



# OVERVIEW OF SURVEY RESULTS & ACTION PLAN HISTORIC ENVIRONMENT SCOTLAND'S PORTAL SURVEY 2017



HISTORIC  
ENVIRONMENT  
SCOTLAND

ÀRAINNEACHD  
EACHDRAIDHEIL  
ALBA

# SUMMARY

1. The key aim of the Portal is to allow stakeholders to search and view designations records and decisions, and to view applications for consent affecting scheduled monuments and associated decisions.
2. The information contained within the Portal is intended to be accurate. It should be straightforward to use, and ensure that Historic Environment Scotland's decision-making is transparent.
3. From January until the end of March 2017 Historic Environment Scotland ran a survey which invited the views of Portal users via a series of questions on Survey Monkey. 44 responses were received. Historic Environment Scotland will continue to periodically carry out surveys of Portal users, and, if necessary, make improvements in the future.
4. Most Portal users were satisfied with the service provided by the Portal and found the information they required easily.

# INTRODUCTION

## Background to the survey

The consultation on the Portal ran for a period of 3 months – from January to March 2017. It was accessible to everyone who accessed the Portal during this time period at <http://portal.historicenvironment.scot/>. The survey invited views on the Portal, how it was used and who was using it.

## Report Objectives

The objective of this report is to provide an overview of the key results and issues raised through the survey and to set out the actions Historic Environment Scotland will take to respond to the issues raised.

## Methodology

The response data were recorded, organised and summarised on a report generated by Survey Monkey. A frequency count was made of the overall number of responses by answer choices and of free text responses to certain questions. The summarised data for each question were reviewed and key themes and views were identified.

The findings of this report are specific to the survey and do not necessarily reflect the weight or range of views within the population as a whole.

## Distribution and Advertising

The consultation on the Heritage Portal ran for a period of 3 months – from January to March 2017. It was accessible to all users who accessed the Portal during this time period at <http://portal.historicenvironment.scot/>. It was not advertised more widely as the aim was to capture the views of normal day-to-day users.



# RESPONSES

## Introduction

This report provides an overview of the responses to the survey where trends were observed and/or issues that were raised. It does not analyse every response in detail, as this is included in the annex to this report. The report also identifies areas where Historic Environment Scotland proposes to take action to respond to address trends, gaps in responses or issues raised.

The survey asked for responses to 13 questions about users reasons for accessing the Portal, their experience and how the Portal could be improved. Some of these questions included a section for additional comments. This was followed by five questions about the users themselves.

A total of 44 questionnaires were completed. Respondents could provide multiple answers to most questions, so the totals often add up to greater than the total number of respondents (44).

## Reasons for Using the Portal

Reasons were selected from a pre-determined list. A breakdown of responses is provided in the table below.

7 of the respondents who answered “other” were accessing the portal due to general interest. Other responses including labelling photographs and work-related.

Reason	Number	% of total (respondents)
Owner, potential owner or applicant for property	3	6.82%
Neighbour to a development site	0	0
Conveyancing	0	0
Research	24	54.55%
Local or Central Government	6	13.64%
Private professional practice	8	18.18%
Other, please specify	13	29.55%



## Follow-up actions

Since the introduction of the Portal, the number of designation enquiries from Solicitors for conveyancing purposes has reduced significantly. However, none of the survey respondents cited “Conveyancing” as their reason for accessing the Portal, though one respondent answered “Other/Solicitor/estate agent”. As solicitors are understood to be a key user group, it is intended to approach some solicitors firms directly to find out whether the service provided by the Portal meets their needs.

The Portal provides a resource for local decision-makers, such as planning authorities as well as applicants for consent and their agents. The responses from these types of respondent, particularly applicants, was very low. It is intended to survey these stakeholders in relation to the scheduled monument consent process. Some questions about the Portal will be included as part of the scheduled monument consent stakeholder survey work.

## How users search and want to search

The survey asked whether users found what they were looking for. 78.38% of respondents who answered this question (29 out of 37) answered “yes” to this question. It is recognised that it is not always possible to identify a structure from its address alone, for example because the designation record title does not always match that known to the user.

Follow-up questions asked how users preferred to search and what other services they would like to see provided through the Portal. Discounting search facilities which are already available on the Portal, users identified an interactive map search as a key method. Local authority, burgh and parish were also highlighted as potentially useful, as were images.

## Follow-up actions

Whilst the search response is a positive result, it should be as high as possible. The improvement of the existing map-based search to supplement the Portal text search will help users identify the designation they are interested in.

The ability to search by parish/burgh/local authority could be investigated.

New designations normally have images attached to them. However the vast majority of designations do not benefit from this. Canmore, which is also frequently used by respondents, provides online access to images of many designated sites. In the longer term, there is potential for stronger links between the two systems.



# ACTION PLAN

Issue Identified	Proposed Action	Timescale
Lack of survey responses from some stakeholder groups	1) Carry out survey direct survey of solicitors 2) Include questions about portal in survey of scheduled monument consent applicants/agents	During financial year 2017-18
Preference for map-based search	Improve map-based search on the Portal	During financial year 2017-18
Ability to search by Local Authority/Parish/Burgh	1) Investigate further if there is significant demand for this 2) Implement search facility if required	1) During financial year 2017-18 2) To be confirmed
Images would be useful	Explore potential for stronger links between Canmore and the Portal	To be confirmed

## Conclusions

Most Portal users were satisfied with the service provided by the Portal and found the information they required easily.

There are a small number of areas which could be improved in order to address concerns or suggestions made by Portal users, these are set out in the Action Plan.

There are some areas of improvement which require significant resource and are dependent on other Historic Environment Scotland projects and priorities. These relate to pulling together historic environment data, e.g. Canmore and PastMap.

## Acknowledgements

Historic Environment Scotland would like to thank all those who responded to this survey

