Heritage Enterprise Evaluation Framework

Annexes

ASH FUTURES LTD

1: Developing the Indicators, Metrics and Questions

Work Undertaken for developing the proposals on Indicators, Metrics and Qualitative Questions

The Evaluation Framework has been developed through a process of:

- Defining the HE Programme Objectives and agreeing with the client a list of evaluation questions that should form the basis of the information that the Evaluation Framework should seek to identify

- Reviewing 38 projects which are currently proceeding through Round 1 and 2 approvals. These represent all the projects which HLF is seeking to support since the Programme began in 2013, and so averaging about 14 projects supported p.a. The project applications and case study officer reports for all 38 were reviewed in relation to:
  - Outputs proposed
  - Outcomes proposed
  - Economic indicators used for any area context discussion
  - Evaluation methods indicated
  - Conservation Deficit
  - Private sector partners indicated

- Review of secondary data economic indicators and the extent to which they would help demonstrate project impacts. A long list of possible data sources were reviewed against a list of criteria that covered:
  - Lowest geographic level of availability
  - Regularity of publication
  - Availability at no cost
  - Ease to access
  - Ability to be triangulated with other indicators

- Selection of six case studies from the 38 projects approved for support and used to test how secondary data might be applied and what else beyond this would be needed in order to respond to the Evaluation Questions. The selection criteria for the case studies were:
  - Geography – regional and across nations
  - Scale of project – small to large
  - Type of project – including different types of end uses
  - Type of organisation – reflecting different partnership arrangements, including those with private sector partners
  - Stage reached –across Round 1 and 2 approvals
  - Rural or urban
  - In an area of deprivation or not
  - Private sector partner involved - include those with some private sector representation
  - Heritage significance - listed status and At Risk buildings a priority

The following table sets out the long list of case studies suggested by HLF, from which the six highlighted ones were selected by us:

Project	Grant size	Main end use	Region/nation	Rural/town/urban	Lead organisation type	Private sector partner	Bid round R1/R2	Area of high deprivation	Building Listing / On risk register?
Northern Counties, Londonderry/Derry	< £1m	Tourism accommdation	NI	(urban)	Ltd company with charitable status	Being selected	R2	?	B/II* / ?N
Old Black Lion Pub, Northampton	£1-3m	Pub, heritage centre, visitor centre	EM	Urban with city and town	Regd charity gov'd by board of trustees	N	R1	Y	II / N
Harland and Wolff Hotel, Belfast	> £3m	Tourism accommdation	NI	(urban)	Ltd company with charitable status	Y	R2	Y	B/II* / Y
Ashton Old Baths, Tameside	£1-3m	Workspace	NW	Urban with conurbation	Local authority	Y	R2	Y	II* / Y
Davidson Cottage Hospital, Girvan S.Ayrshire	£1-3m	Workspace	SCO	(town/rural)	Ltd company with charitable status	N	R1	Y	II* / N
Harvey's Foundry, Hayle, Cornwall	> £3m	Workspace	SW	Mainly rural	Ltd company with charitable status	N	R2	Y	II / ?N
Rubber Company, Edinburgh Printmakers	> £3m	Centre of Excellence for contemporary printmaking, a Creative Enterprise Hub and an Arts Centre	SCO	(urban)	Ltd company with charitable status	N	R2	Y	C/II / Y
Fellowship Inn, Lewisham	> £3m	Multiple uses including pub, microbrewery, bakery and cinema, community uses and workspace.	LON	Urban with conurbation	Housing Association	Y	R1	Y	II* / Y
CLS Care, Newcastle Under Lyme	£1-3m	Tea rooms, hair salon, training rooms, crafts rooms, venue for hire and reminisence room (particularly working with dementia sufferers and their carers). Part of Belong Care Village.	WM	Urban with city and town	Exempt charity - an Industrial and Provident Society	Y	R2	N	II / Y
Saltdean Lido, near Brighton	> £3m	Fully functioning lido with heated water, poolside café, outdoor recreational facilities, gym, restaurant, meeting rooms for community and private hire, and a library	SE	Urban with significant rural/urban with city and town	Community or voluntary group	Y	R1	N	II* / Y
Morpeth Heritage Railway Station, Northumberland	< £1m	Workspace	NE	Largely rural	Community or voluntary group	N	R1	Y	II / N
Broomhill Pool, Ipswich	> £3m	Outdoor swimming pool, fitness and community facilities and a cafe	EE	Urban with city and town	Charity and Company limited by guarantee	N	R1	Y (though not as high)	II / N

Further documents for each of the six case studies were reviewed, principally focusing on the Business Plans where available. A concise socio-economic profile for each of the six case studies was developed and written up, using selected available secondary data indicators. This is available as a separate document.

- Development of an outline structure for the Evaluation Framework, building on key principles, followed by review and development of the Structure, based on the developing list of indicators and need for other areas of information.

  ▸ As part of this, discussions were also held with five out of six Case Officers for the case studies, principally to discuss their perceptions of evaluation issues as they related to the projects and to canvas views on emerging ideas for the Evaluation Framework.

The following now discusses the results of this in terms of defining indicators, metrics and evaluation questions for use in the Evaluation Framework

Use of secondary data and emerging secondary data issues

As part of formulating the evaluation framework for the HE programme, we have undertaken a review of six approved projects – acting as case studies - to understand whether the use of secondary data is useful in an evaluation context and provides insight into the wider impact of the supported projects.

Our overall judgement is that **there are several difficulties with an approach that *solely* relies on the use of secondary data to observe changes that can specifically be related to the impact of the project.** The difficulties are associated with:

Attribution of changes in socioeconomic conditions to project activity

Using the case studies as a sample of the projects approved through the HE programme, making judgements about the project's (potential) role in changes in secondary data is difficult from a methodological perspective. Much of the available secondary data will be influenced by a variety of factors, not least the overriding economic conditions at that time. There is a great deal of statistical 'noise' which makes separately identifying the influence of the project from those other factors extremely difficult. This is particularly the case for those projects which are located in city/town centre environments where external factors will be even greater.

The majority of the case studies – in fact most projects approved through the programme to date – are located in urban areas where wider socioeconomic influences will be considerable. It is our opinion that inferring that the project has driven changes in these socioeconomic indicators would be extremely difficult to justify. This could lead to an overstatement of the specific project impact.

Geographical granularity

The case studies have highlighted that much of the useful up-to-date secondary data i.e. those that most closely relate to the seven programme outcomes, are only available at geographies much greater than the area which would reasonably be classified as the project's 'area of influence'. Many secondary data indicators are only available at Local Authority district level. The consequence is that, following on from the above point, it makes it even more difficult to determine changes in data that can be attributed to projects' activities. The wider the geographical scope, then the more difficult it is to attribute changes to the supported projects. The different geographical levels are set out in the accompanying toolkit and helped inform our shortlist of indicators.

Consistency across countries (UK devolved administrations)

The inclusion of case studies in Scotland and Northern Ireland have highlighted that the devolved administrations (but not including Wales) have different providers of statistics. Different providers of statistics reflect the devolution of policies. Whilst the projects in England and Wales are predominantly covered by the Office of National Statistics, Scottish statistics are provided by the Scottish Government (www.statistics.gov.uk), whilst in Northern Ireland they are provided by the Northern Ireland Statistics and Research Agency (www.nisra.gov.uk). As well as different sources, statistics in Scotland and Northern Ireland are also built on slightly different statistical blocks than in England and Wales.

The consequence is that it is difficult to be directly comparable across projects, due to differences in data availability and geographical blocks. In addition, it also means that collection of secondary data at a HE programme level is not quite as straightforward. Instead of collection of programme level statistics in one 'step', this will need to be done in three steps, covering those projects in England and Wales, Scotland and Northern Ireland. Our view is that tools for accessing secondary data within England and Wales (i.e. through the Neighbourhood Statistics portal) tend to be more user-friendly, particularly with regards to accessing data at more granular geographical levels.

Regularity of data availability

Different data tends to be published at different times, and often there is a reasonable time lag. This is due to the fact that collecting and publishing robust data is a time intensive exercise. Much of the data that we have highlighted as potential secondary data indicators are based on surveys and the process of collecting, validating and quality assuring the data takes time. The implication for our overall approach is that some data can be significantly lagged and may not yet capture any influence that the projects may have (although the counter argument – highlighted elsewhere – is that project impacts tend to be lagged themselves). This needs to be recognised when interpreting the data.

It also means that some of the indicators may be measuring socioeconomic conditions at slightly different times, it is very difficult to get a consistent snapshot across all the data types. In general, labour market information does tend to be timelier, but other data we have highlighted i.e. Index of Multiple Deprivation, can become relatively dated between updates.

The timeliness of data is a crucial issue, whilst some data is available at a lower geographical level it may not be as timely. Therefore its use in the context of evaluating the projects becomes questionable. For example, some of the labour market indicators are also available through Census data at a lower geographical level but this, rather obviously, becomes quickly out-of-date and importantly pre-dates most of the supported HE projects.

Disclosure issues

Some of the data at a low geographical granularity (i.e. potentially representing a project's 'area of influence') are not able to be publicly disclosed due to confidentiality issues. Given that the data may only encapsulate a few businesses/individuals then the ONS have disclosure rules to protect confidentiality.

Statistical robustness

As stated previously, a large amount of socioeconomic data is based on area-based surveys, and therefore the resulting published data is based on survey-samples which will have associated confidence intervals. Most data produced by the ONS are at a 95% confidence

interval i.e. you can be 95% confident that the 'true' figure (that of the whole population) lies within the range given.

Confidence intervals are wide due to statistical robustness at low geographies; therefore it is sometimes difficult to draw conclusions and inferences from small changes in the data because they could easily be within the margins of error of the dataset itself. This will be more marked at small geographies.   For example, for the latest estimate of the employment rate for Newcastle-under-Lyme (CLS Care case study) is 73.3%. However, at a 95% confidence level the range is +/- 7.0% i.e. between 66.3% & 80.3%.   It is highly likely that any improvement or deterioration in the employment rate within Newcastle-under-Lyme will be within this range, therefore it will be difficult to understand whether this is a true improvement/deterioration or simply a statistical outcome.

Statistical robustness is less of an issue when the data is not survey-based i.e. data relating to DWP benefits.

Again, this makes attribution of any change in this data to project influence more difficult. It is unlikely that the projects will have significant structural (large) impacts on surrounding economic conditions; it is more likely they will have influence at the 'margin'. Therefore, this makes it more difficult to identify those marginal improvements when the data can be variable itself.

Defining the projects 'reach' when there are different objectives

The majority of data available from sources such as the ONS tend to be residence-based i.e. they reflect socioeconomic conditions of those people who live in the defined geographical. This is, of course, perfectly reasonable.   There are some instances where the data does not have this focus.   For example, the Business Register and Employment Survey (BRES) which surveys the businesses in an area rather than individuals i.e. it will capture people who work in an area but could live elsewhere.

The slight methodological issue is that some of the projects may have an objective/focus to reach members of the community wider than their immediate surrounding areas.   Sitting alongside this may be a 'tighter' physical regeneration focus. As a consequence, there may be a mismatch between some of the project's objectives in terms of geographical focus, and these will be associated with the seven outcomes. For example, the Edinburgh Printmakers project may have a positive longer-term impact upon stimulating physical regeneration in its surrounding area and this impact might be relatively tightly defined (which we would hope the evaluation framework will allow some of these benefits to be captured). However, it also seeks to deliver services to the community on a wider geographical basis.

Therefore the definition of the geographical area of influence may differ according to different project objectives (or the different programme outcomes).

Index of Multiple Deprivation – relative rather than absolute change

The Index of Multiple Deprivation (IMD) is part of the Indices of Deprivation and it is the most widely used of these indices. It combines information from seven domain indices (which measure different types or dimensions of deprivation) to produce an overall relative measure of deprivation. Domain indices can also be used separately to focus on specific aspects of deprivation. It is also available at a relatively low geographical level.

However, the review of the case studies did highlight a difficulty with using the IMD in an evaluation context. Put simply, the IMD is a relative measurement of socioeconomic conditions for small areas. Therefore it is not an appropriate measurement to capture absolute changes in socioeconomic conditions, given that other areas may also improve over time. Therefore, in an evaluation context, it is feasible that the HE supported projects help to improve socioeconomic conditions in the surrounding area, but if many other areas improve at the same time, then this improvement will be difficult to detect because an area's relative position may not change.

There is also an issue presented by the fact that the IMD is based on ranking, rather than scale. The IMD can tell you if one area is more deprived than another but not by how much. For example, a small area with a rank of 1,000 is not half as deprived as a place with a rank of 500.

The other issue that makes it use in an evaluation context at an HE programme level difficult is that each country in the UK produces its own IMD. Whilst they use similar methodologies there are differences which make comparisons difficult. Slight differences in the indicators used, the time periods covered (see below comment on updates) and the sizes of their small areas mean that it is not possible to make direct comparisons between these indices.

The countries are also working on different update cycles. For example, in England the IMD has recently been updated in 2015, whilst in Wales the IMD relates to 2014, 2012 in Scotland (with an update due in 2016) and in Northern Ireland the data is relatively dated – last updated in 2010. It is not expected that these update cycles will be synchronised in the near future and therefore it will be difficult to compare across projects covering the different UK countries. Comparison across countries is impossible anyway because the ranking system for each IMD differs due to the fact there are a different number of small areas in each country.

Differences in geographical 'building blocks'

Another geographical consideration at a HE programme level is that slightly different geographical statistical units are used by the different statistical agencies in each of the UK countries. Whilst this doesn't necessarily present issues at a project-level evaluation, it does mean that care needs to be taken when comparing across projects. It also means that care needs to be taken when interpreting the data i.e. comparisons may be possible using proportions/rates, but comparisons may be more difficult if looking at absolute numbers (because the populations may differ).

This isn't a significant issue – and the different statistical authorities work together to ensure that datasets are as consistent as possible across the UK – but we highlight it as an additional consideration.

No appropriate secondary data

Much of the discussion above focuses on the socio- economic outcomes - skills, economy and community as a place to live and work. These are important outcomes for HE, of which two are weighted. For some of the outcomes, there is no secondary data (e.g. heritage is well managed) and information can only come directly from the projects themselves. An approach relying on secondary data could never effectively cover all outcomes. However it is also clear from the case studies that projects could report in different ways on these. A review of initial statements about possible evaluation methods indicates a range of approaches from some hard edged externally commissioned economic impact assessments to use of Social Return on Investment methods, use of surveys and the more quantitative 'counting the outputs' approach. Getting some commonality into the returns from projects will be important in order to provide an opportunity for comparisons in the same way that use of secondary data can do.

As a consequence of the review of the case studies and the availability of data for each of those projects, it is our overall conclusion that the evaluation approach should not rely solely on the use of secondary data to indicate the impact of the HE supported projects. This recommendation is principally driven by our view that changes in socioeconomic conditions – as illustrated by changes to the data – will be difficult to specifically attribute to the project's impact.

However, our view is that secondary data does play an important part of the overall evaluation approach, as expressed in this framework. Its role in this framework is that it should be used for baselining socioeconomic conditions at project outset, and then providing subsequent context at a programme level. This context will be accompanied by other (primary) activities that we believe should be more focused on drawing out the impacts specific to the project activities and outcomes.

Given its contextual role, rather than acting as the principle means of assessing impact, we recommend that the number of indicators should be relatively tightly defined and focused. As part of our work we have reviewed a wide range of potential indicators and assessed their suitability in an evaluation context. We have recommended the indicators that we believe best relate to the programme outcomes; as well as maintaining attributes of statistical robustness, timeliness, availability at a suitable geographical level etc.   The indicators that we are recommending are:

- Population
- Economic Activity rates
- Unemployment rates
- Resident workforce population on DWP benefits
- Total jobs, part and full time
- Qualifications
- Relative deprivation

One specific area of indicators explored was that of land/property use e.g. vacant premises, to identify any indicators that might reflect wider changes in an area and could relate to Project impacts. However there is no longer data on this nationally published – certainly not at a small scale. It is possible some local authorities may produce this for their areas, although checking this has been beyond the scope of our work. We have not therefore included it as an indicator because we do not think it will be consistently available across all projects (or even the case studies). Should HLF wish to pursue this further and felt it would add to the contextual analysis for case studies at 5 or 10 year points, it is possible that specific work could be commissioned from an appropriate company. This would require further investigation.

Use of Qualitative Indicators and issues arising

Given that quantitative indicators will not provide an adequate basis for testing achievements towards HE outcomes, qualitative indicators are also going to play a very important part in the Evaluation Framework. These will come as direct responses from the Projects. However, it can be very difficult to compare qualitative responses, particularly if the same questions are not consistently used across projects.

Projects are likely to take a range of approaches to devising qualitative evaluation for their end of operational Year 1 evaluation questionnaire and report. There is a danger that the evaluation

information coming back to HLF from this will be on different bases, not easy to compare and even more difficult to aggregate and interpret into any Programme view. Some consistency of information is vital if it is to be compared and aggregated, although it is important to do this in a way which is not too prescriptive or stifling of the different ways projects might want to do their evaluations, given their differing circumstances and aspirations. Equally and if there is further evaluation of Projects to obtain evaluation feedback on a longer time frame, ensuring temporal consistency of this is also important.

Our approach is therefore to provide a list of questions which cover key impacts for each of the outcomes and which can be used by HLF and Projects in evaluation work. Where appropriate some of the questions include use of a Likert scale. This will provide some opportunity to compare responses across Projects, although accepting that there is always subjectivity in responses to qualitative questions. Including use of Likert scales and common questions across Projects and time will help to reduce subjectivity, whilst still allowing for a relatively easy to use and flexible evaluation system which is not too onerous on Project grantees.

