

20 Years of Lottery Funding of Heritage in Local Areas: Peterborough

A report prepared by BritainThinks for the Heritage Lottery Fund

February 2015



Contents

1. Executive summary.....	4
Life in Peterborough	4
Local heritage.....	4
HLF in Peterborough	4
2. Introduction and methodology.....	5
Objectives.....	5
Methodology.....	5
Area of study.....	6
Background research.....	7
Quantitative research	7
3. Background research	8
Life in Peterborough	8
Investment in local heritage.....	9
4. Local residents of Peterborough.....	13
Views of Peterborough	13
Peterborough’s heritage	14
Heritage funding over time in Peterborough	18
The importance of heritage overall	18
National importance	19
Local importance	19
Personal importance	20
Views on heritage funding	23
Appendix 1: Local residents survey questionnaire	25
Note on definitions:.....	30
Appendix 2: Overview of HLF investment in Peterborough	31



1. Executive summary

Life in Peterborough

- Residents of Peterborough believe that it is a good place to live, although they are less positive than residents living in other areas where this research has been carried out.

Local heritage

- Awareness of and engagement with heritage is high in Peterborough. However, although a majority of residents are satisfied with the heritage offer in the area, Peterborough also has one of the highest levels of dissatisfaction, when compared with the other 11 locations in which research was carried out.
- Heritage is seen as important by local residents; for them personally, for Peterborough and for the country as a whole.
- Peterborough's heritage is seen to make the local area a better place to live, is a source of pride in the area, and makes it a place that other people are likely to visit. A large majority of residents perceive a positive impact on their quality of life as a result of Peterborough's heritage.

HLF in Peterborough

- Peterborough's heritage is seen as having improved over time (including over the 20 years that HLF has been investing in it).
- Over half of Peterborough's residents are aware of HLF and residents are, in absolute terms, supportive of Lottery investment in the area's heritage.

Peterborough's residents are similar to the average for local residents across all twelve locations in terms of awareness of HLF and their awareness of and participation in local heritage sites and projects.

They differ from the average in their perception of their local area; they are less likely than those who live elsewhere to think that their area is a good place to live and more likely to feel that the area has got worse over their time of residence.

Peterborough's residents are more likely than those in most other areas to be dissatisfied with the local heritage offer and less likely to believe that investment in the area's heritage is good or excellent use of Lottery money.

2. Introduction and methodology

Objectives

The Heritage Lottery Fund (HLF) was established in 1994 to sustain the UK's heritage by investing in projects that will have a lasting impact on the communities and areas in which they are located. Since then, it has allocated more than £6 billion to nearly 40,000 projects across the UK.

To celebrate this achievement, and to mark its 20th anniversary, HLF commissioned BritainThinks to conduct research in 12 locations across the UK.

The aim of the research is to understand the cumulative impact of HLF investment.

Methodology

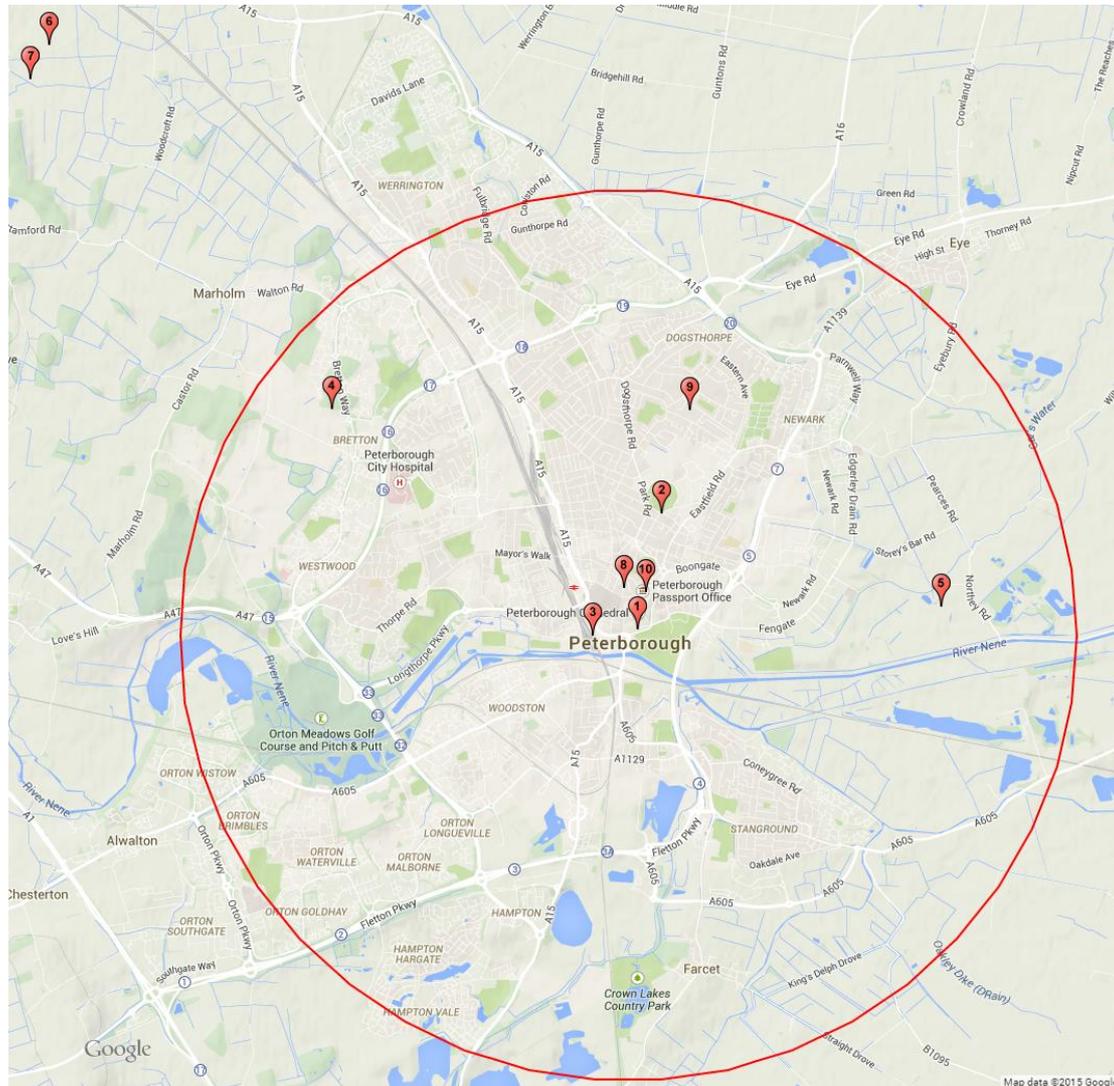
In order to select the locations for this research, all locations where HLF has invested money were banded by population size. Twelve locations were then selected at random, and their suitability for research assessed by HLF before the final list was compiled.

Once complete, the research consisted of quantitative research and desk research across all 12 locations. In addition, qualitative research, comprising in-depth stakeholder interviews and a workshop with members of the general public were carried out in six of the 12 locations.

Peterborough was one of the locations selected for quantitative and desk research. The following section sets out the approach taken.

Area of study

The research was focused on understanding the perceptions of people living in the area shown in the map below, bounded by a 5km radius circle around Peterborough city centre. The map also shows the location of the HLF funded projects that were featured in the quantitative research, to see what benefits they had for local residents. This featured eight projects within the 5km circle and two - John Clare's Cottage and Botolph's Barn - that are further out.



Map Data: Google

1	Peterborough Cathedral
2	Central Park
3	Peterborough Museum and Art Gallery
4	Bretton's Woods
5	The Great Fen Project
6	John Clare's Cottage
7	Botolph's Barn, Helpston
8	40 years on - eastern angles theatre company community history project
9	Peterborough Buildings in Need - historic environment awareness project
10	History's Mirror - historical fashion project

All grant award figures refer to HLF funding within this area and are up to date to the end of September 2013.

Background research

Desk research was carried out in order to contextualise the subsequent stages of the research process. Sources used include: Census 2001 & 2011, ONS, Nomis/ONS, Department of Communities & Local Government Index of Multiple Deprivation, and HLF's internal data.

Quantitative research

This stage of the research consisted of a telephone survey with 352 Peterborough residents.

The survey was approximately 13 minutes long, and fieldwork was conducted between 20th November and 5th December 2013.

The survey was conducted using a random digit dialling methodology, targeting residents living within a defined set of postcode areas in a five-kilometre radius of the centre of Peterborough. The following postcode areas were eligible for participation:

- PE1
- PE2
- PE3
- PE4 6
- PE4 7

To ensure that the survey was representative of the local area, quotas were set on age and gender. Data were then weighted to the profile of the area by age, gender, employment and social grade.

The findings from this survey are accurate to within +/- 5.22% at the 95% confidence level.

Respondents were asked questions about a range of topics, including:

- Views of Peterborough as a place to live (and change over time)
- Awareness of and engagement with local heritage (inc. 10 pre-selected HLF-funded sites/projects in the area)
- Satisfaction with local heritage offer
- Importance of heritage nationally, locally and to residents personally
- Awareness of HLF and support for Lottery funding of heritage
- Basic demographics, including frequency of Lottery playing

The survey was conducted using a questionnaire designed by BritainThinks in collaboration with HLF. A copy of this questionnaire can be found in the appendix.

