

Amgueddfa
Forwrol
Llyn
Maritime Museum

SOCIAL VALUE CYMRU



LLŶN MARITIME MUSEUM

SOCIAL RETURN ON INVESTMENT FORECAST REPORT

April 2025 – March 2027

I believe it is important to preserve the history of Nefyn and the area in Nefyn for future generations. I feel that the museum is a great asset for local education and for people from further afield.

Wedi ei ariannu gan
Llywodraeth y DU



Funded by
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Summary

This Social Return on Investment (SROI) forecast report has shown the importance of Llŷn Maritime Museum to visitors, local people, pupils and teachers involved in the Museum's activities. The Llŷn Maritime Museum was able to obtain grant money from the Shared Prosperity Fund after it was distributed by the Mantell Gwynedd Voluntary Sector Grant. The intention was to protect the building which includes upgrading and renewing walls and windows, installing an air source heating system, and installing a drainage system. This work has ensured that the building is warmer, more comfortable and more sustainable, reducing carbon emissions and running costs.

The Museum is at the heart of the community and is very important in order to portray local Maritime history, language and heritage for visitors, local people, education and most importantly, for the next generation in the future. Protecting the history of the people and the Maritime history of Pen Llŷn is key for volunteers and local people mainly so that the next generation is aware and respects the events of the past because they shaped the future. Protecting the Museum's building ensures the long-term future of the Museum which means that the committee can implement a long-term plan to improve its impact.

This report has identified five key stakeholders who are the Museum's main stakeholders. One of the key stakeholders is the volunteers. These results would not be possible without the dedication of the volunteers who give their time to run the Museum day to day. Volunteers saw great value in being involved with the Museum and they felt the pride of being able to portray the history of Pen Llŷn and its people. It was very clear that volunteers enjoy having the opportunity to socialize with visitors, local people and other volunteers which leads to a growing sense of belonging to the community. As volunteers also had the opportunity to learn new skills regularly at the Museum, they developed better self-confidence.

The second group of key stakeholders are the visitors. Visitors see great value in visiting the Museum to learn about the history, heritage and importance of the language to Nefyn and Pen Llŷn. While having a conversation with visitors and other local people as well as

volunteers at the Museum, visitors have the opportunity to socialize and hear more about what is available in the local area which boosts Pen Llŷn's economy.

The third key stakeholder group identified was local people. In the same way as the volunteers, local people who visit the Museum feel the pride for their heritage. It is very important to many local people that the Museum is able to carry on portraying local history so that the next generation can portray the history in the future. Many local people enjoy socializing within the events that are organized within the Museum and this results in a growing sense of belonging to the community.

Pupils within schools are also important stakeholders for the Museum. It is a priority for the Museum that the next generation learns and is aware of local Maritime history and heritage in order to ensure continuity in the future. When visiting the Museum, pupils felt they had better knowledge and awareness of local history and the Second World War. This had an emotional effect on them as many pupils were happy and enlightened to hear the stories of the past. Hearing the stories also made pupils feel proud of their heritage.

The teachers within schools also saw the benefits of being involved with the Museum. Visiting the artefacts and receiving a 'work pack' from the volunteers raised the teachers' confidence to teach pupils about the Second World War and local heritage in particular. Without these personal stories, the resources would not be available for teachers to share with their pupils.

The results show that positive social value is created through the Museum for volunteers, visitors, local people and education. The results showed that **an SROI range of £3.00 - £6.16 and a predicted SROI result of £4.69:1 – meaning that for every £1 invested, £4.69 of implied value is predicted to be created.**

Acknowledgements

This report would not be possible without the involvement of key stakeholders who helped us understand what changes have taken place and establish the impact of those changes. We are extremely grateful to the visitors, local people, volunteers and partners who took part in activities and gave their time to help us understand what has changed in their lives as a result, as well as helping us understand how to build on this impact in the future.

Thank you to the staff, volunteers, residents and partners for their time to go through the project with us in detail and for their support in collecting qualitative and quantitative data. This evaluation would not be possible without all their support.

Thank you very much,

Social Value Cymru

LLŶN MARITIME MUSUEM



Social Return on Investment Forecast Report April 2025 - March 2027

OVERVIEW IN NUMBERS

310 visitors have visited the Museum

350 local people are regularly involved

37 volunteers give their time

160 pupils and 10 teachers have engaged with the museum



STAKEHOLDER ENGAGEMENT

Visitors: 9 interviewed, 31 survey responses received

Local People: 26 interviewed, 35 survey responses received

Volunteers: Focus group with 9 volunteers, and 22 survey responses

Pupils: Focus group with 18 children, and 16 survey responses

Teachers: 3 interviewed, 2 survey responses



VISITORS OUTCOMES

100% of visitors have better knowledge and engagement with the history and culture of the Nefyn and Pen Llŷn area

81% of visitors have the chance to socialize



VOLUNTEERS OUTCOMES

95% feel proud that they can display and portray the history of Pen Llŷn and its people.

86% have better self-confidence as they learn new information and develop new skills

95% feel a growing sense of belonging to the community

SCHOOL OUTCOMES

88% of pupils have better knowledge and awareness of local history which leads to a growing feeling of pride for their heritage

100% of teachers have better confidence to teach pupils about the Second World War and the local heritage

OUTCOMES FOR LOCAL PEOPLE

83% of local people feel a growing sense of pride in their heritage

66% of local people feel a growing sense of belonging to the community

Forecast Social
Return on Investment
(SROI)

£1

£3.00
- £6.16



See the full report for more information

1.0 Introduction

This forecast Social Return on Investment (SROI) report will analyse the social impact created by the Llŷn Maritime Museum between April 2025 - March 2027 as a result of receiving the Shared Prosperity Fund grant which was distributed by Mantell Gwynedd. The grant has enabled the building to be protected which includes upgrading and renewing walls and windows, installing an air source heating system, and installing a drainage system. This work has ensured that the building is warmer, more comfortable and more sustainable, reducing carbon emissions and running costs. The grant has also allowed the Museum to employ an architect to ensure compliance with building regulations, conservation standards and the technical requirements of the grant. The architect has also been assessing the quality of the work and producing progress reports to ensure that everything is carried out to the highest standard.

2.0 Purpose, Scope and Audience

2.1 Purpose and Scope

The purpose of the analysis is to provide valuable insight into the changes experienced by key stakeholder groups. This report looks specifically at the results and their value to volunteers, visitors, people in the community and schools.

The aim of this report is to understand the stakeholders' experience and establish the following:

- The views of the key stakeholders involved in the Museum, namely visitors and people in the local community, as well as partners who visit and take part in activities at the Museum.
- The results experienced by other stakeholders who were significantly affected, including volunteers at the Museum and also volunteers on the committee.
- To give value to the project and to answer the question: 'How much social value do Llŷn Maritime Museum create for visitors and the local community?'

- See what changes or improvements than can be introduced to the Museum in order to provide more outcomes and further value for visitors, people in the community, volunteers and partners who use the Museum.

2.2 Audience

This report has been prepared for an internal and external audience.

For internal stakeholders, the analysis aims to provide an understanding of the changes that will be created through the project's activities. This includes positive and negative changes, as well as intended and unintended consequences. This will allow project managers to make better decisions by taking this information into account in order to maximize the value of the project.

For external stakeholders, the aim is to effectively communicate the impact of the funding to funders. Ensuring the participation of all stakeholders leads to a clear understanding of the changes and is a way of coordinating the needs of visitors and local communities with strategic decisions on the allocation of grants for the future.

The funders need to understand the impact of their investment and so this report will look at two years worth in order to look at the investment in the first year, and then the impact over the years considering the normal running costs.

3.0 Background and Context

3.1 Historical and cultural institution

The museum is located in St Mary's Church in Nefyn, Gwynedd. The foundations of St Mary's Old Church date from the 6th Century, although the current building was completely rebuilt between 1825-1827. The old church houses the Museum's unique collection of relevant maritime artefacts together with information about locally built ships, the sailors and the captains.

The Museum was established in 1977 by a group of volunteers who wished to display items of historical interest locally. The Museum had to be closed in 2000 due to health and safety concerns. But in 2007, members of the community came together and formed a new

committee to reopen the Museum for the benefit of visitors and residents of the area. In 2012, work was completed on the building including a new roof, insulation, flooring, new windows and an Airsource heating system. The Museum reopened to the public in 2015. One surprising discovery was made during the work of digging under the foundations to strengthen the walls when archaeologist, Matt Jones, came across an ancient chest grave under the church. The Museum is now showing a film which tells the story of 'The Skeleton in the Wall.' This has complemented the Museum's historical and cultural experience.

Today, the Museum is registered as a registered charity (Registered Charity Number: 1211619). In the museum there is a permanent exhibition, a stage for small-scale performances, a research corner, a cafe and a shop. Entry will be free to encourage people to visit often. A program of activities is organized including various talks, activities for children and young people, occasional exhibitions and volunteering and work experience opportunities.

3.2 Partnership – Ecomuseum

The Ecomuseum concept is very popular in some European countries, but an Ecomuseum in Pen Llŷn is the first to be developed in Wales. The aim of the Ecomuseum in Pen Llŷn is to celebrate the wealth of the whole area as six heritage organizations come together to work in partnership. Ecomuseum partnership members include, Plas Glyn-y-Weddw Gallery, Felin Uchaf, Plas Heli, The National Trust, Llŷn Maritime Museum and Nant Gwrtheyrn.

There is no specific model for any Ecomuseum, but the one thing that is common between all of them is the fact that all organizations work together and share the same vision. Developing the Ecomuseum has been a way to increase community pride in Pen Llŷn and raise the profile of the area globally and break new ground in using social media in an innovative and positive way. The vision of the Ecomuseum is to see an increase in cultural tourism, leading to a sustainable four season tourism industry, which will bring economic benefits to the area as well as social ones.

3.3 Voluntary Sector Grant

In July 2025, Llŷn Maritime Museum was able to obtain a grant from the Voluntary Sector Grant (VSG) managed by Mantell Gwynedd, as part of the UK Shared Prosperity Fund (UKSPF) to upgrade the building - which includes upgrading and renewing walls and windows, installing an air source heating system, and installing a drainage system. The grant has also allowed the Museum to employ an architect to ensure compliance with building regulations, conservation standards and the technical requirements of the grant.

The UK Common Prosperity Fund (UKSPF) is a central pillar of the UK Government's Common Prosperity agenda which has provided £2.6 billion of funding for local investment across the UK by March 2025 (Gwynedd Council, 2025¹). The UK government's Autumn Budget announced a further £900 million of funding for local investment by March 2026. North Wales has received £42,416,709. Gwynedd as a local authority has received £7.9 million (Gwynedd Council, 2025). This means that new services, activities and opportunities will continue to be available to the county's communities and enterprises.

Mantell Gwynedd announced in June 2025 that £650k has been earmarked to be shared among voluntary and community groups in Gwynedd. The Fund opened on the 1st of June 2025 and closed on the 15th of September 2025. Between £2,000 and £100,000 of revenue and capital was available to support projects that will lead to improving the quality of life of Gwynedd's residents and communities. 56 applications worth over 2.1 million was received for the Fund, and 24 projects were successful.

3.4 Outline of the project

Llŷn Maritime Museum was able to use £45,558.48 of the grant for a project they named, 'raising standards, improving experience.' The project is based on improving infrastructure, accessibility and visitor experiences to Llŷn Maritime Museum. This includes essential work to protect the building, to include upgrading and renewing walls and windows, installing an air source heating system and a drainage system. This work will ensure that the building is

¹Gwynedd Council (2025) 'Common Prosperity Fund: Gwynedd.' [Common Prosperity Fund: Gwynedd](#)

warmer, more comfortable and more sustainable, reducing carbon emissions and running costs. As outlined, the Museum had to close in 2000 due to health and safety risks. Therefore, this upgrade work prevents the Museum from reaching the same place again. With the cost of energy prices rising, installing an air source heating system will reduce running costs and make the Museum more sustainable for the future.

The aim of the Museum is: "to host an exciting museum as a great attraction, using historical relics, documents and the latest technology to guide the local community and visitors - of all ages - on a memorable journey through Llŷn's maritime and social history." (Llŷn Maritime Museum, 2025²). By implementing this renovation project, the museum will attract new audiences, increase the number of visitors, offer more opportunities for schools and youth, and support the area's economy by increasing the number of people visiting local businesses. It will also contribute to community well-being by offering volunteering opportunities, creative activities and a sense of local pride.

3.5 Establishing the need

According to Clore Leadership (2024), museums have been suffering the effects of the long-term global economic downturn, the contraction in public support for arts and culture, the digital shift and changes in the presence, participation and engagement of people in cultural products and experiences. Museums have had to move with the times and become more accessible and modern as well as offering inclusive activities for the benefit of the local community as well as various audiences of tourists. But the Museum as well as many other cultural organizations have to think creatively when it comes to funding. This is because government funding has decreased by 36% to the cultural sector between 2009 and 2019 (Clore Leadership, 2024). This results in stress on staff. The article showed that 87% of leaders feel "increasingly pressured, besieged and overwhelmed".

The Llŷn Maritime Museum is open to visitors from Wednesday to Sunday from the end of March until the end of October. According to research around visitors from the UK to Wales, 84% of visitors staying from the UK in 2019 are people from England, with 14% from Wales

²Llŷn Maritime Museum (2025) 'Our vision.' [Llŷn Maritime Museum Maritime Museum](#)

and 1% from Scotland and Northern Ireland (Welsh Government, 2021³). Research into foreign visitors to Wales shows that 50% come from Europe, 23% from North America and 27% from the rest of the world (Welsh Government 2019⁴). Looking into research around how many of the visitors visit museums during their trip in Wales, 26% of foreign visitors, 15% of visitors from the UK and 10% of visitors from Wales visited museums.

When looking at the motivations of visitors to visit museums, research by Beaufort Research (2019⁵) shows that people want to understand more about the subject of the museum, "to experience surprising, interesting or beautiful things or places" and to spend time with other people. The research also considered when some visitors had not visited museums and the main reasons were: lack of time, no interest in museums or visitors not aware that museums are local to their trip. Therefore, it will be interesting to consider these characteristics when investigating the motivations of visitors to Llŷn Maritime Museum.

The Museum is not only open to visitors, but also to residents and local groups. During the Ardal Ni 2035 (2022) consultation, residents emphasize the importance of protecting and promoting local heritage and culture, and also for creating more sustainable, inclusive and attractive areas for visitors and residents. According to the Llŷn Maritime Museum (2025), the population of Nefyn is currently around 1,400 with 73.72% of the population born in Wales and 77.94% speaking Welsh. Research by Bangor University (2016) shows that an emphasis on the Welsh language is important to the culture of the Pen Llŷn area and creates a sense of belonging in the community. Research by Museums Libraries Archives South-East (2008) shows that people in the community who are involved with museums promote understanding and community identity.

According to Gwynedd Council's Employment Plan (2016⁶), Llŷn and Eifionydd had the lowest working age population of the county's three Areas. In addition, the research shows that the number and percentage of those aged 65 and over was significantly higher than the young

³Welsh Government (2021) 'Welsh visitor survey 2019. Visitors staying from the UK.'[Wales Visitor Survey 2019: Staying Visitors from the UK](#)

⁴Welsh Government (2021) 'Welsh visitor survey 2019. Foreign visitors.'[Wales Visitor Survey 2019: Staying Visitors from the UK](#)

⁵Beaufort Research (2019) 'Visitors Report Wales 2019. Museums, Archives and Libraries Division.'[Research Report: Wales Visitor Survey 2019](#)

⁶Gwynedd Council (2016) 'Llŷn and Eifionydd: Employment Plan.'<https://www.gwynedd.llyw.cymru/en/Businesses/Documents-Busnes/Regeneration/LLaE-employment-plan.pdf>

group. It also notes that there are lack of opportunities available to young people in the area. Therefore, in developing the standard of the building, the project can contribute positively to tackling these issues by offering a safe and welcoming place for people to come together, volunteer, and learn.

As Bangor University (2016) portrays, upgrading the Museum can contribute more to aspects of the Well-being of Future Generations (Wales) Act (2015⁷) especially around maintaining and promoting a 'Vibrant culture and the flourishing Welsh language' and a 'Wales of more Cohesive Communities'. This is because the Museum places emphasis on local history and culture, the Welsh language and tries to bring visitors and residents together. This report will analyze if a stakeholder agrees that the Museum meets these aspects.

Research shows that less investment is put into museums and Bollo (2013⁸) explains that perhaps this is because there has been too much focus on evaluating the economic impact and not on the social value of museums. Many experts agree that the demand for evaluating the social and economic benefits depends on various reasons such as raising the museum's profile, influencing funders, helping with the museum's strategic thinking and supporting the decision-making process of the stakeholders.

When evaluating Llŷn Maritime Museum we will be looking at Holden's (2004) concept (within Bollo's report, 2013) for cultural value:-

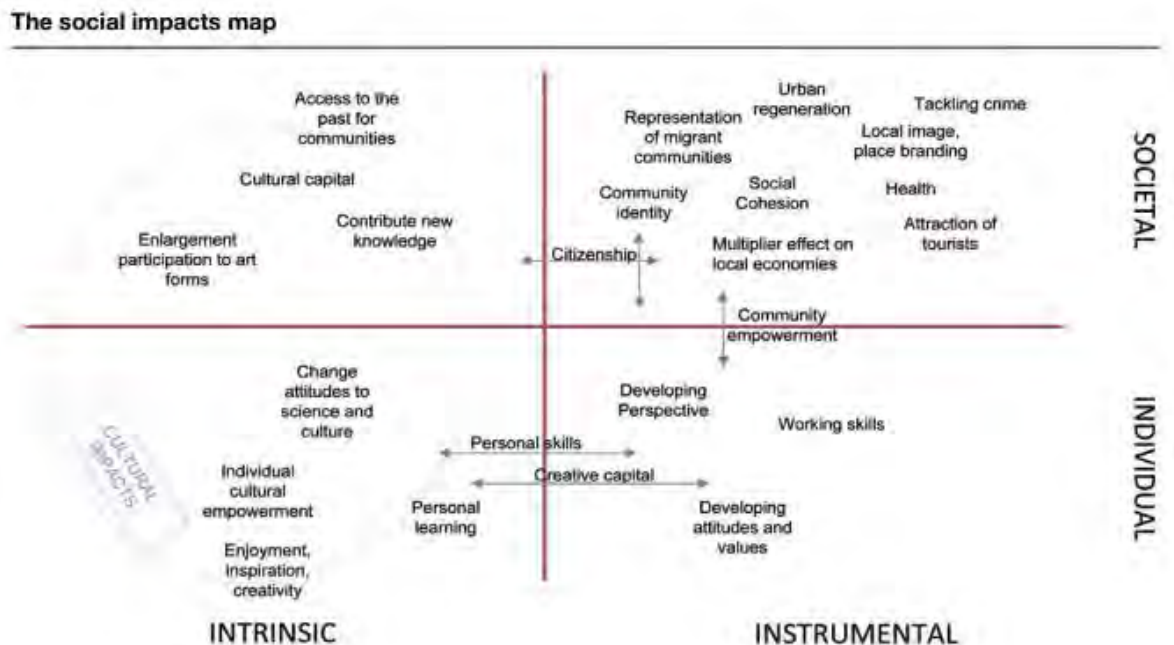
- Intrinsic Value - focuses solely on the artistic content and how this affects the intellectual, emotional and spiritual level of individuals.
- Instrumental Value (Instrumental) - culture is used as a 'tool' to achieve some other goals, eg. health, urban regeneration, social inclusion, employment, increased tourism, etc.
- Institutional Value (Institutional) - related to the way organizations operate, especially when they interact with the public. This means assessing and measuring the value that people collectively place on culture.

The figure below shows more about the concept:-

⁷The Well-being of Future Generations (Wales) Act (2015) [Future Generations Act 2015 - FGC - CYM](#)

⁸Bollo, A. (2013) 'Report 3: Measuring Museum Impacts.' <https://socialvalueuk.org/wp-content/uploads/2016/03/3rd-report-measuring-museum-impacts.pdf>

Figure 1 – Social Impact Map of Museums



Holden (within Bollo, 2013) says that there should be a balance between the three elements - intrinsic, instrumental and institutional. He notes: *"If too much emphasis is placed on intrinsic value, art ends up as something valuable, captured by an elite few. When too much emphasis is placed on instrumental value, the artists and professionals are alienated and used as a means of correcting social flaws. When too much emphasis is placed on institutional value, you can lose sight of the art. But put the three together and you have a solid mixed economy of value, three stools a stable leg to validate culture."* Therefore, this report will consider if the Llyn Maritime Museum has the balance between these three elements.

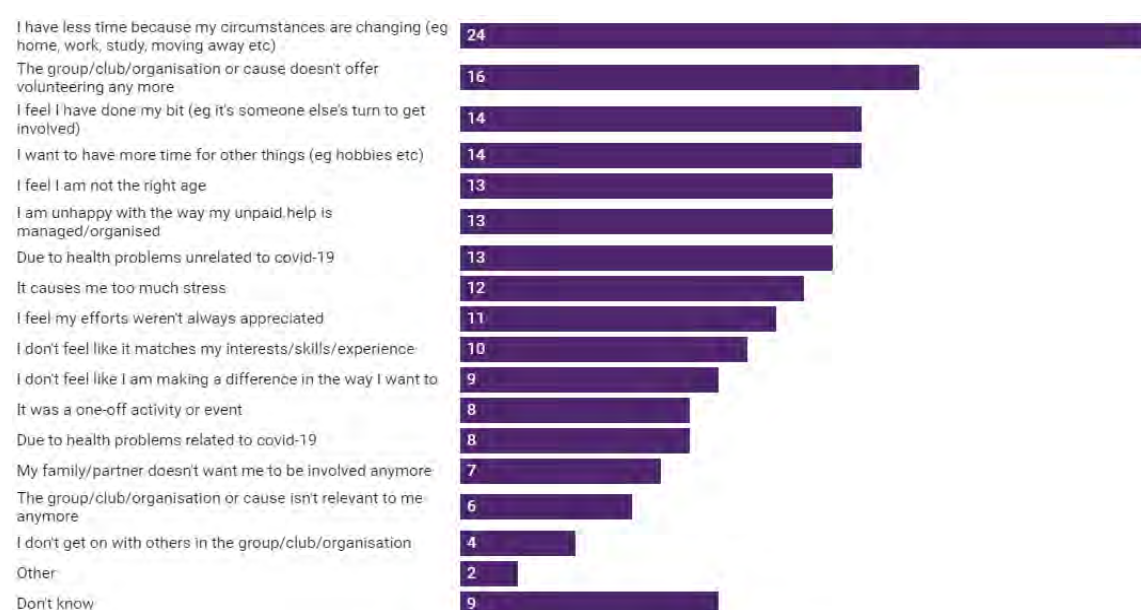
The need for more volunteers

As with many third sector organisations, volunteers make a vital contribution to the heritage sector which faces rising costs and reduced public subsidies. It was noted by the Llyn Maritime Museum that a number of volunteers had declined due to a lack of suitable facilities in the Museum. Therefore, this report will assess if there will be more people interested in volunteering after the modifications to the building.

Research shows that attracting and retaining volunteers is currently challenging. In general, fewer people are volunteering than ever before, especially since 2020 and the pandemic, and organizations are facing challenges trying to keep volunteers. The report 'Time Well Spent' by

The National Council for Voluntary Organizations (NCVO) (2023⁹) highlights people's reasons for not volunteering as much now. The graphs below (figures 2 and 3) show the main reasons why people don't volunteer so much. The main reason given is that people are short on time or their circumstances have changed (possibly following the pandemic). Another factor that is shown is that people have made their contribution (ie. it's someone else's turn to do this now) and the obstacles to volunteering.

