

# Talking About Heritage | Consultation Analysis

March 2021

## 1. Introduction

### Background to the consultation

From 22 September to 15 December 2020, Historic Environment Scotland (HES) sought views on new draft guidance '*Talking About Heritage*'.

The '*Talking About Heritage*' guidance is part of an ongoing review of historic environment policy guidance, following on from the *What's Your Heritage?* campaign and the launch of the Historic Environment Policy for Scotland (HEPS) in May 2019.

The *What's Your Heritage?* campaign asked people from all over the country how Scotland's places, buildings and monuments should be recognised and celebrated. Feedback from over 2000 responses to *What's Your Heritage?* told us that people wanted to achieve recognition for the heritage that matters to them. *Talking About Heritage* is part of the HES response to this.

### What is the new guidance about?

*Talking About Heritage* is intended to be used as a tool by anyone with an interest in exploring and talking about heritage. The guidance aims to equip people to have new – sometimes difficult – conversations about our places, people and traditions.

This consultation asked whether participants felt that *Talking About Heritage* would help people to investigate, to share and celebrate, and to achieve recognition for the heritage that matters to them.

## 2. Report objectives

The purpose of this report is to outline the findings of the consultation exercise on '*Talking About Heritage*' and explain how we have taken these views into account.

## 3. Engagement

### Distribution & advertising

The consultation on the draft *Talking About Heritage* guidance was distributed as an online survey consisting of approximately 20 questions. The survey was hosted on Citizen Space.

A notification about the survey was sent to:

- Existing contacts of those already engaged with *What's Your Heritage* and the policy review process (over 100 individuals).

- Existing contacts from recent Equalities Outcomes engagement.
- The Built Environment Forum Scotland (BEFS)– who circulated amongst their members and included as a notification in their newsletter.
- Local Authority and Community Council contacts.

The consultation was also promoted on our website via a blog post, and on social media (Twitter and Facebook).

### **Encouraging participation**

Those notified about the consultation were encouraged to complete the online questionnaire. The survey was also provided in other formats upon request (e.g. as pdf and Word documents). A reminder to complete the survey was issued shortly before the consultation closed.

Historic Environment Scotland staff also promoted the consultation during their engagement with stakeholders in other contexts. Building upon our engagement with the *What's Your Heritage* project we were particularly keen to reach new audiences and so a variety of other opportunities were taken to highlight this area of work. Specifically, a presentation and webinar were organised on the 5 of November 2020, using the online platform Zoom, to remove barriers for participation and to promote discussion with audiences we might not usually reach. This free online event aimed to equip people to have new – sometimes difficult – conversations about our places, people, traditions, our very sense of identity, and to engage with the consultation.

Discussions were also held with a several interested parties before, during and immediately following the consultation period.

### **4. Approach to the analysis**

Comments given in response to each question were examined and main themes, similar issues raised, or comments made in several responses, were identified and grouped. In addition, we looked for alternative suggestions for content or other related comments.

Some questions contained agree/disagree scaled options to allow respondents to indicate their response.

Many questions allowed for free text responses, encouraging more detailed feedback. These were the viewed alongside the draft guidance and implemented where possible.

### **5. Responses**

We received 34 replies to the survey as well as detailed written feedback from a range of interested individuals, organisations, public bodies, charities and local authorities. All engagement for this consultation was undertaken remotely or online due to the restrictions placed by the Covid-19 pandemic, and there is evidence to suggest that this mode of outreach does limit engagement and reach.

There were some gaps in respondents, notably a small uptake from the existing Equalities Outcomes contacts. Post-consultation conversations gave the online nature of

the consultation to be the reason for this. Other participation across groups contacted was representative.

## 6. Findings

### Summary findings

The draft *Talking About Heritage* guidance was generally well received. It was felt to be a useful and comprehensive resource. Comments included suggestions about what additional content could be included, improved signposting, accessibility (particularly around language and aims), and the need for the final product to be easy to navigate and use.

#### Key points/all comments:

- Guidance as a part of a 'toolkit' – as a starting point.
- Ensure simple and clear language throughout.
- Be clearer about the purpose of the guidance.
- Be clearer who the guidance is for and manage expectations.
- Best as an interactive web-based resource with lots of images.
- Keep it up to date – risk of links and content not being maintained.
- Accessibility – British Sign Language (BSL) version.
- Better signposting and information and support for under-represented groups.
- Increased signposting to work and organisations beyond HES (e.g. communities and City Heritage Trusts).
- Acknowledge natural and cultural heritage assets more clearly.
- More emphasis on volunteering.
- Focus on learning and education.

