HA activities and impact, 2023–24

A year in numbers

An understanding of history has the potential to change lives. The HA's continuing work seeks to empower learners at every age and level to access high quality history education, inside and outside of formal learning contexts. We want everyone to be able to engage with, debate, examine and shape history.

In our 2023-24 reporting year we engaged with new and returning audiences with different means and outcomes, which you can see a flavour of below. Your membership is critical in helping to protect these activities and sustain the HA's ongoing work as an independent charity. Simply by being a member you are a valued contributor to this work.

In the period 1 October 2023 to 30 September 2024

Total membership



9,600
total membership

28,000
individual membership reach

members in
66
countries

Branches

46
branches

360+
branch events

14,000
attendances at branch events

175+
branch officers/volunteers

1,280
branch associate members

"It's about the companionship of like-minded people and feeling energised by that companionship."
Secondary member

This year we were pleased to revive two branches in Eastbourne and Norfolk and Norwich.



Education membership



Schools

21%
primary schools and history leads in UK take membership

56%
secondary schools and history leads in UK take membership

6,700+
UK schools reached through membership

20,000+
teachers in UK reached through corporate membership

"Informed, quality information and to support school development. There are so many success stories here." Primary member

"Membership helps us to evidence engagement with current historical research and pedagogy." Secondary member

"Our teachers are much more confident in their delivery of the subject." Primary member

Students and trainee teachers

1 in 5
of establishments teaching A-level in UK take Student Zone access

1 in 5
UK universities registered for IP access

9,000+
articles accessed by university IP subscribers

20%
of secondary history trainees recruited to HA membership

Public engagement

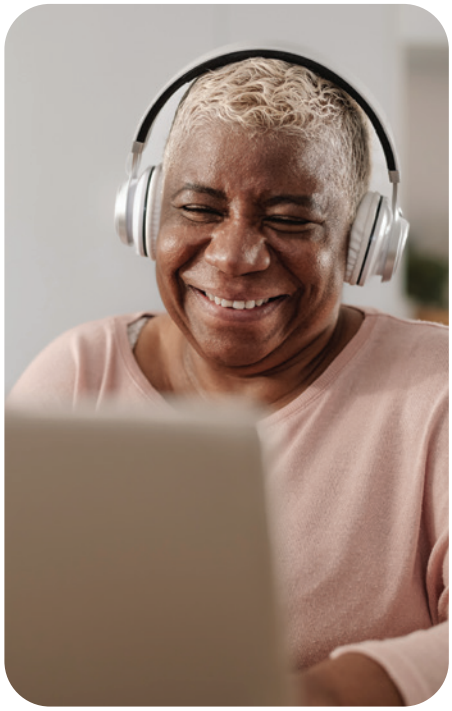
1,000+
attendees live at the Virtual Branch

200+
attendees on our public webinar series

1,150+
reached through short courses

"It makes me take an interest in things I wouldn't pursue independently." Historian member

"There's always something new every time. I've learnt something new today and I learnt something new yesterday." Historian member



Online engagement

805,000+
web visitors

2.6m
pageviews

1.2m
web sessions

36,000
podcast plays

179,000
resource downloads

50k
e-newsletter subscribers

18,000
film reviews

37k
OBHD blog pageviews

40k
social media followers



CPD



3,500+
users of live HA CPD

14,000
hours of CPD accessed

54
schools awarded QM in 2023–24

500
conference attendees (live and virtual)

"This is the perfect place for learning how to make the children's experience of history even better." Primary member

"I gained a new role in my school as a result of the HA subject leader development programme! Absolutely phenomenal and gave me such a confidence boost." Secondary member

The HA is the only body which conducts regular surveys to monitor trends in history education, enabling us to represent the views of history educators with policymakers, particularly in times of change.