

# Archive Lottery Advisory Service Survey Report

The Archive Lottery Advisory Service was set up in the late 1990s to address the apparent need in the archive sector for support in accessing funding from the national lottery. The service is run by the National Council on Archives and receives financial support from the National Archives and the Museums, Libraries and Archives Council.

The aim of the survey was to collect feedback on previous use of the service. This data will be used to:

- Help to shape the future service delivery methods
- Assist with publicising and marketing the service to the sector
- Aid the NCA in advocacy work for archives with the HLF, and other funders

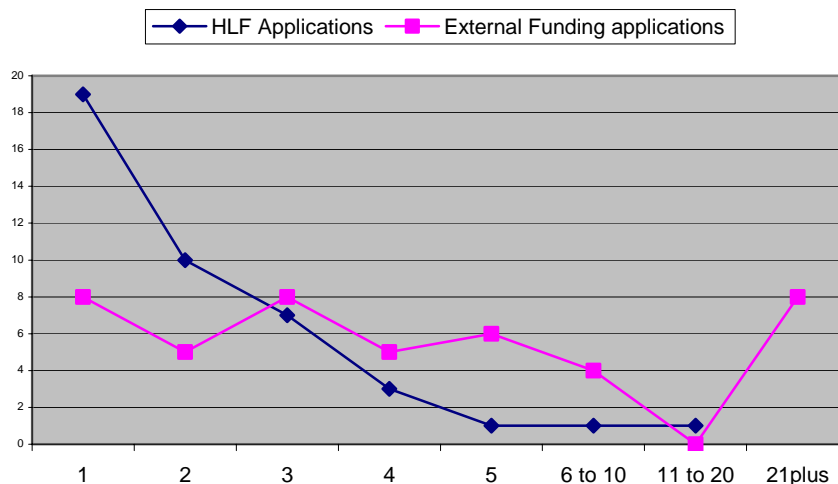
## Methodology

178 survey forms were sent out to a group of identified contacts in September 2004. These individuals were the contacts for projects that received consultation reviews by the Archive Lottery Adviser (ALA). The questionnaire (see Appendix A) was sent out by post and a version posted on the NCA website. 43 completed surveys were returned, making a response rate of 24%. Taking into considering staff turnover rates within the contacted institutions, and the short timescale given for responses, this response rate was considered a positive reflection on the service.

*All subsequent percentage figures in the report relate to numbers in relation to responses received.*

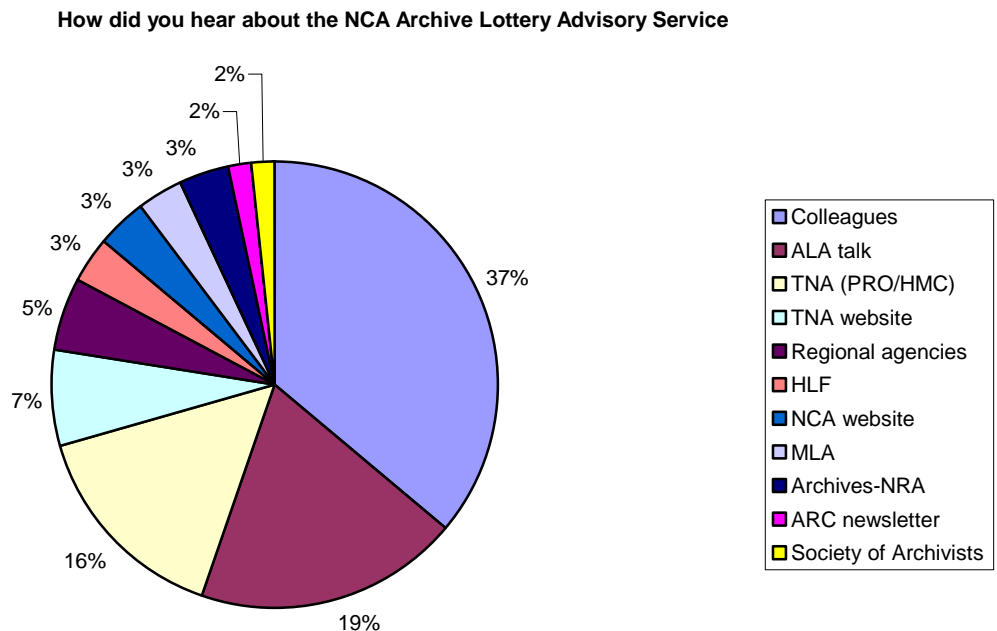
## Experience of Applicants

Respondents were asked to state how many HLF applications they had been involved with and, more broadly, how many external funding applications they had been involved with. As the diagram below demonstrates, although a significant proportion of respondents were first-time HLF applicants, this did not necessarily mean that they were unfamiliar with applying for external funding more generally.