July 2017



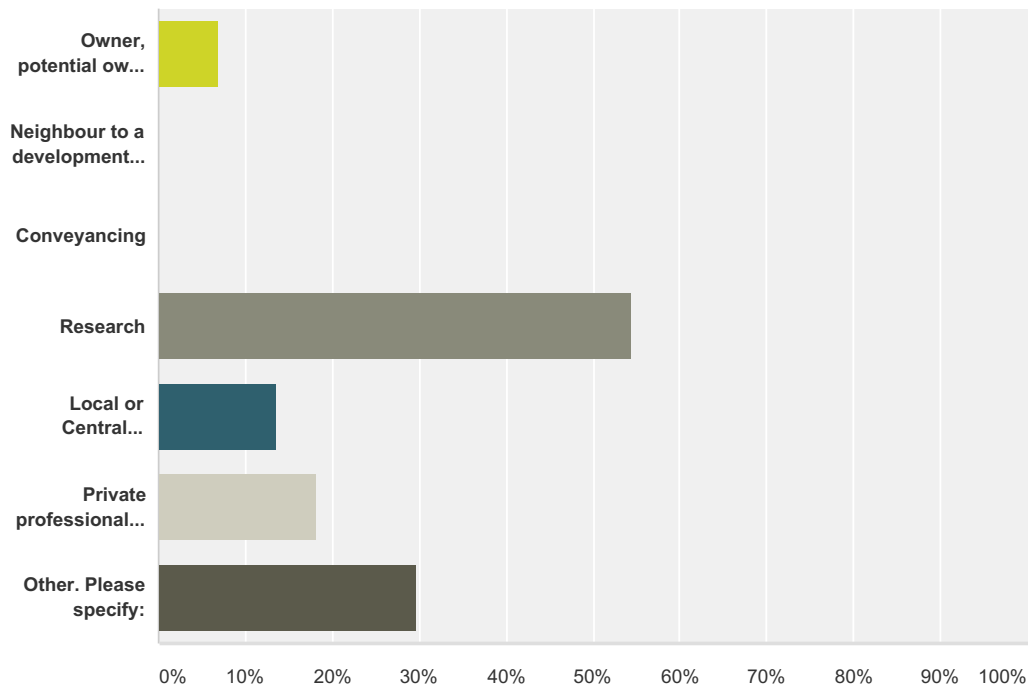
# ANNEX

## Breakdown of Portal Survey responses



### Q1 Why do you use the Portal? Please select all that apply.

Answered: 44 Skipped: 0



Answer Choices	Responses
Owner, potential owner or applicant for property	6.82% 3
Neighbour to a development site	0.00% 0
Conveyancing	0.00% 0
Research	54.55% 24
Local or Central Government	13.64% 6
Private professional practice	18.18% 8
Other. Please specify:	29.55% 13
<b>Total Respondents: 44</b>	

#	Other. Please specify:	Date
1	General interest	4/1/2017 9:10 PM
2	general interest	3/23/2017 8:04 PM
3	Recreation AI reading.	3/17/2017 6:23 AM
4	interest in history	3/15/2017 2:32 PM
5	HES employee	3/10/2017 11:47 AM
6	find out about family heritage	3/9/2017 2:40 AM
7	First time. To find out if a buildings listed	3/8/2017 9:55 PM
8	Finding dates and historical info, when captioning photographs.	3/4/2017 3:37 AM

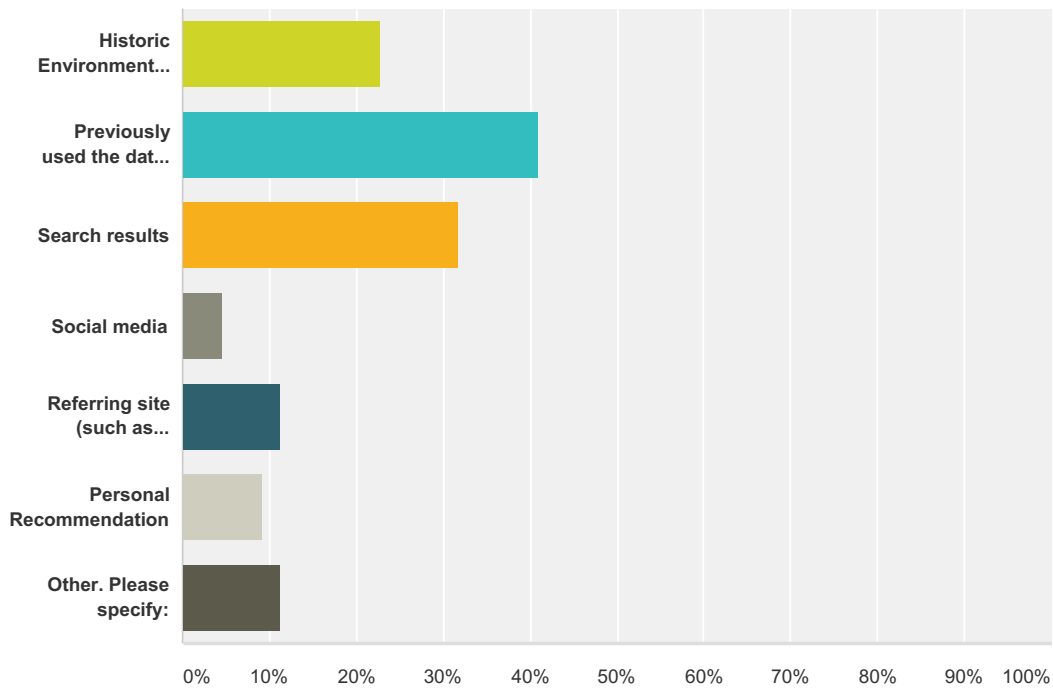


## Heritage Portal Survey

9	Personal interest in architecture/archaeology	3/3/2017 12:08 PM
10	Estate Agent / Surveyor	2/23/2017 8:38 AM
11	History	2/21/2017 9:05 PM
12	getting details for sharing photos on Geograph.org.uk	2/20/2017 11:31 PM
13	Work	2/20/2017 5:27 PM

**Q2 Where did you find out about the Portal?  
Please select all that apply.**

Answered: 44 Skipped: 0

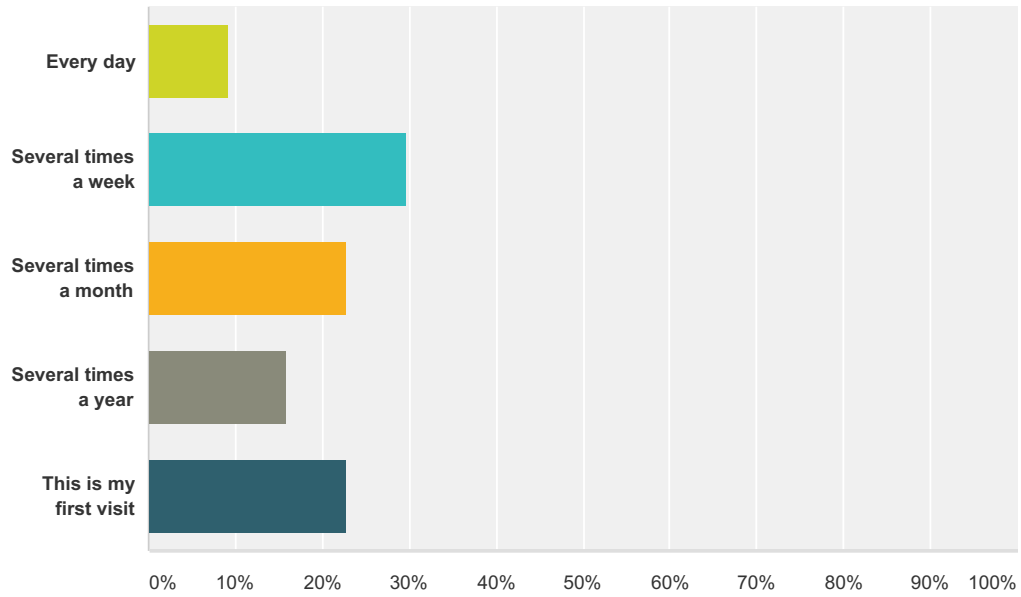


Answer Choices	Responses
Historic Environment Scotland website	22.73% 10
Previously used the data website (including Listed Building search etc.)	40.91% 18
Search results	31.82% 14
Social media	4.55% 2
Referring site (such as PastMap)	11.36% 5
Personal Recommendation	9.09% 4
Other. Please specify:	11.36% 5
<b>Total Respondents: 44</b>	

