

## Indicators for Scotland's Historic Environment Audit (SHEA)

### Theme C: Benefits of the historic environment

SUBJECT	REF	INDICATOR	BASELINE VALUE (2008)	NOTES
<b>C1 Education and lifelong learning</b>	C1.1	Number of recorded school visits to historic sites  School visits to historic sites as a percentage of all school visits reported for the year	240,313  35%  (2007 data)	Visit Scotland's Visitor Attractions Monitor shows that in 2007, more than one-third (35%) of all recorded school visits were to historic sites. 2008 data will be published, by Visit Scotland, later in 2009 <a href="http://www.visitscotland.org">www.visitscotland.org</a> .
	C1.2	Number of candidates entering for history exams at the following level: <ul style="list-style-type: none"> <li>Higher/Advanced Higher</li> <li>Intermediate 1&amp; 2</li> <li>Standard Grade</li> </ul>	9,187 5,599 20,984	The number of candidates entering for history exams increased between 2007 and 2008. The post appeals data, published by the SQA, shows that in 2008, 1057 candidates entered for advanced higher history (913 in 2007); 8130 for higher history (8185 in 2007); 4,243 for intermediate 2 (3980 in 2007); 1,356 for intermediate 1 (1295 in 2007) and 20,984 for standard grade (20840 in 2007). <a href="http://www.sqa.org.uk/sqa/33682.html">http://www.sqa.org.uk/sqa/33682.html</a>
	C1.3	Number of higher education students studying courses related to the historic environment (at institutions located in Scotland)	12,055	HESA Student Returns (2007/8), show the number of students studying specified subjects at higher education institutions (in Scotland) are: Architecture (2,860), Building (2,920), Landscape design (165), Planning (urban, rural & regional) (980), History by period (3,195), by area (350), by topic (1,170) and Archaeology (415). In 2007/8, 12,055 students studied these courses, compared to 12,515 in 2006/7. In 2007/8, 119,795 students studied these courses at all UK higher education institutions. <a href="http://www.hesa.ac.uk">www.hesa.ac.uk</a>
	C1.4	Number of construction Modern Apprenticeships	6,866	Scottish Government DG Education stats, based on Scottish Enterprise's records at 1 February 2008. <a href="http://www.scottish-enterprise.com">www.scottish-enterprise.com</a>
<b>C2 Visitor numbers</b>	C2.1	Number of recorded visits to historic visitor attractions  Visits to historic sites as a percentage of all recorded visits in year  Average adult admission charges (historic attractions)  Average total spent by visitor (at historic attractions)	16.3m  35%  £2.76  £5.61  (2007 data)	Visit Scotland recorded 16.3m visits to historic attractions in 2007. 2008 data will be published, by Visit Scotland, later in 2009. <a href="http://www.visitscotland.org">www.visitscotland.org</a> .  Matching data on number of visits and what visitors pay to enter historic sites provides a useful proxy measure of some of the economic benefit that can be derived from the historic environment. In 2007, the average adult admission charge was £2.76 (£2.11 for all attractions) and the average total spend per visitor was £5.61 (£6.08 for all attractions). Revenue gained from stays in historic properties and number of overnight tourist stays in historic properties may be an interesting future indicator.

