

ENGLISH HERITAGE FUNDING AGREEMENT 2008/09 – 2010/11



1. Introduction

1.1. This agreement:

- is between the Department for Culture, Media and Sport (DCMS); the Department for Communities and Local Government (CLG); the Department for Environment, Food and Rural Affairs (Defra); and English Heritage, the Historic Buildings and Monuments Commission for England;
- is valid for the period 1 April 2008 – 31 March 2011.

1.2. It takes account of the statutory requirements placed upon English Heritage Commissioners, under the Ancient Monuments and Archaeological Areas Act 1979, the Historic Buildings and Ancient Monuments Act 1953, the Planning (Listed Buildings and Conservation Areas) Act 1990, the National Heritage Act 1983, all as amended, and other legislation, such as Charity Law, Copyright, FOI, DDA, and Data Protection law.

1.3. This document should be read in conjunction with the:

- EH Management Statement and Financial Memorandum
- EH 2007 Grant in Aid (2008-11) settlement letter (Annexe 2)
- EH corporate strategy 2005-2010, *Making the Past Part of our Future* and successor documents
- DCMS Corporate Plan 2008 and successor documents

2. Purpose

2.1. This agreement:

- sets out the contribution that English Heritage will make towards the delivery of key DCMS, CLG and Defra objectives; and to delivering DCMS VFM savings;
- confirms the commitment of DCMS, CLG and Defra to English Heritage in terms of funding or other support;
- details how performance will be monitored.

3. English Heritage and its relationship to Government

3.1 English Heritage is the Government's statutory advisor on the historic environment. It exists to champion the historic environment, take a leadership role in the sector, and encourage the people of England to understand, value, care for and enjoy their historic buildings, monuments, landscapes and marine heritage. It is an executive non-departmental public body with a Commission comprising up to

seventeen commissioners appointed by the Secretary of State for Culture, Media and Sport. English Heritage receives around 75% of its funding from DCMS to carry out its statutory purpose. The remainder of its funding is self-generated.

3.2 Although publicly funded by the DCMS, English Heritage assists Government to meet its goals across a range of Departments. It works particularly closely with CLG and Defra, as recognised by the fact that this is the third such funding agreement to be jointly negotiated between all parties.

3.3 DCMS aims to improve the quality of life for all through cultural and sporting activities, to support the pursuit of excellence and to champion the tourism, creative and leisure industries. Its vision is to extend excellence and improve access in all its sectors; in particular to improve the places where people live and to protect the nation's cultural assets for future generations.

3.4 Communities and Local Government sets policy on planning, local government, housing, urban regeneration, and fire and resilience. It aims to create thriving, sustainable, vibrant communities that improve everyone's quality of life. It does this by building more and better homes, and reducing homelessness; improving local public services; regenerating areas to create more jobs; working to produce a sustainable environment; promoting community cohesion and tackling anti-social behaviour and extremism.

3.5 Defra's overarching objective is to enable everyone to live within our environmental means. This is most clearly exemplified by the need to tackle climate change internationally and through domestic action to reduce greenhouse gas emissions, and to secure a healthy, resilient, productive and diverse natural environment.¹

3.6 Government and English Heritage share a vision of the positive contribution that heritage makes to successful delivery of the above goals, and believe that cultural, social, economic and educational benefit will result in the following specific ways:

- **BETTER PLACES NOW:** Creating distinctive, enjoyable and successful places where people want to be;
- **LEGACY:** Protecting England's rich and varied historic environment for future generations;
- **COMMUNITY:** Defining local and national identities, fostering understanding of ourselves and those around us;

¹ The creation of the Department for Energy and Climate Change (DECC) in September 2008 has resulted in the transfer of a number of Defra's responsibilities relating to climate change to the new department. This may have implications for English Heritage but pending decisions on the future departmental strategy in DECC, and in order to avoid complicating or delaying this Funding Agreement, it has been decided that Defra, which retains responsibility for domestic climate change adaptation, will retain the interim lead contact role with EH on environmental and climate change issues, involving and liaising with DECC as appropriate.

- **EXCELLENCE:** Demonstrating world-class leadership in the understanding and management of England's historic environment and the management, conservation and presentation of EH's own estate;
- **EDUCATION:** Acting as a catalyst for learning, at all ages;
- **ECONOMY:** Attracting tourism and investment and providing a focus for successful regeneration;
- **BUILT TO LAST:** Promoting the sustainability of historic buildings and learning the lessons of how to live in a low carbon economy.