## Publicity of the ALA Service

Contacts were asked how they had heard about the service. The largest percentage (37%) stated that they had heard of the service through colleagues indicates a good level of general awareness of the service within the archive profession. That 19% had heard of the service through talks given by the Archive Lottery Adviser indicates the on-going importance of general advocacy for the service as part of the adviser's role. Maintaining the profile of the service with key referral bodies is also demonstrated by the figures for contacts referred from the National Archives and the regional agencies. The contacts that stated they had heard about the service from the Heritage Lottery Fund were all developing projects to set up or develop archives within their organisations and did not have existing archive staff. This indicates the need to liaise fully with the regional HLF teams if the service is to assist across a broad range of archive-related projects rather than catering solely to the traditional archive sector.



## Use of the Archive Lottery Advisory Service

To date the Archive Lottery Advisory Service has offered three focused services over and above general advice (via telephone, meeting, email and post).

These services are as follows:

### a) Workshop

Workshops held periodically across the UK to help archives develop projects in the context of the HLF criteria and, in particular, looking at the 'Your Heritage' application forms. There has been a small charge for this service (currently £25).

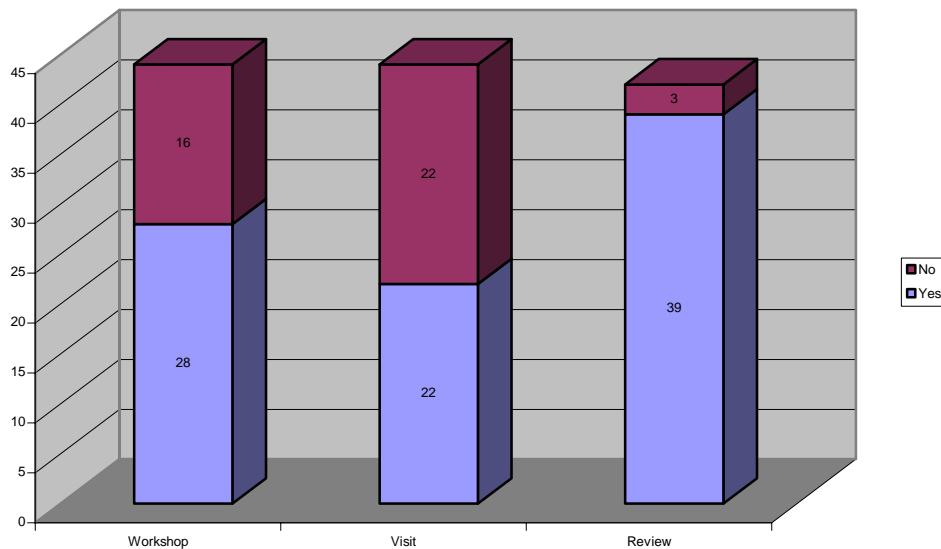
b) Visit

Similar to a) but on a one-to-one basis, involving a visit to the archive by the ALA. This service is available for 'Heritage Grant's and 'Project Planning Grants'. There has been a flat fee across the UK for this service (currently £50).

c) Review

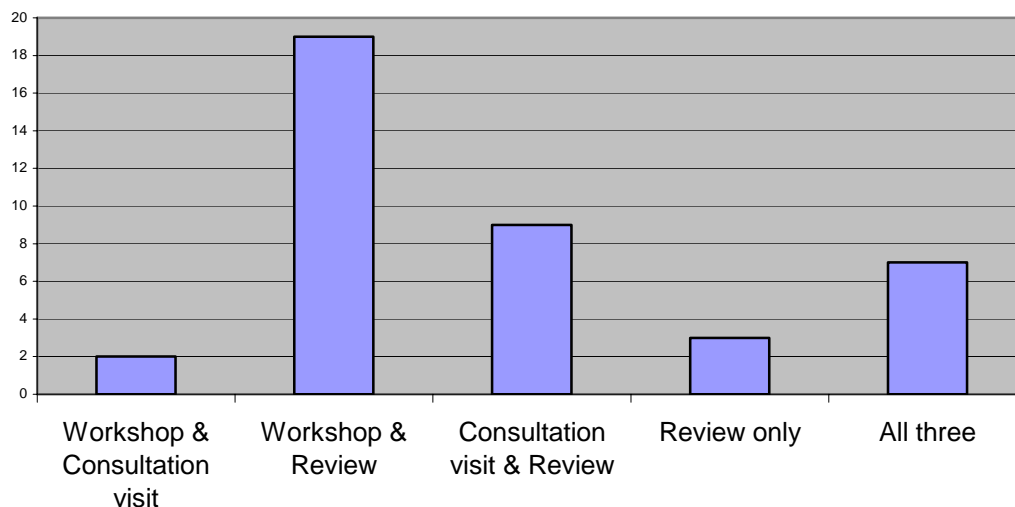
All types of HLF applications may be sent to the ALA prior to submission. ALA writes a report with comments on the project in general and the application form in particular. There is no charge for this service.

