

# WHAT'S YOUR HERITAGE?

Past, Places and Traditions



HISTORIC  
ENVIRONMENT  
SCOTLAND

ÀRAINNEACHD  
EACHDRAIDHEIL  
ALBA



CONSULTATION REPORT  
June 2017

**“HERITAGE TO ME IS EVERYTHING  
IN SCOTLAND’S HISTORY. IT’S NOT  
JUST BUILDINGS BUT EVERYTHING  
THAT’S PASSED DOWN LIKE  
SONGS, STORIES, MYTHS.”**

- Perth workshop participant

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Rock carving, Achnabreck,  
Argyll and Bute

Front cover:  
**John and Joseph Clancy** of  
The Laurieston Bar, Glasgow

# Introduction

Historic Environment Scotland (HES) is the lead public body for Scotland's historic environment. Part of our role is to list buildings and designate other types of historic sites and places. We also regulate changes to some of these structures and provide advice to a range of stakeholders about managing change.

We are reviewing our HES Policy Statement. It sets out how we fulfil our regulatory and advisory roles, our designation criteria and information about how we designate.

*What's Your Heritage?* is the first part of this review. It is the first ever informal exchange of ideas we have had with the people of Scotland about designation and managing change to our heritage. We will use the feedback to directly drive policy change.

The project ran from 23 November 2016 to 31 March 2017. We engaged Spreng Thomson, an independent communications consultancy, to work with us on the project. The two main outputs of the project were:

- An online survey
- Group workshops held across Scotland

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## Objectives

1. **ESTABLISH** vital baseline evidence to inform changes to our policy
  2. **BUILD** a picture of how the Scottish public view us
  3. **ENCOURAGE** debate about, and interest in, what our heritage is and how it can be managed
  4. **SPEAK** with a broad range of audiences and locations
  5. **RAISE** awareness that we are a new organisation doing things differently
- 



View of the Forth Bridge  
from South Queensferry



# A new conversation to shape future policy

As a new organisation we wanted to open up an innovative dialogue with the people of Scotland about their heritage. *What's Your Heritage?* was our first ever project of its type and it's hugely important to us. I'd like to thank everyone who took part and shared their views.

We think that people are increasingly interested in different aspects of our history that our listing and designation policies have not traditionally recognised. We wanted to know if we were right about that and, if so, how we could take a fresh look at our work.

We asked Scotland's people when you think about where you live, what are the places and buildings that are important to you - the things that make you feel proud and have special meaning for your community? We asked which

of Scotland's places, buildings and monuments should be designated, acknowledged and celebrated.

We also asked about how change to designated sites and places should be managed and what sort of development is appropriate for these special places.

You can see the results of *What's Your Heritage?* in this report. We were delighted with the enormous amount of passion and interest in our historic environment shown by all ages, places and backgrounds. It was fantastic to hear from the Scottish people in this way and to explore how we can do things differently in the future.

We will analyse the results of this dialogue to write new heritage policies using the public's views. The people of Scotland have shaped how we will recognise and manage Scotland's heritage in the future.

**Barbara Cummins,  
Director of Heritage,  
Historic Environment Scotland**

# Survey key findings

# 1,952

PEOPLE SHARED THEIR VIEWS BETWEEN 23 NOVEMBER AND 31 MARCH

**12** HISTORIC SCOTLAND MEMBERSHIPS WON

HES ASKED PEOPLE TO RESPOND TO THE PROMPT **"MY HERITAGE IS..."** THEY RESPONDED BY SAYING IT IS ABOUT THE PAST, PLACES AND TRADITIONS

Past, Places & Traditions

# 95%

OF PEOPLE THOUGHT THE FACT THAT GEORGE ORWELL WROTE "NINETEEN EIGHTY-FOUR" AT THIS HOUSE MEANT IT SHOULD BE RECOGNISED

THE MOST FREQUENTLY MENTIONED SPECIAL PLACES WERE

**EDINBURGH  
GLASGOW  
ORKNEY**



Image reproduced courtesy of Dom Shaw

**83%** WOULD LIKE TO SEE IT RECOGNISED BY A PLAQUE, **70%** WOULD LIKE TO SEE IT RECORDED IN OUR DIGITAL ARCHIVE, **50%** WOULD LIKE TO SEE THE PROPERTY LISTED

**50%** FOUND PLACES SPECIAL BECAUSE THEY ARE "BEAUTIFUL" WHILE OTHERS HIGHLIGHTED REASONS SUCH AS

"It's what I think of when I picture home"

"It's peaceful"

"It's an amazing insight into our past"

# 70%

WOULD LIKE TO HAVE A SAY IN HOW HES DECIDES WHAT BECOMES LISTED OR DESIGNATED

WHILE **78%** BELIEVE THAT SOME CHANGE SHOULD BE ALLOWED TO HISTORIC SITES AND PLACES, **8%** WOULD PREFER THERE TO BE NO CHANGE AT ALL. **6%** WOULD LIKE A LOT OF CHANGE TO BE ALLOWED

# 89%

WOULD LIKE A LOCALLY RUN DESIGNATION SYSTEM IN THEIR AREA AND **70%**

SAID THEY WOULD LIKE TO BE INVOLVED

# 320

RESPONDENTS WERE AGED 30 OR UNDER, THE MAJORITY OF RESPONDENTS WERE AGED 51-60

PEOPLE RESPONDED FROM **ALL 32** LOCAL AUTHORITY AREAS

# 95%

BELIEVE THAT SCOTLAND SHOULD LOOK AFTER ITS HERITAGE WITH **89%** WANTING TO SEE OUR HERITAGE CELEBRATED

CHANGES TO THIS HISTORIC HOUSE WERE POPULAR SCORING **7.6 OUT OF 10**



© Murdo McDermid /Groves-Raines Architects Ltd.



**522 respondents wanted to say more about their heritage. Here is a selection of their views...**

“It should be easier for people to take practical steps to preserve the heritage they find important to them.”

“There is more to Scotland’s heritage than castles, museums and monuments. Let’s celebrate our industrial heritage and preserve it for generations to come.”

“It is better that a ruined castle is restored and lived in and cared for than left to decay further. If done sensitively, modern renovations and extensions are essential to the lifespan of historically important buildings.”

“I believe that adding a modern look to a historic building is a terrible and hideous thing to do.”

“Heritage should be allowed to be re-purposed where appropriate, keeping the building alive and continuing to exist for the future. In a useful way.”

“I feel we need to preserve old castles for future generations as a monument to those who lived in them and not develop them as a habitable home.”

“It is not just the distant past that needs protected and celebrated. Some more recent buildings are also part of our heritage. They may not be to everyone’s taste... but they are part of our heritage none the less.”

**“Heritage has to have a purpose, otherwise it will simply die.”**

“Heritage should be dynamic and allow change. Those who built the original building did not expect it to remain unchanged and neither should we. At times the effort to keep things unchanged seems out of proportion with the need to use a building to its best potential.”

**“Importance to local communities can often be overlooked.”**

“It should be preserved as near to previous as possible.”

**“We need to find more effective ways of encouraging people - of all ages - to understand, recognise and appreciate their own environment.”**

“More opportunities for people to become involved in decision-making.”

**“EVERY SUMMER... WE WOULD GO THERE AND SPEND DAYS PLAYING AND SWIMMING.”**

- Survey response



Exploring the rockpools by Dunure Castle, South Ayrshire © Paul Tomkins/Scottish Viewpoint

# Workshop key findings

We asked participants to share their views on the following topics: **your heritage, recognising and celebrating heritage** and **managing change to the historic environment**.

## Your heritage

- participants showed a huge amount of passion, knowledge of, and care for their local areas
- experiences connected with buildings and places are what really matter

“We’re really proud of my school’s long history. I saw an old picture showing a pony and trap outside it.”  
**Stirling participant**

“There are sights, smells and sounds you don’t experience anymore. The 1pm bell used to go off at factories. The opening of factory gates saw hundreds of people throng the streets. Phones and typewriters and police cars all sounded different. The noise of trams tooting, the conductor’s bell on the No 73 bus in Dundee. The smell of jute in Dundee, linoleum in Kirkcaldy. The smell at train stations and docks.”  
**Dundee group**

## Recognising and celebrating heritage

- widespread support for recognising buildings and places
- there is a lack of understanding about listing and designation
- lack of clarity about the wider planning system and who does what
- enthusiasm for being involved in designation at a local level
- local knowledge is key and should be used to enrich decision-making
- HES is viewed as acting ‘nationally’ and not always on what matters at a local level
- protecting, recording and promoting intangible heritage linked with buildings and places is very important, such as Common Riding in the Borders, local dialect and football chants

The workshops were open to everyone. **200** people took part at **12** locations across Scotland: Giffnock, Dundee, Fort William, Glasgow, Hawick, Lockerbie, Selkirk, Perth, Stirling, Falkirk, Orkney and the Isle of Lewis.