3. Background research

- Peterborough is a Cathedral City and Unitary Authority Area in the east of England.
- Peterborough has experienced significant population growth in recent years, as well as an increase in the numbers of ethnic minority residents.
- Economic conditions in Peterborough have deteriorated in recent decades. Wages and employment figures are low relative to the rest of the country.
Peterborough has received relatively little HLF investment (in per capita terms). Over half of the total sum invested has been in historic buildings and monuments.

Life in Peterborough¹

Peterborough is the largest city in Cambridgeshire, and is governed by Peterborough City Council. Its population has grown considerably in recent years

- In 2012, 186,400 people were living in Peterborough (Nomis/ONS) This represented an increase of 18% since 1994, when the population was 158,000 (Nomis/ONS)
- By comparison, the total population of Great Britain rose by around 10% in the same period (Nomis/ONS)

Unemployment is higher and wages are lower in Peterborough than in the rest of the country. However, wages, and the proportion of people with qualifications, have risen in recent years

- Unemployment in Peterborough rose from 4.4% in 2004 to 8.5% in 2013; faster and higher than the overall rise in unemployment across Great Britain in this period (4.8% to 7.5%) (Nomis/ONS)
- Unemployment in Peterborough between April 2012 and March 2013, when 10.4% of adults of working age were out of work - during this period, 7.8% of adults of working age in Britain were unemployed
- The proportion of adults of working age claiming Jobseeker's Allowance (JSA) has increased from 2.5% in January 2006 to 3.9% in March 2014; higher than the March 2014 British average (2.9%) (Nomis/ONS)
- The proportion of adult residents without any qualifications has fallen in recent years, from 16.6% in 2004 to 12.0% in 2013, although it remains above the British 2013 average (9.3%) (Nomis/ONS)
- The median weekly wage for employees living in Peterborough increased from £370.80 in 2003 to £452.50 in 2013; considerably lower than the 2013 British national average of £518.10 (Nomis/ONS)

Levels of income- and employment-deprivation in Peterborough are high, and have been getting gradually worse in both relative and absolute terms in recent years

- In 2009, Peterborough was ranked 64th out of 326 local authorities on the Economic Deprivation Index; this reflects a significantly increase in relative deprivation, as it was ranked 119th in 1999 (DCLG)
- The level of income deprivation in Peterborough has worsened in recent times; in 1999, the figure stood at 14.9%. By 2009, it was 16.9% - higher than the 2009 England average of 11.9% (DCLG)

¹ Where reference is made to Peterborough in this chapter, the data will refer to the local authority area of Peterborough.

- The level of *employment* deprivation in Peterborough has also increased considerably - from 9.5% in 1999 to 13.1% in 2009 - higher than the 2009 England average of 10.2% (DCLG)

Peterborough's labour market is primarily focussed on the services industry. Compared with the rest of Britain, the proportion of people working in financial/business services and manufacturing is particularly high

- In 2012, the percentage of jobs in financial/business services was 29.0%; considerably higher than Britain's average in the same year (21.5%) (Nomis/ONS). Between 2009 and 2012, the proportion of Peterborough workers in this sector has increased by 2.3%, while it increased across Great Britain by only 0.9% (Nomis/ONS)
- In 2012, 10.1% of people working in Peterborough were employed in manufacturing, notably higher than Britain's overall national proportion for this sector in 2012 - 8.7% (Nomis/ONS)

The population of Peterborough is highly diverse and relatively young

- The proportion of Peterborough's population aged 44 and below was 63% in 2011, compared with a national average of 58% (Census 2011)
- In 2011, 79.4% of Peterborough's population was born in the United Kingdom. This indicates a sizeable drop of almost 11% since 2001 when it was 90.2%. The current proportion of Peterborough residents born in the UK is significantly lower than the national average of 87.3% (Census 2001/2011)
- In 2011, 82.2% of Peterborough's population described their ethnicity as White, compared with 85.9% in England and Wales as a whole. The next largest ethnic groups are Pakistani (6.6%), Mixed Race (2.7%), and Indian (2.5%) (Census 2011)
- In 2001, 89.7% of Peterborough's population described themselves as White- indicating a decrease of 7.5% over the past decade (Census 2001)

The parliamentary constituency of Peterborough and the Peterborough City Council have predominantly voted Conservative in recent years

- The Conservative Party have had control of Peterborough City Council since 2002
- As of 2014, the Conservatives hold 32 seats, Labour holds 12, the Liberal Democrats four, the Liberal Party three, and seven seats are held by Independents.
- The current mayor of Peterborough is from the Conservative Party
- A Conservative MP has represented the constituency of Peterborough since defeating the Labour incumbent in 2005

Investment in local heritage

Despite some HLF investment in Peterborough's heritage in the last 20 years, per capita investment in Peterborough is relatively low

- HLF has awarded grants worth a total of £11m across 52 projects since 1996/97, equivalent to £90.12 per local resident of Peterborough².
- The value of grants for projects which had completed at the time of the research was £7.26m, or £59.24 per capita. This is considerably lower

² HLF figure using all projects that HLF has invested in within the postal town of Peterborough and the resident population figure within postcode areas corresponding to the 5km-radius area of study

than the average of £149.70 per capita that has been invested across the 12 locations included in this study³.

The amount invested annually has fluctuated considerably year-on-year

- The value of grants awarded differed significantly from year to year. For example, £2.3m of grants was awarded in 1996/97, whilst only £69,900 was awarded in 1997/98.
- The value of individual grants awarded has also varied, ranging from £1.8m for Peterborough Cathedral conservation/adaptation, to £4,899 for a Bronze Age landscape at the Fenland Archaeological Trust

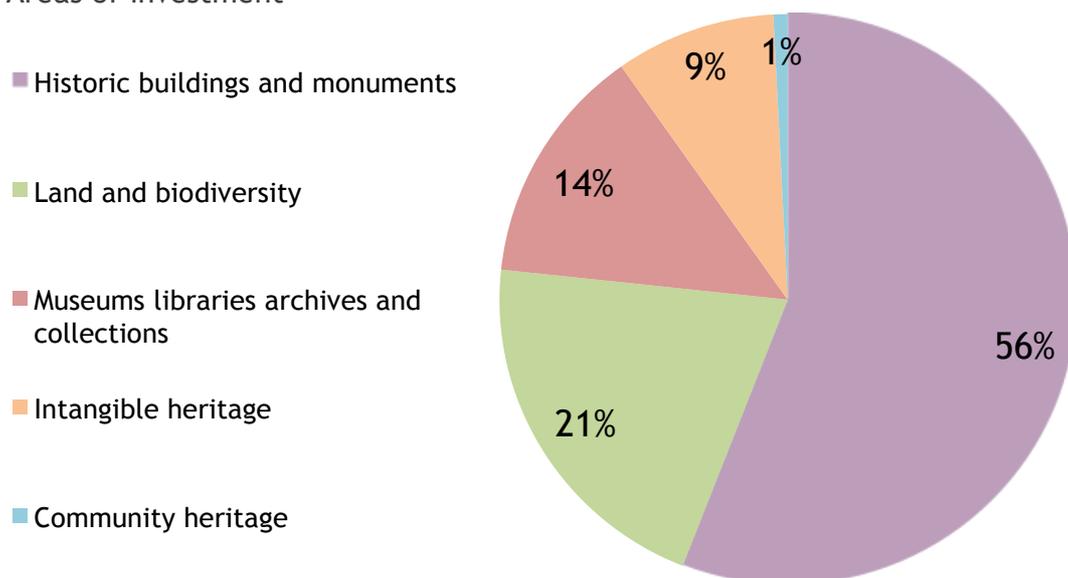
Investment has been made in different areas of heritage, primarily in historic buildings and monuments

- £6.2m in historic buildings and monuments
- £2.3m in land and biodiversity
- £1.5m in museums, libraries, archives and collections
- £996,766 in intangible heritage
- £88,200 in community heritage

Grants have been made to a range of applicants - but community/voluntary organisations have received the largest total value of grants

- £5.5m to community/voluntary organisations
- £2.8m to church organisations or other faith-based groups
- £1.9m to local authority organisations
- £791,810 to other public sector organisations