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	C2.2	Number of recorded visitors in year to: <ul style="list-style-type: none"> <li>Historic Scotland's 75 admission-charging properties</li> <li>NTS properties</li> <li>HHAS properties</li> <li>RCAHMS archives</li> </ul>	3.19m 1.30 m 1.27 m 402,000	During 2007/8 there was an estimated 3.19 million (recorded) visitors to HS 75 admission-charging properties, 1.30 million (recorded) visits to NTS properties and 402,000 visits to RCAHMS archives and databases. Based on their 2007 survey, HHAS estimate there were 1.27 million visitors to HHA member houses and gardens in Scotland.
	C2.3	Number (and %) of properties/sites open to the public in year: <ul style="list-style-type: none"> <li>Historic Scotland</li> <li>NTS</li> <li>HHAS</li> <li>Forest Enterprise</li> </ul>	345 (100%) 129 (100%) c.45 (18%) 372 (100%)	Public access to sites in the care of Historic Scotland, on behalf of Scottish Ministers, is a statutory duty under the Ancient Monuments and Archaeological Areas Act 1979. All of the 29 listed buildings and 343 scheduled monuments on (or partially on) the national Forest Estate are open to the public.
	C2.4	Percentage of adults (aged 16+) that have visited a historical or archaeological site in the last 12 months	55%	The Scottish Household Survey (SHS) comprises a culture and sport module for 2007 and 2008. 2008 data will be published later in 2009. The SHS estimates that in 2007 55% of adults had visited a historic or archaeological site in the last 12 months. Of these, 33% had visited a monument (castle or ruin); 26% had visited a city or town for its historic interest; 25% had visited a historic, park, garden or landscape; and 24% had visited a historic building. Analysis of why and who participates/attends HE related activities is available from the full survey report at <a href="http://www.scotland.gov.uk/Topics/Statistics/16002/Publications">http://www.scotland.gov.uk/Topics/Statistics/16002/Publications</a>
<b>C3 Membership and participation</b>	C3.1	<b>Number of members of Scottish HE organisations:</b> Historic Scotland <b>National Trust for Scotland</b> Historic Houses Association Scotland (friends) <b>Archaeology Scotland</b> Young Archaeologists Club <b>Association of Local Government Archaeology Officers (Scotland)</b> Architectural Heritage Society Scotland <b>Society of Antiquaries of Scotland</b> Garden History Society in Scotland <b>Society for the Protection of Ancient Buildings in Scotland</b>	90,700 <b>306,000</b> 25,787 954 250 <b>28</b> 1,013 <b>3,499</b> 173 <b>186</b>	A range of Scottish based organisations are active in the HE sector. Relevant notes about these are: <ul style="list-style-type: none"> <li><a href="http://www.historic-scotland.gov.uk">www.historic-scotland.gov.uk</a></li> <li><a href="http://www.nts.org.uk">www.nts.org.uk</a></li> <li>HHAS have 25,787 individual friends (13,399 households) in 2008. <a href="http://www.hha.org.uk">www.hha.org.uk</a></li> <li>The Council for Scottish Archaeology became Archaeology Scotland in April 2008. AS has 954 individual members, 63 Societies and 82 institutions <a href="http://www.scottisharchaeology.org.uk">www.scottisharchaeology.org.uk</a>.</li> <li>Archaeology Scotland estimate there are 250 members of the young archaeologists club.</li> <li>All councils except Fife, Falkirk, East Dunbartonshire and City of Dundee are members of ALGAO Scotland. <a href="http://www.algao.org.uk">www.algao.org.uk</a></li> <li>AHSS has 1,139 memberships (joint and family). 1,013 are Scottish based <a href="http://www.ahss.org.uk">www.ahss.org.uk</a></li> <li><a href="http://www.socantscot.org">www.socantscot.org</a></li> <li>The GHSS has 124 individual, 19 joint and 11 corporate members and is supported by 1,309 GHS members in the rest of the UK</li> </ul>