Other ways people said they would use the guidance included:

- In Adult Education
- Support community involvement and appreciation of heritage; get action; apply for funding support; educate, inform, inspire, share.
- To help format funding applications.
- Share with members (of their organisation) and a wide variety of audiences.
- Signpost on websites.
- Could help organisations with an asset/potential to hold an asset to realise their project was a 'heritage' project.

#### To what extent is this document helpful to:

**Understand how to investigate the heritage that matters to you?**

<b>Very helpful</b>	<b>13</b>	<b>38.24%</b>
<b>Somewhat helpful</b>	<b>18</b>	<b>52.94%</b>

**Understand what's special about heritage and how to express your values?**

<b>Very helpful</b>	<b>12</b>	<b>35.29%</b>
<b>Somewhat helpful</b>	<b>16</b>	<b>47.06%</b>

Understand how to care for and protect the heritage that matters to you?

<b>Very helpful</b>	<b>10</b>	<b>29.41%</b>
<b>Somewhat helpful</b>	<b>18</b>	<b>52.94%</b>

How would you use the information and resources provided in this document?  
Please select all that apply.

<b>Option</b>	<b>Total</b>	<b>Percent</b>
<b>I'd use it myself</b>	<b>25</b>	<b>73.53%</b>
<b>With my community group</b>	<b>15</b>	<b>44.12%</b>
<b>With my local authority</b>	<b>5</b>	<b>14.71%</b>
<b>In my office or practice</b>	<b>11</b>	<b>32.35%</b>
<b>Signposting other people to these resources</b>	<b>27</b>	<b>79.41%</b>

Will this guidance help you talk about the heritage that is important to you?

<b>Option</b>	<b>Total</b>	<b>Percent</b>
<b>Yes</b>	<b>27</b>	<b>79.41%</b>
<b>No</b>	<b>6</b>	<b>17.65%</b>

To what extent will this guidance provide a useful resource for communities wanting to recognise their heritage in preparing a Local Place Plan?

<b>Option</b>	<b>Total</b>	<b>Percent</b>
<b>Very useful</b>	<b>11</b>	<b>32.35%</b>
<b>Useful</b>	<b>16</b>	<b>47.06%</b>

We tried to use language that is accessible and inclusive throughout this guidance. How clear did you find the language in the document?

<b>Option</b>	<b>Total</b>	<b>Percent</b>
<b>Very clear</b>	<b>12</b>	<b>35.29%</b>
<b>Clear</b>	<b>14</b>	<b>41.18%</b>
<b>Neither clear nor unclear</b>	<b>6</b>	<b>17.65%</b>

More information about the responses we received are included below at **Annex A**.

## **Conclusions**

The feedback tells us that this guidance should be an accessible, interactive, online resource which signposts other useful information.

After considering the all of the comments and suggestions received, we have updated the guidance with:

- clear and simple language
- clearer information about who the guidance is for and how it might be used
- increased signposting and more information about other relevant organisations and resources

Based on the feedback, we have also:

- explored how best to publish Talking About Heritage as an online and interactive resource
- looked at how we can produce the guidance with British Sign Language (BSL) content
- agreed a regular review period to keep the guidance up to date

Next steps:

We are currently working on updating the draft guidance and incorporating the feedback received. The final guidance, as an online resource, is planned for publication in summer 2020.

## Annex A

### Survey results – additional information

The consultation ran from 22 September 2020 to 15 December

Responses to this survey: **34**

#### Q. 1 Are you responding as an individual or an organisation?

There were 34 responses to this part of the question.

Option	Total	Percent
As an individual	17	50.00%
On behalf of an organisation, public body or charity	14	41.18%
On behalf of a local authority	3	8.82%
As a private business, such as an architect or developer	0	0.00%
Representing a community group	0	0.00%
Other	0	0.00%
Not Answered	0	0.00%

#### Q. 2 What is your organisation or community group?

There were 17 responses to this part of the question.

Aberdeenshire Council
Archaeology Scotland
Association of Local Government Archaeological Officers Scotland
BEFS - Built Environment Forum Scotland
British Deaf Association Scotland
Deaf History Scotland
deafscotland
Glasgow City Coun5cil
Glasgow City Heritage Trust
Heritage Trust Network
HES LGBT+ Network
Inverclyde Council Regeneration and Planning
Kyle of Sutherland Heritage Society
National Trust for Scotland
Scotland's Churches Trust
The Architectural Heritage Society of Scotland
Three Estates Cupar Scottish Charitable Incorporated Organisation

**Q. 3 Please indicate your publishing preference:**

There were 17 responses to this part of the question.

Option	Total	Percent
Publish response with name	10	29.41%
Publish response only (without name)	6	17.65%
Do not publish response	1	2.94%
Not Answered	17	50.00%

**Q. 4 To what extent is this document helpful to:**

**Understand how to investigate the heritage that matters to you?**

There were 33 responses to this part of the question.