Figure 2 - Time Well Spent (2023) Report: Reasons for being unlikely to continue volunteering



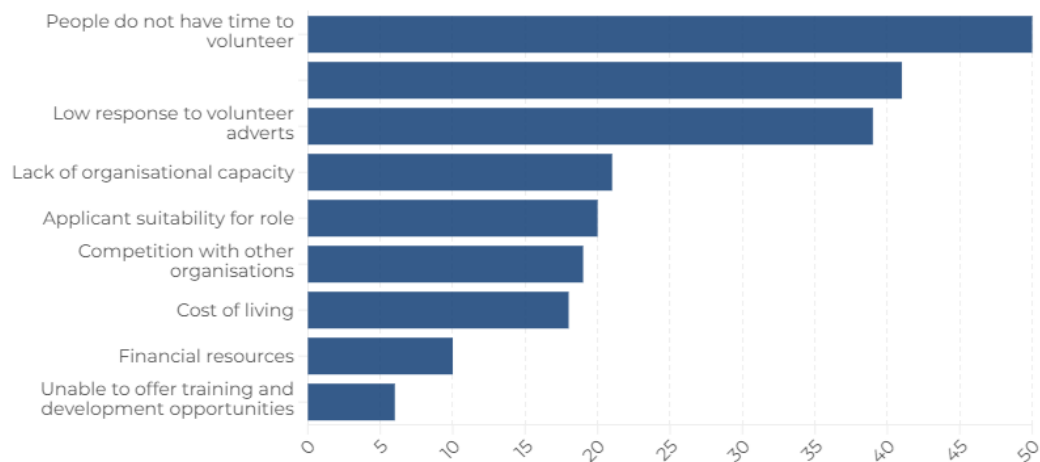
There is also a clear downward trend in regular formal volunteering rates (see Figure 2), people who volunteered regularly during the pandemic are no longer volunteering as much (Pro Bono Economics, 2024¹⁰).

⁹NCVO (2023) 'Time well spent.' <https://www.ncvo.org.uk/news-and-insights/news-index/time-well-spent-2023-volunteering-among-the-global-majority/volunteer-retention/>

¹⁰Pro Bono Economics (2024) 'Adapting for success: Flexibility could hold the key to volunteer recruitment and retention.' <https://pbe.co.uk/publications/adapting-for-success-flexibility-could-hold-the-key-to-volunteer-recruitment-and-retention/>

Figure 3 - Pro Bono Economics: Types of recruitment barriers

Types of recruitment barriers charities report having when it comes to volunteers over the last twelve months



IF – Volunteering for well-being (2016) have written a SROI report about volunteering within museums and has shown that many volunteers have had great success in their relations with the Museum. It discovered 9 outcomes including – better confidence, better sense of purpose, better general well-being, connectedness to other people and local identity, feeling less depressed, feeling less alone, better resilience, new opportunities and professional relationships and better employability / employment. It will be interesting to find out in this report if the volunteers experience the same outcomes and motivations in order to be able to make decisions around attracting more volunteers in the future.

CASE STUDY 1 - BELONGING TO THE PORTS

Background

The project had developed between 2024 and 2025 and was named 'Belonging to the Ports'. It had been funded by the National Lottery Community Fund and had developed jointly between Llŷn Maritime Museum, Menter Môn, Ysgol Nefyn and Ysgol Pentreuchaf. The aim of the project was to create a song with the singer Gwyneth Glyn in order to remember the historic ports of Pen Llŷn.

Composing the song was a way of bringing generations together to share stories.

Stories

Here are some examples of stories:-

'Porth y Gloch' - a grandmother was explaining to her grandson how her great grandfather worked on 'Porth y Gloch' (port of the bells) cutting stone blocks into blocks. He talked about how the workers' conditions were very difficult as they had to walk to work every day and go down a stool they had made out of rope.

'Porth Tyn Mawr / Porth Wisgi' - A grandmother was explaining to her grandson how there was a large shipwreck in 1901. There was a ship on its way to New Zealand but it had had an accident and landed on 'Porth Tyn Mawr'. The ship was full of whiskey and crockery. Many families in the area had gone down to collect the crockery and many families still have the crockery within their homes now. When going down to the beach today, small pieces of china are still being discovered. There were also many bottles of whiskey on the ship and people hid them in places such as rabbit holes and by rocks. This is how the port's name became 'Porth y Wisgi' (port of whiskey) by local people.

The project had brought people together, created a feeling of belonging and people felt proud of their heritage.

Link to the song that had been composed:- <https://www.youtube.com/watch?v=CJeim4PUuk>

OUTCOMES

Better information about the history of Pen Llŷn
A feeling of belonging to the community
Pride in our heritage

4.0 Social Return on Investment Framework

By specifically asking those stakeholders who have the most experience of an activity, SROI can quantify and ultimately monetize impacts so that they can be compared to the costs of producing them. This is not to say that SROI can produce 'real' value change, but by monetizing stakeholder outcomes from a range of sources it can provide an evaluation of projects that changes the way value is accounted for – one that considers economic/, social and environmental impacts. Social Value UK (2014) states;

'SROI seeks to include the values of people who are often excluded from markets in the same terms as are used in markets, namely money, in order to give people a voice in resource allocation decisions'

Based on eight principles, SROI uses the experiences of those who have or will experience changes in their lives as a basis for evaluative or predictive analysis.

Figure 4 outlines the Principles of Social Value:-

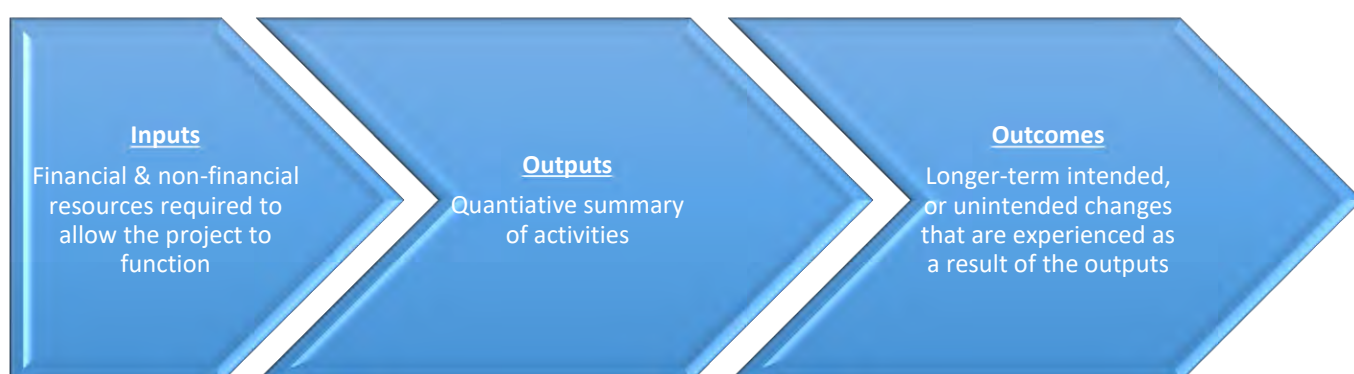
Figure 4- Principles of Social Value



The guiding principles ensure that how value is accounted for remains critical. To ensure that a consistent approach is used, chains of change are drawn up for each relevant stakeholder

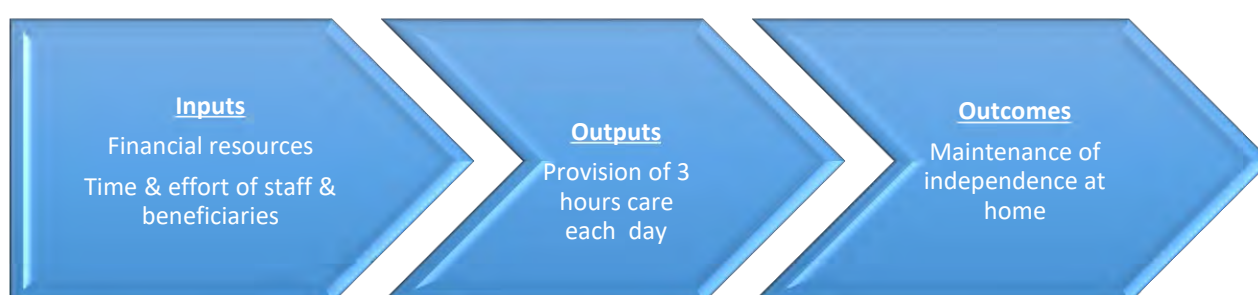
explaining the cause-and-effect relationships that ultimately create measurable results. These chains of change create the overall Value Map (attached separately as Appendix 1) and these stories of change are just as important as the outcome of the analysis. SROI is best thought of as a story of change with quantitative and qualitative evidence attached to it. Figure 5 summarizes the different elements for each chain of change included in the SROI analysis (before calculating the impact of results).

Figure 5 – Outline of the change chain



SROI is a method of measuring results, and it is only when results are measured that it is possible to understand whether meaningful changes are occurring for the stakeholders. To illustrate this idea, Figure 6 shows a short chain of change for a home care program to help people stay in their own homes - the impact of the program can only be understood by measuring the end result.

Figure 6 – An example of a chain of change



As discussed later at the point of analysis, SROI also incorporates accepted accounting principles such as counterfactuals and attribution to measure the final impact of activities resulting from each activity or intervention. Importantly, SROI can identify both positive and negative changes, and where appropriate can also be projected to reflect the long-term nature of some impacts. In addition, the results identified are valued based on how important the stakeholder feels about

the results (benefits) they have or will experience. Any anticipated effects are appropriately discounted using the Treasury discount rate (currently 3.5%). The formula used to calculate the final SROI is;

SROI = Net present value of benefits / Value of inputs

Therefore, a result of £4:1 shows that £4 of social value is created for every £1 invested

In general, SROI can create an understanding of the value of activities in relation to the costs of their creation. It is not intended to reflect market values, rather it is a means to give voice to those stakeholders who are significantly affected and outcomes that have traditionally been marginalized or ignored. Only by measuring outcomes can organizations not only show their impact but also very importantly improve them. This therefore strengthens accountability for those they are responsible for, namely in the third sector essentially those who are the key beneficiaries of services.

5.0 Stakeholder Engagement

Stakeholder engagement is the basic requirement of SROI. Without the involvement of key stakeholders, there is no validity in the results – it is only through active engagement that we can understand actual or anticipated changes in their lives. Only then can SROI appreciate those who matter most.

In order to understand what is important for analysis, the concept of relevance is used. This concept is also used in conventional accounting and means that SROI focuses on those most important to the stakeholders, and their most important outcomes, based on the concepts of relevance and significance (see figure 7). Relevance indicates that if an outcome is important to the stakeholders, the significance is all the quantitative impact questions on the assessment form such as size, duration, value, and contribution of others. All these factors are considered when assessing whether or not an outcome is significant to the stakeholder.

Initially, for the evaluation of the Llyn Maritime Museum, it was noted that a range of stakeholders either influence or are affected by the Museum - Table 1 highlights each stakeholder, indicating whether they were considered relevant and material or not in the SROI analysis. Table 2 below shows the number and type of stakeholders used for the analysis.

Figure 7 - The principle of relevance

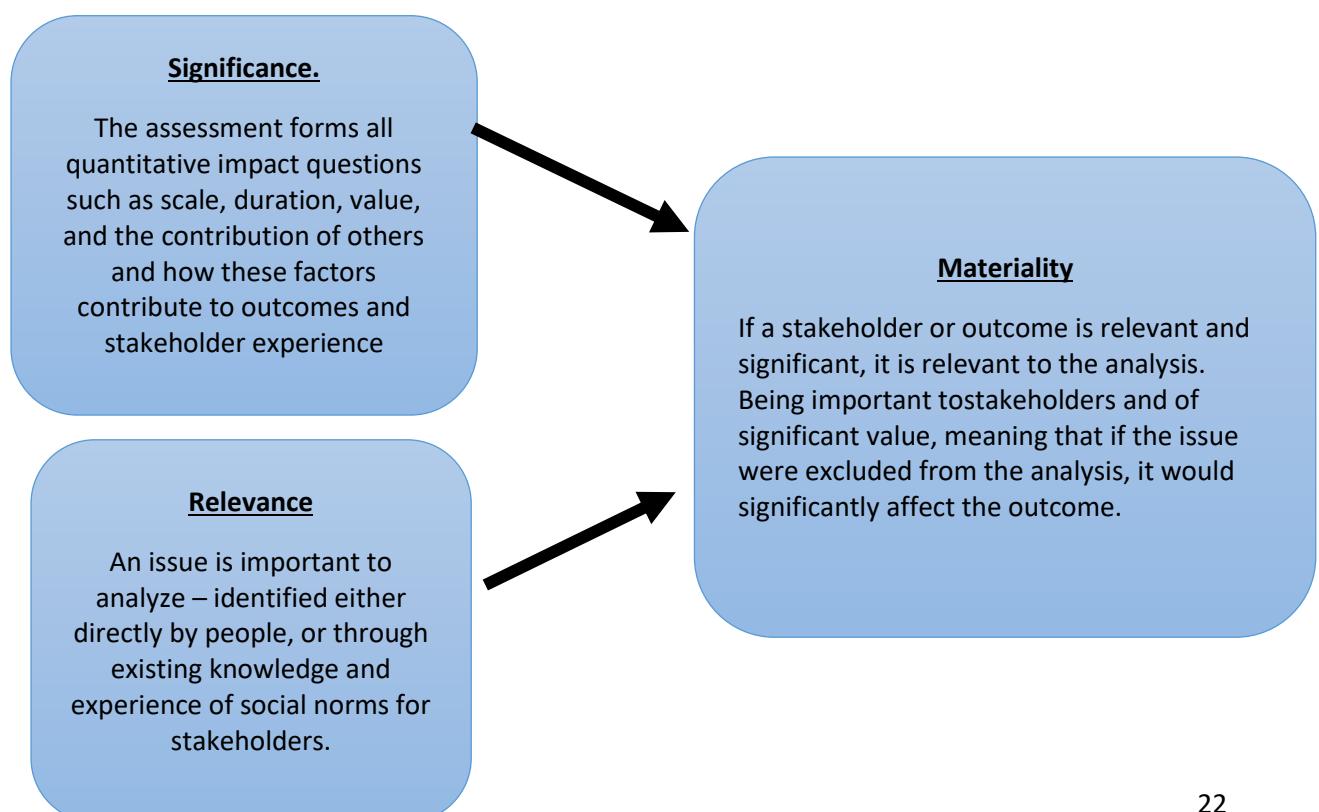


Table1– List of Stakeholders and Relevance

Stakeholder	Materiality affected stakeholders?	Explanation
Llŷn Maritime Museum	No	The Museum itself is one of the main beneficiaries of the grant money because the Museum needed to upgrade the building in order to be more attractive to visitors, local people and schools. However, other stakeholder groups experience all the consequences.
Mantell Gwynedd	No	They are the stakeholder who distributed the grant money to the Museum. However, other stakeholder groups experience all the consequences.
Local people	Yes	They are one of the main beneficiaries of the grant funding as they benefit from the fact that the Museum is more warm and attractive and they attend the events.
Visitors	Yes	In the same way as above, visitors are the main beneficiaries of the grant funding as they benefit from the fact that the Museum is more warm and attractive.
Volunteers	Yes	The front part volunteers and volunteers on the committee are a key stakeholder group, without their efforts, the Museum would not operate. In addition, without the hard work of the volunteers, the center would not have been able to obtain grant money.
Schools	Yes	They are one of the main beneficiaries of the grant funding as they benefit from the fact that the Museum is more warm and attractive. Local schools visit the Museum to learn about their heritage.
Contractors / Architect	No	They are the company that completed the work around the heat pump, painting and upgrading the building and although they benefit financially from the project, other stakeholders who are significantly affected are experiencing the consequences.
Statutory Services such as Health and Social Services	No	It is possible that some of the outcomes on preventive work will ultimately create potential savings for statutory services. However, we have not looked at the potential impact here as it is beyond the scope of the analysis.

Table 2 - Engagement with Stakeholders

Stakeholder Group	Number in the group	Method of engagement
Visitors	310	- 9 interviews at the Museum - A sample of 31 questionnaires has been collected from visitors.
Local People	350	- Interviewed 22 people within different events that have been held at the Museum. - A sample of 35 questionnaires has been collected from local people.
Volunteers	37	- A focus group had been held with 9 volunteers. - A sample of 22 questionnaires has been collected by volunteers.
Schools - Pupils	160	- A focus group had been held with 18 children who had visited the Museum. - A sample of 16 questionnaires has been collected by pupils.
Schools - Teachers	10	- Interviewed 3 teachers within different schools. - A sample of 2 questionnaires has been collected by teachers.

Potential of subgroups of stakeholders

It is important to recognize that not all individuals are the same. Understanding that different characteristics have an impact on the data can help us manage and inform decisions. Many considerations were given to the subgroups so that stakeholder groups can understand and assess whether there is any difference in impact based on specific characteristics such as age, gender, and location. There are potential sub-groups for some of the stakeholders including

visitors, local people, school pupils and also volunteers. These will be interesting to consider in the future when thinking about how to target more visitors and volunteers.

Visitors

Figure 8 – Gender

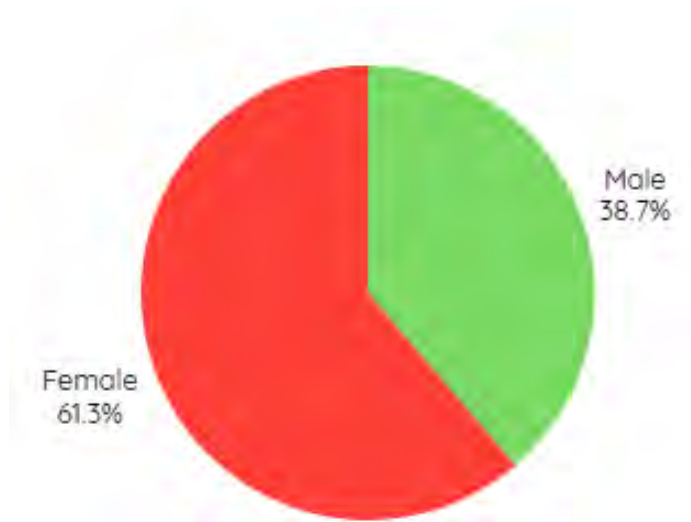
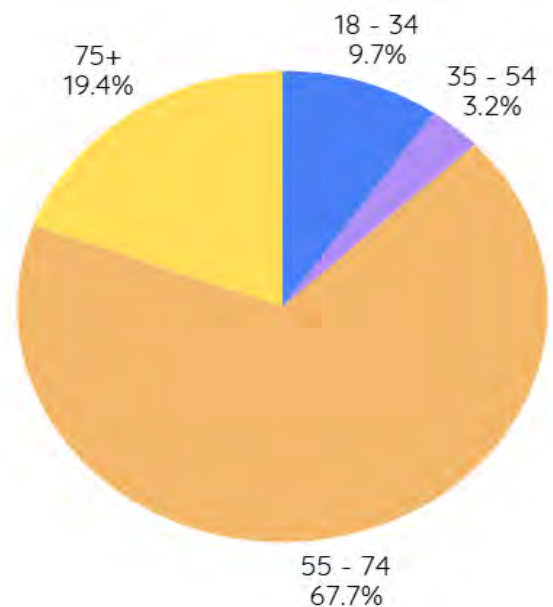


Figure 9 – Age



Local People

Figure 10 – Gender

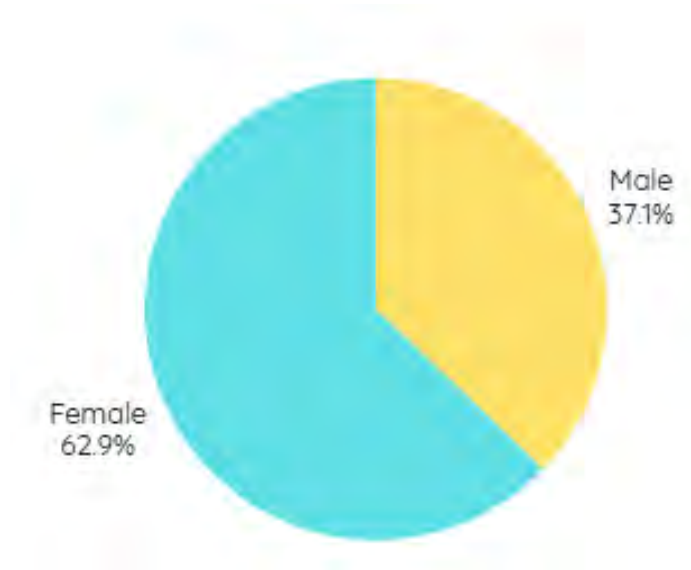
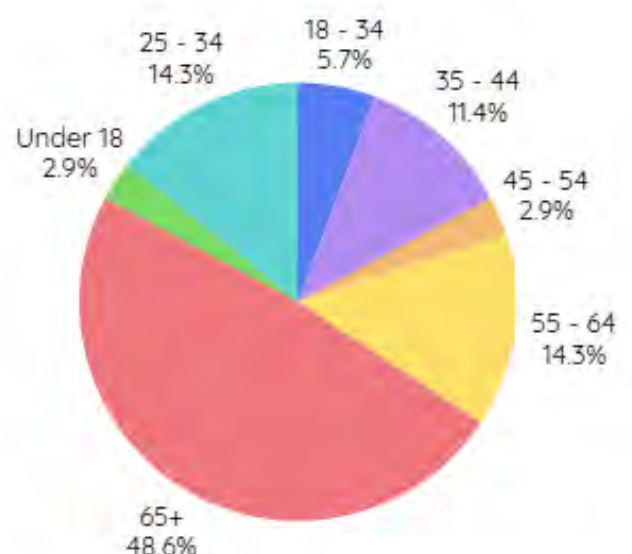


Figure 11 – Age



Volunteers

Figure 12 – Gender

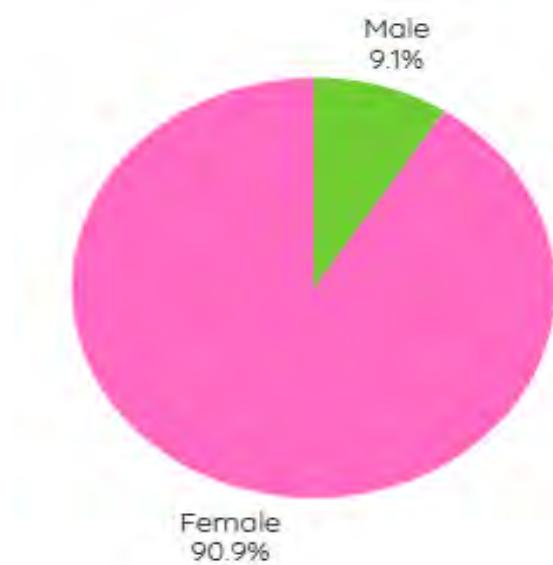
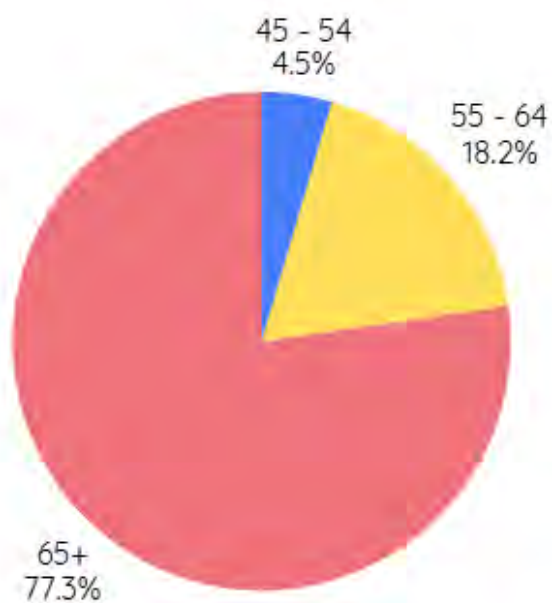


Figure 13 – Age



Pupils

Figure 14 – Age



6.0 Inputs

This section of the report describes the necessary inputs from multiple stakeholders. Some inputs are financial, while others are not - again where possible, the inputs are monetised to assist in the SROI calculation. Without the necessary supply of inputs from various relevant stakeholders the project would not be possible, a full breakdown of the total inputs with a monetary value can be found in Table 3.

