



Historic England

Stakeholder Survey 2017

Heritage Sector



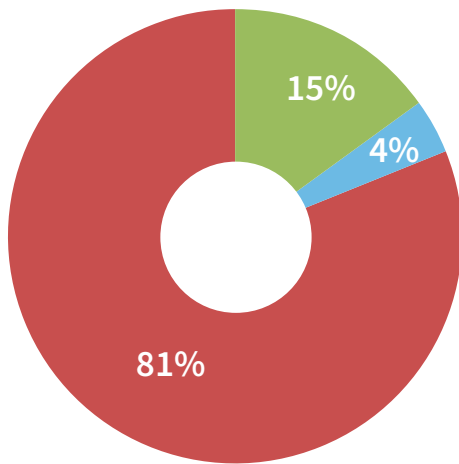
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June 2017

Background

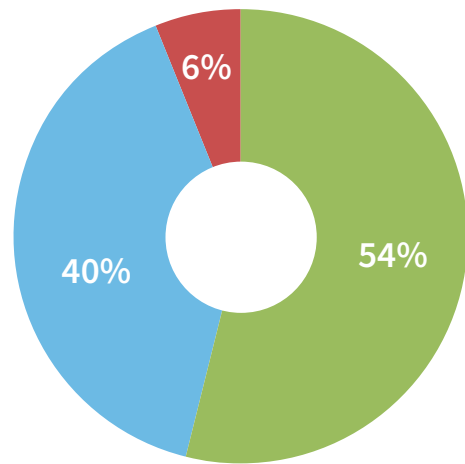
The Stakeholder Survey sought to understand the views and attitudes held by those heritage stakeholders Historic England has a policy relationship with. 202 respondents completed the entirety of the online Heritage Sector Stakeholder Survey from February-March 2017 (a total of 282 started the survey). To qualify for the survey all respondents had to have had experience of working with, or been in contact with either Historic England (HE) after 1 April 2015 (15%), or with Historic England when it was part of English Heritage (EH) before 1 April 2015 (4%) or both (81%).

Contact with HE, EH or both



- Historic England after 1 April 2015
- English Heritage after 1 April 2015
- Both

Contact frequency with HE



- More than once a month
- More than once a year but less than once a month
- Once a year or less

Sample

Over half of the sample (54%) are in contact with HE on a regular basis (more than once a month), with 40% in contact more than once a year but less than once a month, and 6% of respondents being in contact once a year or less.

Note – only respondents who completed the entirety of the questionnaire (with the exceptions of routed questions) have been included in the analysis.

Note – only a limited direct comparison between this year's results and that of the 2012 Heritage Sector Stakeholder Survey (in which 80 respondents completed the survey) is possible owing to differences in criteria assessed.

Headline Findings

- A marked increase in the percentage of respondents that view HE as moving forwards (53% in 2017 compared to 33% in 2012). Only 5% of respondents think that HE is moving backwards

- HE is viewed positively as an expert in heritage with 95% of respondents either agreeing strongly or agreeing somewhat with this assertion. 82% of respondents also expressed the opinion that HE provides excellent technical advice
- HE is not viewed as being obstructive.
- Marked concern about HE staffing levels - 61% either somewhat disagree or strongly disagree that HE is properly resourced. Remarks regarding HE's resources are a continuing theme throughout the investigation, and were also noted in 2012's survey
- 81% of respondents stated that they would recommend Historic England to someone they know
- Of HE's three values 91% either strongly or somewhat agreed that that HE is a 'Champion – standing up for the historic environment'. 93% strongly or somewhat agreed that HE is an 'Expert – having the knowledge, experience and technical expertise to speak and act authoritatively'. 88% also somewhat or strongly agreed that HE is 'Constructive – promoting the long term protection of the historic environment by keeping it in beneficial use'
- HE's performance against its seven aims of the Corporate Plan for 2016-19 revealed that respondents feel that HE is performing best against 'Identifying and protecting England's special historic buildings and places' and 'Championing England's historic environment', with 83% and 82% agreeing respectively. These were also the top two aims rated by respondents in terms of their importance
- Respondents were neutral in their attitudes towards the degree to which formation of Historic England (from English Heritage) has helped to protect and enhance the historic environment in England. 48% answered that it had neither improved nor made it worse, with 20% mentioning that it has improved
- 89% of respondent said they found HE's website useful for both professional and personal use
- Respondents indicated that the most useful documents produced by HE were Historic England's Research, Good Practice Advice Notes, and Historic England's Advice Notes. The Heritage at Risk Register, Conservation Principles, and the National Heritage List for England also scored highly
- Despite the reasonable overall scores for HE's website, work still needs to be undertaken to improve it, notably regarding wayfinding and navigation

Implications of the Research

- The survey demonstrates clearly that stakeholders are concerned about the decline in HE's resources and the knock on effect this entails. Further communication on this issue might be beneficial, for example demonstrating clearly what HE continues to do
- The move to disseminating research and information online is further increasing the importance of HE's website. Despite the reasonable overall scores for the website, work still needs to be undertaken to improve it, notably regarding wayfinding and navigation
- The high number of respondents who felt that the formation of Historic England (from English Heritage) has neither improved nor worsened the protection and enhancement the historic

environment in England requires further investigation. Further communication on this issue might be beneficial, especially illustrating clearly the role HE plays and the work it undertakes

- Work is required to demonstrate how HE has improved the protection and enhancement of the historic environment and importantly demonstrate this to the heritage sector. This could be addressed by continuing to increase HE's profile as well as increasing the understanding of what the organisation does
- The results of this investigation do provide an overall picture of how HE is viewed by its stakeholders; however this project could be seen as providing a benchmark from which further regular research could be contrasted against. It would be beneficial to run a repeat of the research after a period of time to illustrate change.

The Direction of Historic England

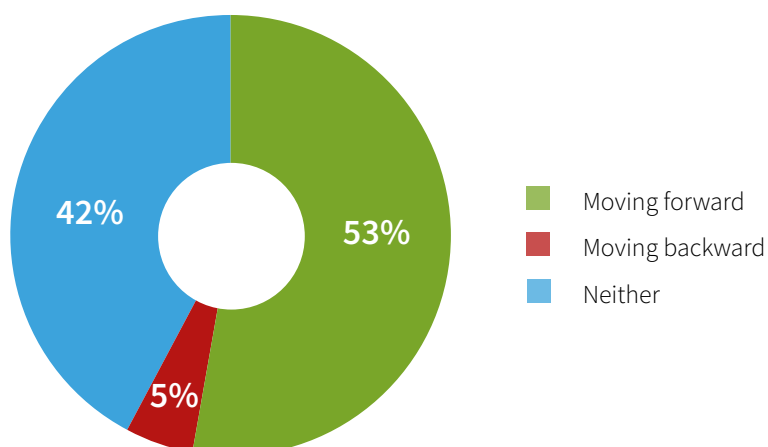
Do you think Historic England as an organisation is moving forward, moving backward, or is moving neither forward or backward?

There has been a marked increase in the percentage of respondents who agree that HE as an organisation is moving forward (53% in 2017 compared to 33% in 2012), with the number who feel that HE is moving backward reducing substantially below 2012's level to almost that of 2009's (5% in 2017, compared to 21% in 2012 and 4% in 2009). However 42% of respondents neither agree nor disagree HE is moving forward or backward.

Given that 81% of respondents have worked with both HE (prior to the EH/HE split) and HE (after the EH/HE split), it implies that respondents are qualified to make a comparable judgement (as opposed to working with just one of the organisations). With that in mind, it would suggest that respondents genuinely feel that there is forward movement.

When the data is crossed with the frequency to which respondents are in contact with HE it reveals that those individuals who have less frequent contact are generally less positive towards HE. Furthermore, when the data is also crossed with the type of contact that respondents had with HE the results show that those who have no single contact are less likely to feel that HE is moving forward.

