

progressive

Historic Environment Scotland

KPI Survey – Wellbeing

November 2019



Summary



Objectives

The research was undertaken to develop a robust evidence base for the measures contained in the Corporate Plan KPI 1, which seeks to increase wellbeing from Scotland's historic environment. Two measures are identified within the corporate plan:

*Increase the percentage of people who self-report benefit from the historic environment; and
Evidence of increased impact on wellbeing such as health, happiness and satisfaction with life.*

Overview

The research has illustrated the impact on physical and mental health by varying types and levels of heritage engagement from visiting to volunteering, from living in heritage areas to simply being aware they exist.

Key findings

Wellbeing was assessed using the ONS self-reported wellbeing measures, together with a health measure based on the Scottish Household Survey.

Overall 74% of respondents reported high levels of life satisfaction, while 79% reported high levels of feeling worthwhile and 69% feeling happy. 78% said their health was good, although just 49% reported low levels of anxiety.

There was a substantial impact on wellbeing from engagement with the historic environment:

- 76% of people said their overall satisfaction is improved because of their engagement with the historic environment
- 59% of people said they felt healthier because of their engagement with the historic environment
- 29% of people said they felt less anxious because of their engagement with the historic environment.
- Perceived benefits are around connections with place; learning about, looking after, and being inspired by Scotland's heritage; and feeling part of Scotland's story.
- Words used to describe feelings about the historic environment, include *pride, inspired and interested/interesting*.
- People noted the historic environment brings perspective to individuals' lives and concerns; and offers a connection to a much bigger, older story.

Benchmarking

The 2019 research sets a benchmark, to track progress forward. Two key measures will inform this benchmark:

- The proportion of respondents reporting they are satisfied with their life nowadays: 2019 - 74%
- The proportion of respondents reporting their involvement in the historic environment has had a positive impact on their life satisfaction: 2019 - 76%

Contents



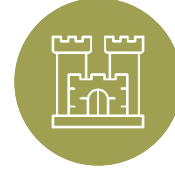
Project background



Wellbeing and health measures



Research objectives



Benefits of engagement



Method



Wellbeing impacts of the Historic Environment



Sample profile



Summary and conclusions



Engagement with historic sites and places



Appendices

- Case studies
- Additional tables
- Technical appendix

Project background



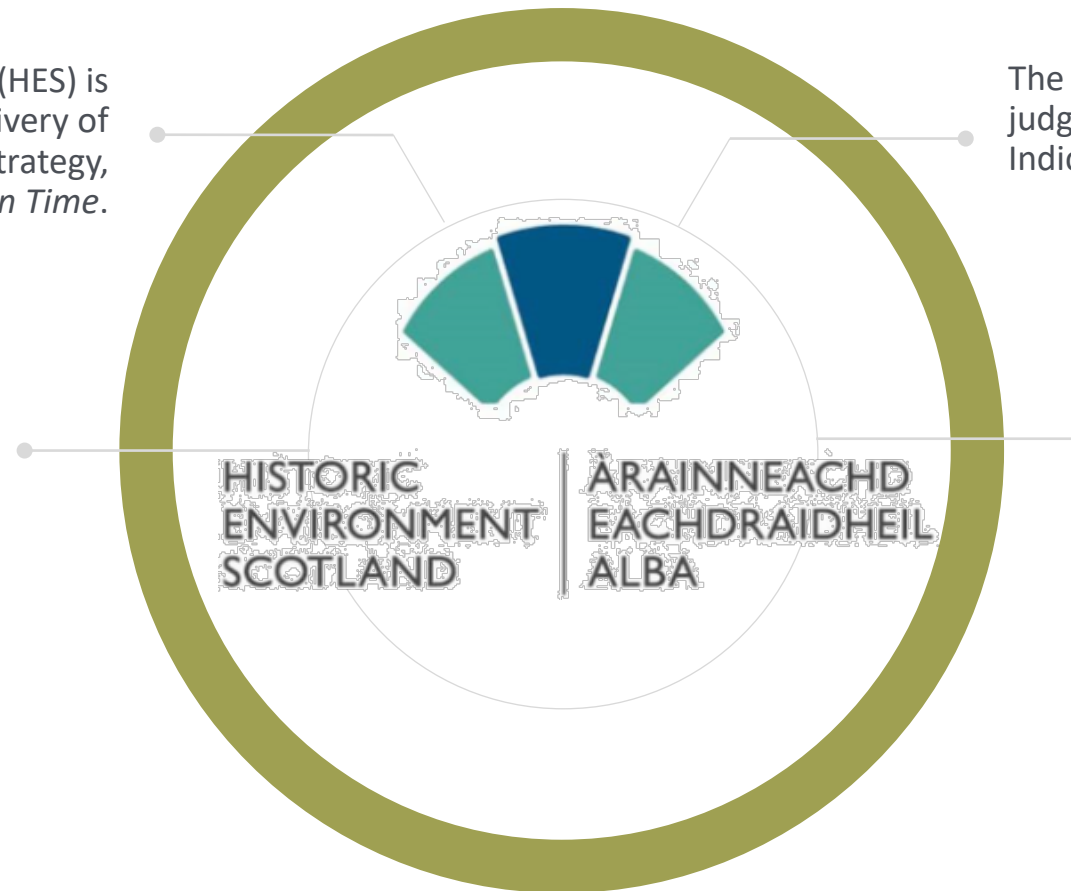
Historic Environment Scotland (HES) is the lead public body for the delivery of Scotland's Historic Environment Strategy, *Our Place in Time*.

The success of the Corporate Plan will be judged using 10 Key Performance Indicators (KPIs).

HES's Corporate Plan 2019 Onwards sets out the strategic direction for the organisation moving forward, including a clear vision, mission and values along with strategic priorities, resources and measures of success for the period. The corporate plan aligns to and leads the delivery of the priorities of the historic environment sector set out in *Our Place in Time*.

HES has commissioned Progressive to collect evidence in support of KPI 1, in both Wave 1(2019-20) and Wave 2 (2021-22). Evidence collection was in two parts:

- An online survey to assess the percentage of people who self-report benefits from the historic environment
- Case studies to explore the impact on wellbeing such as health, happiness and satisfaction with life.



Research objectives



Develop the evidence base for KPI 1: Wellbeing

Set-up

- Provide advice and guidance on methods and sampling to achieve robust evidence for KPI 1
- To establish the percentage of people who self-report benefits from the historic environment
- To explore impacts of the historic environment (not just HES)

Wave 1 (2019)

- Set-up, administer and analyse Wave 1 online survey
- Undertake 10 case studies
- Report on evidence

Wave 2 (2021-22)

- Set-up, administer and analyse Wave 2 online survey
- Undertake 10 case studies
- Report on evidence
- Report on changes between Waves 1 and 2

Method: Wave 1

A staged approach



Questionnaire design

Questionnaire workshop: half day session attended by HES staff to develop themes/issues

Draft questionnaire designed by Progressive and signed-off by HES

Pilot undertaken using cognitive interviews

Questionnaire finalised, tested and launched

Survey

Fieldwork – online survey of those with an interest in the historic environment

Survey distributed via HES newsletters, social media and intranet (internal), and via partner newsletters

Open July – September (designed to fit with newsletter distribution cycles)

690 valid responses received

Case studies

Sample recruited from the online survey: 124 respondents indicated their willingness to participate in further research

Participants selected to reflect a range engagements with the historic environment) (e.g. live, work)

10 case study interviews carried out by telephone

Report

Topline findings

Draft report for review

Final report – including summary

Presentation to HES Research Group

Method

Measuring success of the Corporate Plan

The success of HES's Corporate Plan will be measured by ten Key Performance Indicators (KPIs), grouped under five Outcomes. These comprise:

- Outcome 1: The historic environment makes a real difference to people's lives
- Outcome 2: The historic environment is looked after, protected and managed for generations to come
- Outcome 3: The historic environment makes a broader contribution to the economy of Scotland and its people
- Outcome 4: The historic environment inspires a creative and vibrant Scotland
- Outcome 5: The historic environment is cared for and championed by a high performing organisation.

The focus of this research is KPI 1, "increase wellbeing from Scotland's historic environment"; this sits under Outcome 1. The Corporate Plan outlines 'what success will look like' for this KPI as follows:

- *Increase the percentage of people who self-report benefit from the historic environment*
- *Evidence of increased impact on wellbeing such as health, happiness and satisfaction with life.*

According to the Corporate Plan, success against KPIs will be measured by gauging people's opinions, analysing data and looking at real examples and case studies. Wave 1 of the research (2019) develops the approach for measurement and sets the benchmark for measuring KPI 1; wave 2 (2020/21) will enable evidence of the increase in wellbeing attributed to the historic environment to be produced.

Method

ONS Wellbeing Measures

The ONS question set comprises four questions, to which people respond on a scale of 0 to 10, where 0 is “not at all” and 10 “completely”:

“Overall, how satisfied are you with your life nowadays?” [summarised in the report as ‘life satisfaction’]

“Overall, to what extent do you feel the things you do in your life are worthwhile?” [summarised in the report as ‘worthwhile’]

“Overall, how happy did you feel yesterday?” [summarised in the report as ‘happiness’]

“Overall, how anxious did you feel yesterday?” [summarised in the report as ‘anxiety’]

The study uses the ONS thresholds to summarise and presenting the wellbeing data. For the life satisfaction, worthwhile and happiness questions, ratings are grouped as follows.

- Low: 0 to 4
- Medium: 5 to 6
- High: 7 to 8
- Very high: 9 to 10.

The anxiety data are grouped as follows. (Note, the anxiety scale runs in the opposite direction to the other measures, thus ‘very *low* anxiety’ is a good thing, in the way ‘very *high* happiness’ is a good thing.)

- Very low: 0 to 1
- Low: 2 to 3
- Medium: 4 to 5
- High: 6 to 10.

Method

ONS Wellbeing Measures



There are a number of standard self-reported wellbeing question sets. The ONS question set was selected because it is concise, well respected and fully tested; and because national data are also available. While not directly comparable, the national data will permit some reference to national levels of wellbeing and, more particularly, the trends in both datasets over time can be compared.




It is stressed that the ONS national data are not directly comparable with the HES survey data. In particular:

- The ONS data weighted to be representative of the general population, the HES survey was targeted on people with an interest in the historic environment. The demographic profiles of the surveys profiles consequently differ considerably in a number of ways:
 - Social Grade: Compared with the national profile, the HES sample is skewed towards higher social grades and away from lower social grades (73% of HES survey respondents are in social grades ABC1)
 - Age: The age profile of the HES sample is older than the national age profile and, in particular, the HES sample included very few younger people (2% were aged between 16 and 24 years)
 - Gender: The national profile is almost equally split between men and women, whereas the HES sample was 60% women, 35% men (with 5% other/prefer not to say)
 - HES staff: 29% of survey respondents were HES staff, far greater than the proportion of HES staff in the national population.
- The ONS data are collected as part of a large-scale face to face survey, while the HES survey was administered online; the modal of administration may have impacted on the response.

Method

Data analysis



- Only statistically significant differences are reported.
- Statistically significant differences between sub-groups on charts are noted with  or .
- Where base sizes are low a caution sign is shown . These results must be read with caution.
- Where figures do not sum to 100% this is due to multi-coded responses or rounding.
- Please note that unless otherwise stated, results refer to all respondents (HES staff, members of the public and others combined).

Scope: The research sought the views of respondents with an interest in the historic environment and/or a connection to organisation related to the historic or heritage sector.

The findings will be used to help HES think about how they extend their reach and the benefits of heritage to different audiences who might be less engaged.

Sample profile



Gender	No.	%
Male	244	35%
Female	411	60%
Other	3	<1%
Prefer not to say	32	5%
Base	690	100%

SEG	No.	%
A	102	15%
B	243	35%
C1	160	23%
C2	44	6%
D	18	3%
E	123	18%
Base	690	100%

Age	No.	%
16-24 years	14	2%
25-34 years	120	17%
35-44 years	135	20%
45-54 years	163	24%
55-64 years	137	20%
65-74 years	85	12%
75+ years	25	4%
Prefer not to say	11	2%
Base	690	100%

Children in the household	No.	%
No children 16 or younger at home	490	71%
1 or more children under 5 years old	43	6%
1 or more children aged 5 – 12 years	100	14%
1 or more children aged 13 – 16 years	54	8%
Prefer not to answer	41	6%
Base	690	100%

Respondents were more likely to be women (60% vs 35% men), higher social groups (73% ABC1 vs 27% C2DE), and people without children (71% vs 23%).

