

Heritage Lottery Fund

Our/Your Heritage
Output data Survey
2015



1. Contents

	Page No.
1. Introduction and methodology.....	1
Introduction	1
Methodology	1
Sample Information	1
Reporting	2
Survey methodology.....	2
3. Your/Our Heritage Projects.....	4
Project employment	4
Project activities	6
Project volunteering	7
Volunteer demographics	8
Project training	9
Type of training delivered.....	100
Training demographics.....	10
4. Wider industry comparability.....	12
DCMS Taking Part Survey	12
A. National Statistics Socio-Economic Classification (NS-SEC).....	13
B. Survey Questionnaires.....	13

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 for the Our/Your Heritage 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 Your/Our Heritage 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.

Your/Our Heritage	
Projects population	533
Responses (no.)	420
Response rate (%)	79%

2.4 Reporting

The research summarised in this report examines Your/Our Heritage projects that were completed between January 2014 and December 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)
Your/Our Heritage	Jan. 2014 to Dec. 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.

Your Heritage	
Volunteer questions	77% (77%)
Training questions	76% (76%)
Visitor questions	NA (NA)

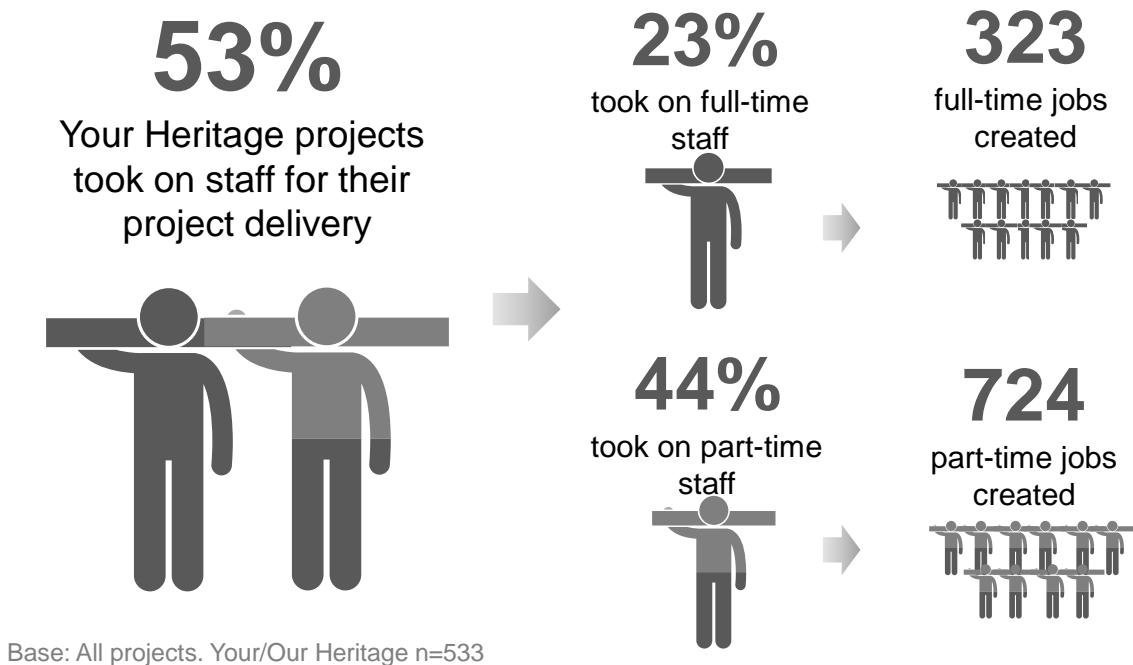
3. Your/Our Heritage Projects

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. Over half of Your/Our Heritage projects (53%) took on additional staff for the delivery of their project. 23% took on full-time staff creating 323 full-time jobs. 44% took on part-time staff, creating 724 part-time jobs.

