



## **The evaluation of ERIH's activities financed by the Creative Europe Programme during 2014 – 2017. The summary of the results of the printed and the online poll**

The ERIH association has delivered a range of activities financed by the Creative Europe Programme. In order to evaluate the results of those activities and also to measure members' satisfaction we undertook a printed poll and an online poll. The printed version was given to members of the association during the ERIH Annual Conference that took place 21-22 September 2017 in Copenhagen. 50 printed polls were handed out and 31 of them were completed. The online version was sent to all members of ERIH. We received 60 responses. Below is presented the detailed description of the results.

The first question of the printed poll has a filtering character and it was connected to the on-line version of the poll. Generally both surveys had the same 6 questions. Only the two last questions were different.

The second question in both types of survey measures the recollection of the activities delivered by ERIH during 2014 – 2017 among the respondents. 100% of respondents answered positively – they confirmed they had remembered some ERIH activities in years 2014–2017. In the online version 88,3 % of respondents answered positively.

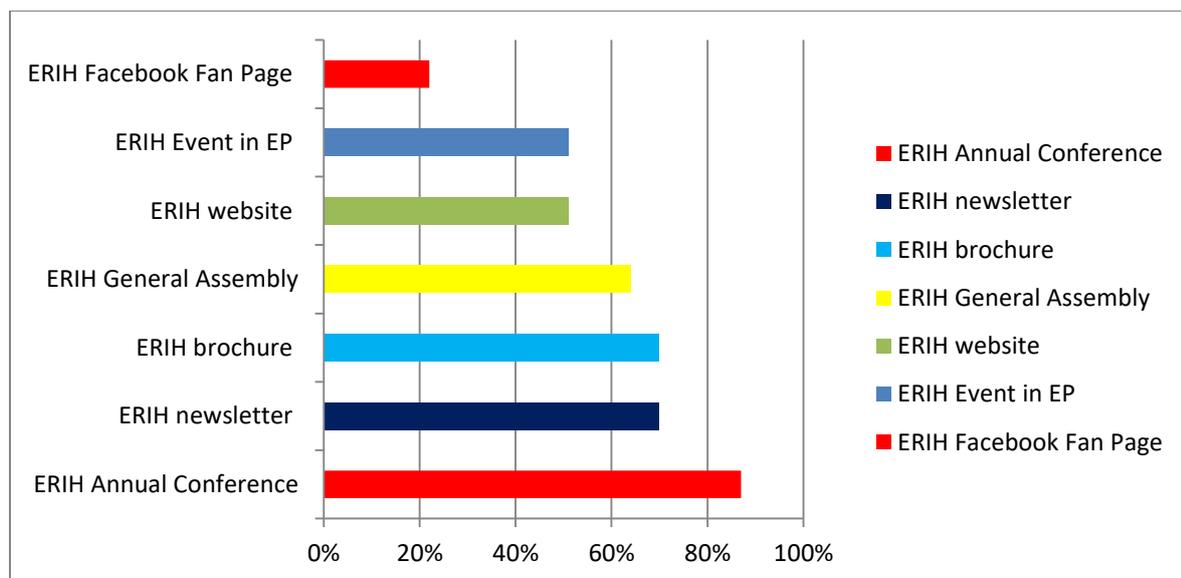
The next question identifies which particular activities were remembered. The list of answers consisted of 10 examples of activities realized by ERIH during 2014 – 2017 and financed by the Creative Europe Programme. Respondents could choose more than one answer. In the printed poll the majority of respondents, about 87%, chose the ERIH Annual Conference. Two other well-remembered activities were ERIH newsletter and ERIH brochure "European Industrial Heritage – the International Story" (both 70%). The next was ERIH General Assembly – 64% of respondents. 51% of respondents chose the presentation of the site on the ERIH website and ERIH Event in the European Parliament, that took place in September 2016 (about 51% choices). The presentation of the site on the ERIH Facebook Page was a rarely chosen option (22% of respondents). The results of online questionnaire are similar. 75,5% of respondents chose the ERIH Annual Conference, thereafter were chosen ERIH newsletter (67,9%) and presentation of the site on the ERIH website (60,4%). **It is noteworthy** that in the online survey, presentation on the ERIH website was indicated three times more often than in the printed version. It is a direct form of promotion and therefore it is so recognizable. These results clearly prove that the ERIH Annual Conference is still very popular among members and this event is well remembered by its participants. The newsletter sent to the members of the association is also a very important and well-remembered tool according to the respondents' opinion. With regard to cost and the results obtained, the ERIH newsletter should be considered by the ERIH Board as the most effective tool for communication in the network. Frequency of distribution of newsletter among ERIH members is also very important for internal network





communication. The brochure about the history of industrial heritage in Europe was similarly rated. It is worth highlighting that this activity wouldn't be possible without the external financing received by ERIH.