Sample profile



Place of residence	No.	%
Scotland	634	92%
Rest of UK	24	3%
Republic of Ireland	-	-
Rest of Europe	9	1%
USA	9	1%
Australia	4	1%
New Zealand	1	<1%
Other overseas	7	1%
Prefer not to say	2	<1%
Base	690	100%

Ethnicity	No.	%
White	642	93%
Mixed	7	1%
Asian, Asian Scottish, or Asian British	1	<1%
African	2	<1%
Caribbean or Black	1	<1%
Other Ethnic group	5	1%
Prefer not to say	32	5%
Base	690	100%



Breakdown of white ethnicity	No.	%
Scottish	434	68%
Other British	129	20%
Irish	17	3%
Gypsy/Traveller	1	<1%
Polish	2	<1%
Other White ethnic group	59	9%
Base	642	100%



Engagement with historic sites and heritage places

Engagement with historic sites and heritage places: Summary



The survey respondents all engaged with historic sites and heritage places.

Contact with the historic environment

Respondents were asked about the types of engagement they had. Almost all (93%) mentioned they visit historic sites and places. Most (77%) said they notice the historic environment around them all the time and most (57%) felt connected to it. This level of contact and engagement may be especially expected, given nearly one quarter lived in historic buildings, a quarter worked in the sector, and one in ten volunteered.

The most striking subgroup differences were with respect to gender. Women's engagement across a range of methods was higher than men's – not just visiting sites but noticing the historic environment around them, using the website and apps, and taking part in activities.

Frequency of visiting historic sites

Half (49%) of respondents have visited historic sites and heritage places 12 or more times in the last year, and most others (44%) visited at least once in the last year.

Engagement with HES: Summary

Relationship with HES

Respondents were asked how they would best describe their relationship with HES. The most common responses were 'member of the public' (46%) and 'HES employee' (29%). Around one in five respondents said they were employed by organisation, typically public sector (9%) or third sector (6%).

Engagement with HES

Respondents were also asked how they engage with HES. The vast majority of all respondents (88%) said they visit HES sites, with almost half (47%) saying this is their main method of engagement. There were no differences across the sub-groups. The exception was between members and non-members; with 35% of Historic Scotland members noting their main engagement with HES was through visiting sites, while 55% of non-members gave this reason. However, a further 52% of members gave "membership of Historic Scotland" as their main way of engaging; this is likely to encompass a range of activities, including visiting sites.

Around two thirds (65%) of respondents said they engage with HES online, and around two-fifths (40%) engage with HES through social media. However, only a small proportion (around 10%) use these channels as their primary source of engagement with HES.

Frequency of visits to HES sites

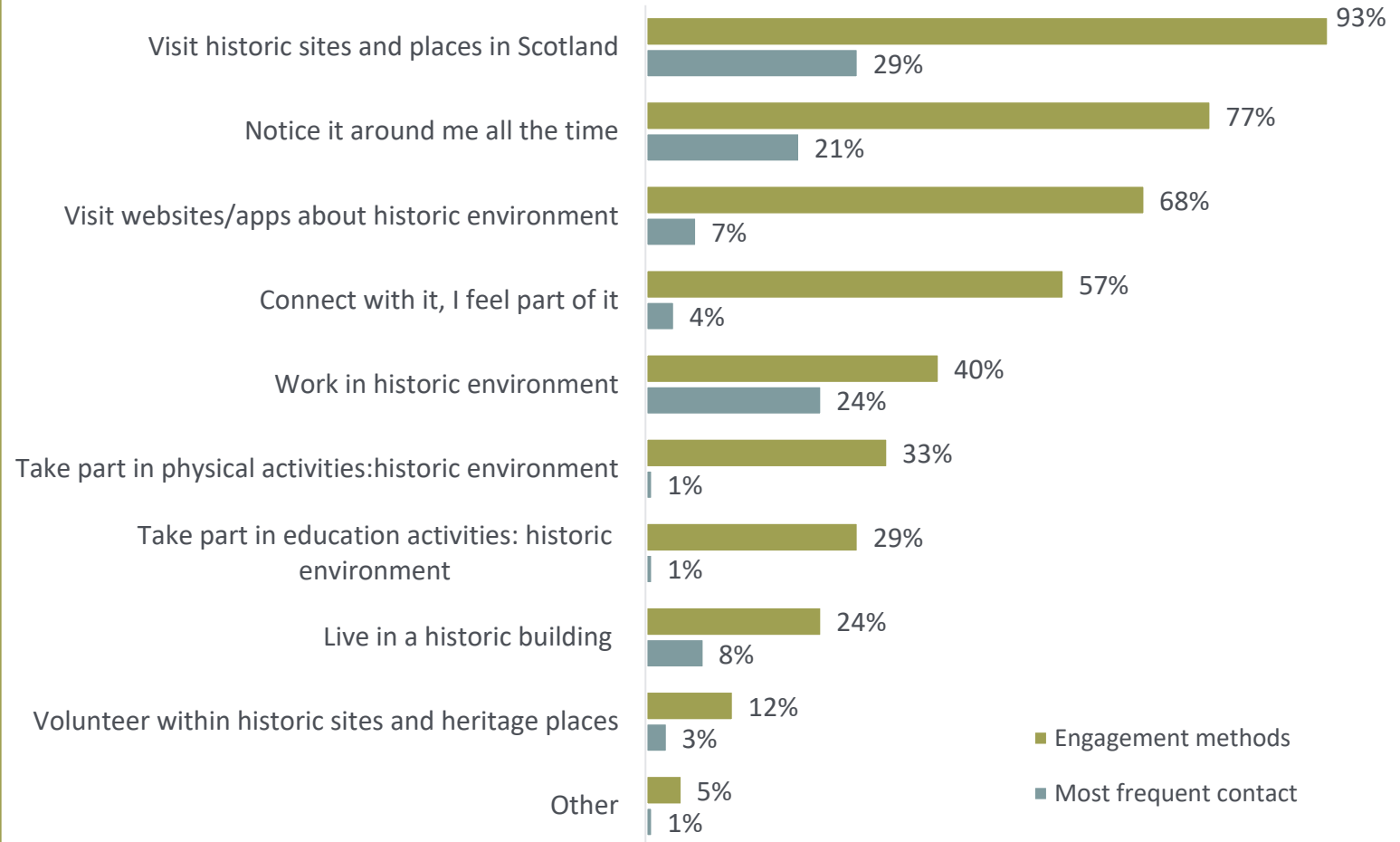
A third of respondents (33%) visited HES sites a few (1-4) times over the last year, with a further 29% visiting several (5-11) times in the last year.

Engagement

All respondents were asked about how they engaged with the historic environment.

- Almost all (93%) of the respondents, said they had visited historic sites and places This was the most common response.
 - It was **almost** the most frequent form of contact respondents had with the historic environment (mentioned by 29% when asked to just give one form of engagement).
- Other common ways in which respondents engaged with the historic environment (each mentioned by well over half of respondents) were: constantly aware of the historic environment, visiting websites and apps, and feeling connected to the historic environment.
- Notably, almost a quarter of respondents live in a historic building, two-fifths work in the sector and around a tenth volunteer.

Contact with heritage sites and places



Q3: Which of the following describes the ways in which you engage with historic sites and heritage places in Scotland? Multi code

Q4: If you were to pick one which BEST describes the most frequent contact you have with historic sites and heritage places in Scotland? Single code

Base (all) 690

Engagement

The survey asked respondents how often they visited historic sites and heritage places.

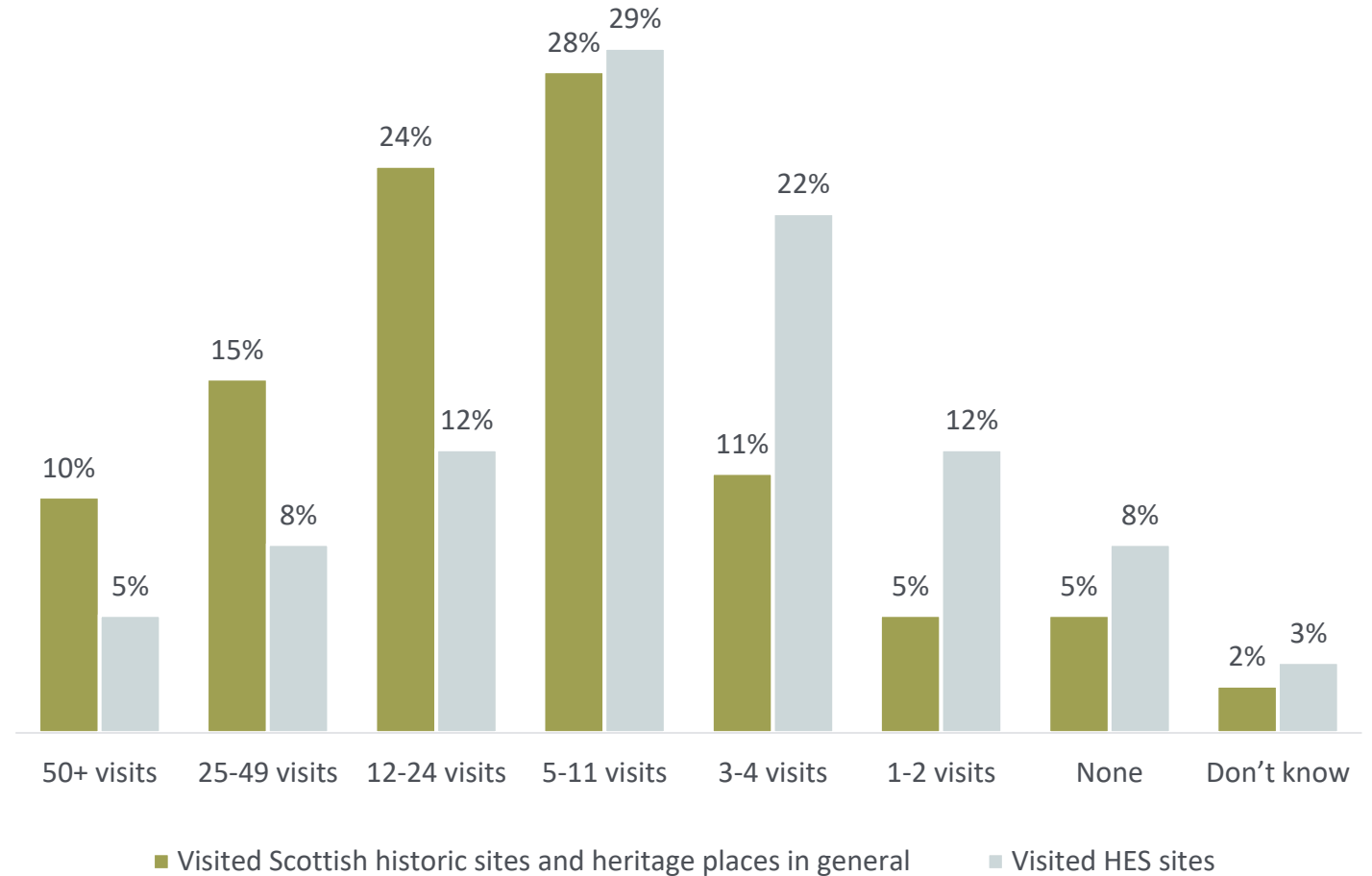
On average, respondents made 17.9 visits to historic sites in the last year.

- A quarter (25%) visited sites very frequently (25+ times) over the last year, with a further quarter (24%) visiting historic sites frequently (12-24 times).
- Around one in three (28%) visited several times (5-11 times).
- Only around one in twenty (5%) said they had not visited any historic sites in the last year.

The survey also asked specifically about visits to sites owned by Historic Environment Scotland sites. Given visits to HES sites as a subset of visits to heritage sites overall, these numbers are smaller. On average respondents had made 11.4 visits to HES sites in the last year.

- A quarter (25%) of respondents visited had visited HES sites 12+ times in the last year, while a further one in three had visited 5-11 times. Around a tenth (8%) has not visited any HES sites in the last year.