Direction of Historic England



Moving Forward

One of the key reasons respondents alluded to for feeling positive about HE moving forward was the **improved focus** HE now possesses in contrast to when it was part of EH. For example:

- “Organisational structure and role is now more defined”
- “It seems more focussed now that it has split from the property management side of English Heritage.”
- “More commercially aware - charging for pre-application advice, which brings with it a responsibility to be time efficient in the advice it gives”
- “The split has provided more clarity of purpose and though I haven’t been working closely with HE/EH again until recently it seems that internal re-organisation has reduced silos that may have been more prevalent 10 years ago”

Improvements in the **communications and engagement** of HE with various stakeholders and the public is another key theme that can be identified as a possible reason for the score -

- “HE has taken some innovative steps forward in recent years, particularly with its public facing image - better website, engaging blogs and forward-thinking events such as the London link up with the University of the Arts in 2016”
- “I think there is continuing and increasing efforts to engage with stakeholders and local communities”
- “Those I work with at HE have always been very helpful, but it feels there is an increasing public presence recently with more appetite to engage”
- “Appears to be keen to engage more with the public”

Further responses indicate improvements in the **flexibility of HE’s work**, illustrated through such comments as -

- “[HE has] a more flexible and helpful approach when managing change to the historic environment”
- “It seems to me that Historic England is adapting to changing demands of the Historic Environment and legislation surrounding it”
- “A more flexible and helpful approach when managing change to the historic environment, or finding solutions for Heritage at Risk”

Neither

A key reason why respondents feel the organisation isn’t moving forward or backward is due to a perceived **lack of change/difference** in the organisation from when it was part of EH, for example:

- “I have seen little change since the two organisations were formed”
- “I do not see much change that is useful for Local Authorities”
- “Things broadly as they were before”
- “From my perspective haven’t really seen a change in profile or activities over the past couple of years”

As mentioned above, given that 81% of respondent have worked with HE (either when it was part of EH or as HE itself) it implies that some respondent genuinely appear unable to see any discernible differences. However the infrequency of their contact (40% are in contact with HE less than once a month) might suggest that they are perhaps less engaged with HE, and thus hold this perception.

Several respondents also cited the need for a HE to foster a **stronger identity**:

- “HE is doing a great job in difficult circumstances with greatly reduced public sector support. However the majority of public still refers to them as English Heritage and it is taking a long time to establish a new identity in the public mind”
- “I don’t feel the new “brand” or organisation is well established or understood”

- “You are no more obviously relevant than under your old name”

Linked to the above point respondent’s comments also suggest that there is a perception that the **focus of HE has become less clear** as a result of the split with EH for example -

- “[I am] unclear on HE’s strategy and priorities - lots of high level stuff but unclear to me how this actually translates into things to be done or not done”
- “I am less sure of the direction of policy post the split”
- “There is no discernible concept of mission and what it is for”

These comments naturally run counter to the notion that the **improved focus** of HE has resulted in the organisation being seen to be moving forward.

Moving Backward

For the 5% of respondents who felt that HE was moving backwards the reasons were generally due to the perceived **cuts in resources** as a result of the restructure, for example -

- “Going through another restructure, which means more people will loose [sic] their jobs, which means HE will have less capacity to deliver”
- “Resources appear to have been reduced and turnover of staff not coordinated”

Key Points

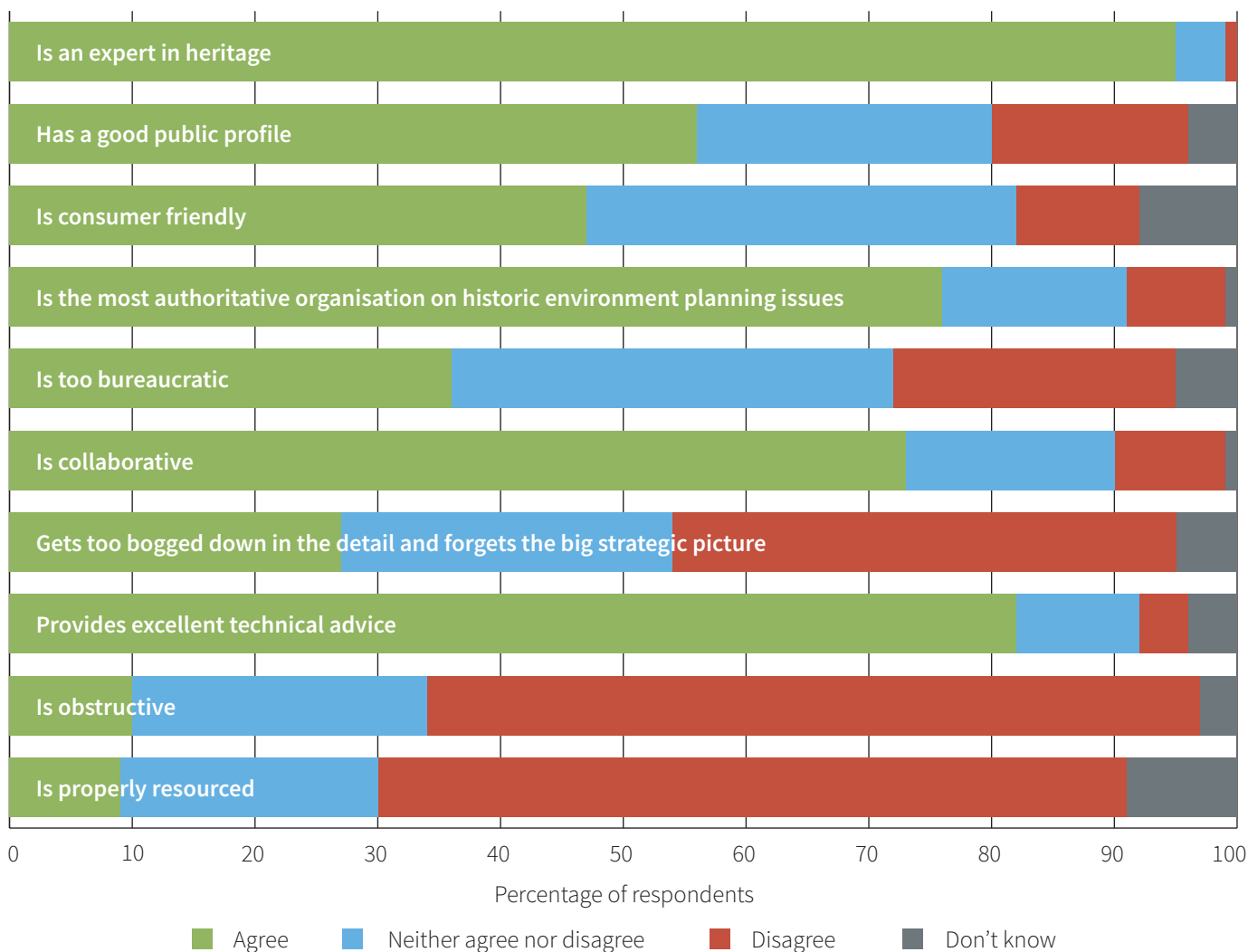
- Marked increase in the percentage of respondents who agree that HE is moving forwards in contrast to 2012’s results
- A low number of respondents who feel HE is moving backwards
- Comments suggest this is due to the improved focus and engagement
- Conversely, several respondents cited the reduced focus of HE as a reasons for the organisation not moving forward or backward – there possibly exists a need to increase the visibility of HE or its corporate aims in order to address this
- Nearly half of the respondents neither agreed nor disagreed as to HE’s movement forward or backward, mainly due to a perceptive lack of difference from when HE was part of EH
- HE perhaps needs to more effectively communicating the changes that the organisation has instigated since 2015

How Historic England is Viewed

Below are a number of things people have said about Historic England. From your own experience or impression, how much do you agree or disagree with each of these?

HE is viewed most positively as an organisation that ‘Is an expert in Heritage’ with 95% of respondents answering that they either strongly agree or somewhat agree with this statement. Additionally, HE is also seen as an organisation that ‘Provides excellent technical advice’ with 82% of respondents either agreeing strongly or agreeing somewhat with this proposition. Furthermore only 10% of respondents either strongly agree or somewhat agree that HE is obstructive in the work it undertakes.

How Historic England is viewed against the following statements



Just over half the respondents (56%) agreed that HE has a good public profile, implying that while some believe HE has created a positive profile for itself over the past few years, work still needs to be done to improve this.

36% of respondents either strongly agree or somewhat agreed that HE is too bureaucratic. There is also a marked concern about the staffing levels at HE with 61% of respondents either somewhat disagreeing or strongly disagreeing that HE is properly resourced. The latter point ties in with the findings from 2012 (67% disagreed) which consistently highlight resources as a concern held by the respondents.

Note – top two and bottom two results have been combined.