6.1 Llŷn Maritime Museum

As this report predicts the social impact created by Llŷn Maritime Museum for 2025 to 2027, the predicted inputs for 2026-27 have been calculated as the 2025-26 value with an additional increase of 5% (In line with average salary increases in recent years, according to CIPD13). The financial inputs to consider for the Museum are the overheads they have to pay to keep it open: including, advertising, salaries, energy, water, insurance, repair and maintenance, and other administrative costs (See Table 3). To calculate the year 2 cost of the project, we have taken the year 1 cost and then added an additional 5% cost. This is to ensure that we do not claim too much, see the list below of all the overheads that are included in the value map as a financial input. Within the Museum's inputs, we also considered the income the Museum has received in terms of grants to run events such as lectures and family days – this totalled to £4,088 over the 2 years. However, this is being used to cover the museums' running costs, so it was decided that this cost was not included.

Table 3- Costs of the Museum

Costs	2024-2025	2025-2026 (estimated with a 5% increase in costs)
Wages	18,566.41	19,494.73
Pension	1,426.12	1,497.42
Shop and Cafe	2,387.89	2,507.28
Artefacts	138	144.9
Events	9,346.80	9,814.14
Marketing	1,142.34	1,199.45
Office	792.36	831.98
Water	238.7	250.63
Electricity	3,411.08	£3,581.63

Tel and Web	1,080.30	1,134.31
Maintenance	278.71	292.64
Professional costs	3,120	3,276
Insurance	2,856.22	2,999.03
Various	184.69	193.92
Security	834	875.7
Total for the year	45,803.62	48,093.76
Total 2 years	£93,897.38	

6.2 Mantell Gwynedd

Llyn Maritime Museum managed to get a grant from the Voluntary Sector Grant managed by Mantell Gwynedd as part of the wider SPF funding from the British Government. The total amount of grant awarded to the Museum was £50,482.50 for the renovation of the building including upgrading windows, painting and upgrading the heater pump. However, at the time of writing the report, the Museum had an underspend and so the total grant amount spent for the renovations was **£45,558.48**. Consideration was given to including only a percentage of this capital investment in year one as the windows and heater pump are likely to last for many years before further investment is required. However, as this was a grant, it was decided to show the total investment within the first year and then consider the value over the two years. For future internal purposes, the future capital costs can be reduced to avoid over-claiming the inputs.

6.3 Volunteers

The Museum is run entirely by volunteers. The volunteers give their time for free to the Museum. However, it is right to consider their time as a financial input to the project. Without the volunteers giving their time, the Museum would not be able to operate as it is at the moment. There are 30 volunteers who give their time as 'front of house worker' welcoming visitors and operating in the shop, and then there are 7 volunteers who give their time doing research and looking after the artefacts. The manager has confirmed that 'front of house' volunteers volunteer around 805.5 hours per financial year amongst the group. Artefacts volunteers volunteer approximately 600 hours in a financial year. For this forecast, a lot of consideration was given to the financial value of the volunteer's time. In order to ensure that we do not over-claim or under-claim the value of volunteers' time it was decided that the national living wage would be the most appropriate financial input of the volunteers' time. From 1 April 2025, the UK Government increased the living

wage to £12.21 an hour for people aged 21 and over. For year one we will include the value of the national living wage between April 2025 and January 2026 which is £12.21. The Museum is closed during the winter so there are no hours between January and April. The UK Government has announced that the living wage for people over 21 will increase in April 2026 to £12.71, so we will use this figure for the forecast from April 2026 – January 2027; this is to ensure we are as accurate as possible.

For year 1 for 'front of house' volunteers (April 2025 – January 2026) the following calculation is made based on the cost of living of £12.21 x 805.5 hours = £9,835.15

For year 1 for 'artefacts' volunteers (April 2025 – January 2026) the following calculation is made based on the cost of living of £12.21 x 600 hours = £7,326

For year 2 for 'front of house' volunteers (April 2026 – January 2027) the following calculation is made based on the cost of living of £12.71 x 805.5 hours = £10,237.90

For year 2 for 'artefacts' volunteers (April 2026 – January 2027) the following calculation is made based on the cost of living of £12.71 x 600 hours = £7,626

Total financial input included for volunteers: Year 1 (£17,161.15) x Year 2 (£17,863.90) = £35,025.05

6.4 Visitors

Visiting the Museum is free for all individuals. However, it must be considered that some visitors buy within the shop and cafe when they visit. Therefore, the income of the shop and cafe is included as an input to visitors. Although it is important to note that local people also contribute towards this income, in terms of simplicity, we have added the costs for the visitors only. The manager of the Museum has confirmed the income of the shop and the cafe for 2024 – 2025 and 2025-26. Although it would be possible to use the income of the shop and the cafe from 2025-26 and predict what the income would be for 2026-27, we felt that using firm figures over a period of two years would give more certainty. Therefore, the 2024-25 and 2025-26 income figures will be used. However, as

outlined in Table 4, there are running costs associated with the shop and café so this has been taken out of the total to avoid under-claiming the value.

Table 4 – Income of the Shop and Cafe

Income	2024 – 2025	2025-2026
Shop and cafe	£7,743.12	£7,090.95
Minus the costs related to running the shop and café	-£2,387	-£2,507
Total	£5,355.23	£4,583.95
Total for 2 years	£9,939.18	

6.4 Local People

As discussed, visiting the Museum is free for all individuals. The Museum also holds events which are also free. However, the Museum accepts donations and some individuals who register for friends' membership and therefore make contributions. From calculating the donations and memberships in 2024-2025 and 2025-2026, this totals to £10,934.50. However, the donations and memberships are used towards the running costs of the museum, and it was therefore felt that it should not be included as an input.

6.4 Schools

Although schools do not have to pay for their visit at the museum and to receive the resource packs, teachers are spending their time taking the pupils to the museum. Once they have received the resource packs from the museum, they spend their time going through the pack and structuring their sessions to pupils in order to educate children around maritime and local history. Therefore, it was felt that teachers' time should be included as an input. Teachers' non-financial inputs were calculated using the figure found on Careers Wales¹¹ which outlines the average hourly wage for a primary school teacher in Wales is £26 per hour. Table 7 below details the figures used.

Table 5 – Teachers' non-financial inputs

	Calculation	Non-financial input
5 teachers – Year 1	£26 x 3 hours x 5 teachers	£390

¹¹ Careers Wales (2026) 'Primary Teacher: Pay and hours.' [Primary Teacher - Pay and hours | Careers Wales](#)

5 teachers – Year 2	£26 x 3 hours x 5 teachers	£390
Total for 2 years	£780	

No financial inputs were identified for pupils and therefore was not included.

6.5 Total inputs

When considering the costs discussed, the table below provides a breakdown of all the inputs and the financial value. These have been split to financial values and non-financial values:-

Table 6 – Total inputs and monetary value

Stakeholders	Financial input Year 1	Financial input Year 2	Non-financial input Year 1	Non-financial input Year 2	Total
Llŷn Maritime Museum	£45,803.62	£48,903.76	/	/	£93,897.38
Mantell Gwynedd	£45,558.48	£0	/	/	£45,558.48
Volunteers	/	/	£17,161.15	£17,863.90	£35,025.05
Visitors	£5,355.23	£4,583.95	/	/	£9,939.18
Local People	/	/	/	/	£0
Teachers	/	/	£390	£390	£780
Total inputs with monetary value					£185,200.09

CASE STUDY 2 - VISITS FROM THE 'PRYNHAWN DIFYR' GROUP, PWLLHELI

Background

'Prynhawn Difyr' is a community group in Pwllheli that meets every week to socialise. The group visits different attractions across Pen Llŷn. The aim of the group is to bring people together in order to socialize with others and to learn and feel part of the community.

Ymweld â'r Amgueddfa

'Prynhawn Difyr' visits the Llŷn Maritime Museum every year. The group's latest visit was the 15/05/2025. Most of the members have been to the Museum several times, but they enjoy visiting again to remind themselves of the history.

The group's coordinator noted that the Museum is accessible to members - with everything on one floor. It is easy for members to access everything including the toilets. Information in the exhibition is clearly displayed with good use of colors which are easy to read for all ages.

The members noted that the Museum is a nice and warm place to visit and view the exhibition and a nice place to have a cuppa and a chat.

One of the members' highlights of visiting the Museum is chatting with the friendly volunteers. When visiting the exhibition and having a chat with the volunteers, members have the opportunity to reflect on stories and memories. Most of the members have a connection with someone who has built a ship or travelled off a ship in Pen Llŷn, so it brings a feeling of pride and belonging within the community.

Visits to organizations such as the Llŷn Maritime Museum is very important to the members of the group as it keeps the mind going and attracts a different conversation in order to socialize with others.

OUTCOMES

- Better information about the history of Pen Llŷn
- A feeling of belonging to the community
- Pride in our heritage
- Visiting an accessible and welcoming institution
- Encouraging people to socialize while discussing memories

7.0 Outputs, Results and Evidence

As already discussed, the main focus of this report is to analyze the social impact created by the Llŷn Maritime Museum. We have identified several groups of stakeholders namely volunteers, visitors, local people and schools. Here we would discuss how many people from each group are included as outputs, and then discuss the results for each group of stakeholders. It is discussed how the results fit in with the targets of the Well-being of Future Generations (Wales) Act 2015 in Appendix 13.

7.1 Volunteers

There are a number of volunteers who give their time to the Museum. As the Museum is mainly open seasonally, many volunteers give their time by working on a rota. This rota is active from Wednesday to Sunday from April until the end of October. A total of 30 volunteers give their time in front of the Museum house. There are also volunteers who are part of an artefacts group and therefore do research and make arrangements for the artefacts. There are 7 volunteers who contribute to the artefacts work. In total, there are 37 volunteers who often volunteer with the Museum. We have received responses from 22 volunteers through the questionnaire which is a sample size of 59%. Based on an effective response rate, results for population can confidently be extrapolated to the population. Therefore, 37 volunteers are included in the Value Map.

By holding a focus group with volunteers going through the 10 impact questions of social value, open questions were used to ask volunteers about the effects of volunteering at the museum has on their well-being. Probing questions were also used to gain more detail around the effects. This way, volunteers could freely share what was important to them. The outcomes identified below were those considered most important to the volunteers. These were identified initially during the focus groups. Once a point of saturation was reached where there was enough confidence that we were measuring the right outcomes, a theory of change was drawn up to understand and illustrate the volunteers' journey to reach each clearly defined outcome, see Appendix 2 for the volunteers' theory of change. This theory of change was shown to volunteers and the museum's manager to ensure that the right outcomes were identified. As this was confirmed to be accurate, a survey was conducted so that further evidence could be collected to identify how many volunteers experienced these changes and to what extent.

Within the survey, volunteers were asked if they experienced any changes in the outcomes identified. Volunteers were then asked how much change they felt they had experienced by volunteering at the museum. Volunteers had the options of selecting 'no change,' 'a little change,'

‘some change,’ ‘quite a lot of change’ or a ‘lot of change’ for each outcome. The distance travelled (the level of change experienced by the volunteer) was then calculated through the following formulation where the mid-point for each option was multiplied by the number of people experiencing the change:-

Table 7 – Distance travelled formulation

Outcome: Increased opportunities to socialise	People experiencing change	Distance travelled	Total
No change	1	0	0
A little change	1	12.5	12.5
Some change	2	37.5	75
Quite a lot of change	7	62.5	437.5
A lot of change	11	87.5	962.5
Total of responses = 22	Total experiencing change - 21		71%
% people experiencing positive change	95%		

Table 7 demonstrates that 21 out of the 22 volunteers who responded to the survey experienced the outcome of ‘increased opportunities to socialise.’ The more change volunteers stated they experience, the greater the distance travelled with an average of 71% distance travelled across the sample size. This figure is then used to calculate a proportion of the monetary value. As explained in Section 9, the anchoring approach is used to calculate the monetary value of outcomes based on the importance people affected place on the well-defined outcomes.

Table 8 below demonstrates all the outcomes that were identified after engagement with volunteers. The number of volunteers who experienced positive changes was calculated along with the distanced travelled which indicates how much change the volunteers experienced - the higher the percentage the more change experienced.

Table 8 – Outcomes experienced and distanced travelled for volunteers

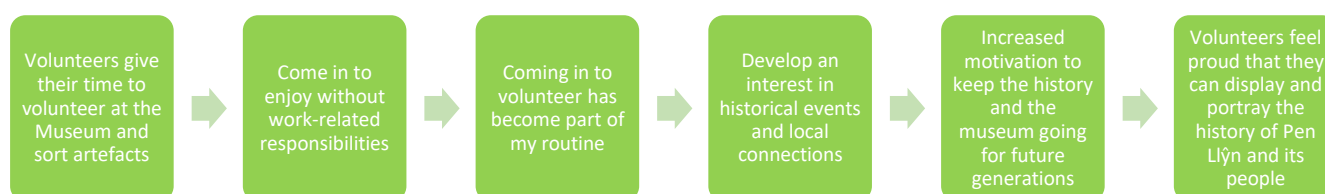
Outcome	Overall positive change	Overall distance travelled
More opportunities to socialise	95%	54%
Getting to know other volunteers and visitors	100%	67%
Development of Welsh language	32%	66%
Feeling part of a team	100%	63%
A feeling of belonging to the community	95%	60%

Learning new skills	91%	61%
Proud to portray history	95%	71%
Improved self-confidence	86%	49%
An increased opportunity to protect the history of Nefyn and Pen Llŷn for future generations	95%	76%

As seen in the theory of change, some intermediate outcomes lead to the the well-defined and long-term outcomes. The well-defined outcomes identified for volunteers have been highlighted in Table 8 and the focus of this section is to discuss the well-defined outcomes in more detail:-

Outcomes

Outcome 1: Volunteers feel proud to be able to display and portray the history of Pen Llŷn and its people



It became very clear when listening to the comments of the volunteers in the focus group that preserving the history of Pen Llŷn and the Maritime history is very important to them. Many volunteers discussed the pride they felt that they were contributing towards keeping history alive by discussing family stories with visitors and local people. According to research by Rowley and Fullwood (2018¹²), the biggest motivation for volunteers in the heritage sector is that they are interested in history. This was also seen in the responses from the Museum's volunteers.

Volunteers mentioned that they enjoyed discussing history in the area and discussing family connections. One volunteer in particular was making family trees for visitors and locals so people could see her ancestral connections. One volunteer reflected on a case where a visitor had come to the Museum and had been going through old pictures on the computer and came across a picture of his uncle. The volunteer mentioned that the visitor had tears in her eyes because he was happy

¹²Rowley, JE and Fullwood, WR (2018) 'Promoting volunteer engagement in the heritage sector.' Journal of Cultural Heritage Management and Sustainable Development, vol. 8, no 3, pp. 362-371. [Promoting volunteer engagement.pdf](#)

that she had identified a relative. The volunteer mentioned that this creates a feeling of great pride for them.

There were a number of comments about this from the volunteers - for example:

"Feeling a responsibility to protect local history."

"It is such an important resource for the area and we must protect that the history of the area is not lost. We must ensure that strangers who come to live here are aware that they are joining a special community."

"I believe that keeping the history of Nefyn and the area alive and available in Nefyn is important for those who come after us."

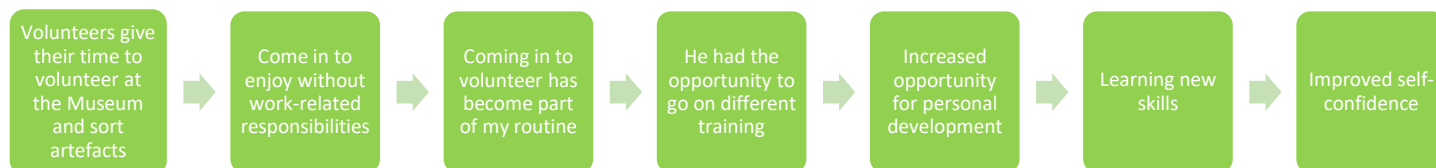
"The opportunity to be part of a group of volunteers who protect the history of Nefyn and Pen Llyn."

"I come from a seafaring family. Their history is important. My roots are in Nefyn. The next generation needs to be taught about their background and inheritance."

"I believe that it is important to retain the history of Nefyn and the area in Nefyn for future generations. I feel that the museum is a fantastic asset to local education and for people from further afield."

As a result of the survey (See Appendix 3 for the survey), 21 out of the 22 volunteers who responded said that they felt proud preserving the local history. This equates to 95% of the sample size. Therefore, 35 out of 37 volunteers were included in the value map for this outcome. The distance travelled identified for this outcome was 71%. As this was identified as being the most important outcome for volunteers, this was identified as the anchor outcome. Therefore, only 71% of the monetary value of this outcome was claimed on the value map.

Outcome 2: Improved self confidence



Of the volunteers who responded to the survey, 95% are over 55 years old. The age range of 61-70 years is the transitional age of moving from the world of work to a new phase in their life. This period of change is challenging for many people and can be difficult for some. Many volunteers shared that they look forward to coming to the Museum to volunteer and that volunteering is part of their normal routine. Some volunteers, especially some who organized the artefacts mentioned that they had the opportunity to go on different training including how to label artefacts and how to use technology. Some volunteers mentioned that they have the opportunity to learn new skills and this leads to better self-confidence. It was discussed that giving back to the community makes them feel good about themselves. Here are some of the comments made which summarize this:-

"I am part of a good team volunteering with Llanw Llyn and I have learned new skills, but the Museum means much more variety in the volunteer work I do - dealing with stock for the shop, planning labels, thinking about crafts and things we can create as well as running a small charity. Appointment work and responsibility for hiring etc is part of that."

"It's nice to volunteer in a Welsh atmosphere at the museum and come and learn new skills and learn more about history and maritime and the culture of the area."

"I always look forward to my 'turn' volunteering."

As a result of the survey, 86% of volunteers who responded had improved self-confidence. Therefore, 32 volunteers were included in the value map for this outcome. The distance travelled calculated was 49% (the level of change experienced by the volunteer, the higher the number, the greater the effect on the volunteer) and was rated 6/10 in terms of importance amongst volunteers.

Outcome 3: An increased sense of belonging to the community



During the stakeholder engagement process, it became clear early on how much volunteering at the Museum meant to the volunteers. Many of the volunteers noted that they enjoy socializing with visitors, local people and other volunteers which leads to a greater sense of community. Many volunteers said they felt like a team and helped each other. The Royal Voluntary Service (2025¹³) also list 'a sense of connection' with others in the community - volunteering connects you directly to those around you and is particularly beneficial to your local community and a sense of belonging' as one of the main benefits of volunteering.

Another element that had come out strongly was that socializing in the Welsh language was important for the volunteers. Although Nefyn is a village in a rural area, it is also a post-industrial village following the closure of the granite quarries in the area during the last century. Historically, Nefyn was a Welsh village, but as in the rest of Wales, there has been a significant decline in the number of Welsh speakers over the last hundred years. The Report The Welsh language in Wales (Census 2021¹⁴) by the Welsh Government and published in December 2022 highlights the main factors for the decline.

Two main factors that characterize the decline in community use of the Welsh language are the depopulation of rural areas alongside an influx of non-Welsh speaking people; and passing on the Welsh language to the next generation.

Several volunteers discussed that they try to motivate visitors and learners to speak Welsh when visiting the Museum. Some volunteers themselves were learning Welsh and he explained that volunteering at the Museum helped them develop the language.

¹³Royal Voluntary Service (2025) 'Benefits of volunteering.' <https://www.royalvoluntaryservice.org.uk/volunteering/why-volunteer/benefits-of-volunteering/>

¹⁴Welsh Government (2021) 'Report on Welsh in Wales.' <https://www.llyw.cymru/sites/default/files/pdf-versions/2022/12/3/1671610676/y-cymraeg-yng-ngymru-cyfrifiad-2021.pdf>

There were a number of comments about this from the volunteers - for example:

"To get to know people who volunteer and learn about the history of the Area in order to talk to the visitors."

"To help keep the Museum open. Like to meet people and have a chat about the location and the area."

"A good chance to socialize by doing something that contributes to the local community."

"To give something back to the local community."

"To promote the heritage and the language."

"Socializing and interest in local history."

"Making friends and an opportunity to welcome visitors to Ben Llŷn."

"It's nice to volunteer in a Welsh atmosphere at the museum and come and learn more about history and maritime and the culture of the area."

"I moved to Ben Llŷn from Edinburgh twelve years ago. Volunteering has helped me get to know local people, make friends and get interested."

The results of the survey (see Appendix 3) showed that 95% of the volunteers who responded to the survey stated that volunteering at the Museum creates a feeling of belonging to a community as well as contributing to doing something valuable in the community and contributing positively to society. Therefore, 35 volunteers were included in the value map for this outcome. The distance travelled calculated was 60% (ie the level of change the volunteers experience by volunteering at the Museum) and was rated 6.6/10 in terms of importance amongst volunteers.

7.2 Visitors

In terms of the Museum's requirements, the committee only collects numbers of people who visit the Museum in general. A 'clicker' is used every time an individual visits the Museum. A total of 4,211 people had visited the Museum between April 2025 and November 2025. It is possible that

the same individuals have visited the Museum several times. As we had discovered differences in outcomes between visitors and local people, we had asked the manager to estimate a percentage of the total visitors who are local people and then subtract this from the total. Therefore, he had analyzed that 30% were local people and therefore 2,948 people were visitors and 1,263 were local people between April 2025 and November 2025. As the analysis measures 2 years, this includes 5,896 visitors over the 2 years.

The number of responses to the questionnaire were low for visitors. The analysis had started during the Autumn so visitor numbers were low due to the time of year. A number of visitors seem to be coming more towards the Summer. As only 31 questionnaires had been received, it was decided that this sample size was not sufficient to represent the total population size and there was a high risk of over-claiming. Therefore, it was decided that this sample size would represent 310 of visitors which are included in the value map. It was felt that multiplying the sample size by 10 would be a fair figure to include in the value map.

Table 9 below demonstrates all the outcomes that were identified after engagement with visitors. The number of visitors who experienced positive changes was calculated along with the distanced travelled which indicates how much change the visitors experienced - the higher the percentage the more change experienced.

Table 9 – Outcomes experienced and distanced travelled for visitors

Outcome	Overall positive change	Overall distance travelled
Better knowledge and engagement with history	100%	63%
Developing the Welsh language	48%	56%
Gaining information about other things available in the area	77%	49%
Opportunities to socialise	81%	63%

The most important and material well-defined outcomes identified for visitors have been highlighted in Table 9 and the focus of this section is to discuss these two outcomes in more detail:-

Outcome 4: Better knowledge and engagement with the history and culture of the Nefyn and Pen Llŷn area



Looking at the chain of change above, the well-defined outcome considered the most important by visitors was the opportunity to learn and engage with the history of the area. As the Museum had an investment to renovate the building, visitors felt that there was a warm and friendly atmosphere in the Museum. Many visitors said that the Museum was attractive and there was a lot of information and history available so that they could get to know the area. Many visitors in the engagement process said that they were fascinated to see different artefacts and to read about different historical events. Some were completely new to the area, but some had family connections and were interested in learning more about these connections. Many visitors were fascinated to see local products available in the shop and therefore not only get to know the area and the language but they also get a feel for the culture.