3.1.1 Infographic showing Your/Our Heritage employment summary

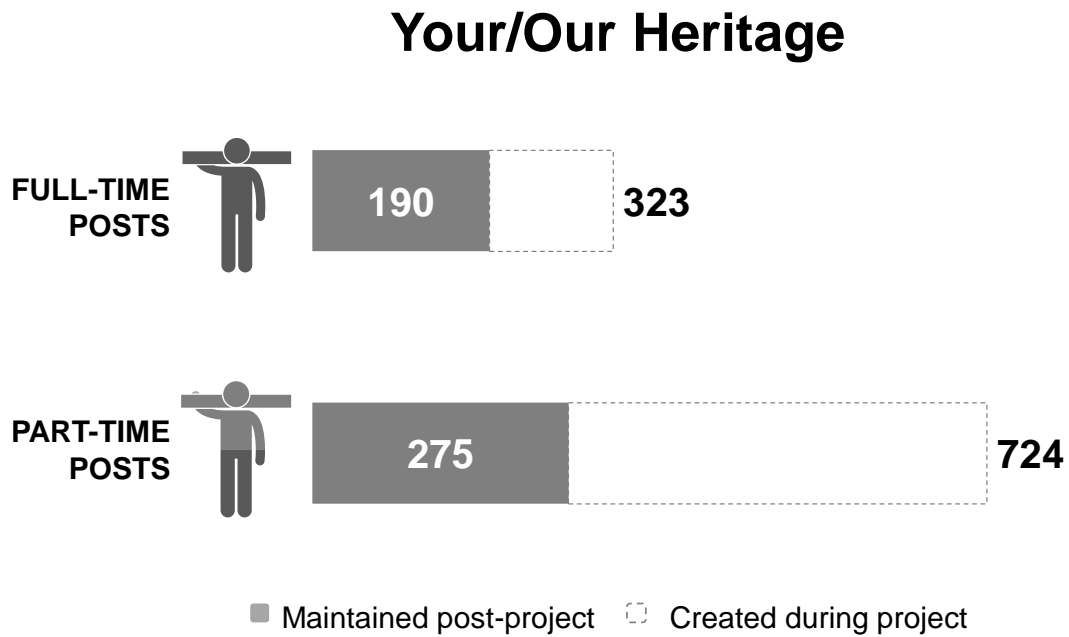
Your/Our Heritage project employment summary



190 (59%) of the 323 full-time jobs created are still in existence, as are 275 (38%) of the 724 part-time posts.