4. Strategic Priorities 2008-2011

4.1 The Government has published its 30 joint Public Service Agreements (PSA) for 2008-11 as well as 198 local authority indicators to measure performance locally. PSA delivery is underpinned and further extended through commitment to Departmental Strategic Objectives (DSOs).

DCMS

4.2 DCMS is leading Government delivery of PSA 22 on the Olympics and PE & School Sport. It has a specific culture and sport participation indicator in PSA 21 on creating cohesive, empowered and active communities, and has a close interest in PSA14 on putting young people on the path to success; PSA 20 on housing and sustainable communities; and PSA 15 on addressing inequalities.

4.3 DCMS has 4 Departmental Strategic Objectives (DSOs), all of which are relevant to English Heritage:

- **Encourage more widespread enjoyment of culture, media and sport;**
- **Support talent and excellence in culture, media and sport;**
- **Realise the economic benefits of the department's sectors;**
- **Deliver a successful and inspirational Olympic and Paralympic Games that provide for a sustainable legacy.**

Defra

4.4 Defra (and/or DECC) leads on two cross-government PSAs in the new CSR period: PSA 27 on leading the global effort to avoid dangerous climate change; and PSA 28 on securing a healthy natural environment for today and the future. Defra is a formal delivery partner for the following DCMS and CLG PSAs of relevance to English Heritage: PSA 22 (Olympics) and PSA 20 (Housing). It also has a close, but less formal, interest in a range of other relevant PSAs such as CLG-led PSA 21 on creating cohesive, empowered and active communities.

4.5 Defra (and/or DECC) has 8 DSOs, 6 of which are relevant to Government's relationship with English Heritage:

- **Climate change tackled internationally and through domestic action to reduce greenhouse gas emissions;**
- **A healthy, resilient, productive and diverse natural environment;**
- **Economy and society resilient to environmental risk and adapted to the impacts of climate change;**
- **A thriving farming and food sector with an improving net environmental impact;**
- **Sustainable Development championed across government, across the UK, and internationally; and**
- **Strong rural communities.**

CLG

4.6 Communities and Local Government (CLG) leads on 2 cross-cutting PSA targets, both of which are relevant to English Heritage: PSA 20 on increasing long-term housing supply and affordability and PSA 21 on building more cohesive, empowered and active communities. It also contributes to many other PSAs. Those of most relevance to English Heritage are PSA7 (economic performance), PSA27 (climate change), and PSA 28 (natural environment).

4.7 CLG has 6 DSOs, 5 of which are relevant to its relationship with English Heritage:

- **improve the supply, environmental performance and quality of housing that is more responsive to the needs of individuals, communities and the economy;**
- **build prosperous communities by improving the economic performance of cities, sub-regions and local areas, promoting regeneration and tackling deprivation;**
- **provide a more efficient, effective and transparent planning system that supports and facilitates sustainable development, including the Government's objectives in relation to housing;**
- **support local government that empowers individuals and communities and delivers high quality services efficiently;**
- **develop communities that are cohesive, active and resilient to extremism.**

5. Key Activities 2008-2011

5.1 English Heritage uses Exchequer (Grant In Aid) funding to deliver a wide range of public benefit in line with the PSAs and DSOs cited above. As the funding department for English Heritage, the Secretary of State for Culture, Media and Sport wrote in December 2007 to set out his priorities for the period 2008-2011, and English Heritage's contribution to their achievement (Annexe 2).

5.2 In support of PSA and DSO delivery and other Government priorities, the following key activities have been set for English Heritage for the next three years:

5.3 Heritage Protection Reform

The implementation of Heritage Protection Reform is a top priority for the next four years, and will remain so for several years after that. English Heritage has a key role to play, both in ensuring that the people, systems and guidance are in place to implement HPR, and by leading the essential capacity building and training programme for Local Planning Authorities, owners and managers.

Deliverables include:

- Unified published List and public access via the Heritage Gateway
- Published selection guides for all asset types
- National strategic designation programme
- Training and capacity building programme
- Local Authority Historic Environment Records enhancement
- Draft Planning Policy Statement to replace Planning Policy Guidance 15 & 16

5.4 Sustainable Development & Climate Change

Sustainable Development is about finding a way to improve our quality of life while living within our environmental limits and ensuring a fair society. English Heritage is committed to promoting sustainable development within its own organisation and in the wider historic environment sector. English Heritage is also committed to working to address the future impacts of climate change by encouraging action on adaptation and mitigation, including through helping the historic environment to share information; developing the adaptive capacity and skills required to take action; and working to improve the energy efficiency of properties while protecting their historic character. English Heritage will use its expertise and direct relationship with the public to raise awareness of specific steps the public can take to mitigate the effects of climate change.