Here are some comments that show this:-

"Lovely museum - quaint and unique - like Nefyn herself."

"A credit to the neighbourhood, excellent for visitors to be able to gain information/history of the area."

"Amazing little museum. A warm welcome and very interesting."

"A warm welcome and still something new to see."

As a result of the survey, 100% of visitors said they had better information and engagement with the history and culture of Nefyn and Pen Llŷn, so 310 of visitors were included in the value map for this outcome. The distance travelled calculated for this outcome was 63% (the level of change experienced by the people, the higher the number, the greater the impact on visitors). As this was

identified as the most important outcome by visitors (8.4/10), this outcome was calculated as the anchor value where 63% of the monetary value of this outcome was claimed in the value map.

Outcome 5: An opportunity to talk and socialize with other visitors and local people



Another strong outcome identified from visitors was the opportunity to socialize. Several visitors discussed that volunteers create a friendly atmosphere and that they like to have a general conversation. When contacting stakeholders, many visitors liked to have a chat with the volunteers about historical events and discuss family ties. Several visitors had mentioned that they were interested in history with several relating to the events during the Second World War. Some visitors were interested in learning more about the Welsh language, so some visitors mentioned that she discussed with local people or with volunteers about Welsh vocabulary in order to develop more understanding.

Here are some comments from visitors that show this:-

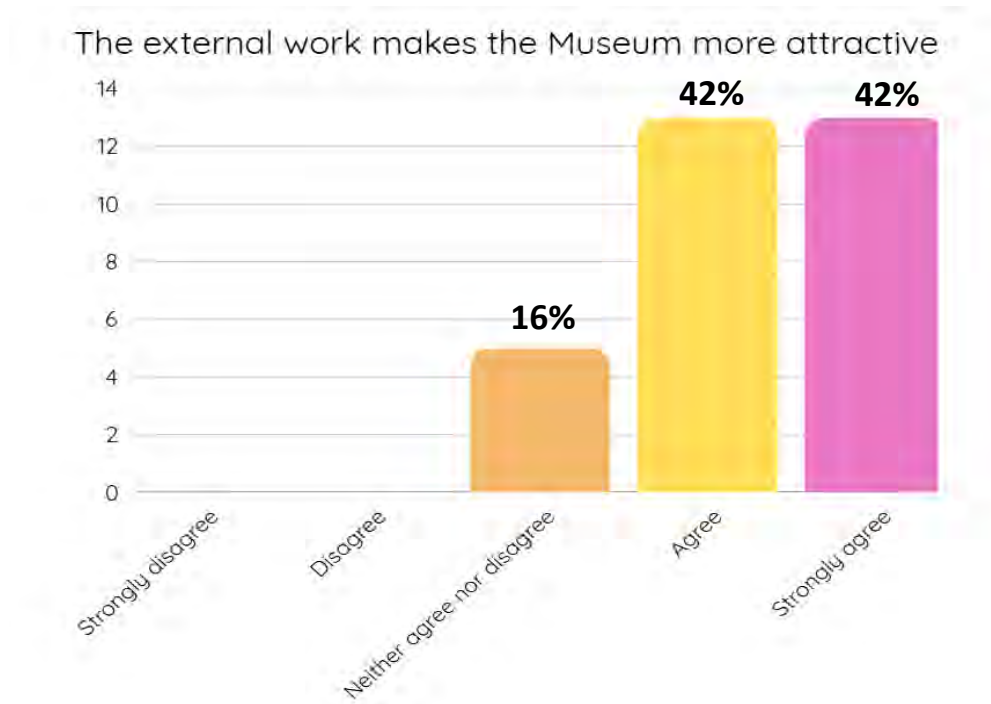
"Wonderful place. Friendly staff. Good Bread Brith. Had a pilgrim stamp index."

"It is a wonderful informative place, with such friendly staff. Keep doing what you're doing."

"I have only been able to visit once but that's because I live in Australia. I have a strong connection with Nefyn and its maritime history and my visit to the museum was a highlight of my UK trip. The people were welcoming; I bought souvenirs and had a brilliant experience there."

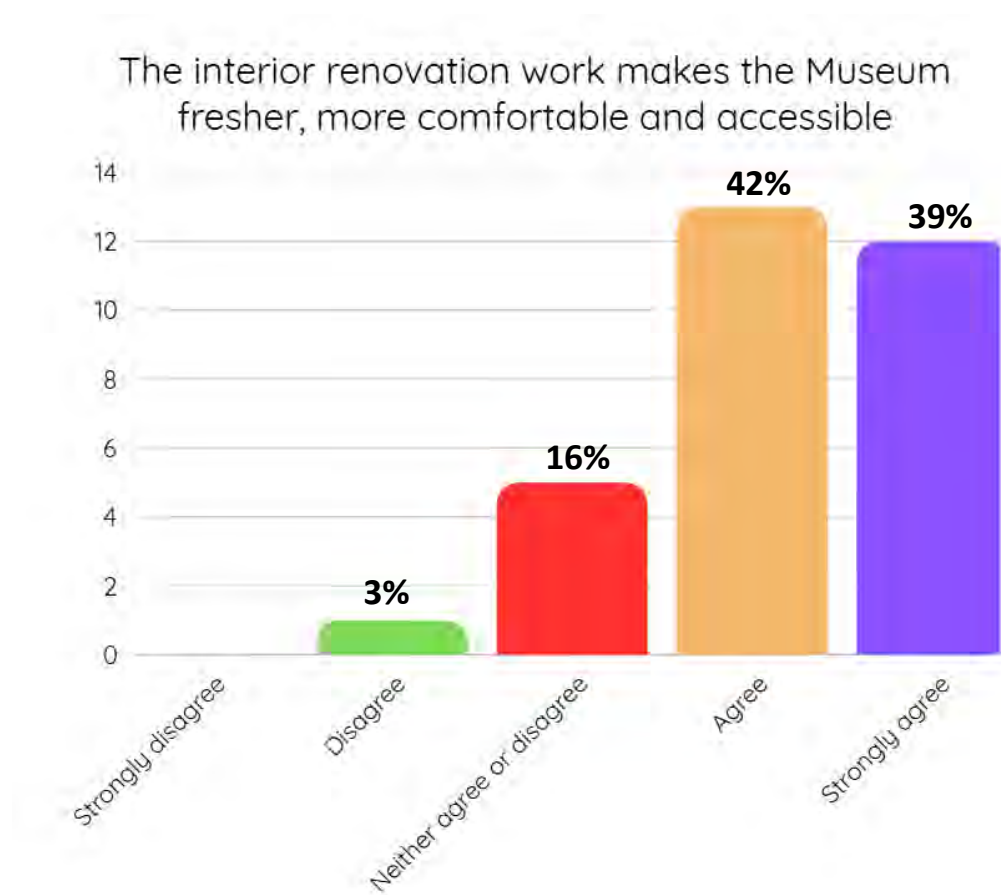
The renovation of the building has also contributed to the warm and friendly feeling of the Museum. As it shows in Figure 15 below, visitors were asked if the external work that had been done in the Museum looked more attractive, and 84% agreed or strongly agreed with this.

Figure 15 – External work makes the Museum look more attractive



In addition, as it shows in Figure 16 below, the visitors were asked if the internal renovation work that had been done made the Museum feel fresher, more comfortable and accessible and 81% agreed or strongly agreed with this.

Figure 16 – Internal renovations making the Museum fresher, more comfortable and accessible



Several visitors discussed and noted that the friendly atmosphere and the opportunity to have a conversation with people are some of the main reasons why they like to come back to visit the Museum again in the future.

The result of the survey for visitors showed that 81% of visitors felt that an experience at the Museum gave them the opportunity to socialize with others, so 251 of visitors were included in the value map for this outcome. The distance travelled was calculated at 63% for this outcome (level of change experienced by the people, the higher the number, the greater the visitor impact) and was rated 7.5 by visitors in terms of importance.

7.3 Local People

As explained, in terms of the Museum's requirements, the committee only collects numbers of people who visit the Museum in general. A total of 4,211 people had visited the Museum between April 2025 and November 2025. It is possible that the same individuals have visited the Museum several times. As we had discovered differences in outcomes between visitors and local people, we had asked the manager to estimate a percentage of the total visitors who are local people and then subtract this from the total. Therefore, he had analyzed that 30% were local people and therefore 2,948 people were visitors and 1,263 were local people between April 2025 and November 2025. It is likely that the same local people would visit the Museum for the second year, so the total number of local people remains at 1,263 for the two years.

A number of responses to the survey were low for local people. The analysis work had started during the Autumn so the numbers of events were low due to the time of year. A number of events at the Museum are organized during the Spring and Summer. As only 35 questionnaires had been received, it was decided that this sample size was multiplied by 10 to calculate how many local people are included in the value map. Again, this is to ensure that we do not over-claim. Therefore, 350 local people are included in the value map. We managed to interview 26 individuals at events and members of local groups such as Merched y Wawr, Young Farmers, and Prynhawn Difyr Pwllheli. Therefore, we had sufficient qualitative data to back-up our assumptions from the surveys to include 350 local people within the value map.

Table 10 below demonstrates all the outcomes that were identified after engagement with local people. The number of local people who experienced positive changes was calculated along with

the distanced travelled which indicates how much change the visitors experienced - the higher the percentage the more change experienced.

Table 10 – Outcomes experienced and distanced travelled for local people

Outcome	Overall positive change	Overall distance travelled
Learn more about our local history and heritage	91%	58%
An opportunity to reflect on personal stories and share this with others	69%	58%
Motivation to keep the history alive	86%	59%
Getting to know volunteers and other local people	80%	57%
An opportunity to socialize	91%	54%
Speaking and developing the Welsh language	40%	50%
A feeling of pride for our heritage	83%	57%
A sense of belonging to a community	66%	60%

The well-defined outcomes identified for volunteers have been highlighted in Table 10 and the focus of this section is to discuss the well-defined outcomes in more detail:-

Outcome 6: A growing sense of pride for our heritage



It was clear when discussing with some of the residents and local people that they are proud to be able to support local Welsh causes. It meant a lot to some residents that the Museum building was being used to host events and display local history. When holding conversations with residents during a coffee morning event, some individuals talked about how their families' history would be forgotten if the Museum did not display this. Several residents mentioned that they recommend their families, children and young people and visitors to visit the Museum so that they come and learn more about the history, language, family relations and culture of the local area. Local groups

such as Merched y Wawr, Young Farmers, and Prynhawn Difyr Pwllheli visit the Museum. When discussing with some of the members, they say that looking at the history lifts his spirit and is a way of starting a conversation between members. For example, the leader of Prynhawn Difyr had expressed that some of the members knew a sailor who had built a boat or knew a sailor who had traveled to America and this was a way of attracting a different conversation. It was felt that residents and members of local groups felt great pride that the history was displayed and available to everyone. Here are some quotes from the questionnaire which demonstrate this:-

"It's an entertaining and friendly place full of interesting local information."

"Local history is important to me and the Museum provides opportunities to learn more about that."

"I have visited the Museum since it opened. I love the warm welcome I always get."

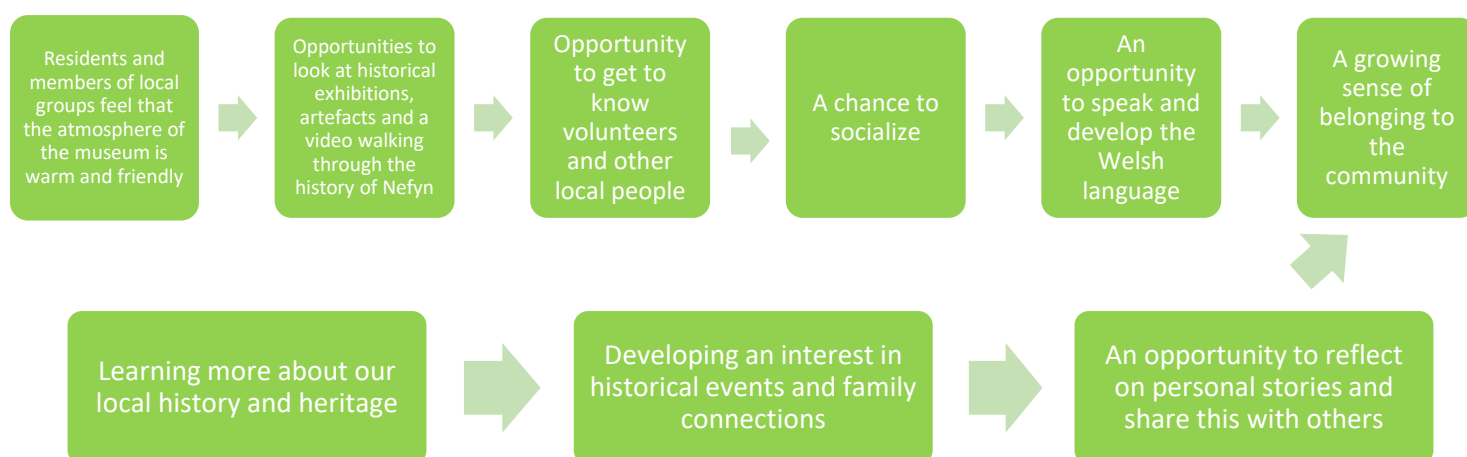
"As a member of the Young Farmers Club, I enjoy being involved with the Llŷn Maritime Museum as it keeps me connected to our local heritage and supports a place that celebrates the stories of our coastal community."

"Like the history and it's important to the community."

When attending a historical lecture, individuals discussed that they were very interested in history and specifically about Maritime history and boats. Individuals in the lecture liked to hear the stories of families in the olden times which follows for the individuals to feel proud of their heritage.

As a result of the survey, 83% of local people felt an increase in pride for their heritage, so 291 of local people were included in the value map for this outcome. The distance travelled was calculated at 57% (the level of change experienced by the local people, the higher the number, the greater the impact on local people.). As this outcome was identified as being the most important amongst local people (7/10), this outcome was calculated as an anchor and therefore 57% of the monetary value of this outcome was claimed in the value map.

Outcome 7: An increased sense of belonging to the community



Another outcome that was strongly identified with local people is a sense of belonging to the community. When discussing with local people within events such as the coffee morning that had been organized to raise money for Macmillan, individuals discussed that they like to come to the Museum when these events are on. They mentioned that they like to support the Museum and good causes. They also discussed that attending the events is a good way to socialize with others. Two individuals shared that they live alone in the village and they are proud to be able to attend local events in order to have company and have the opportunity to socialise. Individuals at the Macmillan event mentioned that there is a sense of belonging within the Museum as there is local people's history around and that many people who attend the events speak Welsh. There was a very strong emphasis on promoting the Welsh language within the events and also encouraging visitors to speak Welsh when they visit the Museum.

When comparing with Holden's (2004) research (within Bollo's report, 2013) about cultural value, following feedback from local people, they feel that Llŷn Maritime Museum has a balance between showing intrinsic, instrumental and institutional value as they focus on portraying the important history of the local area but also promoting tourism and for the people of the area to come together to celebrate its culture.

Some of the comments here from local people sums this up:-

" AFLL is a very important attraction in Pen Llyn. It draws visitors who benefit from their spending at the local restaurants/hotels/shops. Promote the local economy. Protection for the ages and the history of the past. Promote the Welsh language."

"The museum is run by a very good team which is very encouraging. Excellent work is done by the artefacts group, The events are key to attracting people through the door. I hope that we can continue to attract children into the museum and arouse their interest. The contribution of the volunteers is invaluable."

"Keeping the community going."

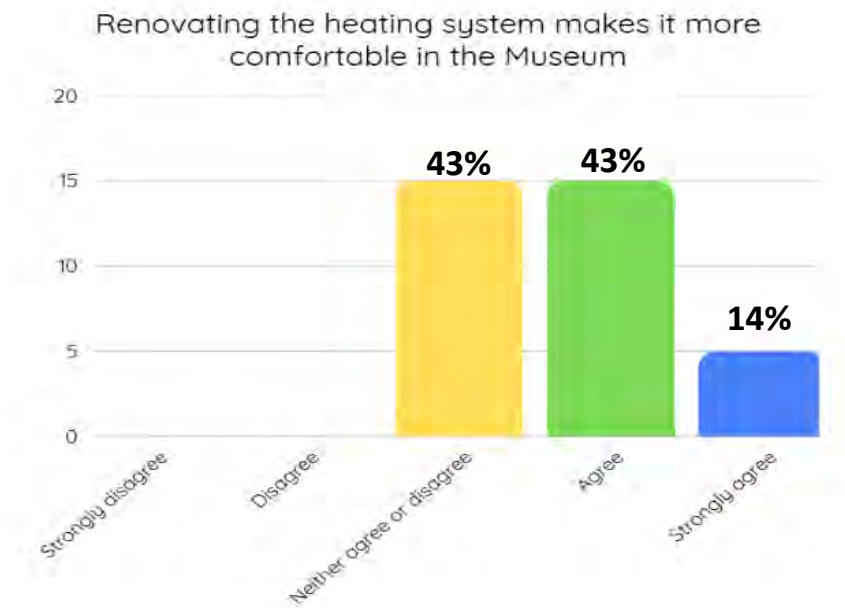
"Local history is important to me and the Museum provides opportunities to learn more about that. I also enjoy socializing at events such as coffee mornings and recently an excellent afternoon with Mair Tomos Ifans singing Plygain carols."

Clubs have also been meeting at the Museum such as the Sewing Club which runs every other Saturday. Many individuals who are part of the club discussed that the club is a way for them to relax and socialize with others which also results in a growing sense of belonging to the community.

As a result of the survey, 66% of local people felt an increase in belonging to a community, so 231 local people were included in the value map for this outcome. The distance travelled was calculated at 60% (the level of change experienced by local people, the higher the number, the greater the impact on local people) and was rated 6.8/10 in terms of importance by local people.

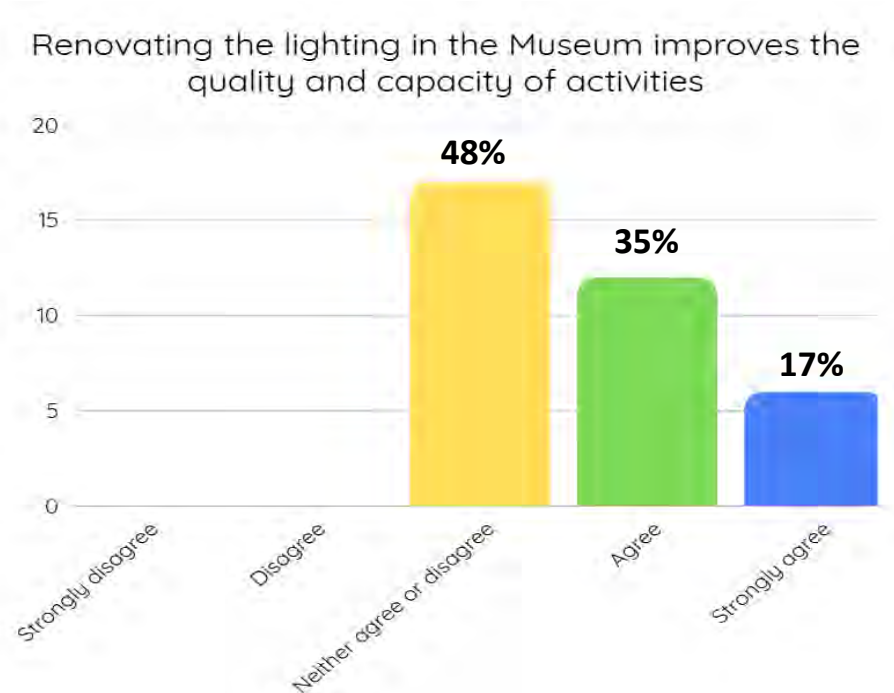
When discussing with local people about the type of things they would like to see to improve the Museum, the two most obvious things was that the Museum can be cold during the winter as the heating system is not working. They also mentioned that the lights in the Museum impair the quality of the screen when events are on. Therefore, as the heating and lighting system has been renewed through the grant, local people saw that from this and that more events could take place. This is especially true for the Sewing Club as several members mentioned that they will have more capacity to get more members to join the group as the quality of the heating and lighting is better in the Museum. As it shows in Figure 17 below, local people were asked if the renewal of the heating system has made them feel more comfortable in the Museum, and 57% agreed or strongly agreed with this.

Figure 17 – Local People – Renewal of the heating system



In addition, local people were asked if upgrading the lighting improved the Museum, and 52% agreed or strongly agreed with this as can be seen in Figure 18 below.

Figure 18 – Local People – Renew the lights



7.4 Schools

A number of local schools have been visiting the Museum over the years. During 2025, the Museum received visits from pupils of different ages at Ysgol Nefyn as well as Ysgol Tudweiliog. Here is a breakdown of the numbers below:-

- 3 June 2025 – Ysgol Tudweiliog – 17 children
- 22 September 2025- Ysgol Nefyn Year 3 – 25 children
- 23 September 2025- Ysgol Nefyn Year 4- 20 children
- 20 October 2025- Ysgol Nefyn Year 5 and 6 – 18 children

There was also an event called 'Perthyn i'r Porthau' where the pupils of Ysgol Nefyn and Ysgol Pentreuchaf had come together to learn the names of Pen Llŷn's ports, and this included nicknames given by grandparents and other family members. Using these names, the pupils had collaborated with the Welsh musician Gwyneth Glyn at the Museum and had written a song about them.

In terms of numbers included in this analysis, 80 pupils had visited the Museum in 2025, so another 80 had been added to the second year of the analysis which brings the total to 160 pupils. 16 questionnaires had been received from pupils in the first year, which is a sample size of 20%. This provides us confidence to extrapolate findings for 2 years of pupils and therefore include 100% of pupils in the value map, which is 160 pupils. The sensitivity analysis conducted also tests and provides confidence within our judgements.

Teachers had also come to visit the Museum with the pupils from the schools. They had also received a work pack from the volunteers in order to continue looking at local stories and events in the classroom. 5 teachers had visited and received the work package in 2025, so another 5 have been added for the second year of the analysis. Interviews had taken place with 3 teachers and 2 questionnaires were received. Therefore, this gave us certainty to include 100% of the teachers in the value map which is a total of 10 teachers.

Table 11 and 12 below demonstrates all the outcomes that were identified after engaging with pupils and teachers. The number of pupils and teachers who experienced positive changes was calculated along with the distance travelled which indicates how much change the pupils and teachers experienced - the higher the percentage the more change experienced.