#### Printed poll – evaluation of question no. 3

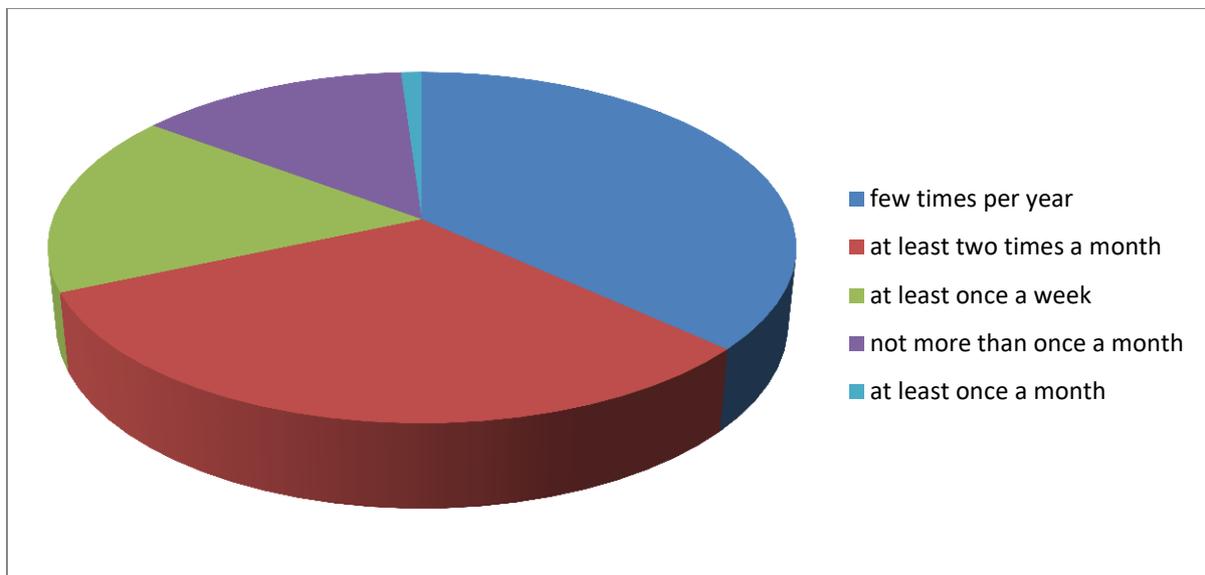


Further questions (in both types of survey) concerned the ERIH website. We asked how often people visit the ERIH website. In the printed poll 99% and in the online poll 93,2% confirmed that they visit the website. It was declared by respondents who had completed the printed version that 35% visit the website a few times per year. Almost 30% of respondents visit it at least two times a month, about 16% at least once a week and about 13% not more than once a month. Only two people (almost 1%) visit the website at least once a month.

The results of the online poll are slightly different. 28,6% visit the website a few times per year. 23.2% of respondents visit it not more than once a month and almost 18% at least twice a month. Based on this information we can conclude that the website is still one of the most important sources of information about ERIH activity for ERIH members, maybe even the most important source. On the other hand the results of the survey clearly show that members of the network could visit the ERIH website more often and therefore ERIH Board must take measures in this area.

#### Printed poll – evaluation of question no. 4





In the questionnaires we were also trying to ascertain if ERIH members have noticed any visible benefits for the site that derive from its membership. 54% respondents of the printed poll and 66% of the online poll declared that they see visible advantages for the site, which are connected with its membership in ERIH. In view of the results ERIH Board must take action to increase the proportion of those members. First of all, it is important to intensify internal communication in the network. Looking further ahead, the planned projects „Twinning sites” and „Links/interventions/connections” could be very helpful.

In the next question interviewees had to indicate the specific types of benefits. Obviously, they could also mark more than one option. 50% respondents, who perceive visible advantages chose the answer concerning the exchange of knowledge and experiences with other industrial heritage sites and direct contact with people dealing with industrial heritage in other sites and organizations (45% of answers). The option “Publicity/image” was chosen by about 30% of respondents. The results of the online questionnaire are very similar. Respondents chose option “Publicity/image”(59,3%), exchange of knowledge and experiences with other industrial heritage sites (57,6%) and direct contact with people dealing with industrial heritage in other sites and organizations (55,9%).

One of the results, which was possible thanks to funding from Creative Europe Programme, was the appointment of national representatives in the organisational structure of the ERIH association. It contributes to strengthening of network activities at the national level. They are appointed through the appropriate ERIH Board resolution, then both parties sign the Letter of Appointment, that includes the list of tasks for the ERIH national representatives in the attachment. The ERIH national representative is obliged to maintain regular contact with ERIH members in their particular country including information about ERIH Board activity and decisions. In the question number 8 about having contact with the ERIH national representative only 16% of respondents indicated that they have never had such a contact. In online survey the same question has number 6. 18,6% of

interviewees did not have contact with the ERIH national representative. This outcome seems to confirm that the adapted formula of the association's development and the implemented way of communication in ERIH can be considered as effective. Despite of a rather short period of functioning of the implemented solution, keeping the current activity of ERIH with the participation of the national representatives works well, but there are some issues that should be improved.