Key Points

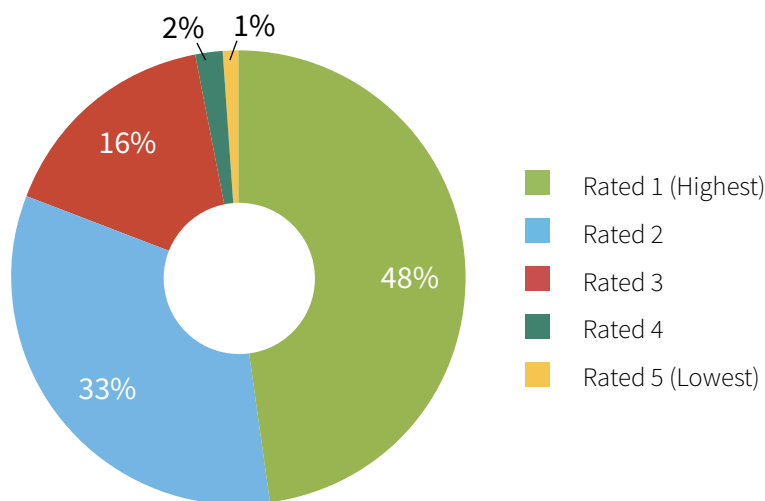
- HE is most positively seen as an organisation that 'Is an expert in Heritage', 'Provides excellent technical advice', and 'Is the most authoritative organisation on historic environment planning issues'
- Stakeholders do not view HE as a barrier, evident through the low number of respondents who feel HE is obstructive.
- Over a third of respondents feel HE is too bureaucratic
- A substantial percentage of respondents hold that option that HE is not properly resourced
- Just over half of respondents agreed that HE has a good public profile – steps need to be taken to address this

Recommending Historic England

On a scale of 1 to 5 how likely is it that you would recommend Historic England to someone you know?

81% of respondents mentioned that they would recommend HE to someone they know. The reasons for this can be seen in the verbatim responses primarily through the **quality of the information** HE provides. For example:

Would recommend Historic England



- “They are a good authoritative source of information about the Historic environment”.
- “They are very knowledgeable and have a lot of expertise that they are willing to provide”.
- “Historic England can provide expert heritage advice of the highest quality”.
- “Professionals who understand heritage buildings”.
- “We have had very positive experiences over many years and respect the staff we deal with”.

The **expertise and quality** of HE’s staff was also a common response left, for example -

- “HE staff are professional, knowledgeable and generally pleasant to deal with”.
- “Excellent and professional advisors”.
- “Have always been impressed with the individuals I’ve worked with”.
- “Having worked with HE, I know that its staff are professional, knowledgeable and proactive, keen to protect and enhance the public understanding of England’s heritage”.

Responses also highlight that HE’s positive **reputation** was another key reasons for the increased likelihood of recommendation, evident through such comments as -

- “Historic England is a highly professional organisation. The earlier they are consulted the better outcomes all round”.
- “Historic England has the image of being the Government flagship on heritage matters and should, quite rightly, be the first port of call for anyone wishing to get involved”.
- “The most authoritative source of advice on the historic environment at a strategic and national level”.

Key Points

- The vast majority of respondents would recommend HE to someone they know.
- The opinion is held primarily due to the quality of the information HE provides, as well as the expertise, and the quality of staff.

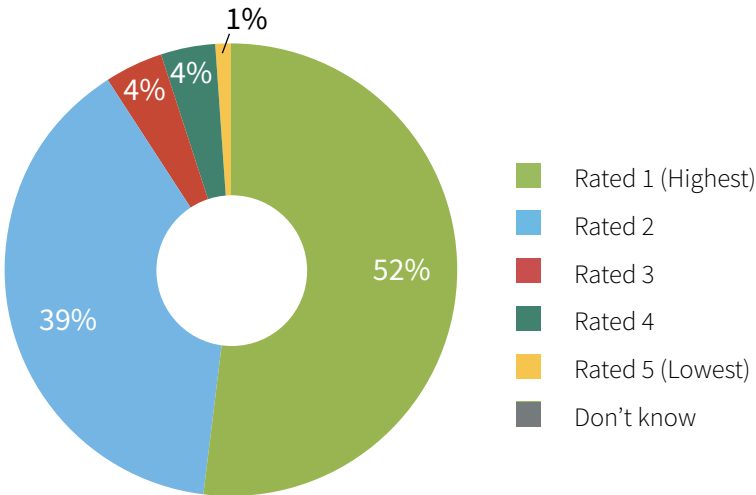
Historic England – Three Core Values

Below are the three core values of Historic England Corporate Plan for 2016-19. On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, how much do you agree with the following. HE is...

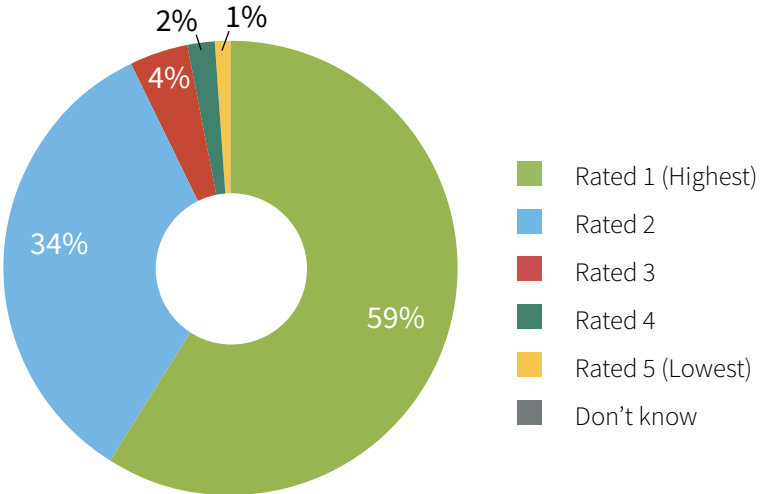
These questions assessed how respondents regard HE’s performance against HE’s three core values -

- A Champion – standing up for the historic environment
- Expert – having the knowledge, experience and technical expertise to speak and act authoritatively
- Constructive – promoting the long term protection of the historic environment by keeping it in beneficial use

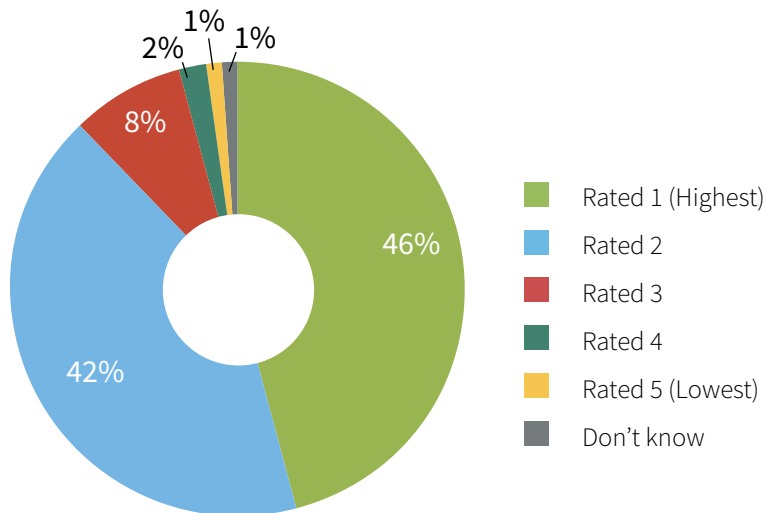
A Champion – standing up for the historic environment



Expert – having the knowledge, experience and technical expertise to speak and act authoritatively



Constructive – promoting the long term protection of the historic environment by keeping it in beneficial use



Respondents were very positive towards all three, with 91% of respondents agreeing that HE is a 'Champion – standing up for the historic environment'. 93% agreed that HE is an 'Expert – having the knowledge, experience and technical expertise to speak and act authoritatively', and 88% agreed that the organisation was 'Constructive – promoting the long term protection of the historic environment by keeping it in beneficial use'.

Key Point

- The vast majority of respondents agreed that HE is performing very well against its three core values.

Historic England – Importance of the Seven Aims of the Corporate Plan for 2016-19 and Performance Against Them

Below are the seven aims from Historic England’s Corporate Plan for 2016-19. Which of these aims do you think are most important? Kindly rank each from 1 to 7, with one being the most important.

Respondents ranked ‘Championing England’s historic environment’ as the aim they regarded as the most important. Interesting ‘Working effectively, efficiently and transparently’ was rated joint bottom in terms of importance.