The chart below demonstrates which of the services the respondents used.



The questionnaire was primarily aimed at those who had received a review and so the high take up of that service was a given of the survey. The chart below shows that the most commonly used method of using the service was workshop attendance followed by an application review.

Use of Service



What were your positive experiences of using the NCA Archive Lottery Advisory Service?

This question allowed a free text response of up to 100 words. All respondents made some general comment of a positive nature regarding the service and the quote below reflect the range of organisations with positive responses to the service.

'Quality advice and good up-to-date 'inside knowledge'  
*Paul Brough, Cornwall Record Office*

'It was completely indispensable'  
*Isobel Watson, London Archive Users Forum*

'The Advisory Service provided excellent guidance and really helped turn our initial 'archive thoughts' into ways that would engage HLF.'  
*Peter Evans, Wolverhampton Archives and Local Services*

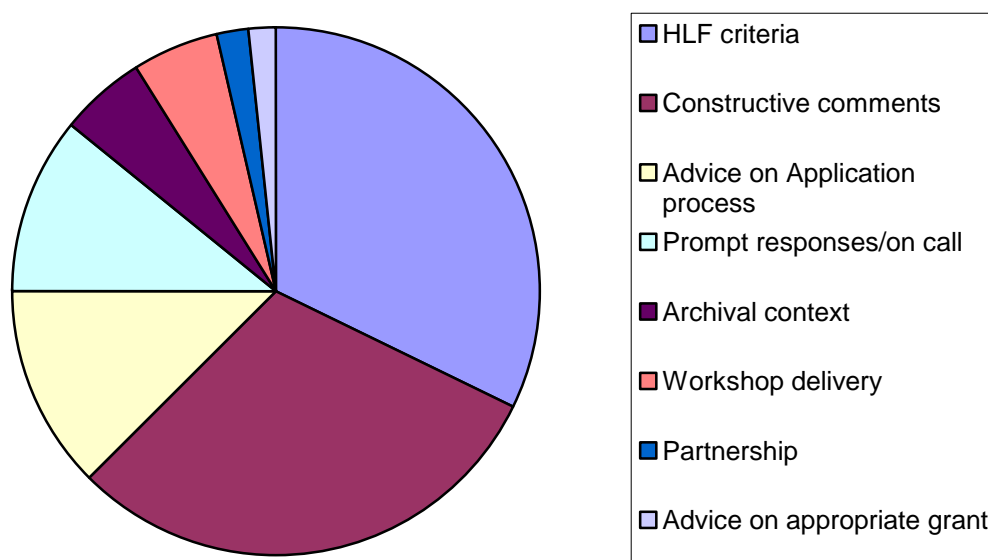
'Without the service the final outcome of the HLF application might have been very different!'  
*Peter Reed, Carpet Museum Trust*

'The service was fantastic. It ensured the success of the application.'  
*Caroline Gould, Museum of English Rural Life*

'It helped us focus the aims of the projects on HLF priorities as well as ensuring that we kept the distinctive nature of the project at the heart of the application'  
*Alastair Tallon, The National Archives*

