

# Grassroots Heritage In Scotland Training Feedback Form Report 26.02.26

## 1. Introduction

The Grassroots Heritage online training sessions were part of the Scottish Community Heritage Alliance's Grassroots Heritage in Scotland project, funded by Historic Environment Scotland and the National Lottery Heritage Fund. Three sessions, based on the top issues identified from the project's series of twelve roadshows, took place in autumn 2025 via Zoom and covered funding, volunteering and communications. After each session, participants were sent an email with the training presentations, resources, useful contacts and a link to a feedback form on Google Forms. This feedback report communicates the results of these.

## 2. Response Rate

The response rate to the feedback form was low. Only one response for each of the funding and volunteering sessions was received. The communications session resulted in zero responses, although an email from a satisfied participant was received, which has been included. Due to the low response rate, it is not possible to draw meaningful conclusions but some of the answers may prove noteworthy. The responses are presented below.

## 3. Funding Training Feedback

Number of training session participants: 11

Number of feedback forms submitted: 1

Programme:

### 21st October: Funding

**2pm: Introduction**

**2.15pm: Grant Funding, led by Frazer Gibson, Grants Team at Historic Environment Scotland.**

The funding session opens with a presentation on grant funding, with a particular focus on funding offered by Historic Environment Scotland, as well as signposting to others.

**2.45pm: Budgeting, led by Dr Susan Kruse, Treasurer for the Scottish Community Heritage Alliance**

A tutorial on how to cost a project.

**3.15pm: Social Enterprise, led by Chris Martin, CEO of Social Enterprise Scotland**

An introduction to social enterprise in the heritage sector, the benefits it can bring, how to get started and what support is available.

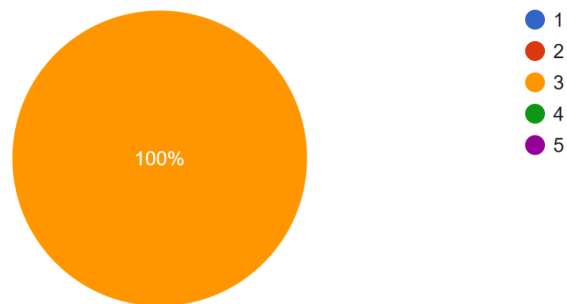
**3.40pm: Diversify Your Funding Sources, led by Martin Sim, from Stonehaven Fireballs Association**

A case study of success in supporting a community heritage association through a varied range of fundraising methods. Martin will inspire you to 'think outside the box.'

## Feedback:

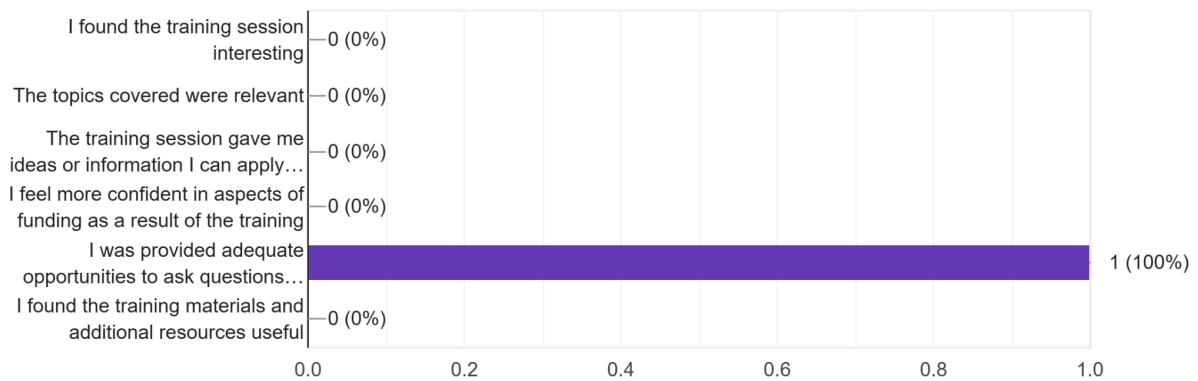
On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate the training session overall?