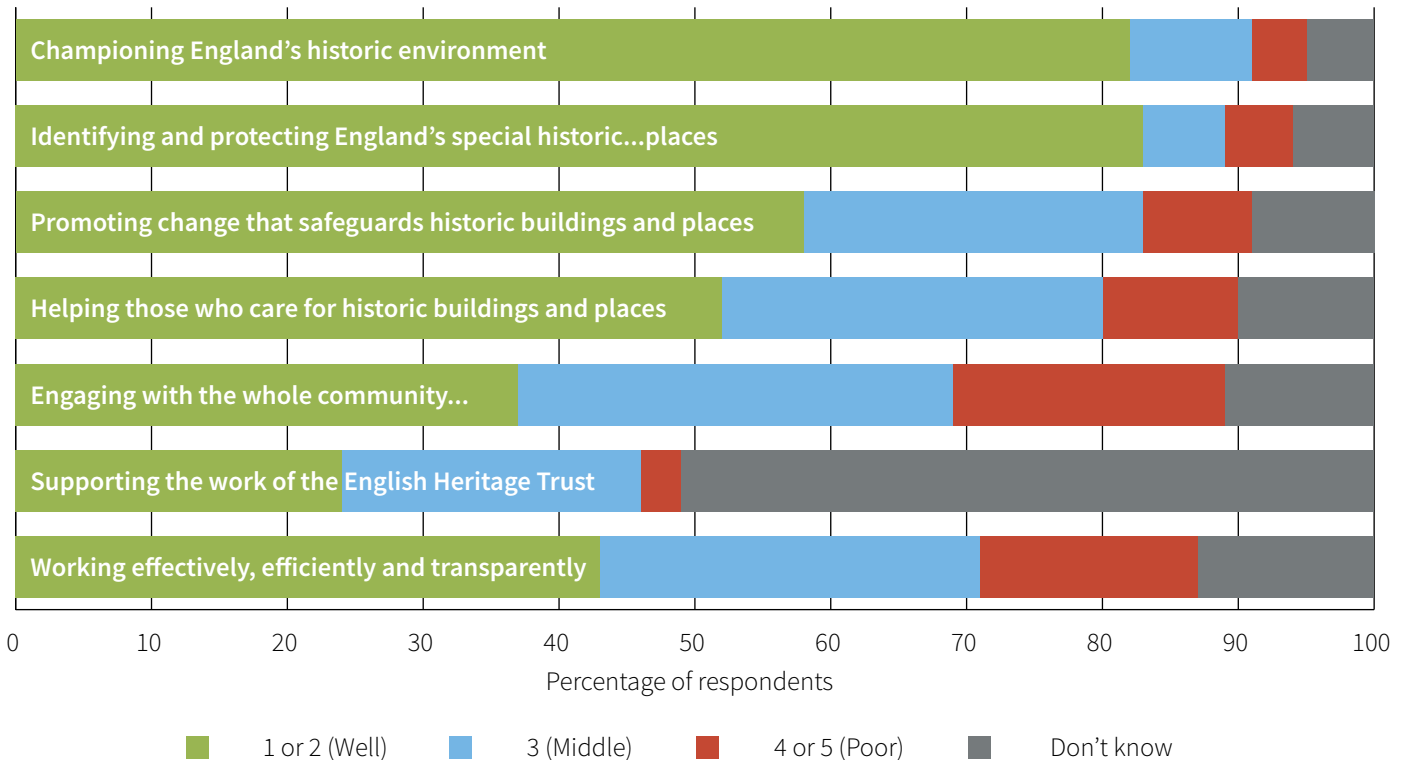
Order of ranking based on top 1 ranking frequencies per aim (= refers to equal position)

Rank	Aim
1	Championing England’s historic environment
2	Identifying and protecting England’s special historic buildings and places
3	Helping those who care for historic buildings and places
= 4	Promoting change that safeguards historic buildings and places
= 4	Engaging with the whole community to foster a sense of ownership of buildings and places
= 6	Working effectively, efficiently and transparently
= 6	Supporting the work of the English Heritage Trust

On a scale of 1 to 5, with 1 being very well and 5 being very poor, how well do you feel Historic England is performing against each of its aims?

Respondents rated ‘Identifying and protecting England’s special historic buildings and places’ as the aim that HE is performing best against with 82% of respondents answering this way. This was closely followed by ‘Championing England’s historic environment’ with a score of 81%. Both ‘Identifying and protecting England’s special historic buildings and places’ and ‘Championing England’s historic environment’ were rated as the two most important of the seven aims (see above) and encouragingly respondents view HE as also performing best against them.

Performance against the seven aims of the Corporate Plan 2016-19



Note – top two and bottom two results have been combined.

It is also encouraging to see that the number of ‘Don’t Knows’, with the exception of the aim ‘Supporting the work of the English Heritage Trust’ were low, implying that respondents feel they have a good understanding of HE’s performance against its aims.

Key Points

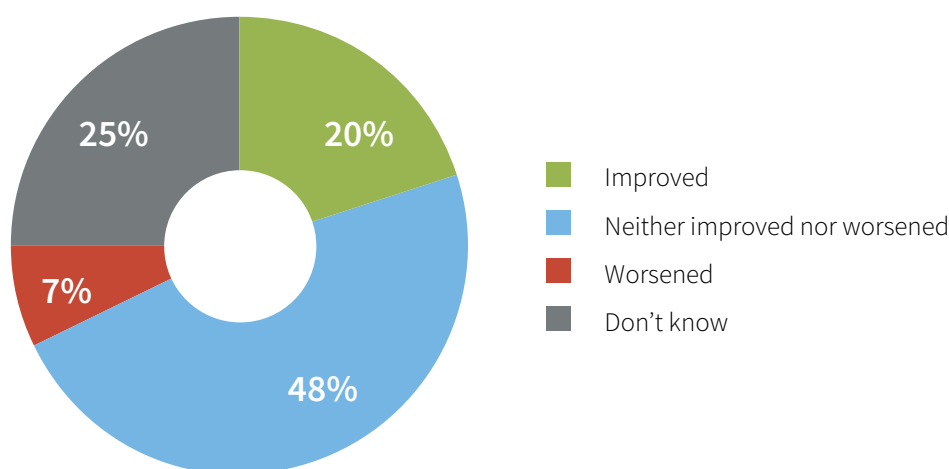
- Respondents rate 'Championing England's historic environment' and 'Identifying and protecting England's special historic buildings and places' as notably the most important of the seven aims.
- Both were also rated as the aims in which HE is performing best against.
- This is also against the backdrop of some respondents citing that the focus of the organisation has become less clear (theme identified through verbatim from respondents who stated HE is 'Neither moving forward or backward'). In this respect, even if some respondents feel this way, when they are informed about the aims, they still generally rate that HE is performing well against them.
- Supporting the work of the English Heritage Trust was both rated as one of the least important aims, and the one in which performance is weakest against.
- Generally the number of 'Don't Knows' was low, suggesting respondents feel they have a good understanding of the performance of HE against its aims.

Historic England vs. English Heritage

To what degree has the formation of Historic England (from English Heritage) helped protect and enhance the historic environment in England?

The results show that almost half of respondents (48%) believe that the formation of HE from EH has neither improved nor made worse the protection and enhancement of the historic environment. This could in part be due to the notion that while 53% of respondents feel that HE is moving forward, many perhaps feel that this is irrespective of HE becoming a separate organisation. Only 20% believed that it had improved, 7% felt it has worsened, and 25% didn't know. The high number of 'Don't Knows' implies that respondents felt they were unable to make a judgement.

What effect has the formation of Historic England had on protecting and enhancing the historic environment?



For those who mentioned that HE has improved (20% of the sample), the reasons for this belief was primarily HE's ability to **focus more clearly on its core activities**, with examples being –

- “Provides a more focussed role for the two halves”.
- “More focus, more clarity”.
- “The officers seem more focused on their core activities”.
- “Re-organisation has facilitated greater focus”.

Key Points

- Almost half of the respondents believe that the formation of HE from EH has neither improved nor made worse the protection and enhancement of the historic environment.
- Less than a quarter of respondents feel that HE's formation has improved the protection and enhancement of the historic environment.
- A quarter of respondents felt they couldn't make a judgement.

Open Responses – What Historic England Does Well

Is there anything you would consider Historic England does particularly well? If so, what?

Respondents were asked what they consider HE does well in which the **quality of the technical advice offered** was a key reoccurring theme, a point which supports the high score (82%) respondents gave HE for the statement ‘Provide[s] excellent technical advice’ (see question - Below are a number of things people have said about Historic England. From your own experience or impression, how much do you agree or disagree with each of these? Historic England...) -

- “Advice on the care of historic buildings and technical advice”.
- “Expert advice including technical standards”.
- “Production of unique advice and guidance”.
- “Expert advice and guidance at national level”.
- “Providing good advice both technical and on pragmatic conservation”.