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		Built Environment Forum Scotland <b>Scottish Industrial Heritage Society</b> Nautical Archaeology Society  <b>Number of members of UK and international HE organisations, based in Scotland:</b> Institute for Archaeology <b>Association for Industrial Archaeology</b> Society for Architectural Historians <b>The International Committee on the Conservation of the Industrial Heritage</b> International Council on Monuments and Sites (ICOMOS) <b>Council for British Archaeology</b> Institute of Civil Engineers, PHEW <b>The Prehistoric Society</b> <b>Society for the Promotion of Roman Studies</b> Society for Medieval Archaeology <b>The society for Post-Medieval Archaeology</b> <b>Society of Antiquaries, of London</b> British Archaeological Association	28  <b>111</b>  30	and abroad. <a href="http://www.gardenhistorysociety.org">www.gardenhistorysociety.org</a> <ul style="list-style-type: none"> <li><a href="http://www.spab.org.uk">www.spab.org.uk</a></li> <li>BEFS has 19 members and 9 subscribers. <a href="http://www.befs.org.uk">www.befs.org.uk</a></li> <li><a href="http://www.sih.org.uk">www.sih.org.uk</a></li> <li>NAS Scotland has 30 members <a href="http://www.nauticalarchaeologysociety.org">www.nauticalarchaeologysociety.org</a></li> </ul> <p>A number of UK and International HE organisations have members based in Scotland. Data are being gathered for these items and will be published later in 2009.</p>
	C3.2	Number of adopt a monument scheme projects in place	12	Archaeology Scotland note that, at March 2008, there are 12 adopt a monument schemes in place across Scotland. <a href="http://www.scottisharchaeology.org.uk">www.scottisharchaeology.org.uk</a>
	C3.3	Doors Open Days: <ul style="list-style-type: none"> <li>percentage of LAs participating</li> <li>number of sites participating</li> <li>number of visitors</li> <li>number of visits</li> <li>number of volunteers</li> </ul>	91%  952  61,500 226,000 5,400	The SCT (who co-ordinate DODs) note that in 2008, 29 out of 32 LAs had DODs taking place. Around 5,400 volunteers helped to run DODs and contributed around 4,500 working days. SCT estimate that 226,000 visits were made (based on people through the door at events) by more than 61,500 individuals. <a href="http://www.scottishcivictrust.org.uk">www.scottishcivictrust.org.uk</a>

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	C3.4	Scottish Archaeology Month: <ul style="list-style-type: none"> <li>number of events listed in guide</li> <li>number of visitors</li> <li>number of volunteers</li> </ul>	171 24,000 (approx) 400 (approx)	Archaeology Scotland co-ordinates Scottish Archaeology Month (SAM), which takes place in September each year. There were 171 events listed in the SAM 2008 guide (compared to 185 events in 2007). Archaeology Scotland estimate that SAM 2008 attracted around 24,000 visitors and 400 volunteers <a href="http://www.scottisharchaeology.org.uk">www.scottisharchaeology.org.uk</a>
	C3.5	Highland Archaeology Fortnight (HAF) <ul style="list-style-type: none"> <li>number of visitors</li> <li>number of events</li> <li>% of visitors rating satisfaction as good/superb</li> </ul> Perthshire Archaeology Month (PAM) <ul style="list-style-type: none"> <li>number of visitors</li> <li>number of events</li> <li>% of visitors rating standard of events as excellent, very good or good</li> </ul>	5,008 118 92%  not available 57 100%	To illustrate local HE initiatives, we report HAF (Highland Council Archaeology Service) and PAM (Perth & Kinross Heritage Trust).  HAF took place in October 2008 and recorded 5,008 visits (5,842 in 2007), 118 events (163 in 2007) and high satisfaction (91% rated events as good/ superb in 2008, 91% in 2007) <a href="http://www.highland.gov.uk">www.highland.gov.uk</a> .  PAM took place between 31 May and 30 June 2008, and was combined with Exploring Perthshire's Past events programme. There were 57 activities organised through PAM, including events organised by 9 local societies and groups. Feedback from 86 participants indicates a high level of satisfaction with the programme – 53.1% rated the standard of events as excellent, 40.7% as very good and 6.2% as good <a href="http://www.pkht.org.uk">www.pkht.org.uk</a>
	C3.6	Number of visits to Historic Scotland free weekend	75,000	<a href="http://www.historic-scotland.gov.uk">www.historic-scotland.gov.uk</a> Data are for 2008.
	C3.7	Number of visits to PASTMAP (in year)	106,000	We have not developed one single indicator on use of HE online databases. By way of illustration we will report the number of visits to PASTMAP (in year). During 2007/8, RCAHMS recorded 106,000 visits to PASTMAP. <a href="http://www.rcahms.org.uk">www.rcahms.org.uk</a>
<b>C4 Volunteering</b>	C4.1	Number of active volunteers (from participating HE organisations)  Number of hours per month carried out by these volunteers above  Estimated economic value per year of these volunteer efforts above	12,499  167,721  £28.2 million	In 2008, HEACS commissioned a study of volunteering in the HE from Volunteer Development Scotland: <i>Volunteering and the Historic Environment (Volunteer Development Scotland, 2008)</i> ; available at <a href="http://www.heacs.org.uk">www.heacs.org.uk</a> . This identified the scope and scale of volunteering in the HE across Scotland, based on responses from 233 organisations (26% response rate). Participating organisations reported: <ul style="list-style-type: none"> <li>a total of 13,204 'active' volunteers and 18,564 total ('active' plus 'non-active') volunteers contributing to the HE sector.</li> <li>a total of 167,721 volunteering hours given in the average month.</li> <li>the economic value of volunteering is estimated at over £28 million per annum (estimate based on the responses of participating organisations only, using the</li> </ul>