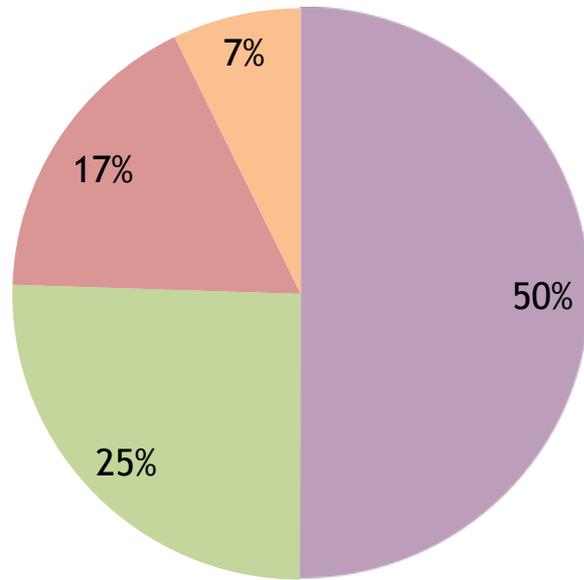
Areas of investment



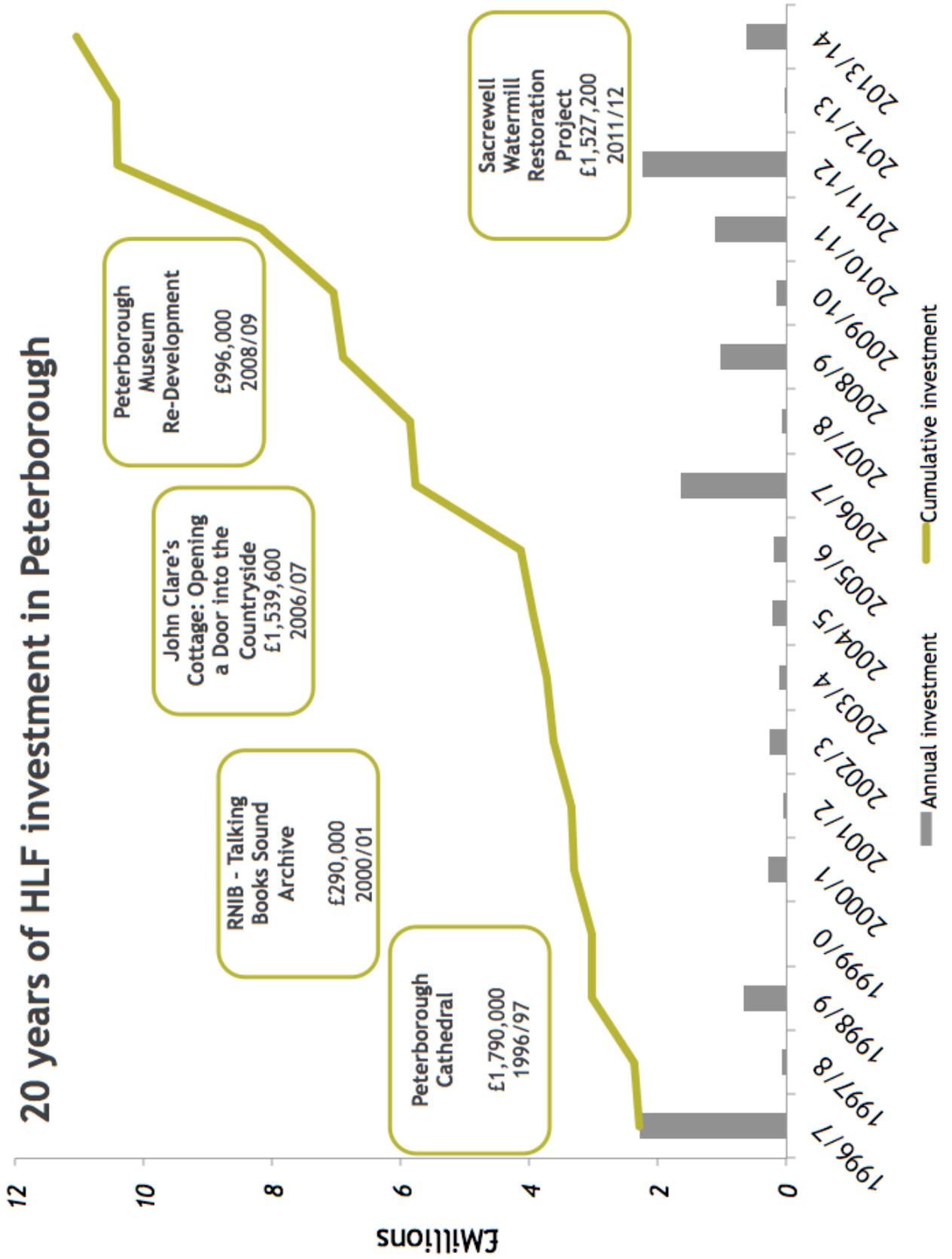
³ Where a reference is made to per capita funding later in this report, this figure for **completed** projects has been used, since only these are likely to have had significant benefit for local residents, to date.

Types of organisation invested in

- Community/voluntary organisations
- Church organisations or other faith-based groups
- Local authority organisations
- Other public sector organisations



20 years of HLF investment in Peterborough



4. Local residents of Peterborough

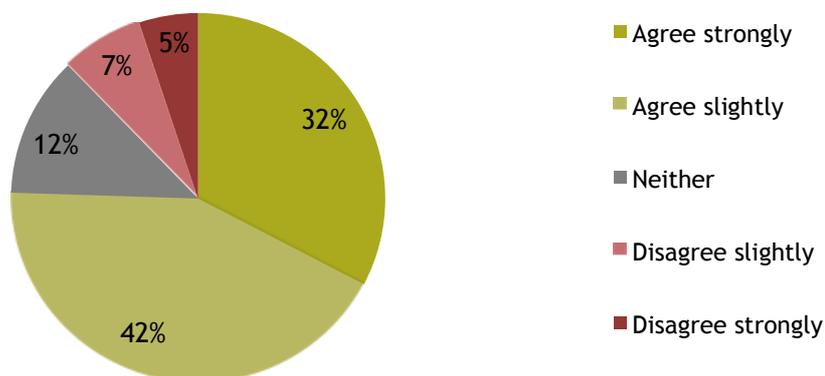
- Whilst residents of Peterborough are positive about their area as a place to live in absolute terms, they are less positive than the average across the 12 areas in which this research was carried out.
- Locals are divided on how the area has changed over time. Just under half believe it has deteriorated; some believe it has stayed more or less the same, whilst a few believe it has improved.
- Residents display high levels of awareness of and engagement with their local heritage; most are satisfied with the heritage on offer.
- Local residents say that Peterborough's heritage has improved over time, including the 20 years that HLF has been investing in it. Local residents see heritage as important: for them personally, for Peterborough and for the country as a whole. Peterborough's heritage is seen to make the area a better place to live, is a source of pride in the area, and is thought to make it a place that other people are more likely to visit. The majority of residents perceive a positive impact on their quality of life as a result of Peterborough's heritage.
- Residents believe that HLF's investment in the area's heritage is a good use of Lottery money, although they are less positive in this regard than those living in the other areas in which research was carried out.

Views of Peterborough

In absolute terms, residents of Peterborough are positive about their local area; as shown in the chart below, 74% agree that it is a good place to live, with 32% agreeing strongly. Only 12% disagree.

However, relative to the average across the 12 locations where research was carried out, Peterborough's residents are less positive; 85% of residents across the research as a whole agree that their local area is a good place to live, with 56% strongly agreeing.

% of local residents agreeing that Peterborough and surrounding area is a good place to live

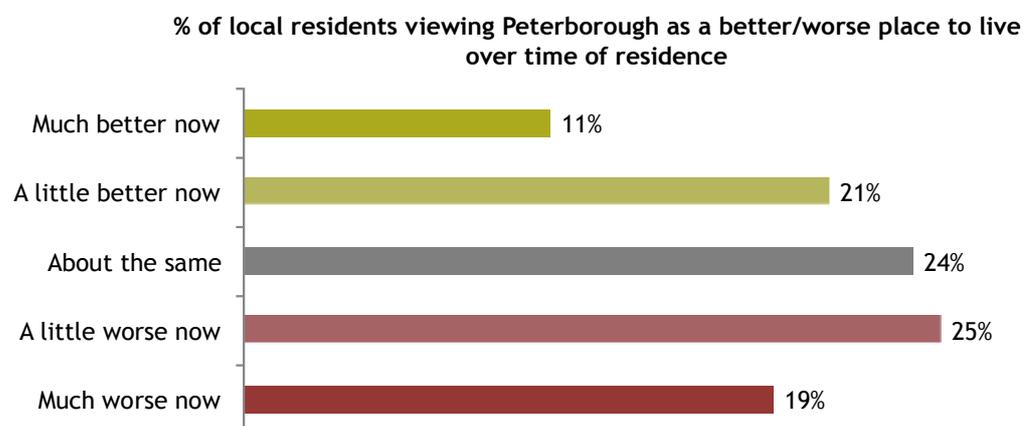


Q2. How much do you agree or disagree that Peterborough is a good place to live? [Base: 352 adult residents of Peterborough]

Those who have lived in Peterborough for longer are more likely to disagree that it is a good place to live. For example, 17% of residents who have lived in Peterborough for 41-60 years disagree that it is a good place to live, compared with just 6% of residents who have lived in the area for up to 19 years.

Residents in Peterborough are very divided about whether or not the area has improved as a place to live over their time of residence. Thirty-one per cent of residents believe it has improved, 24% think that it is unchanged, and 44% think that it has got worse.

The proportion of residents who think that the area has worsened is greater than the average across the twelve locations surveyed (26%).