“I have no idea how things are funded.”  
**Stirling participant**

“Listing is like the benefits system. If you don’t know how to work it, you don’t get the benefit. The forms are confusing and I don’t know who to speak to.”  
**Hawick participant**

“If you don’t know where you come from, you don’t know where you’re going.”  
**Fort William participant**

“The oral history of people’s memories is at risk of being lost. It’s important to record people telling their stories.”  
**Dundee participant**

“Use digital time capsules to capture local history in films and photographs.”  
**Selkirk participant**



## Managing change to the historic environment

- widespread acceptance that change is inevitable
- change to buildings should be informed by need and/or proposed use
- existing buildings should be adapted in sympathy with the local environment
- HES knowledge and expertise is respected
- all groups would prefer to see old buildings re-used
- there is a perception that current consultation methods are tick-box exercises

“Change needs to consider local knowledge and sentiment.”

**Hawick participant**

“Sometimes it feels like there’s a conflict between users of buildings and the desire for pristine purity.”

**Perth participant**

“I think HES is not interested in the Disneyfication of heritage.”

**Fort William participant**

“Design affects the experience.”

**Glasgow participant**

“It’s easy to be negative but the alternative to listing is worse. Nothing would be protected.”

– Hawick participant



Participants at the Hawick workshop



Participants at the East Renfrewshire Young Persons Services workshop



Participants at the Govanhill Baths workshop

# Communications coverage

*What's Your Heritage?* featured in publications all over Scotland and on local radio. People contributed to the conversation online generating discussion about what heritage means to them, with the project hashtag **#myheritageis**. On 31 January **#myheritageis** trended in Edinburgh.

We filmed the views of contributors including John Clancy, owner of The Laurieston. The video reached over **137,000** people and was watched **40,500** times thanks to circulation by Lost Glasgow and The Laurieston itself. The video captured the imagination of local traditional sign writer Ciaran Glöbel who produced a sign with Mr Clancy's accidental catch-phrase "*It's just a pub*" which now has pride of place inside The Laurieston.

The project also received personal contributions to the *What's Your Heritage?* online blog. You can read these by visiting the HES website.

**Jess Smith**  
**'My heritage, my footsteps'**

**Linda Zupancic**  
**'My Scottish family'**



The project was featured in The Scotsman, The Herald and The National as well as the following publications.

**47** different publications in  
**28** different locations

- **Aberdeen** (Evening Express)
- **Arbroath** (Arbroath Herald, Guide & Gazette)
- **Argyll and Bute** (The Buteman)
- **Brechin** (Brechin Advertiser)
- **Buchan** (Buchan Observer)
- **Carrick** (Carrick Gazette)
- **Cumbernauld** (Cumbernauld News)
- **Deeside** (Deeside Piper & Herald)
- **Donside** (Donside Piper & Herald)
- **Edinburgh** (North Edinburgh News)
- **Ellon** (Ellon Times)
- **Fraserburgh** (Fraserburgh Herald)
- **Galloway** (Galloway Gazette)
- **Glasgow** (Evening Times, Glasgow South & Eastwood Extra)
- **Hawick** (Hawick News)
- **Hebrides** (Hebrides News Today)
- **Inverurie** (Inverurie Herald)
- **Kincardine** (Kincardineshire Observer)
- **Kirkintilloch** (Kirkintilloch Herald)
- **Kirriemuir** (Kirriemuir Herald)
- **Linlithgow** (Linlithgow Gazette)
- **Midlothian** (Midlothian Advertiser)
- **Milngavie** (Milngavie Herald)
- **Montrose** (Montrose Review)
- **Northern Scotland** (P&J)
- **Paisley** (Paisley People)
- **Stonehaven** (Mearns Leader)
- **Stornoway** (Stornoway Gazette)

 **Facebook**  
Almost 250,000 people saw Facebook posts about the project. People watched our videos over 43,000 times. 4,822 Liked our posts and 761 made comments.

 **Twitter**  
Nearly 255,000 people saw our Tweets which gained 637 likes and 596 retweets.

 **LinkedIn**  
Over 9,800 people saw our posts about the project.

 **Instagram**  
More than 70,000 people saw our posts about the project and Liked them over 3,800 times.

 **Website**  
The web pages for the project were visited over 4,450 times.

# #myheritageis



## Taking action

Now that we have completed the online survey and workshops we are ready to use this information to help us work towards drafting new historic environment policies that better reflect the needs and wants of the people of Scotland. We will be able to action some changes quickly, while others will take more time to be developed and implemented.

Based on your feedback, we are going to:

- **Analyse** the results of the survey and workshops
- **Outline** the key issues raised
- **Meet** with the wider heritage sector in Autumn 2017 to talk about the results and the key issues
- **Develop** key actions for the short, medium and long term with a timetable for their implementation
- **Revise** the designation criteria and advice and consents policy in the Historic Environment Scotland Policy Statement in 2018
- **Keep** everyone informed about how their input has changed what we do

And, most importantly, we will **keep the conversation about our heritage** going with the public and the heritage sector.

Ramsay Hall, Port Ellen,  
during the Islay Festival of  
Music and Malt © Paul Tomkins/  
VisitScotland/Scottish Viewpoint

# Detailed consultation feedback

- Survey results
- Workshop process, materials and themes
- Filmed contributions
- Thanks

# The survey

The online survey opened on 23 November 2016 and closed on 31 March 2017. It had 22 questions, some of which allowed respondents to give free text replies. Some questions had photographs to help illustrate the subject.

The survey briefly explained different types of heritage designation and also the ways that heritage can be recorded and recognised. Demographic questions 18 to 22 were optional.

It was promoted on the HES website, through social and traditional media, leaflets and word of mouth. The survey also included a prize draw for Historic Scotland annual memberships.

A total of 1,952 completed responses were received.

## The purpose

- To be easy and quick to complete
- To reach a wide audience and new audiences
- To capture baseline information for now and the future
- To show that we are a new organisation looking for the public's views to inform our work
- To increase understanding about designation, recording and heritage management

## The results

The results are set out below. The number of respondents to each question is given. There were too many free text replies to include them all individually, however, we have included a selection of the replies received.

“Scotland has one of the most unique combinations of strong cultural and natural heritage.”

