



ENGLISH HERITAGE

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NATIONAL  
MONUMENTS  
RECORD

**REGISTER OF HISTORIC  
BUILDINGS AND SITES OF  
ENGLAND:  
USER ACCESS REQUIREMENTS**

Report

By

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## **Executive Summary**

The aim of the study is to investigate the needs of users and prospective users to ensure that appropriate access to the new register can be provided. Research was carried out through a combination of focus groups targeted at specific audiences and a questionnaire which was made available online and was accessible by all audiences. The key messages from the research are summarised below, as well as the feedback in relation to each audience.

## **Key Messages**

### **Current access**

Current access to designation information varied across the groups consulted, but commonly used resources for work and research included Images of England, LBOonline and HERs. Satisfaction with the current access to designation information varied and some groups more than others recognised that the register would have an impact on the way in which they work or carry out research. All audiences recognised that the proposed register was a positive idea and that it would lead to a number of benefits for potential users.

### **Access to the register**

Audiences highlighted two different requirements for accessing the register. There is a requirement for access to statutory data alone with more detailed search and display functionality available and there is also a requirement to access statutory data in conjunction with other resources through portals such as the Heritage Gateway. Reflecting the fact that there may be specific requirements from each type of user, it was felt that the option of different levels of access should be available. This could therefore direct, for example, commercial users, planners, researchers and English Heritage staff, to different types and levels of information reflecting their needs.

### **Searching**

In terms of the search functionality of the site, the consensus was that it should provide as many options as possible to reflect the requirements of as many potential users as possible. As such, it was suggested that the register should provide a combination of text based and map based searches, with the ability to choose search terms and the type of information that should be returned. The main message was that there should be flexibility in the search function.

In terms of the results of the search which would be made on the register, these should be sorted by relevance to the search term used. It was recognised, however, that relevance may depend on the individual user. As with the search method itself, it was felt that the return of records should allow a degree of flexibility in terms of the information which is presented, possibly through different layers of information being made available depending on the user's needs. It was also felt that information should be returned in a combination of text and map based formats.

### **Using data**

The audiences consulted felt that the register should provide the option of downloading information in a range of formats. This could include downloading data in report format, or exporting information

into other formats such as GIS or Excel. The technical requirements of each user will vary depending on their needs, but the overall message was that a number of options for downloading the information should be available.

In terms of the most important aspects of the records which may be held on the register, the common theme was that listing grades and maps were the priority. Other aspects of the records which were viewed as important include location information, designation information and architectural records. Many participants also felt that provision of information on conservation areas, if possible, would be of benefit to them. The end use to which the data on the register would be put will vary depending on the user and their requirements at the time, but the overall message was that area based research and monument or site specific research would be most common uses for the information.

All audiences felt that it is important that the register provides as accurate and up to date information as possible. It was felt that this would help the register to be viewed as a trustworthy source of information.

#### **User involvement**

All audiences also felt that there should be an opportunity for users to comment or provide feedback on the content of the register. Views on the extent to which this should be available varied across the groups, but there was agreement that the option should exist.

#### **Audience specific feedback**

##### **Commercial**

The overall message from the commercial audience was that the register was a positive idea and they could see the potential for it to have an impact on the work they carry out. They also provide a clear indication of their requirements for access to the register. Feedback therefore suggests that there would be a demand for the register from this audience.

The commercial audience felt that the register should address the current perceived inaccuracy in designation information and in particular clarify details on curtilage of buildings and sites.

Requirements for the operation of the register were that it should be a stand alone site with a combination of text and map based searching, including the option of dynamic maps. Some commercial users, particularly professional archaeologists, would require the ability to export information in to a range of formats including GIS. Information on the register would assist the commercial audience in carrying out area specific and site specific research.

##### **Planning**

The planning audience felt that the register would be a positive and useful resource. As with the commercial audience, planners have indicated specific requirements from the register. This audience demonstrated a demand for the resources and services which the register could provide.

It was felt that the register would address the need for more detailed information on designation sites, particularly in relation to scheduled monuments and curtilage information. Accessing information from one resource would also be useful in terms of providing context for environmental impact assessments. The planning audience felt that a stand alone site would provide suitable access, with different layers reflecting different users' requirements. Searching should be by both text and map, with the ability to download records in report format and export to other formats.