#	Other. Please specify:	Date
1	Wanted to revisit RCAHMS	4/1/2017 9:10 PM
2	Wikipedia.	3/17/2017 6:23 AM
3	HES employee	3/10/2017 11:47 AM
4	Used to use the paper maps in RCAHMS	2/28/2017 10:10 AM
5	Search Engine (google)	2/23/2017 8:38 AM

### Q3 How often do you use the Portal?

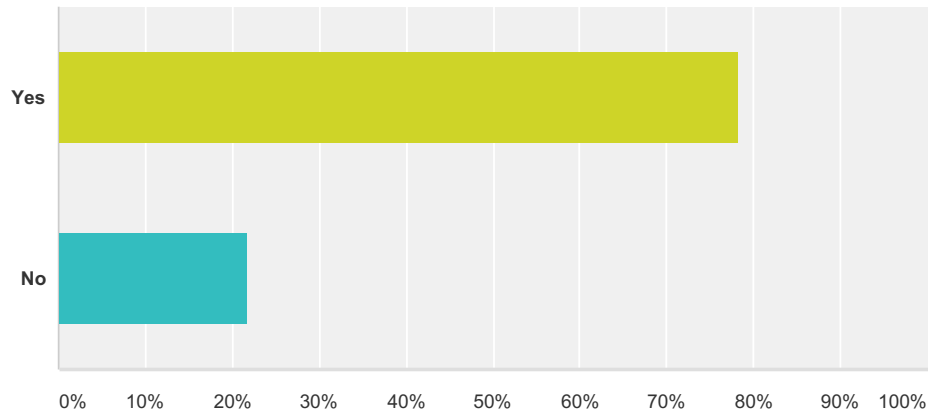
Answered: 44 Skipped: 0



Answer Choices	Responses
Every day	9.09% 4
Several times a week	29.55% 13
Several times a month	22.73% 10
Several times a year	15.91% 7
This is my first visit	22.73% 10
<b>Total</b>	<b>44</b>

### Q4 Did you find what you were looking for?

Answered: 37 Skipped: 7



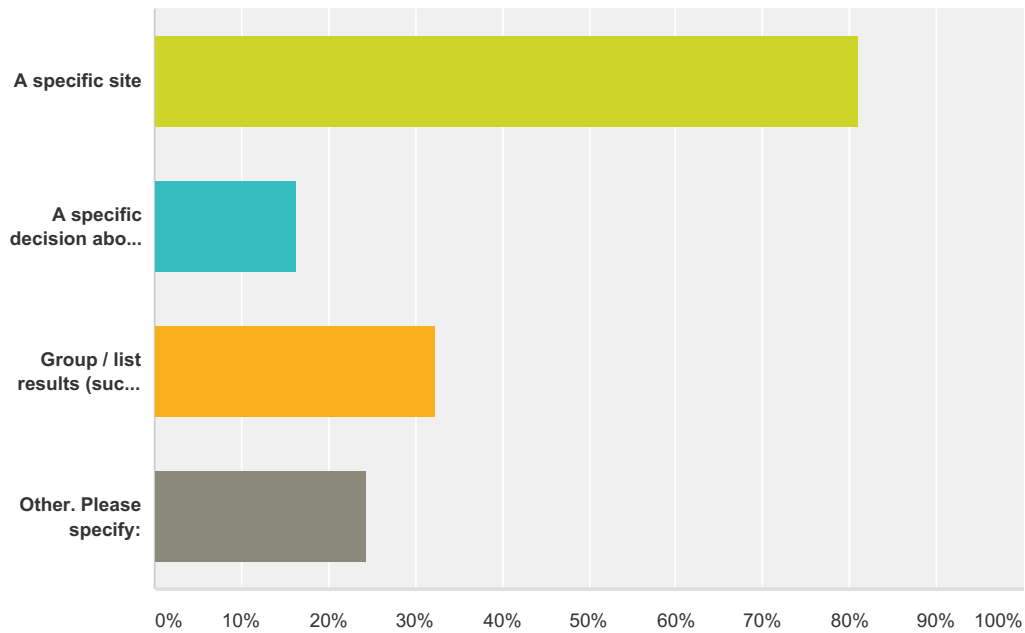
Answer Choices	Responses	
Yes	78.38%	29
No	21.62%	8
<b>Total</b>		<b>37</b>

#	If no, what were you looking for?	Date
1	The site search engine is not easy.	3/17/2017 10:55 AM
2	Listed Buildings	3/10/2017 3:59 PM
3	The Listing for [REDACTED]	3/10/2017 9:22 AM
4	A different building	3/8/2017 9:59 PM
5	I always find the search tool very poor, but fortunatly most of the time I know a building is listed I am just looking for an uptodate description	3/2/2017 2:41 PM
6	Listed Building	2/24/2017 5:12 PM
7	I often need to know the special interest of a building - often not provided.	2/20/2017 6:29 PM

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### Q5 What type of results are you interested in? Please select all that apply.

Answered: 37 Skipped: 7

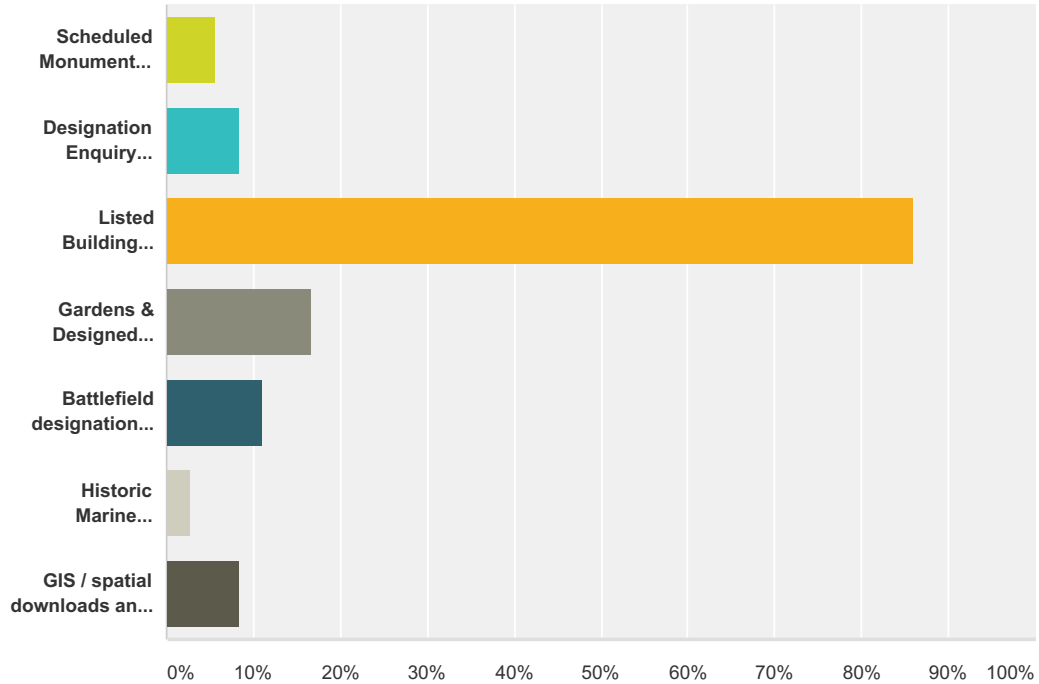


Answer Choices	Responses
A specific site	81.08% 30
A specific decision about a site	16.22% 6
Group / list results (such as all monuments in a Local Authority or decisions of a particular type)	32.43% 12
Other. Please specify:	24.32% 9
<b>Total Respondents: 37</b>	