3.1.2 Infographic showing Your/Our Heritage jobs created

Jobs created due to HLF funding during / after project



Base: All projects. Your/Our Heritage n=533

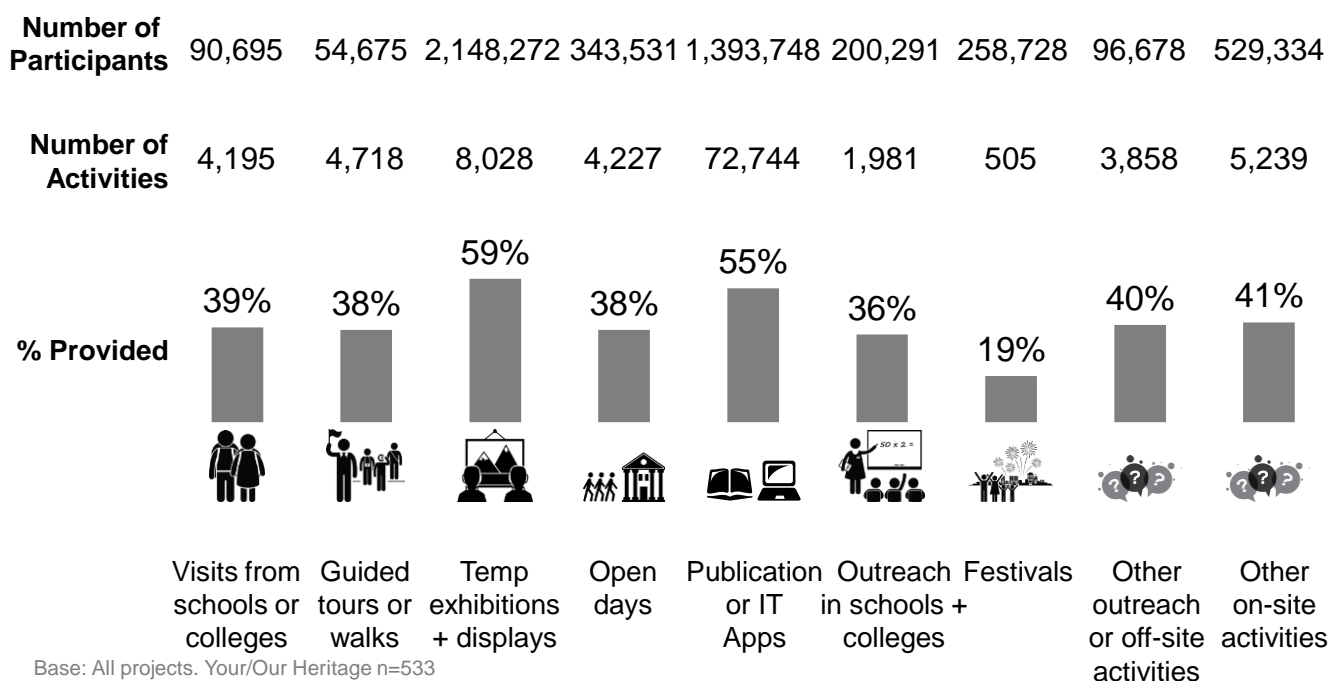
3.2 Project activities

Projects were asked to provide detail on the amount of activities they ran during the project lifecycle. The figures below are calculated 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. 98% of Your Heritage projects **that completed this part of the questionnaire** stated they ran an activity during their project.

As in 2013-14, Your/Our Heritage projects were most likely to have run ‘temporary exhibitions and displays’ (59%) and ‘publications or IT applications’ (55%). ‘Publications or IT applications’ were the activity provided most frequently (72,744 during the project cycle), followed by temporary exhibitions and displays (8,028 provided). ‘Temporary exhibitions and displays’ involved the highest number of participants, 2,148,272 during the project, followed by ‘publications or IT applications’ (1,393,748).

3.2.1 Infographic showing Your/Our Heritage project activities summary

Your/Our Heritage project activities summary



3.3 Project volunteering

76% of Your/Our Heritage projects used volunteers to deliver their project, 24,374 volunteers in total. As with Heritage Grants projects, the number is partly driven by a few individual outlier projects with high numbers, so the average is reported as the median (median figures are not biased by outliers). Your/Our Heritage projects used an average of 25 projects per project (a comparison to wider industry volunteering can be found in Section 4 of this report).

3.3.1 Infographic showing Your/Our Heritage project volunteer summary

Your/Our Heritage volunteer summary



Base: All projects. Your/Our Heritage n=533

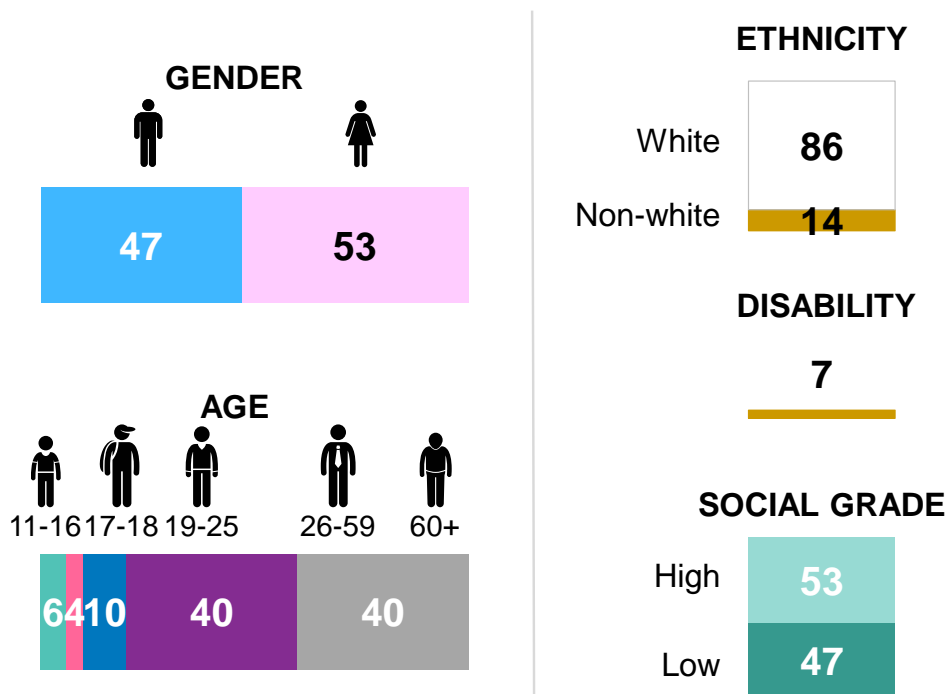
3.4 Volunteer demographics

Projects were asked to provide detail of the gender, ethnicity, social grade and age of their volunteers. The charts below break these demographics down by project type. 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 across Your/Our Heritage projects. 1 in 5 volunteers (20%) were aged 11-18, 2 in 5 60+. The vast majority of volunteers (87%) were of a white ethnic origin and were marginally more likely to come from a higher social grade background (53% compared to 47%). 7% of Your/Our Heritage volunteers had a disability.