### **Local Authority Archaeologists**

Archaeologists consulted felt that the register would offer benefits to users and had clear suggestions as to the most appropriate features which should be incorporated. In particular, they felt that the register would reduce the amount of time needed to search records and recommended that spatial data is used with the ability to download information to GIS. The potential impact of the register on the role of local authority archaeologists was unclear, however, as there was a sense that they may act more as stakeholders in the process than be a target end user. They felt that they would have a role to play in relation to the information included on the register and the update of records. It is therefore recommended that the relationship with local authority officers in relation to the register is clarified.

### **Local Authority Conservation Officers**

Conservation officers were unclear of the extent to which the register would change their role. While they acknowledged the benefits which the register could offer users, they felt that the end use of the data made by conservation officers would still be the same. They did, however, feel that local authority officers would have a role in providing information for the register and could contribute to the updating of records. As with archaeologists, it is recommended that further consultation with local authority representatives is carried out to clarify their role in relation to the content and upkeep of the register, and to ensure the relationship between English Heritage and local authorities is clear.

### **Education**

The education audience, which consisted primarily of higher education representatives, acknowledged the benefits of the register and felt that it would facilitate a wide range of end uses. It was felt that the provision of a combined register would expedite research and allow users to delve deeper into designated information held on the register. For research purposes, there were a number of requirements in relation to supporting information which the register could provide, including links to previous studies and ongoing research. The requirements of the education audience, however, related more to the supporting information which the register might provide rather than the content of the designation records.

### **General**

The overall message from the general audience was that they are satisfied with the resources they currently use. As such, they did not feel that the register would have a significant impact on the research which they carry out. Audience development activity is recommended to inform the

general audience of the potential benefits which the register could provide and to further assess their requirements as potential users.

Representatives from BASA stated that the impact of the register was difficult to assess without first addressing issues with the content of the records. It was stated that there are a number of areas in which the content of listed building records do not fully reflect Black and Asian history associated with the properties. This issue would need to be resolved before effectively targeting BME users.

**English Heritage Staff**

Staff had a number of requirements which they expected the register to satisfy. In relation to the impact which the register may have on their work, it was felt that the register may not impact on the type of work carried out as the data will remain the same. It was agreed, however, that their way of working may be affected. As such it may speed up work processes by providing access to information in one place. This would be the case if the register is flexible enough to answer all queries, allowing searches on a number of variables in one location.

## 1.0 INTRODUCTION

### 1.1 Introduction

English Heritage commissioned Jura Consultants to carry out audience research for the proposed register of historic buildings and sites of England. The aim of the study is to investigate the needs of users and prospective users to ensure that appropriate access to the new register can be provided. This report presents the findings of this research.

### 1.2 Background

Historic buildings and sites that are afforded statutory protection or are designated by inclusion in non-statutory registers fall under the following categories:

- Listed Buildings
- Scheduled Monuments
- Protected Wreck Sites
- Registered Parks and Gardens
- Registered Battlefields
- World Heritage Sites

At present, access to information on these designations is available through the following resources:

- LBOonline – Until recently access to Listed Building Descriptions was only available to Local Authorities and organisations granted permission by English Heritage. LBOonline is now available through Heritage Gateway
- Heritage Gateway – an online portal which provides access to a range of resources including Pastscape, Images of England, Viewfinder, Historic Environment Records (HERS) and Listed Buildings Online
- MAgiC (Multi Agency Geographic Information for the Countryside) mapped information on Scheduled Monuments, Protected Wrecks, Registered Parks and Gardens, Registered Battlefields and World Heritage sites. This is accessible to all
- Mapped information is also available to download for all designations from the English Heritage website. This requires registration
- The Register of Historic Battlefields is available on the English Heritage website

Legislation to be introduced by Parliament will combine these designations into a new single register, which has the working title of the Register of Historic Buildings and Sites of England. The purpose of this user requirement analysis is to assess how different potential users of the information in the new register will wish to access the data.

### 1.3 Methodology

Research was carried out through a combination of focus groups which represent the views of specific audiences and a questionnaire which was made available online and was accessible by all audiences.