#	Other. Please specify:	Date
1	Historical sites in general. As we come across them in our travels/searches I am interested in finding out all I can	3/26/2017 1:51 PM
2	See above, to check whether a building is listed	3/10/2017 3:59 PM
3	family heritage area	3/9/2017 2:43 AM
4	Dates of construction, architect, owners, use of buildings etc.	3/4/2017 3:40 AM
5	mapping	3/3/2017 12:10 PM
6	confirmation of listing + description	3/2/2017 2:41 PM
7	Roman sites	2/21/2017 9:07 PM
8	special interest of a building	2/20/2017 6:29 PM
9	Decisions, sites, results	2/20/2017 5:29 PM

**Q6 What did you look at / do on your visit to the Portal today? Please select all that apply.**

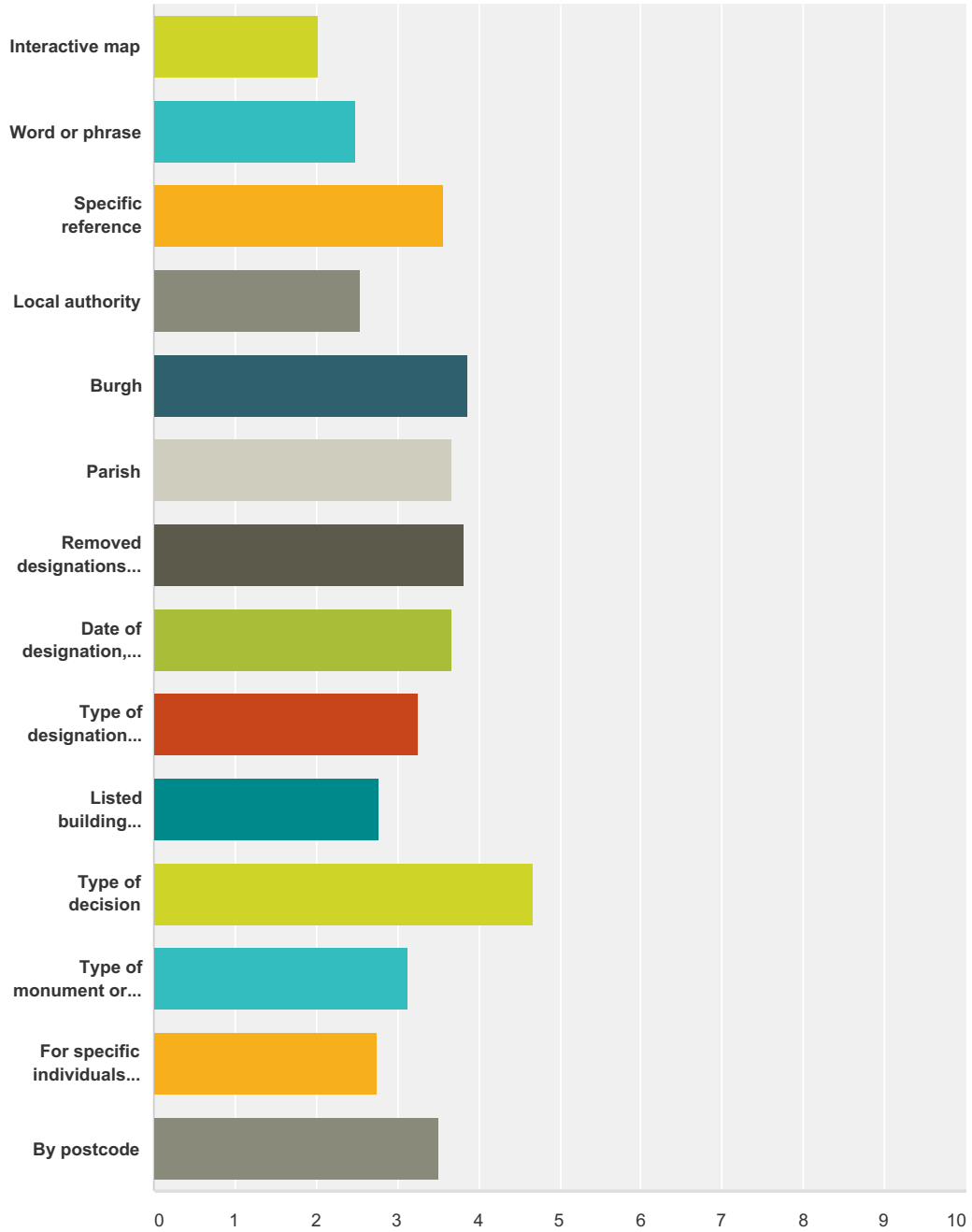
Answered: 36 Skipped: 8



Answer Choices	Responses
Scheduled Monument Consent, Clearance or Section 42 Consent application decisions	5.56% 2
Designation Enquiry decisions	8.33% 3
Listed Building designation information	86.11% 31
Gardens & Designed Landscapes designation information	16.67% 6
Battlefield designation information	11.11% 4
Historic Marine Protected Area designation information	2.78% 1
GIS / spatial downloads and services	8.33% 3
<b>Total Respondents: 36</b>	

**Q7 How would you prefer to search records? Please rank up to 5 items; 1 being your highest priority and 5 your lowest.**

Answered: 36 Skipped: 8



	1	2	3	4	5	Total	Weighted Average
Interactive map	56.67% 17	16.67% 5	6.67% 2	6.67% 2	13.33% 4	30	2.03
Word or phrase	21.74% 5	34.78% 8	26.09% 6	8.70% 2	8.70% 2	23	2.48