Table 11 – Outcomes experienced and distanced travelled for pupils

Outcome	Overall positive change	Overall distance travelled
Developed interested in artefacts	88%	51%
Better information and awareness of maritime and local history	81%	58%
Feeling happy and enlightened after hearing stories	88%	41%
Pride in our heritage	88%	71%

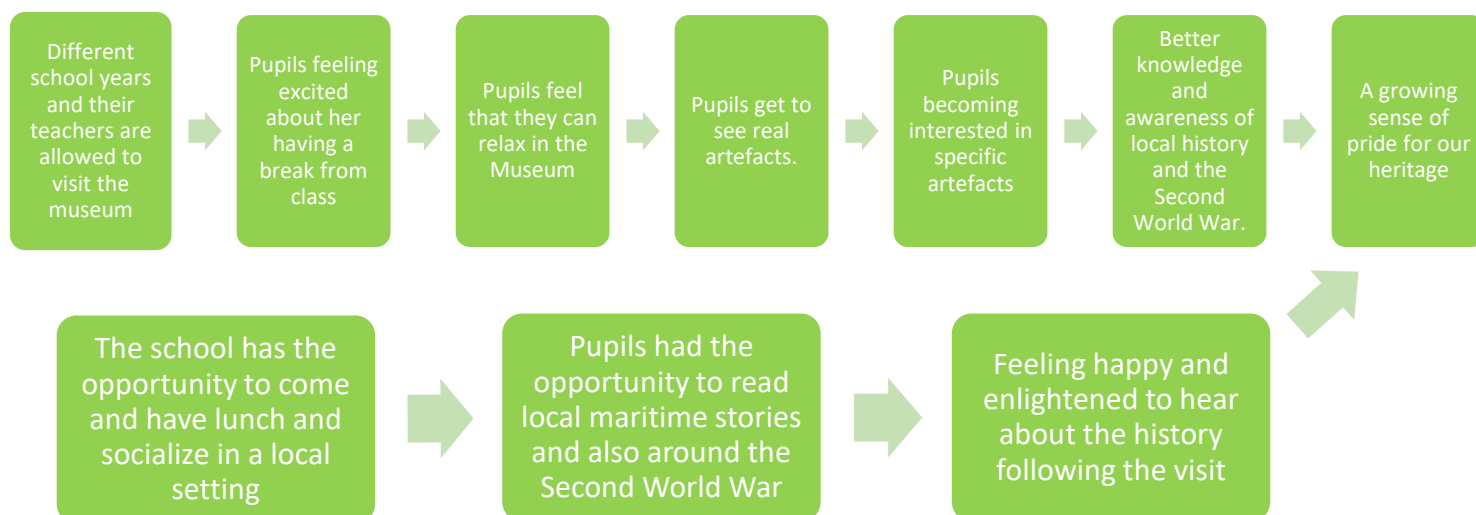
Table 12 – Outcomes experienced and distanced travelled for teachers

Outcome	Overall positive change	Overall distance travelled
Increased confidence to teach children around maritime and local history	100%	60%

The well-defined outcomes identified for pupils and teachers have been highlighted in Table 11 and 12 and the focus of this section is to discuss the well-defined outcomes in more detail:-

Pupil Outcomes

Outcome 8: Better knowledge and awareness of local history which leads to a growing feeling of pride for our heritage



When discussing with the pupils of Ysgol Nefyn who had come to visit the Museum, it became clear in the focus group that the children felt excited that they were having an experience outside the classroom and were getting to see real artefacts. Many children discussed that they were fascinated and became interested in artefacts such as 'The Skeleton,' 'the cabin,' a gas mask and soldiers' medals. Here are some of the comments made that summarize this:

"I was interested in the history of Captain Griffiths of Lithfaen."

"We saw soldiers' uniforms, passports and medals, this was interesting."

"I learned about Nefyn during the Second World War it was interesting, especially about Glan Pwll and the Italians who wanted to stay here after the war ended!"

Many children had expressed that they had learned a lot about local history and this had interested them. According to Gwynedd Council (2025), the awareness and knowledge that children learn about the natural world and their local area is more important than ever so that children and young people can see their place within the ecosystem and the effect that people have on wildlife. Learning about local history has now been added to the Curriculum. A statement by Jeremy Miles, Welsh Language and Education Minister (Welsh Government, 2022) emphasizes the importance of learning about local history:-

"It is essential that we continue to promote and support the work of presenting the history of Wales in the new curriculum and enable learners to develop into principled, informed citizens in Wales and the world. It is important that young people are able to research the diverse history of Wales, discover their heritage, understand the importance of the Welsh language and develop an understanding of their Habitat."

A number of children expressed that they felt happy that they got to read and hear about local maritime history. Some children expressed that they had made family connections and this had made them feel happy. At the same time, children expressed that they also felt shocked to hear the history and learn what local people or family connections had been through during the Second World War. According to research, the emotional impact when engaging with heritage can have an impact on children's development. For example, historic places can act as places where children take part in creative and imaginative play which is important for developing children's emotional and cognitive skills. A study by Trenter et al (2021) found¹⁵) who examined how children relate to historical sites found that imagination is a key way in which children make sense of the past.

During the engagement process, it became clear that children were experiencing a growing sense of pride for their heritage. Some individuals explained that they felt "grateful" from events in the past in order to get to where we are now. Many of the children he had discussed in the focus group

¹⁵Trenter, C., Ludvigsson, D. and Stolare, M., (2021) 'Collective immersion by affections: How children relate to heritage sites.' Public History Review, 28, pp.1-13.
https://www.researchgate.net/publication/349713655_Collective_Immersion_by_Affections

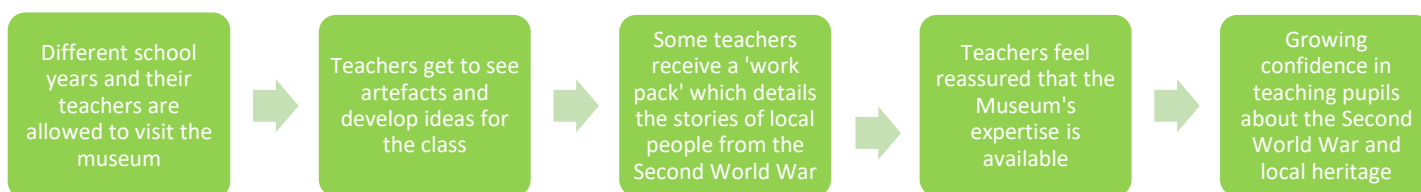
had said that they had learned much more about where they live and about the history of local people.

According to research, heritage visits have a positive impact for the development of identity, security and a sense of belonging (Johnston and Marwood, 2017). It also has a positive effect on the mental health of children and young people as research shows that children who have learned about their heritage feel they belong and then with increased self-esteem (Lakey et al., 2017).

When interviewing a teacher from Ysgol Pentreuchaf around the 'Perthyn i'r Porthau' event, she mentioned that the children enjoyed learning about the names of different ports and hearing stories from family members was very personal. Some of the children had had the opportunity to perform the song they had written with Gwyneth Glyn at the Language Association Rally. This brought a growing feeling of pride among the pupils of their heritage.

The results of the survey show that 88% of the pupils who returned surveys stated that visiting the Museum created a growing feeling of pride for their heritage. Therefore, 141 pupils were included in the value map. In addition, the distance travelled calculated was 71% (ie the level of change the pupils experience by visiting the Museum). Therefore, 71% of the monetary value of this outcome was claimed in the value map. 100% of teachers had also confirmed this outcome within their survey. This strengthened our confidence to include this outcome.

Outcome 11: Raising teachers' confidence



When discussing with teachers within school visits, we felt that teachers were also experiencing outcomes. The long-term outcome that had been discovered was that teachers felt increased confidence in teaching pupils about the Second World War and local heritage. Teachers explained that they felt they were also learning when visiting the Museum with the class. In addition, teachers received a work pack from volunteers which includes history texts, activities, songs and appendices to more resources. Teachers expressed that the Museum's expertise had benefited them in order to teach the pupils about local history. Teachers explained that having access to the personal and local stories was not possible without the Museum.

Research also shows that access to museums and resources for teachers is very important. Art Fund (2022) had discovered that 91% of teachers in their questionnaire expressed that museums were important when planning the curriculum for their classes. But, the research also shows that there are obstacles for schools to visit museums often and this is mainly due to cost and lack of time. A number of volunteers and teachers had expressed this in our interviews as well. Llŷn Maritime Museum would like to do more sessions for schools but a number of schools are unable to come to them due to travel related costs.

The results of the survey show that 100% of the teachers who returned surveys stated that visiting the Museum raised their confidence in teaching pupils about the Second World War and local heritage. Therefore, all 10 teachers were included in the value map. In addition, the distance travelled was identified as 60% (ie the level of change the teachers experience through involvement with the Museum). Therefore, 60% of the monetary value of this outcome was claimed in the value map.

7.5 Areas for improvement or any possible negative outcomes identified?

As part of the stakeholder engagement process, we also sought to understand if the organization has any potential improvements or gaps in their service. During the interviews we always ask the stakeholders 'Is there any negative changes experienced, or improvement or changes you would like to make?' We would identify any potential negative outcomes experienced by the stakeholders so that we can recommend any actions to the organization to mitigate against negative outcomes or areas for improvement. Areas for improvements and potential negative outcomes were tested during the qualitative and quantitative phase. The results of the survey generally showed that respondents were satisfied with their experience of the museum. However, it is important that continuous monitoring is made in the future in case any negative outcomes arises and impacts the experience for the stakeholders. There were some comments that stakeholders raised that the Llŷn Maritime Museum should consider, these can be found in Appendix 12.

8.0 Value

The difference between using SROI to other frameworks is that it monetizes the amount of change experienced by stakeholders. Using monetary value, not only allows us to represent the story of what is changing in people's lives but also enables us to value these changes so that we can compare costs and outcomes. This is not about putting a price on everything, but it allows us to show what impact the service has on other stakeholders and the potential savings an intervention can create. It also goes beyond measurement and enables organizations to manage their activities to ensure that the best possible impact is created for those who matter most to them, the participants.

A financial proxy

There are a variety of methods of monetizing outcomes such as revealed preference, this method uses goods/services to reflect the values of the changes experienced by the stakeholders. However, some would argue that these do not represent the value that the particular stakeholder with experience of the change would attribute to it. Therefore, where possible, this analysis has used the first principle of SROI to involve stakeholders as much as possible, stakeholders were asked to put their results in order of importance and then to rate their importance out of 10. In the quantitative data, visitors, local people, volunteers, pupils and teachers were also asked to confirm the importance of any changes in the survey. By including stakeholders to understand their preferences, this analysis is able to ensure that all financial proxies reflect the importance of changes they have experienced.

8.1 Volunteers

The proxy considered most appropriate for volunteers was 'Increased Community Integration' by Measure Up¹⁶. These values are governed by government policy through the Green Book and come from available National Life Satisfaction statistics, and are therefore a reliable source. It was felt that this financial proxy suitable as it closely resembles the anchor valued outcome of 'Volunteers feeling proud that they can display and portray the history of Pen Llŷn and its people.' The value of this proxy is £4,200 per individual. Therefore, to calculate the value for volunteers, the travel distance was calculated, which was 71%. Therefore, 71% of the value of this proxy was used which gives a value of £2,982 to be included in the Value Map for this outcome.

¹⁶Measure Up (2025) 'Increased Community Integration.' [Increased Community Integration | Outcomes | MeasureUp](#)

The 'anchoring approach' was then used to calculate the other outcomes for volunteers. 'Anchoring' refers to using a 'baseline' to estimate social value outcomes. The anchor value was 'Volunteers feeling proud that they can display and portray the history of Pen Llŷn and its people' as this was the highest value from the volunteers which was 8 out of 10. This was used as a 'baseline' when comparing the other results for volunteers in order to avoid over-claiming. Therefore, the other outcomes were valued as proportions based on how important each outcome was reported.

For the 'Better self-confidence when learning new knowledge and skills' outcome, the volunteers valued it at 6/10, so the following calculation was made:

£2,982 (anchor result value, Feeling proud that they can display and portray the history of Pen Llŷn and its people') * (6/8) = £2,237

For the third outcome, 'The growing sense of belonging to the community as volunteers have the opportunity to socialize and feel part of a team,' the volunteers rated this result as 6.6/10. Therefore, the following calculation was made:

£2,982 (anchor result value, Feeling proud that they can display and portray the history of Pen Llŷn and its people') * (6.6/8) = £2,460.15

8.2 Visitors

The proxy used for visitors was 'Attendance at Cultural Events'¹⁷ by Measure Up which was valued at £3,100 per individual. This proxy was most appropriate as it considers the visitors experience of history and sense of community. The value of the proxy was placed on the most important outcome for visitors which is 'Better information and engagement with the history and culture of the Nefyn and Pen Llŷn area' as it scored 8.4 out of 10. Then the distance travelled was taken which was 63%, which gives a value of **£1,953** which was included in the value map.

For the other outcome that had been identified by visitors which was 'Meeting other visitors and local people and having the opportunity to socialise,' the outcome was valued at 7.5 out of 10. Therefore, using the anchoring method, we made the following calculation:

¹⁷ Measure Up (2025) 'Attendance at Cultural Events.' [Attendance at Cultural Events | Outcomes | MeasureUp](#)

£1,953 (value of anchoring result, 'Better knowledge and engagement with the history and culture of the Nefyn and Pen Llŷn area') * (7.5/8.4) = **£1,744**

8.3 Local People

The proxy used for local people was 'Increased Community Integration' by Measure Up¹⁸. This proxy was most suitable for local people as it aligns with the outcome that was most appreciated by local people which is 'Feeling of pride in our heritage' (rated 7 out of 10). The value of this proxy is £4,200 per individual. Therefore, the distance travelled was taken which was 57% - this gives a value of **£2,394** which was included in the value map.

For the other outcome that had been identified by local people, namely 'Sense of belonging to the community,' the outcome had been valued at 6.8 out of 10. Therefore, using the anchoring method, we made the following calculation:

£2,394 (value of anchoring result, 'Feeling of pride in our heritage') * (6.8/7) = £2,326.

8.4 Pupils

For pupils, it was difficult to find an appropriate well-being value that reflected their age as there are a number of well-being values based on adults. However, at the time of writing the report, Measure Up had released a specific proxy for children and young people. Therefore, the chosen proxy was 'Participation in Youth Activities'¹⁹ as the proxy reflects children learning about creative and cultural issues within their lives. This proxy is £1,550 per child for a week of activity. However, because the session from the Museum was only one day, the proxy was analyzed per day which was £310. This value was placed on the only well-defined outcome identified for pupils which was 'A growing feeling of pride for our heritage.' The distance travelled was taken out of the value which was 58% - this gives a value of **£220.10** which was included in the value map.

¹⁸Measure Up (2025) 'Increased Community Integration.' [Increased Community Integration | Outcomes | MeasureUp](#)

¹⁹Measure Up (2025) 'Engaging in Youth Activities.' [Engaging in Youth Activities | Outcomes | MeasureUp](#)

8.5 Teachers

For teachers, it was difficult to find an appropriate welfare value that reflected the specific support they have received to increase their confidence in teaching pupils about local history. Therefore, it was decided that the most appropriate proxy was 'Adult Learning for Work' by Measure Up²⁰ as it reflects the teachers' time invested into learning about the local maritime museum to benefit their students. The value for the aspect of the proxy that considers 'being able to help children' was £600 per individual. As only one outcome had been found for teachers which was 'Better confidence to teach pupils about the Second World War and the local heritage' the distance travelled was taken, which was 60%. This gives a value of £360 which was included in the Value Map.

See below in Table 13 the values given to each outcome for each group of stakeholders.

Table 13 – Value of Outcomes

Stakeholder Group	Outcomes	Travel Distance	Average Weighting	Value in the Value Map
Volunteers	Volunteers feel proud that they can display and portray the history of Pen Llŷn and its people.	71%	8	£2,982
	Volunteers with better self-confidence when learning new knowledge and skills	49%	6	£2,237
	Volunteers with a growing sense of belonging to the community as she has the opportunity to socialize and feel part of a team.	60%	6.6	£2,460.15
Visitors	Better knowledge and engagement with the history and culture of the Nefyn and Pen Llŷn area	63%	8.4	£1,953
	Meet other visitors and locals and get a chance to socialize	63%	7.5	£1,744
Local People	A sense of pride in our heritage	57%	7	£2,394

²⁰ Measure Up (2025) 'Adult Learning for Work.' [Adult Learning for Work | Outcomes | MeasureUp](#)

	A sense of belonging to the community	60%	6.8	£2,326
Pupils	Better knowledge and awareness of local history which leads to a growing feeling of pride for our heritage	71%	7.3	£220.10
Teachers	Better confidence to teach pupils about the Second World War and local heritage	60%	8	£360

9.0 Establishing the Impact

In order to assess the overall value of the Museum's results it is important to establish how much is specific to the outcome of the project. SROI applies accepted accounting principles to discount the value accordingly, by asking;

- What would have happened anyway (counterfactual)?
- What is the contribution of others (attribution)?
- Have the activities displaced value from elsewhere (displacement)?
- If an outcome is expected to last more than a year, what is the rate at which value created by a project decreases over the coming years (drop-off)?

Applying these four measures creates an understanding of the total net worth of the results and helps adhere to the principle of not over-claiming. Each value reduction principle was given a low, medium and high discount rate, depending on the impact created by others.

To have a consistent approach, the different levels of deadweight and attribution will be considered using the rates below:

Low = 30%

Medium = 60%

High = 90%

9.1 Counterfactual / Deadweight

Counterfactual allows us to consider what would happen if the service were not available. There is always the possibility that the participants would have obtained the same results through another activity. In accordance with the transparency principle, the counterfactual levels attributed for each result are based on research carried out on the resources / groups / activities in the Pen Llŷn area and the feedback given by the stakeholders in the interviews and focus group sessions. The attributed level of counterfactual and the justification given to each outcome stated can be seen below in Table 14.

Table 14 – Counterfactual

Outcomes	Counterfactual	Justification
Volunteers		
Volunteers feel proud that they can display and portray the history of Pen Llŷn and its people.	30%	Within the engagement process with volunteers, we asked the volunteers if they volunteered elsewhere and 8 volunteers from the sample had said that they volunteered in other places such as Canolfan Nefyn, Tŷ Gobaith and in a local Food Bank. Therefore, it is likely that volunteers experience some of the outcomes in these areas as well. But, looking at volunteers' responses to the question - 'Do you think you would get the same outcomes if you volunteered anywhere else? – in the survey, many volunteers indicated that they were learning new skills, but that the experience they had at the Museum was unique. This quote from a volunteer sums it up: "I'm part of a good team volunteering with Llanw Llyn and I've learned new skills, but the Museum means a lot more variety in the volunteer work I do - dealing with stock for the shop, planning labels, thinking about crafts and things we can create as well as running a small charity. Appointment work and responsibility for hiring etc.. are part of that." Other volunteers also point out that the historical element to the Museum is very unique. Therefore, when considering this and the volunteers' response to the counterfactual question within the survey, a low level of 30% is used.
Volunteers with better self-confidence when learning new knowledge and skills.		
Volunteers with a growing sense of belonging to the community as she has the opportunity to socialize and feel part of a team.		
Visitors		
Better knowledge and engagement with the history and culture of the Nefyn and Pen Llŷn area.	60%	When considering visitors, it is possible for them to visit many other attractions across Pen Llŷn and therefore would be able to experience these outcomes there. However, when discussing with visitors, many noted that they felt the Museum experience was unique as it emphasized maritime history in particular. Here are some quotes from the questionnaire which summarize this:-

Meet other visitors and locals and get a chance to socialize.		"No, the atmosphere of the museum in Nefyn makes the location unique." "Llŷn's maritime environment is unique to Llŷn and its maritime history - impossible to enjoy the same experience anywhere else in my opinion!" "There is a maritime museum over in Holyhead, but there is none within a long drive (50+ miles) of Llyn Maritime Museum. The museum is unique because it tells the story of Llŷn and the sea, which is our square mile." Therefore, when considering this and the discussions had within focus groups, a realistic medium level of 60% has been used.
Local People		
A sense of pride in our heritage	30%	Within the stakeholder engagement process with local people, many noted that there is a sense of community in Nefyn because a number of organizations have been established such as the Community Centre, The Heliwr community pub, and the Ecomuseum. Therefore, it is likely that local people are experiencing some of the outcomes in these areas anyway. However, the Museum provides a unique experience about local Maritime history and organizes specific events about history that bring the community together and we felt that this was valuable for local people. Therefore, a low level of 30% of counterfactual has been used.
A sense of belonging to the community		
Pupils		
Better knowledge and awareness of local history which leads to a growing feeling of pride for our heritage	60%	A question was asked to pupils within the survey around how likely they feel they would have experienced these outcomes anyway, and the results of the survey was 42%. When discussing with pupils within the focus groups, children shared that they learn about history through their lessons at school. However, the pupils noted that they enjoyed spending time seeing the artefacts and hearing more about Nefyn's local history and specifically – the Maritime history. Therefore, when taking all of this into consideration, a a medium level of 60% counterfactual has been used.
Teachers		
Better confidence to teach pupils about the Second World War and local heritage.	60%	When discussing with teachers, they noted that the experience at the Museum and the work package they receive from the Museum gave them unique information that they have not been able to get anywhere else. This had given them confidence to include more about local history in their lessons at school. This quote sums it up:- "Our experience at the museum was very valuable." However, teachers and schools prepare lessons around history all year around. Therefore, when taking all of this into consideration, a medium level of 60% counterfactual has been used.

9.2 Attribution

Attribution allows us to recognize the contribution of others towards achieving results. There is always the possibility that others will contribute to any changes in people's lives such as family members or other organisations. Visitors, local people, volunteers, pupils and teachers were asked a question around the level of attribution they would provide to others within the surveys and they were given five options to choose from. They were:-

- None of the changes are due to others
- Some of the changes are a result of others
- A significant amount of the changes are due to others
- Many of the changes are due to others
- All changes are due to others

The data from the surveys were considered within the attribution levels. However, evidence from interviews and focus groups were also included so following the median levels – the low (30%), medium (60%) or high (90%) levels were followed. The level of attribution and justification given to each stakeholder identified can be seen below in Table 15.

Table 15 – Attribution

Outcomes	Attribution	Justification
Volunteers		
Volunteers feel proud that they can display and portray the history of Pen Llŷn and its people.	60%	The results from the survey for volunteers found a mean attribution level of 23%. Within the stakeholder engagement process with volunteers, many shared that they volunteered elsewhere and were involved with other activities within the community such as Merched y Wawr. Many volunteers also socialised regularly with family and friends. Therefore, it is likely that volunteers experience some of the outcomes in these areas as well. Therefore, when taking all aspects into consideration, it felt appropriate to follow the median of medium level (60%) of attribution for volunteers.
Volunteers with better self-confidence when learning new knowledge and skills.		
Volunteers with a growing sense		

of belonging to the community as she has the opportunity to socialize and feel part of a team.		
Visitors		
Better knowledge and engagement with the history and culture of the Nefyn and Pen Llŷn area.	90%	From the survey with visitors, a mean result of 44% was identified for the attribution question. When speaking to visitors, they shared that they were visiting many other attractions that are part of the Ecomuseum such as Oriel Plan Glyn y Weddw, Nant Gwrtheryn and Felin Uchaf and therefore will experience some of these outcomes there. In terms of socialising, some of the visitors take a look around the museum and then visit another café or pub where they socialise with local people. Therefore, it felt important to take this into consideration so the median of 90% (high level) was applied to visitors attribution.
Meet other visitors and locals and get a chance to socialize.		
Local People		
A sense of pride in our heritage	60%	The survey results for the attribution question for local people was 42%. Within the engagement process with local people, many were proud about their history and heritage and were passionate about passing this on to the next generation. They would share stories about their families' history with their family, friends and visitors when out in the community. Many of the local residents also socialise in many other events and groups within the community such as RNLI, Merched y Wawr and Prynhawn Difyr. Therefore, it is likely that local people experience some of the outcomes in these areas as well. Therefore, when taking all the information into consideration, a medium level of 60% attribution has been applied.
A sense of belonging to the community		
Pupils		
Better knowledge and awareness of local history which leads to a growing feeling of pride for our heritage	60%	The results from the survey indicated an attribution level of 28% for pupils. However, when speaking to pupils within the focus group when a school came to visit the museum, some pupils seemed to be familiar with some of the stories as family members had shared this with them. Children also noted that they learn about history through their lessons at school. Therefore, when taking all of this into consideration it felt accurate to use a medium level of 60% attribution for pupils.
Teachers		

Better confidence to teach pupils about the Second World War and local heritage.	60%	The results of the teachers' survey found a mean attribution level of 25%. When discussing with teachers, they shared that they approach many other local attractions as part of the Ecoamgueddfa in order to enrich the children's experiences. It is therefore likely that teachers pick up some knowledge and skills from these experiences also. Therefore, the median of 60% of attribution was applied for teachers.
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9.3 Displacement

We need to consider whether the results were displacing other results elsewhere. For example, if we are dealing with criminal activity in one street, have we just moved the problem elsewhere?