However qualitative questions at the Project level will not provide the detail on Project outputs that is also an important part of monitoring and evaluation – to what extent are Projects delivering outputs that can be quantified and whose impact can be tested through evaluation. Qualitative questions at Project level also need to be accompanied by some quantitative review of the outputs being achieved and how these develop over time.

Other methodological issues

There are other methodological issues that need to be considered when considering an approach to evaluation, at both a project and programme level.

Lagged impact

Evaluation evidence from economic development projects, particularly those with a capital regeneration focus, is that any positive impact from investment tends to be lagged. That is, it often takes some years for the benefits to fully flow from the project investment and evaluating too early may underestimate the full impact of the project. Improvement to the physical infrastructure of an area is a long-term investment and the wider catalytic impact of a project will certainly not be immediate. It is also important to remember that the quickest wins will not necessarily be the lasting ones.

A longer term evaluation taking place after a 5 year period seems sufficient to allow enough time for the benefits to begin to be demonstrated. It is important to understand that these benefits may not be fully mature but we feel it is represents sufficient time lag.

Persistence of benefit

It is important to consider how the benefits that have been generated will persist over a longer time period – there is a 'persistence' of benefit. It is important that the evaluation framework ensures that the period over which the projects are evaluated is long enough to capture those benefits, whilst recognising that for some projects the benefits may be even longer-lasting and may never be fully captured. This is particularly important given that the primary measure of success is longevity and sustainability of new uses in the restored buildings. Building in evaluation of the same Projects over time will provide an opportunity to test the persistence of benefits and the extent to which these change and develop over time.

Ongoing monitoring and evaluation

Monitoring the progress of a project while it is under development is essential for making sure the project is on track – and for standing back and taking the wider perspective to anticipate any emerging or future challenges that might need to be overcome. Given that longevity and sustainability of uses is key to a successful Programme, maintaining that monitoring and evaluation over time is vital to track that uses as set out in Business Plans are on course and delivering the income that will help to maintain the buildings.

The objective contained within the generic HLF Evaluation Guidance of evaluation taking place over a 10 year period is well-intentioned and certainly seems appropriate to capture the longer-term impact of the project investments[1]. However, leaving evaluation to just the 5 and 10 year points leaves a significant margin of time when there is no regular formalised feedback on whether Project uses are on track or whether issues are arising about which HLF should be concerned. As long term sustainability is such an important element of the HE Programme, the existing generic HLF Evaluation approach should be supplemented by some more frequent and regular feedback from projects, without making this an onerous requirement.

Scope and scale of evaluation

All projects should have an evaluation plan as part of project development that sets out the timing, scope and scale of the planned evaluation(s) and knowing that evaluations will be required at Years 1 and may be required at Year 5 and 10 of operation. There are options to consider in relation to the size, scope and scale of an evaluation and whether/how it should be proportionate to the size, complexity, risk and innovation of a project. Having reviewed the case studies and considered the HE Programme objectives and outcomes being sought, it would seem that the issues associated with longevity and sustainability of uses are pertinent at all size of project and it would be impossible to generalise that one type or scale of project would have different/lesser evaluation to report on. What is therefore more important in evaluating HE as a Programme is to have some common consistency coming out of all project evaluations that can contribute to a Programme perspective being taken.

Obtaining economic impact information from users/occupiers

There is a logistical issue in terms of ensuring that projects can feed back on economic impact. It is quite likely that important economic impacts will come from users/occupiers of buildings as much (if not more) than from the HE project lead applicant. However, unless the applicant has put in place appropriate arrangements (which might need to be part of contractual arrangements with building managers or tenants for example) to ensure tenants/occupiers know information will be asked of them and will provide it, then economic impact will not be effectively reported to HLF. Ensuring such arrangements are in place needs to be a part of project development and assessment, particularly at Stage 2 of project development. Some project applicants will be very aware of this requirement e.g. local authorities, but others may be less so.

Defining Jobs and FTEs

It is apparent from the review of Project applications, that applicants are interpreting the application in different ways and providing target information which is not always comparable, or could be aggregated. Responses to the application question 'How many full-time equivalent posts will you create to deliver your project?' are variously including:

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[1] The time period is also tied into clawback arrangements linked to HLF standard terms and conditions of grant.

- construction jobs (which themselves are calculated differently)
- Jobs created specifically to deliver/as part of the capital project e.g. Heritage Learning Coordinator, Capital Project Manager
- Jobs created once uses in the restored building are under way

When considering the employment impact of the supported projects it is important that these are expressed and captured on a consistent basis. It is highly probable that job creation will encapsulate both full-time and part-time jobs which, whilst both important, should not simply be counted together. Counting part-time jobs in the same way as full-time jobs will overstate the overall economic impact. The most common approach to 'normalising' the data is to express all jobs as Full-Time Equivalents (FTEs).

Measuring job creation as a consequence of the HE support on an FTE basis can either be done directly by the projects themselves, or by the HE programme using the guidance as set out below. Our recommendation is that the projects provide the number of jobs created on an annual basis, providing the full-time and part-time split, and the FTE conversion is undertaken by the HE programme (or external evaluators at the appropriate time).

In terms of the conversion, the latest available data[2] shows that typically the average (median) hours worked by part-time workers (18.4 hours per week) in the UK is approximately 50% of full-time workers (37.5 hours per week). Therefore, we recommend that one part-time job is counted as *50% of one full-time job*. The FTE equivalent would be:

1 full-time job (1) + 1 part-time job (0.5) = 1.5 FTEs

This assumes that all jobs counted are permanent, at least lasting for 12 months.

There may be also instances where the job creation is temporary i.e. construction worker on the capital phase of the project. This also needs to be amended to reflect that that job was only in place on a temporary basis. For example, if someone has been employed on a full-time basis for 6 months during the capital phase of the project then then should only be expressed as 0.5 FTE. This should be a particular focus in the Year 1 reporting period and projects should be asked to differentiate between ongoing employment, and temporary employment that was in place for the construction phase of the project only.

Additionality

The accurate measurement of additionality at a project-level is a difficult exercise and evaluations often rely on benchmark guidance to inform their approach. Accurate measurement using primary research is a costly and resource intensive exercise. For example, it would require surveys of businesses in the target area to understand whether the supported project has had a detrimental impact on their activity, and for them to estimate the negative impact.

As a consequence, this evaluation framework does not recommend an intensive approach to assessing additionality. This also recognises that there would be two elements to assessing additionality through the Heritage Enterprise programme:

- Additionality relating to the building itself i.e. has an organisation simply moved from one historical building (now laying vacant) to the building restored under the HE programme
- Additionality relating to the activities delivered from the building i.e. there are now local services which may be in competition with existing service provision in the target area

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[2] *Annual Survey of Hours and Earnings – ONS - 2015*

In terms of the assessment of impact of the supported project, we feel that the second element (activity) is the most important consideration, although we would also argue that the first element (building) should be understood at the application and appraisal stage.

Given that we do not recommend an intensive quantitative approach to assessing additionality, the approach detailed in this evaluation framework has been to include a number of questions where all projects are asked to detail the additional jobs and enterprises that have been created. More in-depth questions looking at the subject are asked of the case study projects, both to the projects themselves as well as the through the wider stakeholder survey. The evaluation framework is broadly built on the premise that the more in-depth feedback on additionality from the case studies will inform a view on additionality at a programme level.

We feel that by including a series of questions that draw out issues around additionality in the surveys is a pragmatic approach to understanding the extent of additional impact that the HE programme has delivered. The assessment of additionality will be a semi-structured, rather than purely quantitative, assessment.

Counterfactual

In many respects, the assessment of 'counterfactual' is linked to the concept of additionality as detailed above. The counterfactual is what would have happened in the absence of the project intervention. It slightly differs from an estimate of the baseline – which is a static measurement in a given point of time (usually at the project outset), because it could also capture future projected changes i.e. a further deterioration from the baseline position.

It is our view that the counterfactual is adequately addressed by most project applications. The projects describe both the current and potential state of the heritage building and the need for investment from this perspective. It is our view that the counterfactual from a building perspective cannot be addressed in an evaluation context.

From an activity perspective (looking at what would happen in the supported area without the HE support) then this is also difficult to accurately assess. Some approaches to evaluation use methods such as establishing 'control groups' to help inform the counterfactual. That is, to take another area comparable to the supported project area and then to track changes in socioeconomic conditions over time in both areas. This is methodologically and practically difficult to a number of reasons:

- The methodological difficulty of identifying an area which is comparable to the project area i.e. having similar economic, demographical, geographic characteristics
- The methodological difficulty of finding a 'clean' area i.e. an area that wouldn't have had any form of similar regeneration support. Most areas will have had some form of public investment to help improve economic conditions, particularly if the comparator area is also relatively disadvantaged.
- The practical difficulty of then needing to do this exercise for all projects across the HE programme, potentially up to 100 projects.

We do not view this as practical, and our experience also shows us that a 'control group' approach often reaps limited benefits in terms of informing a view on the project counterfactual. Therefore we do not recommend any large-scale approach to estimate project or programme counterfactual, other than that already expressed in the application process (which does tend to be building focused).

Conclusion: the approach for the HE Programme
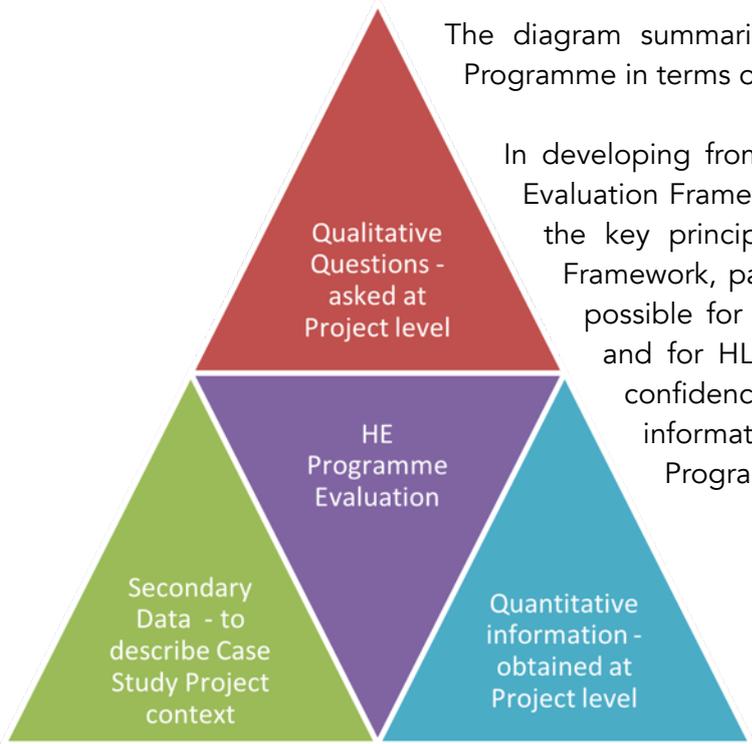
The diagram summarises the approach taken for the HE Programme in terms of indicators, metrics and questions.

In developing from this into how it can be used in an Evaluation Framework for HE, we have been mindful of the key principles we have set for the Evaluation Framework, particularly that of making it as easy as possible for Projects to provide the information – and for HLF to use that information with some confidence of commonality and consistency of information across Projects in order to build a Programme view.

Qualitative Questions - asked at Project level

HE Programme Evaluation

Secondary Data - to describe Case Study Project context

Quantitative information - obtained at Project level

As a result of the funding awarded via the Heritage Lottery Fund's 'Heritage Enterprise' programme there is a requirement for all supported projects to provide information that allows an understanding of how well the project is performing in relation to its proposed uses and output targets, and to allow insight into any wider impacts.

The questions detailed below are asked of all HLF Heritage Enterprise Programme supported projects, as a standard approach to enable HLF to understand Project and Programme progress. It is part of your Monitoring and Evaluation commitment in the Terms and Conditions of grant to provide this information to HLF.

Please check the basic project information and advise if there are any changes

1. Primary project contact name that HLF holds
2. Contact address, primary phone number, contact email

Organisation/partnership

Part 1 Monitoring Outputs:

The following table sets out the output information that you have provided to date. Please update the information for the past 12 months by putting in the **additional new** figures for the year that the project has helped to create. If numbers have decreased please put the decrease in as a negative figure. If there has been no change simply put a zero in the box.

(Suggesting that there is a spreadsheet which cumulatively adds output info for the core outputs requested which can be centrally held and updated from returns. The application or business plan target could be put in as the reference – although there may be a need to sort out some of the jobs figures as the application forms show a mix of ways in how they have calculated figures).

Core Outputs to collect through monitoring: (Could add a box at the bottom of each output set for any general comments if grantees want to make any)

Jobs and Businesses Created or Lost

- (for the Year 1 report ONLY), the number of businesses operating in the project building BEFORE the project started and the job numbers that were associated with these - please provide a full-time/part-time breakdown of these jobs – this will form the baseline
- (for Year 1 report ONLY) What was the total number of jobs created during construction work undertaken to restore the building – please provide a full time/part time breakdown and the length of time of each job created in months
- In the past year what additional jobs have been created in the accountable body (the project applicant) – please provide a full-time/part-time breakdown of these jobs
- In the past year what additional jobs have been created in other enterprises/businesses that are located in Heritage Enterprise funded project (the restored buildings)- please provide a full-time/part-time breakdown of these jobs
- In the past year what new enterprises/businesses have been established as a direct consequence of the Heritage Enterprise funded project – please provide details and the number of enterprises.
- Please list the current occupiers of your building (organisation/business name and broad area of activity)

Number of people attending heritage events and activities

- In the past year what were the total numbers of people attending different heritage events and activities (complete whichever are appropriate to the project) and provide any brief description:
    - open days, guided tours and walks
    - temporary exhibitions and displays
    - permanent exhibitions
    - Schools, college, HE and any other educational visits (break down as number of first time visits, number of repeat visits (which might be schools who visited in a previous year))
    - Festivals
    - Any other onsite activities (please outline what these are)
    - Any outreach activities (please outline what these are)
    - Numbers of website hits/pages visited/apps downloaded/other social media stats

Skills Development

- In the past year what were the total numbers of people developing existing and/or learning new skills (please provide any brief descriptions):
    - Apprenticeships
    - Work placements
    - Qualification based training at Levels 1 or below (full course or modules towards a course)
    - Qualification based training at Levels 2 or 3 (full course or modules towards a course)
    - Qualifications based training at Level 4 or above ((full course or modules towards a course)
    - Non qualification based training (please describe)
    - Continuing professional development
    - Other (please describe)

Community

- In the past year what *additional* community facilities have been provided (please briefly describe)
- In the past year what *additional* community services have been provided (please briefly describe)
- In the past year what were the total *volunteer* hours for the year

Building

- (Year 1 only) Confirm the total gross floorspace that has been brought back into use (sq,m) and how this has been allocated to different uses (e.g. percentage for workspace and number of workspace units)
- In the past year has there been any change to the floorspace figure that you created during your delivery phase and reported in Year 1?

Part 2: Business Plan Review

The following questions ask for a brief review of progress with your Project's Business Plan over the past 12 months, to see whether Business Plan targets are on course to be achieved and deliver the uses and impacts you planned for, as well as ensuring the historic building is being maintained and managed as originally envisaged.

1. On a scale of 1 – 4 (1= not at all, 4 = yes, completely) have you achieve the level of use, activity and income for the past year in line with your business plan projections? If not, is this an issue for you in terms of sustainability of the business model and/or delivering the anticipated socio-economic benefits of the project? What remedial action is in place (if needed)?

2. On a scale of 1 – 4 (1= not at all, 4 = yes, completely) has projected expenditure on building maintenance and repair/improvement for the past year been achieved, in line with your Management and Maintenance Plan?. If not, what are the changes/issues and what remedial action is in place (if needed)?

3. Do you have plans to sustain and grow activities and uses over the forthcoming year? Are there any issues that might impact on your ability to do this?