Collaboration and support was another key theme identified in the comments, a point supported in the high score HE also received for the option ‘Is collaborative’ (73%) (see question - Below are a number of things people have said about Historic England. From your own experience or impression, how much do you agree or disagree with each of these?). Comments included -

- “Supporting those who care for the built heritage”.
- “Working as a partner with other key umbrella bodies in the sector, funding crucial core operations for other bodies, research and dissemination of evidence and information, designation work”.
- Support DCMS with World Heritage agenda”.
- “Supports planning officers, which is very important at a time when their funding is being cut”.

Comments also allude to the **quality of HE’s staff** -

- “I have benefited from the advice and expertise of staff members. I appreciate the enthusiasm and commitment from staff members”.
- “The Conservation Team are also extremely knowledgeable and helpful in any specialist areas relating to building issues in particular”.

Key Points

- Respondents praised the quality of the technical advice that HE offers. This was also a key theme identified in 2012's survey.
- HE's collaboration with and support of a variety of organisations on a host of matters was also a highly rated.
- The quality of HE's staff was also an important theme raised.

Open Responses – What Historic England Does Poorly

Is there anything that you would consider Historic England does particularly poorly? If so, what?

Respondents were asked what they consider HE does poorly. A key theme identified was HE's ability to **self-promote its role**, for example -

- "Explaining to the public its role".
- "Communicating what expertise they have".
- "Self-promotion".
- "Media profile is not as high as it could be".
- "Poor profile and what it is for".
- "Visibility at the local level - being clear on who does what and how they can help".

Linked to the above theme, verbatim also suggests that HE's **image and profile** is an area which requires improvement -

- "It still has an image of being anti-development".
- Still feel HE find it difficult to engage heritage with the wider population without appearing elitist".
- "Could have a better national profile and champion cultural landscape with the same impact that Natural England does for the natural environment".
- "Overcoming the perception of the public that it blocks progress".
- "Failure to appropriately engage and collaborate with the public at large - tends to still give an air of exclusivity".

The **assertiveness** in the manner in which HE deals with various issues was also highlighted, for example -

- "Too timid in its recommendations to Local Authorities about what in their area is of value and needs protection...To be truly representative HE staff should not see themselves as the ultimate arbiters of taste or environmental importance but should pay more attention to local communities and what they value in their environment".
- "Reticence to encourage Government to call harmful applications in. When no is the answer, this does need to be a firm NO".

- “In its day to day work, in areas where there is any element of controversy HE can sometimes take a line of least resistance rather than the more robust approach needed for effective heritage protection, and the results can become compromised and less effective”.
- “Can be too ready to compromise with commercial interests and government rather than fighting harder on heritage issues”.

Additionally, several respondents again alluded to **resources** being an area of weakness for HE, evident through comments including –

- “Resources seem stretched”.
- “Lack of resources so cannot do everything that we would like it to”.
- “Lack of resources and the loss of skills over recent years”.
- Lack of staffing and lack of resources to support applications affecting Grade II buildings”.

Linked to the above concerns over resources respondents also mentioned that HE’s **communications in general** were an area in need of improvement, perhaps as a result of resources –

- “Communication is particularly poor; both internally and externally”.
- “Not always able to respond to consultations promptly”.
- “Email turnaround is poor”.

74 respondents left no response.

Key Points

- Self-promotion of HE’s role was a key theme identified. If this could be addressed it might help mitigate the number of respondents who feel that HE as an organisation is neither moving forward nor backward, as well as those who feel HE has neither improved or made worse the historic environment in England by trumpeting the identity of HE and the work it undertakes.
- The organisation’s image and profile was also another key theme identified.
- HE arguably needs to be seen to be adopting a more assertive stance with regards to some of the work it engages in.
- Resources were again mentioned as a perceived area of weakness.
- General communication was also mentioned as an area for improvement, a point also identified in 2012’s survey verbatim.

Open Responses – What Services or Products might HE provide to Support Your Work

Please tell us about any services that we might provide which would support your work?

By far the most frequent comments covered regarded the requirements for additional or improved **guidance and advice**, for example -

- “Technical Advice notes Regional Science advisers properly resourced Inspectors/ Asst Inspectors of Ancient Monuments Resourced designation teams”.
- “Better legal advice service to LPA’s”.
- “Expert advice on the preservation of Ancient Monuments and Historic Buildings”.
- “Accessible guidance on preparing neighbourhood plans”.
- “Research and guidance concerning retrofit”.
- “Digestible householder guidance - like Historic Scotland’s Focus guides”.
- “Technical advice on historic buildings”.
- “Comprehensive and up to date leaflets on the many issues affecting the Historic environment”.

Respondents also indicated that the **provision for or reinstatement of grants** as being a key service that would support their work, evident through comments including –

- “Restore the (now reduced) grant budget for research projects”.
- “Grants, placements, support in kind, collaboration”.
- “Emergency grants for endangered buildings have been reduced so much that this is a vital missing link in the heritage protection system”.
- “More grant money to carry out enforcement”.
- “More grant-funding for owners of historic buildings”.

It is important to note that many respondents stated that they’re **content** with the status quo, requiring no additional services or products –

- “Happy with support already received”.
- “Just keep doing what you are doing”.

- “Current support much appreciated, thank you”.

- “No improvements”.

Key Points

- Most respondents feel that specific guidance and advice would be the most effective service or product that HE could offer to support them.
- New or reinstated grants also featured prominently in the verbatim.
- A number of respondents didn’t feel that any additional products or services were required.

Open Response - How Historic England could become a More Effective Organisation

Do you have any further suggestions for how Historic England could become a more effective organisation?

Respondents were asked to provide their thoughts on how HE could become more effective. One of the most prominent themes was the need for more **collaboration and engagement** with various bodies -

- “More engagement with the wider public, but this may be more of a challenge following the demerger and the loss of the public-facing EH”.
- “Enduring best efforts at partnering and collaboration with external organisations”.
- “Give more emphasis to being a collaborative leader and a champion for the historic environment”.
- “Work more collaboratively with the amenity societies”.
- “Give more emphasis to being a collaborative leader and a champion for the historic environment”.
- “Enduring best efforts at partnering and collaboration with external organisations”.
- “Work more closely with local authority archaeology advisory services”.
- “Continue to engage with key partners and stakeholders at a local level”.
- “Listen and liaise more, then take action, rather than put things off to sometime in the future”.

Respondents again alluded to a need to **increase the profile** of HE, evident through comments including -

- “Raise its profile in the community- this would help its role as an advocate for and protector of the historic environment. Make people more aware of what it does”.
- “More visibility and forthright advocacy of historic environment. Greater championing of the intrinsic values of heritage assets”.
- “Could have a higher profile”.

Additionally, several respondents also made reference to **increasing the self-confidence** of HE, for example -

- “Self-confidence and being a bold champion for archaeological and built heritage, since times are going to become more challenging”.
- “Be a good deal bolder and spread a bit less thinly - Historic England needs now, more than ever, to champion the needs and future benefits of the Historic Environment”.

The need for increased **resources** was once again illustrated in the responses –

- “More resource and manpower”.
- “Increase of staff numbers”.
- “Given resources the organisation as I interact with it is excellent in general but as always better resource might bring benefits and a more accessible customer facing legal advice service and customer service guarantee/agreement similar to the area advisory teams would be distinctly beneficial”.
- “Resource is inevitably stretched and curtailing what HE can do”.
- “Sufficient resourcing would no doubt help”.
- “Increase of staff numbers”.

Many respondents also mentioned that they held **no further suggestions** as to how HE could become a more effective organisation.

Key Points

- The most frequently appearing theme was the suggestion that HE could improve its effectiveness through increasing its collaboration and engagement. Collaboration was also identified in the 2012 survey.
- Respondents also frequently mentioned the need for HE to increase its public profile, as was the case in 2012’s survey.
- The need to increase the self-confidence of HE was another important theme identified.
- Resources were again identified as an important theme, and was also another point raised in 2012’s survey.
- The similarities between 2017’s and 2012’s responses implies that respondents views on how HE can become more effective remain broadly similar.

Historic England's Website – Use and Attitudes Towards

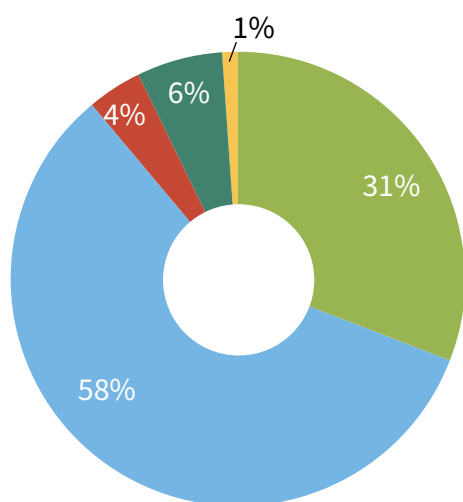
Using a scale of 1 to 5 where 1 is very useful and 5 not at all useful, how useful would you say the website was for professional use?