1 response



Please select the checkboxes that you agree with from the following list.

1 response



What did you like about the training session?

1 response

Personally I did not gain a lot from the session as we do not own a heritage building, social enterprise is not relevant to our organisation and I already have costing experience

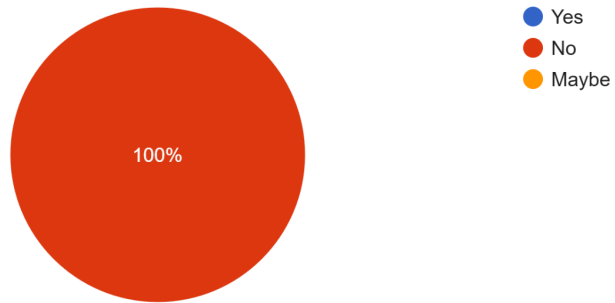
What could have improved the session for you?

0 responses

No responses yet for this question.

Would you attend a similar training session in future?

1 response



Do you have suggestions of topics you would like to us to offer training sessions on in the future?

0 responses

No responses yet for this question.

#### **4. Volunteering Training Feedback**

Number of training session participants: 10

Number of feedback forms submitted: 1

Programme:

**2nd December: Volunteering**

**2pm: Introduction**

**2.15pm: Inclusive Volunteering, led by Erin Burke, Campaign Coordinator for Make Your Mark**

An introduction to Make Your Mark, which promotes volunteering opportunities for all and encourages a diverse range of potential volunteers. Erin also presents the case study of inclusive volunteering on the Scottish Stonemasons' Marks project. This is a pre-recorded presentation as Erin is unable to make the training session.

**2.30pm: Volunteering Policy, led by Laura Ferguson from the Scottish Community Heritage Alliance**

An introduction to volunteering policies.

**2.45pm: Engaging and Retaining Volunteers, led by Vanessa Theed, Vice-Chair of Heritage Volunteering Group**

A presentation and Q&A on engaging and motivating new and existing volunteers, providing ideas on how to retain volunteers and recruit new ones, including attracting younger volunteers. Vanessa will also highlight the work of HVG and benefits of membership.

**3.15pm: Volunteer Training - What Skills Are Needed?, led by Iain Ross Wallace, Convenor of Langside Community Heritage and Director of Scottish Stonemasons' Marks Project**

Effective training is essential to ensure your volunteers are engaged and prepared for their roles. Learn what to include in your training from experienced heritage trainer Iain Ross Wallace.

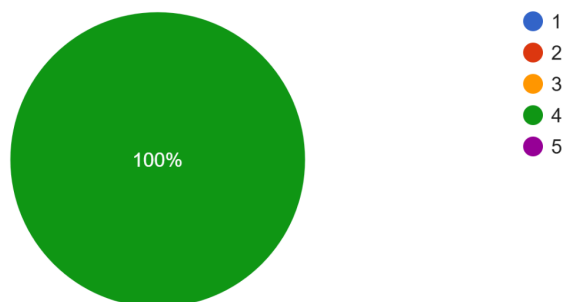
**3.35pm: Volunteering Discussion and Troubleshooting, led by the Scottish Community Heritage Alliance**

Volunteer recruitment, retention and management are not without challenges. This roundtable discussion focuses on potential pitfalls, solutions and available support.

Feedback:

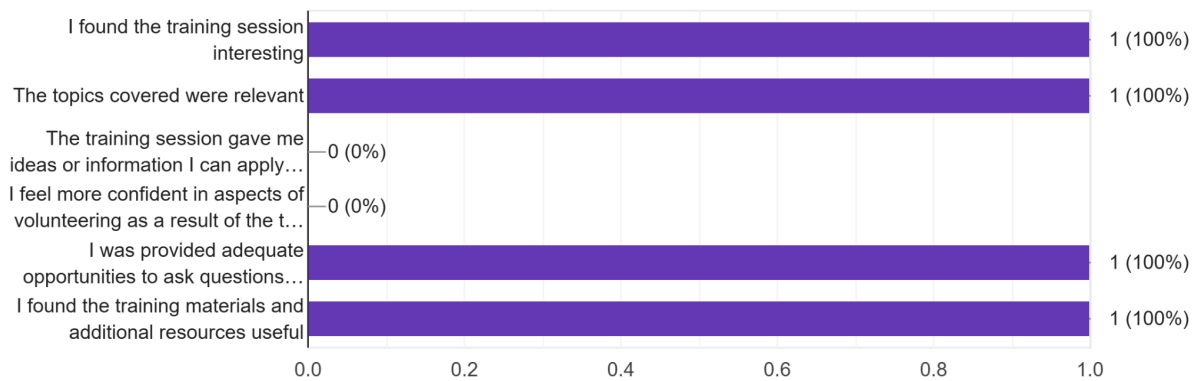
On a scale of 1 to 5, where 1 is poor and 5 is excellent, how would you rate the training session overall?

1 response



Please select the checkboxes that you agree with from the following list.

1 response



What did you like about the training session?

1 response

Very well chaired with plenty of participation from these attending

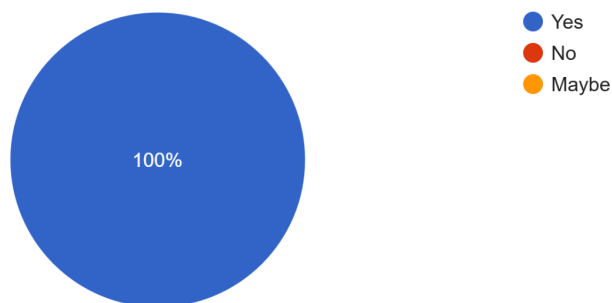
What could have improved the session for you?

1 response

It was a shame the Youtube video couldn't be made to work

Would you attend a similar training session in future?

1 response



Do you have suggestions of topics you would like to us to offer training sessions on in the future?

1 response

Maybe something more specifically targeted to small organisations with no professional staff?

## **5. Communications Training Feedback**

Number of training session participants: 9

Number of feedback forms submitted: 0

Programme:

### **11th November: Communications**

**2pm: Introduction**

**2.15pm: Social Media for Heritage Organisations, led by Dr Laura Ferguson from the Scottish Community Heritage Alliance**

Learn about popular social media platforms and how to use them to your heritage organisation's advantage.

**2.45pm: The Golden Rules of Interpretive Writing, led by Vee Walker, author, editor and interpretive consultant**

Presentation on writing interpretive text for heritage, with the chance to ask questions about writing for your own organisation.

**3.15pm: An Introduction to Podcast Training, led by Barry Davidson from the Living Memory Association**

An introduction to the LMA's popular podcast training, followed by a Q&A.

**3.30pm Social Media, Marketing & Engagement Troubleshooting, led by Laura Ferguson and Neil Smith from the Scottish Community Heritage Alliance**

A roundtable discussion session where we talk about challenges and experiences with social media, marketing and engagement.

Feedback:

While there were no responses to the online survey for the communications training, we did receive an email of thanks from an attendee who enjoyed the session:

*"I was impressed by the standard of training session yesterday and really pleased that I managed not to miss it, having lost sight of the previous sessions."*

*"I'm sure that many other SCHA members would benefit from sessions like this and I'll aim to be joining in others when ever possible. Yesterday's sessions prompted a few thoughts, but none of them were really going to be of help to others so I didn't share. (For example, I agree that there is far too much of 'it's on the internet so it must be true' but I fear that AI will have the effect of making folks doubt everything as potentially AI generated, rather than encouraging critical evaluation and identifying what's of value. Something to keep an ear to the ground for I think.) Thanks again"*

## **6. Conclusion**

As mentioned above, it is not possible to draw any meaningful conclusions from this data due to the small sample size. In future, if possible, the feedback should be taken at the end of the session, before participants leave, rather than as a follow-up exercise which can easily be overlooked.