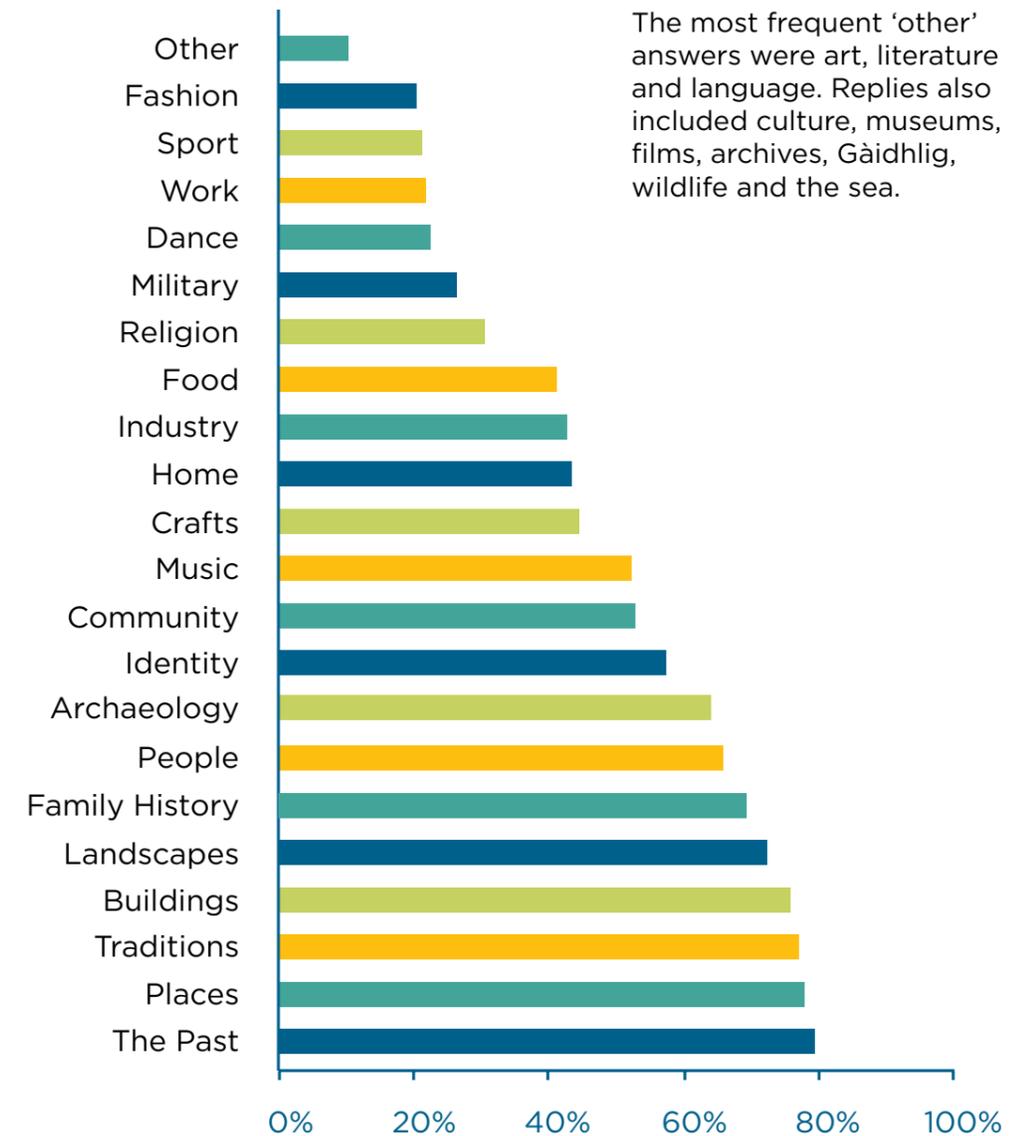
- Survey response

## Question 1

My heritage is...

(tick all that apply)

[answered 1,952]



The most frequent 'other' answers were art, literature and language. Replies also included culture, museums, films, archives, Gàidhlig, wildlife and the sea.

## Question 2

Name a place or building in Scotland that matters the most to you.

[answered 1,952]

### Amongst the most frequent answers were:

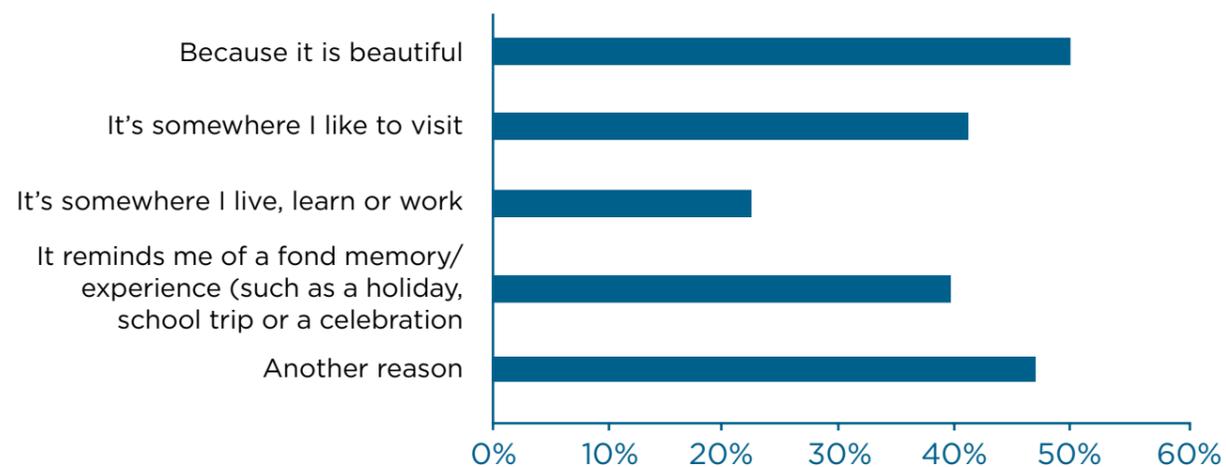
Edinburgh, Glasgow and the Orkney Islands. Castles, including Edinburgh, Stirling, Dunnotar and Urquhart amongst many more were mentioned. 'My home' was also a popular answer.

**Other replies included:** Scotland's coast and beaches, Iona Abbey, St Andrews, Reilig Odhrain, Argyll, Cairngorms, Forth Bridge, Mitchell Library, Marischal College, Ben Nevis, Outer Hebrides, Callanish Standing Stones, Tay Bridge, Wallace Monument, Frigate Unicorn, Falkland, Rosslyn Chapel, Glasgow School of Art, National Museum of Scotland, Loch Ness, Crinan, Culloden, and New Lanark.

## Question 3

Why does it matter to you?

[answered 1,952]



# 915

PEOPLE TOLD US WHY THEIR SPECIAL PLACE MATTERED TO THEM.

- "It's what I think of when I picture home"
- "An iconic building"
- "I remember going as a child, I took my children and now take my grandchildren"
- "It's my home town"
- "I was born here"
- "It's peaceful"
- "Rich in history"
- "Every summer...we would go there and spend days playing and swimming"
- "Burial place of my ancestors"
- "It is a beautiful and diverse landscape"
- "Because of the views"
- "I feel connected to it"
- "It combines landscape, history and archaeology in one place"
- "It reminds me of my family"

"Because it tells the story of the people who have lived and worked here."

- "I can feel the spirits, my history"
- "It's where I walk my dog"
- "A sense of connectedness to an ancient past"
- "Unspoiled"
- "It's an amazing insight into our past"
- "Where a poor Glasgow girl could learn and dream for free"
- "As close to time travel as I'll ever get"



A visitor exploring Skara Brae, Orkney Islands

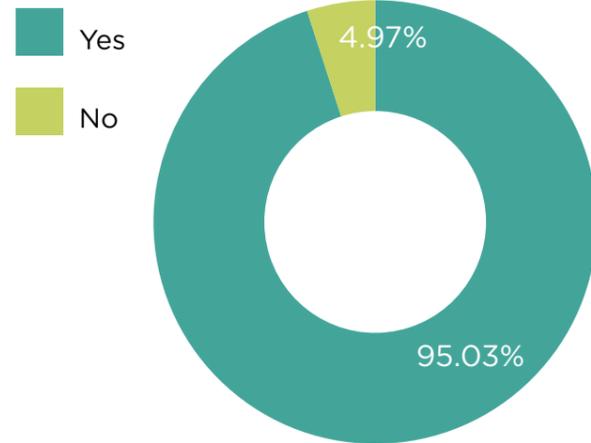
## Question 4

George Orwell, the famous author, wrote the celebrated book 'Nineteen Eighty-Four' at this house on the island of Jura in the 1940s. Do you think this should be recognised?

[answered 1,952]



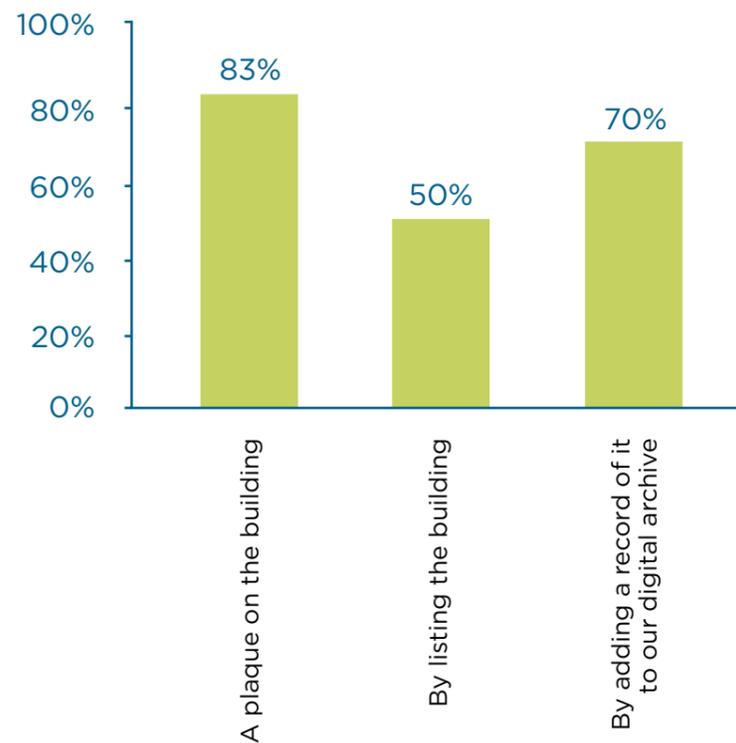
Image reproduced courtesy of Dom Shaw



## Question 5

If yes, how?  
(tick all that apply)