Deliverables include:

- Supporting DCMS in the delivery of its Sustainable Development Action Plan
- Hearth and Home research project
- Benchmarking EH's own environmental performance
- Delivering the Climate Change and Your Home website
- Creating a model framework for a Works and Training contract for use by historic property owners and managers: adoption by EH and at least 10 other public bodies by 2011.

5.5 Better Places/Sustainable Communities

A key element of government policy is to build vibrant, engaged, active and cohesive communities where local people can get involved in making better places to live, work and raise a family. In support of this commitment, English Heritage will continue to demonstrate the importance of the historic environment as a focal point for shaping places and community involvement. English Heritage will also extend the Heritage at Risk register to help prioritise English Heritage, local authority and agri-environment resource allocation. It will work with other DCMS agencies at national and regional level to make investment decisions in accordance with the Living Places Partnership Agreement; with CLG in supporting local government to empower people

and deliver high quality services and in providing an efficient and effective planning system in managing heritage assets; and with Defra and its agencies to deliver closer integration between policy and delivery on the natural and historic environment and to advise on and support the economic development and regeneration of rural areas.

Deliverables include:

- HAR to include Scheduled Ancient Monuments, Designated Wrecks and Battlefields in 08/09; Conservation Areas in 09/10 and Places of Worship in 10/11.
- Guidance for the Homes and Communities Agency on using historic character to make sustainable places, to be used as a model for the wider development sector
- Collaborative working with DCMS's other key regional agencies (ACE, MLA and Sport England) to ensure that new regional arrangements are put in place to deliver a core set of shared priorities across the cultural and sport agenda
- Advice, information and support to deliver the historic environment components of the Rural Development Programme for England, including guidance on the LEADER programme
- Delivery of the Aggregates Levy Sustainability Fund Grant Scheme
- As part of the Building Schools for the Future/Primary Capital Programme, work with DCSF/PfS to ensure the historic environment is embedded in decision making about future learning environments, including by working nationally to contribute to local authority 'Strategies for Change'.

5.6 Support for Places of Worship

Places of worship make up a significant proportion of our historic buildings and a high proportion of Grade I and II* buildings. They play a key role in community identity and cohesion. In order to support those who manage and maintain historic places of worship, English Heritage will provide funding for dioceses and other partners to employ Support Officers who can build the capacity of those responsible for places of worship, helping them to care for and realise the potential of their historic buildings.

Deliverables include:

- 9 support officers by the end of 2009/10
- 15 support officers by the end of 2010/11

5.7 The Natural Environment

The Government is committed to supporting and enhancing the natural environment. Throughout the period of this Funding Agreement Defra and English Heritage will continue to work together on a wide range of joint interests and responsibilities, including research, environmental stewardship, land use, protected landscapes, inland waterways, biodiversity, the National Parks, the Broads and AONBs.

Deliverables Include:

- Supporting Defra in implementing the European Landscape Convention, including producing an EH action plan
- Producing an EH policy position on the future use of land
- A Memorandum of Understanding with the Environment Agency by 2009

- Developing and implementing a Statement of Intent between the Forestry Commission and EH on the sustainable management of the historic environment of trees, wood and forests

5.8 Coastal and Marine issues

The Government is introducing new processes for managing the marine environment through a Marine Bill. English Heritage will work closely with the Government to ensure that the policies in the Bill address heritage issues effectively. Subsequently English Heritage will seek to build an effective working relationship with the new Marine Management Organisation (MMO), which will carry out the new marine planning and licensing functions created within the Bill.

Deliverables include:

- A new EH policy statement on marine development and the historic environment by the end of 2008/09 in support of the Government's marine policy statement
- Rapid coastal zone survey to inform shoreline management and strategic coastal planning
- Continued delivery of the EH component of the marine ALSF grant scheme.

5.9 Capacity Building in the Heritage Sector

English Heritage has an established programme of training to raise general capacity and standards in the sector. It works with partners in the professions, higher education and the volunteer sector to ensure that the workforce has the necessary skills, exists in adequate numbers and works within appropriate structures to understand and manage the historic environment and to make it accessible to others. Whilst the existing programmes address short, medium and longer term skills needs, new initiatives outlined in paragraph 5.3 are planned in support of the introduction of Heritage Protection Reform. In addition, EH will be introducing a new two year professional work placement scheme to provide the sector with Historic Environment Managers equipped to undertake a variety of management opportunities.