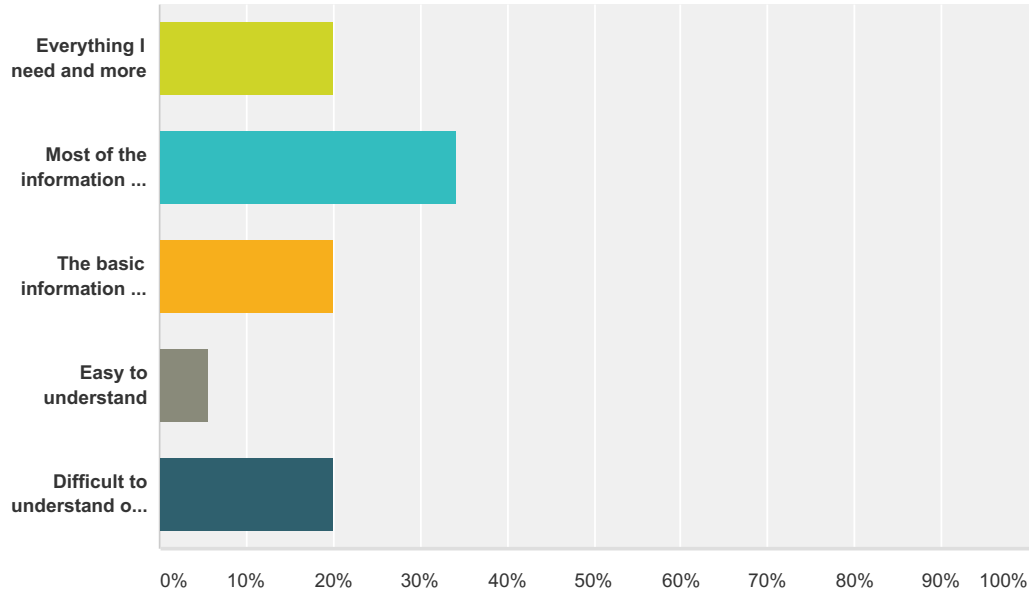
## Heritage Portal Survey

Specific reference	<b>0.00%</b> 0	<b>8.33%</b> 1	<b>41.67%</b> 5	<b>33.33%</b> 4	<b>16.67%</b> 2	12	3.58
Local authority	<b>18.18%</b> 2	<b>9.09%</b> 1	<b>72.73%</b> 8	<b>0.00%</b> 0	<b>0.00%</b> 0	11	2.55
Burgh	<b>0.00%</b> 0	<b>14.29%</b> 1	<b>14.29%</b> 1	<b>42.86%</b> 3	<b>28.57%</b> 2	7	3.86
Parish	<b>0.00%</b> 0	<b>16.67%</b> 1	<b>16.67%</b> 1	<b>50.00%</b> 3	<b>16.67%</b> 1	6	3.67
Removed designations (as well as those currently designated)	<b>0.00%</b> 0	<b>16.67%</b> 1	<b>33.33%</b> 2	<b>0.00%</b> 0	<b>50.00%</b> 3	6	3.83
Date of designation, amendment or removal	<b>0.00%</b> 0	<b>33.33%</b> 1	<b>0.00%</b> 0	<b>33.33%</b> 1	<b>33.33%</b> 1	3	3.67
Type of designation (such as Listed Buildings or Scheduled Monuments)	<b>8.33%</b> 1	<b>33.33%</b> 4	<b>8.33%</b> 1	<b>25.00%</b> 3	<b>25.00%</b> 3	12	3.25
Listed building category (A/B/C)	<b>23.08%</b> 3	<b>23.08%</b> 3	<b>15.38%</b> 2	<b>30.77%</b> 4	<b>7.69%</b> 1	13	2.77
Type of decision	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>33.33%</b> 1	<b>66.67%</b> 2	3	4.67
Type of monument or building	<b>12.50%</b> 1	<b>25.00%</b> 2	<b>25.00%</b> 2	<b>12.50%</b> 1	<b>25.00%</b> 2	8	3.13
For specific individuals (architects, artists) or architectural/artistic styles	<b>50.00%</b> 2	<b>0.00%</b> 0	<b>0.00%</b> 0	<b>25.00%</b> 1	<b>25.00%</b> 1	4	2.75
By postcode	<b>16.67%</b> 2	<b>8.33%</b> 1	<b>16.67%</b> 2	<b>25.00%</b> 3	<b>33.33%</b> 4	12	3.50



**Q8 How would you rate the quality of the content of our records? Please tick all that apply.**

Answered: 35 Skipped: 9

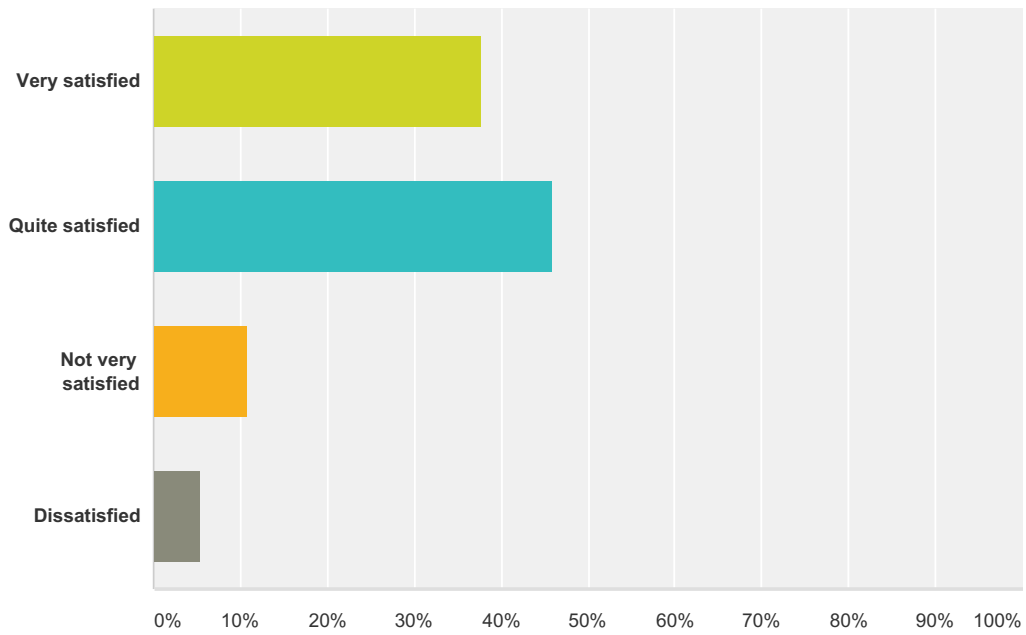


Answer Choices	Responses
Everything I need and more	20.00% 7
Most of the information I need	34.29% 12
The basic information I need	20.00% 7
Easy to understand	5.71% 2
Difficult to understand or not enough information. Please give details:	20.00% 7
<b>Total</b>	<b>35</b>

#	Difficult to understand or not enough information. Please give details:	Date
1	Your site uses it's own terminology which is not always understandable	3/31/2017 5:06 PM
2	Varies and inconsistent information.	3/17/2017 10:55 AM
3	Your listed buildings search is far to convoluted, the previous Historic Scotland version was much better. The map is a disaster	3/10/2017 3:59 PM
4	The site is not easily navigable - wy does [REDACTED] fail to produce a record?	3/10/2017 9:22 AM
5	Too specialist words and no illustrations	3/8/2017 9:59 PM
6	You manage to hide the info! The map is excuciatingly poor, yet used to be very good.	3/3/2017 12:10 PM
7	Address search would be easier	2/27/2017 4:35 PM