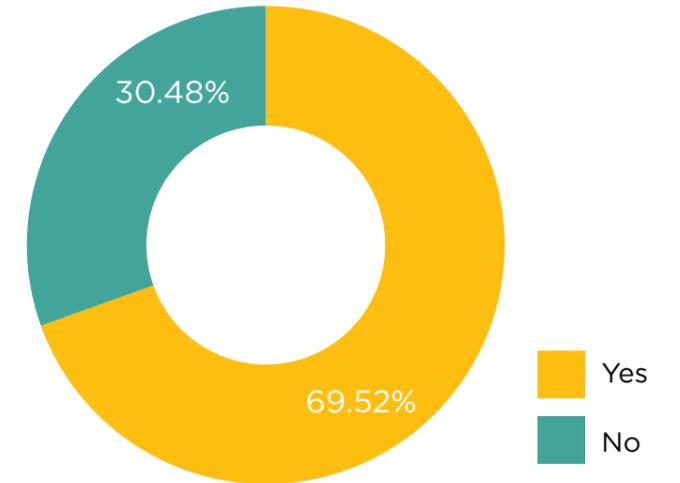
[answered 1,860]



## Question 6

Would you like to have a say in how we decide what becomes listed or designated?

[answered 1,952]

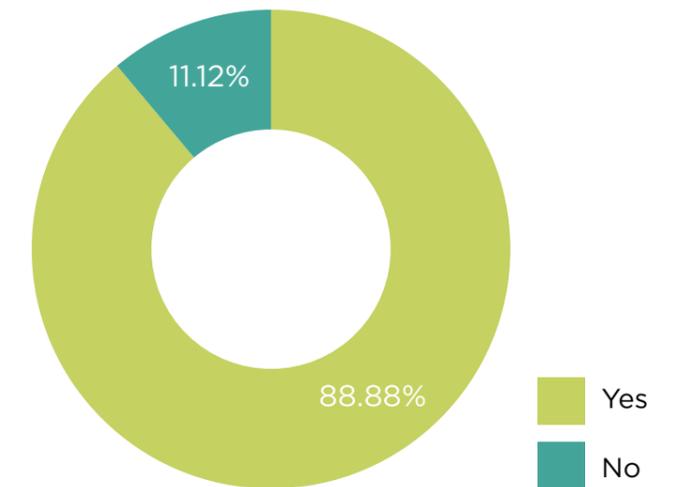


## Question 7

Some types of buildings and sites such as places of worship and schools are found all over Scotland. Not all of them can be legally protected by national listing or designation.

Do you think there should be a locally run system to recognise the value of these in your area?

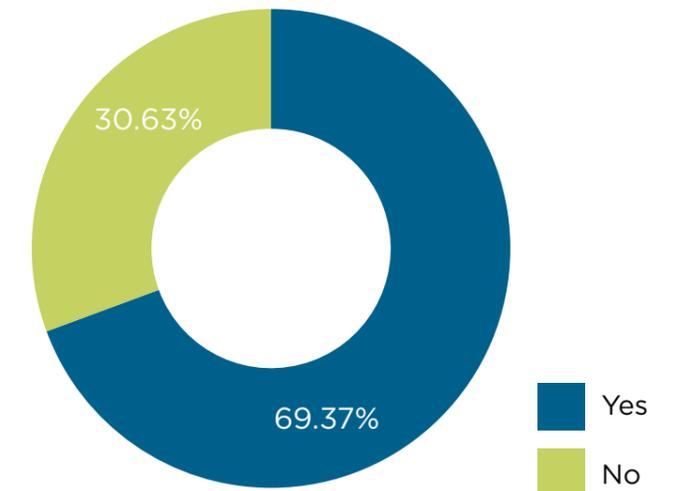
[answered 1,952]



## Question 8

If yes, would you get involved in a local scheme to recognise the value of your local heritage?

[answered 1,871]



## Question 9



On a scale of 1-10, with 10 being the most positive, tell us what you think of these changes.

The former Royal Infirmary of Edinburgh site has been developed to provide housing and offices and it is now known as Quatermile.

[answered 1,952]

Average response: **6.47** out of 10



## Question 11



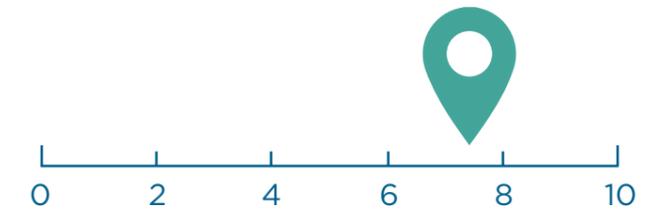
On a scale of 1-10, with 10 being the most positive, tell us what you think of these changes.

This historic house has been extended with a smaller wing in the same style as the main house. The building on the far left of the photo is also a newer addition.

[answered 1,952]

Average answer: **7.56** out of 10

© Murdo McDermid/  
Groves-Raines Architects Ltd.



## Question 10

On a scale of 1-10, with 10 being the most positive, tell us what you think of these changes.

Aberdeen's Maritime Museum outgrew the historic Provost Ross' house on the right of this photo and it expanded into the former church (to the left) with a glass link in 1997.

[answered 1,952]

Average answer: **6.61** out of 10



© Royal Fine Art Commission for  
Scotland, reproduced courtesy of Scran.



## Question 12

On a scale of 1-10, with 10 being the most positive, tell us what you think of these changes.

Maryhill Burgh Halls in Glasgow has been regenerated and extended to provide new community facilities.

[answered 1,952]

Average answer: **6.56** out of 10



© Andrew Lee



## Question 13

On a scale of 1-10, with 10 being the most positive, tell us what you think of the changes made to this castle. This castle has changed from being a ruin to being lived-in.

[answered 1,952]

Average answer: **6.45** out of **10**



© Jon Haylett and A Kilchoan Diary

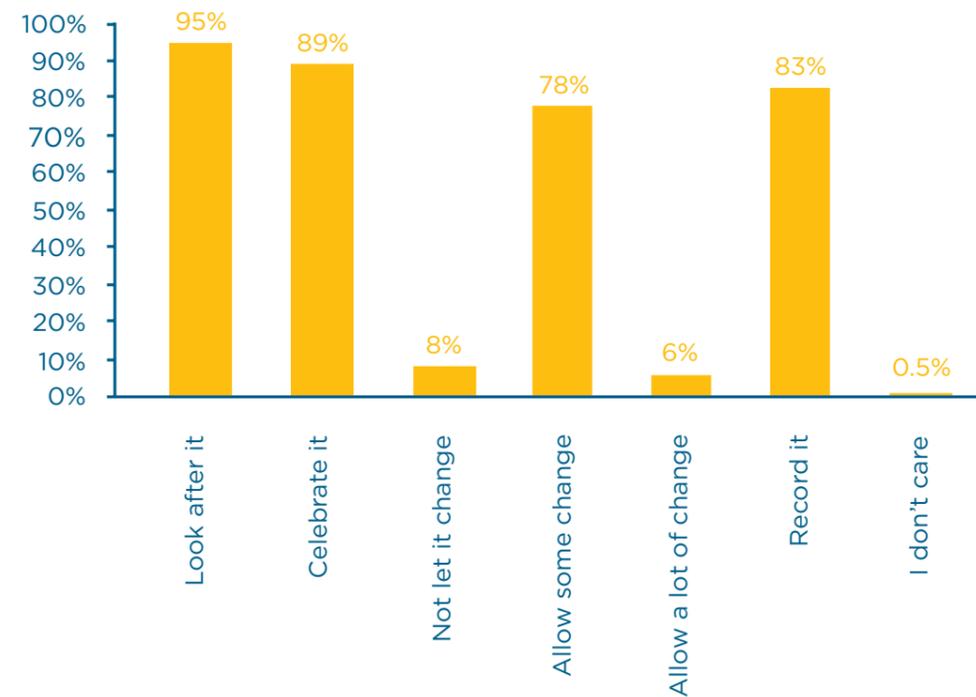


## Question 14

What do you think Scotland should do with our heritage?

(tick all that apply)

[answered 1,952]



## Question 15

Which of the following do you think Historic Environment Scotland does?

Tick all you think apply.