Part 3: Partnership developments

4. Have there been any changes or developments to your organisation/partnership over the last year, in order to support your project's activities and uses? Briefly describe what these have been

3: Qualitative Questions to Case Study Projects

Year 1, 5, 10	ECONOMY Uses, Outputs, Activities	Reason	Fit with Evaluation Framework Questions
Y1, 5 and 10	On a scale of 1-4 (1=not at all, 4= very) how important were the jobs that you created within your organisation/partnership in supporting delivery and ongoing operation of your project? Have the additional jobs worked out as planned? Did you identify the right positions or in hindsight would it have been better to plan for different posts/skills sets? Has the project also helped you to safeguard jobs within your organisation?	It is important to understand the impact that the HE supported project has had on the project applicant itself.	Q2, Q4, Q5,
Y1, 5, 10	Have the jobs that have been created in other enterprises/businesses that are located in the project developed as anticipated? Have you been able to easily monitor this information with users/building managers - and if not, what have the issues been? Could these have been avoided in any way?	It is important to understand the impact that the HE supported project has had on the enterprises/ businesses housed in the restored building. However some of this information is not within the gift of the applicant. Working with users/ managers of the uses will be important for the lead applicant and experience of how this works in practice is an important learning point	Q2, Q4, Q5
Y1, 5, 10	What have been the most important economic new uses that the HE supported project has delivered for the area e.g. café, a new visitor destination. How long lasting do you think these new uses will be – do they have longevity? And allied to this what have been the most important economic benefits – e.g. jobs, skills, workspace, new business sectors, tourist visitors? How long lasting do you think these will be?	This question tests the project's perception of its most important economic uses (to compare with those of other stakeholders) and the longevity of the uses it is developing. BY Yr 5 it should have a good feel for how uses have worked in practice	Q2, Q5
Yr 5, 10	To what extent has there been change in business activities in the building over time? E.g. change in numbers and types of businesses; or activities delivered that weren't detailed in the original business plan. Was this expected or anticipated? Has this had an effect on economic impacts (either positive or negative) and on achieving your business plan targets?	This question tests whether the business plan has worked out in practice; whether the project has been opportunistic in developing further uses or had to adapt to any changing circumstances	Q2, Q4, Q5
Yr 1, 5,10	How many of the uses are completely new to the area, or are they just new to the building i.e. they were already established in the area but are now delivered out of the building? Would any of this economic impact have happened anyway, if this project had not taken place – would you or your key partners have pursued these uses elsewhere in any other way?	This is a question of additionality of the economic activity developed and the extent to which the applicant was motivated by economic drivers and impacts (or by the desire to renovate a historic building)	Q2, Q3
Yr 5, 10	Has your organisation/partnership (the project applicant) made any further investment into the Heritage Enterprise funded project (the restored building)? If so, can you provide estimates, or descriptive details, of this additional investment?	One of the key outcomes of the project is that the initial HE funding has leveraged in further investment (either public or private). This question allows that information to be either quantitatively captured, or qualitatively described	Q2, Q5

Yr 5, 10	Have any of the enterprises/businesses operating from the Heritage Enterprise funded project invested further finance into their activities? Can you provide estimates, or descriptive details, of this additional investment?	As above	Q2, Q5
Yr 1, 5, 10	Have any of the additional jobs previously highlighted been filled by people who were previously unemployed, or not active in the labour market? If so, please provide any numbers and details	It is important to understand whether any of the new jobs supported by the project has specifically helped people at the margins of the labour market	Q2, Q3
	Wider Impacts		
Yr 1, 5,10	Is there demonstrable evidence of the Heritage Enterprise funded project having increased volume coming into the area i.e. footfall, staying visitors etc. Please provide any details you may have collected.	This allows projects that have had a specific focus on increasing new activity, or volume of visitors, into the area to describe those benefits, or highlight any measurements they may have. These benefits may be partially captured in the new jobs/enterprises supported but adds another layer of information.	Q3
Yr 1, 5, 10	On a scale of 1-4 (1= not at all, 4 = very significant) what is your view of the positive economic impact the HE supported project has had in its local area? What is your reasoning for saying this? Do you have any evidence? Do you think these economic impacts are sustainable in the long term?	Some projects may commission their own economic impact assessments, which may be needed by other funders or by the project itself wanting to demonstrate its economic worth. Gathering this information as part of the HLF evaluation will be important	Q3, Q5
Yr 5, 10	On a scale of 1-4 (1= not at all, 4 = very significant) what is your view of whether the HE funded project has contributed to economic growth. If so, in what way and with what evidence		Q3
Yr 1, 5, 10	Have there been any negative impacts, and if so what are these and why do you think they have occurred?	It is also important to draw out if the project has had any negative impacts. This might include issues of displacement e.g. moving the same jobs or visitors from one place to another	Q2, Q3
Yr 5, 10	Had you expected or hoped the HE supported project might have delivered any other economic benefits? If so what were these, do you think these might still occur or otherwise why have they not happened?	This question tests stakeholder expectations about the project and what it might do/could have done	Q2, Q3
Yr 5, 10	A brief review of published stats about the economic circumstances of the local area around the project show…… Do you think the new activities in the restored building are likely to have had any influence on these changes?	This question tests the extent to which stakeholders perceive the project as having any impact on contextual economic indicators – it will be a subjective response but is about determining reach of impact.	Q3
Yr 1, 5,10	Have there been any other unexpected economic impacts arising from the project?		Q2, Q3
Yr 5, 10	Have there been any external changes e.g. in in Government or local policies, or regeneration initiatives, that you feel have affected the Project's activities and economic impact (either positively or negatively)? What are these and what effect do you think they have had.	This question is important to establish whether other things may have impacted on the project's ability to achieve its economic aspirations – either positively or negatively – but over which it has no control.	Q3, Q5

	SKILLS		
Yr 1,5, 10	On a scale of 1-4, (1= not at all, 4= very important) how important have the skills development and training activities been for (a) the effective delivery of the uses in your project (one score) and for (b) supporting economic activities in the wider area.	This question is intended to draw out the importance of skills development in supporting the operational activities within the building	Q2, Q4, Q5
Yr 1, 5,10	Have the skills development activities been targeted at particular sections of society? For example, those who may be disadvantaged. If so, please provide details	It is useful to understand whether the training activities delivered out of the HE funded project has helped disadvantaged members of society	Q2, Q3
Yr 1,5,10	How has the training been delivered through the project? Have any links have been made with mainstream or other local training providers i.e. FE colleges? If so, please provide details.	This question will draw out whether the project has been able to coordinate with other existing training activity already provided in the surrounding area.	Q2, Q3

	LOCAL AREA AS A PLACE TO LIVE AND WORK		
Yr 1, 5, 10	Has the project provided any new community facilities and services for the local area? Were these intended as part of your Business Plan? How are these being used and what value do they have for the surrounding area?	This question will draw out whether other community benefits are being achieved either intentionally or as additional benefits	Q2, Q3, Q4
Yr 1,5,10	Is there any demonstrable evidence that the HE funded project has acted as a catalyst for further regeneration in the surrounding area? If so, please provide details and a description of how the HE funded project has had a either a direct or indirect influence	Whilst the responses will be mainly qualitative, it is important to draw out any of the wider impacts and allow projects to describe these impacts	Q2, Q3
Yr 1,5,10	Have new jobs created/supported by the HE funded project, been filled by members of the local community i.e. within 1-2 miles of the project? What evidence do you have of this?	This is important to help understand whether the new jobs created/ supported by the project has delivered direct benefits to the local community	Q2, Q3
Yr 1,5,10	What level of volunteering has taken place through organisation supported by the Heritage Enterprise project? How important have volunteers been to delivery of your activities and what benefits have volunteers got from their work? Do you have any evidence of this?	It will be important to capture volunteering activity associated with the project	Q2, Q3
Yr 1,5,10	What other linkages have been made with other activities/projects in the area. Please describe what links have been made and how they contribute to helping the Heritage Enterprise project achieve its overall aim.	This is important to understand the links that the project is making with other activity in the area, drawing out how this is providing benefits to the	Q3
Yr 1,5,10	On a scale of 1-4 (1= not at all, 4 = very significant) what is your view of whether the Heritage Enterprise funded project has increased the profile of the area (e.g. it now gets more visitors, more local spend, more footfall)? Would this have happened anyway, without the project. To what extent do you think this is attributable to the project (could scale the response 1-4)?	To test whether the project has had any impact on profile of the area. This will be a subjective view although placing the response on a scale will give an opportunity for some comparability between stakeholders within a project, as well as some comparability between projects.	Q3
Yr 1,5,10	On a scale of 1-4 (1= not at all, 4 = very significant) what is your view of whether the HE funded project has led to any greater local community cohesion, sense of place or brought the community together in any other way? Do you have any evidence for this? Has the project led to any other local community benefits	Establishing the community benefit is also important and whether the project has supported community cohesion in any way	Q3

Yr 5,10	Do you feel you have been able to develop successful relationships within the local community and be seen as a relevant local community player?	To identify whether the project and organisation/partnership is engaging well with its local area and supportive of its local community	Q5, Q3

HERITAGE IS BETTER MANAGED

Yr 1,5,10	(Yrs 5 and 10) On a scale of 1-4 (1=not at all, 4= yes completely) has the Management and Maintenance Plan been an effective tool for guiding building management and maintenance activity. If not, what have been the issues with it and what would you change in its coverage if starting again. Explain any updating of the Plan and proposals for any additional future works not already included in the Plan	All projects are required to have such a plan which should include building maintenance costs and a whole life cycle building repair programme as well as how maintenance is managed. The evaluation needs to establish that projects are working in line with their approved M&M Plans over the long term as this should demonstrate effective management; whilst also checking that M&M plans are adequate/ effective as a tool	Q2, Q4
Yr 1, 5, 10	Has the projected expenditure for building maintenance and repair/improvement worked out in practice? If not, what have been the issues, should budget allowances have been higher (or lower) and would income generated have supported any higher level of expenditure? Can your level of expenditure be maintained in the long term?	The uses developed for the building need to generate sufficient income to support the building maintenance, any repairs and anticipated future improvements. The evaluation and monitoring needs to check that this is the case over the 10 year timeframe as it is the ability to sustain this expenditure in the long term that will indicate success from a Programme perspective	Q2, Q5
Yr 1,5,10	Have new partners or staff with heritage skills come on board to the organisation or partnership leading the project? Has it: • Gained any additional staff/trustees with heritage asset management knowledge • gained any specialist heritage asset management posts within organisation • purchased external heritage expertise • Gained any new external partners with heritage management experience In what way (if at all) has this contributed to management of the Project's heritage asset? To what extent have any new partners been attracted by the new uses and work of the Project?	This will help to demonstrate whether a project has been able to strengthen its heritage management expertise through attracting new expertise; and the extent to which the work of the project has made this happen (the latter providing a view on leverage, relevant to Strategic Added Value)	Q5

HERITAGE IS IN BETTER CONDITION

Yr 1 (yr 5?)	Confirm Current Value of Building (NB – this requirement could carry a cost if an external valuation has to be commissioned)	To ensure value of building in improved condition is being maintained[1] in the longer term. The value of a building could also be subject to external influences e.g. changes in property market, status of area. The reporting of valuation at the point of evaluation needs to comment on any such external influences *1. This requirement is also inextricably linked to the building achieving its income and expenditure predictions and therefore securing enough finance to support building maintenance.*	Q4, Q6

Yr 5 and 10	Do you have a Conservation Plan or other plan of heritage conservation work that is ongoing? If yes, on a scale of 1-4 (1=not at all, 4= yes completely) has progress with delivery of the Conservation Plan been on course? (NB CP only required for projects over £2m grant. Projects may have some other 'informal' plans?). Do you have plans for further Conservation work in the future and if so how will this support the activities and uses in the building?	To check that progress towards delivering the ongoing programme of work/activities in the Conservation Plan is on course, whether there are issues and if so, for what reasons (and whether any action on HLF's part is needed)	Q2
Yr 1	Confirmation of the Conservation Deficit (Year 1 only)	Final financial figures on restoration and refurbishment at the end of the capital spend delivery period, allied to building value should confirm the Conservation Deficit. Given that the Conservation Deficit is an absolute gateway criteria, it should be reported on.	Q6
Yr 5 and 10	What is the current Building Listing or status. Have there been any review statements, has its status changed at all as a result of the project e.g. been taken off the Buildings at Risk Register	Where buildings are on the At Risk Register, their re-use and reinstatement should lead to requests and review of the At Risk status, especially over a 10 year timeframe. Other reviews of listed or unlisted status might be undertaken over a 10 year time frame and would also help to indicate current condition	Q2,Q5

NEGATIVE ENVIRONMENTAL IMPACTS ARE REDUCED

Yr 1,5,10	What energy and/or water resource efficiency measures have been put in place over and above the Building Regs Part L requirements and how has this helped deliver environmental benefits for you?	This is the main way in which projects seem to be intending to achieve some environmental benefits and could be demonstrated in a number of ways: - Achievement of BRE In Use standards. These can be used on a self assessment basis and could be appropriate (or a requirement?) for larger schemes - Energy Performance Certificates in place (although this would not be required for all projects) - Monitoring of use e.g. Smart meter readings and tracking, with comparison to standard building costs (eg BCIS utilities costs) - Use of lifecycle performance management tools such as Building Information Modelling	Q2
Yr 1	What environmentally sustainable building construction and materials use has been achieved during physical restoration and refurbishment and what environmental benefits should this lead to (and how will you monitor these benefits and report on them at subsequent evaluations?)	This question is a prompt both to ensure projects are on board to the need to report environmental benefits on an ongoing basis at evaluation points, whilst also building a set of information of the types of standards buildings have already been able to achieve and which could be demonstrated e.g. BRE Building Refurbishment Standards	Q2
Yr 1,5,10	Has your project been able to encourage or have any influence over sustainable methods of travel by users and visitors and with what environmental benefits to your project and the wider area	Projects have identified where sustainable travel to the building is an aspiration although sustainable travel plans may not be appropriate to every project. It is quite possible they may be a requirement of any planning approval where they are appropriate and it would be valuable to include in evaluation if this is the case.	Q2

PEOPLE HAVE LEARNT ABOUT THEIR HERITAGE

Yr 1,5,10	On a scale of 1-4 (1= not at all, 4= major increase), to what extent has the knowledge of people attending heritage events and activities about the history of the building increased? - On a scale of 1-4 (1=- nothing, 4 = significant level of knowledge) did attendees know anything about the building before they visited On a scale of 1-4 (1= not at all, 4= major increase), to what extent do attendees know more about the structure of historic buildings and ways of carrying out restoration/ refurbishment (may be a Yr 1 Q only?) Will or have attendees used this knowledge in their work, education or home life? - if yes, please describe how?	Knowledge and learning from visiting the heritage asset whether during restoration work or once in operation is one of the five general learning outcomes which is fundamental to this outcome and is relevant across the different threads of learning activities	Q2
Yr 1,5,10	On a scale of 1-4 (1= not at all, 4= major positive impact), has refurbishment of X had an impact on how attendees feel about this building e.g. they can identify more strongly with the building, or have a greater sense of pride in the building	Attitudes and values is a second of the five general learning outcomes which is also very relevant to this outcome, in order to engender a greater identity for the heritage assets and its role in the local area	Q2

STRATEGIC ADDED VALUE

Yr 5, 10	Do you think your organisation/partnership has provided any leadership locally e.g. have you been invited onto local socio-economic or community partnership groups in recognition of wider impacts and activities arising from the project? Has the project acted as an exemplar in any way? E.g. invited to present the project at regional events in recognition of its impacts/successes	To identify any strategic leadership impacts arising from the project	Q3, Q5
Yr 5, 10	Has your project and the organisation/partnership behind it had any strategic influence in the area or further afield e.g. encouraged other organisations to form partnerships to take forward a project; encouraged new HE partnerships/applicants; acted as an ambassador for the area	To identify whether the project and organisation/partnership is having any strategic influence either locally or further afield	Q3, Q5
Yr 5, 10	Has the project and the organisation/partnership behind it brought in new partners directly working with the project to create/develop services/ products, or attracted by the project to undertake their own project/activities	To identify whether the project and organisation/partnership has any leverage in bringing in new partners and activities to the area	Q3, Q5
Yr 5,10	Have you been actively working with other organisations on joint or linked projects led by others? Are you looking to engage more broadly in other initiatives in the local area?	To identify whether the project and organisation/partnership is working well with other local initiatives to ensure there is synergy between initiatives and activities	Q3, Q5

ORGANISATION AND PARTNERSHIP

Yr 1,5,10	On a scale of 1-4, (1= not at all, 4= very significant) to what extent do you feel that the project has given you greater organisational sustainability? Is this greater financial security or does it extend beyond finances into greater management stability?	This question is focused on testing out how important the Project has been in achieving greater sustainability for the organisation/partnership behind	Q5

Yr 1,5,10	Has undertaking the project caused you any organisational problems/issues? Were these things caused by the HE application and appraisal process? If so, could they have been avoided?	As above	Q5
Yr 1,5,10	Has the way in which you have structured any Partnership development with others in order to undertake the project worked successfully? Can you see ways in which it could be improved. In hindsight would you have done anything differently?	This question is focused on testing out how any public/private/third sector partnerships created for the project have worked out in practice. This might be partnerships related to core delivery or delivery of elements of use within the building	Q5
Yr 5, 10	Has the HE Programme requirement that projects are led by a non profit making organisation but partnerships with private sector are actively sought and encouraged been an approach you have welcomed/found easy to work with	This question reflects on experience in relation to the above	Q5

	HE PROGRAMME PROCESSES		
Yr 1	On a scale of 1-4 (1= very easy, 4 = very hard) how easy or difficult did you find the application process? What aspect of the information needed did you find most difficult to deal with?	To test the ease of information requirements for HE	Q6
Yr 1	How did you find the level of support from HLF staff and from mentors and monitors if they were assigned to you? Was this helpful, could there have been more support, were there areas of information requirements that you found difficult to deal with, would any additional guidance notes have been helpful (and on what subject)	To test whether any additional support or change in support is needed to help Programme management	Q6
Yr 1,	Now that you have various plans in place (business plan, evaluation plan, Management and Maintenance Plan) how helpful have these been in running the activities in the building so far? Do you expect these plans to have ongoing usefulness and over what time period? Do you anticipate updating and rolling them forward at some point in the future?	To test the value of the various plans in the long term development of the Project	Q6, Q4
Yr 5, 10	Reflecting on your experience of running this building for 5/10 years, and the various plans you had to put in place originally (business plan, evaluation plan, Management and Maintenance Plan) how helpful have these been in running the activities in the building. Are there lessons from having to prepare/use these that you would want to pass on to others? In hindsight have they all been useful to you? What has not? Would anything else have been useful?	As above	Q6, Q4
Yr 5,10	Reflecting on your experience with HLF and the HE Programme, has the effort put into project development, delivery and now operation been worth it? If you had not done this project would you have pursued the uses developed in any other way? And was developing the uses the primary motivation for you initially anyway, or was it the desire to rescue a derelict building?	Testing additionality	Q4, Q2
Yr 5,10	Would you advise others that HE is a useful programme to consider? Why? What do you see as the three main benefits? And does it have any key issues that you might want to caution others about?	Overview – a reflection on the Programme	

Case Study Wider Impact and Strategic Added Value Qualitative Questions to Wider Stakeholders

Wider Impact (to local businesses in the area, chamber of commerce, business group, investors, regular business users, tourism groups – actual list would be tailored to the uses of each case study)