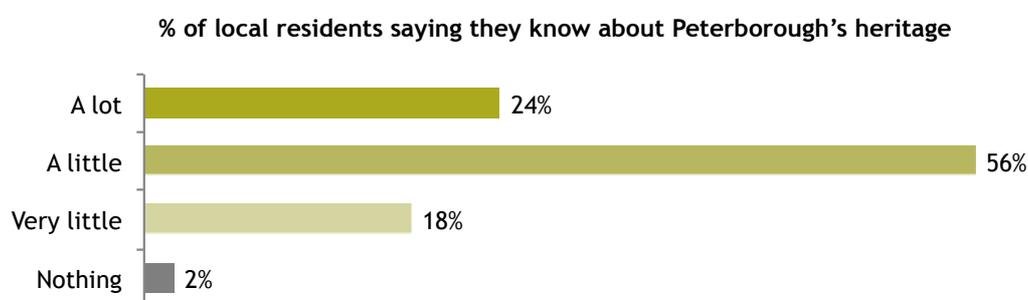
Q3. Over the time that you have lived in the area, has Peterborough got better or worse as a place to live? [Base: 352 adult residents of Peterborough]

Perceptions of changes to the local area vary according to length of residency in the area. For instance, whilst only 31% of residents who have lived in Peterborough for up to 19 years believe that it has got worse as a place to live, this increases to 56% of residents who have lived in the area for 41-60 years. This may be a reflection of the demographic changes noted in the background research.

Peterborough's heritage

Residents of Peterborough have a relatively high awareness of and engagement with their local heritage.

Seventy-nine per cent of local residents believe that they know at least a little about Peterborough's heritage, with 24% saying that they know a lot. Just 2% of residents surveyed feel that they know nothing.

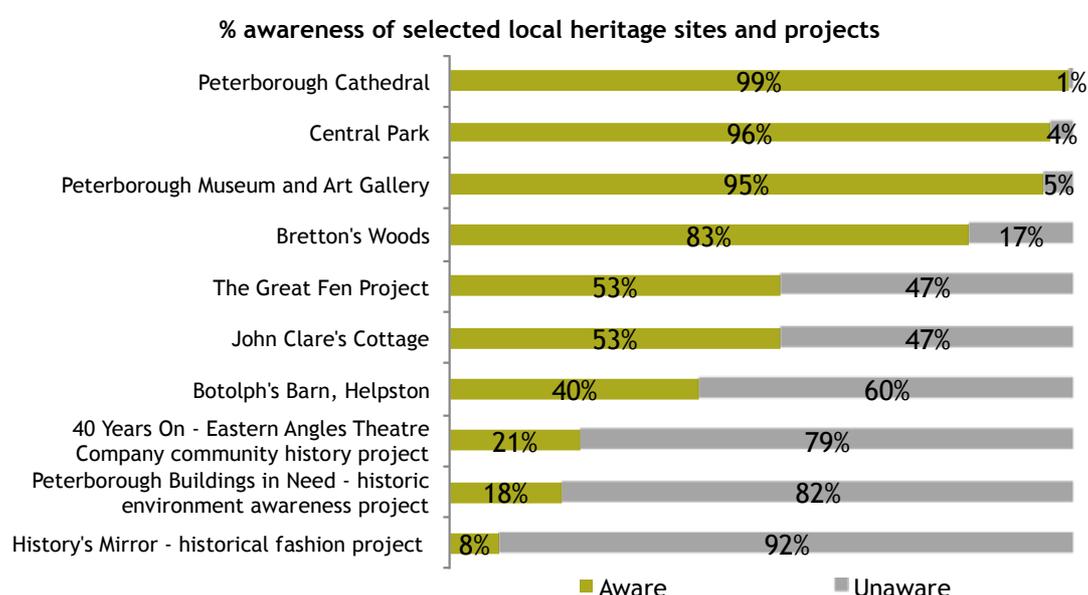


Q4. Thinking about Peterborough's local heritage, how much would you say you know about it? [Base: 352 adult residents of Peterborough]

The amount that residents feel they know about local heritage varies according to the number of HLF-funded sites that they have visited. Whilst just 49% of residents who have visited one or two sites feel that they know at least a little about local heritage, this increases to 82% of residents who have visited three or four and 95% of those who have been to five or more HLF-funded local heritage sites.

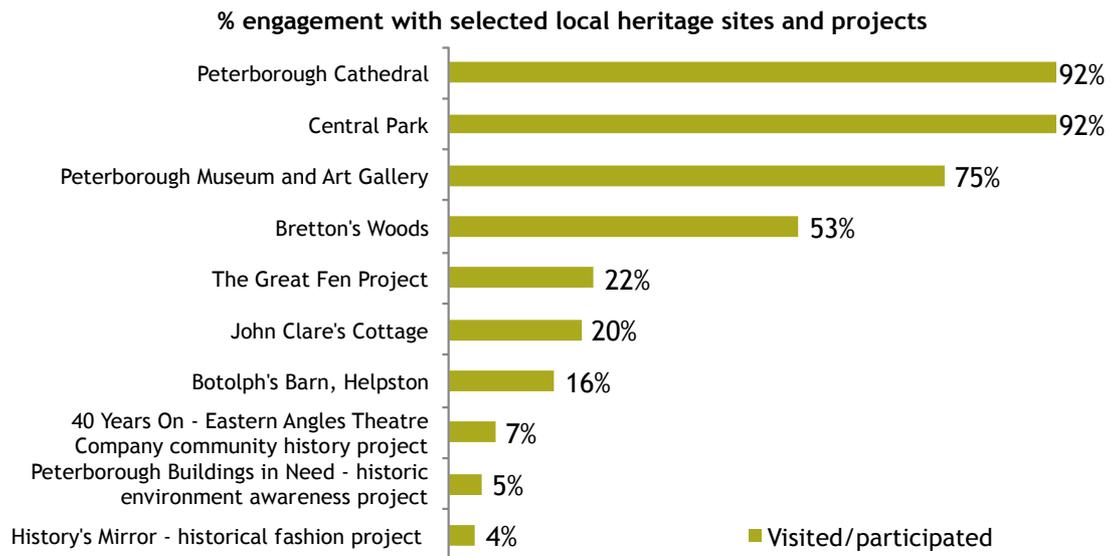
Awareness of a range of selected heritage sites and projects is high. Respondents were shown a list of ten projects that were selected to represent a diverse range of projects that HLF has funded in the area. Ninety-nine per cent of residents are aware of Peterborough Cathedral, while 96% are aware of Central Park and 95% aware of Peterborough Museum and Art Gallery.

By contrast, only 18% of residents are aware of Peterborough Buildings in Need and 8% are aware of the History's Mirror Project.



Q8. I am going to read you a list of heritage sites and projects in Peterborough. For each one, please tell me if you are aware of it and, if so, whether or not you have visited or taken part. [Base: 352 adult residents of Peterborough]

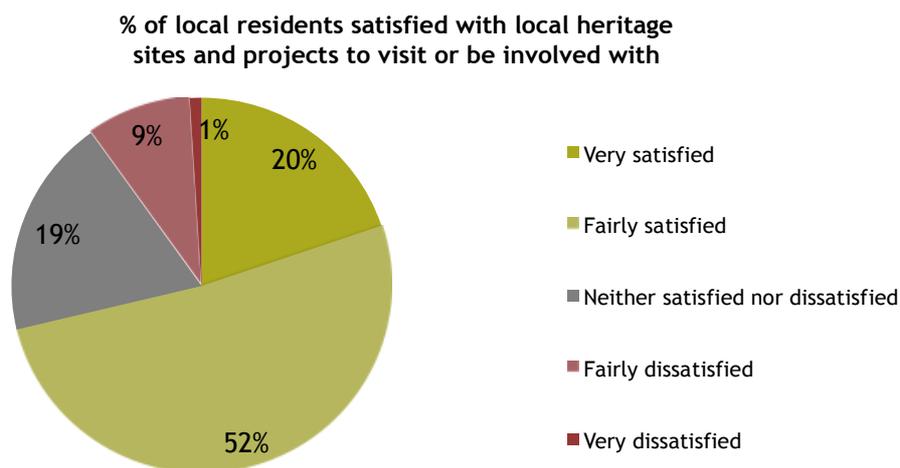
Attendance is in line with awareness. Ninety-two per cent of respondents have visited both Peterborough Cathedral and Central Park, and 75% have visited Peterborough Museum and Art Gallery. At the other end of the scale, the 40 Years On project, Peterborough Buildings in Need and History's Mirror have the lowest participation rates among residents (7%, 5% and 4% respectively).



Q8. I am going to read you a list of heritage sites and projects in Peterborough. For each one, please tell me if you are aware of it and, if so, whether or not you have visited or taken part. [Base: 352 adult residents of Peterborough]

Residents of Peterborough are generally satisfied with the range of heritage sites and projects on offer in their area, with 71% describing themselves as very or fairly satisfied. Just 10% are dissatisfied.

However, despite being high in absolute terms, levels of satisfaction with local heritage are low in relative terms when compared with the average across the 12 areas in which research was carried out; most notably, Peterborough (along with South East London) has the second highest proportion of residents who say they are dissatisfied with their local area's heritage offer; Bradford has the highest proportion of dissatisfied residents (12%).

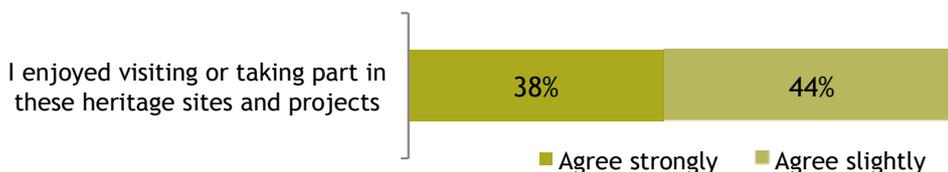


Q7. Thinking generally about what Peterborough and the surrounding area has to offer in terms of heritage sites and projects to visit or get involved with, overall, how satisfied or dissatisfied would you say you are? [Base: 352 adult residents of Peterborough]

Those residents who say that they know at least a little about Peterborough's heritage are more likely to express satisfaction with it than those who say they know very little or nothing (77% to 49%).