[answered 1,952]

Which of the following do you think Historic Environment Scotland does?	Response
Records place and buildings for future generations	83.71%
Offers advice and support on maintaining buildings	77.41%
Manages visitor attractions like Edinburgh Castle	76.18%
Lists buildings and other types of designations	75.15%
Gives advice about changes to listed buildings	73.16%
Runs public events, talks, guided walks and tours	70.65%
Manages archives and national collections	67.11%
Decides about changes to scheduled monuments	65.98%
Provides skills training and apprenticeships	63.78%
Provides grants and funding	58.76%
I'm not sure what the role of Historic Environment Scotland is	13.32%
Other (please specify)	5.69%

### Amongst the 'other' responses were:

- "Is a charity"
- "Works in partnership with local authorities"
- "Attempts to limit climate change"
- "Fails to support the public when they appeal to HES"
- "Involves communities"
- "Does nothing about local issues"

## Question 16

Is there anything else you would like to tell us about your heritage?

[answered 552]

- “More efforts are needed to preserve our local heritage. Some support of the community to take charge of these buildings is required.”
- “No owner should have a veto on whether their property should or should not be listed. HES must list or schedule what they think appropriate. It must maintain its independence.”
- “Make HES more relevant to local communities.”
- “I would like to see a real proper process established within your structure to get Local Authorities to take responsibility for maintaining the historic buildings in their ownership.”
- “I am interested in places which not only represent ‘indigenous’ Scottish culture (such as castles) but also showcase Scotland’s multi-culturalism.”
- “It should be easier for people to take practical steps to preserve the heritage they find important to them.”
- “I hope that we can record and share information about where I live with others.”
- “The designations and listing process should be overhauled completely to produce a smaller list of truly nationally important places...alongside a protection system for locally important places...”

- “I would like to learn more about current research on heritage.”
- “There is more to Scotland’s heritage than castles, museums and monuments. Let’s celebrate our industrial heritage and preserve it for generations to come.”

“Buildings evolve with the community around them. It is outdated to assume no change should ever be made to a historic structure.”

- “Everywhere across Scotland there are important buildings, archaeological sites and places not being maintained or celebrated... There is a need for a clear, ambitious national plan of action about how these can be revitalised in a way which brings greater benefits to communities and contributes to an equitable vibrant Scotland.”
- “It is better that a ruined castle is restored and lived in and cared for than left to decay further. If done sensitively, modern renovations and extensions are essential to the lifespan of historically important buildings.”

- “I believe that adding a modern look to a historic building is a terrible and hideous thing to do.”
- “Heritage should be dynamic and allow change. Those who built the original building did not expect it to remain unchanged and neither should we. At times the effort to keep things unchanged seems out of proportion with the need to use a building to its best potential.”
- “Sometimes I don’t think they take a very practical view of... our heritage...if restrictions on repair are so extensive to make it all but impossible to execute, then the long term future of the building will further deteriorate.”
- “I find HES to be elitist and exclusive and not really the sector leader it purports to be.”
- “We need to find more effective ways of encouraging people - of all ages - to understand, recognise and appreciate their own environment.”
- “More effort should be put into showing how the majority spent their lives as this is our real heritage not the bubble of the wealthy few.”
- “Aberdeen was once a unique grand granite city. We feel very let down by Historic Scotland’s lack of care or interest in protecting Aberdeen city centre for future generations.”
- “I suspect that there is much more general awareness of the value of individual ‘star’ buildings than historic streets

for instance. It often seems that old but less ‘dramatic’ buildings can be especially at risk.”

- “I think it is important to protect and record the past. But we must allow our built environment to evolve. To ensure it is useful and relevant for today’s world. This is the best way to protect buildings, but ensuring they are relevant to us today.”

“It’s our greatest asset after our people.”

- “We should not copy or fake old styles, but allow modern interpretation and contrast to celebrate the past and the future.”
- “Many local buildings or areas aren’t listed or scheduled because they’re not a rare or fine enough example of their type, but still mean a lot to people.”
- “Heritage should be allowed to be re-purposed where appropriate, keeping the building alive and continuing to exist for the future in a useful way.”
- “I feel we need to preserve old castles for future generations as a monument to those who lived in them and not develop them as a habitable home.”
- “We do not need a land of crumbling ruins.”

- “Designation is important in helping with the management of heritage sites. However, the high majority of our heritage will not, and should not be designated. That does not mean that it should be ignored. Undesignated assets are more likely to face change so it is all the more important to make sure that a wide and representative range of sites are recorded.”
- “Access is critical.”
- “Scotland has one of the most unique combinations of strong cultural and natural heritage.”
- “So much has been lost already, and we need to prioritise and record more.”
- “The history of the common people should be more valued than at present.”
- “Scotland’s heritage is an asset.”
- “I believe that new isn’t always better...that utilising existing buildings is more sustainable.”

- “Importance to local communities can often be overlooked.”
- “More opportunities for people to become involved in decision-making.”

“I think we should celebrate good design of every era.”

- “Listing works as a concept although press coverage usually focuses on negative ideas about it.”
- “We public who interact and live and work around these structures should have a say in the redevelopment or restoration of these spaces.”



A family visit  
Portencross Castle,  
North Ayrshire © Paul  
Tomkins/VisitScotland/  
Scottish Viewpoint

## Question 17

How did you hear about this survey?

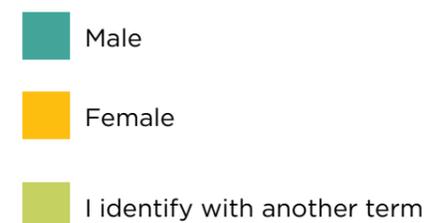
[answered 1,918]



## Question 18

Gender

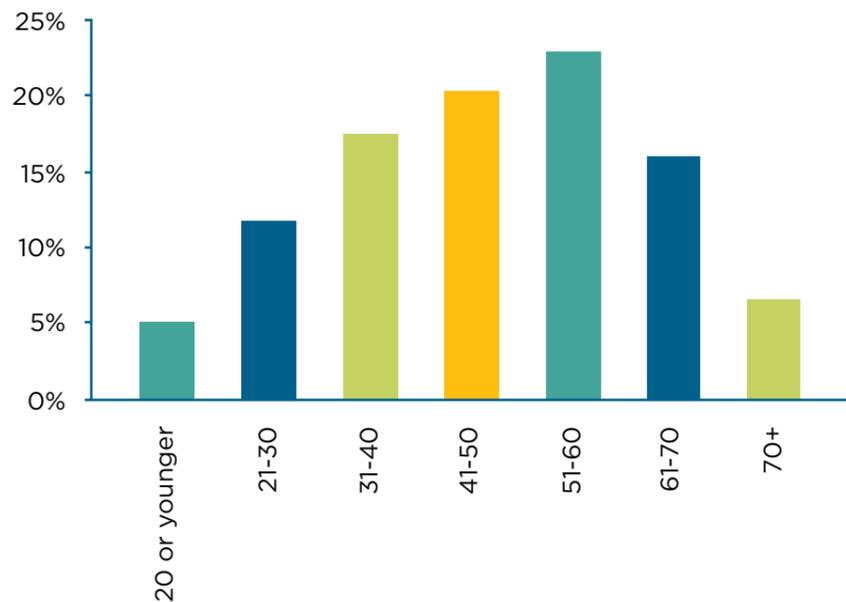
[answered 1,916]



## Question 19

Age

[answered 1,918]

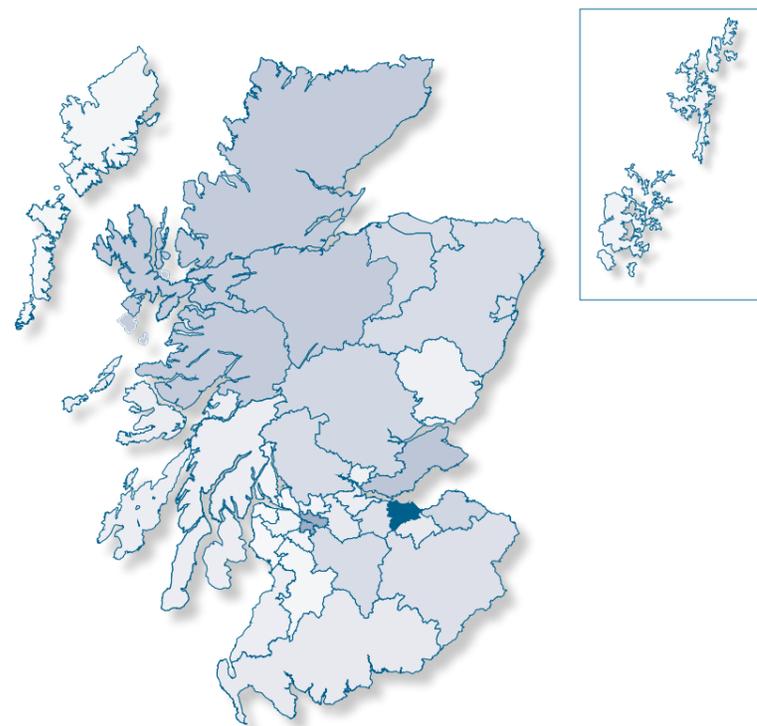


## Question 20

Location of respondents

[answered 1,725]