### Q9 Overall, how satisfied are you with the Portal?

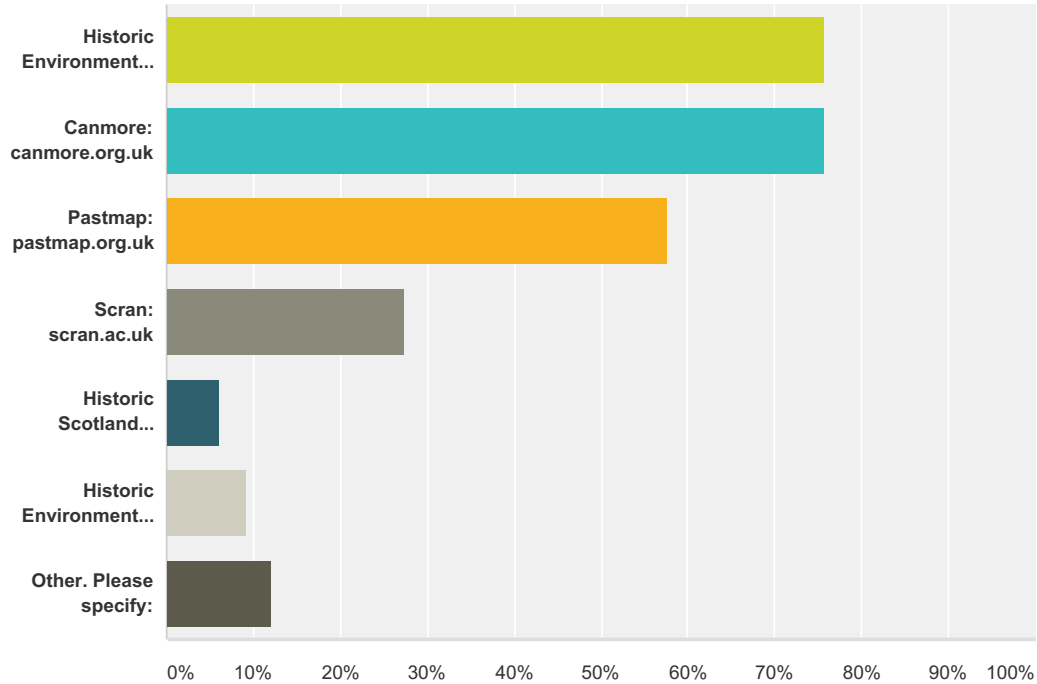
Answered: 37 Skipped: 7



Answer Choices	Responses
Very satisfied	37.84% 14
Quite satisfied	45.95% 17
Not very satisfied	10.81% 4
Dissatisfied	5.41% 2
<b>Total</b>	<b>37</b>

### Q10 Which of the following Historic Environment Scotland web services do you use other than the Portal?

Answered: 33 Skipped: 11

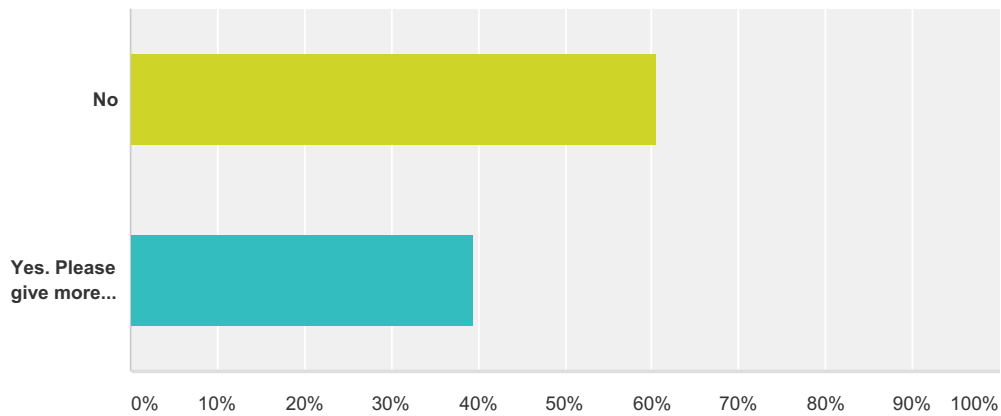


Answer Choices	Responses
Historic Environment Scotland website: <a href="http://historicensevironment.scot">historicensevironment.scot</a>	75.76% 25
Canmore: <a href="http://canmore.org.uk">canmore.org.uk</a>	75.76% 25
Pastmap: <a href="http://pastmap.org.uk">pastmap.org.uk</a>	57.58% 19
Scran: <a href="http://scran.ac.uk">scran.ac.uk</a>	27.27% 9
Historic Scotland Membership: <a href="http://members.historic-scotland.gov.uk">members.historic-scotland.gov.uk</a>	6.06% 2
Historic Environment Scotland Visit a Place: <a href="http://historicensevironment.scot/visit-a-place">historicensevironment.scot/visit-a-place</a>	9.09% 3
Other. Please specify:	12.12% 4
<b>Total Respondents: 33</b>	

#	Other. Please specify:	Date
1	Scotland's Places	3/27/2017 8:58 AM
2	DSA	3/10/2017 11:50 AM
3	HLA	3/7/2017 5:26 PM
4	None	2/21/2017 6:01 PM

### Q11 Are there other services or information you would like to see on the Portal?

Answered: 33 Skipped: 11

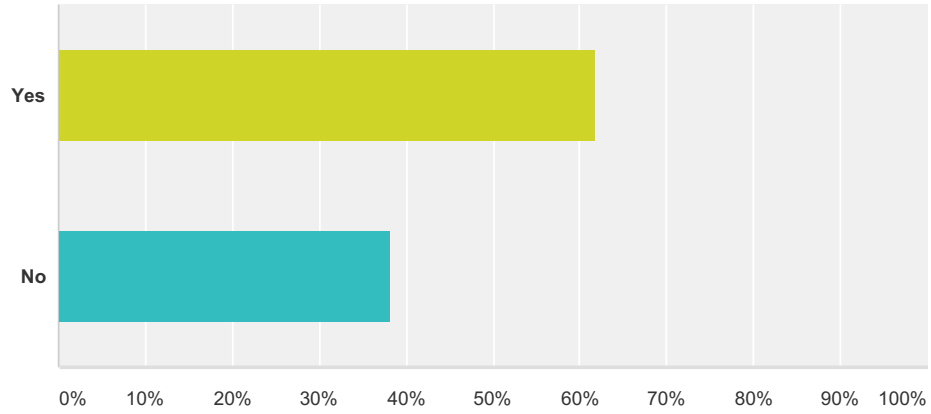


Answer Choices	Responses
No	60.61% 20
Yes. Please give more details:	39.39% 13
<b>Total</b>	<b>33</b>

#	Yes. Please give more details:	Date
1	But don't know what could be available.	3/31/2017 5:07 PM
2	Historic records and maps	3/27/2017 8:58 AM
3	Photos of the listed buildings/structures, within the actual listing page.	3/25/2017 10:42 PM
4	TESTING THE SURVEY [REDACTED]	3/10/2017 11:50 AM
5	Ease of navigation	3/10/2017 9:22 AM
6	Links to pictures and maps	3/8/2017 10:01 PM
7	A decent map with O.S. layers - like you used to have. Listed buildings on the map.	3/3/2017 12:11 PM
8	more in depth descriptions of designated sites	3/2/2017 2:43 PM
9	Better digital maps of real location interventions	2/28/2017 10:13 AM
10	It was easier to find planning legislation and guidance on the old website	2/23/2017 9:10 AM
11	Access to pictures.	2/21/2017 9:08 PM
12	more photos	2/20/2017 11:33 PM
13	Properties in care. links to Canmore. updated list records for older items	2/20/2017 2:45 PM