Frequency of visiting historic sites in last year



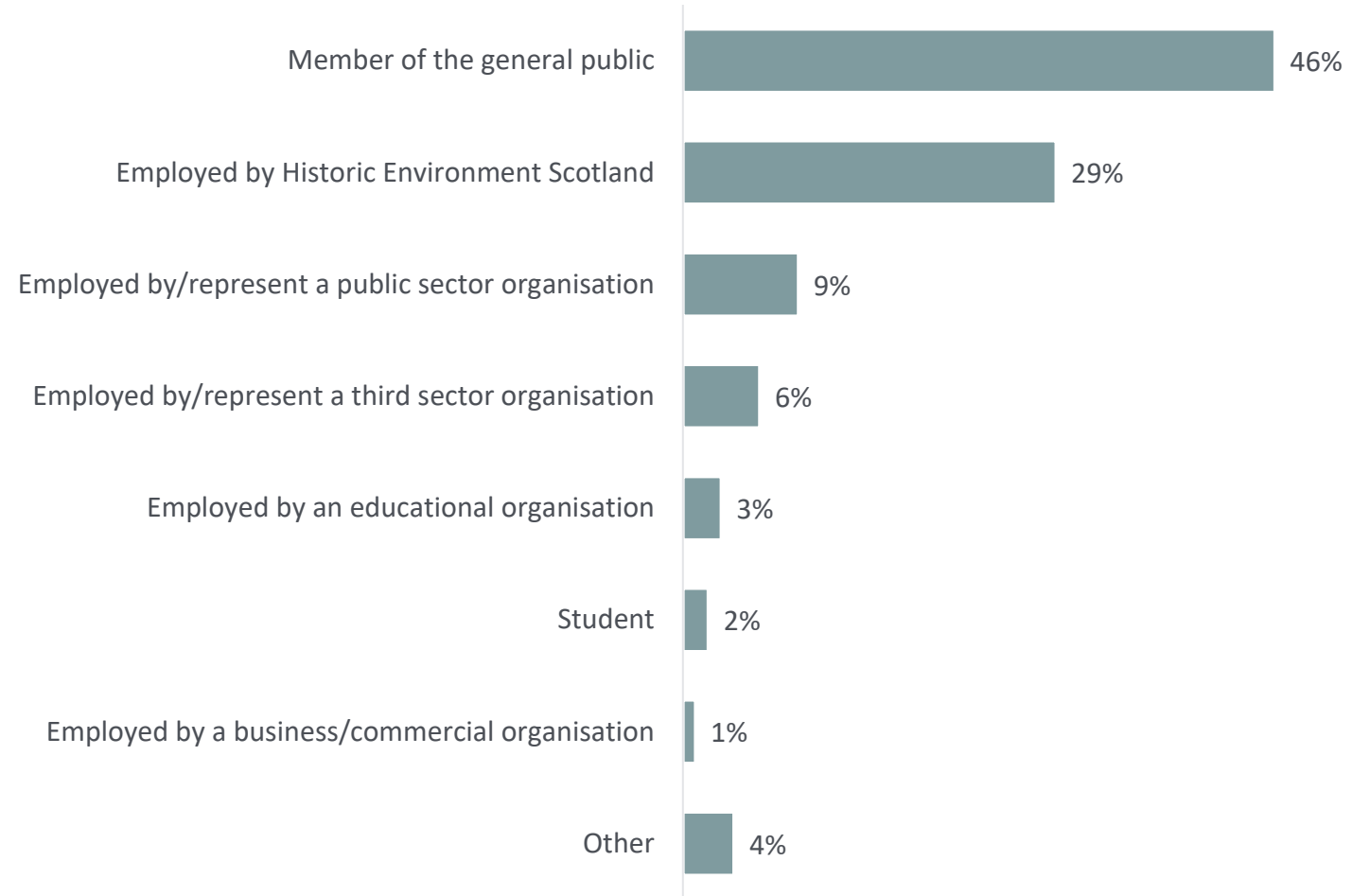
Q12: How often in the last year have you visited HES sites? Single code
Q13: How often in the last year have you visited Scottish historic sites and heritage places in general, whether managed by HES or not? Single code

Engagement

Respondents were asked to describe their engagement with HES.

- Just under half (46%) of the respondents described their principle relationship with HES as “a member of the public”, while around a quarter of the respondents were staff.
- Around a fifth were other stakeholders. This group includes people who worked for other organisations, including respondents working in the public sector and third sector organisations.

Relationship with HES



Q9: Which of the following BEST describes you in terms of your relationship with Historic Environment Scotland?

Base (all) 690

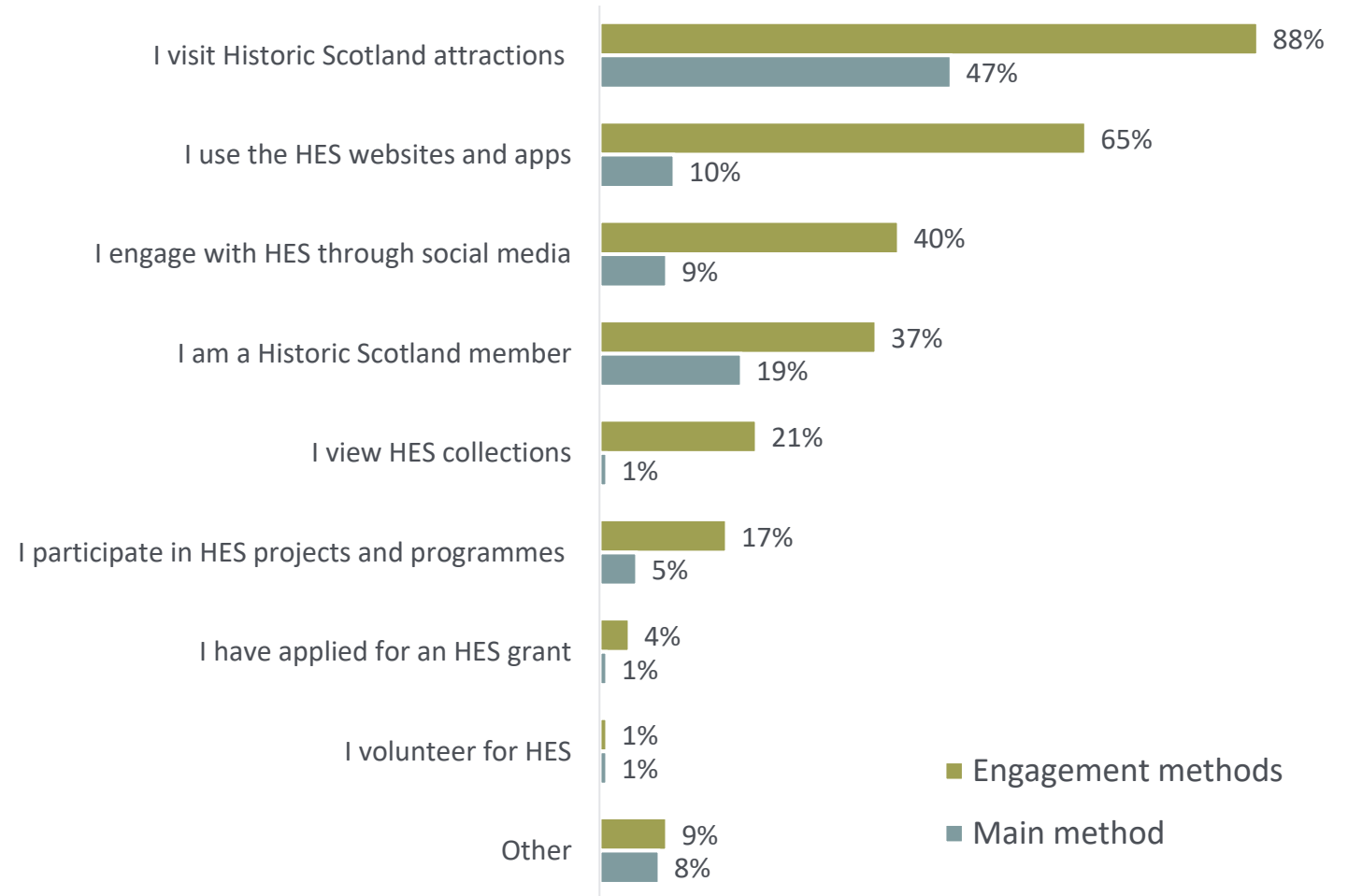
Engagement

As might have been expected, most of the respondents engage with HES in a variety of ways.

- Most (88%) respondents visit HES sites; with nearly half (47%) saying that visiting sites their most common form of contact with HES.
- Around two thirds of respondents engage online, and around two-fifths engage through social media. However only a small proportion (around 10%) use these channels as their primary source of engagement with HES.
- About a fifth of respondents mention viewing HES collections (21%) and participating in projects and programmes, although very few said these were their main form of engagement with the organisation.

Almost 2 in 5 (37%) were Historic Scotland members, with 19% of the total sample saying their membership was their main method of engagement with HES.

Engagement with HES



Q10: Which of the following describes how you engage with HES? Multi code
Q11: Which one of the following BEST describes how you mainly engage with HES? Single code

Base (all) 690

Engagement – sub-group analysis



Socio-economic characteristics

Women were more likely than men to engage with the historic environment. In particular, women were more likely than men to visit sites and places (96% vs 88%), notice it around me (81% vs 72%), visit websites/apps related to the historic environment (72% vs 63%) and take part in activities in the historic environment (37% vs 25%).

The 35-54 age group was most likely to engage in physical activities (43% vs 23%-32%) and educational activities (33% vs 24%-28%) related to the historical environment, while people aged 55+ were more likely than 35-54 years olds to volunteer (17% vs 7%).

People in higher social groups were more likely than others to work in the historic environment (45% of ABC1s vs 29% of C2DEs) and to live in historic buildings (27% vs 18%).

Members of the public and HES staff were less likely than other categories of users to take part in educational activities. Students and people employed by third sector organisations were most likely to take part in educational activities.

HES members were more likely than non-members to visit historic sites and places, to visit the historic environment websites, and take part in educational activities.



Benefits of engagement

Benefits of engagement with historic sites and heritage places: Summary



Benefits of engagement

The most pronounced reported benefits of engagement tended to be around the perceived intrinsic value, rather than any specific instrumental value, of the historic environment. Most of all, respondents felt that being able to enjoy learning more about Scotland's history, culture and heritage was a key benefit in itself.

Being inspired, feeling part of Scotland's story and being able to look after Scotland's heritage were also seen as key benefits. Connection with place perhaps summarises these benefits, with the historic environment seen as worthwhile in its own right, at least partly as a component of Scottish identity, regardless of how it could help towards specific individual goals. Improving skills and employability, increasing motivation and confidence, and connecting with community were thus relatively less pronounced benefits. This is reflected to an extent in the words people selected to describe their feelings about historic sites and places in Scotland, with 'inspiring', 'pride', 'beautiful' and 'interesting' the most frequently mentioned responses.

The benefits were more pronounced for women across a number of measures, including enjoying learning more about Scotland's history, culture and heritage, and feeling part of Scotland's story.

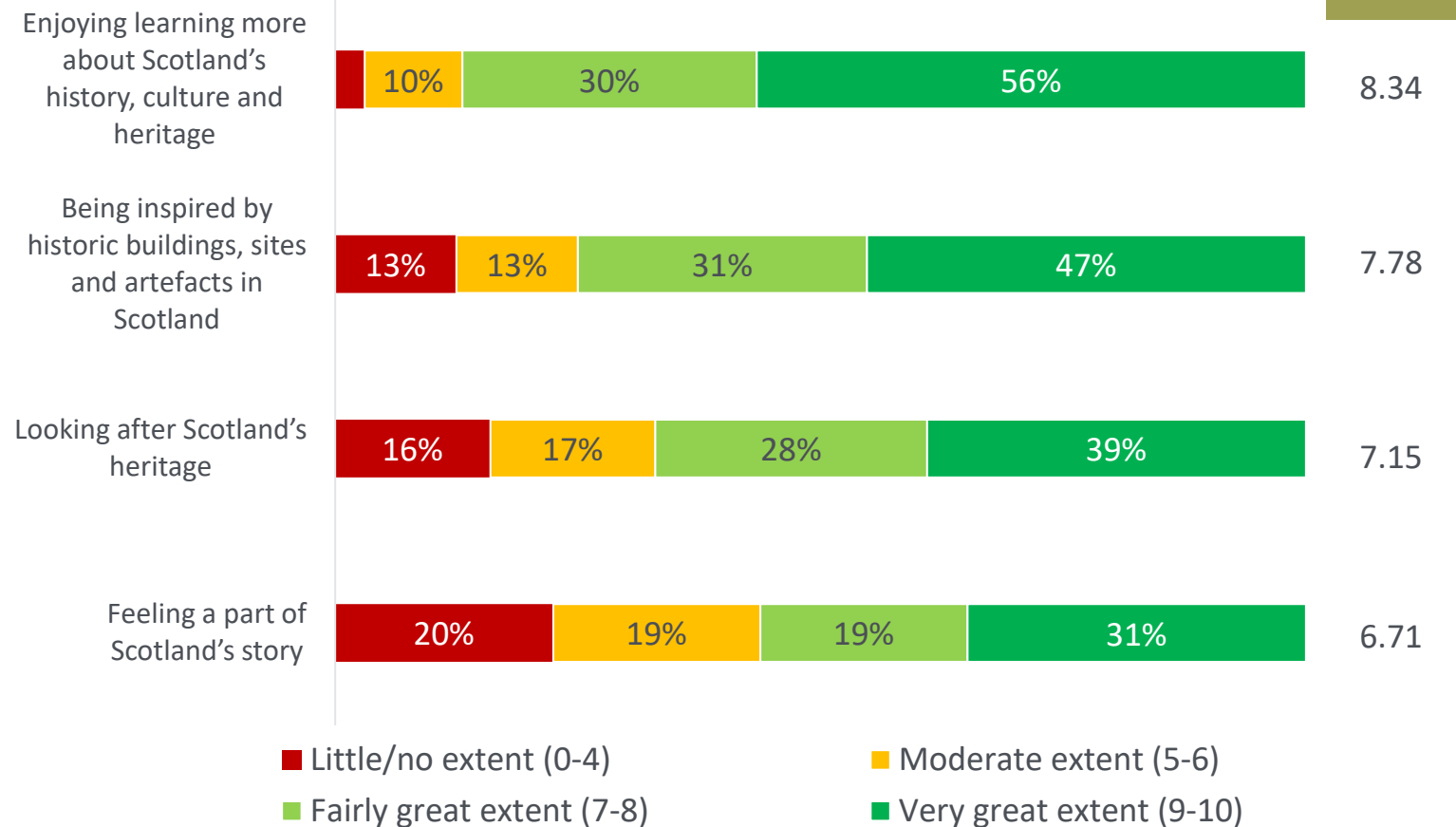
Benefits of engagement

Respondents were asked to assess the benefit of different aspects of their engagement with the historic environment.