Based on primary stakeholder engagement and secondary research, no displacement was found to have occurred due to this project.

9.4 Drop-off

This analysis captures the value generated during the 2025–2026 financial year, when the funding was received, and includes a forecast for an additional year. In line with standard practice, a drop-off rate is typically applied in subsequent years to reflect the gradual decline in outcomes over time and to ensure that impact is not over-attributed to the project.

However, the primary aim of Llŷn Maritime Museum is to keep the maritime and local history alive for visitors, local people and the next generation as well as provide opportunities for social connection and foster a sense of community for local people. Evidence from discussions with stakeholders suggests that these outcomes are closely tied to ongoing engagement and are therefore unlikely to persist beyond participation.

To balance this with a cautious approach and avoid over-claiming impact, a low level of 10% in drop-off has been applied within the value map for volunteers, local people, pupils and teachers. This is because they are likely to continue participating with the museum and would likely engage a few times a year. 50% drop-off has been applied to visitors as they do not visit as regularly as the other stakeholders - many may visit on a one-off basis.

10.0 SROI Results

This section of the report presents the general results of the SROI analysis of Llyn Maritime Museum. Underpinning these results are the eight SROI principles that have been carefully applied to each part of this analysis. The formula to calculate the SROI result is:

$$\text{SROI} = \frac{\text{Net present value of the benefit}}{\text{Value of inputs}}$$

The results show that for each £1 invested, **£4.69** of social value is generated. This result indicates that the dedication of staff and volunteers creates a very positive return for all the people affected by the Museum. The Museum is at the heart of the community and is very important in order to portray local Maritime history, language and heritage for visitors, local people, education and most importantly, for the next generation in the future. Protecting the history of the people and the Maritime history of Pen Llŷn is key for volunteers and local people mainly so that the next generation is aware and respects the events of the past because they shaped the future. Protecting the Museum's building ensures the long-term future of the Museum which means that the committee can implement a long-term plan to improve its impact.

Table 16 shows the current value created for each of the stakeholders included who experienced significant changes. The present value calculations take into account the discount rate of 3.5% as suggested by the Treasury Green Paper for outcomes lasting more than one year. Table 17 shows the social value created by each project.

Table 16- Main Results of SROI

Total value created	£
Total present value	£868,153.75
Investment value	£185,200.09
Net present value (present value less investment)	£682,953.66
Social Return on Investment	£4.69

Table 17- Social Value Created by Stakeholder Group

<i>Stakeholder</i>	<i>Total £ of social value</i>	<i>Total % of social value</i>
<i>Volunteers</i>	£150,547.56	17.3%
<i>Visitors</i>	£61,866.84	7%
<i>Local People</i>	£644,908.60	74.5%
<i>Pupils</i>	£9,277.95	1.10%
<i>Teachers</i>	£1,076.26	0.10%

Although the social value created for the pupils and teachers is relatively low compared to the value created for the other stakeholders, it is still important to recognize the value that is created as the Museum's aim is to make sure that local history is continued to the next generation. The volunteers, especially those on the artefacts team, see that the work to educate pupils and teachers is an important element of the Museum. The Museum's aim is to reach more pupils and schools in order to increase the value here.

11.0 Sensitivity Analysis

The results show the very significant value created by Llŷn Maritime Museum and is based on applying the principles of the SROI framework. Although there are assumptions inherent in this analysis, applying the principle of not over-claiming consistently leads to the potential undervaluation of some material outcomes based on issues such as duration of effect.

A sensitivity analysis is designed to assess any assumptions that were included in the analysis. Testing one quantitative variable at a time such as counterfactual factors, attribution factors, the proxies or number of stakeholders included allows any issues that have a significant impact on the overall results to be identified. If any issue is deemed to have a significant impact, this assumption should be carefully considered and managed moving forward. There is a need to get more accurate data as the risk of inaccuracies could lead to suboptimal decisions. To test the assumptions in this analysis, a range of issues were changed significantly to appreciate their impact. A summary of the results is given in Table 18. We have considered only including part of the grant investment as part of this analysis, as there is a possibility that the maintenance work that is carried out in the Museum

will have an effect for years to come e.g, upgrading the windows would last 5 years without repair. Therefore, this has been included within the sensitivity analysis below. We have included the entire grant within the evaluation because the scope of this evaluation is to look at the impact of the SPF grant.

Although some of the sensitivity tests indicate changes to the result, owing to the scale of the amendments made and the verification of assumptions and data with stakeholders, the results still indicate that if a single variable were significantly altered, the overall results remain highly positive. When changing some variables, the results have changed by 36% so in future some higher rigour is recommended when managing some of these. As seen in Section 8, different steps were taken to support the assumptions for the deadweight and attribution percentages. From the sensitivity analysis table below, it can be estimated that the social value evaluation is between **£3.00 and up to £6.16** for every £1 invested. This is considered as a positive return on investment and a reasonable range. The assumptions used in the value map estimate that the social value is **£4.69**.

Table 18- Summary of Sensitivity Analysis

A variable	Current hypothesis	Revised hypothesis	Revised SROI	Proportion of Change
Volunteers				
Volunteers feel proud that they can display and portray the history of Pen Llŷn and its people.	Deadweight (30%)	Deadweight(55%)	£4.64	-1.1%
	Attribution (60%)	Attribution (0%)	£4.89	+4.1%
	Displacement (0%)	Displacement (30%)	£4.65	-0.9%
Volunteers with better self-confidence when learning new knowledge and skills	Deadweight (30%)	Deadweight (0%)	£4.77	+1.7%
	Attribution (60%)	Attribution (90%)	£4.54	-3.2%
	The numbers of volunteers included in the Value Map (32)	The numbers of volunteers included in the Value Map (37)	£4.72	+0.7%
Volunteers with a growing sense of belonging to the community as she has the opportunity to socialize and feel part of a team.	Deadweight (30%)	Deadweight(60%)	£4.64	-1.1%
	Attribution (60%)	Attribution (90%)	£4.60	-2%
	Financial proxy – 'Increased Community' - £4,200	Financial proxy - 'Volunteering regularly' Measure Up - £3,400	£4.60	-2%

Visitors				
Better knowledge and engagement with the history and culture of the Nefyn and Pen Llŷn area	Deadweight (60%)	Deadweight (20%)	£4.88	+4%
	Attribution (90%)	Attribution (60%)	£5.27	+11.1%
	Displacement (0%)	Displacement (30%)	£4.63	-1.3%
Meet other visitors and locals and get a chance to socialize	Deadweight (60%)	Deadweight (30%)	£4.79	+2.1%
	Attribution (90%)	Attribution (30%)	£5.53	+15.2%
	Number of visitors included in the Value Map (310)	Number of visitors included in the Value Map (620)	£4.83	+2.9%

Local People

A sense of pride in our heritage	Deadweight (30%)	Deadweight(60%)	£3.85	-18%
	Attribution (60%)	Attribution (30%)	£6.16	+23.9%
	Displacement (0%)	Displacement (30%)	£4.10	-12.6%
A sense of belonging to the community	Deadweight (30%)	Deadweight(0%)	£5.34	+12.2%
	Attribution (60%)	Attribution (75%)	£4.12	-12.2%
	Financial proxy - Measure Up: Increased Community Integration- £4,200	Financial proxy - Life satisfaction increase from visiting heritage (including marine or maritime environments) - £2,167	£3.00	-36%

Pupils

Better knowledge and awareness of local history which leads to a growing feeling of pride for our heritage	Deadweight (60%)	Deadweight (90%)	£4.65	-0.9%
	Attribution (60%)	Attribution (0%)	£4.76	+1.5%
	Number of pupils included in the Value Map (141)	Number of pupils included in the Value Map (75)	£4.66	-0.7%

Teachers

Better confidence to teach pupils about the Second World War and local heritage	Deadweight (60%)	Deadweight (90%)	£4.68	-0.3%
	Attribution (60%)	Attribution (0%)	£4.70	+0.3%
	Financial proxy - Measure Up: Adult Learning for Work - To be able to help children - £600	Financial proxy - Cost of a presentation and activity session at a primary school (2021) - £103	£4.68	0.3%

Capital investment

Capital investment	Total investment included (£45,558.48).	Include only 40% of the investment to account for depreciation (£18,223)	£5.50	+14.8%
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12.0 Limitations

As shown above, great care was taken to adhere to the principle of not claiming too much. However, it is also important to recognize that there are some limitations within the assessment that need to be highlighted.

12.1 Engagement with stakeholders

During the stakeholder engagement process, we managed to speak to a good number of local people, volunteers and partners. However, the numbers of survey responses for visitors, local people and pupils were low. This was due to the time of year as the Museum was closed for the winter during the analysis period, so data collection was challenging. Getting more responses would allow us to include more visitors and locals in the value map.

12.2 Number of visitors and local people

The number of visitors as a whole had been considered by the Museum and then an estimate of 30% of these numbers had been given by the manager for local people. There are currently no processes to count visitors and locals separately. Therefore, we would recommend that this specific data collected in the future in order to count correctly.

12.3 Measuring counterfactual and attribution levels

It can be identified that using a single measure for counterfactual and attribution levels for all outcomes for each stakeholder can be a limitation as people could experience different levels for different outcomes. For further rigour in the future, stakeholders could be asked about the counterfactual and attribution levels for each outcome separately.

13.0 Risks

In accordance with principle 6 – transparency we need to explain the risks in this report (refer to table 19 below). This SROI forecast is being written with the project still in progress, so some risks have been identified, and then mitigated as best as possible in line with the 8 social value principles.

Table 19- Risks

Risk	Actions taken to reduce the risk
Data collection – the surveys were collected at the Museum face-to-face and online via Google Forms	It is possible that volunteers can influence the responses of visitors or local people. However, this was the only effective means of accessing stakeholders, as it was the volunteers who saw the individuals visiting the Museum. In analyzing the data, care was taken. We used the distance travelled method to ensure we got an accurate representation of the amount of change experienced by the stakeholders. The anchoring method was also used to ensure that each identified outcome was measured in line with each other in terms of the value placed on the outcomes.
Anticipate financial inputs – risk that we either over-report or under-report the financial inputs for the second year of the project.	Every care has been taken to ensure that the calculations for the second year of the project was as accurate as possible. Steps were taken to use 5% additional financial input compared to year one, in line with cpi data, and the same assumption of 5% was attributed across all financial inputs.
Number of people included in the report – 10% of the sample of	In order to ensure that we did not include too many people as part of the assessment, steps were taken to understand the true number of people involved with the Museum. As the

visitors and local people have been included in the value map.	surveys responses for visitors and local people were low, the survey responses were multiplied by 10 for both stakeholders in order to include appropriate numbers of visitors and local people in the value map. More responses will be needed in the future to include more people.
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14.0 Verification Process

In accordance with the principles of social value we also need to ensure that we check the information we include. To check the results identified for local people, visitors, volunteers, pupils and teachers, we did this by talking to the people of the community and the committee. For example, during the 26 semi-structured interviews we conducted with local people, we reached the point of saturation where we heard nothing new after the 10th interview. Also, at the end of each interview, we explained the outcomes we believed people had mentioned and they checked we were correct before ending the interview. This provided further confidence that we had identified the correct outcomes.

Therefore, in order to check the results obtained when conducting the interview, we asked the interviewees if they agreed or not with the results we stated. The majority of the interviewees agreed and verified that the results stated were an accurate reflection of the changes that people experience when taking part in the Museum's activities.

For the visitors, we reached the saturation point after about the 5th interview, in the next 4 interviews held, we asked the visitors for their opinion on the results we identified to make sure they check that we are on the right track.

For pupils, the focus group with all the children who had attended the Museum was a good way to get their opinion. At the end of the focus group we explained the outcomes we believed people had mentioned and they checked we were correct. When interviewing the teachers and within the teachers' surveys, they had also checked the outcomes we noted for the pupils.

For teachers, we reached the saturation point after the 3rd interview. We asked the teachers for their opinion on the results we identified at the end of the interview to make sure they check that we are on the right track.

For further validation, we showed the volunteers and the Museum manager the theory of changes we drew up for each stakeholder group in order to get their input, and although they recommended some changes, they validated and agreed that the results identified for each stakeholder group were along the right lines.

Finally, partners were also asked within surveys whether they agreed or disagreed with the outcomes identified for local people and visitors which also provided us with confidence in the outcomes identified.

15.0 Conclusion and Key Findings

This report has shown that it is anticipated that Llŷn Maritime Museum will create over £800,000.00 of value, with a range of between £3.00 - £6.16 with a suggestion of £4.69 of value being created.

What that means in practice is that people's lives have been positively changed.

This SROI forecast report has shown the importance of the Llŷn Maritime Museum to visitors, local people, pupils and teachers involved in the Museum's activities. The Museum is the heart of the community and is very important in order to portray local Maritime history, language and heritage for visitors, local people, education and most importantly, for the next generation in the future.

This report has identified five key stakeholder groups for the Museum. One of the key stakeholders is the volunteers. Without them giving their time to run the Museum day to day, the results of this would not be possible. Volunteers saw great value in being involved with the Museum and one of the biggest reasons for this is that they feel the pride of being able to portray the history of Pen Llŷn and its people. It was very clear that volunteers enjoy having the opportunity to socialize with visitors, local people and other volunteers which leads to a growing sense of belonging to the community. As volunteers also had the opportunity to learn new skills regularly at the Museum, they developed better self-confidence.

The second key stakeholder group is the visitors. Visitors see great value in visiting the Museum to learn about the history, heritage and importance of the language to Nefyn and Pen Llŷn. While having a conversation with visitors and other local people as well as volunteers at the Museum, visitors have the opportunity to socialize and hear more about what is available in the local area which boosts Pen Llŷn's economy.

The third key stakeholder group identified was local people. In the same way as the volunteers, as local people visit the Museum, they feel the pride for their heritage. It is very important to many local people that the Museum is able to carry on portraying local history so that the next generation can portray the history in the future. Many local people enjoy socializing within the events that are organized within the Museum and this results in a growing sense of belonging to the community.

Pupils within schools are also important stakeholders for the Museum. It is a very important aim for the Museum that the next generation learns and is aware of local Maritime history and heritage in order to be able to continue its legacy into the future. When visiting the Museum, pupils felt they had better knowledge and awareness of local history which made pupils feel proud of their heritage.

The teachers within schools also saw the benefits of being involved with the Museum. Visiting the artefacts and receiving a work pack from the volunteers raised the teachers' confidence to teach pupils about the Second World War and local heritage in particular. Without these personal stories, the resources would not be available for teachers to share with their pupils.

Key findings

Volunteers

- 95% of volunteers feel proud that they can display and portray the history of Pen Llŷn and its people.
- 86% of volunteers with improved self-confidence when learning new knowledge and skills.
- 95% volunteers felt a growing sense of belonging to the community.

Visitors

- 100% of visitors had better information and engagement with the history and culture of the Nefyn and Pen Llŷn area.
- 81% of visitors have the opportunity to socialize.

Local People

- 83% of local people with a growing sense of pride in their heritage.
- 66% of local people felt a growing sense of belonging to the community.

Pupils

- 81% of pupils have better knowledge and awareness of local history which leads to a growing feeling of pride for their heritage.

Teachers

- 100% of teachers had better confidence to teach pupils about the Second World War and local heritage

Finally, although many positive outcomes have been identified in the report, it is also important to recognize improvements that Llŷn Maritime Museum can make to improve the social impact it creates. The general communication needs to be improved, local people felt that there was not enough advertising around the events that take place at the Museum. It is necessary to target the interest of more children and young people so that the history is protected for future generations but also to get more young volunteers for the future. More variety is also important – such as offering warm welcome sessions for local people and changing the artefacts more often to attract more visitors back. Some recommendations are given below to address the current gaps.

16.0 Recommendations

16.1 Updating the exhibition and including more events

Local people in particular indicated that they would like to see more social events organized at the Museum such as more lectures and events that celebrate local history. They also noted that they would like to see the Museum being used for 'Warm Welcome' activities. Based on this, the local community can be more interested in visiting the Museum and perhaps more people in the community can be interested in volunteering.

Some partnerships such as Nant Gwrtheyrn also indicated that they would like to collaborate more with the Museum when holding joint events in order to attract more people to the organisations. The manager of Nant Gwrtheyrn, for example, indicated that they would like to create a package where a group of people can visit Nant Gwrtheyrn during the morning and then to the Museum during the afternoon. Nant Gwrtheyrn was also specifically interested in holding more workshops in the week for Welsh learners. The manager stated that she had seen an event the Museum had done for pupils with Gwyneth Glyn and they would like to do this type of activity with learners who have access to their Welsh learning courses at Nant Gwrtheyrn. The manager of Nant Gwrtheyrn indicated that if they were willing to pay for these activities which would bring more people to the Museum but also create income for the Museum as well.

It was also noticed by local people and pupils that they wanted to see the exhibition updated more often and that more creative activities were carried out when pupils visited the Museum. As shown in research by Morris Hargreaves and McIntyre in 2020, 90% of young people felt that museums did not consider them as an important audience. Therefore, it is very important for the Museum to consider targeting more activities using technology and creativity to keep children and young people interested. Hopefully this can increase the interest of children and young people within the field and perhaps lead to more young volunteers in order to keep the organization going in the future.

16.2 Better advertising and communication

Many local people commented that the Museum could advertise its events better. Some people indicated that they did not see when the events were taking place. When discussing

with local people and local services in the area, they noted that they did not have access to information leaflets or posters in order to share around the area or within local businesses. We would therefore recommend that investment be made to create and distribute information leaflets.

Although the Museum is part of the Ecomuseum, the Ecomuseum's project manager noted that the Museum could make more use of the partnership in order to advertise its organization more. This includes sharing posters and creating digital advertisements so that Ecomuseum's own channels can share the advertisements but that partnerships such as Nant Gwrtheyrn and Oriel Plas Glyn y Weddw can also share the events within its online channels and within its organisations. Some local organizations such as Tafarn yr Heliwr, Nefyn, indicated within the engagement process that they were very willing to collaborate more in order to advertise each other's events. When discussing with the Yr Heliwr Community Worker, she said that the Museum could put posters and information leaflets on its notice board inside Yr Heliwr.

Many partners indicated that it was necessary to vary the type of advertising in order to attract different ages such as using more social media but also using posters and information leaflets. Several partners had indicated that they were happy to put the posters and information leaflets within their organization in order to attract more local people.

16.3 Extending opening hours

Some local people and visitors had indicated that they would like to see the Museum's opening hours extended. The Museum is currently open April – October on Wednesdays to Sundays. However, some visitors and local people would like the opening hours extended to include Monday and Tuesday, and some want the Museum to be available after October. Some factor that needs to be considered when thinking about this is volunteering hours - more volunteers will need to be considered in order to extend opening hours. Therefore, investing in other areas such as advertising and attracting more volunteers would be needed, before extending the opening hours could be considered.

16.4 Factors for volunteers

It is very important to note that all stakeholder groups that have engaged with the analysis emphasized their appreciation to the volunteers for giving their time and for being warm, friendly and welcoming.

However, there were some factors that had been identified that needed to be considered in order to improve these areas moving forward with the possibility of increasing the social impact created by the Llyn Maritime Museum. One of the things that was noted was training for volunteers. Some visitors indicated that the knowledge and skills of volunteers should be strengthened so that volunteers recognize the prices of items in the shop, are able to use technology efficiently and that they could use the till confidently.

Some volunteers had indicated that they would like more opportunities to connect with each other. The volunteers had noted that a Whatsapp group had recently been set up and that this had helped. But, it would be worth organizing meetings at the beginning and end of term so that volunteers can come together to share ideas and problems so that they feel part of the planning for activities, events and artefacts, and that they are part of the process to solve any problems.

16.5 Data collection

In order to realize how much change and impact projects have on stakeholders we need data to understand if there is any change, and if so, how much change. We also need to establish whether there are differences in the needs of individuals. It is therefore recommended that any continuation of this plan requires an investment in time and funding to ensure that suitable systems and processes are in place to measure social value, extending this to include other important stakeholders. When such data is collected over time, it is possible to use the results to inform decision-making. Ultimately, this means that value is not just measured, but managed to improve the effects of the project.

We would recommend that more data is collected from visitors and local people so that more people can be included in the Value Map, but above all, to understand more about the changes in order to shape the service.

17.0 Attachments

Appendix 1 – Value map (separate from this document)

Appendix 2 - Theory of change - Volunteers

Appendix 3 – Volunteer Survey

Appendix 4 – Theory of change - Visitors

Appendix 5 – Visitor Survey

Appendix 6 – Theory of change - Local People

Appendix 7 – Local People Survey

Appendix 8 – Theory of change - Education

Appendix 9 – Pupil Survey

Appendix 10 – Teacher Survey

Appendix 11 – Partners Survey

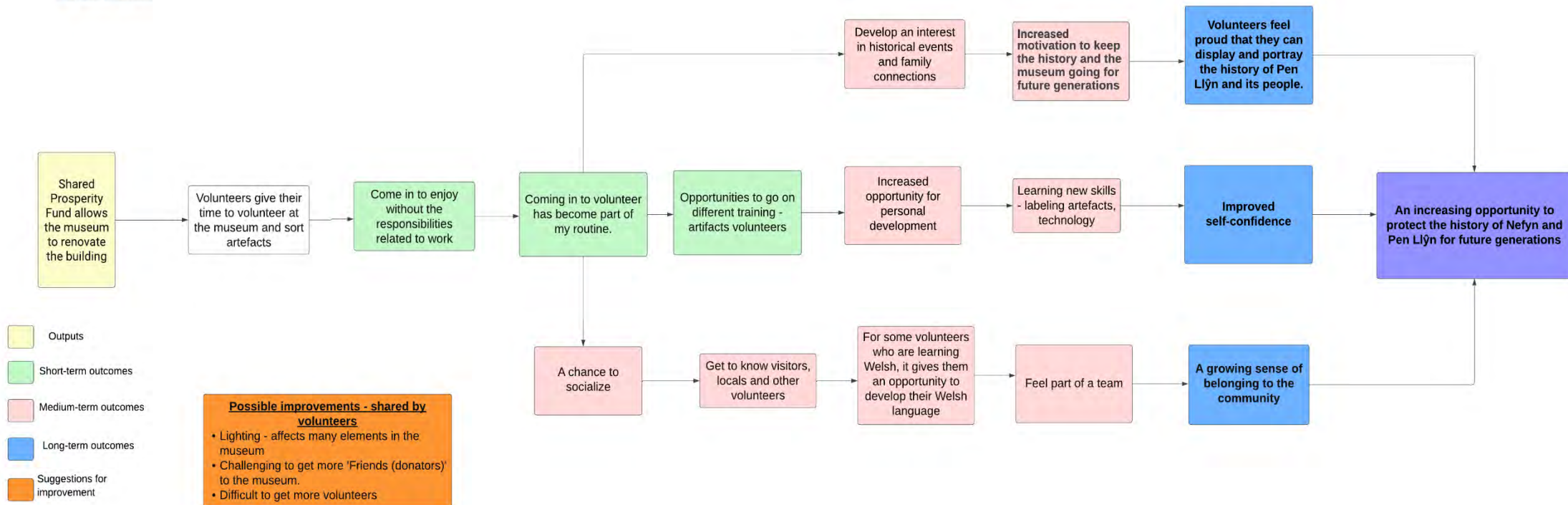
Appendix 12 – Possible improvements

Appendix 13 - How do the outcomes relate to the Well-being of Future Generations (Wales) Act?