### Q12 Did you know you can ask us to review or look at a new site for listing or another designation?

Answered: 34 Skipped: 10



Answer Choices	Responses	
Yes	61.76%	21
No	38.24%	13
<b>Total</b>		<b>34</b>

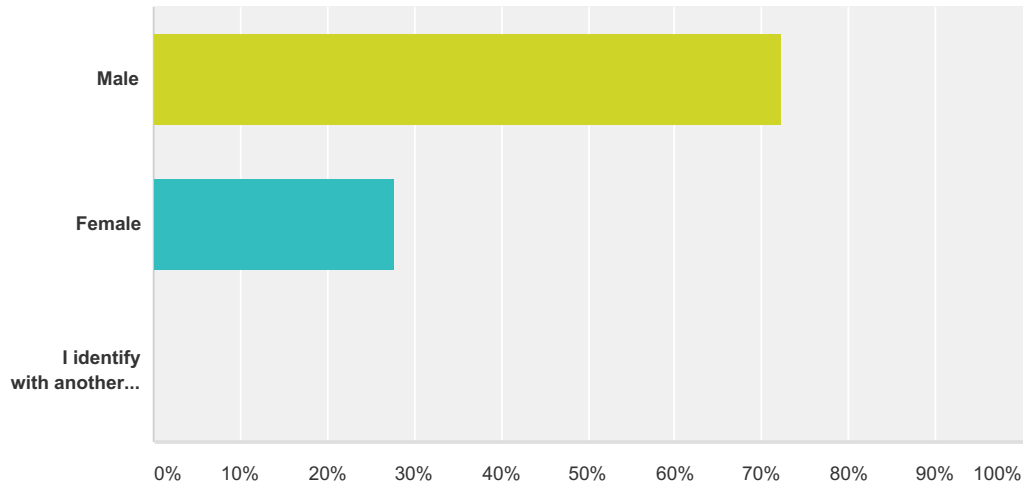
### Q13 Are there any other comments you would like to make on the Heritage Portal, including suggestions for improvement?

Answered: 17 Skipped: 27

#	Responses	Date
1	No	3/31/2017 5:07 PM
2	First visit and very impressed with the content available to me on this occasion. Will certainly use it again	3/26/2017 1:53 PM
3	No	3/25/2017 10:42 PM
4	Make the search engine more easy to use please.	3/17/2017 10:56 AM
5	No	3/16/2017 11:24 AM
6	The map you are using is out of date. For example, it does not show the Borders railway (which opened in 2015). It would be good to see an up to date map.	3/15/2017 2:35 PM
7	See previous comments	3/10/2017 3:59 PM
8	TESTING THE SURVEY - [REDACTED]	3/10/2017 11:50 AM
9	Suggestions of buildings to list	3/8/2017 10:01 PM
10	Very useful archive.	3/4/2017 3:41 AM
11	Employ somebody else to provide your mapping services.	3/3/2017 12:11 PM
12	no	3/2/2017 2:43 PM
13	Allow search by specific address - the word or phrase search is too vague and unreliable	2/27/2017 4:36 PM
14	Ease of printing result	2/24/2017 5:15 PM
15	It would be good to be able to see photographs of listed buildings directly from pastmap. Would also be good to have a key word search facility on pastmap.	2/22/2017 6:03 PM
16	very helpful to have this information available on the internet	2/20/2017 6:30 PM
17	Proposal form links on front page in order for owners to request reviews. These forms are currently hidden deep in the HES website.	2/20/2017 5:30 PM

### Q14 Gender

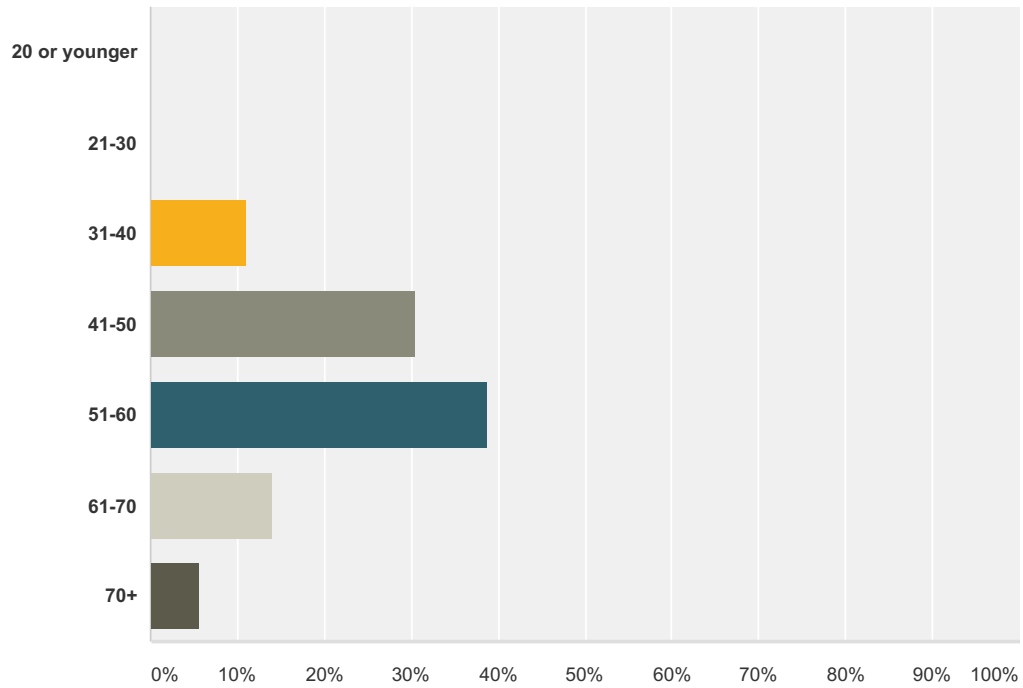
Answered: 36 Skipped: 8



Answer Choices	Responses	
Male	72.22%	26
Female	27.78%	10
I identify with another term.	0.00%	0
<b>Total</b>		<b>36</b>