The aspects of their engagements that achieved highest scores tended to relate to interaction with the sites:

- Enjoying learning more about Scotland’s history, culture and heritage (an average score of 8.34 out of 10), with more than half of respondents (56%) giving this a score of 9-10
- Being inspired by Scotland’s heritage (an average score of 7.78 out of 10)
- Looking after Scotland’s heritage (an average score of 7.15 out of 10)
- Feeling a part of Scotland’s story (an average score of 6.71 out of 10).

Benefits of engagement: 1



Q5: On a scale of 0 to 10, where 0 means not at all and 10 means to a great extent, to what extent does your involvement with Scotland’s historic sites and heritage places benefit you in terms of...

(A more detailed chart is appended)

Base (all) 690

Benefits of engagement

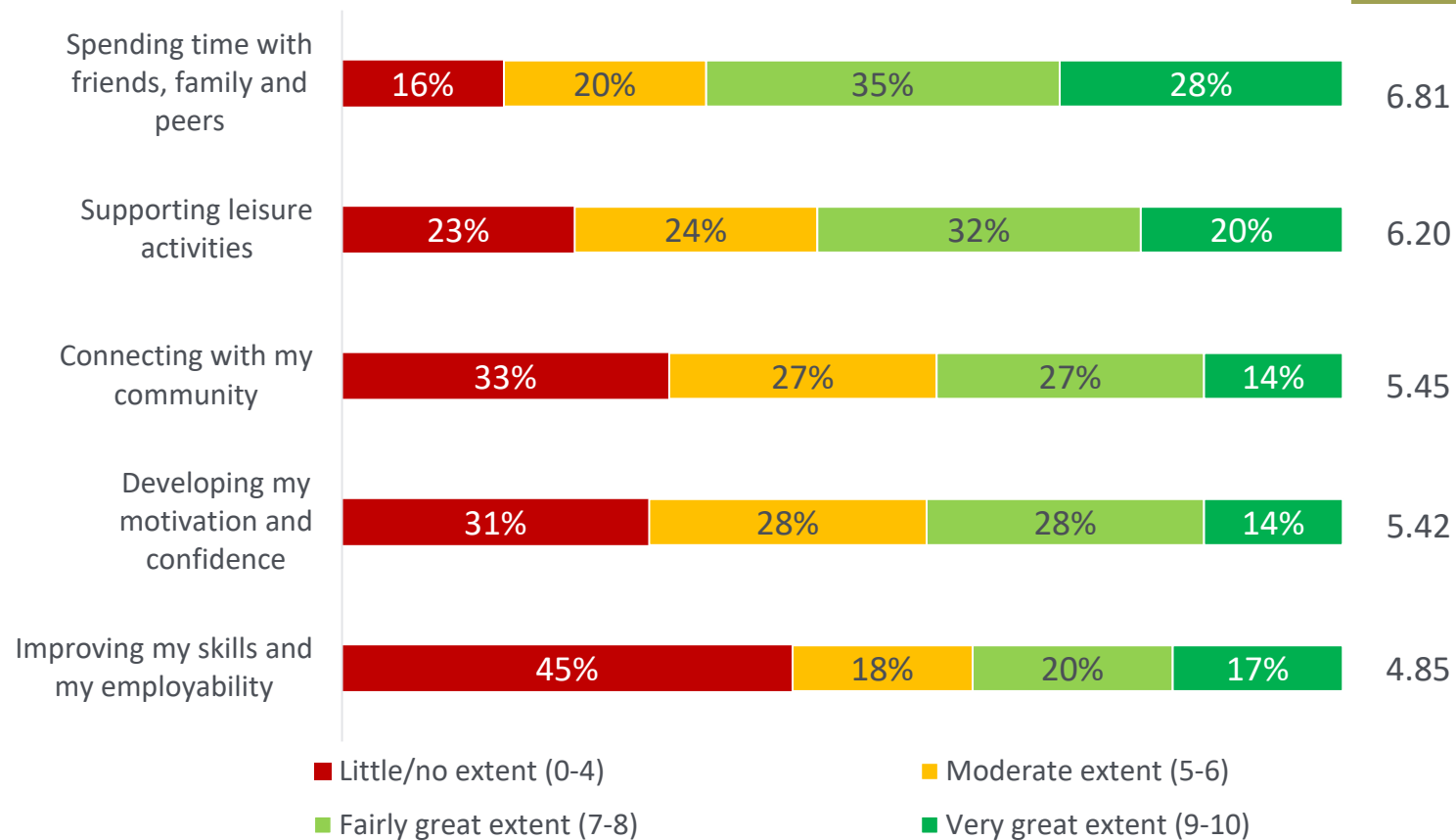
Respondents also reported the wider benefits of their engagement with the historic environment:

- Spending time with the friends and family (an average score of 6.81 out of 10)
- Enjoying their leisure activities (6.20 out of 10)
- Connecting with the community (5.45 out of 10)
- Developing motivation and confidence (5.42 out of 10)
- Improving skills and employability (4.85 out of 10), although almost half (45%) gave this a score of 0-4.

Benefits of engagement: 2



Mean score



Q5: On a scale of 0 to 10, where 0 means not at all and 10 means to a great extent, to what extent does your involvement with Scotland's historic sites and heritage places benefit you in terms of...

(A more detailed chart is appended)

Base (all) 690

Benefits of engagement

Respondents were asked to describe their feeling about historic sites and places in Scotland in three words.

- The largest group of words related to **emotional responses** to the historic environment: of being inspired, proud and amazed by it; of the enjoyment and fun they experienced; how they love, value and want to protect it; and how calm and peaceful they find it.
- Respondents spoke of their **intellectual responses** to the historic environment: their feelings of interest in heritage and history, the importance of sites, and educational value.
- Respondents feel **connected** to the historic environment: historic sites and places invoke a sense of belonging and connection.
- People also responded to the physicality of the of the historic environment: its beauty, the scale, and the sense of place.
- A small number of critical comments were made. Only three received five or more mentions:
 - Neglected (7)
 - Expensive (6)
 - Undervalued (5)

Feelings about sites/places



Emotional responses	#		#		#
Inspiring	129	Fun	13	Great	6
Pride	121	Emotional	12	Lucky	6
Amazing	18	Wonderful	11	Peaceful	6
Awe	17	Passionate	10	Cherish	5
Enjoyable	16	Protective	8	Nostalgic	5
Happiness	16	Calming	7	Part Of Me	5
Exciting	15	Enthusiasm	7	Precious	5
Love	14	Enthusiasm	7		

Intellectual responses	#
Interesting	131
Important	57
Fascinating	37
Educational	36
Unique	23
Informative	18
Worthwhile	15
Curious	14
Intriguing	14
Learning	12
Curiosity	9
Fascinating	8
Motivating	6

Connected responses	#
Connection	43
History	18
Belonging	17
Engaging	17
Culture	13
Home	12
Special	10
Magical	8
Identity	7
Cultural	6
Mysterious	6
Respect	6
Scottish	5

Physical responses	#
Beautiful	73
Impressive	20
Awesome	15
Valuable	14
Stunning	9
Iconic	8
Place	7
Relaxing	7
Atmospheric	6
Captivating	5
Care	5
Heritage	5

Q6: What three words would you use to describe your feelings about Scotland's historic sites and heritage places? Open ended. Responses categorised; those with 5+ mentions reported.

Base (all who gave a response): 633

Benefits of engagement – sub-group analysis



Socio-economic characteristics

Women consistently scored the benefits of engagement with the historic environment higher than men – for example the average scores (out of 10) for enjoying learning more about Scotland’s history for women vs men were 8.60 and 7.90, developing my motivation and confidence were 5.64 vs 5.18; and feeling part of Scotland’s story were 7.10 vs 6.15.

There were very few differences across age groups and social groups in the benefits experienced from engagement in the historic environment: however, those in lower social groups were more like to feel that engaging the historic environment “developed my motivation and confidence” (5.77 for C2DEs vs 5.29 for ABC1s).

Members

Historic Scotland members reported greater benefits from most of the activities they took part in, including learning about Scotland’s history and culture, feeling part of Scotland’s story, and looking after Scotland’s Heritage.

Benefits of engagement – sub-group analysis



Type of contact

There was a relationship between the contact respondents had with historic environment and how they benefited from their engagement:

- People whose main contact with the historic environment is visiting historic sites and places are more likely than others to enjoy learning about Scotland's history, culture and heritage (63% vs 56% overall), and to enjoy spending time with friends with family (41% vs 28% overall)
- People whose main contact with the historic environment is working in historic sites and heritage places and volunteering in historic sites and places are more likely than others to benefit from improving their skills and employability (36%/38% vs 17% overall), and to look after Scotland's heritage (56%/62% vs 39% overall)

Level of engagement

Respondents who visit historic environment sites 5 or more times were generally more likely to report benefits from their engagement in the historic environment. The exceptions here were 'connecting with my community' where the level of engagement made no difference; and 'improving my skills...' and 'looking after Scotland's heritage' where benefits were only correlated with higher levels of engagement (12+ visits)



Wellbeing and health measures

Wellbeing and health: Summary

Most respondents reported high wellbeing and health scores

- 74% of respondents reported high levels of life satisfaction
- 79% reported high levels of feeling worthwhile
- 69% reported high levels of feeling happy
- 78% said their health was good,
- Scores for the anxiety measure were lower, with just 49% of respondents reporting that their anxiety levels were low.

Women and older people tended to report higher wellbeing. Women reported higher satisfaction than men across a range of measures including life satisfaction, feeling worthwhile and general health; and women tended to more likely to feel anxious than men.

Wellbeing strongly correlated with health

Not surprisingly, there was a strong positive correlation between all three ONS wellbeing measures and self-reported health. Lower anxiety scores were also correlated with higher health scores.

Comparison with Scotland

Although comparisons with Scottish data can only be indicative, it appears that the HES survey respondents had lower wellbeing scores than the Scottish population as a whole.

Baseline wellbeing ONS measures

Wellbeing was assessed using the ONS wellbeing measures, together with a health measure based the Scottish Household Survey.