Council area	Responses
Edinburgh	367
Glasgow	145
Fife	92
Highland	82
East Lothian	64
Perth and Kinross	59
Moray	55
South Lanarkshire	53
Stirling	53
Aberdeen	49
Aberdeenshire	49
Scottish Borders	45
West Lothian	43
Dumfries and Galloway	29
Midlothian	29
North Lanarkshire	29
Falkirk	24
Argyll and Bute	23
South Ayrshire	23
Dundee	20
Angus	17
Clackmannanshire	17
East Dunbartonshire	15
Orkney Islands	15
Shetland Islands	15



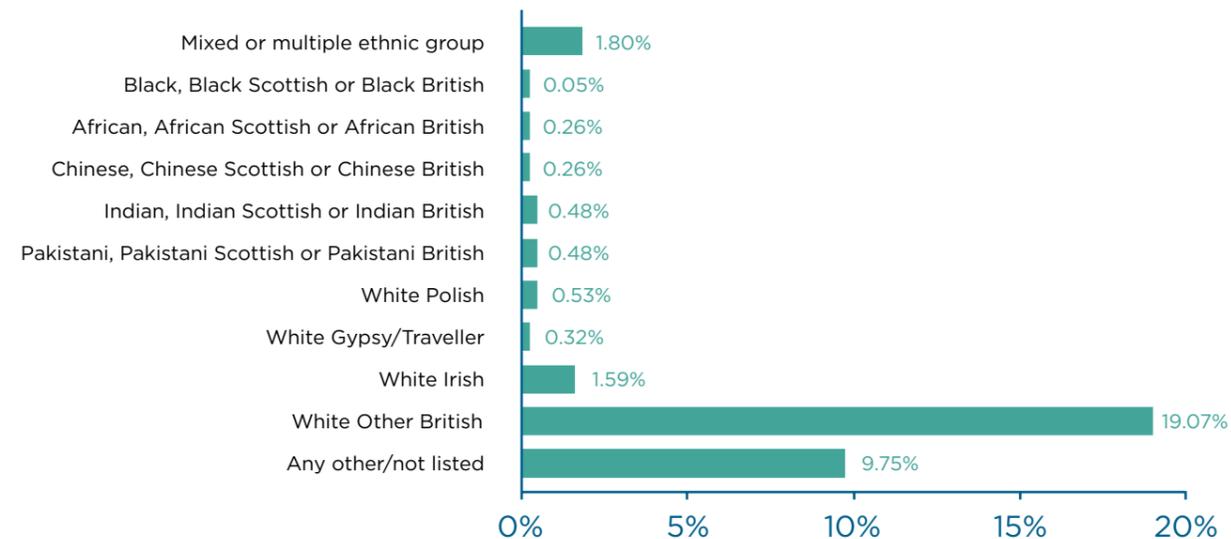
Renfrewshire	14
East Renfrewshire	13
Comhairlie nan Eilean Siar	10
East Ayrshire	10
North Ayrshire	9
West Dunbartonshire	9
Inverclyde	8
Not in Scotland	240
<b>Total</b>	<b>1725</b>

## Question 21

Ethnicity

[answered 1,888]

**65.41%** of respondents were **White Scottish**.

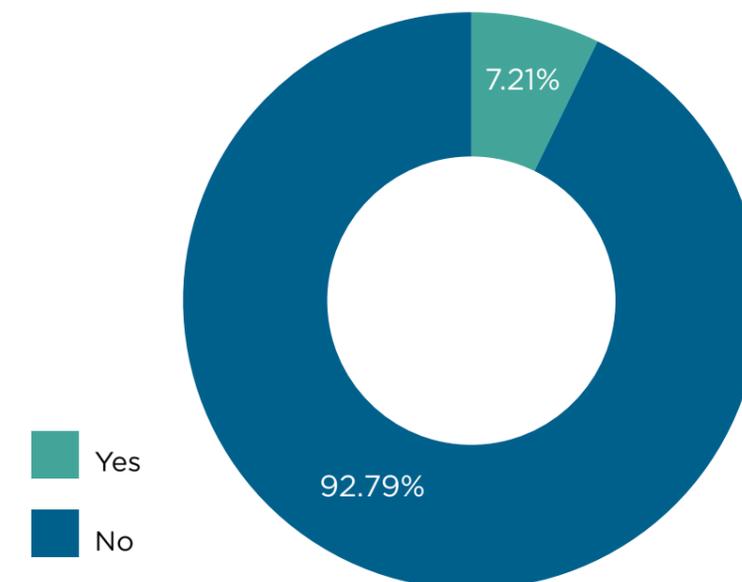


The 'other' responses included: **Canadian, American, Welsh, Scandinavian, Australian, Dutch** and **German**.

## Question 22

Do you consider yourself to be disabled under the definition of the Equality Act 2010

[answered 1,899]



# Workshop process, materials and themes

200 people took part in workshops across Scotland

Participants at the Dundee Science Centre workshop



Participants at the Scottish Commission for Learning Disability workshop



Participants at the Positive Prison, Positive Futures workshop

Participants at the Abbeyfield Scotland, Lockerbie workshop



# Process

## Framing the conversation

The **historic environment** is terminology that has been used in the heritage sector for some time, but it does not appear to have wider public resonance.

To help participants understand what it means, a presentation and video were shared at the start of workshops. The video was widely distributed across digital channels. Flyers, social media posts and media activity also helped promote the project.

These activities helped to support understanding amongst contributors and to empower them to draw from their unique perspectives.

The word **heritage** has many connotations as shown by the variety of responses in the survey and the workshops.

“Heritage belongs to everyone.”

– Positive Prison, Positive Futures workshop participant

## Workshop Programme

### 1 December 2016

Positive Prison, Positive Futures, Glasgow

### 25 January 2017

Young Persons Services staff, Giffnock, East Renfrewshire Council

### 8 February 2017

Scottish Commission for Learning Disability, Glasgow

### 16 February 2017

– Abbeyfield Scotland, Lockerbie  
– Border Club, Hawick

### 20 February 2017

Philiphaugh Community School, Selkirk

### 28 February 2017

Voluntary Action Lochaber, Fort William

### 2 March 2017

– Perth and Kinross Council staff, Pullar House, Perth  
– AK Bell Library, Perth

### 6 March 2017

Forth Valley College, Stirling Campus

### 8 March 2017

Dundee Science Centre

### 14 March 2017

Comunn Eachdraidh Nis (Ness Historical Society), Isle of Lewis

### 15 March 2017

Heilsa Fjold Community Centre, Sanday, Orkney Islands

### 20 March 2017

Govanhill Baths, Glasgow

## Survey and workshop topics

The survey and workshops were based around three key subjects. The content of the workshops reflected that of the survey, but sought more in-depth responses. Visual materials used at the workshops included a video and photographs of local listed buildings.

Subject	Description
Your heritage	What does heritage mean to you? A focus on places, buildings, stories, people and traditions.
Recognising and celebrating heritage	Tested knowledge of listing and designation, understanding of HES and the value of how and why buildings are currently looked after. Asked what level of input the participant would like to have in the listing / designation process.
Managing change to the historic environment	Sometimes places and buildings need to adapt to meet new needs, such as climate change, an extension, a new use for an old building, landscaping work or a brand new building. This tested respondent's views on change.  In the workshops this section was tailored to each location by selecting three local examples: a local listed building, an altered listing building and an example of a garden included on the Inventory of gardens and designed landscapes.

“The historic environment is not limited to stones, bricks and mortar. It is the combination of tangible and the intangible – from buildings, landscapes and objects, to traditions, stories, memories and the connections between people and places.”