17.2 Appendix 2: Theory of Change – Volunteers



Llŷn Maritime Museum: Volunteers



17.3 Appendix 3: Volunteer Survey

Impact Questionnaire Llŷn Maritime Museum: Volunteers

What is the purpose of this survey?

The Llŷn Maritime Museum has succeeded in gaining money from the Shared Prosperity Fund to carry out upgrading work on the building. As a result, Mantell Gwynedd is preparing a social value evaluation to understand how important the museum is to local people, visitors and volunteers. It also aims to understand what difference the museum and its activities make. We would appreciate it if you filled in this questionnaire to voice your experiences with Llŷn Maritime Museum.

The social value evaluation will benefit the Llŷn Maritime Museum to understand the value of the museum in order to try to secure funding in the future. It will also help to develop and improve the experiences.

Data Protection

Your response will be treated confidentially and in accordance with the Data Protection Act 2018. All your responses will remain confidential and anonymous. Only general survey results will be published. If you have any questions about this survey, please contact:- Social Value Cymru Team:- svc@mantellgwynedd.com.

* Indicates required question



1. Can you please state the area you live in:-

Mark only one oval.

- ☐ Nefyn
☐ Morfa Nefyn
☐ Dinas
☐ Porthdinllaen
☐ Llanengan
☐ Botwnnog
☐ Llanbedrog
☐ Llifaen
☐ Abersoch
☐ Aberdaron
☐ Trefor
☐ Other: _____

2. Can you please choose your gender:- *

Mark only one oval.

- ☐ Male
☐ Female
☐ Other
☐ I prefer not to say

3. Age:- *

Mark only one oval.

- ☐ 18 - 24
☐ 25 - 34
☐ 35 - 44
☐ 45 - 54
☐ 55 - 64
☐ 65+

4. What is your knowledge of the Welsh language? *

Mark only one oval.

- ☐ I am fluent in Welsh
☐ I'm learning Welsh
☐ I only know a few words
☐ I don't speak Welsh

5. How long have you been volunteering at Llŷn Maritime Museum? *

Tick all that apply:

- ☐ Under a year
☐ 1 - 2 years
☐ 3 - 5 years
☐ 5 - 7 years
☐ 7 - 9 years
☐ 10 + years

6. In your own words, why do you volunteer at Llŷn Maritime Museum? *

7. What do you feel has changed for you because you volunteer at Llŷn Maritime Museum? Tick the box that best describes how you feel and how much change you have experienced. *

Mark only one oval per row.

	No change	A little change	Some change	Quite a lot of change	A lot of change	Not relevant
I have more opportunities to socialize	☐	☐	☐	☐	☐	☐
I've gotten to know visitors, locals and other volunteers	☐	☐	☐	☐	☐	☐
I have more opportunities to develop my Welsh language	☐	☐	☐	☐	☐	☐
I feel part of a team	☐	☐	☐	☐	☐	☐
I feel an increased sense of belonging in the community	☐	☐	☐	☐	☐	☐
I've learned new skills	☐	☐	☐	☐	☐	☐
I feel proud that I am part of portraying the history of Pen Llŷn and its people.	☐	☐	☐	☐	☐	☐
An increased opportunity to protect the history of Nefyn and Pen Llŷn for future generations	☐	☐	☐	☐	☐	☐
I feel I have an increased self-esteem	☐	☐	☐	☐	☐	☐

8. *Choosing from the list of changes listed below on a scale of 1-10, where 10 is very important to you, can you say how important these changes are to you?*

Mark only one oval per row.

	1 (Not important at all)	2	3	4	5	6	7	8	9	10 (Extremely important)
I feel proud that I am part of displaying and portraying the history of Pen Llŷn and its people.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I feel I have an increased self-esteem	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I feel an increased sense of belonging in the community	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

9. *Do you volunteer anywhere else? If your answer is yes, please state where. **

10. *When thinking about others who may have helped you experience any positive changes, how much of the results are due to their help? Family, friends, or other groups may have helped you with these changes too.*

Mark only one oval.

- ☐ None of the changes are due to others
☐ Some of the changes are due to others
☐ Quite a few of the changes are due to others
☐ Many of the changes are due to others
☐ All the changes are due to others

11. *Do you think you would get the same results if you volunteered anywhere else? If so, could you please specify. **

12. *Is there anything you would like to see done differently to improve your experience as a volunteer at Llŷn Maritime Museum?*

13. *Any other comments you would like to add about Llŷn Maritime Museum? Any quotes you would like to share.*

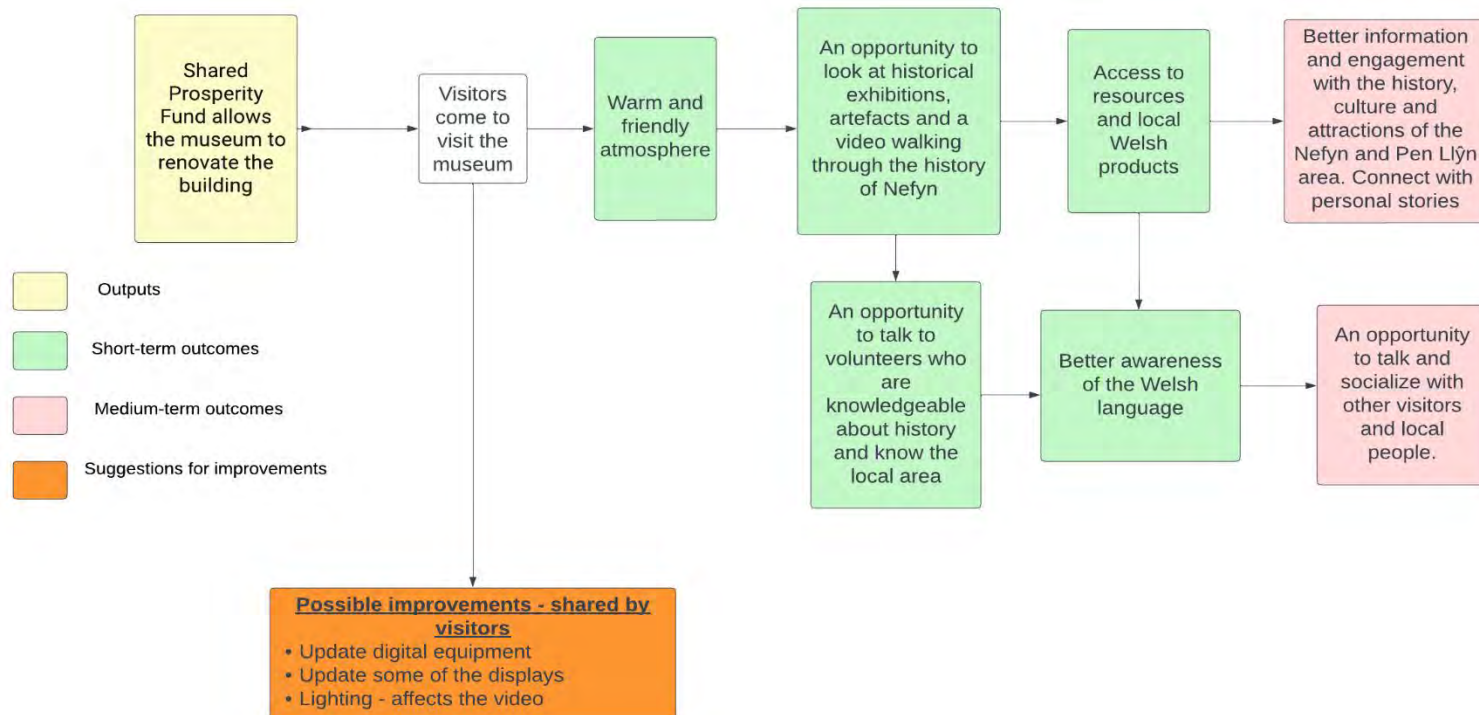
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17.4 Appendix 4: Theory of Change - Visitors



Llŷn Maritime Museum Theory of Change: Visitors



17.5 Appendix 5: Visitor Survey



1. Can you please state the area you live in:-

Mark only one oval.

- ☐ Arfon
- ☐ Dwyfor
- ☐ Meirionnydd
- ☐ Rest of Wales
- ☐ England / Ireland / Northern Ireland / Scotland
- ☐ International

2. Can you please choose your gender:- *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to say

3. Age:- *

Mark only one oval.

- ☐ 18 - 34
- ☐ 35 - 54
- ☐ 55 - 74
- ☐ 75+

4. What is your level of understanding of the Welsh language? *

Tick all that apply.

- ☐ I am fluent in Welsh
- ☐ I'm learning Welsh
- ☐ I only know a few words
- ☐ I don't speak Welsh

5. How did you hear about Llyn Maritime Museum? *

Mark only one oval.

- ☐ Have visited the museum before
- ☐ Leaflet
- ☐ Social media
- ☐ Ecoamgueddfa Website
- ☐ Llyn Maritime Museum website
- ☐ While researching on the internet
- ☐ Ecoamgueddfa passport
- ☐ By word of mouth - in the community
- ☐ By a friend or family member
- ☐ By walking in the area
- ☐ Other

6. What did you experience at Llyn Maritime Museum? *

Tick all that apply.

- ☐ Viewed the exhibition
- ☐ Viewed the artefacts
- ☐ I watched the video about Nefyn's history
- ☐ I bought local produce in the shop
- ☐ I had refreshments in the cafe
- ☐ Attended an event at the museum
- ☐ Other: _____

7. About how many times have you visited Llyn Maritime Museum? *

Tick all that apply.

- ☐ First time
- ☐ 2 - 3 times
- ☐ 4 - 6 times
- ☐ 7 - 10 times
- ☐ More than 10 times
- ☐ I visit every year
- ☐ I visit a few times a year
- ☐ Other: _____

8. **What do you feel has changed for you because you have visited ? Tick the box that best describes how you feel and how much change you have experienced.** *

Mark only one oval per row.

	No change	A little change	Some change	Quite a lot of change	A lot of change	Not applicable
I have better knowledge and connection with the history and culture of the Nefyn and Pen Llyn area	☐	☐	☐	☐	☐	☐
I have a better awareness and understanding of the importance of the Welsh language	☐	☐	☐	☐	☐	☐
I am more aware of other attractions, shops and tours in the local area	☐	☐	☐	☐	☐	☐
I have met with other visitors and local people and had the opportunity to socialize	☐	☐	☐	☐	☐	☐
Other:-	☐	☐	☐	☐	☐	☐

9. **From the statements below, can you please give your opinion from strongly disagree to strongly agree.** *

Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I will feel more comfortable attending the museum once the heating system is upgraded as the museum will be warmer.	☐	☐	☐	☐	☐
I feel that updating the light in the museum would be better so that I can see the exhibition and the video better.	☐	☐	☐	☐	☐
Exterior work including replacing window and door frames, repairing gutters and the wooden boat in the cemetery, and installing new picnic tables will make the museum more attractive.	☐	☐	☐	☐	☐
Internal improvements which include painting all the walls and ceilings inside the museum as well as upgrading the disabled toilet will make the museum feel fresher and more accessible.	☐	☐	☐	☐	☐

10. Choosing from the list of changes listed below on a scale of 1-10, where 10 is very important to you, can you say how important these changes are to you?

Mark only one oval per row.

	1 (Not important at all)	2	3	4	5	6	7	8	9	10 (Extremely important)	Not applicable
Better information and connection with the history, culture and attractions of the Nefyn and Pen Llŷn area.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Better awareness and understanding of the importance of the Welsh language	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

11. For research purposes and to understand the value of Llŷn Maritime Museum to you, could you state how much you would be willing to pay for your experience at the museum? *

12. When thinking about others who may have helped you experience any positive changes, how much of the results are due to their help? Family, friends, other attractions or other groups may have helped you with these changes too.

Mark only one oval.

- ☐ None of the changes are due to others
- ☐ Some of the changes are due to others
- ☐ Quite a few of the changes are due to others
- ☐ Many of the changes are due to others
- ☐ All the changes are due to others

13. Do you think you would gain the same experiences if you attended anywhere else? If so, could you please specify. *

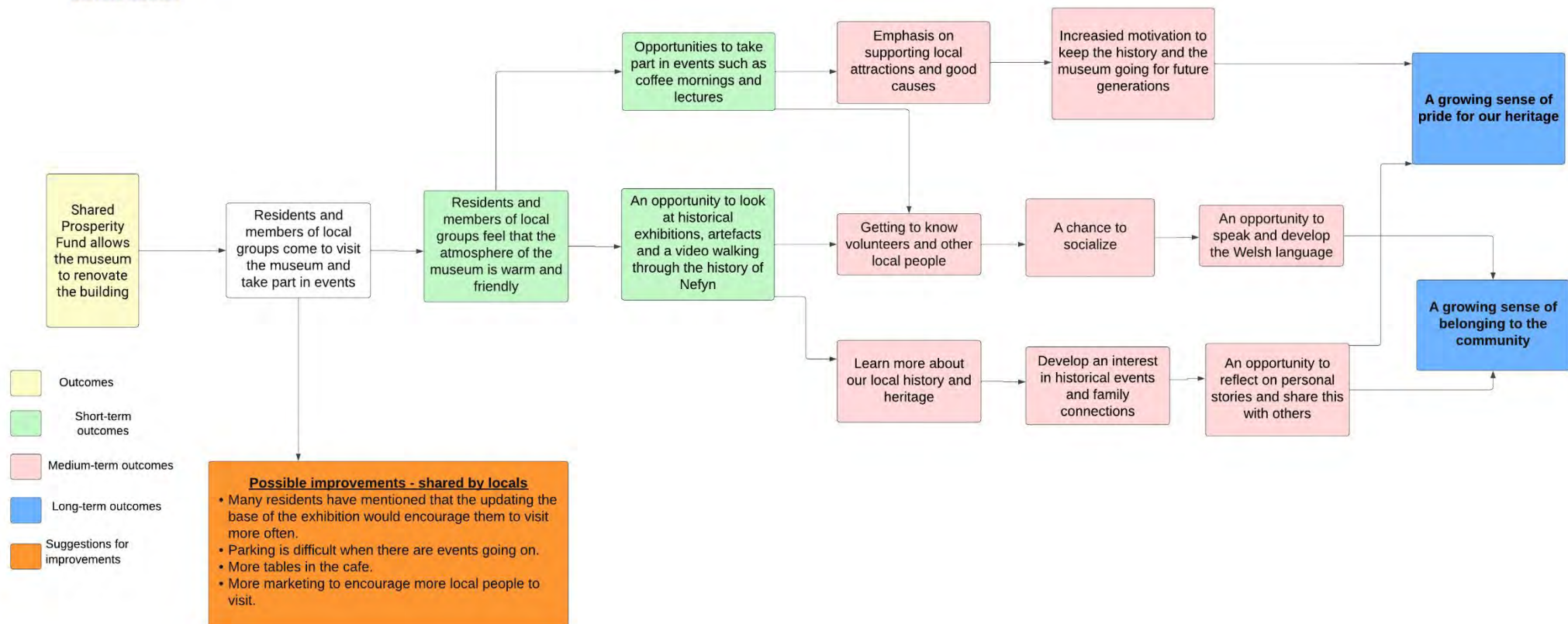
14. Is there anything you would like to see done differently to improve your experience as a visitor at Llŷn Maritime Museum?

15. Any other comments you would like to add about Llŷn Maritime Museum? Any quotes you would like to share.

17.6 Appendix 6: Theory of Change - Local People



Llŷn Maritime Museum Theory of Change: Local people and members of local groups



17.7 Appendix 7: Local People Survey

Llŷn Maritime Museum Impact Questionnaire: Local People

What is the purpose of this survey?

Llŷn Maritime Museum has been successful in obtaining funding from the Shared Prosperity Fund to carry out upgrading work on the building. As a result, Mantell Gwynedd is preparing a social value evaluation to understand how important the museum is to local people, visitors and volunteers. It also aims to understand what difference the museum and its activities make. We would appreciate if you could spare a couple of minutes to fill in this questionnaire to voice your experiences with Llŷn Maritime Museum. The social value evaluation will benefit Llŷn Maritime Museum to understand the value of the museum in order to try and secure funding in the future. It will also help to develop and improve the experiences.

Data Protection

Your response will be treated confidentially and in accordance with the Data Protection Act 2018. All your responses will remain confidential and anonymous. Only general survey results will be published. If you have any questions about this survey, please contact:- Social Value Cymru Team:- svc@mantellgwynedd.com.

* Indicates required question



1. Can you please state the village you live in:-

2. Can you please choose your gender:- *

Mark only one oval.

- ☐ Male
☐ Female
☐ Other
☐ Prefer not to say

3. Age:- *

Mark only one oval.

- ☐ Under 18
☐ 18 - 24
☐ 25 - 34
☐ 35 - 44
☐ 45 - 54
☐ 55 - 64
☐ 65+

4. What is your level of understanding of the Welsh language? *

Mark only one oval.

- ☐ I am fluent in Welsh
☐ I'm learning Welsh
☐ I only know a few words
☐ I don't speak Welsh

5. How did you hear about Llŷn Maritime Museum? *

Tick all that apply.

- ☐ By word of mouth - in the community
☐ From a family or friend
☐ Leaflet
☐ Social media
☐ Llŷn Maritime Museum website
☐ Being part of a group
☐ School
☐ Other: _____

6. In what ways have you experienced Llŷn Maritime Museum? *

Tick all that apply.

- ☐ Visit the exhibition and artefacts
☐ Came in for a cuppa in the cafe
☐ Bought local produce from the shop
☐ Lectures
☐ Events - e.g. coffee mornings, Christmas events etc.
☐ Visited as part of a group - Young Farmers, Merched y Wawr etc.
☐ Sewing Club
☐ Other: _____

7. *In your own words, why are you involved with Llŷn Maritime Museum? **

8. *About how many times have you visited Llyn Maritime Museum?* *

Mark only one oval.

- ☐ 1 - 3 times
- ☐ 4 - 6 times
- ☐ 7 - 10 times
- ☐ More than 10 times
- ☐ Occasionally
- ☐ Other:

9. What do you feel has changed for you when participating with the Llyn Maritime Museum? Tick the box that best describes how you feel and how much change you have experienced.

Mark only one oval per row.

[illegible]

10. **Choosing from the list of changes listed below on a scale of 1-10, where 10 is very important to you, can you say how important these changes are to you?** *

Mark only one oval per row.

	1 (Not at all important)	2	3	4	5	6	7	8	9	10 (Extremely important)
A growing sense of pride for our heritage	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
A growing sense of belonging to a community	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

13. **Do you do attend other local groups and events? If so, could you please specify some.** *

11. **How likely is it that you would have experienced the changes above without the Llyn Maritime Museum?** *

Mark only one oval.

- ☐ Highly unlikely I would have experience these changes without Llyn Maritime Museum
- ☐ Unlikely I would have experience these changes without Llyn Maritime Museum
- ☐ Somewhat likely I would have experience these changes without Llyn Maritime Museum
- ☐ Likely I would have experience these changes without Llyn Maritime Museum
- ☐ Highly likely I would have experience these changes without Llyn Maritime Museum

12. **When thinking about others who may have helped you experience any positive changes, how much of the results are due to their help? Family, friends, or other groups may have helped you with these changes too.**

Mark only one oval.

- ☐ None of the changes are due to others
- ☐ Some of the changes are due to others
- ☐ Quite a few of the changes are due to others
- ☐ Many of the changes are due to others
- ☐ All the changes are due to others

14. From the statements below, can you please give your opinion from strongly disagree to strongly agree.

Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I will feel more comfortable attending the museum once the heating system is upgraded as the museum will be warmer.	☐	☐	☐	☐	☐
I feel that updating the light in the museum would be better so that I can see the exhibition and the video better.	☐	☐	☐	☐	☐
Exterior work including replacing window and door frames, repairing gutters and the wooden boat in the cemetery, and installing new picnic tables will make the museum more attractive.	☐	☐	☐	☐	☐
Internal improvements which include painting all the walls and ceilings inside the museum as well as upgrading the disabled toilet will make the museum feel fresher and	☐	☐	☐	☐	☐

Installing a new Cable Display System to hang artefacts from the ceiling will be visually appealing and enhance the historical experience.

☐ ☐ ☐ ☐ ☐

15. For research purposes and to understand the value of Liŷn Maritime Museum to you, could you * state how much you would be willing to pay for your experience at the museum?

16. Is there anything you would like to see done differently to improve Liŷn Maritime Museum for local people?

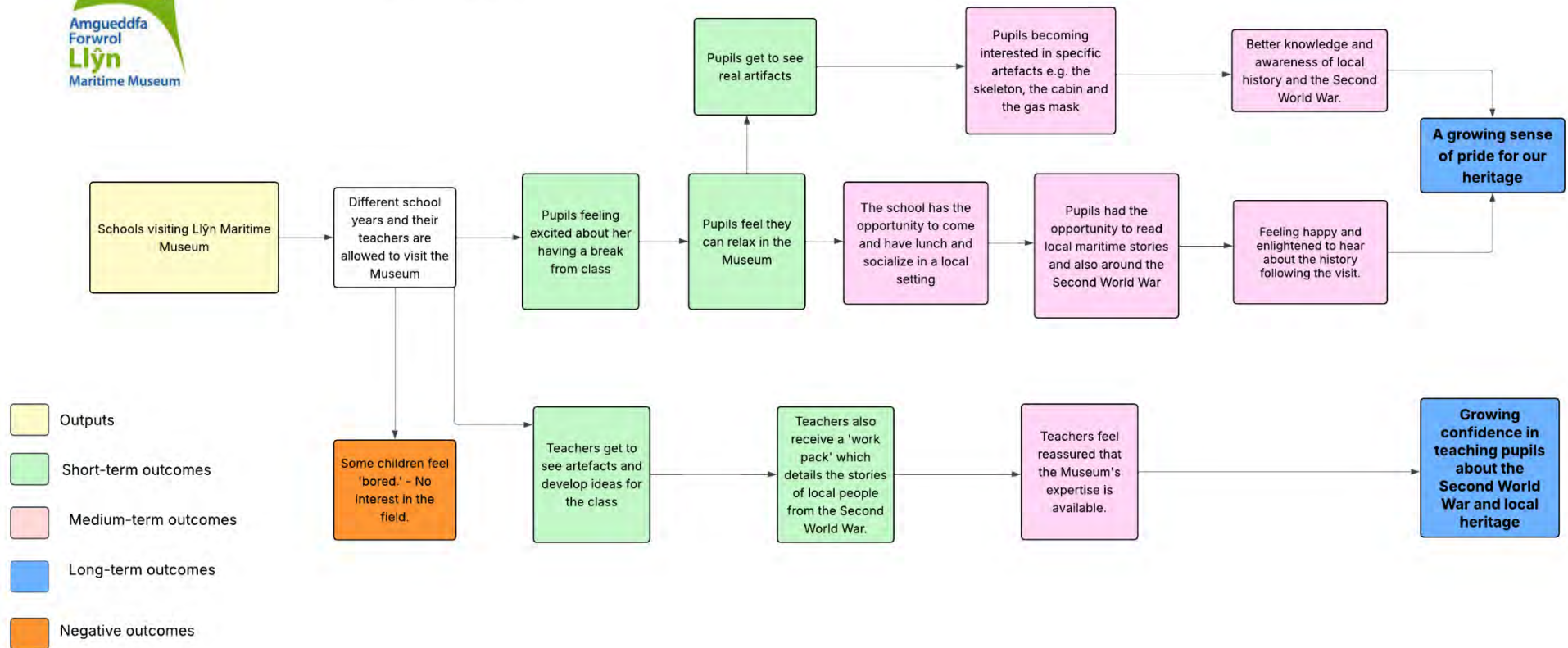
17. Any other comments you would like to add about Liŷn Maritime Museum? Any quotes you would like to share.