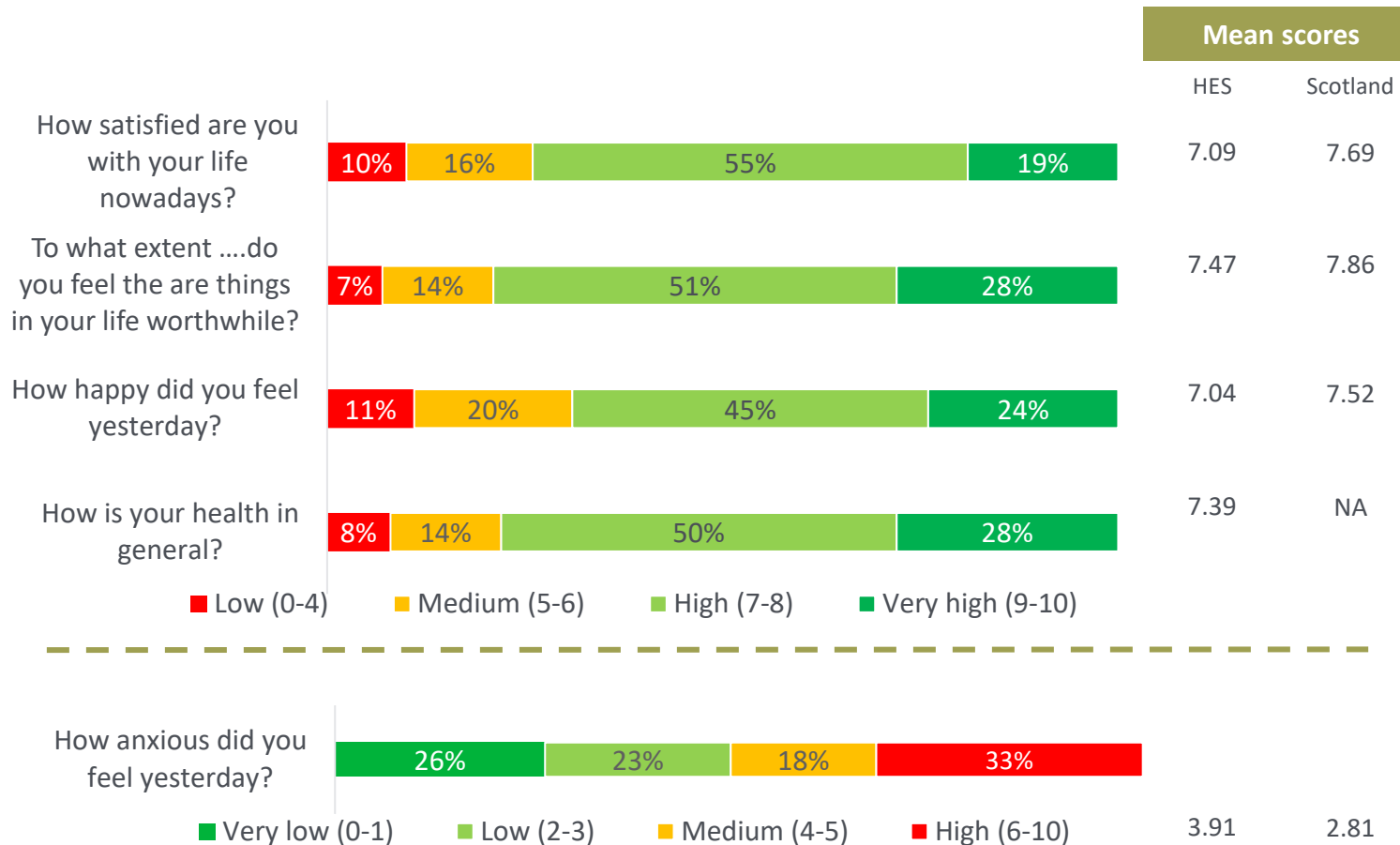
- About a fifth of respondents (19%) reported very high levels of life satisfaction (scores of 9 or 10), while around half (55%) reported high levels (scores of 7 and 8). A tenth (10%) reported low levels of life satisfaction (scores of between 0 and 4).
- Respondents were more positive when they thought about how worthwhile the things they do are, with 28% reporting very high scores and just 7% reporting low scores.
- Around a quarter (24%) of respondents had very high happiness levels, while just under half reported high happiness levels.

Most respondents reported good levels of physical and mental health.

- Around 3 in 10 (28%) thought their general health was very good. Less than a tenth (8%) gave their health a low score.
- Around a quarter (26%) of respondents said their anxiety levels had been very low (scores of 0 and 1) the day before the survey, and a further quarter (23%) said they had been low. However, a third of respondents (33%) said they had felt a high level of anxiety during the previous day.

The chart also records the mean scores for both HES survey and those collected for Scotland as a whole by ONS. This indicates – although the comparison is only indicative (see the ‘health warnings’ on slide 8 above) – that the HES survey respondents had lower wellbeing scores than the Scottish population as a whole.

Self-reported measures of wellbeing and health



Q1: The first few questions are about your feelings on aspects of your life. There are no right or wrong answers. For each of these (all) 690 questions please answer on a scale of zero to 10, where zero is ‘not at all’ and 10 is ‘completely’;

Q2: How is your health in general? Please answer on a scale of zero to 10, where zero is ‘not at all good’ and 10 is ‘excellent’

Scotland score: <https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/datasets/headlineestimatesofpersonalwellbeing>

(A more detailed chart is appended)

Baseline wellbeing and health: sub-group analysis



Age and sex

Women reported higher life satisfaction (mean score 7.28 vs 6.84 for men), higher level of feeling worthwhile (7.62 vs 7.27 for men), and better levels of health (7.55 vs 7.15 for men). However, women also felt more anxious (4.07 vs 3.61 for men).

People aged 55+ were more likely to report higher life satisfaction (7.38 vs 6.88 for 35-54 year olds), feeling worthwhile (7.80 vs 7.28 for other age groups), and feeling happy (7.30 vs 6.88 for 35-54 year olds).

Wellbeing and health

There was a strong relationship between the ONS measures and health:

- People whose satisfaction with life was high scored at 8.29 (mean score) for their health, vs just 5.53 for those with low life satisfaction
- People who thought the things they did in life very worthwhile scored their health 8.01 vs just 5.50 for those who did not find the things in their life worthwhile
- People who felt very happy things scored their health at 8.05 vs just 5.76 for who were not happy
- People who were not at all anxious scored their health at 8.11, compared with those who were anxious (ranging between 7.00 and 7.11).

Relationship with HES

- Non-staff reported higher levels of feeling worthwhile (7.60 vs 7.14 for staff).



Wellbeing impacts of the historic environment

Wellbeing impacts of the historic environment: Summary



Positive impact of engagement on wellbeing

Overall, engagement with the historic environment seemed to have a marked impact on wellbeing. This was seen across three of the self-reported measures (satisfaction with life, feeling happy, and feeling worthwhile). The impacts on health and anxiety were also positive, although pronounced. :

- 78% said they felt happier because of their engagement with the historic environment
- 77% said their overall life satisfaction had improved
- 68% said their sense of being worthwhile had improved
- 59% of people said they felt healthier
- 29% of people said they felt less anxious.

Level of engagement positively correlated with wellbeing

People who visit historic sites often report higher wellbeing impacts from their engagement than people who visit sites less frequently/rarely. Members also tend to report greater benefits than non-members. However, it does not necessarily follow that increasing engagement with the historic environment will automatically increase self-reported wellbeing benefits. Those who engage frequently may have a greater pre-existing interest in/appreciation of the historic environment; their engagement may produce feelings of wellbeing that may not be replicated in people less interested in the historic environment.

The exception is HES staff; they tend to score the wellbeing impact of engagement lower than non-HES staff. This may be simply to do with the fact that they work in the historic environment and deal with aspects of its management, protection and upkeep that are difficult and challenging and that non-staff do not see.

Complex relationship between engagement and self-reported anxiety

Whilst there was some positive correlation with self-reported health, especially for HES members, frequent visitors, and non-staff, it was not as strong and pronounced as the impact on wellbeing. The relationship with anxiety especially was complex. Just over half said engagement with the historic environment made no difference to their anxiety levels, whilst around one third said it had a positive impact (i.e. reduced anxiety). However, the most interesting finding was that a sizeable minority – one in five (20%) – said that engagement with the historic environment actually increased their anxiety. This deterioration in anxiety was driven largely by men. Whilst women reported their engagement with historic environment impacted positively on their anxiety levels, men overall reported a deterioration.

Wellbeing impacts

Respondents typically reported that their engagement with the historic environment had a positive impact on their wellbeing.

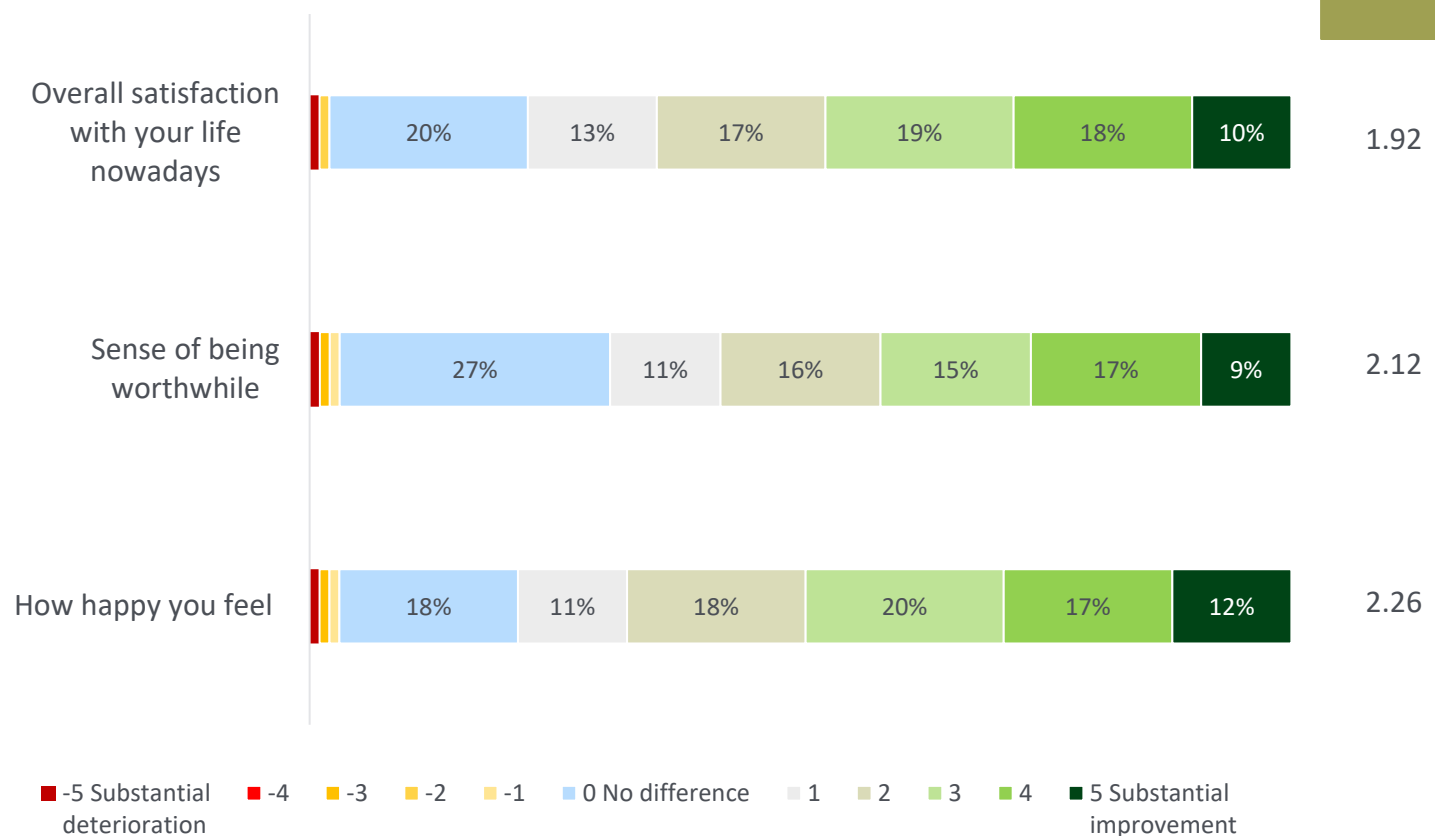
- Around 3 in 10 said their involvement with the historic environment had a major impact (a score of 9 or 10) on how happy they feel (29%), on their life satisfaction (29%), and feeling that what they do is worthwhile (27%). A further half felt that their involvement with the historic environment made a moderate contribution to their wellbeing in these areas of their life. There were some sub-group variations:

- Non-HES staff tended to identify higher happiness contributions from the historic environment than staff (averaging 2.47 vs 1.77)
- Historic Scotland members tended to report benefiting more from the historic environment generally than non-members: life satisfaction (2.44 vs 1.93) and feeling happy (2.61 vs 2.07)
- People who had visited historic sites frequently reported higher contributions to wellbeing. Overall life satisfaction increased more for those visiting sites 12+ times last year (2.49 vs 2.10 for those visiting less frequently and 1.19 for those who had not visited any historic sites at all). Worthwhile impacts were higher for people who had visited sites 12+ times vs those visiting less frequently/not at all (2.48 vs 1.82/1.19), while happiness increases for those visiting historic sites 12+ times in the past year were 2.55 vs 1.70 for those not visiting at all.

The impact of the historic environment (self-reported)



Mean score



Q7: To what extent would you say your involvement with Scotland's historic sites and heritage places affects the following aspects of your life? Please answer on a scale of -5 to +5, where -5 is a substantial deterioration, zero is no difference and +5 is a substantial improvement.