**For All Our Futures, Corporate Plan 2016-2019, Historic Environment Scotland**

# Materials

## Workshop toolkit

The development of a downloadable toolkit provided a resource that organisations and individuals could use to start their own conversations and to contribute their ideas to the project. It contained everything needed to organise an event including: a core narrative, a facilitator briefing note with workshop questions and photography, a video, introduction presentation, email invitation text, editable poster, sign-in sheet, summary sheet and a handy checklist.

The timescale of the project meant that the toolkit was not as widely used as hoped. However, several groups expressed a strong interest in using this at future events to engage younger people.

The toolkit was used by three groups and helped people in more remote areas, such as Stornoway and Orkney, to contribute their ideas. It also encouraged wider interest in the project and the work of HES.

You can download the toolkit by visiting our website.

## Your place in a box



'Your place in a box' featured examples of listed buildings paired with props such as popcorn and concert tickets. This was shown at workshops and used to spark conversation with the groups.

Participant at the Govanhill Baths workshop



“I think the *What's Your Heritage?* workshop toolkit is a great product to engage with young people.”

- Working 4 U Manager Stephen Brooks,  
West Dunbartonshire Council



Participants at the Fort William workshop

# Themes

A wide range of views were expressed in the workshops, and some themes emerged across all locations.

We asked about three main topics: **'Your heritage'**, **'Recognising and celebrating heritage'** and **'Managing change to the historic environment'**.

## I. Your heritage

When people were asked what heritage means to them local identity and community anchored all conversations. People, stories, colloquialisms, dialect, and traditions are all linked to, and create special meaning for, the buildings and places the people of Scotland enjoy. Groups shared examples of hidden or lesser-known features of the built environment in their local area and reflected on the importance of traditions, both old and new.

Themes about **buildings and places, people, language, traditions** and **experiences** emerged.

### Buildings and places

214 examples were shared at workshops. Cinemas, sports grounds, parks, castles, towers, bridges, mountains, the ocean, countryside and cities, islands, farms, prisons, community centres and bingo halls are just some of those featured in conversations.

People are surprised by what they see and learn, when they look beyond what is immediately in front of them. The workshops uncovered some fascinating stories and local lore, revealing many lesser known stories in their local areas.

**"Watching John Clancy speak about the Laurieston pub – 'it's just a pub, just a pub' – is an enduring memory."**

**Alistair Redpath, Project Glasgow**

■ *"Old Callander Road is not open to the public or signposted, there's an important local story about it. We know Bonnie Prince Charlie travelled along the road."* **Stirling participant**

■ *"Wishart Arch is the last remaining gate of the Dundee wall, near the dock end of Dundee. It's the little things that connect stories."* **Glasgow participant**

■ *"They were major employers in Dundee. My nana worked part time at the school and mill when she was just 13."* **Dundee participant**

### People

Contributors shared stories of their personal heroes and heroines, from the past and the present. Some have accomplished amazing feats like world-record holding ultra-marathon runner and local hero in Sanday, Orkney, William Sichel.

In Dundee attendees discussed the influential local family, the Baxters.

■ *"Baxters provided wagon covers and exported to the USA and also sails for ships. Levi's operated briefly in Dundee, using surplus wagon covers to create hardwearing trousers, or 'jeans' as they're now known."* **Dundee participant**

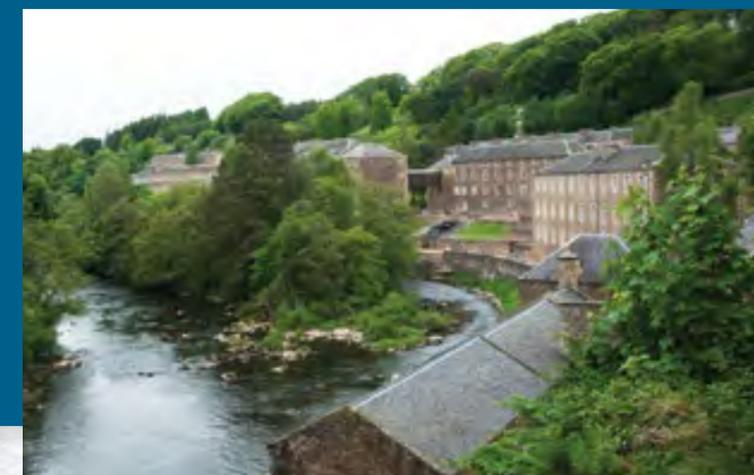
**"People make buildings and places."**

**– Scottish Commission for Learning Disability participant**

**"We had an overnight stay in New Lanark. It's preserved very well and is accessible."**

**Scottish Commission for Learning Disability participant**

A view of New Lanark, South Lanarkshire



## Language

The local significance of names and naming was discussed in all the workshops. Four groups made specific reference to the importance of colloquialisms and local dialect. These help to characterise identity and their survival depends largely on the community as the custodians of their local language.

Changing a name can alter the identity of an area as a participant in Glasgow observed: *“Vicky Road (Victoria Road) was named*

*that so we were forced to forget about Mary, Queen of Scots.”*

A hotel that has had numerous name changes was mentioned by a group as representative of a vogue for changing names to appeal to the visitor market.

The group expressed concern that by naming too many places after local landmarks the area’s authenticity would become diluted.

“I love using words like ‘braw’ and ‘scunner.’ Local language is dying out.”

– Forth Valley College participant

“I AM PROUD OF MY AND OUR HERITAGE.”

– Survey response

Edinburgh Castle  
by night

## Traditions

The groups noted that traditions are passed down through generations and inherited and adapted over time. Traditions are precious and create a sense of belonging and meaning as many of the groups explored.

At Park Lea, a residential care home in Lockerbie, a resident recalled the enjoyment of playing the card game whist:

*“There were four people per table, they would bring their own cakes, stands and embroidered tablecloths. You don’t really hear about whist drives anymore. They were well-organised, around Burns Night, for example. The difference was that you entertained yourself and*

*joined in as a group, now people are isolated.”*

In Biggar, there were many curling dances where “women would wear long dresses.”

A woman from Dumfries spoke about her love of walking. She walked around Holywood and New Bridge, and used to take her boys out birdwatching:

*“I don’t think there’s a bird they don’t know.”*



Abbeyfield Scotland, Lockerbie residents pictured with Area Manager, Lynne White

While technology advances and new habits form, traditions that were once a part of daily life fade away into memory:

- *“We walked over to our friend’s house. We would always play bridge there. One evening we visited and he turned around suddenly and said “Sssh!!” pointing at this glowing square in the corner of the room (television). We didn’t play cards after that.”* **Glasgow workshop participant**
- *“Attending the cinema was my culture. Now the cinema experience is very different.”* **Govanhill workshop participant**



Hippodrome Cinema, Bo'ness © Duncan Astbury/Alamy Stock Photo

The schoolchildren from Phillippaugh Community School in Selkirk were interested in family, stories, and, in particular, Borders heritage and places linked with traditions like the Common Riding. The children mentioned the places they enjoy visiting including the swimming pool and the skate park.

• Lavgage  
• Shop  
• Storys, kids book  
• trophies

• House  
• Common Riding  
• St. Marys Loch  
• Old Cemetery  
• Family Photos  
• Scottish Parliament  
• Scotins Land Marks  
• video tapes  
• crocks

“I LOVE THE SEASIDE,  
THE FRESH AIR,  
THE SAND BETWEEN  
YOUR TOES AND  
SWIMMING...”

- East Renfrewshire workshop participant

## Experiences

Attendees recalled in captivating detail their experiences in the buildings and at the places that are special to them, and how these experiences engaged the senses. Many made specific references to tactile aspects of the environment:

- *“I love the seaside, the fresh air, the sand between your toes and swimming...”* **East Renfrewshire participant**

Some reflected on the power of sensory memory:



The Barrowland Ballroom, Glasgow © Jeremy Sutton-Hibbert/Alamy Stock Photo

- *“The Barrowland Ballroom is just the same. The smell transports me back to when I was a teenager.”* **East Renfrewshire participant**
- *“The Outer Hebrides suit me very well. It’s full of history, beauty and isolation.”* **Perth participant**

It’s clear that the people of Scotland are extremely moved by, and proud of, the natural beauty for which the country is renowned. Some fleeting, esoteric moments were remembered fondly:

- *“My first trip to Scotland was Oban....The sea, it was a blue that I’ve never seen before.”* **Glasgow participant**
- *“I love the countryside: the long summers, the freedom, going out with my dad tending the sheep and, eventually, lambing.”* **Lockerbie participant**
- *“Loch Lomond is beautiful. Sometimes you take it for granted. I like sightseeing and walks there. It helps you forget yourself and understand the past.”* **Scottish Commission for Learning Disability participant**

Buildings, while they are constructed of physical materials, are inextricably linked to wider cultural expressions of who we are and our communities.