SUBJECT	REF	INDICATOR	BASELINE VALUE (2008)	NOTES
		Number of NTS volunteers Number of hours worked by NTS volunteers Number of Junior Palace Guides (pool) Number of Shorewatch Volunteers Number of Scotland's Rural Past (SRP) Project volunteers	3,140 143,801 32 (2007 data) Various 550 (estimate)	<p>average Scottish weekly wage as a multiplier; the actual contribution of HE volunteering to the Scottish economy is likely to be significantly higher).</p> <p>It is not possible to include all volunteering initiatives across the HE sector. By way of illustration we are reporting these examples of volunteering initiatives:</p> <ul style="list-style-type: none"> <li>• NTS had 3,140 volunteers working 143,801 hours in 2007/8 (<a href="http://www.nts.org.uk">www.nts.org.uk</a>).</li> <li>• Linlithgow Palace had 32 junior palace guide volunteers in 2007 (2008 data not available).</li> <li>• Shorewatch gathers information about Scotland's coastal archaeology. There are a number of excavations across the country (<a href="http://www.shorewatch.co.uk">www.shorewatch.co.uk</a>).</li> <li>• RCAHMS estimate that (at May 2008) around 550 active fieldwork volunteers are involved with SRP, working over 27 ongoing projects (<a href="http://www.scotlandsruralpast.org.uk">www.scotlandsruralpast.org.uk</a>).</li> </ul>
<b>C5 Wider economic value of the historic environment</b>	C5.1	Historic environment sector's contribution to the national economy, expressed as % of Scottish gross value added (GVA) % of Scotland's total employment	2.6% 2.5%	<p>It is not straightforward to measure the wider economic value of the HE, which encompasses tourism and the built heritage construction sector, as well as the core HE organisations. HEACS commissioned a study of the <i>Economic Impact of the Historic Environment in Scotland (ECOTEC, 2008)</i>; available at <a href="http://www.heacs.org.uk">www.heacs.org.uk</a>. This concluded that the HE is a highly significant contributor to the Scottish economy. It is estimated to contribute in excess of £2.3 billion (2.6%) to Scotland's national gross value added (GVA), and to account for 2.5% of Scotland's total employment (or more than 60,000 FTE employees). See also B4.2.</p>
<b>C6 Attitudes to the historic environment</b>	C6.1	Public attitudes to the historic environment	No indicator identified	<p>There are no readily available, nationally consistent and robust data available that can be used for an indicator of public attitudes to the historic environment. Sample surveys could be used to gather attitudes periodically. The need for this work will be prioritised by HS corporate research programme.</p>

**Notes on table:** The table sets out baseline data (at 2008, unless otherwise stated) with limited commentary. Explanations of the individual assets and datasets is available from 'A review of existing information for Scotland's Historic Environment Audit' at [http://www.heritageaudit.org.uk/shear\\_report.pdf](http://www.heritageaudit.org.uk/shear_report.pdf). We will gather these straightforward data counts every three years. Trend analysis of these data will be published in 2011. We will periodically review these indicators to ensure their continued relevance. The more complex questions about the historic environment will be prioritised through Historic Scotland's corporate research programme.

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