Option	Total	Percent
Very helpful	13	38.24%
Somewhat helpful	18	52.94%
Neutral	1	2.94%
Somewhat unhelpful	0	0.00%
Very unhelpful	1	2.94%
Not Answered	1	2.94%

**Understand what's special about heritage and how to express your values?**

There were 33 responses to this part of the question.

Option	Total	Percent
Very helpful	12	35.29%
Somewhat helpful	16	47.06%
Neutral	4	11.76%
Somewhat unhelpful	0	0.00%
Very unhelpful	1	2.94%
Not Answered	1	2.94%

**Understand how to share and celebrate your heritage?**

There were 33 responses to this part of the question.

Option	Total	Percent
Very helpful	9	26.47%
Somewhat helpful	19	55.88%
Neutral	3	8.82%

Somewhat unhelpful	1	2.94%
Very unhelpful	1	2.94%
Not Answered	1	2.94%

### Understand how to care for and protect the heritage that matters to you?

There were 33 responses to this part of the question.

Option	Total	Percent
Very helpful	10	29.41%
Somewhat helpful	18	52.94%
Neutral	3	8.82%
Somewhat unhelpful	1	2.94%
Very unhelpful	1	2.94%
Not Answered	1	2.94%

### Q. 5 How would you use the information and resources provided in this document? Please select all that apply.

There were 33 responses to this part of the question.

Option	Total	Percent
I'd use it myself	25	73.53%
With my community group	15	44.12%
With my local authority	5	14.71%
In my office or practice	11	32.35%
Signposting other people to these resources	27	79.41%
I wouldn't use it	1	2.94%
Not Answered	1	2.94%

### Q. 6 How often do you currently talk about heritage that is important to you?

There were 32 responses to this part of the question.

Option	Total	Percent
Very often	22	64.71%
Often	9	26.47%
Sometimes	1	2.94%
Rarely	0	0.00%
Never	0	0.00%
Not Answered	2	5.88%

**Q. 7 How confident do you currently feel talking about heritage that is important to you?**

There were 33 responses to this part of the question.

Option	Total	Percent
Very confident	16	47.06%
Somewhat confident	13	38.24%
Neither confident or unconfident	3	8.82%
Not confident at all	1	2.94%
Not Answered	1	2.94%

**Q. 8 Will this guidance help you talk about the heritage that is important to you?**

There were 33 responses to this part of the question.

Option	Total	Percent
Yes	27	79.41%
No	6	17.65%
Not Answered	1	2.94%

**Q. 9 To what extent will this guidance provide a useful resource for communities wanting to recognise their heritage in preparing a Local Place Plan?**

There were 33 responses to this part of the question.

Option	Total	Percent
Very useful	11	32.35%
Useful	16	47.06%
Not very useful	1	2.94%
Useless	1	2.94%
I don't know	4	11.76%
Not Answered	1	2.94%

**Q. 10 We tried to use language that is accessible and inclusive throughout this guidance. How clear did you find the language in the document?**

There were 33 responses to this part of the question.

Option	Total	Percent
Very clear	12	35.29%

Clear	14	41.18%
Neither clear nor unclear	6	17.65%
Unclear	1	2.94%
Very unclear	0	0.00%
Not Answered	1	2.94%

**Q. 11 Once the guidance has been further developed, which format would you prefer to use it in?**

There were 33 responses to this part of the question.

Option	Total	Percent
Webpage	16	47.06%
Video	4	11.76%
Leaflet	6	17.65%
Hard copy (paper)	5	14.71%
PDF	16	47.06%
All of the above	12	35.29%
Not Answered	1	2.94%

**Q. 12 To what extent is *Talking About Heritage* a resource you feel would be useful to other groups, individuals and organisations?**

There were 33 responses to this part of the question.

Option	Total	Percent
Extremely useful	12	35.29%
Very useful	7	20.59%
Somewhat useful	14	41.18%
Not useful at all	0	0.00%
Not Answered	1	2.94%

**Q. 13 Does the document leave out anything that should be included?**

There were 31 responses to this part of the question.

Option	Total	Percent
No	17	50.00%
Yes	14	41.18%
Not Answered	3	8.82%

**Q. 14 As we continue to develop our suite of guidance are there topic areas you would like to see covered?**

There were 12 responses to this part of the question.

**Q. 15 Where are you based?**

There were 33 responses to this part of the question.

<b>Option</b>	<b>Total</b>	<b>Percent</b>
<b>Scotland</b>	31	91.18%
<b>Rest of the UK</b>	1	2.94%
<b>Rest of the world</b>	1	2.94%
<b>Not Answered</b>	1	2.94%