ECONOMY Stakeholder question	Reason	Evaluation Framework Question Fit
On a scale of 1-4 (1= not at all, 4 = very significant) what is your view of the positive economic impact the HE supported project has had in its local area? What is your reasoning for saying this? What evidence can you provide to support this? Do you think these economic impacts are sustainable in the long term?	By scaling the response to this question it will give some comparability both across stakeholders for the same project and between projects, as an overview of the economic impact a project is having in the wider area. It will also help identify perceptions on sustainability of economic benefits	Q2, Q3,
(possible supplementary) What have been the most important economic new uses that the HE supported project has delivered for the area e.g. café, a new visitor destination. How long lasting do you think these new uses will be – do they have longevity?	This may already have come out in discussions on the first question but if not, then it will help to determine what stakeholder perceive as the most beneficial new uses	Q1, Q2, Q4,
What have been the most important economic benefits – e.g. jobs, skills, workspace, new business sectors, tourist visitors? How long lasting do you think these will be?	This is a slightly different question to that preceding as it is focused on the benefits not the uses and those which are most beneficial.	Q2, Q4,
On a scale of 1-4 (1= not at all, 4 = very significant) what is your view of whether the HE funded project has contributed to economic growth. If so, in what way and with what evidence	To test whether a project is making any direct contribution to economic growth	Q3,
Have there been any negative impacts, and if so what are these and why do you think they have occurred?	It is also important to draw out if the project has had any negative impacts. This might include issues of displacement e.g. moving the same jobs or visitors from one place to another	Q2, Q3,
Had you expected or hoped the HE supported project might have delivered any other economic benefits? If so what were these, do you think these might still occur or otherwise why have they not happened?	This question tests stakeholder expectations about the project and what it might do/could have done	Q2, Q3,
A brief review of published stats about the economic circumstances of the local area around the project show…… Do you think the new activities in the restored building are likely to have had any influence on these changes?	This question tests the extent to which stakeholders perceive the project as having any impact on contextual economic indicators – it will be a subjective response but is about determining reach of impact.	Q3,
Have there been any other unexpected economic impacts arising from the project?		Q2, Q3,
Have there been any external changes e.g. in in Government or local policies, or regeneration initiatives, that you feel have affected the Project's activities and economic impact (either positively or negatively)? What are these and what effect do you think they have had.	This question is important to establish whether other things may have impacted on the project's ability to achieve its economic aspirations – either positively or negatively – but over which it has no control.	Q2, Q3,

LOCAL AREA AS A PLACE TO LIVE AND WORK		Evaluation Framework Question Fit
Stakeholder question	**Reason**	
Has the project provided any new community facilities and services for the local area. If so what are these and what are your views on their use and value?	To establish its contribution to the local community around it and views on who in the local community is using it	**Q3, Q2**
On a scale of 1-4 (1= not at all, 4 = very significant) what is your view of whether the Heritage Enterprise funded project has increased the profile of the area (e.g. it now gets more visitors, more local spend, more footfall)? Would this have happened anyway, without the project. To what extent do you think this is attributable to the project (could scale the response 1-4)?	To test whether the project has had any impact on profile of the area. This will be a subjective view although placing the response on a scale will give an opportunity for some comparability between stakeholders within a project, as well as some comparability between projects.	**Q3**
On a scale of 1-4 (1= not at all, 4 = very significant) what is your view of whether the HE funded project has acted as a catalyst for further regeneration in the surrounding area? Is there any demonstrable evidence of this? If so, please provide details and a description of how the HE funded project has had a either a direct or indirect influence. If not a catalyst to regeneration, do you think the project has in any way contributed to regeneration of the area	Same reasoning as above but in relation to regeneration. However recognising that projects may not be the catalyst but could have made some contribution, probing this element too is important	**Q2, Q3**
On a scale of 1-4 (1= not at all, 4 = very significant) what is your view of whether the HE funded project has led to any greater local community cohesion, sense of place or brought the community together in any other way? Do you have any evidence for this? Has the project led to any other local community benefits	Establishing the community benefit is also important and whether the project has supported community cohesion in any way	**Q3**

STRATEGIC ADDED VALUE		Evaluation Framework Question Fit
Stakeholder question	**Reason**	
What is your view on whether the organisation/partnership involved in the project has provided any leadership locally e.g. is it invited onto local socio-economic or community partnership groups in recognition of wider impacts and activities arising from the project? Has it acted as an exemplar in any way? E.g. invited to present the project at regional events in recognition of its impacts/successes	To identify any strategic leadership impacts arising from the project	**Q3, A5**
Has the project and the organisation/partnership behind it had any strategic influence in the area or further afield e.g. encouraged other organisations to form partnerships to take forward a project; encouraged new HE partnerships/applicants; acted as an ambassador for the area	To identify whether the project and organisation/partnership is having any strategic influence either locally or further afield	**Q3, Q5**
Has the project and the organisation/partnership behind it brought in new partners directly working with the project to create/develop services/products, or attracted by the project to undertake their own project/activities	To identify whether the project and organisation/partnership has any leverage in bringing in new partners and activities to the area	**Q3, Q5**

behind it been actively working with other organisations on joint or linked projects led by others? Does it actively seek to look beyond its own activities and engage more broadly in other initiatives in the local area?	organisation/partnership is working well with other local initiatives to ensure there is synergy between initiatives and activities	
Has the project and the organisation/partnership behind it been able to develop successful relationships within the local community and be seen as a relevant local community player?	To identify whether the project and organisation/partnership is engaging well with its local area and supportive of its local community	**Q3, Q5**

Year	Question	Reason
Yr 1	On a scale of 1-4 (1 = not at all well, 4 = very well) how well did XX project applicant deal with the HLF requirements for the HE Programme through the application and approval process? • Heritage outcomes and benefits • Economic outcome and impacts • Area/community wider impacts • Business planning • Evaluation planning • Proving Conservation Deficit • Other – please describe What areas of information requirements did they struggle with most and why?	To check whether there are any common areas where applicants are experiencing issues
Yr 1	On a scale of 1-4 (1 = not at all easy, 4 = very easy), how easy did you find it to deal with the types of queries and questions that the applicant had during the process in relation to: • Heritage outcomes and benefits • Economic outcome and impacts • Area/community wider impacts • Business planning • Evaluation planning • Proving Conservation Deficit • Other – please describe What areas of queries were hard to deal with and why? In what ways can the application process (including the forms) be improved to help the applications process and the applicants themselves?	To check whether there are any common areas where HLF staff are experiencing issues
Yr 1	On a scale of 1-4 (1 = not at all easy, 4 = very easy), how easy did you find it to assess other key issues associated with the Project: • Risk • Viability • Financial sustainability • Options appraisal • Other – please describe What areas were hard to deal with and why? In what ways can the Programme provide further support and help to Case Officers on these points?	
Yr 1	Are there any aspects of the HE Programme that you feel would benefit from further guidance and support (a) for applicants; (b) for case officers and other HLF staff working in the HE Programme	To learn from experience in developing HE Programme information
Yr 1	In hindsight would you have approached the appraisal of this project any differently? In what way?	To test whether appraisal is drawing out the key concerns and getting these sorted before projects become operational
Yr 1,5	What are the three main learning points you would take from your experience of dealing with this project? Have you been able to use the experience in guiding and appraising other HE applicants? What do you think would be most effective ways to share best practice amongst a) case officers and b) prospective HE project applicants	To find out what HLF staff are learning from HE work and how important this learning is to pass on, both to applicants and to other HLF staff

Yr 5	How have you kept in contact with how the project has progressed against its original objectives, or targets as set out in its business plan? Have you felt suitably informed of progress and, if not, how can contact between HLF and supported projects be improved?	To find out the level of contact with projects and whether HLF has felt suitably informed of progress, or unforeseen difficulties with projects.
Yr 5 and 10	What is your perception of how well the activities and uses are working out at XX project. Is this better or worse than you anticipated during the application process?	Assuming some ongoing case officer contact. Otherwise may need to add in a q about whether there has been any contact

5: Socio-economic profiles of the case studies

CLS Care, Town Ward, Newcastle-under-Lyme

Edinburgh Printmakers, Dalry and Fountainbridge Ward, Edinburgh

Fellowship Inn, Bellingham Ward, Lewisham

Harland & Wolff Hotel, Island Ward, Belfast

Morpeth Railway Station, Stobhill Ward, Northumberland

Saltdean Lido, Coastal, Brighton & Hove

CLS Care, Town Ward, Newcastle-under-Lyme

The CLS Care supported project is located in the 'Town' ward of Newcastle-under-Lyme. The latest resident population of the ward is estimated to be 3,709 (2013 ONS mid-year population estimates).

It does tend to have a relatively lower proportion of economically active people of working age. Whilst economic activity rates in Newcastle-under-Lyme in general broadly equate to 75%, the figure in the Town ward does tend to be lower – broadly equating to 66%. Unemployment tends to be higher, and also in a relatively significant sense. According to the widest measurement of unemployment[3] 11% of those aged 16-64 were unemployed in 2011. Unfortunately data at ward-level for this wider indicator is relatively dated.

On the narrower measure of unemployment – measuring only those who are claiming Jobseekers Allowance and normally referred to as the 'claimant count'– the latest figure stands at 2.5% (January 2016 – as proportion of working-age residents). Inactivity rates (for the wider district) are slightly above national rates (25.3% v 22.5%).

Claimant count rate (% as a proportion of residents aged 16-64)
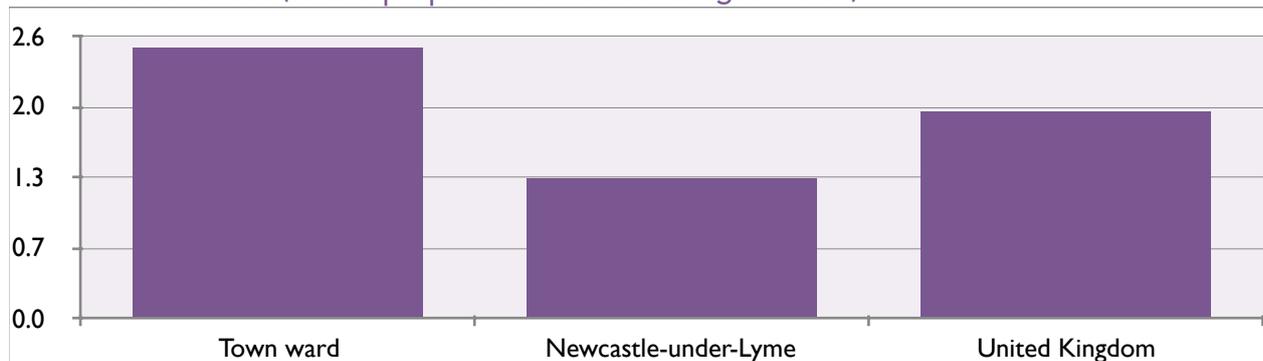
(Source: Claimant Count – ONS)

The rate and number of claimants have fallen has fallen over the past few years, standing at 3.5% in January 2014 – highlighting some marginal improvement in labour market conditions in the locality. This largely mirrors improvement in labour market conditions at both a national and regional level, showing that the demand for labour has been relatively strong since the effects of the recessionary period. It also may partially reflect some policy changes at a national level, such as the shift towards Universal Credit.

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3 Based on the International Labour Organisation definition and capturing those classified as unemployed but may not necessarily be claiming job-related benefits.

Claimant count – absolute numbers
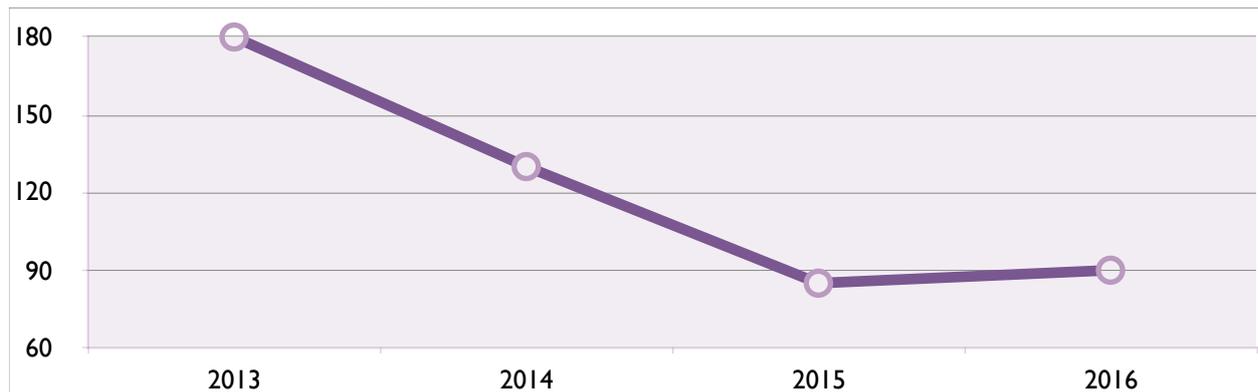
(Source: Claimant Count – ONS)

Overall, 17.2% of the resident working-age population of the Town ward receive some form of Department, Work & Pensions benefits. This is significantly higher than the national average (12%). The majority of these relate to Employment Support Allowance (or the previous support benefit of incapacity benefits). This benefit relates to those who cannot work due to illness or disability. Again, this is significantly higher than in many other areas. The below chart shows that the Town ward is particularly characterised by the high proportion of people of working age claiming Employment Support Allowance (or its predecessor Incapacity Benefits)[4].

DWP benefit claimants (% as a proportion of residents aged 16-64)
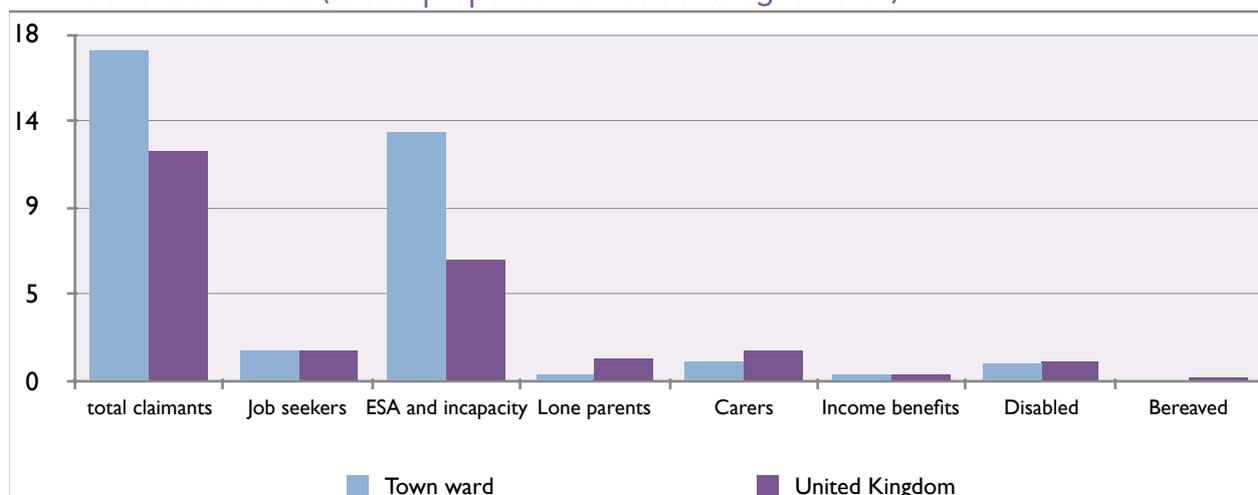
(Source: Benefit Claimants – DWP/ONS)

According to the latest estimates (2014), there are approximately 8,100 jobs[5] in the Town ward. In broad terms this number has stayed relatively constant over the past 5-6 years. Just under two-thirds of the jobs in the ward are full-time, with the remainder part-time. Again, this proportional structure has stayed relatively static over the period, despite a greater shift towards part-time employment seen on a national basis. This could be seen as sign that the local labour market has been relatively robust, resisting the shift towards part-time work, much of which is 'involuntary' i.e. people have had to take part-time jobs as a result of a lack of quality full-time opportunities being available.

4 The chart relates to data which classifies people into which 'primary' benefit they receive. Benefits are arranged hierarchically and claimants are assigned to the top most benefit they receive. In reality, many people receive more than one benefit, but this dataset only counts a person once.
5 The classification of jobs here is paid employment, therefore excluding self-employment.

Number of employee jobs (Town ward)
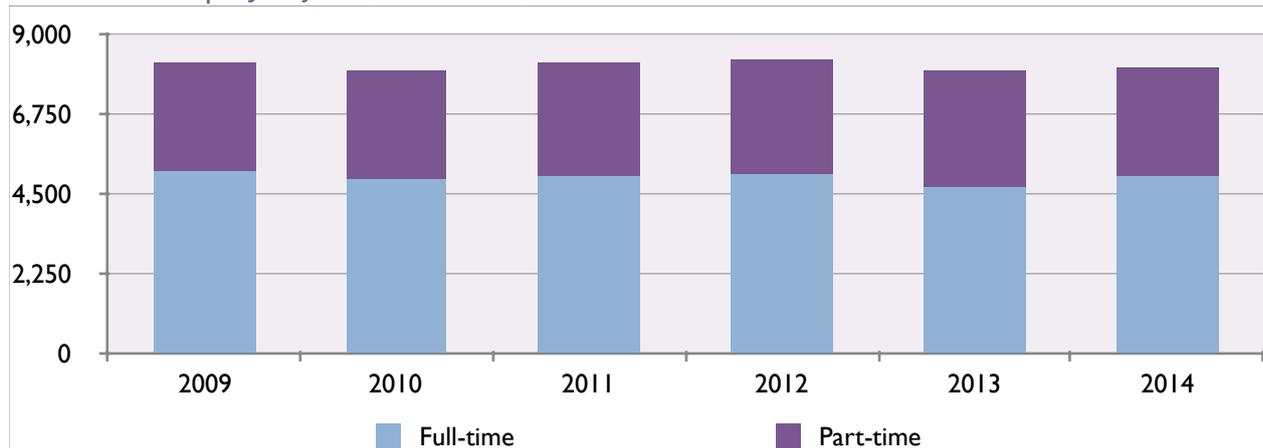
(Source: Business Register & Employment Survey – ONS)

In terms of the qualification level of the local population, there appears to be a relatively even split between residents who have high level qualifications (i.e. NVQ 4+ and above i.e. degree equivalent) and those that do not hold any qualifications. The area surrounding the supported project[6] is characterised by marginally lower proportions of people holding higher qualifications, and marginally higher proportions with no qualifications (as shown in the below chart). Again, data relating to this measurement is relatively dated (2011 Census data) but the expectation is numbers do not significantly change over the short-term.