#### 1.3.1 Audiences

The study brief suggested six audience segmentations which were to be targeted in the research. After initial consultation with the project team, it was agreed to expand this segmentation and carry out focus groups with the following seven groups:

- **General**  
This audience was consulted with through two focus groups, one in Carlisle and one in London. Participants in these sessions included amateur historians, independent researchers, and academics. Part of this audience was recruited through, and included representation from, the Black and Asian Studies Association (BASA).
- **Educational**  
This group consisted of higher education representatives including MA and Phd students, academics, researchers and education advisors. The group was hosted at the Department of Archaeology, University of York.
- **Commercial**  
A focus group with the commercial audience was held in London and participants included architects, professional archaeologists, solicitors and consultants. Additional consultation with professional archaeologists was carried out at the Institute of Field Archaeologists (IFA) conference in Swansea.
- **General Planning**  
This group, also in London, was attended by amenity societies, transport agencies, local authority planning officers, diocesan officers and representatives from the Environment Agency and Marine and Fisheries Agency.
- **Local Authority Historic Environment Services:**  
Local authority representatives were consulted through two groups:
  - Archaeologists: A focus group targeted specifically at local authority archaeologists was held in Bristol.
  - Conservation Officers: A group in Cambridge was attended by conservation officers.

- **English Heritage Staff**

Staff were consulted through a focus group at the English Heritage office in York, with representatives from Heritage Protection, Planning and Development and Territory Data departments.

The online questionnaire was made available to all users, but respondents were asked to state their role or the capacity in which they would use designated site information. As such, the questionnaire was analysed with reference to the audiences outlined above. A total of 167 responses to the questionnaire were received.

### 1.3.2 Consultation topics

Focus group scripts were agreed prior to conducting the sessions. In preparing the scripts, the study team recognised that the focus of the research was on the access requirements of potential users. Future access was therefore the main area on which groups were consulted, however some time was also spent exploring their current use of designated site information in order to set the context for the rest of the discussion. Focus groups therefore included discussion of the following topics:

- Current use of designation information, including any issues with current access
- Impact which the availability of the register may have on current work or research
- What search methods and functions would be most appropriate for users' requirements?
- The most appropriate way of returning search results and displaying records
- The end use to which users would put the information to
- Benefits which the register would offer potential users
- The most appropriate means of accessing the register
- User involvement in the update of information on the register
- Methods of effectively promoting the register to appropriate audiences

The content of the questionnaire explored the same topics through a series of self completion questions. A copy of the questionnaire is included as an appendix.

### 1.3.3 Focus group recruitment

The initial stage of focus group recruitment involved contact from English Heritage inviting prospective participants to take part in the research. Contact was made with representatives of groups such as the Association of Local Government Archaeological Officers (ALGAO), Battlefields Trust, Department of Environment, Food and Rural Affairs (DEFRA), National Trust, Marine and Fisheries Agency, BASA and a number of amenity societies and diocese offices. Local authorities were invited to take part through contact with conservation officers, HER officers and the HER forum. Users of resources such as LBOonline, Planning Portal, PastScape, Images of England, and the Data Download service

were also contacted and invited to participate. Jura Consultants made direct contact with participants from previous audience development research projects, as well as local history societies and academics in relevant locations.

After this initial recruitment exercise, locations for focus groups were selected on the basis of the geographic distribution of those interested in participating. Participants were invited to focus groups at the chosen locations on specified dates through direct e-mail or telephone contact. The table below shows the dates, locations and attendance at each focus group:

<b>Group Type</b>	<b>Location</b>	<b>Date</b>	<b>Attendance</b>
English Heritage Staff	York	13 <sup>th</sup> March	5
Education	York	13 <sup>th</sup> March	8
IFA Conference	Swansea	18 <sup>th</sup> March	2
Commercial	London	19 <sup>th</sup> March	7
Planning	London	19 <sup>th</sup> March	14
Local Authority Archaeology	Bristol	26 <sup>th</sup> March	9
Local Authority Conservation	Cambridge	27 <sup>th</sup> March	6
General 1	Carlisle	14 <sup>th</sup> April	2
General 2	London	16 <sup>th</sup> April	2

#### 1.4 Report structure

The remainder of this report presents the findings of the consultation process by audience type.