- and -

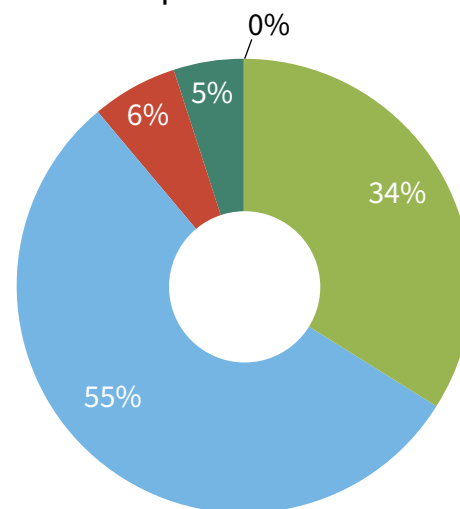
Using a scale of 1 to 5 where 1 is very useful and 5 is not at all useful, how useful would you say the website was for personal interest?

89% of respondents who used HE's website in a professional capacity (80% of the overall sample answered this question) felt that the website was useful. For those who used the website for their personal use (47% of the total sample answered this question) 89% of respondents also mentioned that the found HE's website useful.

How useful is the HE website for professional use



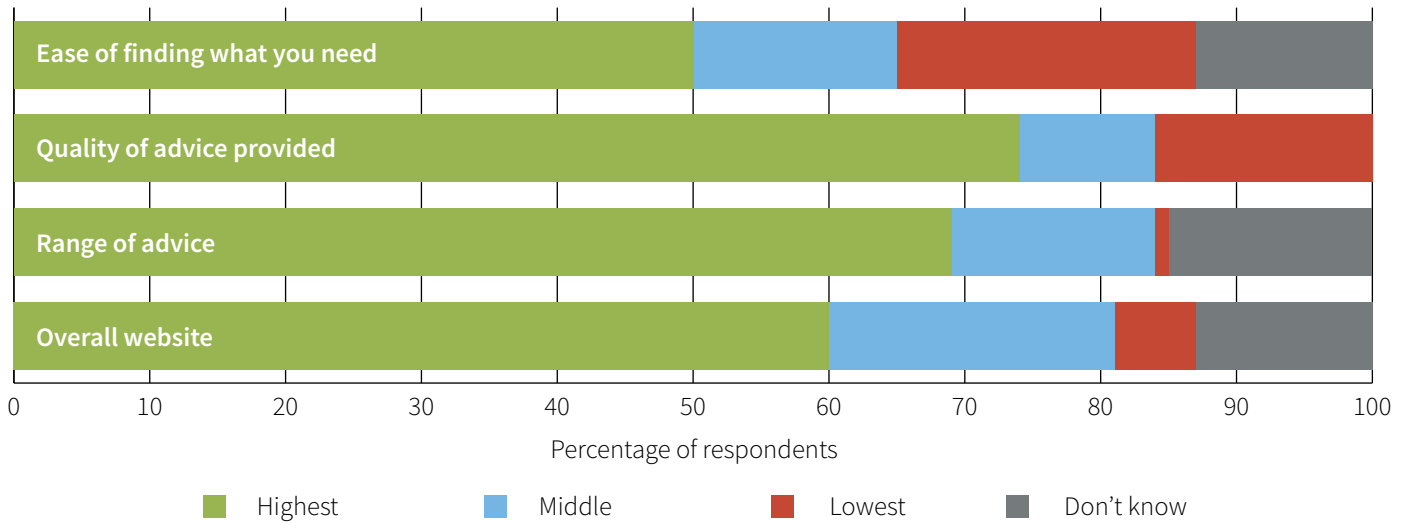
How useful is the HE website for personal use



Rated 1 (Highest) Rated 2 Rated 3 Rated 4 Rated 5 (Lowest)

How would you rate the Historic England website for each of the following aspects?
Please rate on a scale of 1 to 5 where 1 is extremely good and 5 is extremely poor.

Rate the HE website for the following aspects



The possible reasons for the high score of HE’s website for both professional and personal use can be identified in this question. The website was rated highly for the quality of the advice provided (74%), and 69% rated the range of the advice offered positively. However only half of respondents feel that the website is easy to navigate around, with 22% answering to the contrary. For the website as a whole 60% of respondents rated it positively.

Note – top two and bottom two results have been combined.

Key Points

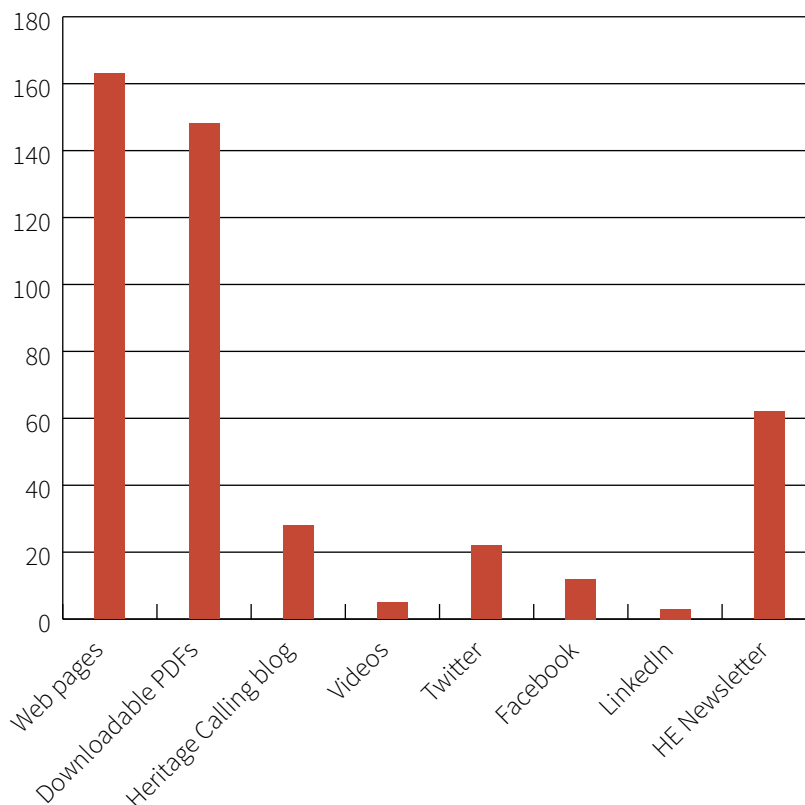
- Almost 90% of respondents highly rated both the usefulness of HE’s website for both professional interest as well as personal interest (when combining the top two responses).
- Whilst the majority of respondents rated the website highly, work is still required to improve it, notably navigating around the site.

Digital Information Access

How do you prefer to access digital information?

Online activities of respondents showed a preference for accessing digital information via webpages (frequency of 163) and downloadable PDFs (frequency of 148). These were by far the most popular mediums with all other options proving far less popular (next highest being via the HE Newsletter with a frequency of 62). The results follow the trends from 2012 which also identified webpages and downloadable PDFs as by far the most popular means of accessing digital information.

How do you prefer to access digital information?



Key Points

- As in 2012 respondents show a distinct preference for webpage and downloadable PDFs.
- The HE newsletter was the best of the rest, and performed reasonably strongly in comparison.
- Respondents showed a limited appetite for accessing digital information via other mediums.

Historic England’s Website – Content Utility

Historic England produces a range of information for different audiences. Using a scale of 1-5, where 1 is very useful and 5 not at all useful, how useful do you find each of the following?

Respondents indicated that the most useful documents produced by HE was Historic England’s Research with 83% of respondents selecting either 1 or 2 on the 5 point scale of utility, closely followed by the Good Practice Advice Notes and Historic England Advice Notes (80%). The Heritage at Risk Register, Conservation Principles, and the National Heritage List for England also scored highly.

Order of ranking based on top 2 selections (from a 1-5 scale). Percentages correspond to the response breakdowns per answer option. (= refers to equal position).