Deliverables include:

- 2008/09 – 7 Trainee Historic Environment Managers
- 2009/10 – 7 Trainee Historic Environment Managers
- 2010/11 – 7 Trainee Historic Environment Managers

5.10 Education

Learning is central to the work of English Heritage. Through its own properties, English Heritage will demonstrate the importance and accessibility of the historic environment in providing children and families in England with enjoyable, quality, safe and effective learning experiences. It will exercise strategic leadership on built environment education ensuring that the historic environment features in Learning Outside the Classroom, Find Your Talent, the secondary curriculum review, and other strategic educational initiatives. It will also work with other NDPBs and partners in England, particularly in relation to the strategic built environment education project, *Engaging Places*, run jointly with CABE.

Deliverables include:

- In partnership with CABE, and in discussion with DCMS, to provide an appropriate share of resources, in money or kind, for the Engaging Places Unit and support Engaging Places' network development work in three pilot regions (London, South East, and Yorks and Humber)
- Work with the Find Your Talent Development Group to quality assure the heritage aspect of the 5 hour cultural offer
- Review of English Heritage's Education Strategy to take account of the changing needs of school audiences and families
- Review of the national evaluation strategy and development of appropriate qualitative indicator(s).

5.11 Engagement with the public

English Heritage will meet its statutory responsibilities to promote the public's enjoyment of and advance their knowledge of the historic environment and support DCMS' DSO and PSA targets on participation.

Deliverables include:

- Chair the heritage sector's Broadening Access group
- Develop other appropriate deliverables in discussion with DCMS

5.12 Cultural Olympiad

English Heritage will work with other organisations, including Heritage Link, the Architecture Centre Network and CABE on producing a coherent programme of activities for the built and historic environment sector to take part in the Cultural Olympiad.

Deliverables include:

- Funding for a post at Heritage Link to support the sector wide proposal *Access All Areas* for delivery by 2011 including highlighting sporting heritage via Heritage Open Days
- 6 further titles in the *Played in Britain* series by 2012
- Local outreach projects for the Lower Lea Valley
- Improved visitor facilities at Portland Castle (adjacent to the 2012 sailing venue)

5.13 Caring for and opening English Heritage properties to the public

English Heritage will maintain its own historic estate of over 400 properties as an exemplar for conservation of historic properties and for the benefit of the public.

Deliverables include:

- Condition surveys of all EH properties leading to an Asset Management Plan and a costed 20 year maintenance programme.
- Re-presentation of circa 10% of EH sites by 2011 (averaging at circa 15 per annum).

5.14 Stonehenge

English Heritage will take the lead in revising the Stonehenge World Heritage Site Management Plan and developing a project for environmental improvements (including a new Visitor Centre) in time for the 2012 Olympics.

Deliverables include:

- Draft WHS Management Plan by 30 June for public consultation
- Final Management Plan by 31 January 2009 to DCMS for forwarding to UNESCO
- Preparation for a new visitor centre by summer 2012.

5.15 Value for Money (VFM) Savings

Through its VFM Delivery Agreement with HM Treasury, DCMS is committed to generating 3% VFM savings over the three-year period 2008-11, and English Heritage has therefore been asked to meet the following targets:

VfM Savings Profile (£k)	2007-08	2008-09	2009-10	2010-11
Baseline and assumed counterfactual at 2.7%	123,736	127,077	130,508	134,032
Total savings target	0	3,712	7,524	11,440
Total projected savings	0	7,717	11,223	11,442

5.16 In common with DCMS itself, English Heritage will also seek to reduce its administration costs by 5% in real terms each year, based on its administration spending in 2007-08. This will help to drive out efficiencies and ensure that gains go towards delivery priorities.

5.17 Further to, and notwithstanding performance of the above, the Secretary of State outlined additional operational requirements of English Heritage in his allocation letter of 18 December 2007. This is appended at Annex 2.

6. Funding

6.1 The level of Government funding for the three years 2008-11 includes the amounts announced in the Secretary of State's letter of 18 December 2007, subject to any variations agreed prior to the signing of this agreement. English Heritage's resource and capital budgets during the CSR07 period will be:

£ million	Resource GiA	Non Cash	Capital GiA	Total
2007-08 Baseline	£123.736	£3.927	£9.400*	£137.063
2008-09	£124.736	£4.825	£4.000	£133.561
2009-10	£126.736	£5.971	£4.000	£136.707
2010-11	£130.736	£7.121	£4.400	£142.257

* Includes £1.5m for Apethorpe House and £3m for Stonehenge

6.2 This grant-in-aid allocation is subject to agreed variations post-dating the Secretary of State's letter and is dependent on English Heritage demonstrating satisfactory performance against this Agreement.