Qualification levels – (all residents aged 16+) (Middle Super Output Level)

(Source: 2011 Census – ONS)

In terms of the overall measurement of deprivation (as measured by the 2015 Index of Multiple Deprivation), the supported project is in an area[7] which is classified as being within the 20% most deprived neighbourhoods in the country. It is classified as being in the 10% most deprived neighbourhoods for measurements relating to crime and health, whilst it performs better on measurements looking at barriers to housing and services (partially reflecting its semi-urban characteristic), education and income deprivation affecting children.

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6 The data relates to Middle Super Output areas.
7 The IMD provides data at a Lower Super Output Area level

Index of Multiple Deprivation (2015)	Rank (out of 32,844 Lower Super Output Areas with 1 as the most deprived)
Overall (combined domains)	5,266
Living environment	7,696
Crime	2,088
Income	7,633
Employment	4,649
Health	1,745
Education	13,100
Barriers to housing and services	22,027
Income deprivation affecting children index	12,189
Income deprivation affecting older people index	6,566

In summary, the area in Newcastle-under-Lyme near the CLS Care project supported by the Heritage Enterprise programme does display some characteristics of economic difficulty. It tends to have lower levels of economic activity, with higher inactivity rates, and there are a greater proportion of residents who receive DWP benefits. Whilst labour market conditions appear to have at least stabilised, and possibly even improved, since the effects of the recession, the data appears to indicate that there is some social inequality within the area. The project is in an area classified as being one of the most deprived neighbourhoods in the country.

Edinburgh Printmakers, Dalry and Fountainbridge Ward, Edinburgh

The Edinburgh Printmakers project supported by the Heritage Enterprise programme is located in the Dalry and Fountainbridge ward within Edinburgh. The latest resident population of the 2011 Output Area (S00103474) was 437 (2011 Scottish Census). This is a relatively small geographical statistical area which closely mirrors the supported project[8]. According to the Census data, the area contains a relatively young population with the average (median) age 21-22 compared to an average age in Scotland of approximately 41.

Its proportion of economically active people of working age (16 to 74) does tend to be significantly lower to levels seen nationally. According to the proportion of residents who were classified as economically active was 49.2%, compared to a Scotland average of 69.0%. This differential is predominantly driven by a large number of students (reflecting the age structure noted above). Approximately a half of the total working-age population are students. This is useful to understand when interpreting other economic data. For example, whilst it appears that unemployment levels are low in the area surrounding the Edinburgh Printmakers project, this is principally due to the lower number of the working age population looking for work. With significantly lower levels of retired, people looking after family, long-term sick etc. then the profile is one of a young, predominantly student population.

On the narrower measure of unemployment – measuring only those who are claiming Jobseekers Allowance and normally referred to as the 'claimant count'– the latest figure stands at 1.4% (January 2015 – as proportion of working-age residents). This tends to be marginally lower than the wider comparator areas (Edinburgh rates have tended to be 1.5%-2.0%). Inactivity rates (for the wider district) tend to be approximately 25% (again remembering the relatively large student population in Edinburgh).

The rate and number of claimants have fallen has fallen over the past few years – highlighting some marginal improvement in labour market conditions in the locality. This largely mirrors improvement in labour market conditions at both a national and regional level, showing that the demand for labour has been relatively strong since the effects of the recessionary period.

Another notable characteristic of the area is the relatively high proportion of part-time working, compared to those who work full-time. As the chart below shows, over 50% of those in employment work fewer than 30 hours per week. Again, this may reflect the student population, where part-time work is often an attractive option. There is a gender split on the number of hours worked. The average hours worked by males in employment was 31.8, whilst for females it was lower at 25.2.

Average hours worked (2011) (Output Area)

Legend: Edinburgh Printmakers (S00103474) — Scotland

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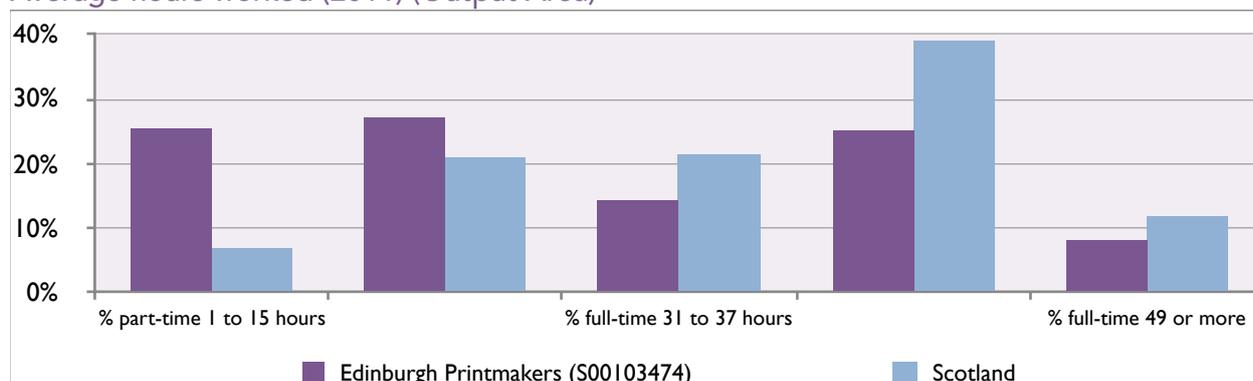
8 Population estimates in Scotland tend to relate to Data Zones.

The majority (80%) of people who receive any form of Department, Work & Pensions (DWP) benefits do so in relation to Employment Support Allowance (or the previous support benefit of incapacity benefits). This benefit relates to those who cannot work due to illness or disability. Again, this is significantly higher than many other areas. Interestingly, there are no claimants for benefits relating to carers, disability etc. Again, this potentially reflects the demographic structure of the area.

Bearing in mind that the overall numbers are relatively small, the majority of employed people work in managerial and/or professional occupations. The project area has a greater proportion – compared against national average – in professional occupations, although it also has greater proportions in elementary occupations (possibly associated with the higher numbers of people working part-time).

Occupational employment (2011) (Output Area)
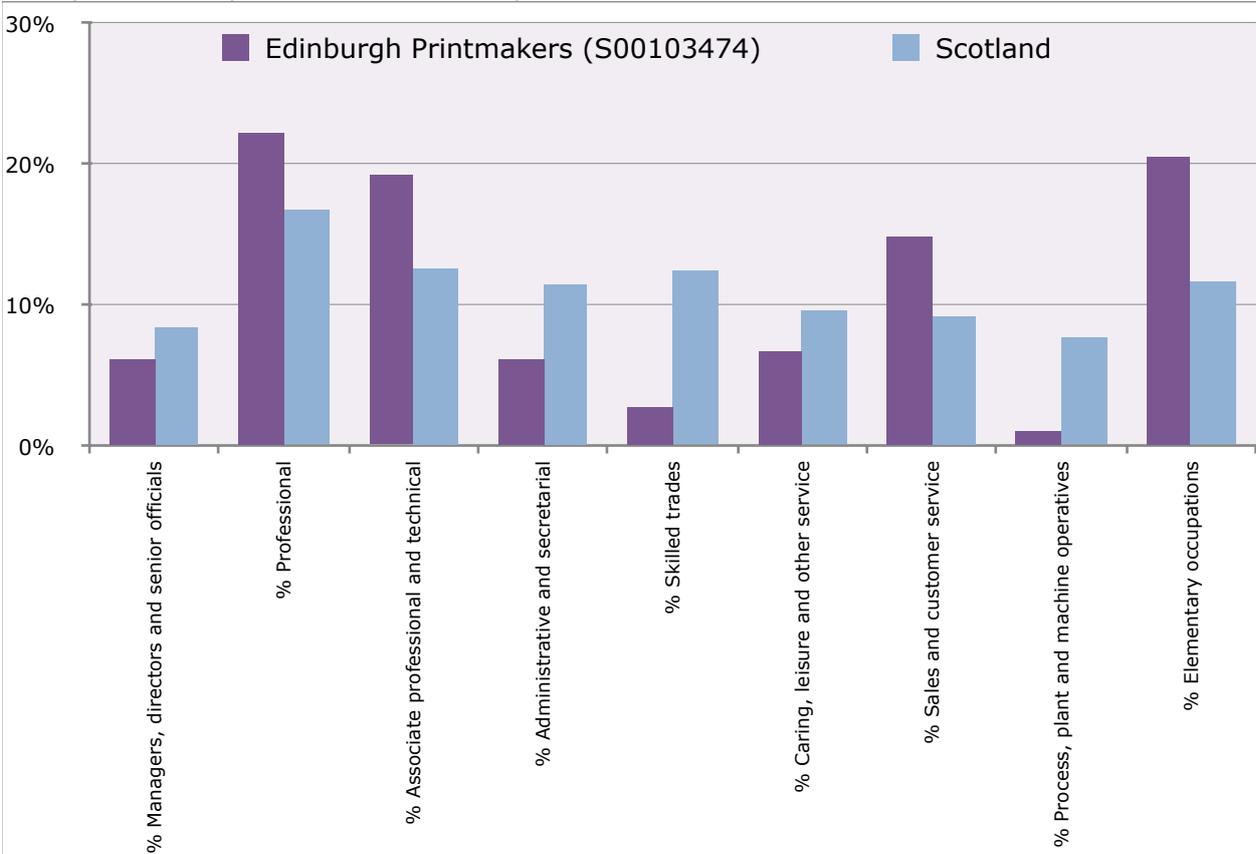
(Source: 2011 Scottish Census)

In terms of the qualification level of the local population, the noticeable characteristic of the population is the very small proportion of people who hold no qualifications, alongside higher numbers who high level qualifications (i.e. NVQ 4+ and above i.e. degree equivalent). The area surrounding the supported project[9] is characterised by its relatively highly qualified adult population. The relatively high proportions of people with NVQ 2 or equivalent data reflects the student population, with many holding University-entry qualifications and are 'en route' to gaining higher qualifications. Again, data relating to this measurement is relatively dated (2011 Scottish Census data) but the expectation is numbers do not significantly change over the short-term.

9 The data relates to the 2011 Output area.

Qualification levels – (all residents aged 16+) (Output Area)
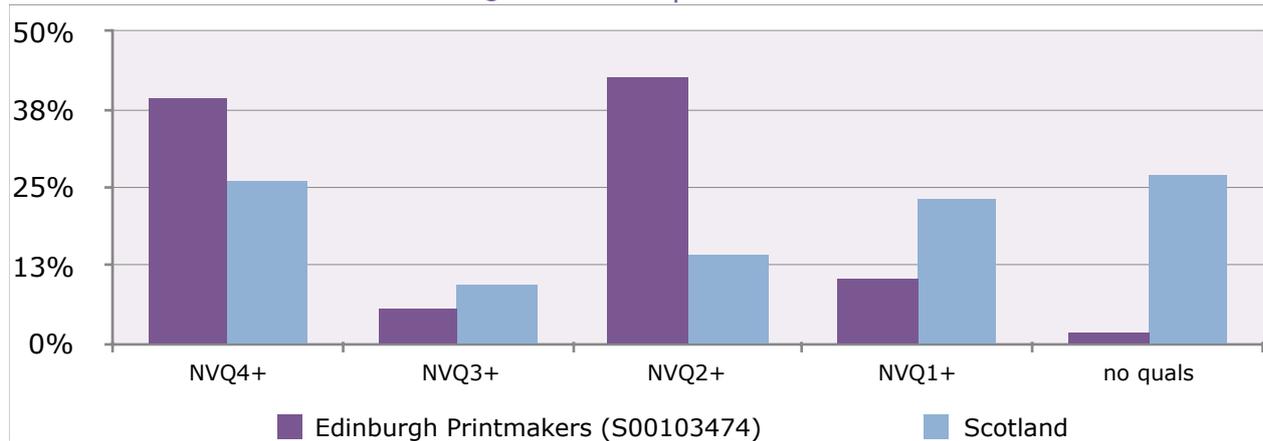
(Source: 2011 Census – ONS)

In terms of the overall measurement of deprivation (as measured by the 2012 Scottish Index of Multiple Deprivation), the supported project is in an area[10] which is classified as being within the 40% most deprived neighbourhoods in Scotland. It is classified as being in the 10% most deprived neighbourhoods for the measurement relating to barriers to housing (partially reflecting its urban characteristics in terms of affordability) and in the 20% most deprived areas for education.

Scottish Index of Multiple Deprivation (2012)	Rank (out of 6,505 Output Areas with 1 as the most deprived)
Overall (combined domains)	2,562
Crime	2,542
Income	3,026
Employment	2,398
Health	4,237
Education	1,213
Barriers to housing	12
Access to services	4,982

In summary, the area of Edinburgh near the Edinburgh Printmakers project supported by the Heritage Enterprise programme appears to be predominantly represented by a young student population. As a consequence, the economic activity rate (the proportion of people who are able to work) is relatively small and, in fact, its role as a functional economic area is driven by relatively lower proportions of people in employment. It is a relatively highly qualified area, again reflecting its role in relation to nearby educational establishments.

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10 As above – data relates to 2011 Output area.

Fellowship Inn, Bellingham Ward, Lewisham

The Fellowship Inn project supported by the Heritage Enterprise programme is located in the 'Bellingham' ward within Lewisham. The latest resident population of the ward is estimated to be 9,843 (2013 ONS mid-year population estimates).

Its proportion of economically active people of working age does tend to broadly correspond (albeit marginally lower) to levels seen elsewhere in Lewisham and nationally. Whilst economic activity rates in Newcastle-under-Lyme tend to be within a range of 78%-80%, the latest figure for the Bellingham ward is slightly lower – broadly equating to 75%. Unemployment in the ward tends to be higher, and relatively significantly. According to the widest measurement of unemployment[11] 12.4% of those aged 16-64 were unemployed in 2011. Unfortunately data at ward-level for the wider definition is relatively dated.

On the narrower measure of unemployment – measuring only those who are claiming Jobseekers Allowance and normally referred to as the 'claimant count'– the latest figure stands at 3.5% (January 2016 – as proportion of working-age residents). This tends to be higher than the wider comparator areas. Inactivity rates (for the wider district) are slightly below national rates (20.31% v 22.5%).

Claimant count rate (% as a proportion of residents aged 16-64 – January 2016)
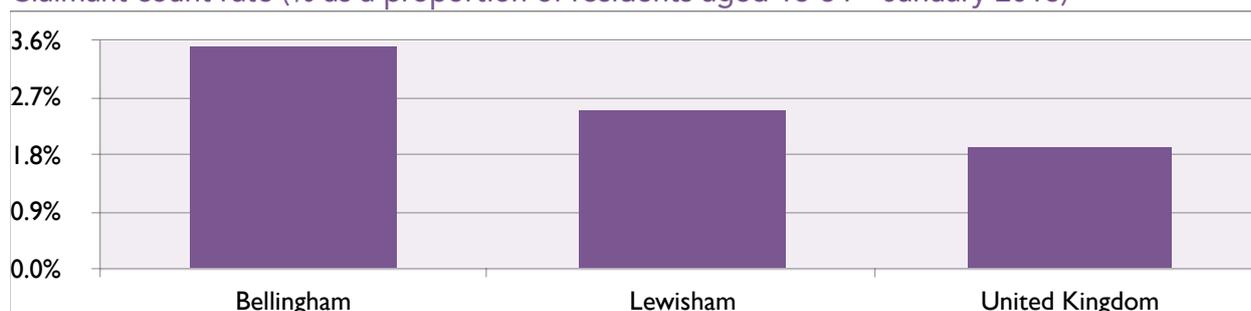
(Source: Claimant Count – ONS)

The rate and number of claimants have fallen has fallen over the past few years, standing at 4.4% in January 2014 – highlighting some marginal improvement in labour market conditions in the locality. This largely mirrors improvement in labour market conditions at both a national and regional level, showing that the demand for labour has been relatively strong since the effects of the recessionary period. This may be more marked in London, which has been relatively resilient through the economic difficulties. It also may partially reflect some policy changes at a national level, such as the shift towards Universal Credit.

Claimant count – absolute numbers
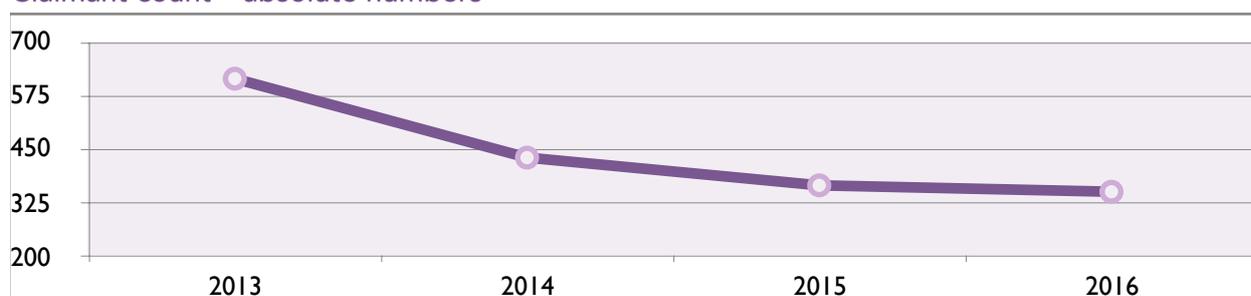
(Source: Claimant Count – ONS)

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11 Based on the International Labour Organisation definition and capturing those classified as unemployed but may not necessarily be claiming job-related benefits.