Rank	Aim
1	Historic England Research (83%)
2	Good Practice Advice Notes and Historic England Advice Notes (80%)
3	Heritage at Risk Register (77%)
= 4	Conservation Principles (76%)
= 4	The National Heritage List for England (76%)
6	Listing Selection Guides (64%)
7	Heritage Counts (57%)
8	Technical advice on our website e.g. energy efficiency (53%)
9	The What’s New section of the Historic England website (32%)
10	The ‘Your Home’ section of the Historic England website (26%)
11	The Get Involved section of the Historic England Website (18%)

It is interesting to note that there were a high number of ‘Don’t Know’ responses for several of the online items implying that respondent might possibly be unaware of the various publications, or possibly do not use them.

Comparisons with 2012’s results are not possible owing to the change in publication title’s and content during the five years in which the survey was not run.

Note – top two and bottom two results have been combined.

Key Points

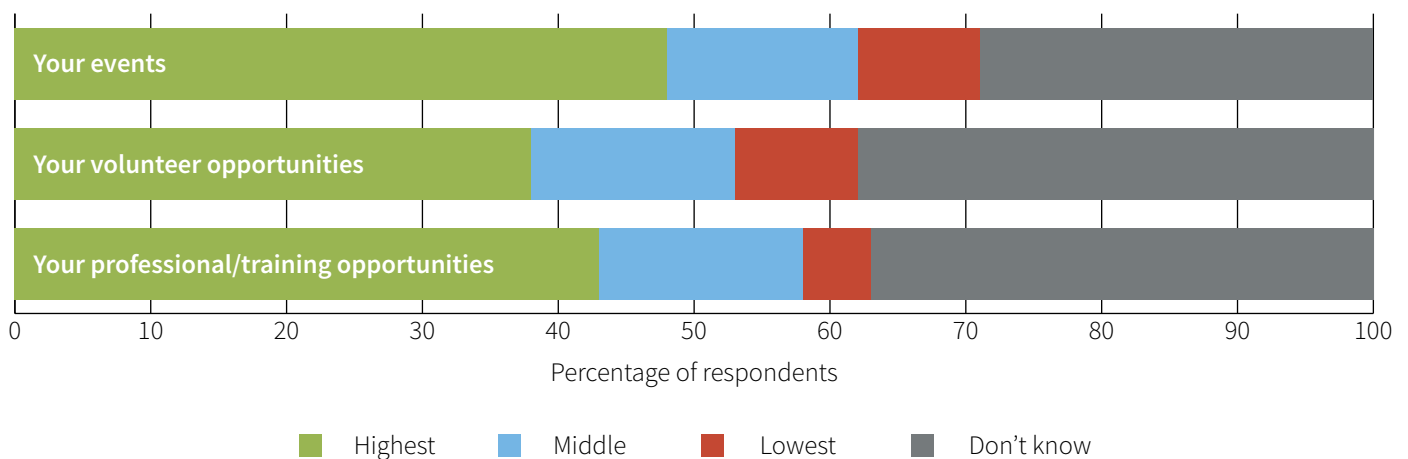
- Strong utility performance for HE's research, Good Practice Advice Notes and Historic England Advice Notes, Heritage at Risk Register, Conservation Principles, and The National Heritage List for England.
- Less strong performance for The 'Your Home' and The Get Involved sections of the HE's website.
- The number of 'Don't knows' was considerably high on certain publications.
- The results demonstrate the utility of the publications to just the heritage sector stakeholders, rather than the broad spectrum of individuals and organisations who use these documents. If a different sample was asked the results would be substantially different. In this respect these results should be treated with caution and should not be taken at face value.

Historic England’s Website – Interest in Publishing External Content on the Website

On a scale of 1 to 5 with 1 being very interested and 5 being very uninterested how interested would you/your organisation be in publishing content on Historic England’s website about: Your events, your volunteer opportunities, your professional / training opportunities.

Overall respondents expressed an interest towards the idea of publishing their content on HE’s website, primarily information regarding their organisation’s events (48%). Nevertheless, a substantial number answered ‘Don’t Know’ to the idea for all three propositions, suggesting that this proposal might not currently be considered by many of HE’s stakeholders.

How interested would you be in publishing content on Historic England’s website about:



Note – top two and bottom two results have been combined.

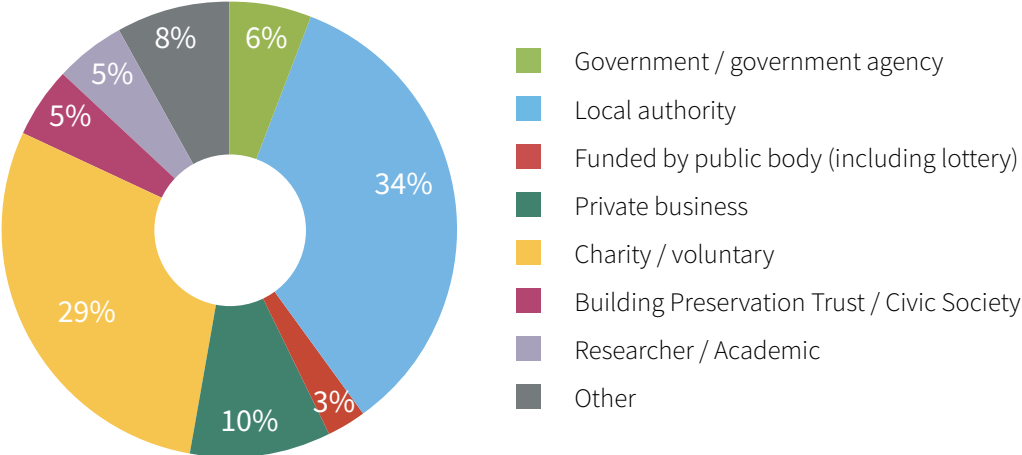
Key Points

- Respondents did express some interest in publishing their content on the website, however all top two responses were below the 50% mark.
- A substantial number of ‘Don’t Know’ answers to all three propositions.

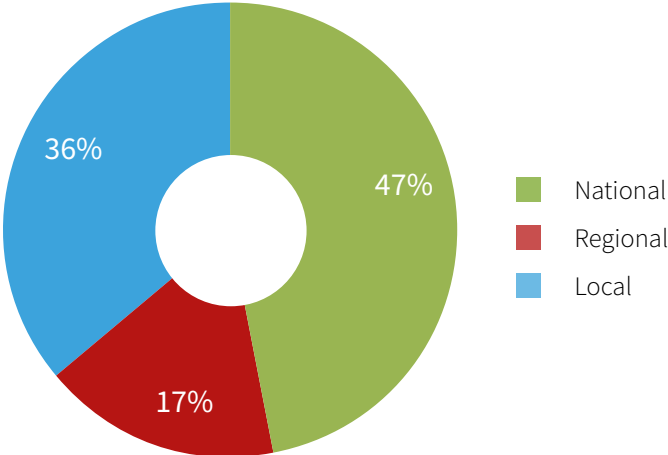
Respondent Information

71% of respondents work for an organisation in the heritage sector, of which the breakdown revealed that the majority of respondents were either from a local authority (34%) or from a charity / voluntary organisation (29%).

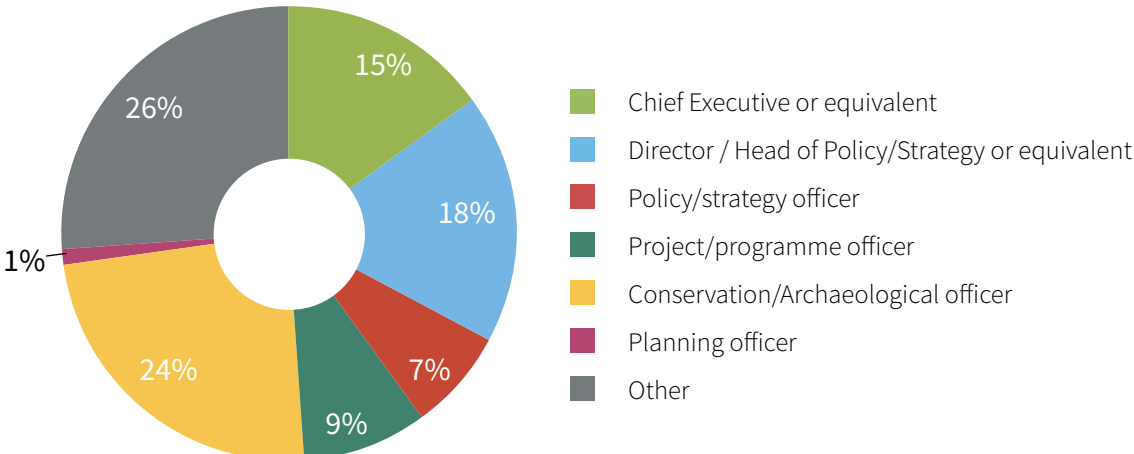
Which of the following best describes your organisation?