3.4.1 Infographic showing demographics of Your/Our Heritage volunteers

Demographics of Your/Our Heritage volunteers (%)



Base: All who answered each question. Your/Our Heritage range from n=355 to n=398

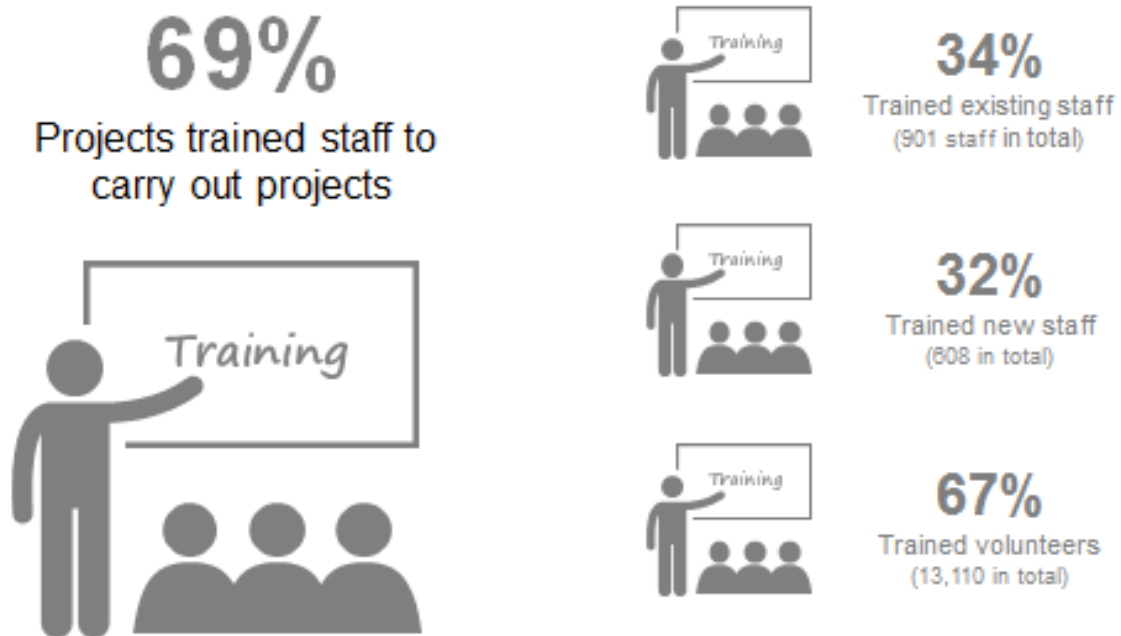
3.5 Project training

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

Almost 7 in 10 Your/Our Heritage projects (69%) trained staff to carry out their project, marginally higher than the 69% who reported doing so in 2013-13. 34% trained existing staff (901 staff in total), 32% trained new staff taken on for the project (608 in total) and 67% trained volunteers (13,110 in total).

3.5.1 Infographic showing Your/Our Heritage project training

Your/Our Heritage projects that trained staff and volunteers



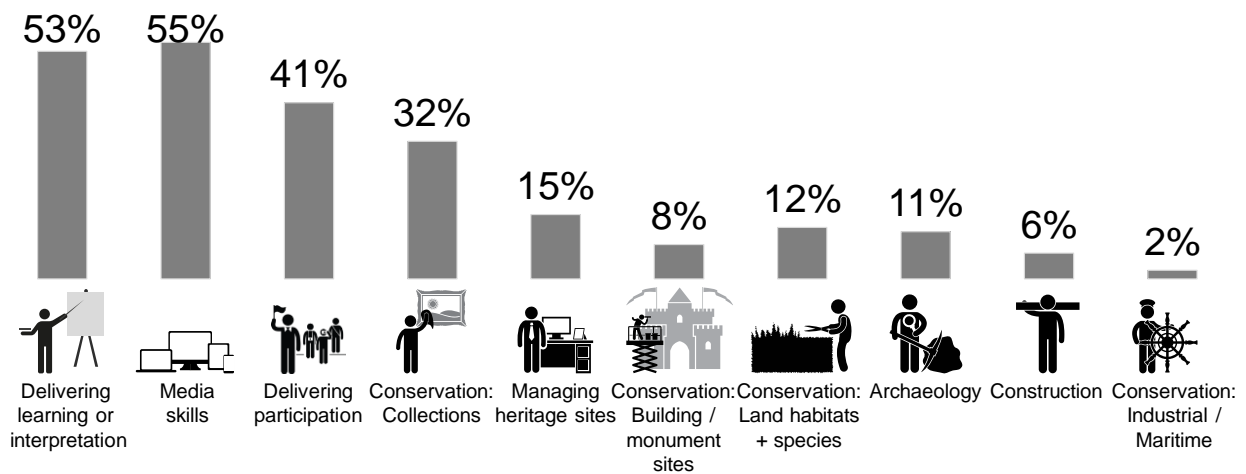
Base: All projects. Your/Our Heritage n=533