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17.8 Appendix 8: Theory of Change - Schools

Llŷn Maritime Museum Theory of Change - Schools



17.9 Appendix 9: Pupil Survey

Llyn Maritime Museum Impact Survey : Pupils

What is the purpose of this survey?

The Llyn Maritime Museum has succeeded in gaining money from the Shared Prosperity Fund to carry out upgrading work on the building. As a result, Mantell Wynedd is preparing a social value evaluation to understand how important the museum is to local people, visitors, and volunteers. It also aims to understand what difference the museum and its activities make. We would appreciate it if you filled in this questionnaire to voice your experiences with Llyn Maritime Museum. The social value evaluation will benefit the Llyn Maritime Museum to understand the value of the museum in order to try to secure funding in the future. It will also help to develop and improve the experiences.

If you are under 18 years of age, you need to have parental consent and that you have the help of an adult to fill in this questionnaire.

Data Protection

Your response will be treated confidentially and in accordance with the Data Protection Act 2018. All your responses will remain confidential and anonymous. Only general survey results will be published. If you have any questions about this survey, please contact:- The Social Value Cymru Team:- svc@mantellwynedd.com.

[Feedback and your personal information](#)



1. Which school do you attend:-

2. Which year are you in school? *

(Tick all that apply)

- ☐ Reception - Year 2
- ☐ Year 3
- ☐ Year 4
- ☐ Year 5
- ☐ Year 6

3. Gender:- *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Other

4. Roughly how many times have you visited the museum within the last year? *

Mark only one oval.

- ☐ Once
- ☐ 2-3 times
- ☐ 4-6 times
- ☐ 7-10 times
- ☐ More than 10 times
- ☐ Other

5. Reading the statements below, what do you feel has changed for you since you got involved with Llyn Maritime Museum? Tick the box that * best describes how you feel and how much change you have experienced.

Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
I've become interested in artefacts	☐	☐	☐	☐	☐
I have better knowledge and awareness of local history and the Second World War	☐	☐	☐	☐	☐
I feel happy and enlightened to hear the story following the visit to the school	☐	☐	☐	☐	☐
I have a growing sense of pride for our heritage	☐	☐	☐	☐	☐

6. Choosing from the list of results listed below on a scale of 1-10, where 10 is very important to you, can you say how important these changes are to you?

Mark only one oval per row.

	1 (Not important at all)	2	3	4	5	6	7	8	9	10 (Extremely important)	Not applicable
I have better knowledge and awareness of local history and the Second World War	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I feel happy and enlightened to hear the story following the visit to the school	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I have a growing sense of pride for our heritage	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

7. *How likely is it that you would have experienced these changes without the Ljñ Maritime Museum?*

Mark only one oval.

- ☐ It is very unlikely that he would have experienced these changes without the Ljñ Maritime Museum
- ☐ It is unlikely that he would have experienced these changes without the Ljñ Maritime Museum
- ☐ It is quite likely that he would have experienced these changes without the Ljñ Maritime Museum.
- ☐ It is likely that he would have experienced these changes without the Ljñ Maritime Museum.
- ☐ It is very likely that he would have experienced these changes without the Ljñ Maritime Museum

8. *When thinking about others who may have helped you experience any positive changes, how much of the results are due to their help? The school, family, friends and other organizations may have helped you with these changes too.*

Mark only one oval.

- ☐ None of the changes are due to others
- ☐ Some of the changes are due to others
- ☐ Quite a few of the changes are due to others
- ☐ Many of the changes are due to others
- ☐ All the changes are due to others

9. *Is there anything you would like to see done differently to improve your experience at Ljñ Maritime Museum?*

10. *Any other comments you would like to add about Ljñ Maritime Museum? Any quotes you would like to share*

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17.10 Appendix 10: Teacher Survey

Llyn Maritime Museum Impact Questionnaire: Schools - Teachers

What is the purpose of this survey?

The Llyn Maritime Museum has succeeded in gaining money from the Shared Prosperity Fund to carry out upgrading work on the building. As a result, Mantell Gwynedd is preparing a social value evaluation to understand how important the museum is to local people, visitors and volunteers. It also aims to understand what difference the museum and its activities make. We would appreciate it if you filled in this questionnaire to voice your experiences with Llyn Maritime Museum.

The social value evaluation will benefit the Llyn Maritime Museum to understand the value of the museum in order to try to secure funding in the future. It will also help to develop and improve the experiences.

Data Protection

Your response will be treated confidentially and in accordance with the Data Protection Act 2018. All your responses will remain confidential and anonymous. Only general survey results will be published. If you have any questions about this survey, please contact: The Social Value Cymru Team: svc@mantellgwynedd.com.

* Indicates required question



1. **Name of school:-**

2. **Which year groups have visited the museum and learned about it? ***

Tick all that apply.

- ☐ Reception - Year 2
- ☐ Year 3
- ☐ Year 4
- ☐ Year 5
- ☐ Year 6

3. **Around how many pupils have visited and learned about Llyn Maritime Museum? ***

4. **Roughly how many times has your school contacted the museum or visited it within the last year? ***

Mark only one oval.

- ☐ Once
- ☐ 2 - 3 times
- ☐ 4 - 5 times
- ☐ 7 - 10 times
- ☐ More than 10 times
- ☐ Other: _____

5. **In your own words, why did your school decide to contact, visit or receive a work package from Llyn Maritime Museum? ***

6. Reading the statements below, what do you feel has changed for your school since you got involved with Llyn Maritime Museum? Tick the box that best describes how you feel and how much change you have experienced.

Mark only one oval per row.

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Pupils become interested in artefacts	☐	☐	☐	☐	☐
Pupils have better knowledge and awareness of local history and the Second World War	☐	☐	☐	☐	☐
Pupils feel happy and enlightened to hear the story following the visit.	☐	☐	☐	☐	☐
Pupils have a growing sense of pride for their heritage	☐	☐	☐	☐	☐
As a teacher I have better confidence to teach pupils about the Second World War and local heritage	☐	☐	☐	☐	☐
As a school we value using the museum as a place to socialize at times	☐	☐	☐	☐	☐

7. Choosing from the list of outcomes listed below on a scale of 1-10, where 10 is very important to you, can you say how important these changes are to your pupils / teachers?

Mark only one oval per row.

	1 (Not at all important)	2	3	4	5	6	7	8	9	10 (Extremely important)	Not applicable
Pupils have better knowledge and awareness of local history and the Second World War	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Pupils feel happy and enlightened to hear the story following the visit.	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Pupils have a growing sense of pride for their heritage	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
As a teacher I have better confidence to teach pupils about the Second World War and local heritage	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

8. How likely is it that pupils will have experienced these changes without the Llyn Maritime Museum?

Mark only one oval.

- ☐ It is very unlikely that the pupils would have experienced these changes without the Llyn Maritime Museum
- ☐ It is unlikely that the pupils would have experienced these changes without the Llyn Maritime Museum.
- ☐ It is quite likely that the pupils would have experienced these changes without the Llyn Maritime Museum.
- ☐ The pupils would probably have experienced these changes without the Llyn Maritime Museum.
- ☐ It is very likely that the pupils would have experienced these changes without the Llyn Maritime Museum.

9. *When thinking about others who might have helped you as a school to experience any positive changes, how many of the results are a result of their help? Other organizations may have helped you with these changes too.*

Mark only one oval.

- ☐ None of the changes are due to others
- ☐ Some of the changes are due to others
- ☐ Quite a few of the changes are due to others
- ☐ Many of the changes are due to others
- ☐ All the changes are due to others

10. *Is there anything you would like to see done differently to improve your experience as a school at Llyn Maritime Museum?*

11. *Any other comments you would like to add about Llyn Maritime Museum? Any quotes you would like to share.*

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17.11 Appendix 11: Partners Survey

Llŷn Maritime Museum Impact Questionnaire: Partners

What is the purpose of this survey?

Llŷn Maritime Museum has been successful in obtaining funding from the Shared Prosperity Fund to carry out upgrading work on the building. As a result, Mantell Gwynedd is preparing a social value evaluation to understand how important the museum is to local people, visitors and volunteers. It also aims to understand what difference the museum and its activities make. We would appreciate if you could spare a couple of minutes to fill in this questionnaire to voice your experiences with Llŷn Maritime Museum. The social value evaluation will benefit Llŷn Maritime Museum to understand the value of the museum in order to try and secure funding in the future. It will also help to develop and improve the experiences.

Data Protection

Your response will be treated confidentially and in accordance with the Data Protection Act 2018. All your responses will remain confidential and anonymous. Only general survey results will be published. If you have any questions about this survey, please contact:- Social Value Cymru Team:- svc@mantellgwynedd.com.

* Indicates required question



**FFYNIANT
— BRO —**

1. Can you please enter your name:-

2. Could you please tell us which organization you work with?

3. We would like to learn about any changes/outcomes that Llŷn Maritime Museum has had on visitors. Read the following statements and indicate whether you agree or disagree with them.

Mark only one oval per row.

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Not relevant
Visitors have better knowledge and engagement with the history and culture of the Nefyn and Pen Llŷn area	☐	☐	☐	☐	☐	☐
Visitors have a better awareness and understanding of the importance of the Welsh language	☐	☐	☐	☐	☐	☐
Visitors are more aware of other attractions, shops and tours in the local area	☐	☐	☐	☐	☐	☐
Visitors have the opportunity to meet other visitors and local people and have the opportunity to socialize	☐	☐	☐	☐	☐	☐

4. We would like to learn about any changes/outcomes that the Llŷn Maritime Museum has had on residents and local people. Read the following statements and indicate whether you agree or disagree with them.

Mark only one oval per row.

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Not relevant
Local people learn more about local history and heritage	☐	☐	☐	☐	☐	☐
It is an opportunity for local people to reflect on personal stories and share this with others	☐	☐	☐	☐	☐	☐
Local people are increasingly motivated to keep the history and the museum going for future generations	☐	☐	☐	☐	☐	☐
Opportunities to socialise	☐	☐	☐	☐	☐	☐
An opportunity to speak and develop the Welsh language	☐	☐	☐	☐	☐	☐
Local people have a growing sense of pride in their heritage	☐	☐	☐	☐	☐	☐
Residents and local people have a growing sense of belonging to the community	☐	☐	☐	☐	☐	☐

5. We would like to learn about any changes/outcomes Llŷn Maritime Museum has had on your organisation. Read the following statements and indicate whether you agree or disagree with them.

Mark only one oval per row.

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree	Not relevant
We often collaborate with the Museum and organize/run joint events	☐	☐	☐	☐	☐	☐
Llŷn Maritime Museum supports and promotes our events through posters/social media	☐	☐	☐	☐	☐	☐
Llŷn Maritime Museum encourages visitors and local people to come and visit our institution/organisation	☐	☐	☐	☐	☐	☐
Other:-	☐	☐	☐	☐	☐	☐

6. When thinking about others who might have helped you to prove the outcomes in question 5, how many of the outcomes are the result of the Llŷn Maritime Museum? Other groups and organizations may have helped you with these changes too.

Mark only one oval.

- ☐ None of the changes are due to others
☐ Some of the changes are due to others
☐ Quite a few of the changes are due to others
☐ Many of the changes are due to others
☐ All the changes are due to others

7. Do you think local people get enough use out of Llŷn Maritime Museum? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Not sure

8. *Is there anything you would like to see done differently to improve Llyn Maritime Museum for local people and/or visitors?*

9. *Any other comments you would like to add about Llyn Maritime Museum? Any quotes you would like to share.*

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17.12 Possible Improvements – Results from survey

Here are some of the areas for improvement that was raised by stakeholders during the quantitative and qualitative stages. This is the evidence in which informs the recommendations section.

Updating the exhibition / Developing creative ways of displaying artefacts

Some pupils had reported during the focus group that they felt the visit was boring as they were not interested in history. It could be argued that going to see a Museum is not for everyone, but it is interesting to look at the research by Morris Hargreaves and McIntyre in 2020 where it was shown that only 12% of young people between the ages of 16 and 25 felt that museums say something that is relevant to them. 90% of young people felt that museums did not consider them as an important audience. It could be argued that some of the children feel the same way towards Llŷn Maritime Museum. Some children noted within the question around improvement within the survey, that they would like to see more models and want to see more use of technology such as watching videos and using VAR.

There were a number of visits to the Museum mainly from primary schools and perhaps more visits should be offered to secondary schools in order to target young people. Conversations with partners had reinforced this. One partner said:-

"The museum is already doing exceptional work, but there is room for improvement. Here is one suggestion: the museum is very dependent on volunteers to run the building (opening hours) and the exhibitions, and there is a need to improve engagement with local young people. A collaborative project with higher education or A-level students could be a great way to do this, involving them in working alongside the artefacts team and the volunteers to gather information and then develop creative, interactive and sustainable ways of displaying items. The exhibitions are bilingual and accessible, bridging generations, passing on local history, and opening the door to encourage young people to volunteer at the museum."

As Morris Hargreaves and McIntyre (2020) showed in his research, many young people wanted museums to listen more and be prepared to share power and make decisions with young people as equal partners. With more power in their hands, young people feel that change is possible. By raising the interest of children and young people, it can not only encourage them to continue visiting the Museum, but it can also encourage them to volunteer and keep the Museum and history going in the future.

Some visitors and local people had pointed out the need to renew the exhibition more often so that more people come to visit the Museum more often. Here are some comments that summarize this:-

"A new exhibition always attracts interest. In the future, it might be necessary to think about varying some parts of the permanent exhibition, for the sake of people who visit every year, and to attract people back."

1. The Museum gets an extension

Several visitors and local people indicated that they would like to see an extension to the Museum so that the exhibition could be bigger and that the cafe could be extended. At the moment there are only 3 tables in the cafe. Some visitors had pointed out that there was a lack of privacy as the tables were close together. The leader of the 'Prynhawn Difyr' group had pointed out that when large groups go to the Museum, there is not much space to put down a cup of tea and cake, so a small extension to the cafe would help with this. Here are some of the comments that have been noted in the questionnaires:-

"I would like to see the expansion of the Museum by creating either a) a cafe cabin outside the main building freeing up space for more exhibitions inside, or b) another building as part of the museum eg an abandoned Chapel as a suitable location to show large models of ships, riggin etc and host community mass events."

"We need an extension! There is so much potential here, it's a shame to have to stuff so much history into one small building."

On the other hand, some local people pointed out that it would be beneficial to have an extension, but this might not be practical because the Museum is an old church and therefore can lose its originality and historical characteristics. As one individual said:-

"The Museum comes first - it's very important to a community."

2. More events, better advertising and communication

Local people in particular indicated that they would like to see more social events organized at the Museum such as more lectures and events that celebrate local history. Some partners indicated that they would like to see more events targeted at a younger demographic. Here are some comments that summarizes this:-

Plas Carmel: "The social events that are beyond the Museum's 'normal' opening hours are a very good way of attracting local people. These events are always packed. It is a good center to hold small-scale talks and concerts. It can also be a place to show movies or not? There is a good big screen there."

Nant Gwrthelyn: "More social events for people aged 25-50."

Local people: "More events for young people."

Locals: "More social events."

Local people: "more community events with local businesses."

Local people and members pointed out that there was a lack of communication about the events going on at the Museum. Although the Museum has social media and being part of the Ecomuseum partnership means other partners are also able to share information about the Museum's events, but many local people pointed out that there is a lack of communication. See the comments below:-

"More event advertising."

"Better contact via email about events at the Museum."

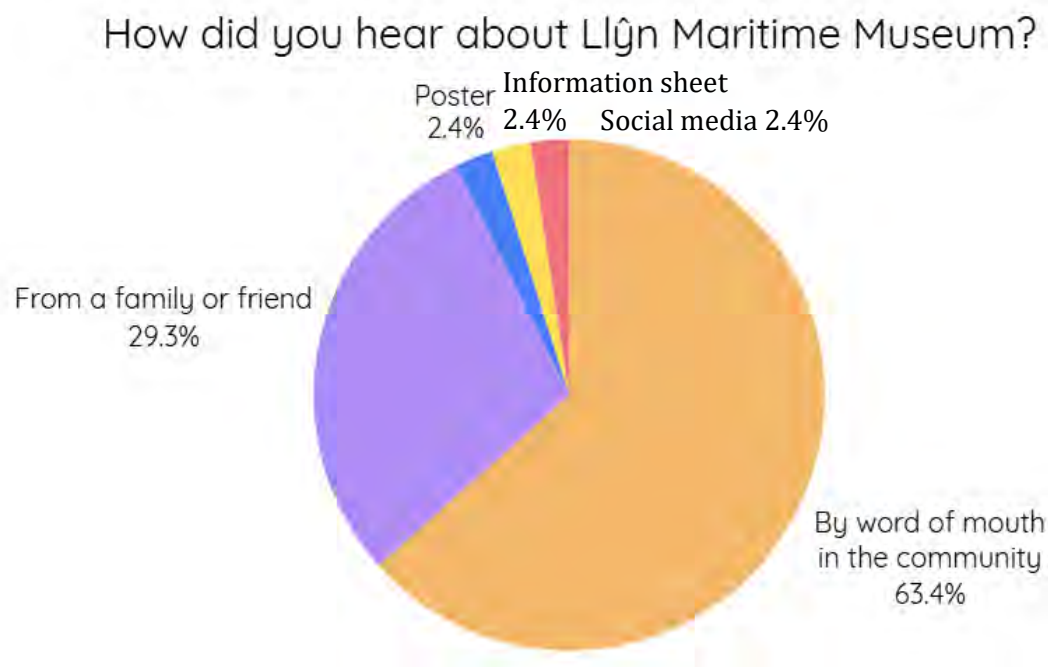
"More outdoor advertising."

"More outdoor advertising for the charterers' nights."

"Strengthen communication with the members."

Looking at the statistics about how local people have heard about the Museum, Figure 19 shows that 63.4% heard by word of mouth and 29.3% from a family or friend. Only 7.2% of local people had heard through an advertisement.

Figure 19 – Local People – How did you hear about Llyn Maritime Museum?



Many partners indicated that advertising needed to be varied in order to attract different ages such as using more social media but also using posters and information leaflets. Several partners had indicated that they were happy to put the posters and information leaflets within their organization in order to attract more local people.

3. Extended opening hours

Some local people and visitors had indicated that they would like to see the Museum's opening hours extended:-

"Open more and a place to socialise."

"Expanding opening hours - beginning of the week."

The Museum is currently open April – October on Wednesdays to Sundays. As stated above, some visitors and local people would like opening hours extended to include Monday and Tuesday, and some want the Museum to be available after October. However, some of practicalities that needs to be considered when thinking about this is volunteering hours - more volunteers will need to be considered in order to extend opening hours.

4. Parking

Local people in particular had pointed out that parking can be an obstacle at times with some noting that there is not enough parking space when there are events going on and many people in the Museum at once. Others indicated that the quality of the car park was an obstacle as water could gather in certain areas. Here are some of the comments below:-

"A car park with less water."

"More parking space."

5. Volunteer Factors

It is very important to note that all stakeholder groups that have engaged within the analysis emphasize their appreciation to the volunteers for giving their time and for giving a friendly and warm welcome at the Musuem. Here are some comments that summarize this:-

"The museum is run by a very good team which is very encouraging. Excellent work is done by the artefacts group, The events are key to attracting people through the door. I hope that we can continue to attract children into the museum and arouse their interest. The contribution of the volunteers is invaluable."

"Amazing little museum. A warm welcome and very interesting."

"It is a wonderful informative place, with such friendly staff. Keep doing what you're doing."

"Keep up the good work. You are doing a remarkable job. Thank you."

"Thanks to all the volunteers who gave their time to the project."

... the dedication from the staff and volunteers is an inspiration."

"Years of effort and hard work have gone into establishing the Museum. Congratulations to all the volunteers on the journey."

There were some factors that had been identified that needed to be considered in order to improve these fields moving forward with the possibility of increasing the social impact created by the LIÿn Maritime Museum. One of the things that was noted was training for volunteers. One visitor noted:-

"More staff training - especially in IT. They often cannot answer questions and do not know price of items on sale in gift shop. Added up cost on a bit of paper. Not confident using iPad to process purchases."

There should be an opportunity for volunteers to get information about the prices of items in the shop as well as opportunities to receive training around using the till.

Another visitor had noted:-

"Some of the volunteers ask too personal questions if they have children."

"Some volunteers don't talk about their personal life and let me see the exhibition."

Although many visitors liked that volunteers offered a conversation and tried to get to know them, some visitors did not like to discuss their personal situation and preferred to discuss the exhibition only.

The final factor for volunteers has come from volunteers' own feedback. Volunteer expressed that they would like more opportunities to connect with each other as the comments below indicate:-

"More connected - What's App group helped."

"Maybe have a volunteer meeting before and at the end of the season to share ideas / problems."

"Meet the volunteering team regularly."

It would be worth organizing meetings at the beginning and end of term so that volunteers can come together to share ideas and problems so that they feel part of the planning for activities, events and artefacts, and that they are part of the process to solve any problems.

17.13 Appendix 13: How do the outcomes relate to the Well-being of Future Generations (Wales) Act?

What is the Well-being of Future Generations (Wales) Act?

*"The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales. It will help the public bodies listed in the Act to think about the long term, work better with people and communities and together, try to prevent problems and follow a consistent approach. This will help us to create the Wales we all want to live in, now and in the future. To make sure that we all work towards the same vision, the Act sets out seven goals of well-being."*²¹

Figure 20 - Well-being Goals



²¹ <https://www.llyw.cymru/dedd-wellsiant-cendleathur-dyfodol-cymru-2015-yr-nfodion-html>

Volunteers

The outcomes identified for the volunteers relate to a sense of belonging and strengthening the community and maintaining and strengthening the use of the Welsh language and culture. It could be argued that the outcomes of the volunteers contribute towards the well-being goal of *‘Wales of Cohesive Communities’*, namely, *‘People active in their communities: Creating the conditions where people and communities can do the things that are important to them’*. The work of portraying and keeping local history going is very important to the volunteers and this brings a strong sense of community.



Visitors

The outcomes identified for visitors relate to developing better knowledge and engagement with the history and culture of Nefyn and Pen Llŷn and also the opportunity to socialise. Therefore, the outcomes of visitors contribute towards the same well-being goal as the volunteers, which is a *‘Wales of Cohesive Communities’* and also a *‘Wales with a Vibrant Culture where the Welsh Language flourishes’*. By attracting visitors to the area, the contribution is towards the well-being goal of *‘A More Prosperous Wales’* as visitors contribute towards growing the economy of the Pen Llŷn area.



Local People

The outcomes identified for local people relate to pride in the local culture and heritage and relate to an increased sense of belonging to the community. This contributes towards the well-being goal of a '*Wales of Cohesive Communities*' and also a '*Wales with a Vibrant Culture where the Welsh Language flourishes*'. In the same way as volunteers, preserving local history for future generations is very important to local people and this brings a strong sense of community.

Schools – Pupils and Teachers

In the same way as volunteers and local people, outcomes identified for pupils and teachers relate to receiving better information and awareness about local history and pride around its culture and heritage. This contributes in the same way towards the goal of a '*Wales of Cohesive Communities*' and also a '*Wales with a Vibrant Culture where the Welsh Language flourishes*'. It is very important to the Museum that history, culture and heritage is continued by future generations.