- Section 2** Commercial
- Section 3** Planning
- Section 4** Local Authority - Archaeology
- Section 5** Local Authority – Conservation Officers
- Section 6** Education
- Section 7** General
- Section 8** English Heritage Staff
- Section 9** Conclusions and Recommendations

## 2.0 COMMERCIAL

### 2.1 Introduction

This section provides a summary of feedback from the commercial audience. Feedback is presented from focus group and questionnaire research. The key points which have arisen from this audience are included in this section, and are supported by further analysis of quantitative data included in the appendix.

### 2.2 Focus group feedback

The focus group for commercial users was attended by seven participants, which included architects, professional archaeologists, solicitors and engineering consultants.

#### 2.2.1 Current access to designation information

Commercial users made reference to a wide range of services which they currently access. In terms of accessing designation information, LBOnline was well used, particularly by solicitors, and it was felt that this was a useful resource which provided them with the information they needed to carry out site specific research. Other sources of information which are used by the commercial audience include:

- Heritage Gateway
- HERs
- Images of England
- MAgiC
- Planning Portal
- Land Registry
- Local council websites

In terms of issues with current access, it was felt that on some sites it is difficult to find the most relevant information, such as Heritage Gateway which solicitors felt was not easy to use. Other issues were that some sites lacked sufficient detail, particularly in relation to curtilage. This was seen to be a problem with LBOnline and MAgiC. Professional archaeologists pointed out that on these sites, the grid references sometimes do not correspond to the correct locations. It was also felt that some of the listed building information on the records is inaccurate and that the sites may need to be re-surveyed so as to update the records.

Some participants pointed out that the information they look for is not currently available online, including parish maps. Finally, it was felt that inconsistent terminology in some of the descriptions used which may lead to interpretation difficulties.

### **2.2.2 Impact of the register**

The general consensus from the focus group was that a register providing designation information in one place would be a positive development. In relation to the preparation and production of reports (such as Historic Building Reports), the register would reduce the amount of time needed to carry out searches, potentially from two weeks in the current arrangement to four days using one search. This would therefore result in time and cost savings.

Other benefits would include access to a range of data, such as information on listed buildings and scheduled monuments in one place. A single resource for information may also provide the landscape context for a particular property. In general the group felt that these impacts would benefit the way that they currently work.

It was noted that access to a register or database of conservation areas would also add value to the proposed development of the register.

### **2.2.3 Searching**

In relation to the search functionality of the register, the group felt that as a minimum there should be a key word search. Other search requirements suggested by this audience include: search by radius including various stages such as 150 metres, 250 metres, 500 metres, 1km and 2 km; search by parish; search by postcode; search by person; and by landscape type or building type. Some participants felt that there should be an option to use map based searching, particularly dynamic maps with the ability to zoom in and out.

### **2.2.4 Return of records**

The records returned from a search should be sorted by relevance, although the group recognised that 'relevance' would vary depending on each individual's search requirements. In terms of the presentation of the records, some participants felt that an image of the site would be useful in order to ensure that the correct records have been returned, as well as a brief description. It was felt that drop down menus could lead the user to further information as required. In recognition of the needs of prospective general users, it was suggested that an illustrated glossary would be helpful, particularly from the point of view of property developers and solicitors.

### **2.2.5 Use of records**

Professional archaeologists felt that the register should provide the option of exporting information to other formats including Microsoft Word, Excel and Access as well as in GIS format. It was recognised that such functions may only be necessary for professional

users, and it may therefore be appropriate to direct users to a path which provides access to more detailed information relevant to this audience.

It was felt that it would be important to be able to save records online and save searches. It may also be useful to be e-mailed the search that you complete on the site. Any updates to the information on the register should be clearly highlighted.

Although content of the register was not discussed in detail, the group suggested that planning history information (both rejected and accepted development proposals) would be useful along with any proposed planning issues relevant to the site. It was also suggested that links to further information should be made available, such as reports prepared by consultants, local authorities etc with relevance to the site.

### **2.2.6 Access**

The commercial audience felt that a stand alone website would be the most appropriate way of accessing the register. They also suggested that there should be a link to Heritage Gateway, although not all participants felt that this would be appropriate as the additional context that Heritage Gateway provides could both help and hinder the search.