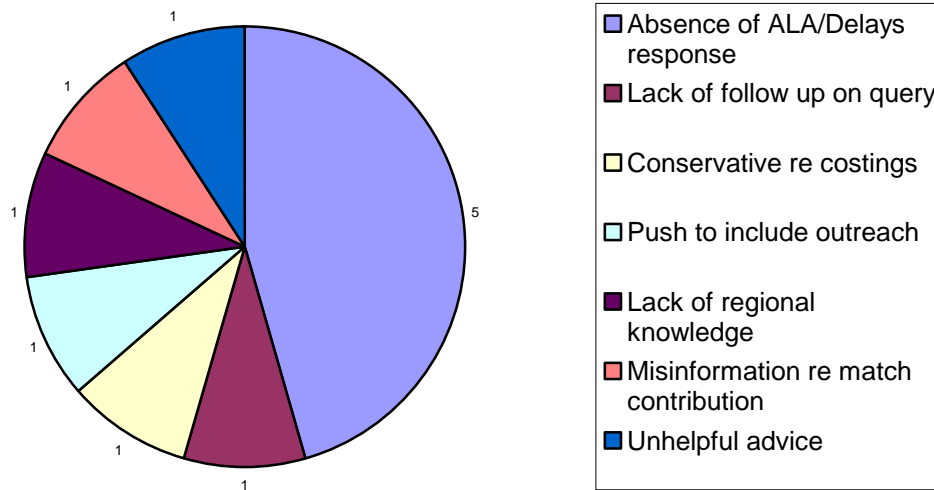
'Felt like a real partnership between archive professionals and funding specialists with a genuine belief in what the projects were trying to achieve.'  
*Caroline Sampson, Warwickshire County Record Office*

The chart below demonstrates the broad areas on which respondents remarked they received benefits from the service.



What were your negative experiences of using the NCA Archive Lottery Advisory Service?

79% of respondents stated they had no negative experiences of the service. Those who included comments under this section focused on the following areas (the numbers on the chart indicate the *total* responses under that comment category).



Of the five respondents that commented upon delays with responses, three of these related to the period where the ALA was absent on extended sick leave. These comments confirm the importance of managing the risks inherent in having only one member of staff providing the service and building in capacity to the post to allow for fluctuating demand in service requests.

## Feedback on Heritage Lottery Fund application form

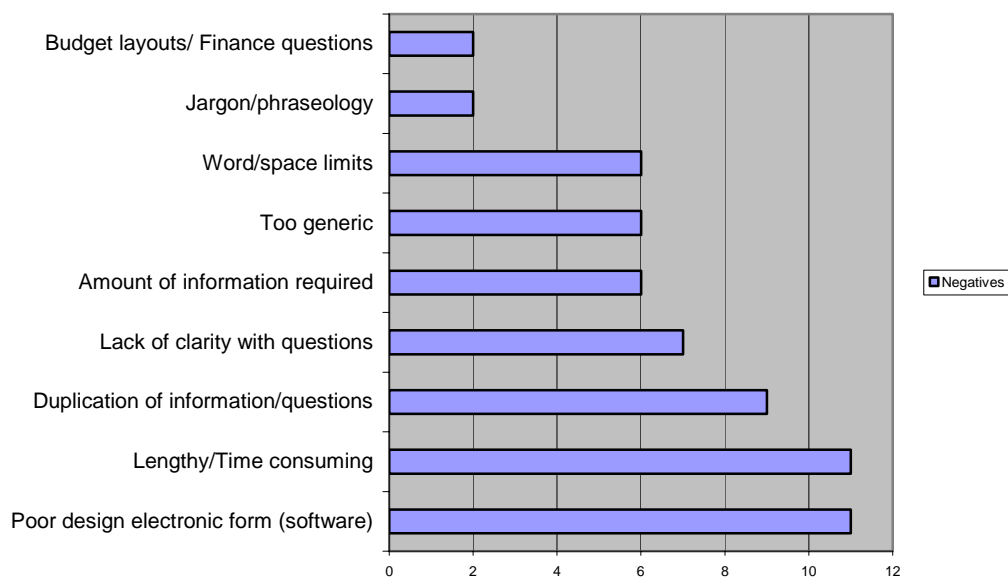
In addition to the work of the Archive Lottery Advisory Service the questionnaire also included questions relating to the HLF application forms and pre-application process. The general findings from the survey on this area will be supplied to the Heritage Lottery Fund.

### Application Form

In answer to the question – ‘What were your positive experiences of completing the application form?’ The following areas were flagged up.

