



# AHF Client Survey Result Statements 2017

## About the Survey

During 2017, the AHF conducted an online survey polling all of the groups and organisations we had supported with grants or loans since the year 2000 – some 560 groups in total.

The online survey was developed with the support of CAN Invest in order to help us measure the impact of our work across a range of outcomes identified in our Theory of Change. For all new clients since 1 April 2016, completing this survey on an annual basis has formed part of their grant and loan terms and conditions.

To help encourage participation from groups, we offered a prize draw mechanism – every charitable organisation that was still active who completed a survey was entered into a draw to win a one-off donation of £1,000 towards their charitable objectives.

## About the Results

Of the list of 560 organisations in total, we received 143 completed responses from a wide range of organisations.

The results below assume that the sample of responses that we received is representative of the whole group.

## Profile of Respondents

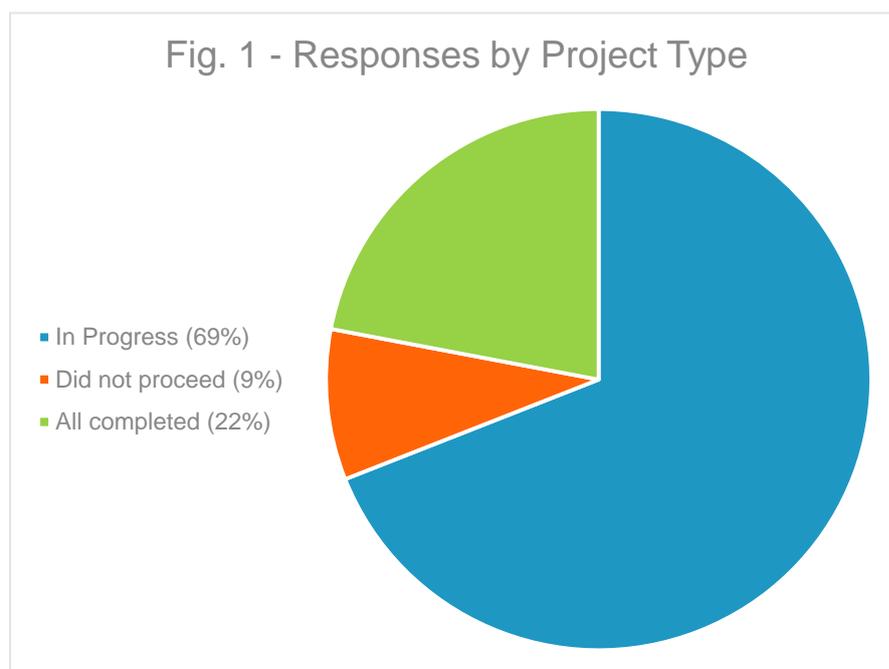




Fig. 2 - Location of Respondents

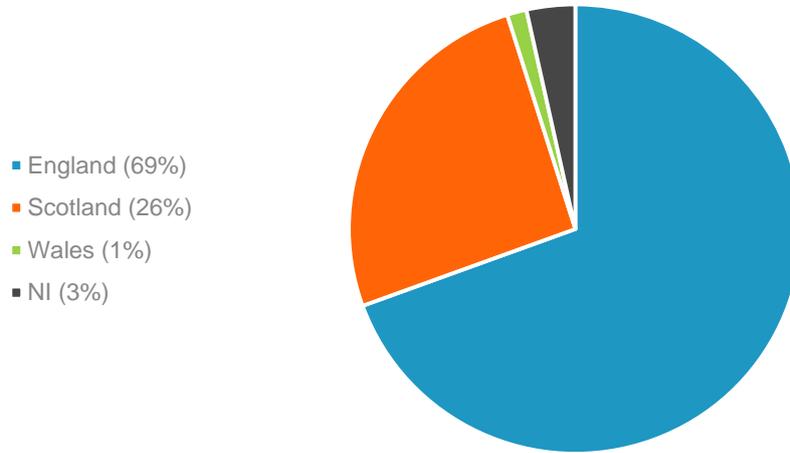
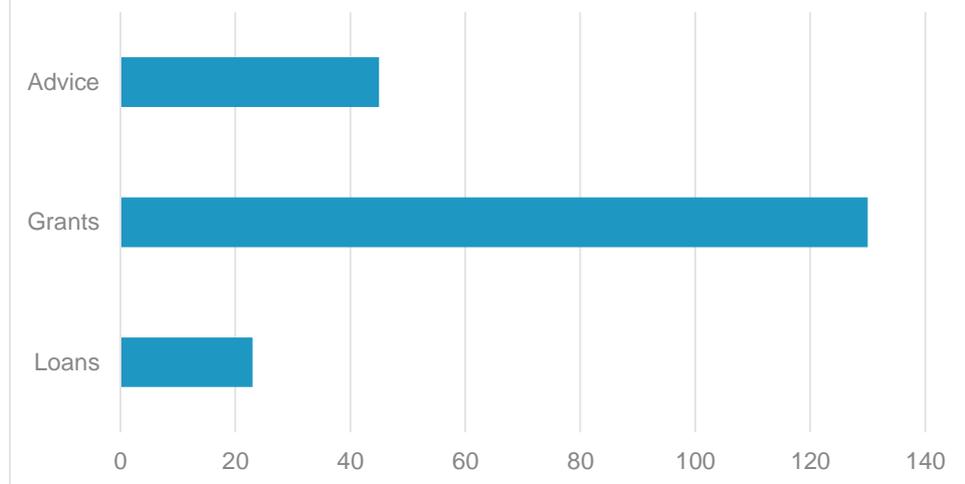


Fig. 3 - Types of Support Provided

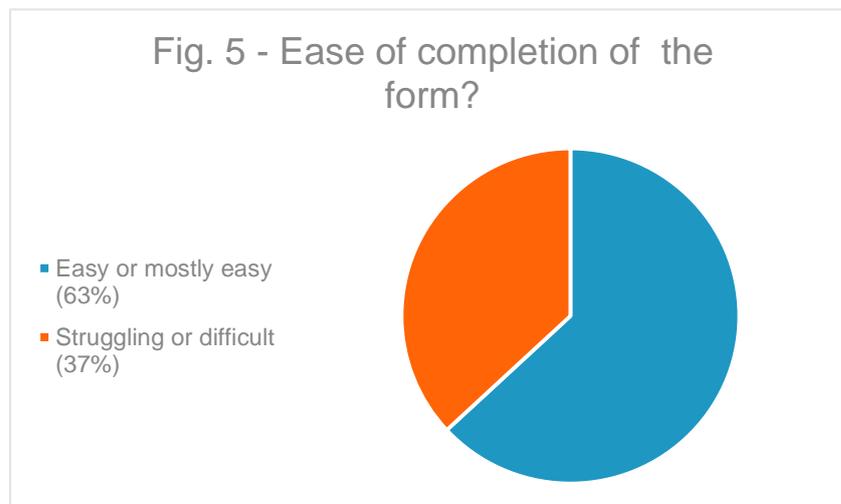
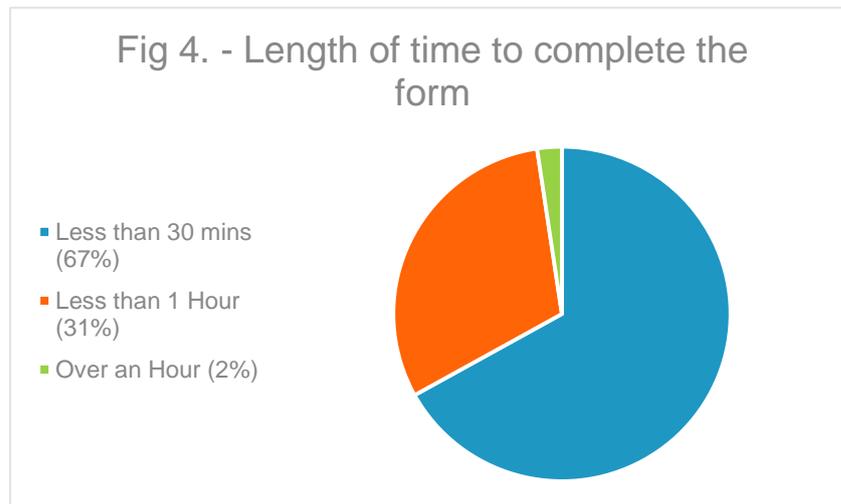