### **2.2.7 Promotion**

For the commercial audience, it was felt that the register should be promoted through existing professional bodies and local societies. Information should also be provided through public record and archive offices, local press, and events such as National Archaeology Day.

## **2.3 Questionnaire feedback**

Of those who completed the questionnaire, 6.2% classified themselves as commercial users. A breakdown of questionnaire analysis is included as an appendix, but the key conclusions in relation to commercial users are summarised below. It should be noted that questionnaire analysis for each audience is based on the percentage of responses to each answer within the question. The majority of the questions allowed participants to provide multiple responses. Each respondent could therefore provide more than one answer and the overall percentage may total more than 100%.

- The most frequently used resources by commercial users are Images of England (81.3%), Record Offices (62.5%) and HERs (50%).
- Search methods used most often are text based searching (75%), searching by map (62.5%) and searching by postcode (62.5%)
- The aspect of the records which is of most value to commercial users is the listing grade (81.3%), more so than for any other audience. In addition, commercial users

place value on descriptive text information (62.5%), images (62.5%) and designation history (56.3%)

- When asked how satisfied they are with current access to designation information, almost one third of commercial respondents (31.3%) were neither satisfied nor unsatisfied.
- When asked if the register would change the way in which they carry out work or research, 50% of commercial respondents stated yes. When compared with all questionnaire responses, a greater proportion of commercial users than other audiences felt that their work might change as a result of the register.
- Respondents were asked to rank their priorities in terms of searching the register, the three most popular responses were:
  1. Search by village/town/city
  2. Dynamic map search
  3. Free text search
- The most popular method of returning records is by relevance to the search term, followed by geographic area.
- The priority aspects of the record for commercial users are the listing grade and maps. Location information is also seen as important.
- In relation to using the data, 54.6% would like to view text information online, while 54.2% would like to view maps online. This suggests that, for commercial users, a combination of text based and map based information would be most appropriate. A significant percentage (48.5%) would also like to be able to download records in report format, while 41.5% would like to export data into other formats.
- When asked what end use they would make of the data, the most popular responses were area based research (81.3%) and monument/site specific research (75%).
- Commercial respondents would like to download data (87.5%), or export the data into other formats (68.8%)
- 53.3% of respondents felt that the register would provide them with access to different resources which they would not normally search for
- In terms of access, most commercial respondents (81.3%) favour a standalone website

## **3.0 PLANNING**

### **3.1 Introduction**

The planning audience was represented at a focus group and through responses to the online questionnaire. The key messages from this group are summarised in this section.

### **3.2 Focus group feedback**

The planning focus group was attended by representatives from transport agencies, amenity societies, Environment Agency, Marine and Fisheries Agency, Battlefields Trust, National Trust, diocesan officers and local authority planning officers.

#### **3.2.1 Current access to designation information**

Planning participants had made use of LBOonline and had accessed scheduled monument information online. A variety of websites were mentioned including Images of England, MAgiC, Planning Portal and the Church of England website (used by diocesan officers).

The group felt that current access to designation information could be improved. All agreed that there is a requirement for detailed information on each building and in particular with regard to whether the building is part of a group of buildings, as this is not always currently covered. It is also important to have maps, so that the building or location can be easily identified.

In relation to scheduled monuments, the group reported that the records are currently not updated on a regular basis. The group also indicated that it is important to have the curtilage defined, which could be done using polygons. It is also important that the information provided is accurate and up to date.

#### **3.2.2 Impact of the register**

It was felt that it would be useful to have all the designated site information together on one site as it will help to provide area context. The combined register would enable users to identify the levels and types of designations in an area, which would be helpful in the preparation of environmental impact assessments.

It was felt that as well as targeting professionals, the register should be available to the general public and could have links from local authority and other relevant websites.

### **3.2.3 Searching**

A number of search options were suggested by planning participants which reflect a desire for a combination of text based and map based searching. Search functions suggested include: free text searches; search by unique reference numbers; search by name of building or site; or search by post code. It was also suggested that searches should highlight any overlap of designations in a particular area.