Overall, 19.5% of the resident working-age population of the Bellingham ward receive some form of Department, Work & Pensions benefits. This is significantly higher than the national average (12%). Approximately half of these relate to Employment Support Allowance (or the previous support benefit of incapacity benefits). This benefit relates to those who cannot work due to illness or disability. Again, this is significantly higher than many other areas. However, there are also relatively high proportions relating to job seekers (where illness or disability is not the reason for not being able to work) and lone parents. The chart below shows that the Bellingham ward is particularly characterised by a high proportion of people of working age claiming these forms of benefits[12].

DWP benefit claimants (% as a proportion of residents aged 16-64)
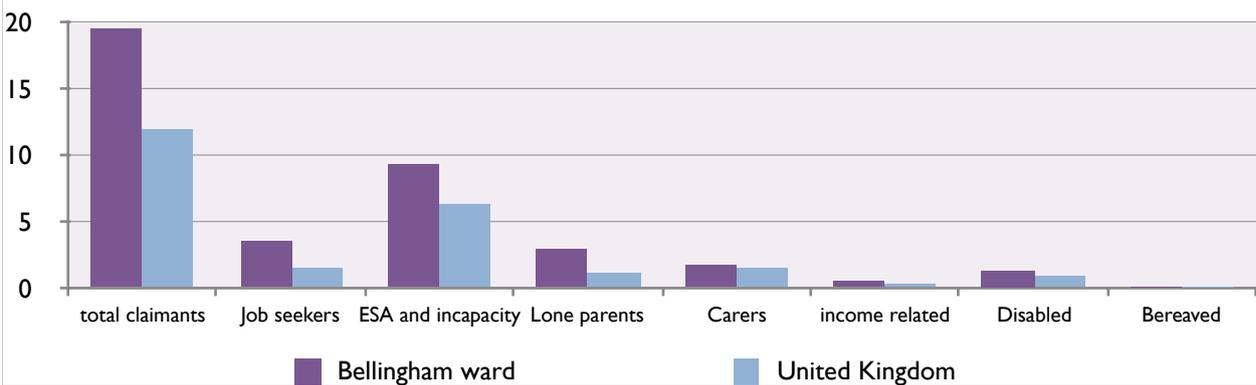
(Source: Benefit Claimants – DWP/ONS)

According to the latest estimates (2014), there are approximately 4,800 jobs[13] in the Bellingham ward. This number appears to have increased relatively robustly over the past 5-6 years, although some care should be used when interpreting this data[14]. Just under two-thirds of the jobs in the ward are full-time, with the remainder part-time. Again, this has stayed relatively static over the period, despite a greater shift towards part-time employment seen on a national basis. This could be seen as sign that the local labour market has been relatively robust, resisting the shift towards part-time work, much of which is 'involuntary' i.e. people have had to take part-time jobs as a result of a lack of full-time opportunities being available.

Number of employee jobs (Town ward)
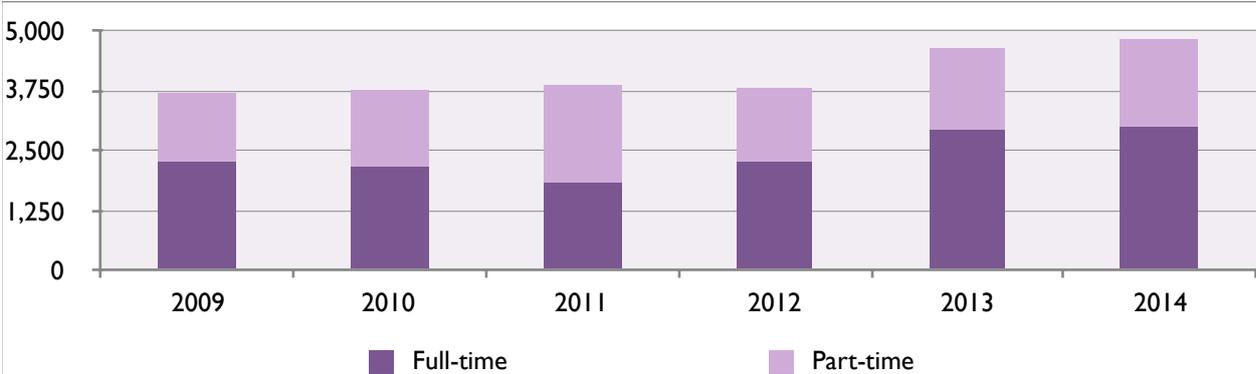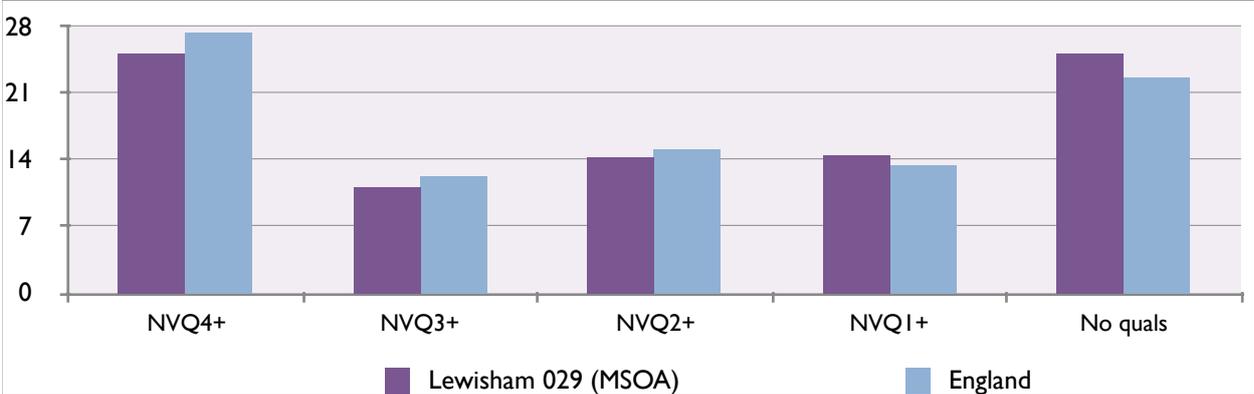

(Source: Business Register & Employment Survey – ONS)

12 *The chart relates to data which classifies people into which 'primary' benefit they receive. Benefits are arranged hierarchically and claimants are assigned to the top most benefit they receive. In reality, many people receive more than one benefit, but this dataset only counts a person once.*

13 *The classification of jobs here is paid employment, therefore excluding self-employment.*

14 *The data is survey-based, therefore there are relatively wide confidence intervals associated with the data and there may be significant variation on an annual basis.*

In terms of the qualification level of the local population, there appears to be a relatively even split between residents who have high level qualifications (i.e. NVQ 4+ and above i.e. degree equivalent) and those that do not hold any qualifications. The area surrounding the supported project[15] is characterised by marginally lower proportions of people holding higher qualifications, and marginally higher proportions with no qualifications (as shown in the below chart). Again, data relating to this measurement is relatively dated (2011 Census data) but the expectation is numbers do not significantly change over the short-term.

Qualification levels – (all residents aged 16+) (Middle Super Output Level)

(Source: 2011 Census – ONS)

In terms of the overall measurement of deprivation (as measured by the 2015 Index of Multiple Deprivation), the supported project is in an area[16] which is classified as being within the 20% most deprived neighbourhoods in the country. It is classified as being in the 10% most deprived neighbourhoods for the measurement relating to crime, whilst it performs better on measurements looking at barriers to housing and services (partially reflecting its urban characteristics in terms of service access), health and income deprivation affecting older people (although below average on all measurements).

Index of Multiple Deprivation (2015)	Rank (out of 32,844 Lower Super Output Areas with 1 as the most deprived)
Overall (combined domains)	4,301
Living environment	5,687
Crime	1,247
Income	5,070
Employment	5,939
Health	7,148
Education	5,694
Barriers to housing and services	7,818
Income deprivation affecting children index	3,790
Income deprivation affecting older people index	8,726

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15 The data relates to Middle Super Output areas.
16 The IMD provides data at a Lower Super Output Area level

In summary, the area Lewisham near the Fellowship Inn project supported by the Heritage Enterprise programme does display some characteristics of relative underperformance, although these are not necessarily that marked. This may be expected of an area of London. However, the data seems to indicate that the benefits of being located within the vibrant London economy are not necessarily shared by all that live there. The data indicates that inequality may be an issue. The fact that nearly 1 in 6 people of working age receives one kind of benefit (compared to 1 in 8 nationally) illustrates this fact. This picture is also reinforced by the IMD data, with the surrounding area being one of the most deprived neighbourhoods in the country.

The Harland & Wolff project supported by the Heritage Enterprise programme is located in the 'Island' ward within Belfast. The latest resident population of the ward is estimated to be 5,300 (2014 Northern Ireland Statistics & Research Agency (NISA) mid-year population estimates). There is a relatively young population in the project area, with 20.4% of the population aged under 16 years (compared to 18.6% in Belfast). The median age is 32 years, compared to 35 in Belfast and 37 in Northern Ireland as a whole.

Its proportion of economically active people of working age does tend to broadly correspond (albeit marginally higher) to levels seen elsewhere in Belfast and nationally. Whilst economic activity rates in Belfast tend to be within a range of 63%-65% and for Northern Ireland (65%-67%), the latest figure for the Island ward is higher – broadly equating to 67%. Unemployment in the ward tends to match that seen in Belfast but marginally higher than in Northern Ireland as a whole. Unfortunately data at ward-level for the wider definition is relatively dated.

Labour market indicators (% as a proportion of residents aged 16-74)
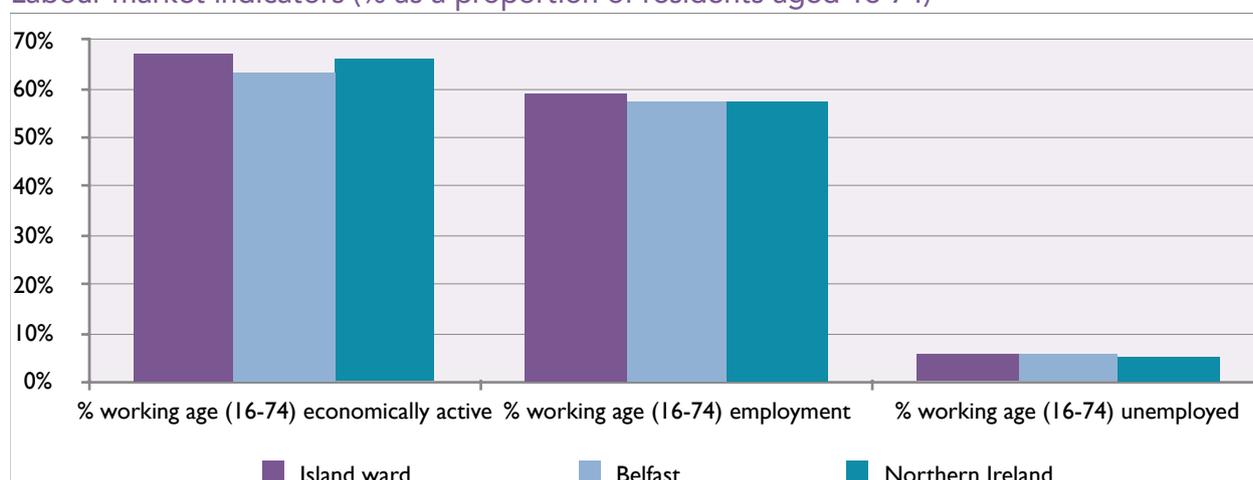
(Source: 2011 Census – NISA)

On the narrower measure of unemployment – measuring only those who are claiming Jobseekers Allowance and normally referred to as the 'claimant count'– the latest figure stands at 6.8% (2014 average – as proportion of working-age residents). This tends to be higher than the wider comparator areas. Inactivity rates (for the wider district) are slightly below national rates (20.31% v 22.5%).

Claimant count rate (% as a proportion of residents aged 16-74 – 2014)

(Source: Claimant Count – NISA)

The number of claimants has fluctuated somewhat over the past few years. However, the claimant count rate has fallen significantly, possibly reflecting an increase in population or changes in population structure over that time. Generally, labour market conditions in the locality appear to have remained broadly stable (reflecting the fact that the change in absolute numbers in the below chart are quite small), although perhaps not reflecting the improvement in labour market conditions at a wider (UK) level.

Claimant count – absolute numbers
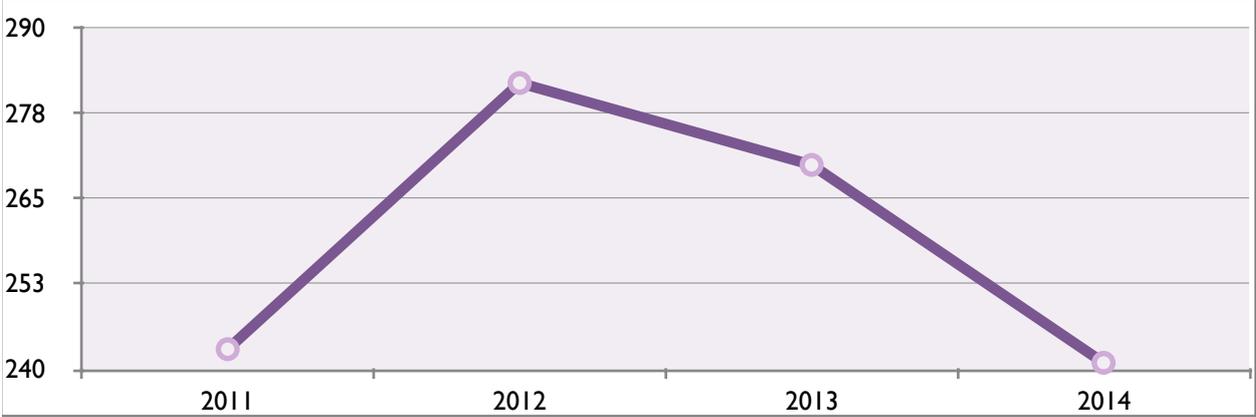
(Source: Claimant Count – NISA)

In terms of benefit claimants, 210 people aged 16 and over were claiming Income Support; 320 people aged 60 and over were claiming Pension Credit; 10 people aged 16-64 were receiving Incapacity Benefit; and 960 people aged 16+ were claiming Housing Benefit (2014 data). In general, as shown by the chart below, benefit claimants are higher than the national average[17].

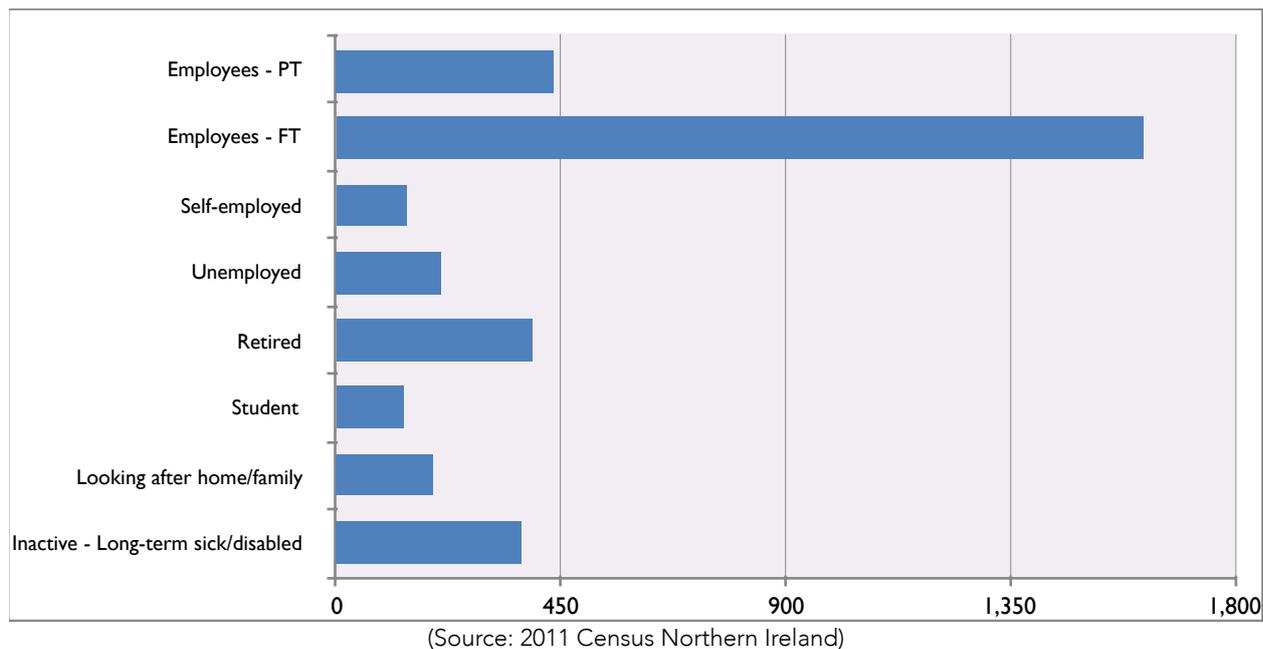Benefit claimants (% as a proportion of residents aged 16-64 - 2014)
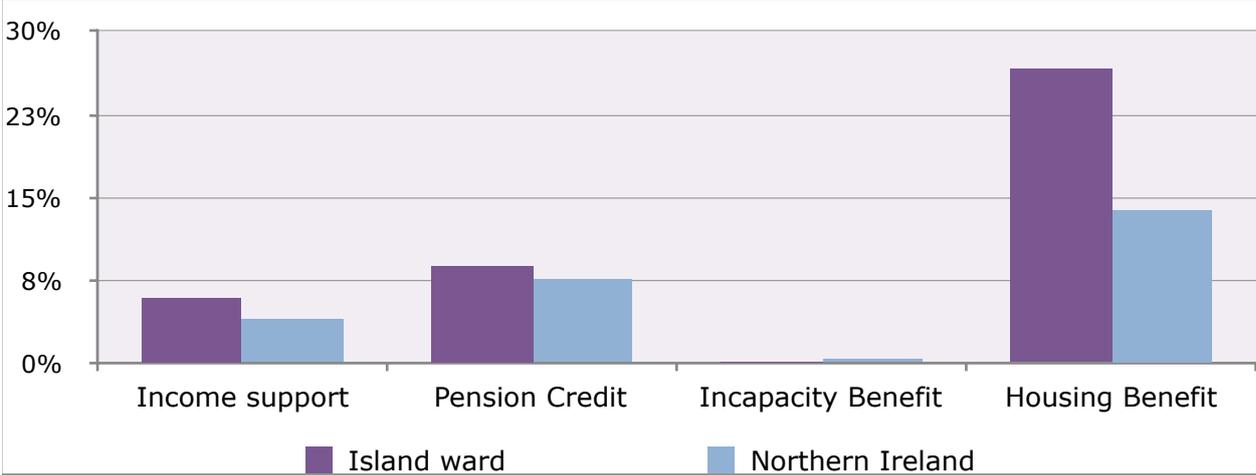
(Source: Department of Social Development – Northern Ireland Executive)