In terms of satisfaction with their visits to or participation in local heritage projects, Peterborough's residents are very positive. Eighty-two per cent of those who say they have visited or taken part in a local heritage site or project⁴ enjoyed their experience, and only 4% disagree.

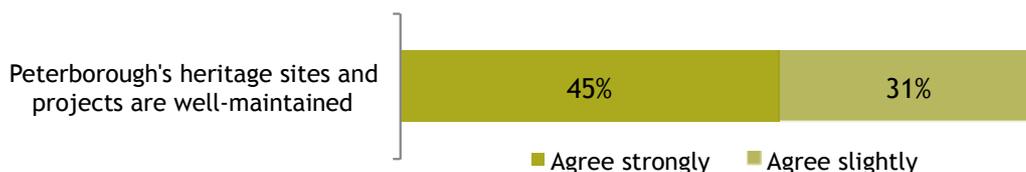
% of local visitors to heritage sites or projects agreeing



Q9. Thinking about your experiences with these heritage sites and projects in Peterborough, to what extent do you agree or disagree with the following statements? [Base: 347 adult residents of Peterborough who have visited a local heritage site or project]

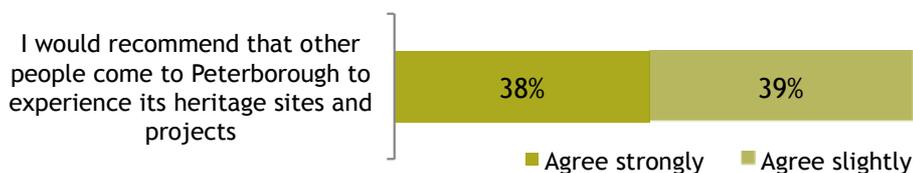
Further illustrating the satisfaction with their visits, 76% of local resident visitors to heritage sites in Peterborough say they are well-maintained, and 77% would recommend that other people come to visit Peterborough to experience its heritage sites and projects.

% of local visitors to heritage sites or projects agreeing



Q9. Thinking about your experiences with these heritage sites and projects in Peterborough, to what extent do you agree or disagree with the following statements? [Base: 347 adult residents of Peterborough who have visited a local heritage site or project]

% of local visitors to heritage sites or projects agreeing



Q9. Thinking about your experiences with these heritage sites and projects in Peterborough, to what extent do you agree or disagree with the following statements? [Base: 347 adult residents of Peterborough who have visited a local heritage site or project]

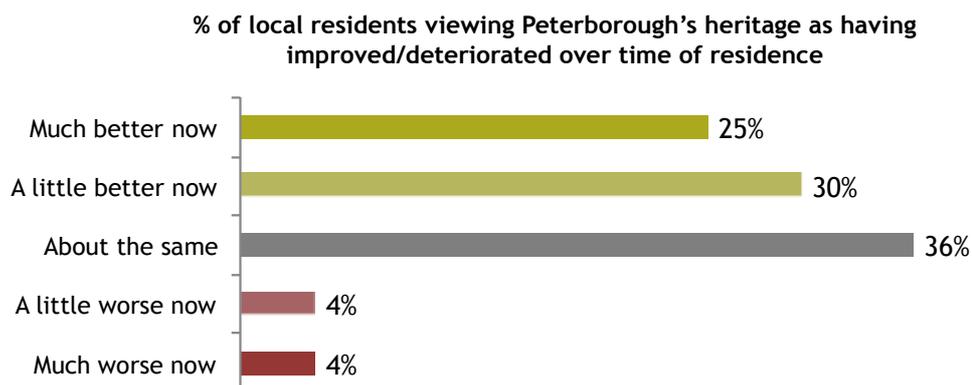
In both instances, agreement tends to increase in line with length of residency in the area. For instance, whilst 68% of residents who have lived in Peterborough for up to 19 years believe the area's heritage sites and projects are well maintained, this increases to 87% of those who have been resident for 41-60 years.

⁴ Just 5 respondents in the sample have not visited any local heritage sites or projects.

Heritage funding over time in Peterborough

Peterborough's residents largely believe that local heritage has improved over their time of residence, suggesting that HLF investment in the area has impacted on perceptions of the quality of heritage on offer.

The majority of residents (54%) believe that Peterborough's heritage has improved over time, while 36% feel that it has stayed the same. Positively, just 8% of residents feel that local heritage has deteriorated.



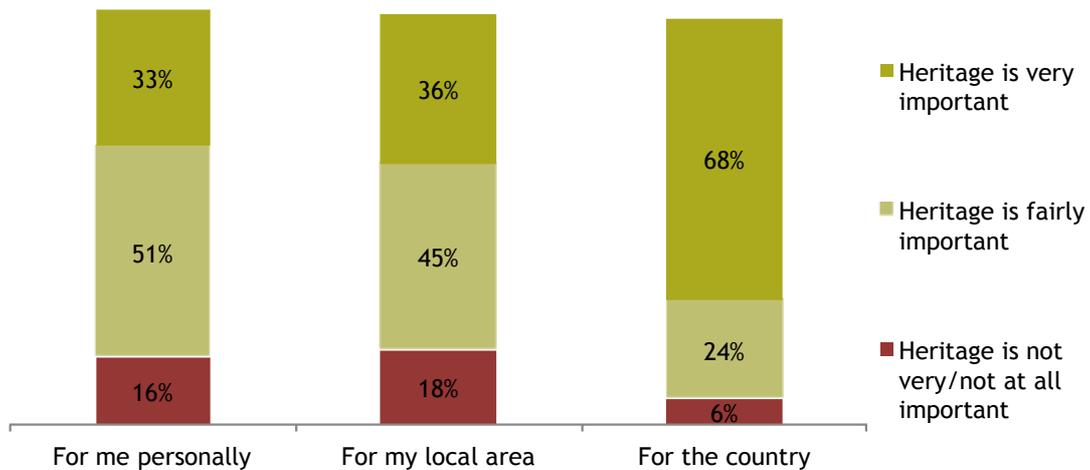
Q10. Thinking about heritage sites and projects in Peterborough over the time you've lived in the area, would you say they are... ? [Base: 352 adult residents of Peterborough]

There is a trend towards increased agreement by length of time that residents have lived in the area. For example, 46% of those who have lived in Peterborough for 0 - 19 years think that it is better now, compared with 67% of those who have lived there for 41 - 60 years.

The importance of heritage overall

Residents of Peterborough believe heritage to be important, for them personally, for their local area, and for the country as a whole.

% of local residents describing importance of heritage to them, their local area and country as a whole



Q6. Overall, how important is heritage for you personally/for your local area/for the country? [Base: 352 adult residents of Peterborough]

National importance

In line with the findings elsewhere in the research, residents are most likely to believe that heritage is important for the country as a whole. As demonstrated above, 92% believe that heritage is important for the country, with 68% believing it to be very important.

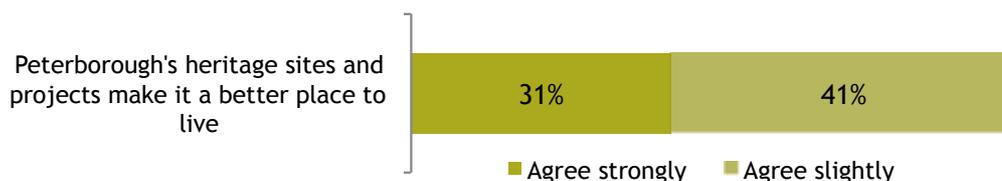
Local importance

Most residents of Peterborough also believe that heritage is important for their local area, with 81% describing it as important.

However, whilst this is in line with the proportion of residents saying that heritage is important to their local area across the research as a whole (85%), residents of Peterborough are less likely than those in other areas to say that heritage is very important to their local area (36% compared with 46% across the research as a whole).

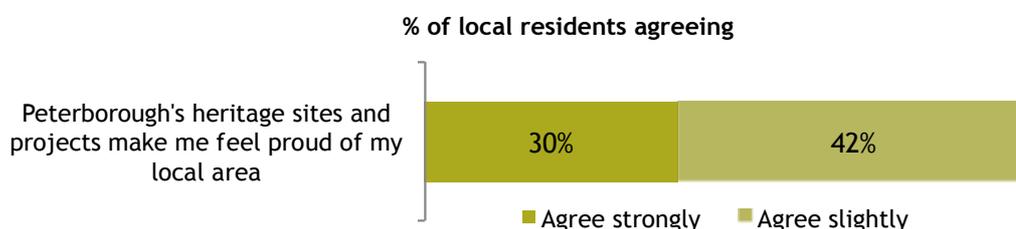
One of the reasons for this is likely to be the contribution that heritage makes to quality of life in Peterborough. Seventy-two per cent of residents believe that Peterborough’s heritage sites and projects make it a better place to live.