Map based searching was viewed as an important element of the register. Reference was made to MAgiC and its use of Ordnance Survey maps and it was felt that this format could be applied to the register, particularly the ability to switch layers on and off. Some felt that polygons should also be used. In relation to maritime information, it was noted that there is ongoing communication between English Heritage and the Marine and Fisheries Agency to ensure that wreck sites are mapped appropriately.

It was felt that the search function should operate in such a way that people without any knowledge of the historic environment are able to use it easily.

### **3.2.4 Return of records**

The group felt that records returned from a search could include lists of addresses and house numbers. If records are to be returned using maps, there could be a function like Google Earth allowing different levels of information to be accessed.

All agreed that if there is to be a facility for individuals to search it needs to be accessible to all. This could include providing layers of access, with the top layer accessible to the general public, and then the second layer allowing professionals to drill down for further information. This structure has been adopted by the Planning Portal, which allows different access to different types of user, and could be applied to the register.

### **3.2.5 Use of records**

It was agreed that the records need to be updated on a regular basis. It would be useful to have a section on the register which automatically informs users of any changes which have been made.

In terms of making use of the information available on the register, participants felt that the records should be capable of integration with users' systems, for example the Environment Agency's system, or that they should be able to get the data fed into their system. It was recognised, however, that small firms may not have the required software to be able to do this. It would also be useful to be able to access the information as a PDF or to be able to attach the information as an email for future storage. It would also be useful to be able to save previous searches.

It was noted that there are plans to introduce a 'Hub' for all planning applications. It would be important to have a link between the register and the information contained on the planning 'Hub'.

### 3.2.6 Access

In terms of access, the planning participants felt that a stand alone website would be most appropriate. However, they also felt it is important to have effective links to Heritage Gateway and the English Heritage site. The website developed for the register should be capable of providing user account systems.

### 3.2.7 Promotion

Promotion of the register should be created via professional bodies including RIBA and local councils. Links to relevant publicly accessible websites would allow the register to be effectively marketed to a broad range of potential users.

## 3.3 Questionnaire feedback

Of those who completed the questionnaire, 28.5% classified themselves as involved in planning considerations. Planning therefore represents the largest group of respondents to the questionnaire. The main conclusions from questionnaire analysis for this audience are summarised as follows:

- The services used most by planners are Images of England (78.4%) and LBOonline (63.5%), followed by HERs (45.9%) and Heritage Gateway (44.6%). This reflected the overall trend across all questionnaire responses.
- When searching for information online, planners most often use a text based search box (81.1%), but also use map based searching (54.1%) and drop down menus (50%)
- The aspects of the records which are of most value to planners are descriptive text information (83.8%), listing grade (77%), images (70.3%) and maps (67.6%).
- In terms of current access to designation information, most planning respondents were either satisfied (35.1%) or stated that they were neither satisfied nor unsatisfied (36.5%).
- 44.4% felt that access to the register would change the way in which they work or research, while 50% were unsure if there would be change.
- When asked to rank their priorities for the search functions they would use on the register, planners gave the following responses (two of the top three were rated equally):
  1. Search by village/town/city
  2. Dynamic map search
  2. Search by local authority boundary

- As with all respondents, planners ranked the top two priorities for return of records as:
  1. By relevance to search term
  2. By geographic area.

In contrast to the majority of other respondents, planners rated searching by comparable monument/site as more important than searching by comparable date/period.

- Listing grade was ranked as the most appropriate aspect of the designation information, followed by maps and location information.
- The most appropriate way of viewing the data on the register would be through maps (90.5%) followed by text information (89.2%) and the ability to download records in report format (85.2%).
- Use of the data would be mostly for area specific research (82.4%) as well as monument/site specific research (75%)
- Planners would like to be able to print the information on the register (77%), while 64.9% would like to download the data.
- The majority of planners (60.8%) were unsure whether the register would provide access to other resources they don't normally search for
- As with the focus group, it was felt that access would be appropriate through a standalone website (64.9%) but also accessed through a portal such as Heritage Gateway (29.7%).

## **4.0 LOCAL AUTHORITY - ARCHAEOLOGY**

### **4.1 Introduction**

The views of local authority archaeologists, as captured through a focus group in Bristol and responses to the online questionnaire, are presented below.

### **4.2 Focus group feedback**

Feedback from the focus group with local authority archaeologists is presented below.