Analysis of Census data shows that the majority of people aged 16-74 in the Island ward were in employment and working-full time. Self-employment levels are relatively low, with long-term sickness/disability rates also relatively high. Approximately 25% of people were classified as having a long-term health problem or disability that limited their day-to-day activities.
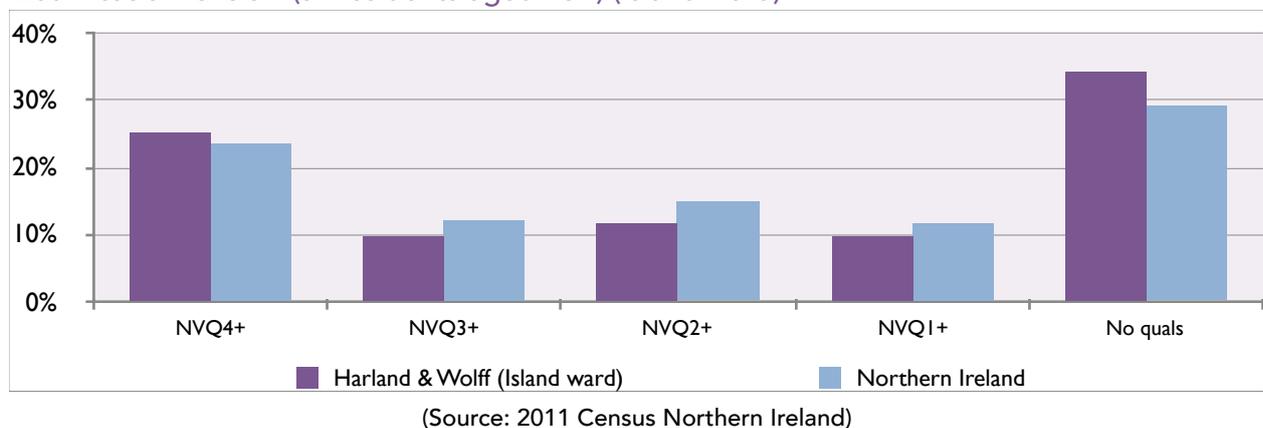
17 The rates have been derived by taking the number of claimants and set against the 16-64 population estimates for 2014. The rates are not published but been derived for the purposes of this work.

Economic activity (Island ward - 2011)

Horizontal bar chart showing economic activity categories:
- Employees - PT
- Employees - FT
- Self-employed
- Unemployed
- Retired
- Student
- Looking after home/family
- Inactive - Long-term sick/disabled

X-axis: 0, 450, 900, 1,350, 1,800

(Source: 2011 Census Northern Ireland)

In terms of the qualification level of the local population, 25% of those aged 16 and over held a high level qualification (i.e. NVQ 4+ and above i.e. degree equivalent), but 44% of the adult population had no or a low level (i.e. NVQ 1) qualification.   The area surrounding the supported project[18] is characterised by relatively high levels of people holding a lack of high level qualifications.   Again, data relating to this measurement is relatively dated (2011 Census data) but the expectation is numbers do not significantly change over the short-term.

Qualification levels – (all residents aged 16+) (Island ward)

Bar chart showing qualification levels comparing Harland & Wolff (Island ward) and Northern Ireland across categories NVQ4+, NVQ3+, NVQ2+, NVQ1+, No quals. Y-axis: 0% to 40%.

Legend: ■ Harland & Wolff (Island ward)   ■ Northern Ireland

(Source: 2011 Census Northern Ireland)

In terms of the overall measurement of deprivation (as measured by the 2010 Northern Ireland Multiple Deprivation Measure (NIMDM)), the supported project is in an area[19] which is classified as being within the 15% most deprived neighbourhoods in the country.   It is classified as being in the 10% most deprived neighbourhoods for the measurement relating to the living environment, crime and education, whilst it performs better on the measurement looking at the proximity to services (predominantly just reflecting its urban characteristic). The overall picture from the NIMDM is that the area is relatively deprived, and consistently so across most of the measurements.

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18 The data relates to ward level data
19 The IMD provides data at a ward level

2010 Northern Ireland Multiple Deprivation Measure	Rank (out of 890 wards with 1 as the most deprived)
Overall (combined domains)	92
Living environment	58
Crime	64
Income	97
Employment	190
Health	114
Education	27
Proximity to services	555

(Source: 2010 Northern Ireland Multiple Deprivation Measure)

In summary, the area of Belfast near the Harland & Wolff project supported by the Heritage Enterprise programme does display some characteristics of relative economic underperformance and some socioeconomic problems. As with elsewhere in Northern Ireland, unemployment and economic inactivity rates are relatively high (when compared to the UK average). The area appears that it suffers from relatively high levels of deprivation, and it also has a relatively high proportion of the adult population who hold no or low qualifications.

Morpeth Railway Station, Stobhill Ward, Northumberland

The Morpeth Railway Station project supported by the Heritage Enterprise programme is located in the 'Morpeth Stobhill ward within Northumberland local authority area. The latest resident population of the ward is estimated to be 2,467 (2013 ONS mid-year population estimates)[20].

Its proportion of economically active people of working age does tend to broadly correspond to levels seen elsewhere in Northumberland and nationally, with rates marginally increasing over the past couple of years as more people are 'drawn into' the labour market. Economic activity rates in Northumberland tend to be within a range of 78%-80%, with rates for the Morpeth Stobhill ward only marginally lower. Unemployment in the ward also tends to match rates seen elsewhere. According to the widest measurement of unemployment[21] 7.7% of those aged 16-64 were unemployed in 2011. Unfortunately data at ward-level for the wider definition is relatively dated.

On the narrower measure of unemployment – measuring only those who are claiming Jobseekers Allowance and normally referred to as the 'claimant count'– the latest figure stands at 2.0% (January 2016 – as proportion of working-age residents). This tends to be marginally lower than seen in Northumberland as a whole. Inactivity rates (for the wider district) are slightly below national rates (21.4% v 22.5%).

Claimant count rate (% as a proportion of residents aged 16-64 – January 2016)
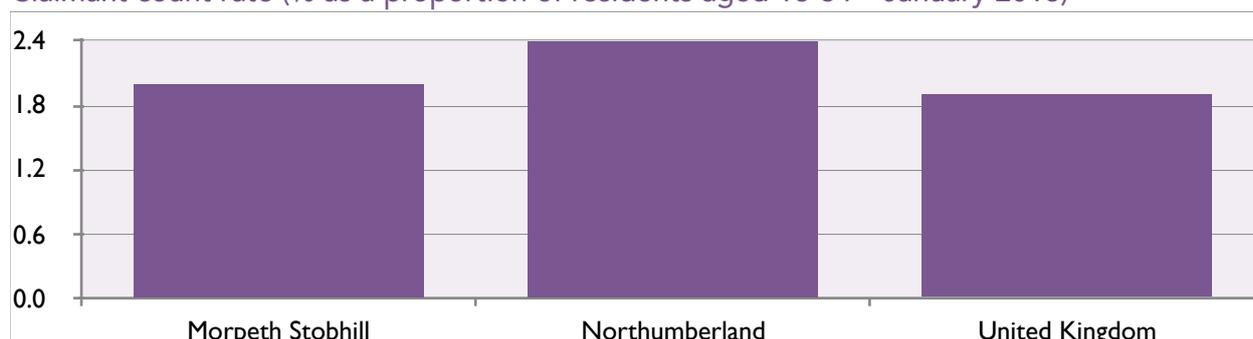
(Source: Claimant Count – ONS)

The rate and number of claimants have fallen has fallen over the past few years, standing at 4.2% in January 2014 – highlighting some marginal improvement in labour market conditions in the locality.   Overall, the actual numbers involved are low (only 50 people claiming JSA in 2016).   This largely mirrors improvement in labour market conditions at both a national and regional level, showing that the demand for labour has been relatively strong since the effects of the recessionary period. It also may partially reflect some policy changes at a national level, such as the shift towards Universal Credit.

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20 The ward covers a relatively small population when compared to wards in more urban areas which are more densely populated – reflecting the relatively rural location of the project.
21 Based on the ILO definition and capturing those classified as unemployed but may not necessarily be claiming job-related benefits.

Claimant count – absolute numbers
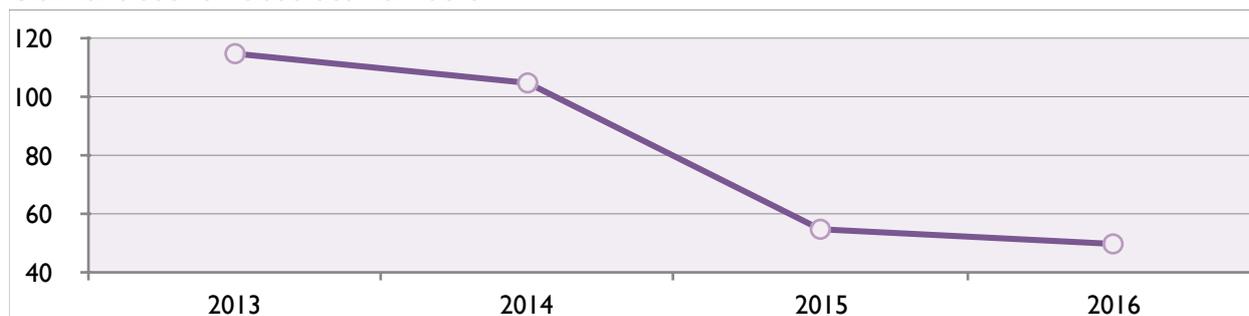
(Source: Claimant Count – ONS)

Overall, 14.6% of the resident working-age population of the Morpeth Stobhill ward receive some form of Department, Work & Pensions benefits. This is marginally higher than the national average (12%). Just over half of these relate to Employment Support Allowance (or the previous support benefit of incapacity benefits). This benefit relates to those who cannot work due to illness or disability. One characteristic that is illustrated by the chart below is that there are relatively higher proportions of people claiming benefit due to being carers. This may reflect the demographic structure of the area, with greater levels of elderly people[22].

DWP benefit claimants (% as a proportion of residents aged 16-64)
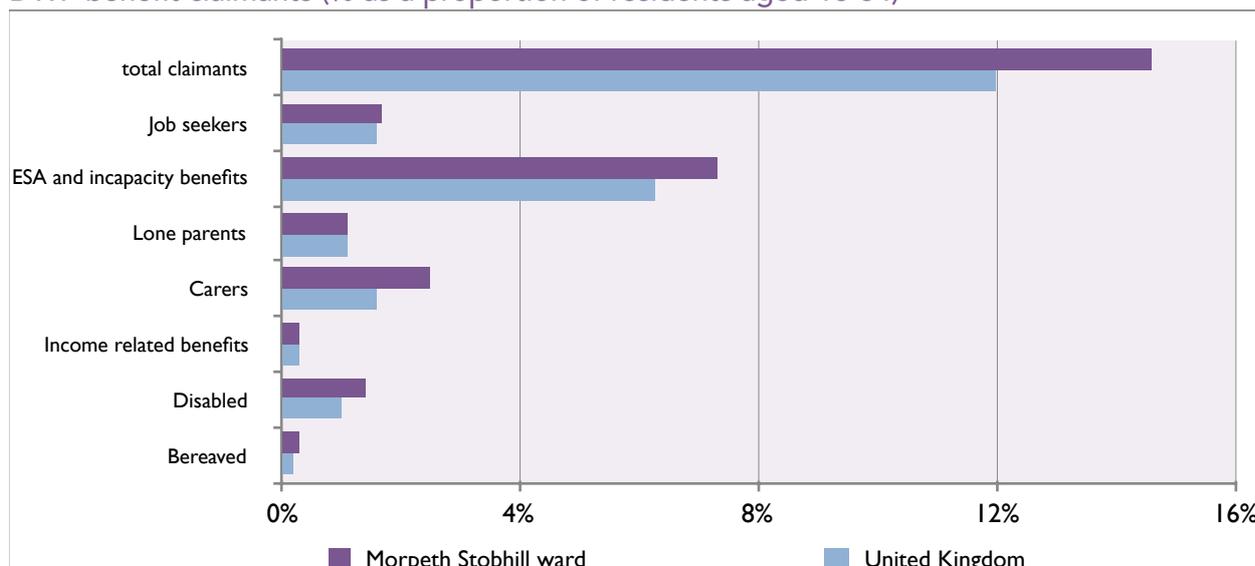
(Source: Benefit Claimants – DWP/ONS)

According to the latest estimates (2014), there are only approximately 200 jobs[23] in the Morpeth Stobhill ward, representing a very small 'local' labour market. Bearing in mind that the numbers are small, they have stayed relatively static over the past 5-6 years, although some care should be used when interpreting this data[24]. Just under two-thirds of the jobs in the ward are full-time, with the remainder part-time. Again, this has stayed relatively static over the period, despite a greater shift towards part-time employment seen on a national basis. It is important to reiterate that it is difficult to draw conclusions from the data given the scale of numbers involve.

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22 *The chart relates to data which classifies people into which 'primary' benefit they receive. Benefits are arranged hierarchically and claimants are assigned to the top most benefit they receive. In reality, many people receive more than one benefit, but this dataset counts a person once.*

23 *The classification of jobs here is paid employment, therefore excluding self-employment.*

24 *The data is survey-based, therefore there are relatively wide confidence intervals associated with the data and there may be significant variation on an annual basis.*

Number of employee jobs (Morpeth Stobhill ward)
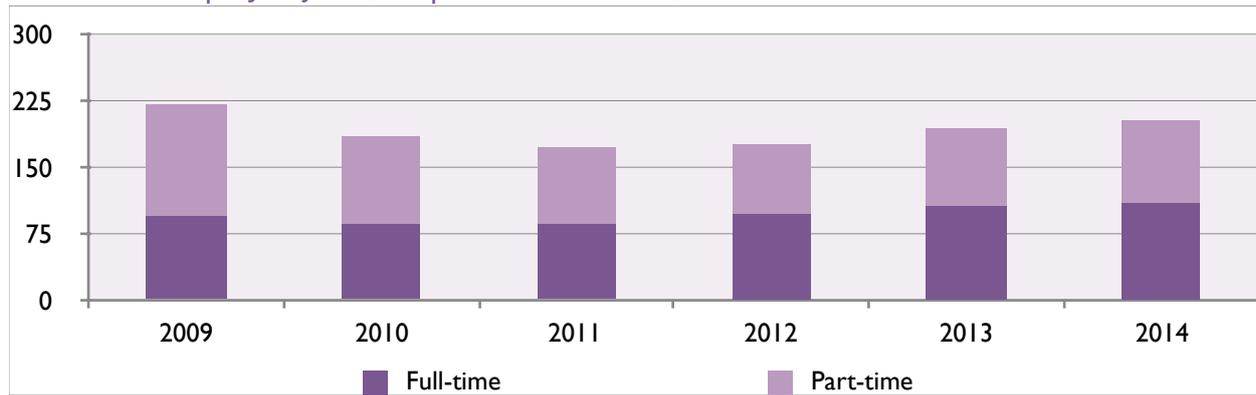
(Source: Business Register & Employment Survey – ONS)

In terms of the qualification level of the local population, there appears to be a relatively even split between residents who have high level qualifications (i.e. NVQ 4+ and above i.e. degree equivalent) and those that do not hold any qualifications. The area surrounding the supported project[25] is characterised by relatively marginally higher proportions of people holding higher qualifications, but also marginally higher proportions with no qualifications (as shown in the below chart). A lower proportion of people hold qualifications in the 'middle' of the spectrum. Again, data relating to this measurement is relatively dated (2011 Census data) but the expectation is numbers do not significantly change over the short-term. Also, given the relatively rural location of the project, overall numbers need to be remembered when interpreting the data.

