

Description of cultural heritage indicators

Issue: dissemination and awareness

- › **No. of outreach and education activities carried out in the past year**
This indicator accounts for the quantity of cultural activities held at the heritage resource, with the aim of educating and making it known to the various groups.
- › **No. of outreach channels the heritage resource has**
This indicator measures the number of media or channels used to publicise the heritage resource. They may be the website, e-mail or Whatsapp distribution list, or profiles on various social networks, for example: Facebook, Instagram, Twitter or Tik-Tok.
- › **No. of people who attended the activities carried out in the past year**
This indicator measures the total number of people who took part in the various activities carried out by the heritage resource within a one year period.
- › **No. of publications presented in the past year**
This indicator measures the number of publications about the heritage resource presented within a one year period. All types of publication should be taken into account: articles, books, papers, etc.
- › **No. of monthly publications on social networks and outreach channels**
It is fundamental to have active social networks and outreach channels so that the public gets to know about our heritage resource and the activities it offers. Therefore, this indicator measures the activity on the website and social networks, counting the number of monthly publications produced.
- › **No. of annual visits to the heritage resource**
This indicator counts the number of visitors to the heritage resource in the past year.
- › **Participation rate in the activities carried out compared to the number of places offered**
This indicator seeks to measure the impact the heritage resource has on the public where its cultural activities are concerned. To do so, it measures the attendance percentage at the activities offered by the heritage resource compared to the number of places offered at each one of them. The higher the percentage is, the greater the social impact is.

Issue: **training**

- › **No. of training activities carried out in the past year**
This indicator measures the number of training activities carried out at the heritage resource throughout one year. It should include training received as well as given.
- › **Participation rate in the activities carried out compared to the number of places offered**
This indicator counts the percentage attendance at training activities compared to the number of places offered. The higher the percentage is, the greater the social impact is.
- › **No. of people who attended the training activities carried out in the past year**
This indicator measures the total number of people who took part in the various activities carried out by the heritage resource within a one year period.

Issue: **public health**

- › **Noise abatement capacity inside the heritage resource**
This indicator helps to get to know the level of comfort and well-being provided by the heritage resource to visitors. To do this, the decibels outside and inside the resource should be measured, comparing the two values so we can get an idea of the heritage resource's capacity to abate noise.
- › **No. of elements helping user comfort**
This indicator counts the number of elements that improve well-being during the visit to the heritage resource, for example, the existence of vegetation, fountains, good lighting, etc.
- › **Average temperature and humidity in summer/winter at the cultural heritage resource**
This indicator measures the changes in temperature and humidity inside the heritage resource, in summer and winter. There are spaces that mitigate high and low temperatures, and this helps visitor comfort.
- › **Allergen level index**
This indicator is one of the most technical we come across when applying it to cultural heritage resources with green spaces. It seeks to measure the amount of allergic particles in the area of the heritage resource. This is something that can affect many people if they are sensitive to certain plants. To do this, we can base ourselves on tables already produced that measure the level of allergen presence of some species, valued from 1 to 5, like the example at the following link: https://www.uco.es/investiga/grupos/rea/?page_id=108

Issue: **biodiversity**

- › **No. of different plant species at the heritage resource**
This indicator counts the number of plant species (trees, shrubs, plants, etc) at the heritage resource.

Issue: **procurement of services**

- › **No. of external services procured**
This indicator measures the number of services that the heritage resource has to outsource, for example, cleaning or laundry.
- › **Proportion of local products and suppliers**
This indicator measures the percentage of products used at the heritage resource which are of local origin, or which are supplied by businesses or suppliers in the area.
- › **Proportion or number of sustainable suppliers**
This indicator measures the percentage, or exact number, of sustainable businesses or entities within the services outsourced by the heritage resource.

Issue: **circular economy and waste management**

- › **Proportion of waste recycled**
This indicator is intended to measure the percentage of waste recycled with respect to the total waste generated by the heritage resource.

Issue: **sustainable management of water resources**

- › **Water consumption at the heritage resource during the past year**
This indicator measures the amount of water consumed by the heritage resource over the space of one year, that can be seen from invoices.
- › **Proportion of water from wells or reservoirs used to irrigate vegetation or courtyards at the heritage resource**
Many heritage resources have old wells or reservoirs within their facilities. We use this indicator to measure the percentage of water used that comes from them, mainly for irrigation.
- › **Proportion of efficient irrigation**
This indicator is specially designed for cultural heritage resources with large, landscaped spaces. It seeks to measure the percentage of efficient irrigation installed within it and which foster water saving, for example, drip irrigation.

Issue: **sustainable management of equipment and fittings**

- › **Proportion of materials and elements reused in different activities**

There is a considerable quantity of materials and equipment that can be used more than once. This indicator measures the percentage of elements reused in the various activities at the heritage resource.

Issue: **plant health**

[There are no indicators for this issue for cultural heritage resources]

Issue: **energy transition and climate change**

- › **Electricity consumption during one year**

This indicator measures the kilowatts (kW) the heritage resource consumes in the space of one year, which can be seen from the invoices.

- › **Proportion of energy from self-consumption**

Although certain cultural heritage resources cannot integrate self-consumption installations, due to the nature of their buildings, other spaces do have the option of benefiting from the systems. Therefore, this indicator measures the percentage of energy from self-consumption within the total energy consumed by the resource in the space of one year. This can be obtained by comparing invoices.

- › **No. of passive air conditioning systems**

This indicator counts the number of elements fostering air conditioning at the heritage resource and which enable energy savings: for example, awnings, plants or fountains that provide coolness in high temperatures.

Issue: **accessibility and inclusion**

- › **Proportion of the area accessible to disabled people**

This indicator measures the percentage area at the heritage resource that is accessible to people with various degrees of disability and different disabilities (hearing, visual, motor, cognitive, etc).