% of local residents agreeing



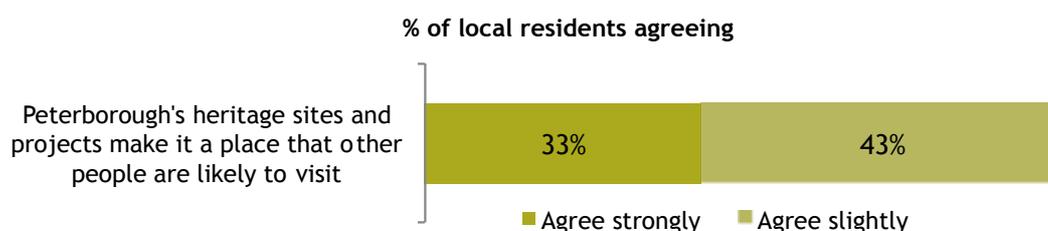
Q11. Thinking about Peterborough’s local heritage sites and projects, to what extent do you agree or disagree with the following statements? [Base: 352 adult residents of Peterborough]

Similarly, residents of Peterborough see heritage sites and projects in the area as a source of local pride. Seventy-one per cent of residents state that Peterborough's heritage sites and projects make them feel proud of the area.



Q11. Thinking about Peterborough's local heritage sites and projects, to what extent do you agree or disagree with the following statements? [Base: 352 adult residents of Peterborough]

Heritage projects are also seen to attract tourists to Peterborough. Seventy-five per cent of residents believe that the area's heritage makes it a place that other people are likely to visit.



Q11. Thinking about Peterborough's local heritage sites and projects, to what extent do you agree or disagree with the following statements? [Base: 352 adult residents of Peterborough]

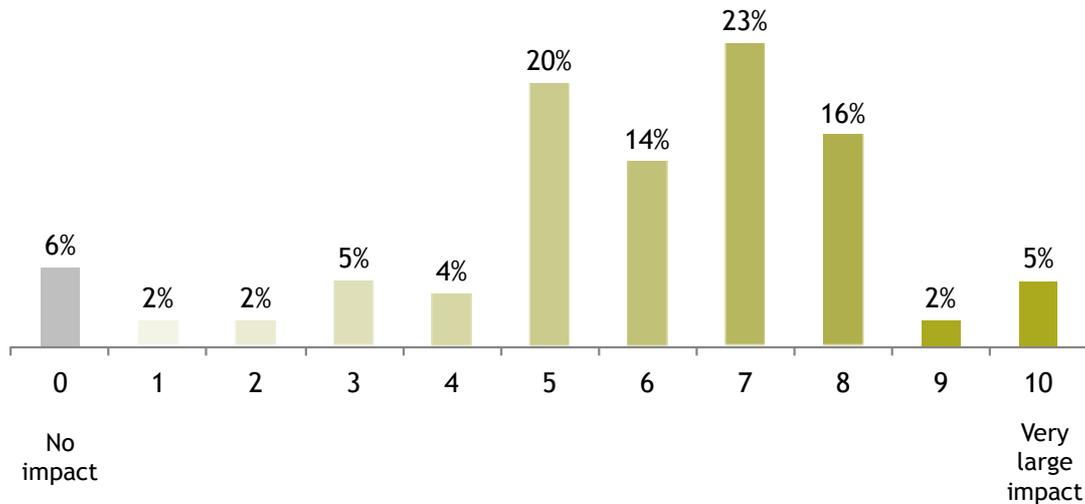
Across all three of the measures described above, residents of Peterborough are less likely than those living in other areas to agree. For example, across the research as a whole 87% say that their local heritage makes it a place that other people are likely to visit.

Personal importance

The majority (84%) of residents of Peterborough believe that heritage is important for them personally, with only 16% describing it as not important.

One possible driver of this is the impact local residents perceive on their personal quality of life as a result of Peterborough's heritage sites and projects. As the chart below demonstrates, 23% of residents perceive a large impact on their quality of life (8 to 10) as a result of local heritage, whilst only 6% do not perceive any impact at all.

% of aware local residents perceiving an impact on their quality of life from Peterborough's heritage sites/projects

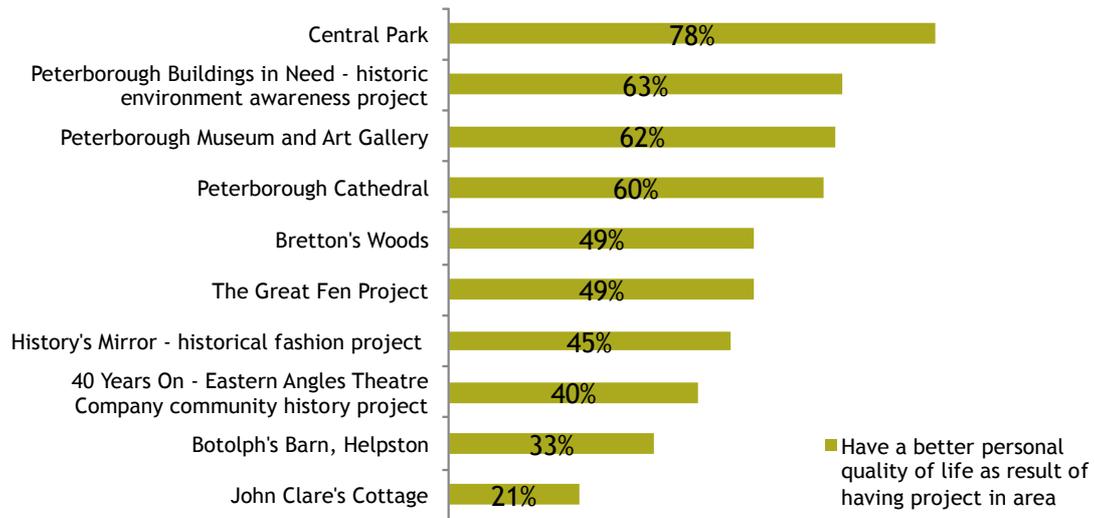


Q13. Thinking about all of the heritage sites and projects that you know about in Peterborough together, please rate the impact that they have on your personal quality of life in Peterborough? [Base: 352 adult residents of Peterborough aware of any local heritage]

Importantly, the impact on residents' quality of life varies substantially between selected local heritage sites. For example, 78% of residents aware of Central Park believe they have a better quality of life as a result of having the project in the area (this is in line with the value ascribed to parks and open spaces elsewhere in the research). By contrast, John Clare's cottage has only had a positive impact on the quality of life of 21% of residents who are aware of it.

Interestingly, despite Peterborough Cathedral having the highest rates of awareness and engagement, it comes fourth in terms of its impact on quality of life (60%). Conversely, despite low levels of awareness and engagement with Peterborough Buildings in Need and History's Mirror, a relatively high proportion of those aware of these projects say that they have had a positive impact on their quality of life (63% and 45% respectively).

% perceiving personal benefit from selected local heritage sites and projects

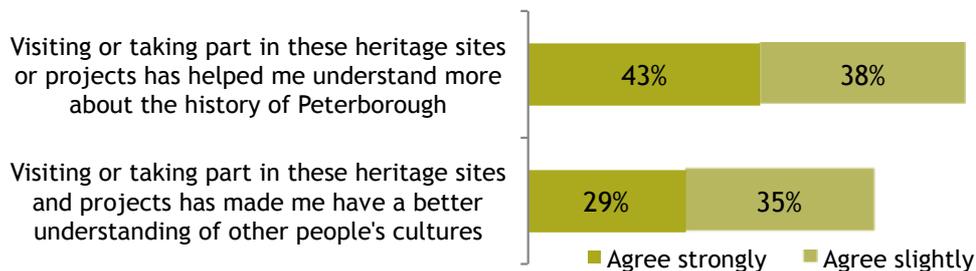


Q12. I'd like you to think now about what you get out of having heritage sites and projects in your area. What effect does having the following in the area have on your personal quality of life. [Base: X adult residents of Peterborough aware of each project, selected max. 5 from all aware at random]

Heritage can also be educational for local residents and this is another reason why they may find it has personal importance. Eighty-one per cent of residents who have visited a heritage site or project in Peterborough believe that this has helped them to gain a better understanding of their local area, and 64% feel that they have learned more about other people's cultures.

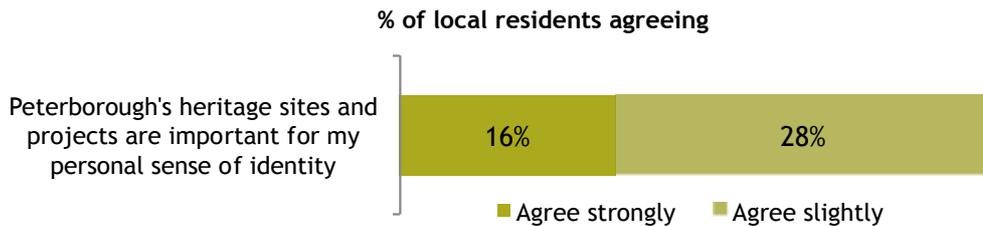
This is very similar to the average across the twelve locations in which 83% of local visitors to heritage sites say their understanding of their local area increased by visiting heritage sites and 67% say that their knowledge of other cultures improved as a result.