3.6 Type of training delivered

'Media skills' was the type of training provided most often by Your/Our Heritage projects (55%), followed by 'delivering learning or interpretation' (53%) and 'delivering participation' (41%).

3.6.1 Infographic showing types of training for Your/Our Heritage projects

Types of training provided by Your/Our Heritage projects



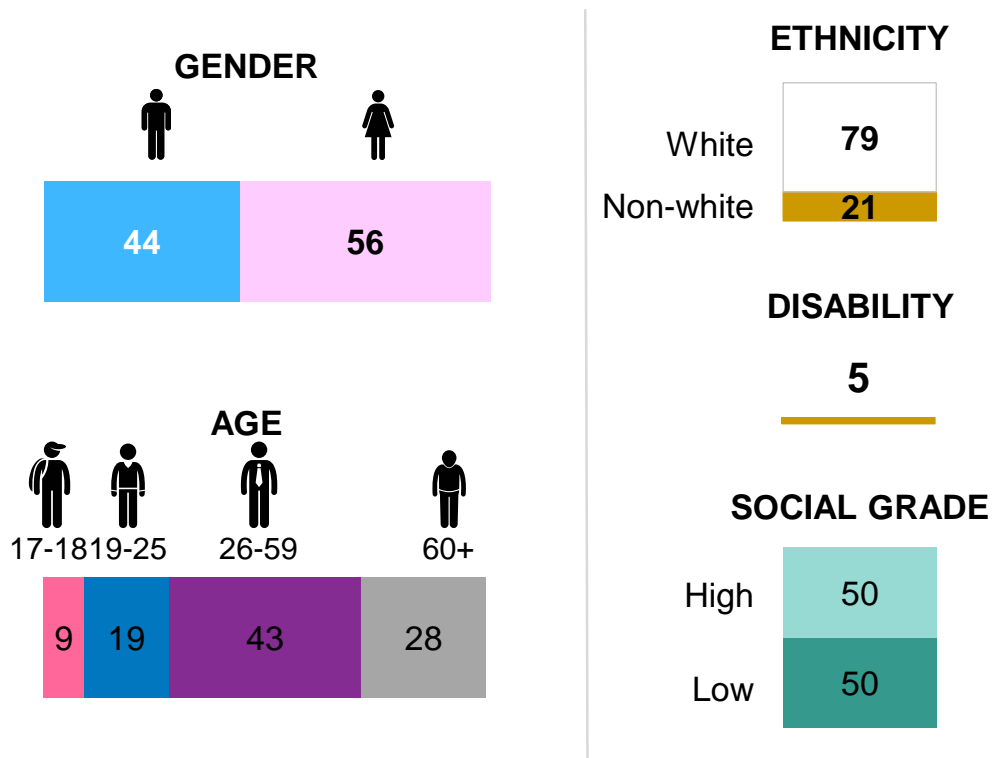
Base: All projects that received training. Your/Our Heritage n=424

3.7 Trainee demographics

Your/Our Heritage projects trained a high proportion of 'non-white' trainees (21%) and were evenly split between high and low social grades. They had a higher representation of females (56% compared to 44% of males). Trainees tended to be from older age groups (43% aged 26-59 and 29% 60+), although around 1 in 10 (9%) were aged 17-18. 5% of Your/Our Heritage trainees had a disability.

3.7.1 Infographic showing demographics of trainees

Demographics of Your/Our Heritage trainees (%)



Base: All who answered each question. Your/Our Heritage range from n=304 to n=347

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.

	Q10b		
	Q10a	Number provided	Q10c
	Select all	throughout	Total number
	that apply	the project	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