### Q15 Age

Answered: 36 Skipped: 8

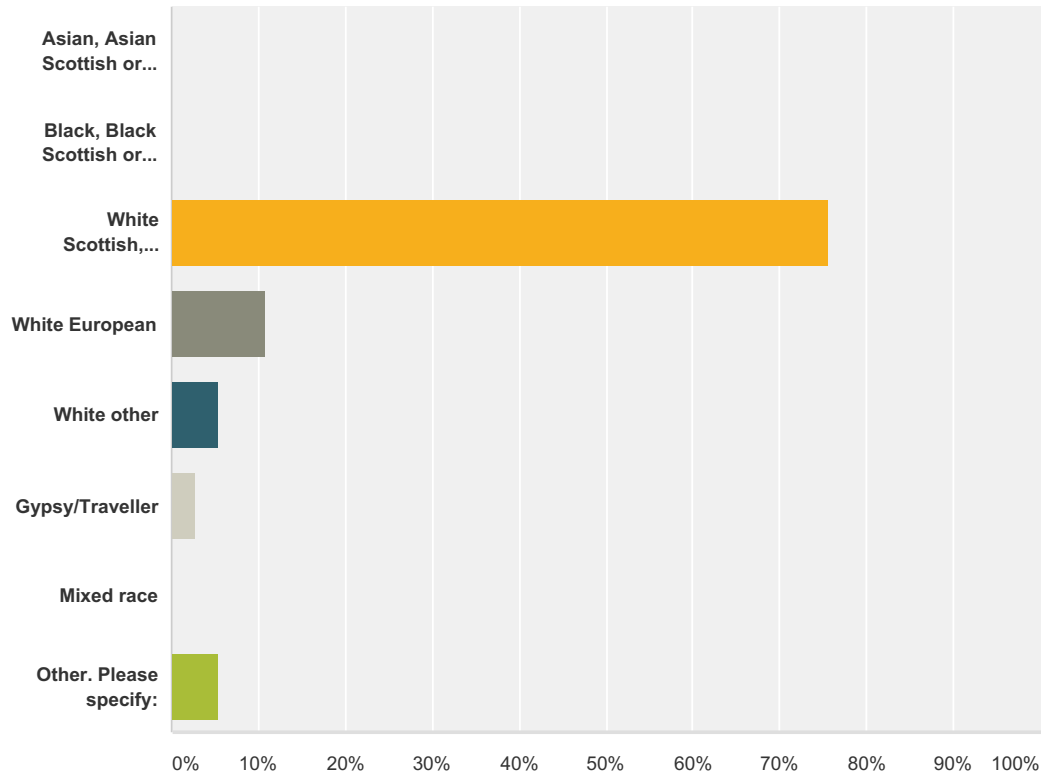


Answer Choices	Responses
20 or younger	0.00% 0
21-30	0.00% 0
31-40	11.11% 4
41-50	30.56% 11
51-60	38.89% 14
61-70	13.89% 5
70+	5.56% 2
<b>Total</b>	<b>36</b>



### Q16 Ethnicity

Answered: 37 Skipped: 7

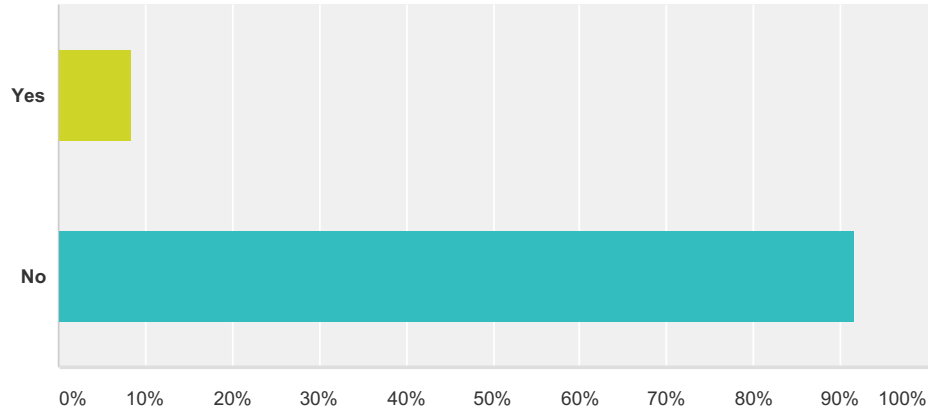


Answer Choices	Responses
Asian, Asian Scottish or Asian British	0.00% 0
Black, Black Scottish or Black British	0.00% 0
White Scottish, British, Welsh or Irish	75.68% 28
White European	10.81% 4
White other	5.41% 2
Gypsy/Traveller	2.70% 1
Mixed race	0.00% 0
Other. Please specify:	5.41% 2
<b>Total</b>	<b>37</b>

#	Other. Please specify:	Date
1	none of your business	3/27/2017 8:59 AM
2	Scottish	3/8/2017 10:02 PM

### Q17 Do you consider yourself to be disabled under the definition of the Equality Act 2010?

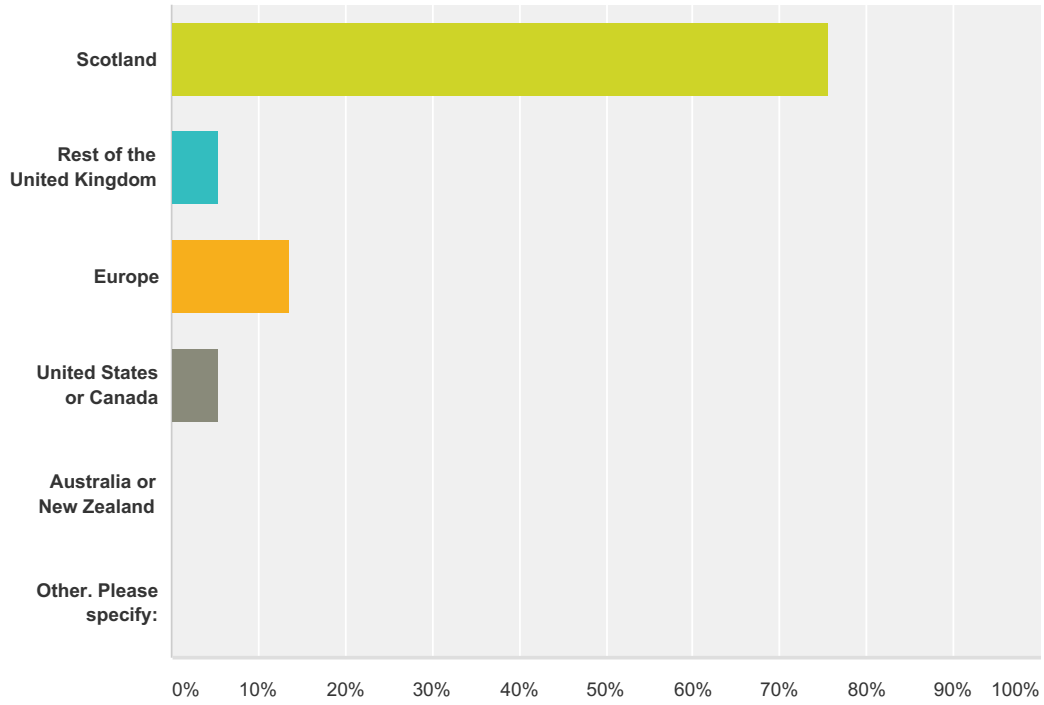
Answered: 36 Skipped: 8



Answer Choices	Responses	
Yes	8.33%	3
No	91.67%	33
<b>Total</b>		<b>36</b>

### Q18 Where do you live?

Answered: 37 Skipped: 7



Answer Choices	Responses	
Scotland	75.68%	28
Rest of the United Kingdom	5.41%	2
Europe	13.51%	5
United States or Canada	5.41%	2
Australia or New Zealand	0.00%	0
Other. Please specify:	0.00%	0
<b>Total</b>		<b>37</b>

#	Other. Please specify:	Date
	There are no responses.	