% of local visitors to heritage sites or projects agreeing



Q9. Thinking about your experiences with these heritage sites and projects in Peterborough, to what extent do you agree or disagree with the following statements? [Base: 347 adult residents of Peterborough who have visited a local heritage site or project]

Another contributing factor to the personal importance of heritage to Peterborough's residents is the part that it plays in their sense of identity, although it would seem that this is less important than the other factors detailed above. Forty-four per cent of residents describe the area's sites and projects as important for their personal sense of identity.



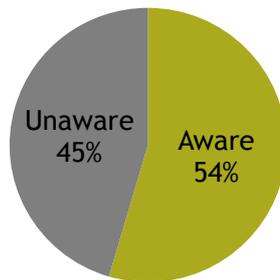
Q11. Thinking about Peterborough's local heritage sites and projects, to what extent do you agree or disagree with the following statements? [Base: 352 adult residents of Peterborough]

Views on heritage funding

Residents of Peterborough demonstrate relatively high levels of awareness of HLF and strong support for Lottery money funding heritage sites and projects in their area.

Fifty-four per cent of local residents say that they are aware of HLF, which is similar to the average across the twelve locations (56%), despite investment per person in the 20 years since HLF's inception, at £59.24, being much lower than the twelve-location average.

% of local residents aware of Heritage Lottery Fund



Q14. Have you heard of the Heritage Lottery Fund? [Base: 352 adult residents of Peterborough]

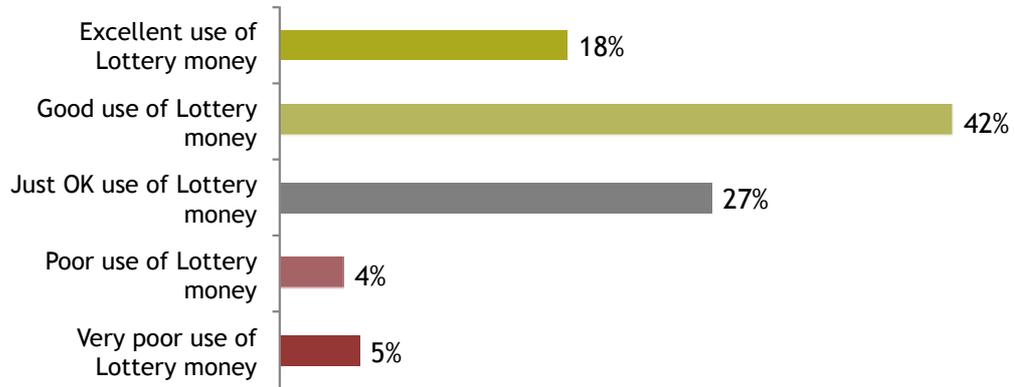
Awareness increases in line with age. For example, whilst 37% of 18-34 year olds are aware of HLF, this increases to 72% of 45-54 year olds.

There are also differences by gender: male residents are more aware of HLF than female residents (64% versus 45%).

Residents of Peterborough are broadly supportive of Lottery money being invested in heritage in the area. Sixty per cent of locals describe the £6,591,100 invested by HLF in the ten projects asked about in the survey as a good or excellent use of HLF money. Just 9% say it is poor or very poor use of Lottery money.

However, residents of Peterborough are slightly less supportive of HLF investment than the average across the 12 research locations, in which 69% of residents rate HLF's investment as excellent or good use of Lottery money.

% of local residents believing investment in Peterborough's heritage to be a good use of Lottery money



Q15. The Heritage Lottery Fund has invested £6,591,100 in the 10 projects we've mentioned to you in Peterborough. To what extent do you agree or disagree that this has been good use of Lottery money? [Base: 352 adult residents of Peterborough]

Appendix 1: Local residents survey questionnaire

Section 1: Views of Peterborough as a place to live

ASK ALL. SINGLE CODE ONLY. DO NOT READ OUT.

Q1	How long have you lived in Peterborough?	
	0-2 years	(1)
	2-5 years	(2)
	6-10 years	(3)
	11-19 years	(4)
	20-30 years	(5)
	31- 40 years	(6)
	41- 50 years	(7)
	51 - 60 years	(8)
	61 years or more	(9)
	DK	(10)

ASK ALL. SINGLE CODE ONLY

Q2	How much do you agree or disagree that Peterborough is a good place to live?	
	Agree strongly	(1)
	Agree slightly	(2)
	Neither	(3)
	Disagree slightly	(4)
	Disagree strongly	(5)
	DK	(6)

[Source: HLF Local Resident Survey]

ASK ALL. SINGLE CODE ONLY

Q3	Over the time that you have lived in the area, has Peterborough got better or worse as a place to live?	
	Much better now	(1)
	A little better now	(2)
	About the same	(3)
	A little worse now	(4)
	Much worse now	(5)
	DK	(6)

[Source: Adapted from HLF Local Resident Survey]

Section 2: Engagement with heritage

READ OUT: The next questions are about your attitudes towards heritage. By heritage I mean things like museums and galleries, parks, historic buildings and monuments, landscapes and wildlife sites, libraries and archives and also things like local cultures, traditions and story telling.

ASK ALL. SINGLE CODE ONLY.

Q5	Thinking about Peterborough's local heritage, how much would you say you know about it?	
	A lot	(1)
	A little	(2)
	Very little	(3)

Q5	Thinking about Peterborough's local heritage, how much would you say you know about it?	
	Nothing	(4)
	DK	(5)

ASK ALL. SINGLE CODE ONLY.

Q6	Overall, how important is heritage: a) for you personally? b) for your local area? c) for the country?	
	Very important	(1)
	Fairly important	(2)
	Not very important	(3)
	Not at all important	(4)
	DK	(5)

ASK ALL. SINGLE CODE ONLY.

Q7	Thinking generally about what Peterborough has to offer in terms of heritage sites and projects to visit or get involved with, overall, how satisfied or dissatisfied would you say you are?	
	Very satisfied	(1)
	Fairly satisfied	(2)
	Neither satisfied nor dissatisfied	(3)
	Fairly dissatisfied	(4)
	Very dissatisfied	(5)
	DK	(6)

Section 3: Awareness and visits to HLF funded sites in Peterborough

ASK ALL. SINGLE CODE ONLY

Q8	I am going to read you a list of heritage sites and projects in Peterborough. For each one, please tell me if you are aware of it and, if so, whether or not you have visited or taken part?	
	Peterborough Cathedral	
	Peterborough Museum and Art Gallery	
	John Clare's Cottage	
	Botolph's Barn, Helpston	
	Central Park	
	The Great Fen Project	
	Bretton's Woods	
	History's Mirror - historical fashion project	
	40 Years On - Eastern Angles Theatre Company community history project	
	Peterborough Buildings in Need - historic environment awareness project	
	Yes - I was aware of this and have visited it or taken part	(1)
	Yes - I was aware of this but have not visited it or taken part	(2)
	No - I was not aware of this	(2)
	DK	(3)

ASK ALL WHO CODE 1 AT Q8 (ALL WHO HAVE BEEN TO A HERITAGE SITE OR PROJECT). ROTATE START. SINGLE CODE ONLY

Q9	Thinking about your experiences with these heritage sites and projects in Peterborough, to what extent do you agree or disagree with the following statements?	
	I enjoyed visiting or taking part in these heritage sites and projects	
	b) Visiting or taking part in these heritage sites and projects has helped me understand more about the history of Peterborough	
	c) Visiting or taking part in these heritage sites and projects has made me have a better understanding of other people's cultures	
	d) Peterborough's heritage sites and projects are well-maintained	
	e) I would recommend that other people come to Peterborough to experience its heritage sites and projects	
	Agree strongly	(1)
	Agree slightly	(2)
	Neither	(3)
	Disagree slightly	(4)
	Disagree strongly	(5)

Q9	Thinking about your experiences with these heritage sites and projects in Peterborough, to what extent do you agree or disagree with the following statements? I enjoyed visiting or taking part in these heritage sites and projects b) Visiting or taking part in these heritage sites and projects has helped me understand more about the history of Peterborough c) Visiting or taking part in these heritage sites and projects has made me have a better understanding of other people's cultures d) Peterborough's heritage sites and projects are well-maintained e) I would recommend that other people come to Peterborough to experience its heritage sites and projects
	DK (6)

[SOURCE: Adapted from HLF Visitor's Survey]

ASK ALL. SINGLE CODE ONLY.