Qualification levels – (all residents aged 16+) (Middle Super Output Level)
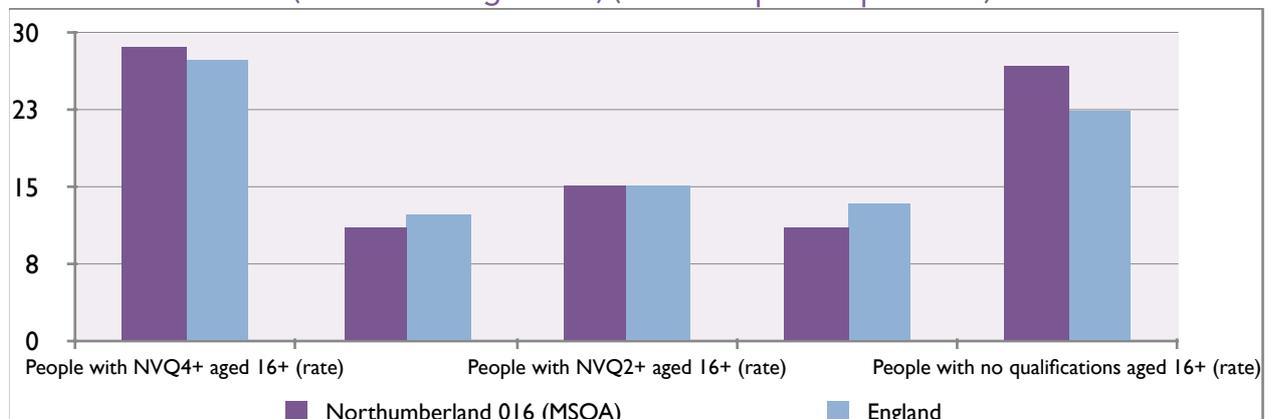
(Source: 2011 Census – ONS)

In terms of the overall measurement of deprivation (as measured by the 2015 Index of Multiple Deprivation), the supported project is in an area[26] which is classified as being within the 40% most deprived neighbourhoods in the country. For none of the separate measurement (domains) is it classified as being in the most deprived neighbourhoods. What is somewhat notable is that the area is consistently ranked across most of the domains, performing particularly relatively well on education and the living environment (reflecting its more rural location).

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25 The data relates to Middle Super Output areas.
26 The IMD provides data at a Lower Super Output Area level

Index of Multiple Deprivation (2015)	Rank (out of 32,844 Lower Super Output Areas with 1 as the most deprived)
Overall (combined domains)	20,507
Living environment	27,627
Crime	20,005
Income	18,545
Employment	13,272
Health	14,627
Education	25,890
Barriers to housing and services	19,858
Income deprivation affecting children index	18,868
Income deprivation affecting older people index	22,628

In summary, the area of Northumberland near the Morpeth Railway Station project supported by the Heritage Enterprise programme appears to have mixed socioeconomic conditions. Whilst it has relatively low levels of deprivation, high levels of labour market 'engagement', and a high proportion of people with high qualifications, it does also have relatively large proportions of people claiming benefits (1 in 7 of working age residents) and similarly high levels of people with no qualifications. The data infers that inequality may be an issue.

Saltdean Lido, Coastal, Brighton & Hove

The Saltdean Lido project supported by the Heritage Enterprise programme is located in the 'Rottingdean Coastal' ward within Brighton & Hove local authority area. The latest resident population of the ward is estimated to be 8,738 (2013 ONS mid-year population estimates).

It has tended to have marginally higher proportions of economically active people of working age (those people who are available to work), compared to Brighton & Hove and nationally, with rates marginally increasing over the past couple of years as more people are 'drawn into' the labour market. Economic activity rates in Brighton & Hove tend to be within a range of 76%-78%, with rates for the Rottingdean Coastal ward tending to be approximately 1 percentage point above this. Unemployment in the ward also tends to be lower than rates seen elsewhere. According to the widest measurement of unemployment[27] 5.6% of those aged 16-64 were unemployed in 2011. Unfortunately data at ward-level for the wider definition is relatively dated.

On the narrower measure of unemployment – measuring only those who are claiming Jobseekers Allowance and normally referred to as the 'claimant count'– the latest figure stands at 1.0% (January 2016 – as proportion of working-age residents). This tends to be marginally lower than seen in Brighton & Hove as a whole.   On the whole, unemployment is not a significant issue for the project area. However, inactivity rates (for the wider district) are slightly above national rates (24.1% v 22.5%).

Claimant count rate (% as a proportion of residents aged 16-64 – January 2016)
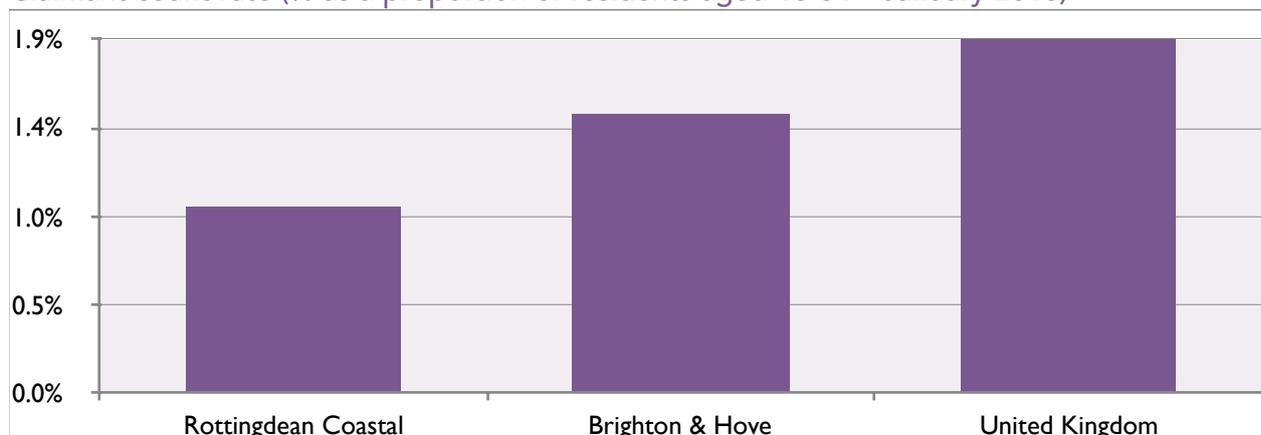
(Source: Claimant Count – ONS)

The rate and number of claimants have fallen has fallen over the past few years, standing at 1.6% in January 2014 – highlighting improvements in labour market conditions in the locality. Overall, the actual numbers involved are low (only 90 people claiming JSA in 2016). This largely mirrors improvement in labour market conditions at both a national and regional level, showing that the demand for labour has been relatively strong since the effects of the recessionary period. As a whole, the Brighton and wider South East economy has performed relatively robustly since the onset of the recession and the area surrounding Saltdean Lido would have benefited from this local economic resilience. The fall in the number of claimants may also partially reflect some policy changes at a national level, such as the shift towards Universal Credit.

[27] *Based on the International Labour Organisation definition and capturing those classified as unemployed but may not necessarily be claiming job-related benefits.*

Claimant count – absolute numbers – Saltdean Lido
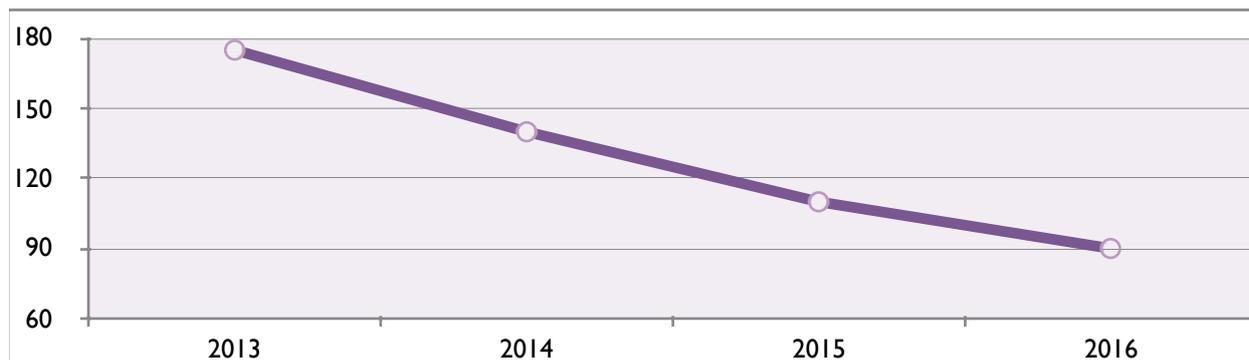
(Source: Claimant Count – ONS)

Overall, 8.1% of the resident working-age population of the Rottingdean Coastal ward receive some form of Department, Work & Pensions benefits. This is significantly lower than the national average (12%). Just over half of these relate to Employment Support Allowance (or the previous support benefit of incapacity benefits). This benefit relates to those who cannot work due to illness or disability[28].

DWP benefit claimants (% as a proportion of residents aged 16-64)
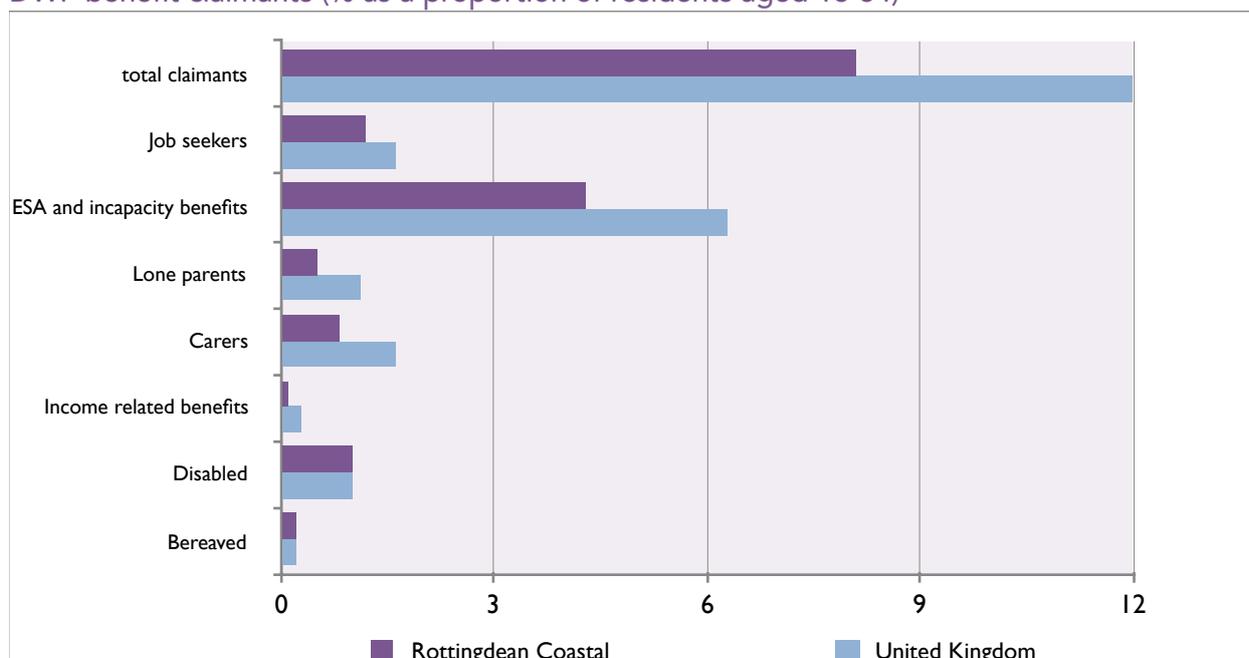

(Source: Benefit Claimants – DWP/ONS)

According to the latest estimates (2014), there are only approximately 4,300 jobs[29] in the Rottingdean Coastal ward. The number of jobs has stayed relatively static over the past 5-6 years, although some care should be used when interpreting this data[30]. Just fewer than 60% of the jobs in the ward are full-time, with the remainder part-time. Again, this has stayed relatively static over the period, despite a greater shift towards part-time employment seen on a national basis. One in five of those in employment work as self-employed.

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28 *The chart relates to data which classifies people into which 'primary' benefit they receive. Benefits are arranged hierarchically and claimants are assigned to the top most benefit they receive. In reality, many people receive more than one benefit, but this dataset only counts a person once.*

29 *The classification of jobs here is paid employment, therefore excluding self-employment.*

30 *The data is survey-based, therefore there are relatively wide confidence intervals associated with the data and there may be significant variation on an annual basis.*


Number of employee jobs (Rottingdean Coastal ward)
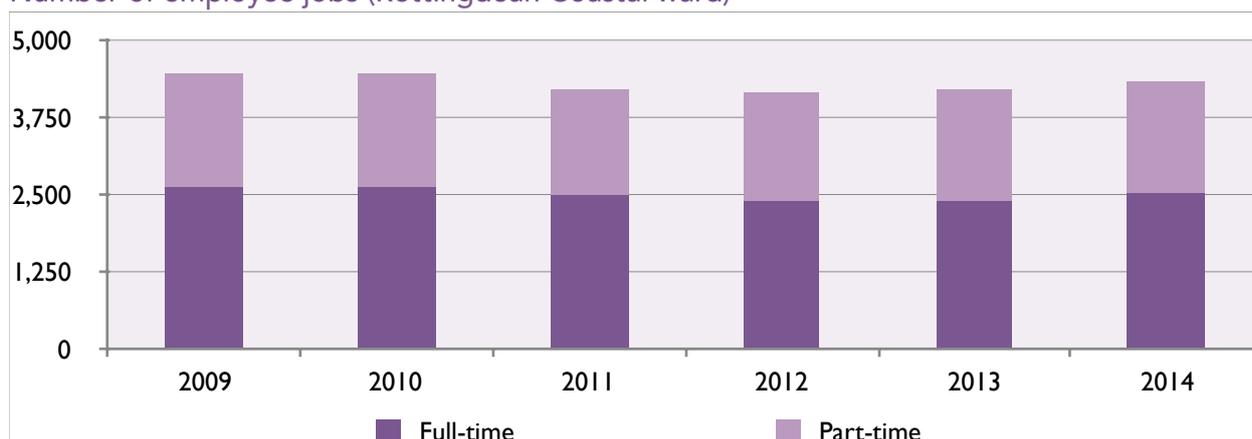
(Source: Business Register & Employment Survey – ONS)

In terms of the qualification level of the local population, the local population of the project area appears to be relatively well qualified. Approximately 36% of residents have NVQ 4+ and above qualifications (i.e. degree equivalent), compared to a national average of 27%. In comparison, there are fewer people with no qualifications (16.8% versus 22.5% nationally, and those that do not hold any qualifications. The area surrounding the supported project[31] is characterised by a relatively skilled population. Again, data relating to this measurement is relatively dated (2011 Census data) but the expectation is that numbers do not significantly change over the short-term.

Qualification levels – (% all residents aged 16+) (Middle Super Output Level)
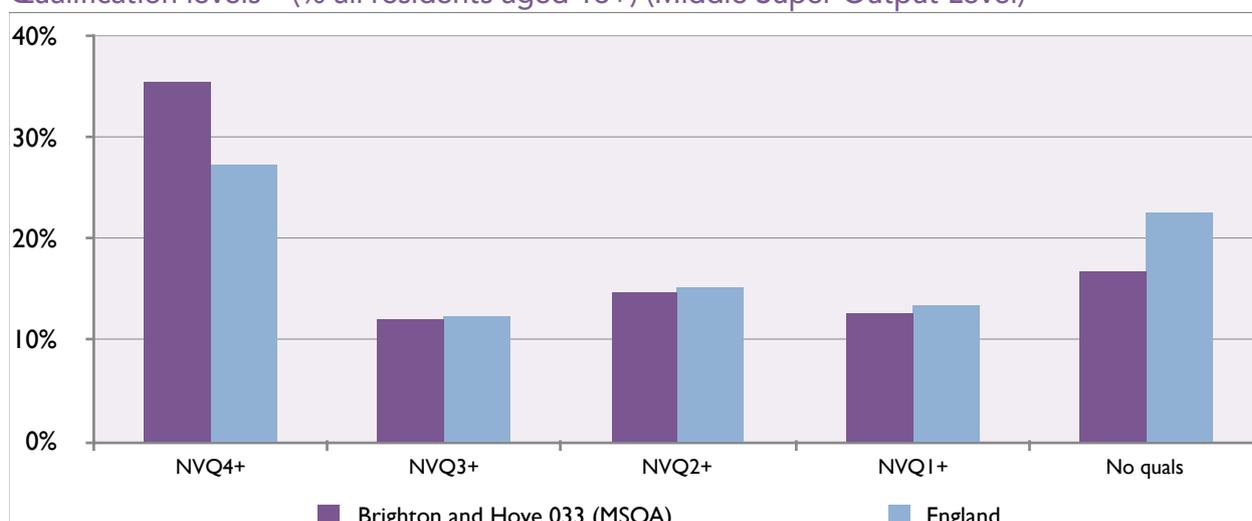
(Source: 2011 Census – ONS)

In terms of the overall measurement of deprivation (as measured by the 2015 Index of Multiple Deprivation), the supported project is in an area[32] which is classified as being within the 40% most deprived neighbourhoods in the country. For none of the separate measurement (domains) is it classified as being in the most deprived neighbourhoods. What is somewhat notable is that the area is consistently ranked across most of the domains, performing particularly relatively well on education and crime.

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31 The data relates to Middle Super Output areas.
32 The IMD provides data at a Lower Super Output Area level

Index of Multiple Deprivation (2015)	Rank (out of 32,844 Lower Super Output Areas with 1 as the most deprived)
Overall (combined domains)	20,082
Living environment	16,584
Crime	26,111
Income	17,363
Employment	17,261
Health	15,892
Education	22,018
Barriers to housing and services	14,559
Income deprivation affecting children index	15,125
Income deprivation affecting older people index	18,869

In summary, the area of Brighton near the Saltdean Lido project supported by the Heritage Enterprise programme appears to be relatively affluent. It has relatively low levels of deprivation, high levels of labour market 'engagement', typically lower levels of benefit claimants, and a highly qualified population. It has relatively high levels of self-employment.