6.3 English Heritage's performance in 2008-11 will inform the way in which the Secretary of State is able to approach the next funding round with Treasury. Its ability to show measurable improvements in service delivery, as monitored through agreed KPIs, and its contribution to the delivery of Government priorities will be factors in the Secretary of State's decisions over future allocations.

7. Performance Monitoring

7.1 This Funding Agreement will be monitored by:

a) Returns against the key activities and key performance indicators

English Heritage will report bi-annually to DCMS, CLG and Defra against the key activities in section 5 of this funding agreement and annually against the key performance indicators in Annexe 1. This information, together with English Heritage's Annual Report and any additional reports prepared in relation to progress against their own corporate priorities will be used to monitor progress year-on-year. English Heritage is expected to report in its Annual Report progress against the areas that are of greatest priority to Ministers.

b) Regular financial information as requested throughout the reporting period

c) Assessment of the progress of major capital projects

The Stonehenge project will be managed through the Stonehenge Steering Board co-chaired by the Minister for Heritage and the Minister for Transport and the Implementation Group chaired by English Heritage.

The Chiswick House and Gardens project is 65% funded by the HLF and will be monitored closely through HLF mechanisms.

d) English Heritage will report regularly to the Heritage Protection Reform Programme Board on progress with delivering HPR.

Responsibility for delivery against this Agreement rests with the Commissioners of English Heritage.

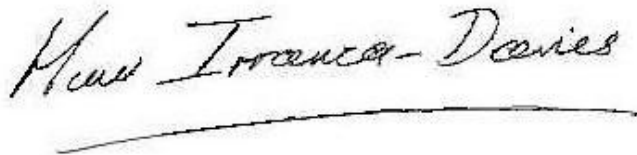
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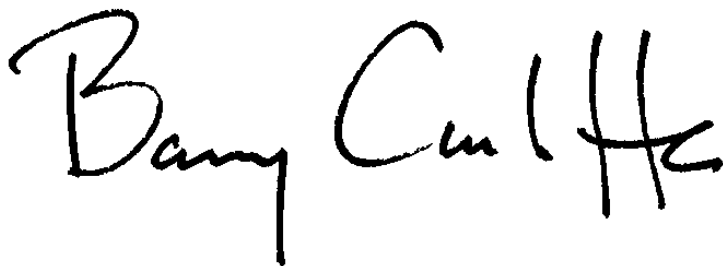
Minister for Culture, Department for Culture, Media and Sport.



Parliamentary Under Secretary of State, Department for Communities and Local Government



Minister for the Natural and Marine Environment, Wildlife and Rural Affairs
Department for Environment, Food and Rural Affairs



Chairman, English Heritage

Annexe 1: KEY PERFORMANCE INDICATORS

The following KPIs have been selected to compliment the Key Activities shown in section 5.

Indicators shown in **bold** are targets. Non bold are indicators for monitoring purposes.

Caring for Historic assets	2007/8 baseline	2008/9 target	2009/10 target	2010/11 target
² Proportion of heritage assets covered by Heritage at Risk (HAR) project:				
High Risk Battlefields	-	8 (19%) *		
High Risk Designated Wrecks	-	10 (23%) *		
High Risk Monuments	-	4,478 (23%) *		
Conservation Areas	-	-	baseline year	
Places of Worship	-	-	-	baseline year
% Buildings at Risk removed from baseline 1999 Register	45.5%			
Number of sites removed from the Buildings at Risk Register (BAR)	57			
Number of sites added to BAR	69			
Number of designation applications received	2068			
Proportion of designations carried out under the strategic programme	-	-	baseline year	

* baseline

An efficient planning system	2007/8 baseline	2008/9 target	2009/10 target	2010/11 target
Number of planning applications processed	17,090			
Number of planning applications dealt with within the agreed deadline	95%	95%	95%	95%
Percentage of planning applications where pre-application discussions remove the need for English Heritage to make substantive comment	-	baseline year		

² Bold indicators have targets set. Others indicators are for monitoring purposes and do not have targets.