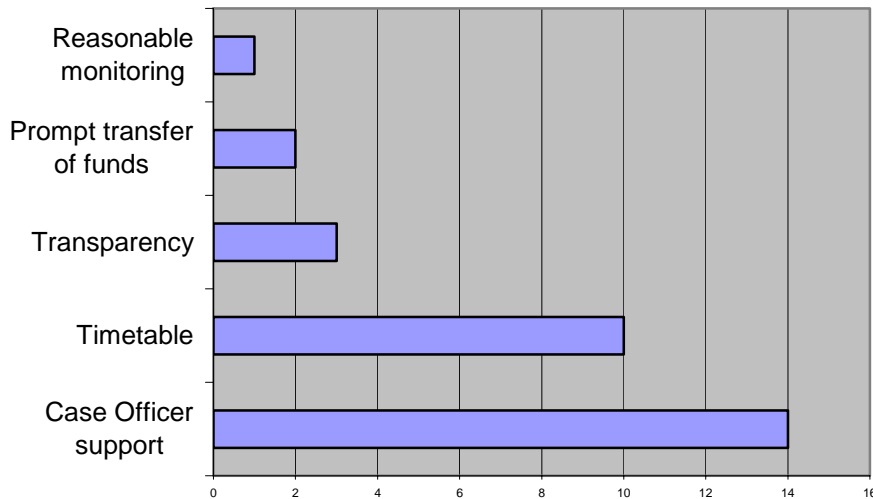


In answer to the question – *What were your negative experiences of completing the application form?* The following areas were flagged up.

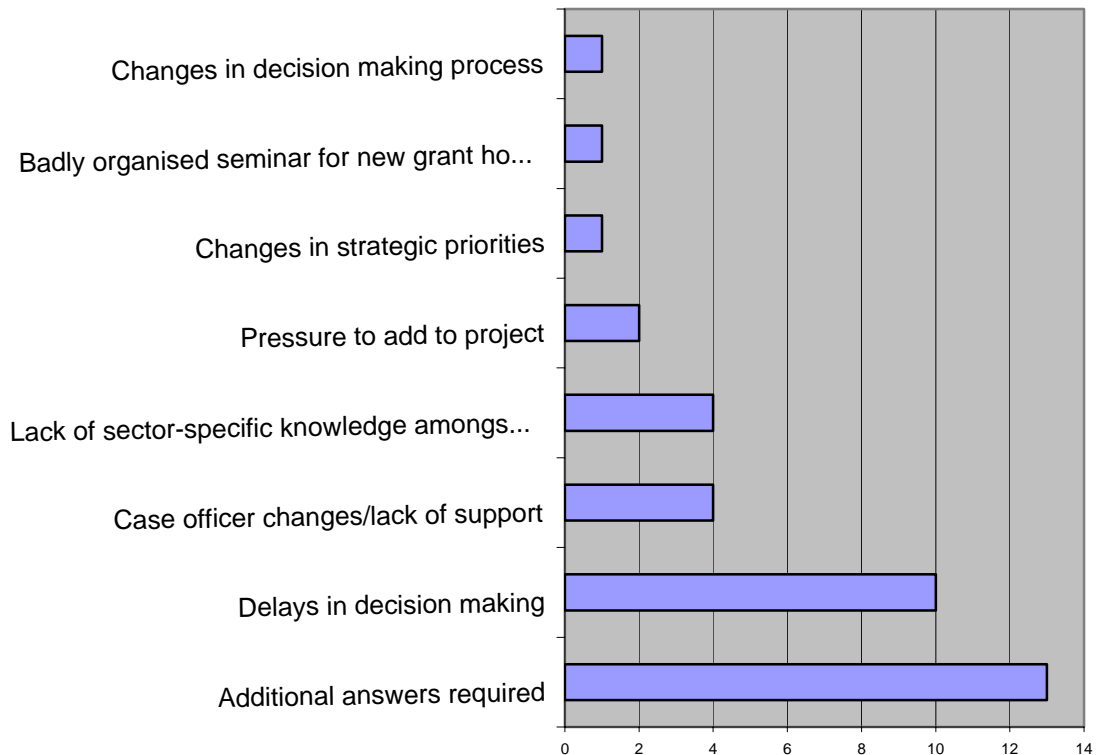


Questions were also asked regarding the pre-application process. Responses received related to the advice received prior to application submission from HLF, application assessment stage, though to the monitoring process for the project.

In answer to the question – ‘*What were your positive experiences of the pre-application process?*’ The following areas were flagged up.



In answer to the question – ‘*What were your negative experiences of the pre-application process?*’ The following areas were flagged up.