The workshops showed how important buildings are to people, not only as part of their everyday lives, but also as a way of promoting social connectedness.

- *“Heritage to me is remembering where we come from. What buildings stood in times past. Keeping the culture alive with the memories.”* **Glasgow participant**

## 2. Recognising and celebrating heritage

The majority of contributors felt that the historic environment is something that you inherit, and that you have a responsibility to look after it for the next generation to enjoy. There is a lack of public understanding about what heritage bodies do.

Groups expressed confusion about listing and designation.

- seven groups were unsure what designation meant. Some suggestions included:

*'Paperwork', 'hoops to jump through', 'costly with limitations', 'in a long queue', 'control'.*

- only one group was able to identify the listing categories as A, B and C and knew about scheduled monuments.

- three groups said 'designation' signifies something of historical importance, or a process that protects or keeps something safe.

- four groups said they would like HES to share more information about how they decide what is listed.

When asked whether they would like to have a say in how HES decides what is listed or designated, the answer from workshops was a resounding yes.

- most groups said they would like to have a say in how HES decides what is listed however there was no clear indication of how this might work.

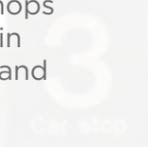
- five groups specifically acknowledged the expert role HES plays and recognises that it could be damaging to leave such important decisions to the public.

- three groups suggested that communities should be consulted about category C listed buildings, which are of local importance. It is more likely that communities would have valuable local knowledge that could enrich the decision-making process.

It is important to local people that:

- they know who to speak to about heritage at a local level, even when there are staff changes within HES and other organisations.
- advice and information is consistent and easy to understand.
- they are listened to.
- there is follow-up communication following enquiries.
- decisions are made with a balance of expert and local knowledge and on a case-by-case basis.

All groups agreed it is important to recognise and record heritage. There are many local projects that play a vital role in preserving oral history and traditions, those mentioned in the workshops included Sanday Voices in Orkney, Project Hawick, and Govanhill Baths Trust.



Car Stop

### 3. Managing change to the historic environment

Listed examples used in the workshops were tailored to the local area and helped focus talk about managing change to historic buildings and places. Themes about keeping buildings alive, demolition, accessibility, working together and education emerged.

#### Keeping buildings alive

While it is clear that people feel passionate and attached to places and buildings, the groups were in agreement that change is inevitable and that there should be some degree of flexibility to accommodate and encourage new uses and new materials.

Participants told us that as far as possible, buildings should be improved rather than destroyed and, in the case of modern additions, these should be in sympathy with the environment they are situated in, adding value and benefitting the community.

■ *“Adapt things instead of slavishly recreating the original specification. People will not use buildings if they can’t afford to maintain them.”*  
**Hawick participant**

■ *“They should reuse existing buildings instead of building modern monstrosities. Modern developments next to old buildings destroy the appearance of parts of cities like Glasgow.”*  
**Fort William participant**

Groups across the country shared their stories of places, that they enjoy visiting and they explained how visiting them enriches their lives, creating memories:

■ *“I love Kelvin Hall, it has given me lifelong memories. It has a certain atmosphere. I feel the history attached to it.”*  
**Perth participant**

■ *“When I visit Perth Museum and Art Gallery I have the same feeling I had when I went as a child. I love it because it brings art to Perth, so you don’t have to travel to enjoy it.”*  
**Perth participant**

■ *“I love visiting Edinburgh Museum. I saw a lady dressed in a costume, it really helped me understand the history more.”*  
**Scottish Commission for Learning Disability participant**



**“WE ARE MAKING HERITAGE FOR THE FUTURE, PLAYING A ROLE IN SHAPING HERITAGE.”**

– Orkney workshop participant



The Hawick group gave us the following feedback about change to Tower Mill.

#### What should be allowed to change?

- the interior
- the use
- utilities and services
- access for people with reduced mobility
- get the waterwheel working again – start a hydro scheme

#### What should influence decisions to make changes?

- if it keeps the building alive
- intended use
- the community
- money / funding

#### Demolition

Not all buildings survive. Every group shared examples of the loss of buildings such as schools, pubs, bingo halls, churches, town halls and cinemas.

*“In the Borders there are a lot of empty neglected buildings in the countryside, because there are no more shepherds.”*

##### Lockerbie participant

One mentioned the Kennedy Monument in Fort William which was erected in 1852 in memory of Dr William Kennedy, a local physician. In 1965, the Kennedy Monument was taken down and the square was converted for use as a car park.

#### Accessibility

Several groups discussed different aspects of accessibility.

- Wayfinding causes some frustration: *“Brown signage – this was once a sign of something interesting, now there’s too much brown signage. What do they mean?”*
- Four groups noted frustration that the HES website was cluttered and online resources were difficult to navigate.
- Participants with limited mobility, spoke about their experiences at buildings and places of historic interest. Uneven, bumpy surfaces and the shape of buildings inside make it challenging to get around and can impact on their enjoyment.

## Working together

Participants explained that ensuring that communities feel informed, empowered and included in decision-making at a local level is very important.

Five groups shared their concern that consultations are mere box-ticking exercises, feeling that outcomes may be predetermined.

In addition, every location expressed a need for:

- more information about funding.
- information about listing and the implications of listing.
- contact information for people who can help.

## Education

Eight groups reflected on the importance of education in promoting understanding of the importance of local history, buildings and respect for them. Five groups made specific reference to vandalism at disused buildings in their communities.

In Dundee and Fort William, groups mused on their own education journeys which shaped their understanding of local history:

- *"We didn't learn about local history, we learnt about the battles of the aristocracy. We didn't get anything about the real Scotland."*  
**Fort William participant**
- *"If we were taught more about buildings maybe people would understand the significance."*  
**Glasgow participant**
- *"Kinlochleven's industrial past created memories and attitudes still live on."*  
**Fort William participant**

Tell the story,  
Write a note,  
Take them,  
Tell them to go  
"Encroachment"

Philliphaugh Community  
School, Selkirk



Investigating an early  
Bronze Age house at  
Cata Sands, Orkney

# Filmed contributions

Thank you to everyone who took the time to tell us about their heritage in a short video. You can view these on our website at [www.historicenvironment.scot](http://www.historicenvironment.scot)



**Barbara Cummins**, Director of Heritage, shares her views on the *What's Your Heritage?* project and explains how her passion for a certain craft tradition connects her to places.

**Jim Monaghan**, Trust Administrator and Arts Coordinator at Govanhill Baths, Glasgow, explains his role and vision for the Baths.



**Murray McIntyre** shares his vivid memories and personal connection to the heritage of Falkirk Football Club.



**David Taylor**, freelance location manager speaks about why he loves 1970s architecture.



**John Clancy**, owner of The Laurieston, recounts the history of the pub and what heritage means to him.

**Fiona Read**, student, Forth Valley College, explains why the Clackmannanshire Tower Trail is so important to her and her family.



# Thanks

HES would like to thank the following people and organisations and everyone else who took part in the project.

Abbeyfield Scotland

Action for Children

Age Scotland

AK Bell Library, Perth

Alistair Redpath, Project Glasgow

Built Environment Forum Scotland

BEMIS Empowering Scotland's Ethnic & Cultural Minority Communities

Citizens Theatre

Comunn Eachdraidh Nis (Ness Historical Society)

Creative Scotland

Coalition for Racial Equality and Rights

David Taylor, Location Manager

Deaf Action

Dundee Science Centre

East Renfrewshire Council: Young Persons Services

Falkirk Football Club

Fiona Read, student, Stirling

Fife Tourism Partnership

Forth Valley College

Freedom Bakery

Glasgow Life

Govanhill Baths Community Trust

Greyfriar's Garden

Heilsa Fjold Community Centre, Sanday, Orkney

Jess Smith, Heart of the Travellers Trust

John and Joseph Clancy,  
The Laurieston Bar, Glasgow

Leith Library

Linda Zupancic

Lochaber Chamber of Commerce

Museums Galleries Scotland

National Trust for Scotland

Ness Historical Society

Perth & Kinross Council

Philiphaugh Community School, Selkirk

Positive Prison, Positive Futures

Project Hawick

Scottish Commission for Learning Disability

Scottish Licensed Trade Association

Scottish Tourism Alliance

Shetland Islands Council

South Lanarkshire Council

Spreng Thomson

TD1 Radio, Galashiels

VisitScotland

Young Scot



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