical occupations
5. Semi routine and routine occupations
6. Long-term employed/never worked

Categories 1-3 have been used to denote higher social grades, and 4-6 lower social grades.

6. Appendix B –questionnaire

6.1 ACTIVITIES

Q10a) Which of the following activities listed in the table below were carried out through your project?

Q10b) For each of the activities chosen in question 10a, please say how many times they were provided throughout your project.

Q10c) For each of the activities chosen in question 10a, please state the approximate total number of participants.

Note: If there were three festivals held during the lifetime of the project, the total number of participants would be the total number at all three festivals.

	Q10a Select all that apply	Q10b Number provided throughout the project	Q10c Total number of participant
Open days	1	1	1
Festivals	2	2	2
Temporary exhibitions and displays	3	3	3
Guided tours or walks	4	4	4
Visits from schools and colleges	5	5	5
Outreach sessions in schools and colleges	6	6	6
Other on-site activities	7	7	7
Other outreach or off-site activities	8	8	8
None of the above	9	9	9

6.2 BUILDING USE

Q11) If your project led to a historic building being used in a different way, please tell us who uses it by putting a cross in one of the boxes below. You may mark more than one box if more than one group uses it. **Select all that apply**

Private-sector business 1

Community and voluntary group 2

Public sector or government 3

Residential.. 4

Project involved a historic building but not being
used in a different way 5
Project did not involve a historic building................................. 6

6.3   VISITORS

Q12a) Was your project associated with a heritage attraction or facility that receives visitors all year round?

      Yes 1

      No 2

Q12b)   Do you charge visitors an entry fee?

      Yes 1

      No 2

Q12c)   How many visits have you had in the last 12 months?

Q12d)   How many visits did you have in the 12 months before that?

Q12e)   How many in the 12 months before your Heritage Lottery Fund project started?

Q12f) Of the visitors in the last 12 months, approximately what percentage were aged

        Five or under?

        Six to 10?

        11 to 16?

        17 to 18?

        19 to 25?

        26 to 59?

        60 and over?

Q12g)   Again of the visitors in the last 12 months, approximately what percentage were:

        Five or under?

        Six to 10?

        11 to 16?

        17 to 18?

        19 to 25?

        26 to 59?

        60 and over?

Q12g) Again of the visitors in the last 12 months, approximately what percentage were:

        Male 1

        Female 2

Q12h) Approximately what percentage were from the following ethnic groups?

        Asian (Bangladeshi, Indian, Pakistani, other)

        Asian (Chinese)

        Black (Caribbean, African, other)

        Mixed ethnic group

        White

        Irish traveler (in Northern Ireland only

        Other

Q12i) Which community background were your visitors from?

Select one only

        Mainly from Catholic communities 1

        Mainly from Protestant communities 2

        From communities that are Protestant and
        Catholic in equal number 3

        Mainly from communities that are neither
        Protestant nor Catholic 4

Q12j) Of the visitors in the last 12 months, what percentage regarded themselves as having a disability?

Q12k) Of the visitors in the last 12 months, approximately what percentage were from the following socio-economic groups?

        Higher managerial, administrative and professional
        occupations 1

        Intermediate occupations 2

        Small employers and own account workers 3

        Lower supervisory and technical occupations 4

        Semi-routine and routine occupations 5

        Long-term unemployed /Never worked 6

Q12l)   How did you get the information we asked for in questions 12a to 12k?

Select all that apply

Face-to-face survey.. 1

Questionnaire   2

Admission ticket 3

Recording visits manually or electronically 4

Admission ticket 5

Other   6

6.4   OPENING HOURS

Q13)   How many extra hours are you open each year compared to before your Heritage Lottery Fund
project started?

6.5   VOLUNTEERS

Q14a) How many volunteers worked on your project, from its start to its finish?

Q14b) How many volunteer hours did they deliver in total?

Q14c) How many volunteers have worked with you in the last 12 months?

Q14d) Of the volunteers who worked on your HLF project, approximately what percentage were aged:

Five or under?

Six to 10?

11 to 16?

17 to 18?

19 to 25?

26 to 59?

60 and over?

Q14e) Of the volunteers who worked on your HLF project, approximately what percentage were:

The percentages should add to 100%

Male   1

Female   2

Q14f) And what percentage were from the following ethnic backgrounds?

> Asian (Bangladeshi, Indian, Pakistani, other)
>
> Asian (Chinese)
>
> Black (Caribbean, African, other)
>
> Mixed ethnic group
>
> White
>
> Irish traveler (in Northern Ireland only
>
> Other

Q14g) Which community background/s were your volunteers from?

Only answer if projects based in Northern Ireland

Select one only

> Mainly from Catholic communities 1
>
> Mainly from Protestant communities 2
>
> From communities that are Protestant and
> Catholic in equal number 3
>
> Mainly from communities that are neither
> Protestant nor Catholic 4

Q14h) Of the volunteers who worked on your HLF project, what percentage considered themselves as having a disability?

14i) Of the volunteers who worked on your HLF project, what percentage were from the following socio-economic groups?

> Higher managerial, administrative and professional
> occupations   1
>
> Intermediate occupations 2
>
> Small employers and own account workers 3
>
> Lower supervisory and technical occupations 4
>
> Semi-routine and routine occupations 5
>
> Long-term unemployed /Never worked 6

6.6   TRAINING

Q15a) How many of the following have received training through your project? **Write in a number**

> Existing staff
>
> Staff taken on for the delivery of the HLF project
>
> Volunteers involved in the HLF project

Q15b) Please indicate if they have been trained in any of the following skills:

Select all that apply

Construction 1

Conservation – land habitats and species 2

Conservation – buildings, monuments and sites............................. 3

Conservation – industrial, Maritime and
Transport heritage 4

Conservation – collections, including oral history 5

Archaeology 6

Delivering learning or interpretation................................. 7

Delivering participation, including participation and
volunteer management 8

Managing heritage sites, including customer
care and marketing.. 9

Media skills, including websites, films and recordings 10

None of the above skills 11

Q15c) Of the trainees approximately what percentage were aged:

16-18?

19-25?

26-59?

60 and over?

Q15d) Of the trainees approximately what percentage were:

Male   1

Female 2

Q15e) And approximately what percentage were from the following ethnic groups?

Asian (Bangladeshi, Indian, Pakistani, other)

Asian (Chinese)

Black (Caribbean, African, other)

Mixed ethnic group

White

Irish traveler (in Northern Ireland only

Other

Q15f) Which community background/s were your trainees from?

Select one only

Mainly from Catholic communities 1

Mainly from Protestant communities........................... 2

From communities that are Protestant and
Catholic in equal number 3

Mainly from communities that are neither
Protestant nor Catholic 4

Q15g) Of the trainees, what percentage regarded themselves as having a disability?

Type in a percentage

Q15h) Of the trainees who worked on your HLF project, what percentage were from the following socio-economic groups?

The percentages should add up to 100%

Higher managerial, administrative and professional
Occupations   1

Intermediate occupations 2

Small employers and own account workers................. 3

Lower supervisory and technical occupations 4

Semi-routine and routine occupations 5

Long-term unemployed /Never worked........................ 6

6.7   PROJECT STAFF

Q16) How many staff were employed in delivering your project?

Type in a number for each group

Number of full-time staff

Number of part time staff

Number of full-time equivalents

Q17) How many of these staff posts are still in existence **within your organization**, since the completion of the project?

Type in a number for each group

Number of full-time staff

Number of part time staff

Number of full-time equivalents