The key factors that came out of these questions were that when projects had a) a supportive case officer and b) the decision making process was kept to timetable, the process itself was seen to be fairly positive one. The two issues that caused the greatest difficulty for respondents were delays in the process and the issue of supplementary questions. Many felt that they were asked additional questions that were addressed by their initial bid, or could have been if the word limits on the application form were not so restrictive. The need to supply extra information or answer further questions was often linked to delays in the decision-making process.

## **Conclusions**

'I doubt whether any single item of expenditure by the archives profession has ever been so worthwhile'.

The above quote is just one of many addition comments received where respondents reiterated what they perceived to be the importance of the service. In addition the specific comments praising by name Cathrin Cassarchis and Alison Berwick, the past ALAs, demonstrates the personal relationship the service creates and the sense of individual support that respondents felt was important to the service.

No respondents suggested additional or alternative methods for providing information about the service, or different service delivery methods. This would indicate that the existing target audience is fairly well catered for with the current approach. It may, however, be worth investigated other routes, in particular, collaboration with the regional agencies, and perhaps even HLF themselves, to address the needs of more specialist archive-related projects, particularly those being formulated by non-archive professionals.

Louise Ray  
Acting Archive Lottery Advisor  
October 2004

## Appendix A



## Archive Lottery Advisory Service

I would be grateful if you, as a past user of the Archive Lottery Advisory Service, could spare a few moments to answer the following questions.

Results of this survey will:

- Help us to shape the service in the future
- Assist with publicising and marketing the service to the sector
- Aid the NCA in advocacy work for archives with the HLF, and other funders.

A report of the survey results will be made available via the NCA website ([www.ncaonline.org.uk](http://www.ncaonline.org.uk))

Please return this form by **Friday 8<sup>th</sup> October 2004**.

Forms can be sent to the address at the end of survey *or* complete the online version at <http://www.ncaonline.org.uk/materials/questionnaire.pdf> and email it to [louise.ray@nationalarchives.gov.uk](mailto:louise.ray@nationalarchives.gov.uk)

### Your details

Your Name	
Organisation	
Address	
Telephone	
Email	
Website	
Project title used in final application to HLF (if applicable).	

How many HLF applications have you personally been involved in?	
How many external funding applications have you personally been involved in?	

### NCA Archive Lottery Advisory Service

How did you hear about the NCA Archive Lottery Advisory Service? (Please tick)			
From colleagues	<input type="checkbox"/>	From Heritage Lottery Fund	<input type="checkbox"/>
From TNA (the National Archives) website	<input type="checkbox"/>	From MLA (Museums, Libraries and Archives Council)	<input type="checkbox"/>
From NCA (National Council on Archives) website	<input type="checkbox"/>	From regional agencies for museums, libraries and archives	<input type="checkbox"/>
From a talk by the Archive Lottery	<input type="checkbox"/>	From The National Archives	<input type="checkbox"/>

Advisor	(including HMC and A2A referrals)	
From a publication (please state)		
Other (please state)		
Did you attend an NCA Archive Lottery Advisory Service workshop?	Yes	No
Did you have an NCA Archive Lottery Advisory Service consultation visit?	Yes	No
Did you have an NCA Archive Lottery Advisory Service review of your application prior to submission?	Yes	No

What were your positive experiences of using the NCA Archive Lottery Advisory Service? (100 words max)

What were your negative experiences of using the NCA Archive Lottery Advisor service? (100 words max)

Would you be happy for your comments to be used in future publicity of the Archive Lottery service?
Yes – attributed      Yes - unattributed      No

**Heritage Lottery Fund**

Following the advice you had from the Archive Lottery Advisor, did you submit an application to HLF?	Yes	No
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What were your positive experiences of completing the HLF application form? (100 words max)

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What were your negative experiences of completing the HLF application form?  
(100 words max)

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What were your positive experiences of the HLF application process once you had submitted your bid? (100 words max)

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What were your negative experiences of the HLF application process once you had submitted your bid? (100 words max)

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Would you be willing to present a case study of your project and the application process at a future event?	Yes	No
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If you have any further comments/suggestion please use add these in the box on the reverse.

**Many thanks for your co-operation.**

**Please return this form**

**by email to:** [louise.ray@nationalarchives.gov.uk](mailto:louise.ray@nationalarchives.gov.uk)

**by post to:** Louise Ray, Acting Archive Lottery Adviser, National Council on Archives, c/o The National Archives, Ruskin Avenue, Kew, Surrey, TW9 4DU

Other Comments