- › **Proportion of adapted equipment and fittings**

This indicator measures the percentage of equipment and resources adapted for disabled people within the heritage resource, taking into account the various disabilities (hearing, visual, motor, cognitive, etc).

- › **Visitor level of satisfaction (surveys)**

Accessibility is a concept that should not only be associated with disability. A heritage resource must be accessible for all groups (easy access, good location, clear explanations, etc). Therefore, it can be useful to carry out visitor surveys that enable us to measure their level of satisfaction.

Issue: **heritage conservation, protection and safeguarding**

- › **No. of activities and actions devoted to the heritage resource's conservation, protection and safeguarding**

This indicator measures the number of actions carried out at the heritage resource in the space of one year to foster its conservation and protection, which includes preventive conservation and restoration work and various types of interventions.

Issue: **employment and working conditions**

- › **No. of permanent employees at the cultural heritage resource**

This indicator accounts for the permanent personnel on the staff at the heritage resource.

- › **No. of temporary employees at the cultural heritage resource.**

This indicator accounts for the temporary personnel on the staff at the heritage resource.

- › **Percentage variation of the minimum wage envisaged in the collective agreement**

This indicator measures the percentage variation of personnel wages compared to the fixed minimum wage, which it should never be lower than.

Issue: **sustainable economic management**

- › **Annual percentage of income over expenditure**

This indicator measures the existence of a surplus at the heritage resource, in other words, the amount of income that exceeds expenditure in one year.

- › **Percentage of current expenditure used for each significant issue**

This indicator refers to the budget entry for each significant issue identified in the heritage resource's management. It measures the budget percentage in relation to the total in place for the resource.

- › **Percentage of annual expenditure from external funding**

This indicator measures the percentage of expenditure and budget coming from funding sources that are external to those of the heritage resource.

Issue: **sustainable tourism management**

- › **No. of strategies or actions aimed at encouraging sustainable tourism**

This indicator measures the number of actions carried out to encourage sustainable tourism in the setting.

- › **Load capacity at the heritage resource**

This indicator seeks to measure the number of visits that the heritage resource can receive and not be affected by them, and are sustainable at all levels (economic, social and environmental). To do so, it is necessary to take physical, environmental and social factors into account, as well as the constraints of the space itself. There are several options for calculating this percentage, such as the one provided by IGECA - the Cultural and Artistic Management Institute (<https://igeca.net/blog/500-capacidad-de-carga-turistica-que-es>) or Cifuentes (1992).

- › **No. of visitors throughout the year taking the seasons into account**
This indicator seeks to count the number of visitors accessing the heritage resource throughout the year, taking the spells of greater or lesser tourism into account depending on the season at the destination: high or low season, winter or summer, local festivities, etc.
- › **Level of satisfaction of the local population regarding tourism (surveys)**
This indicator seeks to get to know the opinion of the local population regarding tourism in their area. To do so, surveys must be used that assess and score numerically (for example, from 1 to 5) until an average score is reached.

Issue: **equal opportunities**

- › **Gender parity index in the organisational structure**
This indicator measures gender equality within the heritage resource's organisational and management structure, in other words, that the same number of men and women are present in running it.
- › **Proportion of people at risk of poverty and exclusion (PRPE) who regularly provide services**
This indicator measures the percentage of people at risk of poverty and exclusion who are members of staff.
- › **Proportion of people with a disability of 33%, or more, who regularly provide services**
This indicator measures the percentage of people with a recognised disability who are members of staff.

Issue: **investment and funding**

- › **Proportion of expenditure on investments**
This indicator measures the proportion of expenditure on the construction of new infrastructures, or the creation or acquisition of assets that can be inventories, that are needed for proper operation of the heritage resource.
- › **Proportion of current expenditure in one year**
This indicator seeks to measure the amount of total expenditure at the heritage resource in one year.
- › **Percentage of annual budget from external funding**
This indicator measures the annual budget coming from external sources of funding, outside the heritage resource, such as grants, municipal or state aid, etc.

Issue: **digital transformation**

- › **No. of technology resources used to manage the heritage resource**
This indicator counts the number of technology resources used in the heritage resource's daily management, such as computerised visitor records, social networks, website, audio guides, etc.
- › **Percentage of digitised archive**
This indicator measures the percentage digitisation of the archives the heritage resource may contain.
- › **Percentage of digitised heritage**
This indicator measures the percentage digitisation of the heritage that a heritage resource may contain, such as 360° views, surveys, virtual recreations, etc.

Issue: **Users and local community**

- › **No. of activities carried out with the local community**
This indicator counts the number of activities carried out by the heritage resource within the space of one year that the local community takes part in.
- › **Proportion of local visitors compared to the total**
This indicator measures the percentage of visitors of local origin compared to the total to the heritage resource in one year.

Issue: **Ethical management, good governance and transparency**

[There are no indicators for this issue for cultural heritage resources]

Issue: **citizen participation**

- › **No. of participatory processes and events during the past year**
This indicator measures the number of participatory actions carried out at the heritage resource, in other words, those that stakeholders or different groups take part in.
- › **No. of activities or works carried out at the request of the stakeholders**
This indicator measures the number of activities carried out at the express request of the stakeholders.
- › **No. of people actively doing volunteer work**
This indicator measures the number of volunteers the heritage resource counts on when carrying out the activities.

Issue: **Public/private partnerships and collaborations**

› **No. of collaboration agreements or collaborative actions with public and private bodies**

This indicator counts the number of collaboration agreements, or collaborative actions, carried through between the heritage resource and public and private bodies.

› **No. of institutions or entities the heritage resource collaborates with**

This indicator measures the number of institutions the heritage resource collaborates with when carrying out activities or work of any kind.