Base (all) 690

Wellbeing impacts

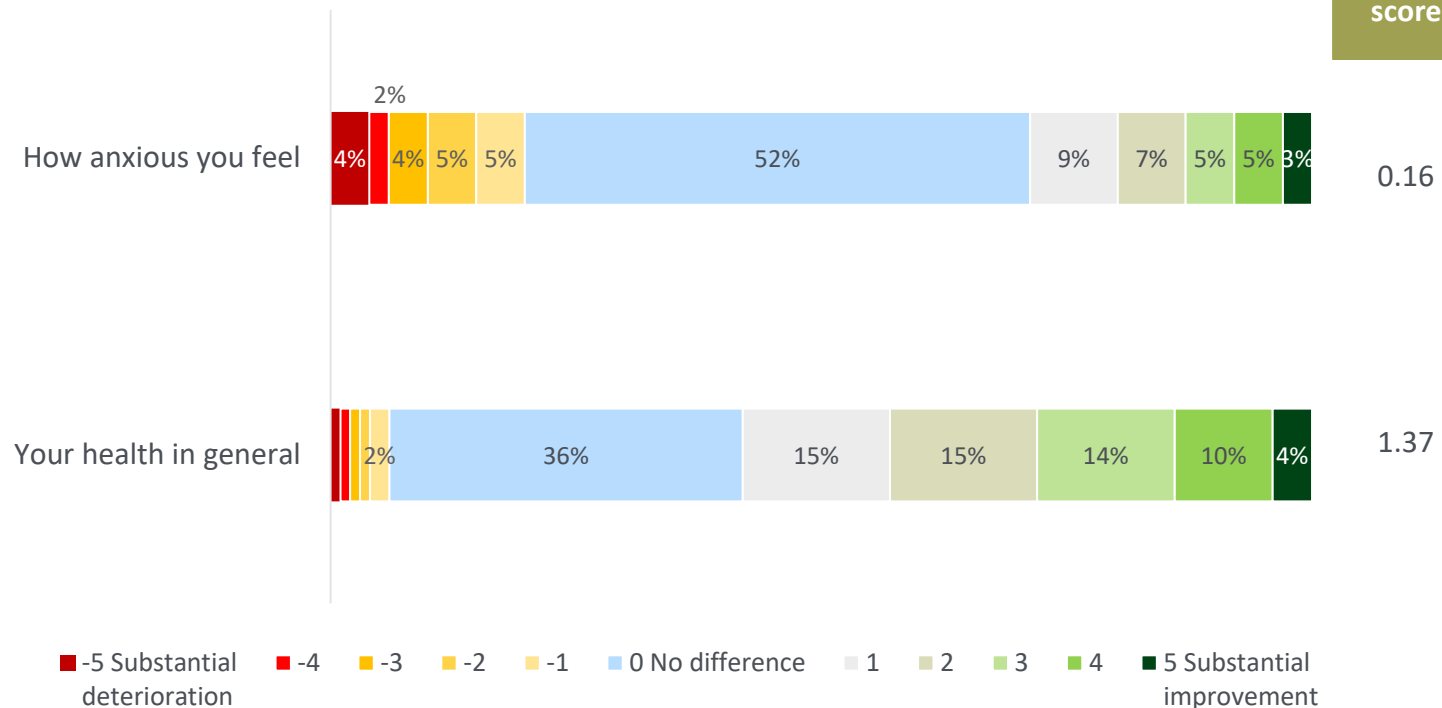
Positive impacts on health were less pronounced.

- While 59% said they felt healthier because of their engagement with the historic environment, just 15% attributed a **major** improvement to their engagement (a score of 9 or 10).
- Around a half (52%) said their engagement had made no difference to their anxiety levels, while just under a third (29%) felt it had made an improvement in their anxiety levels (with just 8% noting a major improvement). While there are no significant differences within the statistics, casual observation suggests that the respondents are predominantly staff within the historic environment, people who live in historic buildings and people whose main connection with the historic environment is 'feel part of it'.
- There was a marked difference in the health impacts for respondents depending on their recent engagement with sites:
 - The impacts of the historic environment on anxiety is much higher for those visited several sites in the last year compared with those who did not visit any (an *improvement* of 0.35 for those visiting 12+ versus a *deterioration* of 0.94 for those not visiting)
 - The general health impacts of those who had visited historic sites 12+ times in the last year are better than those who had visited few/none (1.68 vs 1.14/0.71)
 - There was no relationship between impact on health outcomes and the frequency of visiting HES sites.

The impact of the historic environment (self-reported)



Mean score



Q7: To what extent would you say your involvement with Scotland's historic sites and heritage places affects the following aspects of your life? Please answer on a scale of -5 to +5, where -5 is a substantial deterioration, zero is no difference and +5 is a substantial improvement.

Base (all) 690

The impact of the historic environment

Our mission is to protect Scottish Heritage, yet we are having extreme difficulty walking the line between duty and profit. As such, I am in constant awe of our sites and I am proud of Scotland's Heritage, but I am deeply concerned too.

Being able to visit the sites and take in the past in a visual, immersive way, makes me feel part of something bigger and more connected regardless of whether I'm there with friends or alone.

I feel that my voluntary work with historic buildings has allowed me to develop new skills and friendships as well as indulge in my interests outside of my regular job. As this work is rather physical I feel that volunteering has also helped to improve my overall health.

Now I have visited Scotland twice and would come every year if I could. I have been to many historical sites and was impressed by the history and beauty of Scotland. The people are very nice too. Scotland is where I go in my mind when things get bad.

Living in a house, built in 1806 is wonderful but it comes with a huge responsibility to maintain it. That does cost a small fortune and I do sometimes wonder should we have taken a different route and lived in a new build. However.... our house provides amazing memories for all who visit. We maintain history.

Impact of the historic environment



Responses (5% or more)	%
Enjoyment / interested	37%
Learning / knowledge	33%
Job / employment	22%
Connected / sense of belonging	20%
Spend time with family / friends	15%
Appreciate / value heritage	14%
Purpose / meaning	11%
Peace / calm / escape	9%
Health / exercise	8%
Informs philosophical outlook	8%
Mental health	7%
Am conserving things	6%
Fears / problems in conservation	6%
Making friends	6%
Something to do	5%
Living in historical site	5%

Q8: In your own words, tell us in what ways has involvement with Scotland's historic sites and heritage places affected your life? OPEN ENDED
 Only responses over 5% shown here

Base (all who commented) 558

Benefits of engagement



High level (score of 7-10) of benefit from engagement (Q5)	Total	Overall satisfaction with life nowadays				Worthwhile				How happy you feel				How anxious you feel				Your health in general			
		Deterioration	No difference	Moderate improvement	Major improvement	Deterioration	No difference	Moderate improvement	Major improvement	Deterioration	No difference	Moderate improvement	Major improvement	Deterioration	No difference	Moderate improvement	Major improvement	Deterioration	No difference	Moderate improvement	Major improvement
Enjoying learning about history, culture and heritage	86%	50%	72%	88%	96%	55%	76%	88%	97%	57%	72%	86%	97%	86%	84%	87%	92%	66%	79%	90%	96%
Supporting leisure activities	53%	33%	25%	55%	72%	21%	40%	54%	69%	30%	28%	54%	70%	58%	44%	58%	81%	31%	41%	59%	70%
Developing my motivation and confidence	41%	21%	20%	35%	69%	17%	20%	38%	70%	17%	22%	34%	67%	44%	32%	46%	83%	26%	29%	43%	70%
Spending time with friends, family and peers	63%	42%	52%	64%	72%	34%	55%	65%	74%	39%	49%	62%	78%	55%	61%	70%	87%	49%	53%	69%	78%
Connecting with my community	41%	25%	30%	39%	57%	17%	26%	42%	60%	17%	34%	37%	57%	38%	39%	41%	66%	31%	31%	45%	61%
Feeling part of Scotland's story	61%	29%	48%	61%	77%	24%	41%	64%	83%	26%	50%	56%	81%	67%	57%	61%	79%	51%	53%	64%	78%
Improving my skills and my employability	37%	21%	27%	34%	54%	28%	16%	37%	61%	22%	31%	33%	51%	42%	32%	40%	58%	26%	30%	39%	55%
Looking after Scotland's heritage	67%	54%	51%	65%	86%	55%	46%	69%	89%	52%	58%	62%	85%	77%	61%	67%	85%	71%	58%	69%	84%
Being inspired by historic buildings, sites and artefacts	77%	46%	56%	77%	96%	41%	57%	82%	96%	39%	54%	77%	95%	85%	71%	79%	92%	66%	64%	83%	97%

This figure focuses on respondents that reported a high level of benefit (that is those with scoring 7+) from engagement in different aspects of the historic environment. This is compared with the 'impact of the historic environment on wellbeing' measures from Q7.

There is a strong relationship across the board, with the respondents reporting high levels of benefits from their engagement with the historic environment, also more likely to attribute a substantial degree of their wellbeing (summarised here as 'a major improvement') to their engagement with the historic environment.

Q5: On a scale of 0 to 10, where 0 means not at all and 10 means to a great extent, to what extent does your involvement with Scotland's historic sites and heritage places benefit you in terms of: ... Q7: To what extent would you say your involvement with Scotland's historic sites and heritage places affects the following aspects of your life? Please answer on a scale of -5 to +5, where -5 is a substantial deterioration, zero is no difference and +5 is a substantial improvement.

Base (Those scoring 7+ Q5)
183-590

Wellbeing impacts

Socio-economic characteristics



Gender

Women, as well as being more likely than men to engage with the historic environment, reported greater positive impacts from their engagement: on average women felt that their involvement in the historic environment contributed to their overall life satisfaction 2.31 on a scale of -5 to +5 (vs 1.81 for men); sense of being worthwhile (2.09 vs 1.69); happiness (2.48 vs 1.96); and general health (1.51 vs 1.15).

On average, women reported their engagement with historic environment impacted positively on their anxiety levels, whereas men reported a deterioration (0.33 vs -0.11).

Other characteristics

There were no differences by age / children in household / SEG

Wellbeing and health impacts

Engagement



Self-reported wellbeing and health

There is a clear correlation between engagement in the historic environment and self-reported wellbeing. People with very high/high wellbeing scores were those most likely to engage in the historic environment, while those with low wellbeing scores were typically less likely to engage with the historic environment and therefore may be harder to reach. Key differences noted were:

- People with high/very high life satisfaction were more likely than people with low life satisfaction to visit historic sites and places (94% vs 88%)
- People with a low worthwhile score were less likely than those with a very high worthwhile score to take part in physical activities (13% vs 30%-37%), to volunteer (2% vs 12%-13%) or to connect with the historic environment (41% vs 60%-61%).
- People with very good health were more likely to take part in physical activities than others (43% vs 23%-32%), while people in poor health were less likely to notice the historic environment (65% vs 76%-80%) and to connect with it (42% vs 57%-59%).

Wellbeing and health impacts

Level of engagement



Engagement levels

People who had visited historic sites frequently were also most likely to say that engagement with the historic environment contributed to their wellbeing. Overall life satisfaction had increased more for those visiting sites 12+ times last year (2.49 vs 2.10 for those visiting less frequently and 1.19 for those who had not visited any historic sites at all). Increases to feeling worthwhile were higher for people who had visited sites 12+ times vs those visiting less frequently/not at all (2.48 vs 1.82/1.19), while increases in happiness for those visiting historic sites 12+ times in the past year was 2.55 vs 1.70 for those not visiting at all.

Respondents who had visited historic sites frequently also reported positive impacts on health: the general health impact for those visiting historic sites 12+ times in the last year was an average of 1.68 compared with 1.14/0.71 for those who had visited few/none, while the impact on anxiety levels for people who had visited 12+ historic sites in the last year are substantially better than those who had not visited any historic sites in the last year (an *improvement* of 0.35 vs a *decline* of 0.94).

Members

Historic Scotland members tended to report benefiting more from the historic environment than non-members: life satisfaction (2.44 vs 1.93), feeling happy (2.61 vs 2.07) and general health (1.56 vs 1.26).

Staff

HES staff tended to attribute lower happiness contributions from the historic environment than people who do not work for HES, averaging 1.77 vs 2.47.



Summary and conclusions

Summary



Wellbeing

Wellbeing was assessed using the ONS self-reported wellbeing measures, together with a health measure based on the Scottish Household Survey. 74% of respondents reported high levels of life satisfaction, while 79% reported high levels of feeling worthwhile and 69% feeling happy. 78% said their health was good, although just 49% reported low levels of anxiety.

Impact of the historic environment on wellbeing

Critically respondents considered their involvement had had a considerable impact on their wellbeing:

- 78% said they felt happier because of their engagement with the historic environment
- 77% said their overall life satisfaction had improved
- 68% said their sense of being worthwhile had improved
- 59% of people said they felt healthier
- 29% of people said they felt less anxious.

Relationship between the level and type of engagement and impact on wellbeing.

There is evidence of a relationship between the type of engagement and the level of impact, for example:

- People who are very involved in looking after Scotland's heritage are much more likely to feel satisfied with their lives, feel worthwhile, feel happy, healthy and less anxious.
- A similar impact is noted for people who report being very inspired by historic buildings and sites; and for people who feel very connected to Scotland's story.
- While fewer respondents reported having a high level of engagement in activities relating increasing motivation/confidence and skills/employability (around two-fifths of respondents); those that did tended to also report a major improvement in their wellbeing.