Capacity building in the sector	2007/8 baseline	2008/9 target	2009/10 target	2010/11 target
Total number of people attending HELM training events	1178	1300	2000	3000
Total number of people attending professional training events.	710			
Aggregated total of people attending all EH training events.		baseline year		
Number of local authorities with Heritage Champions	315 (71%)	75%	75%	75%
Evaluation of HELM:				
Awareness of HELM and, if aware, favourability towards it	63%/86%	70%/88%	No survey	75%/90%
How helpful is HELM to work and decision making	55%	60%	No survey	70%
Number of unique visitors to the HELM website	351,000			

Public Engagement	2007/8 baseline	2008/9 target	2009/10 target	2010/11 target
Number of visitors to staffed properties	5.2m	4.9m	5.0m	5.0m
Number of visitors to unstaffed properties	6m (est)			
Number of paying visitors from priority groups to EH sites:	886,000 (30%)			
- Lower socio-economic groups	650,320 (22%)			
- Limiting disability	177,360 (6%)			
- Black and minority ethnic	59,120 (2%)			
Number of people from under-represented groups directly and indirectly engaged in outreach projects	33,477			
Number of members including corporate members	927,000	957,000	977,000	997,000
Visitor satisfaction rates	9/10			
Number of free educational visits - of which number of children taking part in Discovery visits	450,000 27,000	450,000 29,320	450,000 30,800	450,000** 32,340
Number of learners engaged		baseline year - revised methodology		650,000
Number of NMR records available on line	1.34m	2.04m	2.1m	2.2m
Number of unique user sessions using NMR online data	3,100,000	3,410,000	3,751,000	4,126,100

* Two Easter holidays fell in 2007/8. There was no Easter holiday in 2008/09.

** These figures may potentially be subject to change following the review of the EH Education Strategy indicated in para 5.9.

Elimination of the operating deficit at EH properties	2007/8 baseline	2008/9 target	2009/10 target	2010/11 target
Operating deficit *	£3.5m	£1.0m	£0.5m	£nil
EH earned income *	£49.2m			

* These targets are subject to the overall health of the economy and the visitor market.

Addendum 23 December 2009

Since the Funding Agreement was signed, additional deliverables have been agreed for inclusion in section 5 as follows:

5.10 Education

- Launch a new marketing drive, *Learners Go Free*, on selected properties within each region to raise education visitor numbers

5.11 Engagement with the public

- Stage a conference in 2009, *Missing Out? Socio-economic status and the Historic Environment*, to identify key actions to engage people in NS-SEC 5-8 who do not participate in heritage activities
- Work in partnership with The Women's Library, London Metropolitan University, to conduct research and create a web resource by June 2010 on women's history and the historic environment
- Mount a conference in partnership with the National Trust and the University of the East of England on Slavery and the British Country House and publish the associated papers including research findings
- Undertake research for a web resource on Disability History and the Historic Environment in 2010-12
- Introduce a new target for increasing the number of family visits to English Heritage properties in the light of evidence showing that being taken by the family as a child is the most significant factor in influencing participation as an adult
- Develop a methodology for longitudinal evaluation of outreach projects by April 2010 and implement thereafter
- Refocus the Outreach Strategy to deliver fewer, larger projects against three priorities:
 - **Audience Development** - audiences to EH sites will be increased and diversified by long term embedding of properties into their local communities, promoting equitable access and engagement.
 - **Place-making** - public engagement with the historic environment will be increased by:
 - working with whole communities to engage in dialogue about the value(s) they place on their local historic environment
 - enabling communities to participate in decisions affecting the future of their local historic environment
 - bringing groups together to explore their heritage, celebrate local distinctiveness and share stories of place with others.
 - **Heritage Open Days** - the scheme will be diversified by delivering capacity building work to support local organisers to run successful, diverse, community-led events through training, CPD, resources, learning and networking opportunities, and building partnerships with Local Authorities, voluntary and community networks.

Amendments have also been made to the Key Performance Indicators in annexe 1 as follows:

- the target for the number of visits to staffed properties has been increased (5.1m replaces 5m in 2009/10 and 5.2m replaces 5m in 2010/11)
- a new target has been created to increase family visits to English Heritage sites from 1.457 million in 2008/09 to 1.55 million in 2010/11
- the target for free educational visits has been increased from 450,000 to 460,000 in 2010/11
- the wording of the second target relating to the work of the National Monuments Record has been changed to bring it in line with more meaningful data the NMR captures (number of unique visitor sessions using NMR online data). The figures for both NMR targets have been corrected.