Q10	Thinking about heritage sites and projects in Peterborough over the time you've lived in the area, would you say they are...?
	Much better now (1)
	A little better now (2)
	About the same (3)
	A little worse now (4)
	Much worse now (5)
	DK (6)

Section 4: Local quality of life

ASK ALL. SINGLE CODE ONLY. ROTATE STATEMENTS

Q11	Thinking about Peterborough's local heritage sites and projects, how far would you say you agree or disagree with the following statements? a) Peterborough's heritage sites and projects make me feel proud of my local area b) Peterborough's heritage sites and projects are important for my personal sense of identity c) Peterborough's heritage sites and projects make it a better place to live d) Peterborough's heritage sites and projects make it a place that other people are likely to visit
	Agree strongly (1)
	Agree slightly (2)
	Neither (3)
	Disagree slightly (4)
	Disagree strongly (5)
	DK (6)

ASK FOR A MAXIMUM OF 5 HERITAGE PROJECTS OR SITES THAT WAS AWARE OF AT Q8 [ALL WHO CODE 1 OR 2 AT Q8]. ROTATE PROJECTS. SINGLE CODE ONLY

Q12	I'd like you to think now about what you get out of having heritage sites and projects in the local area. What effect does having [insert project name] in the area have on your personal quality of life?
	Much better (1)
	A little better (2)
	Neither (3)
	A little worse (4)
	Much worse (5)
	DK (6)

ASK ALL WHO ARE AWARE OF A HERITAGE SITE OR PROJECT [ALL WHO CODE 1 OR 2 AT Q8]. SINGLE CODE ONLY

Q13	And thinking about all of the heritage sites and projects that you know about in Peterborough together, please rate the impact that they have on your personal quality of life in Peterborough. Please answer between 0 and 10, where 0 is no impact at all, and 10 is a very large impact.
	0 (0)
	1 (1)
	2 (2)
	3 (3)
	4 (4)
	5 (5)
	6 (6)
	7 (7)
	8 (8)
	9 (9)
	10 (10)

ASK ALL. SINGLE CODE ONLY

Q14	Have you heard of the Heritage Lottery Fund?
	Yes (1)
	No (2)
	DK (3)

[Source: HLF Local Resident Survey]

Q15	The Heritage Lottery Fund has invested £6,591,100 in the 10 projects we have mentioned to you in Peterborough. To what extent do you agree or disagree that this has been good use of Lottery money?
	Excellent use of Lottery money (1)
	Good use of Lottery money (2)
	Just OK use of Lottery money (3)
	Poor use of Lottery money (4)
	Very poor use of Lottery money (5)
	Don't know (6)

ASK ALL. SINGLE CODE ONLY.

Q16	Do you play the National Lottery? [INTERVIEWER TO PROBE FOR FREQUENCY]
	Yes, I regularly play the National Lottery (once a week or more) (1)
	Yes, I sometimes play the National Lottery (once a month) (2)
	Yes, but only rarely (less than once a month) (3)
	No, I never play the National Lottery (4)
	DK (5)
	Refused (6)

Demographics

Gender

Age
Ethnicity
Adults in household
Children in household
Occupational grouping (ABC1C2DE)
Postcode

Note on definitions:

‘Disengaged’ residents are those who say they know nothing (4) or don’t know (5) about local heritage at Question 5, believe heritage to be not very (3) or not at all (4) important for themselves personally at Question 6a, and have visited two or fewer heritage sites and project at Question 8.

‘Engaged’ residents are those who say they know a lot (1) about local heritage at Question 5, believe heritage to be very (1) or quite (2) important for themselves personally at Question 6a, and have visited between four and six heritage sites and projects at Question 8.

‘Super engaged’ residents are those who say they know a lot (1) about local heritage at Question 5, believe heritage to be very (1) or quite (2) important for themselves personally at Question 6a, and have visited seven or more heritage sites and projects at Question 8.

Appendix 2: Overview of HLF investment in Peterborough

<i>Applicant</i>	<i>Project title</i>	<i>Grant awarded</i>	<i>Heritage area</i>	<i>Initial decision</i>
English Nature	Tomorrow's Heathland Heritage	472,110	Land and biodiversity	1996-97
Thorney Abbey PCC	Thorney Abbey Boundary Wall	13,800	Historic buildings and monuments	1996-97
Dean And Chapter of Peterborough Cathedral	Peterborough, Cathedral Minster Precints, Restoration Plan	12,900	Land and biodiversity	1996-97
Peterborough City Council	Collyweston Slating & Limestone Walling CAPS	54,000	Historic buildings and monuments	1997-98
Peterborough City Council	Peterborough, Central Park, Restoration Plan	15,900	Land and biodiversity	1997-98
Peterborough City Council	Peterborough, Central Park	629,000	Land and biodiversity	1998-99
Friends of Peterborough Art Gallery and Museum	Story of Peterborough	30,000	Museums libraries archives and collections	1998-99
Royal National Institute for the Blind	RNIB Talking Books Sound Archive	290,000	Museums libraries archives and collections	2000-01
The Thorney Society	Thorney Built Environment Audit	20,184	Intangible heritage	2001-02
Castor Parish Council	Castor Built Environment Audit	17,554	Intangible heritage	2001-02
Ailsworth Parish Council	Ailsworth Community Built Environment Audit	4,245	Intangible heritage	2001-02
English Nature	Woodwalton Fen National Natural Nature Reserve - Darlows Farm Acquisition	267,500	Land and biodiversity	2002-03
Peterborough YMCA Ltd	CHILL: Community History Information for Life & Learning	25,000	Museums libraries archives and collections	2003-04
Peterborough City Council	Peterborough: Our Ground	25,000	Museums libraries archives and collections	2003-04
PCC ST JOHN THE BAPTIST	St John the Baptist	21,647	Historic buildings and monuments	2003-04
Buglife-The Invertebrate Conservation Trust	National Bumblebee Survey	19,100	Land and biodiversity	2003-04
CAMUS Parish Archive	Camus Parish	14,270	Intangible	2003-04

<i>Applicant</i>	<i>Project title</i>	<i>Grant awarded</i>	<i>Heritage area</i>	<i>Initial decision</i>
Group	Archive and Book Project		heritage	
Fenland Archaeological Trust	A Bronze Age Landscape	4,899	Intangible heritage	2003-04
Botolph's Barn Committee	Botolph's Barn	175,500	Historic buildings and monuments	2004-05
Youth Service, Peterborough City Council	A Brief History of Peterborough	24,400	Intangible heritage	2004-05
The Norman Cross Napoleonic Prisoner of War Depot Memorial Trust	Norman Cross Eagle Appeal	22,704	Intangible heritage	2004-05
Fenland Archaeological Trust Ltd	Flag Fen - Education For ALL	178,000	Intangible heritage	2005-06
East England Anand Mela	Anand Mela - Festivals of India	15,000	Intangible heritage	2005-06
The John Clare Trust	John Clare's Cottage: Opening a Door into the Countryside	1,539,600	Historic buildings and monuments	2006-07
The Space4	Opening Doors to Hidden Heritage	54,200	Historic buildings and monuments	2006-07
Fenland Archaeological Trust	Spanning the Millennia - Bringing the British Bronze Age to 21st Century Audiences	44,600	Museums libraries archives and collections	2006-07
African Caribbean Forum	Beyond the Bicentennial	50,000	Intangible heritage	2007-08
Marshfields Special School	Stained Glass Window Project	19,000	Museums libraries archives and collections	2007-08
Peterborough Museum	Peterborough Museum Re-Development	996,000	Museums libraries archives and collections	2008-09
Peterborough Museum and Art Gallery	Spaces 2 Learn	43,400	Museums libraries archives and collections	2008-09
Eastern Angles	Forty Years On	164,800	Intangible heritage	2009-10
The Froglife Trust	The Dragon Finder	500,100	Land and biodiversity	2010-11
Peterborough Environment City Trust	Closing the gap - turning theory into practical application	355,900	Intangible heritage	2010-11
Thorney Abbey PCC	Church of St Mary and St Botolph	170,000	Historic buildings and monuments	2010-11

<i>Applicant</i>	<i>Project title</i>	<i>Grant awarded</i>	<i>Heritage area</i>	<i>Initial decision</i>
The Froglife Trust	My Wild Life	48,500	Land and biodiversity	2010-11
Studentforce for sustainability	Dig for Victory - Peterborough	24,900	Intangible heritage	2010-11
Peterborough & Stamford NHS Trust	Our Histories	14,500	Museums libraries archives and collections	2010-11
William Scott Abbott Trust	Sacrewell Watermill Restoration Project	1,527,200	Historic buildings and monuments	2011-12
Peterborough Cathedral	Peterborough 900 - "Letting it speak for itself"	320,900	Historic buildings and monuments	2011-12
Peterborough Environment City Trust	Forest for Peterborough - Woodland Heritage in Action	247,800	Land and biodiversity	2011-12
Langdyke Countryside Trust	Torpel Manor Field Education Project	50,000	Intangible heritage	2011-12
City College Peterborough	History's Mirror	49,900	Intangible heritage	2011-12
Opportunity Peterborough	Peterborough Buildings In Need	24,200	Historic buildings and monuments	2011-12
Buglife - the Invertebrate Conservation Trust	Lost Science of Entomology	13,500	Museums libraries archives and collections	2011-12
115(Peterborough)Sqn ATC	Research, Compile & Archive a History of the Squadron	7,200	Museums libraries archives and collections	2011-12
The Froglife Trust	River Nene Dragon Finder	25,100	Land and biodiversity	2012-13
Peterborough Cathedral	Catalyst Endowment - Peterborough Cathedral - Precinct Walls	500,000	Historic buildings and monuments	2013-14
Oxford Archaeology East	The Romans of Fane Road: A community heritage project for the people of Peterborough	88,200	Community heritage	2013-14
Buglife - The Invertebrate Conservation Trust	Implementing good ideas at Buglife	10,000	Land and biodiversity	2013-14
The Froglife Trust	Public Support for Reptiles and Amphibians: The Scale of the Problem	9,800	Land and biodiversity	2013-14
The Thorney Society	Ways of seeing Thorney	7,200	Museums libraries archives and	2013-14

<i>Applicant</i>	<i>Project title</i>	<i>Grant awarded</i>	<i>Heritage area</i>	<i>Initial decision</i>
			collections	