Summary



The historic environment is seen as intrinsically important

- When respondents gave their views on the benefits to them of engaging with Scotland's historic sites and heritage places, they focused on the intrinsic value the sites and places have for the community and the nation, rather than the potential instrumental personal benefits (e.g. improving skills and employability, developing personal motivation and confidence, supporting leisure activities, connecting with community). That is, respondents did not tend to see the primary value of their engagement in terms of a means to an end; rather, they saw the historic environment as important in and of itself, beyond any tangible utility it might have for them.
- The key perceived benefits were around connection with place: learning about, looking after, and being inspired by Scotland's heritage, and feeling part of Scotland's story. This is mirrored in the words used to describe their feelings about Scotland's historic sites and heritage places, where words around emotional responses (e.g. pride, inspired) featured heavily, as did intellectual responses ('interested/interesting' was the single most frequently cited word).
- Overall, the value of the historic environment for people seems to lie in areas that are hard to measure, rather than in more easily quantifiable areas. The perceived benefit seems to go beyond economic and social benefits (e.g. contributions to jobs, tourism and the economy), to include tangible benefits within respondents' own lives e.g. health and personal development.
- The in-depth interviews for the case studies (see appendix) revealed an attitude to the historic environment as something that brings perspective to individual lives and concerns, a connection to a much bigger, older story.

Summary



Differences in relationships with the historic environment between women and men

- Throughout the findings, men and women engage with, react to and benefit from engagement with the historic environment in different ways.
- Women tend to visit more than men and also engage more than men in other ways (e.g. visiting the HES website). Not only do women visit more, but they also notice the historic environment more. They also benefit more than men in a variety of ways, e.g. by enjoying learning about Scotland's history, culture and heritage, and feeling part of Scotland's story.
- Male respondents tended to report lower levels of wellbeing in general. They reported lower levels of anxiety than women but, were more likely than women to say that engagement with the historic environment caused their feeling of anxiety to deteriorate. This all suggests that men and women may engage with the historic environment differently. It cannot necessarily be inferred from this that increasing the engagement of men would result in heightened benefits for them.
- Further, there may be barriers unique to men, and that overcoming them would lead to improved wellbeing; further research would be required to explore this.

Conclusions



Overall, a complex relationship between engagement, health and wellbeing

- There was a clear positive correlation between engagement and wellbeing: the more frequently people engaged with historic sites and heritage places, the more likely they are to report higher wellbeing scores; and particularly higher life satisfaction, happiness and a sense of feeling worthwhile.
- It doesn't necessarily follow, however, that increased engagement amongst those who engage less frequently would automatically improve their wellbeing. It may be that the frequent engagers are having a need or interest (for example, an interest in history) met by visiting historic sites, that would not be relevant to less frequent engagers, and would therefore have less/no impact on their wellbeing.
- The HES/staff sub sample is different to the wider sample, for many reasons, including their greater knowledge and experience of the sector, their higher personal investment in the sector, and the greater impact it has on their day-to-day lives. They tended to score lower in terms of levels of engagement contributing to happiness than non-staff. This may just be because they work in the historic environment rather than engaging 'just' as a visitor or volunteer, and therefore need to deal with all the stresses that paid employment entails.
- The correlation with good health scores is less pronounced and the relationship with anxiety is especially complex. For most, engagement with the historic environment makes little difference to anxiety levels, and for a small number, engagement is associated with increased anxiety, possibly related to living and/or working in the historic environment.

KPI benchmark

Overall wellbeing and reported benefits

The focus of the survey was Historic Environment Scotland’s KPI 1: “Increase wellbeing from Scotland’s historic environment”. This KPI sits under Outcome 1: ‘The historic environment makes a real difference to people’s lives’. The corporate plan outlines ‘what success will look like’ for this KPI as follows:

- Increase the percentage of people who self-report benefit from the historic environment
- Evidence of increased impact on wellbeing such as health, happiness and satisfaction with life

Two clear measures were identified from the analysis undertaken, the impact on overall life satisfaction and impact of the historic environment on life satisfaction. Going forward, HES will want to track progress on these measures amongst people who engage with the historic environment. The table below identifies the key question from the survey corresponding to the KPI, and draws out evidence relating to the benchmark.

KPI success measure	Question	Response scale	Benchmark (2019) score
Evidence of increased impact on wellbeing such as health, happiness and satisfaction with life	Q1: Overall, how satisfied are you with your life nowadays?	11 point scale: 0 to 10 <ul style="list-style-type: none"> • 0 = not at all satisfied • 10 = completely satisfied 	74% scoring 7 to 10
Increase the percentage of people who self-report benefit from the historic environment	Q7: To what extent would you say your involvement with Scotland’s historic sites and heritage places affects ... Overall satisfaction with life nowadays	11 point scale: -5 to +5 <ul style="list-style-type: none"> • -5 = substantial deterioration • 0 = no difference • +5 = substantial improvement 	76% scoring 1 to 5



Appendices: Case studies

Case study

Natalie



Focus

Visits the historic environment.

Engagement

Natalie works full time in social work and likes to visit historic sites at the weekend. This can be a short walk to a nearby stately home and park, or a longer journey to visit castles on the coast. Natalie loves the outdoors and walking. For her, the attraction of the sites she visits is not just the site itself and its history – the setting, scenery and surrounding landscape is crucial to her enjoyment. A visit to a historic site is often part of a longer walk or exploration of the local area. Overall she enjoys remote rural sites the most. She has been visiting historic sites all her life, having been introduced by her parents and on school trips.

Benefits and impact of engagement

Visiting historic sites in beautiful surroundings is a break from the everyday for Natalie, who works full-time. She doesn't have children, so visits are an opportunity to have some solitary time, peace and quiet to recharge her batteries in naturally beautiful surroundings. Historic sites also instil a sense of pride and patriotism for Natalie, and give her a feeling of connection to Scotland. Occasionally she will take visiting friends to a favourite local site as a way of showing off the history and culture of her local area.

The only concerns that Natalie has about visiting historic sites is the cost of some locations, with often includes parking as well as entrance fees.

I love exploring and finding new places. It takes you out of daily life, the 9 to 5. It gets you out of the daily environment.

Case study

Brian



Focus

Takes part in physical activities; volunteers in the historic environment.

Engagement

Brian is a high-flying professional, married with a family of four children, two of whom still live at home. He grew up in a rural community, which has given him a lifelong interest in agricultural heritage. A move from a high-pressure city-based job and life back to a more rural setting has given him an opportunity to renew this interest. He is now heavily involved in a volunteer project to restore old rural buildings. Much of the work is heavy physical labour. He also has a broader interest in local history.

Benefits and impact of engagement

Through his volunteering activities, Brian gets great satisfaction knowing he is preserving a piece of rural heritage – the type of place that is often abandoned and overlooked in the landscape. He takes pleasure in restoring and conserving it for other people to enjoy. He also draws a positive contrast between his stressful office-based career and the voluntary work he is engaged in. Many of the tasks are physically strenuous, involving digging, moving stones and clearing vegetation. There are also more skilled, hands-on tasks such as restoring masonry. He relishes the physical exercise and the opportunity to work with his hands and spend more time in the countryside.

I spent decades behind a desk and in business. Now I can spend more time in the countryside and do things that have a tangible feel. It's more satisfying than golf!

Case study

John



Focus

Volunteers in the historic environment.

Engagement

John is a retired senior professional who lives in a remote rural community. His lifelong passion is for a specialised type of restoration work, and he has developed considerable knowledge and skill over the years. John is deeply involved in his local society for this work. He does hands-on restoration work and also deals with fundraising, grant applications, and managing other volunteers.

Benefits and impact of engagement

The knowledge and skills John promotes are dying out throughout Scotland, so for John his volunteering work is deeply satisfying as he is contributing more widely to preventing loss of traditional skills, and has helped his local community by securing funding and skills support. John also finds a quiet personal satisfaction in doing skilled work with his hands. All this significantly boosts his sense of happiness and purpose.

Managing volunteers has its challenges, however. Finding something useful to do for people with varying levels of skill is important – harnessing the enthusiasm whilst ensuring difficult, complex restorations are completed in a reasonable timescale. This can be a minor source of stress for John.

If it wasn't for the work we were doing these skills would be lost for good from our community. Now we're ensuring they won't die out, they're saved for another generation.

Case study

Carol



Focus

Lives in the historic environment.

Engagement

Carol lives in a conservation area. This is a busy working urban neighbourhood comprising of Victorian tenement buildings. She is very aware of the historic environment around her in her local area, and is also familiar with many ancient, remote and rural historic sites, having been introduced to them as a child.

Benefits and impact of engagement

Carol takes great pride in her neighbourhood. Knowing the local history, how the built environment came to be as it is, gives her a feeling of connectedness to her community. She finds it especially satisfying being able to inform visitors about the history of her neighbourhood.

Living in a conservation area does have some downsides. There are restrictions and guidelines on what work can be done on buildings. However, there is grant funding available from local authorities too, as Carol discovered when major work needed to be carried out on her tenement building.

The historic environment, the old buildings, it helps me put my own life in perspective.



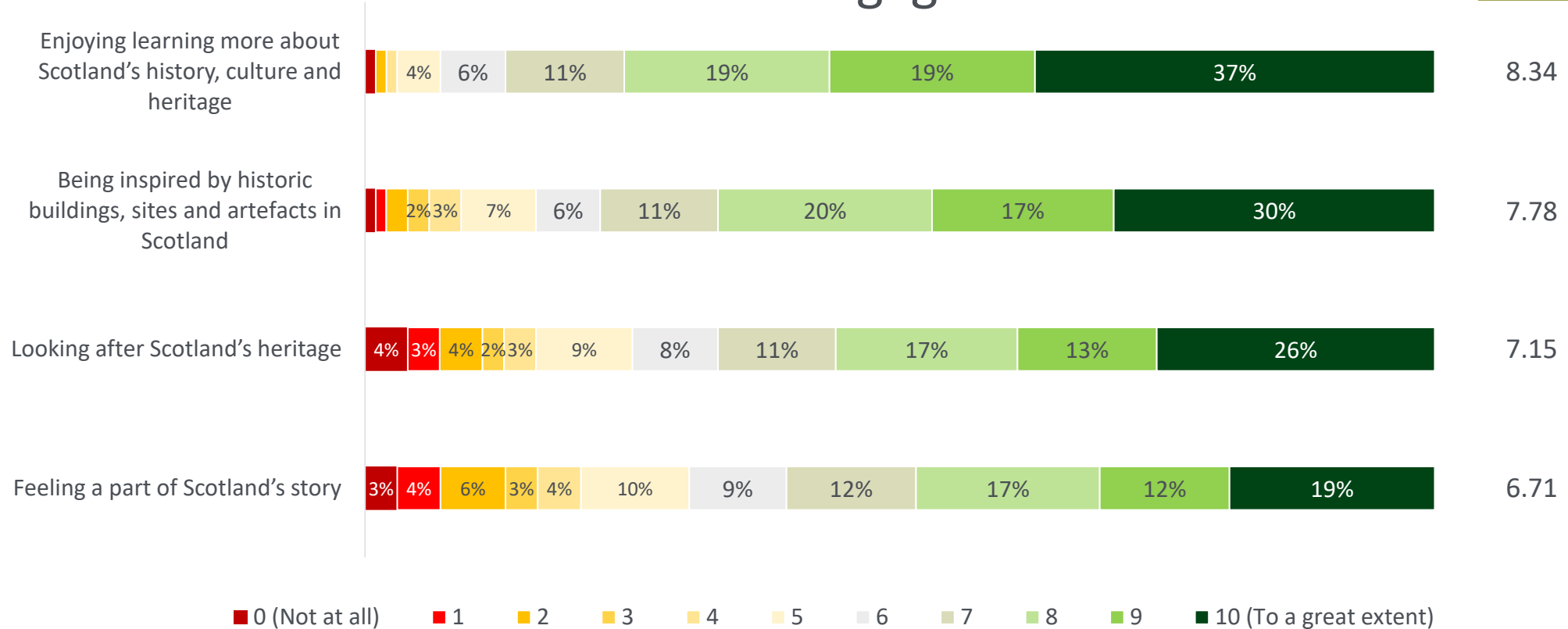
Appendices: Additional tables

Engagement



Benefits of engagement: 1

Mean score



Q5: On a scale of 0 to 10, where 0 means not at all and 10 means to a great extent, to what extent does your involvement with Scotland's historic sites and heritage places benefit you in terms of:

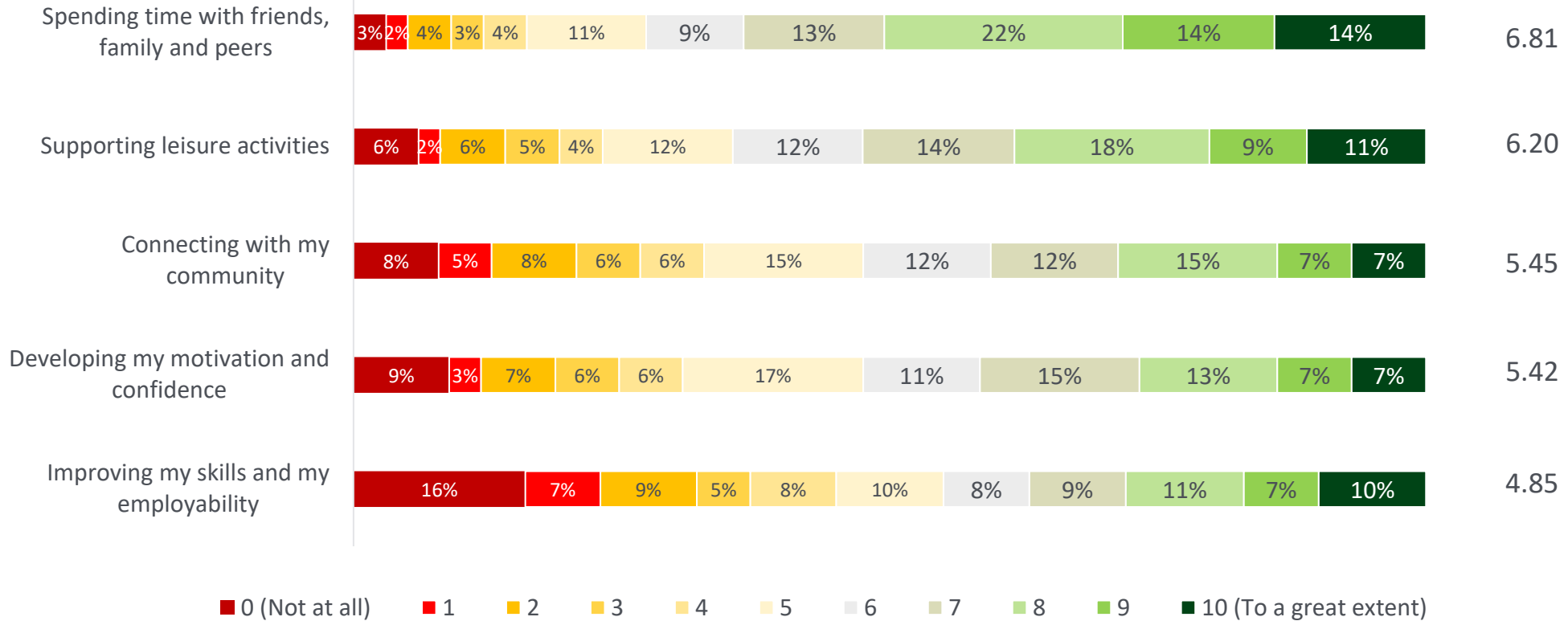
Base (all) 690

Engagement



Benefits of engagement: 2

Mean score



Q5: On a scale of 0 to 10, where 0 means not at all and 10 means to a great extent, to what extent does your involvement with Scotland's historic sites and heritage places benefit you in terms of:

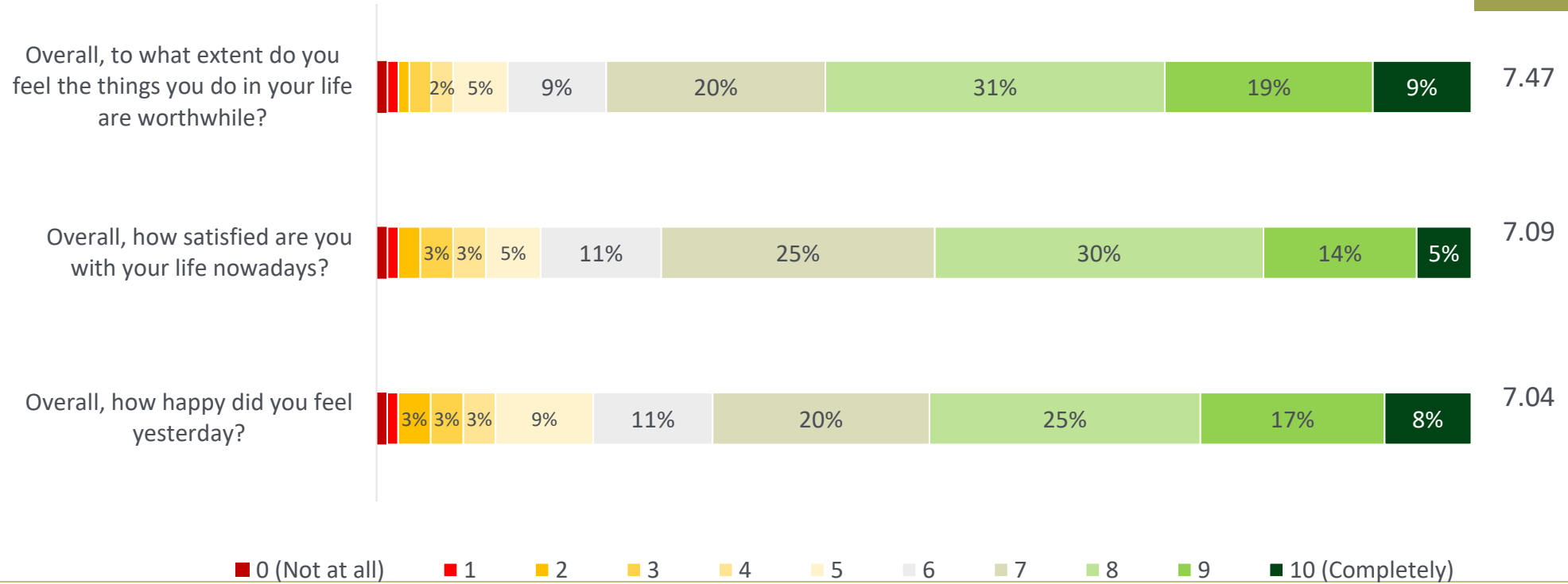
Base (all) 690

Wellbeing ONS measures



Self-reported measures of wellbeing

Mean score



Q1: The first few questions are about your feelings on aspects of your life. There are no right or wrong answers. For each of these questions please answer on a scale of zero to 10, where zero is 'not at all' and 10 is 'completely'

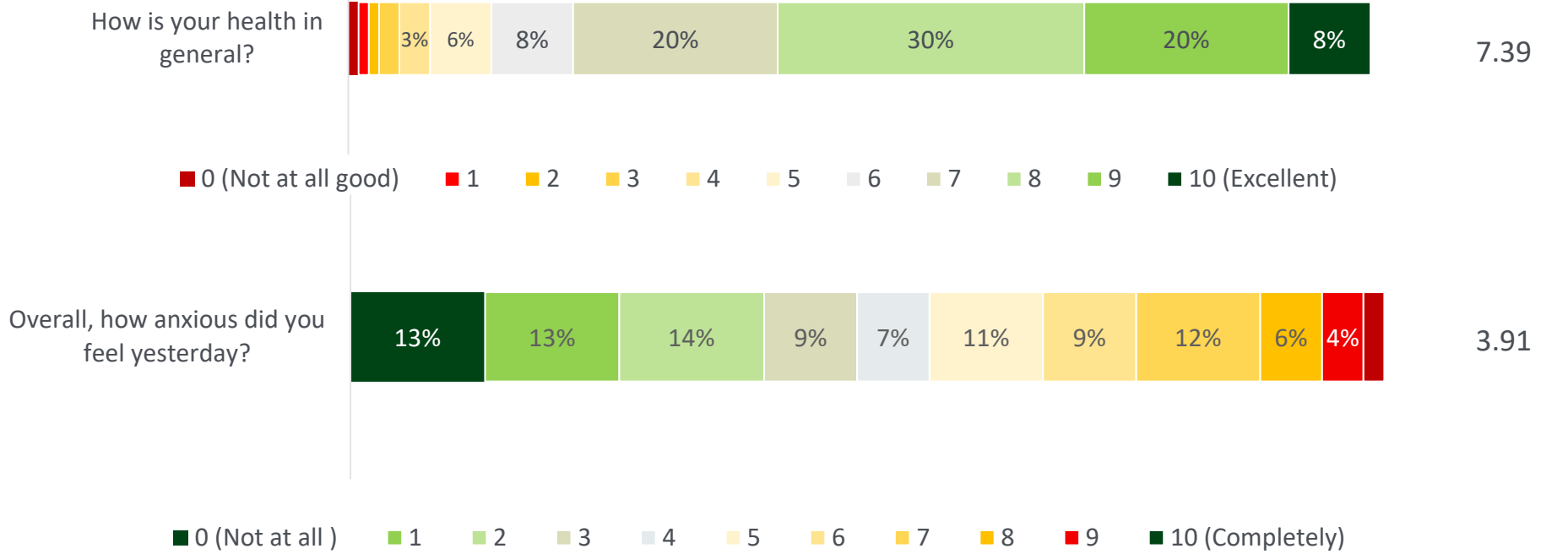
Base (all) 690

Wellbeing

General health



Self-reported measures of health



Q1: The first few questions are about your feelings on aspects of your life. There are no right or wrong answers. For each of these questions please answer on a scale of zero to 10, where zero is 'not at all' and 10 is 'completely'

Q2: How is your health in general? Please answer on a scale of zero to 10, where zero is 'not at all good' and 10 is 'excellent'

Base (all) 690

A vertical olive-green bar is positioned to the left of the text.

Appendices: Technical appendix

Method



The data was collected by online survey.

The target group for this research study was a sample of stakeholders and users of the history environments (including, but not restricted to Historic Scotland members)

The final achieved sample size was 690.

Fieldwork was undertaken between 4 July and 20 September 2019. The long fieldwork period was necessitated by the fieldwork approach. The survey was administered via a s of links carried in HES and its partners e-newsletters/social media. The timings were dictated by the launch-dates of the various publications during the summer: starting with Volunteer Scotland's members newsletter in early July and ending with HES's stakeholder e-newsletter in in mid September.

Respondents were selected using non-probability sampling. The survey link was launch via a wide variety of channels with a view to securing a broad-based response. These included Historic Scotland member newsletter, HES stakeholder newsletter, HES intranet (staff and management mailings) and social media channels; and e-newsletters via partners to wider audiences with an interest in the historic environment.

Respondents to paper and internet self-completion studies are self-selecting and complete the survey without the assistance of a trained interviewer. This means that Progressive cannot strictly control sampling and in some cases, this can lead to findings skewed towards the views of those motivated to respond to the survey.

The sample was self-selecting. This means that we cannot provide statistically precise margins of error or significance testing as the sampling type is non-probability. The margins of error outlined below should therefore be treated as indicative, based on an equivalent probability sample. The overall sample size of 690 provides a dataset with an approximate margin of error of between $\pm 0.74\%$ and $\pm 3.73\%$, calculated at the 95% confidence level (market research industry standard).

Our data processing department undertakes a number of quality checks on the data to ensure its validity and integrity. For online surveys, these checks include:

- Responses are checked for duplicates where unidentified responses have been permitted.
- All responses are checked for completeness and sense.

Where a self-completion survey is returned anonymously there is not any opportunity for validation. However all questionnaires returned undergo rigorous editing and quality checks and any thought to be invalid are removed from further processing.

A computer edit of the data carried out prior to analysis involves both range and inter-field checks. Any further inconsistencies identified at this stage are investigated by reference back to the raw data on the questionnaire.

Where "other" type questions are used, the responses to these are checked against the parent question for possible up-coding.

Responses to open-ended questions will normally be spell and sense checked. Where required these responses may be grouped using a code-frame which can be used in analysis.

A SNAP programme set up with the aim of providing the client with useable and comprehensive data. Crossbreaks are discussed with the client in order to ensure that all information needs are met.

All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

Thank you



Valerie Strachan

Valerie.Strachan@progressivepartnership.co.uk

Stefan Durkacz

Stefan.Durkacz@progressivepartnership.co.uk

Progressive Partnership

Q Court, 3 Quality Street
Edinburgh,
EH4 5BP

0131 316 1900

info@progressivepartnership.co.uk

Progressive's Services



Core qualitative techniques
A full range of qualitative research methods



Language and behaviour
Gets communications right in tone and content



Mobile ethnography
Captures real consumer behaviour in real time



The View on Scotland
Glasgow city centre viewing facility provides comfort convenience and first class facilities



Brand mapping
Discovers core brand values, benchmarks and maps progress



Core quantitative techniques
A full range of quantitative research methods



Progressive Scottish Opinion
Offers fast and inexpensive access to over 1,000 Scottish consumers



Progressive Business Panel
Takes soundings from companies across Scotland quickly and efficiently



Field and tab
Bespoke stand alone Field and Tab services for qualitative and quantitative methods



Data services
We have a wide range of analytical services