Notably, compared to the 2016 data, in 2017 a much greater proportion of respondents are from projects currently in progress, and a smaller amount for completed projects (56% in 2016 versus 69% in 2017). This is because a higher proportion of respondents were from clients with live grants. This should be borne in mind when looking at the extrapolated data below, and mean that results from this year should in most cases not be directly compared to those from previous surveys.



## Completing the Survey

We also asked participants to tell us about their experiences completing the form, and feedback from this question last year has helped inform changes and improvements to the process for this year.



These numbers are a big improvement over the previous year's survey – in 2016, only 40% of respondents found it easy to complete, which has increased to 63% in 2017. Similarly, the percentage of respondents completing the form in less than an hour has increased from 80% in 2016 to 98% in 2017. This shows that the changes we made in response to client feedback on last year's survey have been successful – notably making the questions simpler to answer and reducing the amount of additional information requested compared to the previous year.



## Methodology

Levels of confidence in the numbers of organisations/people that achieved a certain outcome are quoted as a 'Margin of Error' (MoE) for a sample of a larger population.

We use these tools to estimate the degree of confidence in the sample when extrapolating impact to the wider population. The tool is based on three key pieces of information: 1) the size of the population, i.e. the number of people/organisations in the stakeholder group; 2) the size of the sample, i.e. the number of people/organisations who were surveyed; 3) % sample achieving the outcome.

For example, if 71% ( $\pm 6\%$ ) achieve an outcome, then we estimate that 71% of organisations achieved the outcome, but are 95% confident that it is somewhere between 65%-77%, as the margin of error is 6%. Likewise for projected ranges, we also use an MoE calculator to estimate the range of beneficiaries that were supported by AHF's organisations. For example, using a 90% confidence level, we estimate that between 1,000-2,000 people were supported, or that at least 1,000 people were supported.

Note that this tool assumes a random sample of people are selected. The tool also assumes a homogeneous population - in other words, the population should be made up of people who are 'the same'. A normal distribution of those achieving the outcome is also assumed, as is a 95% confidence for the MoE itself for % calculations and 90% confidence for projected ranges. We also recognise that not that a. not all of these outcomes have been achieved just as a direct result of our support and that b. some of these outcomes would have achieved without our support.

*Please note that given the changes in the survey question structure and framing from last year, plus the different makeup in types of projects responding, many of the raw numbers and answers from this year in terms of the client outcomes are **not** directly comparable to last year.*

## Wider Sector Issues Raised

Only 3 Trusts that responded reported having more than 25% of its Trustees coming from BAME backgrounds (up from zero last year).

Only 34% of organisations had performed evaluations of their projects and/or their impacts. (up from 30% last year)

35% of organisations had undertaken any residents surveys, compared with 16% in 2016.



## Outcome Statements

### Client Outcomes:

#### 1. Client becomes more capable, confident and connected:

- Improved skills: business planning, finances and fundraising, project management, governance
- Confidence to meet challenges
- Formal and informal partnerships
- Community engagement and legitimacy

- **71%** ( $\pm 5\%$ ) of AHF clients are more confident about the future of their organisation as a result of the AHF support.
- **85%** ( $\pm 5\%$ ) of clients either *agree* or *strongly agree* that they are more confident in meeting the challenges of delivering their project as a result of engaging with the AHF.
- **71%** ( $\pm 6\%$ ) of clients have developed new formal or informal partnerships thanks to AHF support, and at least 1,000 new partnerships have been created.
- **85%** ( $\pm 5\%$ ) of clients are confident they would undertake a similar project in the future.
- **82%** ( $\pm 5\%$ ) say they are confident they could secure financial resources for a similar project in the future.
- **27%** ( $\pm 6\%$ ) have members that have already started another similar project.
- **78%** ( $\pm 6\%$ ) of organisations have engaged with a wider audience (different ages, backgrounds, cultures) than before as a result of their project.
- As a result of AHF support, in the last year **at least 3,000** people have developed new skills in business planning, strategic development, finance, fundraising or project management.
- As a result of AHF support, **at least 2,000** people have developed new skills in community engagement in the last year.