The question no. 9 in printed poll was an open-ended question, which requires the respondent to formulate their own answer concerning the most important activities realized by ERIH during 2014–2017. A majority of respondents indicated the relaunch of ERIH's website (51% of respondents). 25% of interviewees indicated the ERIH Annual Conferences and 19% chose national meetings. It was also mentioned ERIH brochure (12%), ERIH conference in European Parliament organized in September 2016, PR event planned on 2018 and an exhibition about ERIH regional routes organized in Zollverein in Essen (Germany), that was opened on 31 August 2017. Such good spontaneous knowledge of ERIH's activities indicates that the ERIH Annual Conference is attended by people who are engaged in the network activities.

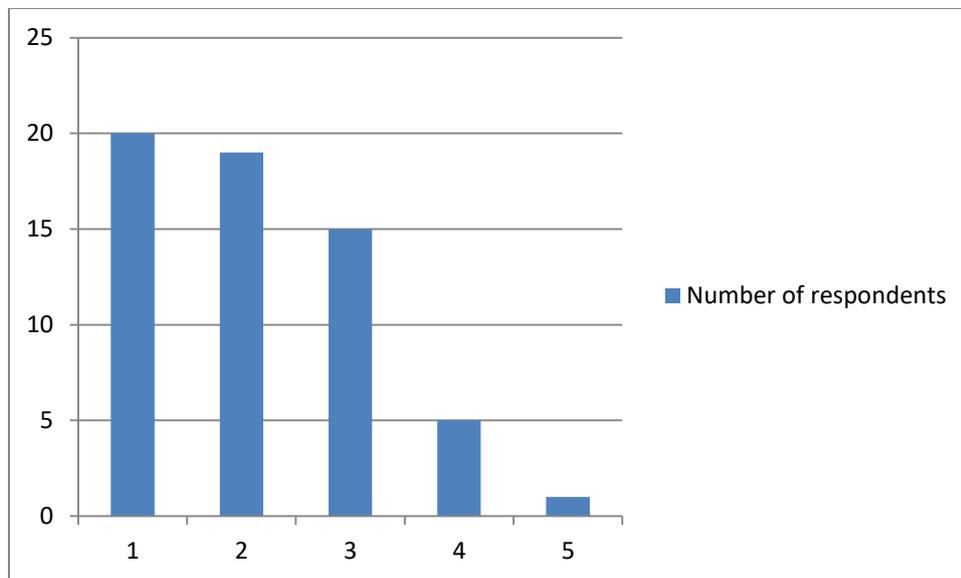
The last two questions in the printed and online toll were different. In the printed version of the survey respondents were also asked to indicate the weakest element of ERIH's activities during 2014 – 2017, which should be improved as soon as possible. Only 32% of respondents answered this question. Single responses referred to the lack of direct exchange of knowledge and experiences between the associations' members, lack of communication between ERIH Board and members, the lack of membership information pack, a long time for taking binding decisions. The website and the brochure were also mentioned (1 remark).

In the last question of the printed poll respondents were asked to write additional comments. Two respondents mentioned that ERIH should encourage the development of ideas or tools to help present industrial heritage to young people in an interesting way. One person suggested using a standardized system of measurement e.g. amounts of visitors in the sites. Respondents indicated also the necessity to reprint the brochure about the history of industrialization and turning the colour of ERIH's visual identification into a "happier" colour.

In the question no. 8 of the online survey we were trying to ascertain if ERIH members have noticed that during 2014 – 2017 the funding from Creative Europe Programme have boosted the ERIH's activity?

Over 65% of respondents agreed with this opinion. The possibility "hard to say" were chosen by 28,8% of respondents and only 1,7% did not agree with this opinion.

The question no. 9 of the online poll respondents were asked to rate the activities undertaken by the ERIH Board (from very good 1 – 5 unsatisfactory). The results are shown in the chart below.



The average score received was 2,13 which indicates that some activities should be improved in the future. In the next poll it is recommended to obtain satisfactory and desired indicator ranged between 1 and 2.

The results of the survey confirm that the activities realized by the association during 2014 – 2017 based on financing from the Creative Europe Programme:

**-were noticed and remembered by the ERIH's members,**

**-were considered as visible benefits, that derive from membership,**

**-improved the functioning of the network, their current activities and the information flow,**

**-evaluated very positive by ERIH's members, it indicates their satisfaction resulting from their membership in ERIH.**

**It is recommended to continue surveys by using the same tools i.e. an annual survey undertaken during the Annual Conference followed by an online survey of all members. This will enable us to compare the results of the surveys.**

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