Do you have a national, regional, or local remit?



What term best describes your job role?



Other responses included –

- Academic
- Researcher/Writer
- Chair of Engineering Heritage Committee
- Curator
- Chairman
- Senior Lecturer / Lecturer
- Chief Curator
- Project Manager
- Volunteer
- Honorary Position
- Secretary
- Heritage Consultant
- Councillor. Deputy leader
- Membership Officer
- Freelance Archaeologist and Architectural Historian
- Self-employed archaeologist
- Education/Training Officer
- Chairman
- Archaeological Projects Manager
- Heritage Service Manager
- Head of Practice
- Historic Churches Support Officer
- Private Practice Principal
- Secretary of Charitable Trust
- Principal Buildings Historian

Appendix 1 – Stakeholders Questionnaire

Historic England is keen to improve the quality of our services. Please help us by completing this short survey.

This survey concerns your interactions with Historic England.

Historic England is the public body that looks after England's historic environment. We champion historic places, helping people understand, value and care for them. We provide expert advice about it, help people protect and care for it, and help the public to understand and enjoy it.

Historic England (formerly known as English Heritage) was rebranded two years ago. In April

2015, English Heritage separated into two organisations – Historic England and the English Heritage Trust, a new independent charity that looks after the National Heritage Collection.

The results from this research will help inform our priorities and how we work with you in the future.

This survey does not collect personal information. All responses will be analysed in an aggregated and anonymous format.

It should not take more than 20 minutes to complete and will be open until **6 March 2017**.

If you have any further questions please contact Marcus Ward, Project Manager for Social and Economic Research (Marcus.Ward@HistoricEngland.org.uk).

Regards

Deborah Lamb

**Deputy Chief Executive
Historic England**

Q1

On 1 April 2015 English Heritage separated into two organisations – Historic England and the English Heritage Trust, a new independent charity that looks after the National Heritage Collection.

Have you personally had any contact with Historic England or English Heritage?

1. Yes
2. No **CLOSE**

Q2

Was this contact...

1. with Historic England (after 1 April 2015)
2. with Historic England, when it was English Heritage (before 1 April 2015)
3. with both
4. None of the above **CLOSE**

IF CODE 2 SELECTED

INFO – Thank you for your answers, we will refer to your contact as contact with ‘Historic England’

Q3

How frequently are you in contact with Historic England?

5. Frequently (more than once a month)
6. Occasionally (more than once a year but less than once a month)
7. Rarely (once a year or less)
8. Never **CLOSE**

Q4

Do you have a main point of contact at Historic England?

1. Yes, one individual
2. Yes, several individuals
3. No
4. Don't know

Q5

Do you think Historic England as an organisation is moving forward, moving backward or is moving neither forwards or backwards?

1. Moving forwards
2. Moving backward
3. Neither moving forward or backward

Q6

Please explain the reasons for your answer

Q7

Below are a number of things people have said about Historic England. From your own experience or impression, how much do you agree or disagree with each of these? Historic England...

1. Is an expert in heritage
2. Has a good public profile
3. Is consumer friendly
4. Is the most authoritative organisation on historic environment planning issues
5. Is too bureaucratic
6. Is collaborative
7. Gets too bogged down in the detail and forgets the big strategic picture
8. Provides excellent technical advice
9. Is obstructive
10. Is properly resourced

Q8

On a scale of 1 to 5 how likely is it that you would recommend Historic England to someone you know?

Q9

Please explain the reasons for your answer

Q10

Below are the three **values** of Historic England. On a scale of 1 to 5, where 1 is strongly agree and 5 is strongly disagree, how much do you agree with the following:

Historic England is:

1. A Champion – standing up for the historic environment
2. Expert – having the knowledge, experience and technical expertise to speak and act authoritatively.
3. Constructive – promoting the long term protection of the historic environment by keeping it in beneficial use.

Q11

Below are the seven **aims** from Historic England's Corporate Plan for 2016-19. Which of these aims do you think are most important? Kindly rank each from 1 to 7, with one being the most important.

1. Championing England's historic environment
2. Identifying and protecting England's special historic buildings and places
3. Promoting change that safeguards historic buildings and places
4. Helping those who care for historic buildings and places
5. Engaging with the whole community to foster a sense of ownership of buildings and places
6. Supporting the work of the English Heritage Trust
7. Working effectively, efficiently and transparently

Q12

On a scale of 1 to 5, with 1 being very well and 5 being very poor, how well do you feel Historic England is performing against each of its aims?

1. Championing England's historic environment
2. Identifying and protecting England's special historic buildings and places
3. Promoting change that safeguards historic buildings and places
4. Helping those who care for historic buildings and places
5. Engaging with the whole community to foster a sense of ownership of buildings and places
6. Supporting the work of the English Heritage Trust
7. Working effectively, efficiently and transparently

Q13

To what degree has the formation of Historic England (from English Heritage) helped protect and enhance the historic environment in England?

1. Improved
2. Neither improved or made worse
3. Worsened
4. Don't know

Q14

ASK IF Q13 = 1 OR 3

Please explain the reasons for your answer

Q15

Is there anything you would consider Historic England does particularly well? If so, what?

Q16

Is there anything that you would consider Historic England does particularly poorly? If so, what?

Q17

Please tell us about any services that we might provide which would support your work?

Q18

Do you have any further suggestions for how Historic England could become a more effective organisation?

Q19

Have you visited the Historic England website in the last year for any professional use?

1. Yes
2. No
3. Don't know

Q20

ASK IF Q19 = YES

Using a scale of 1 to 5 where 1 is very useful and 5 not at all useful, how useful would you say the website was for professional use?

Q21

Have you visited the Historic England website in the last year for any personal interest?

1. Yes
2. No
3. Don't know

Q22

ASK IF Q21 = YES

Using a scale of 1 to 5 where 1 is very useful and 5 is not at all useful, how useful would you say the website was for personal interest?

Q23

How would you rate the Historic England website for each of the following aspects? Please rate on a scale of 1 to 5 where 1 is extremely good and 5 is extremely poor.

1. Ease of finding what you need
2. Quality of advice provided
3. Range of advice
4. Overall website

Q24

How do you prefer to access digital information? Tick all that apply

1. Web pages
2. Downloadable PDFs
3. Videos
4. Heritage Calling blog
5. Twitter
6. Facebook
7. LinkedIn
8. Historic England Newsletter

Q25

Historic England produces a range of information for different audiences. Using a scale of 1-5, where 1 is very useful and 5 not at all useful, how useful do you find each of the following?

1. Heritage at Risk Register
2. Conservation Principles
3. Heritage Counts
4. Historic England Research
5. Listing Selection Guides
6. The 'Your Home' section of the Historic England website
7. Good Practice Advice Notes and Historic England Advice Notes
8. The National Heritage List for England
9. Technical advice on our website e.g. energy efficiency
10. The Get Involved section of the Historic England Website
11. The What's New section of the Historic England website

Q26

On a scale of 1 to 5 with 1 being very interested and 5 being very uninterested how interested would you/your organisation be in publishing content on Historic England's website about:

1. Your events
2. Your volunteer opportunities
3. Your professional/training opportunities

Q27

Do you work for an organisation in the heritage sector?

1. Yes
2. No

Q28

ASK IF Q27 = 1 (YES)

Which of the following best describes your organisation?

1. Government / government agency
2. Local authority
3. Funded by public body (including lottery)
4. Private business
5. Charity / voluntary
6. Building Preservation Trust / Civic Society
7. Researcher / Academic
8. Other (please specify)

Q29

ASK IF Q27 = 1 (YES)

Do you have a national, regional or local remit?

1. National
2. Regional
3. Local

Q30

ASK IF Q27 = 1 (YES)

What term best describes your job role?

1. Chief Executive or equivalent
2. Director / Head of Policy/Strategy or equivalent senior management role
3. Policy/strategy officer
4. Project/programme officer
5. Conservation/Archaeological officer
6. Planning officer
7. Other (please specify)

END. Thank you for taking the time to respond to this survey. Your input is very much valued.



Historic England

We are the public body that looks after England's historic environment. We champion historic places, helping people understand, value and care for them.

Please contact guidance@HistoricEngland.org.uk with any questions about this document.

HistoricEngland.org.uk

If you would like this document in a different format, please contact our customer services department on:

Tel: 0370 333 0607

Fax: 01793 414926

Textphone: 0800 015 0174

Email: customers@HistoricEngland.org.uk