#### 2. Client secures additional funding

- **83%** ( $\pm 10\%$ ) of clients say that AHF support helped them secure additional funding from other organisations.
- **89%** ( $\pm 6\%$ ) of clients secured additional funding from additional sources
- Over £26,000,000 of additional funding was raised over 56 organisations. Extrapolating to the complete group it is estimated that additional total funding was raised of **at least £146 million**, with an average of £350,000 per project.



### 3. Client gains credibility with other funders

- **91%** ( $\pm 4\%$ ) of clients either *agree* or *strongly agree* that AHF support has increased their credibility to other potential funders.

### 4. Project progresses on multiple fronts

- Access/ownership secured
- Project designed and planned
- planning permissions obtained

- **63%** ( $\pm 6\%$ ) of projects have a freehold or long-term lease on their project building or structure.
- **93%** ( $\pm 5\%$ ) of projects have resulted in the re-use of a historic building

### 5. Client becomes a more commercial and resilient community enterprise

- more strategic in focus/decisions (business plan)
- more commercial – increased financial surpluses
- increased ability to survive challenges

- **Two-thirds** of AHF clients consider themselves more financially sustainable as a result of the AHF support
- **24%** ( $\pm 6\%$ ) of clients have less than one month's reserves to cover operational expenses – this is slightly better than the wider charitable sector where average (NCVO data) suggests 42% of operating charities have no free reserves.
- **39%** ( $\pm 6\%$ ) of clients have more than six months' worth of reserves to cover operational expenses – average wider charitable sector (NCVO data) suggests the average is 7.1 months of reserves.
- **66%** ( $\pm 6\%$ ) of clients have a business plan

### 6. Negative Outcomes:

- Client disempowered and members leave
- Time / £ saved for other clients / activities

- Of projects that did not proceed, **93%** ( $\pm 5\%$ ) said that the decision to stop was as a direct result of AHF funded studies
- We estimate that **at least £500 million** has been saved that would otherwise have been spent on projects that did not go ahead (*Extrapolated range: £500M - £2.2B*).

### 7. Community Outcomes - Positive

- Greater community empowerment*
- Improved physical environment to live, work visit*
- Increased volunteering, apprenticeship & employment*
- Increased local economic activity*
- Provision of services in active demand*
- Improved physical/mental wellbeing*



*Different groups mix and integrate  
More positive attitudes and behaviours  
Improved understanding of local heritage*

- **96%** ( $\pm 3\%$ ) of AHF clients know a lot about their local heritage as a result of their project
- **97%** ( $\pm 2\%$ ) of clients know some or a lot about their local heritage.
- **95%** ( $\pm 3\%$ ) of respondents said heritage was very important to their organisation
- **97%** ( $\pm 6\%$ ) of respondents felt that that their community is a better place to live/work in as a result of the project.
- Each project provides on average 9 different community services from restored buildings
- On average 5 different commercial businesses are running from restored buildings supported by the AHF
- **Over 14,000** local community members have been involved in projects over the last year (either coming to meetings or volunteering their time)
- **Over 8,000** community events have been held in the last year at AHF supported projects
- **Over 4,000** volunteering opportunities have been created in the last year giving over 5,000 days of time
- **Over 3,000** training opportunities have been created, of which over 1,000 were for young people
- **Over 1,000** FTE employment opportunities have been created during project works, with an additional 1,000 FTE opportunities ongoing once works are complete
- **Over 1.5 million** people have attended events held as a result of an AHF supported project, of which at least 400,000 are children or young people, and at least 250,000 are adults from disadvantaged groups.
- **Over 38,000** people have visited an AHF-supported project in the last 12 months for reasons of training and education
- **Over 2,000,000** people have visited an AHF-supported project in the last 12 months for leisure or recreation purposes