#### **4.2.1 Current access to designation information**

For most of the archaeologists, the main resources they use are their own databases created from their own records. Participants rarely used external resources such as LBOonline and other English Heritage websites containing designated site information. It was stated that there can be inconsistency across locally and nationally held data which can lead to confusion.

Reference was made to OASIS (containing investigative event information), which is used to a degree, but some participants stated that they were generally already aware of information before it appeared on OASIS. MAgiC is used by some participants and it was felt that the maps on the site were useful, although the site is time consuming to use.

#### **4.2.2 Impact of the register**

There was general agreement from archaeologists that the register would be a useful resource. It was stated that if planning decisions are to be more localised then it is important that there is easy access to English Heritage information, which could be provided through the register. The register would also reduce the amount of time needed to respond to enquiries.

The point was made that the information on the register needs to be trustworthy in order for it to be useful. When making planning decisions, it is essential that information used is accurate and up to date. It was felt that curtilage information in particular needs to be provided, as it should provide an accurate representation of what is designated. It would also be useful if information on how polygons were created and how the meta-data was developed was clearly presented on the register.

#### **4.2.3 Searching**

Archaeologists expressed a number of requirements in relation to search functions on the register. A combination of text and map based searching would be appropriate, including

the option to search on a number of variables such as: post code; parish; place or street name; listing grade; type/style of building; building date; architect; site type; map reference; or radius around a point. It was stated that irregular areas on maps should be recognised in the search, including farm holdings, estate boundaries and conservation areas. The overlap of different designations in one area should be represented with different layers for each listing.

It was felt that there should be different methods of accessing the data, including an online database, a web based mapping service or downloadable information. For map searching, it was suggested that clear guidance should be provided on any copyright issues if using, for example, Ordnance Survey maps.

#### **4.2.4 Return of records**

It was recognised that users would have their own personal preference on how data should be returned. The search returns should provide options for the records displayed, allowing the user to identify the type and level of information they would like to view. It was suggested that records returned could include a summary statement relating to each record, summarising the site's significance, its grading, and showing a map with points indicating locations. Some suggested that there should be a printable list of records returned.

In relation to maps displaying search returns, it was felt that they should not contain too much information but should have points or 'speech bubble' markers which the user can click on to reveal further information as necessary.

It was felt that consideration should be given to old UID numbers and new heritage asset numbers. Backwards compatibility and search functionality based on old UID numbers and new heritage asset numbers will be required. It would also be useful to provide a unique URL for each asset for future access.

#### **4.2.5 Use of Records**

For archaeologists, spatial data available on the register would be the priority. They would like to see the option of downloading information as a dataset to be incorporated into their own databases and GIS. It was pointed out that updates of records will need to be issued if necessary, particularly if local authority planning decisions are being taken based on the information. It was suggested that these updates could be issued at regular intervals, for example every six months. Links to JSTOR and other sources of information would also be useful.

Local authority archaeologists felt that they will have a role in communicating with English Heritage to ensure records are up to date and should therefore have the opportunity to feedback on issues such as unauthorised building works. It was felt that there needs to be

a periodic review of the information including input from local authority officers. In terms of updating the records, it was felt that peer review editing using a Wikipedia style website would not be appropriate as quality control may be affected.

Contextual information supporting the records would be useful, including previous studies undertaken, such as conservation management plans, and ongoing site related research. Information on significant events taking place at the site would also be useful, providing more context as to why the site is important. It was recognised that a distinction may have to be drawn between statutory information on the register and supporting contextual information.

#### 4.2.6 Access

Archaeologists suggested three possible means of access to the register as follows:

1. An online data source
2. A data download service
3. A web based mapping service

In terms of overall access, it was felt that the information on the register would be significant enough to justify a stand alone website. In addition, access through Heritage Gateway could be useful, although for professionals this may not be necessary as they may know the information they need and how to find it. It was felt that irrespective of how the site is accessed, the role and purpose of the register needs to be made clear, as well as clarifying the purpose of other online sources of information provided by English Heritage.

Concern was raised about people looking for site information on the register for unauthorised investigation. There may therefore need to be warnings on use of the data provided.

#### 4.3 Questionnaire feedback

15% of respondents to the online questionnaire classified themselves as local authority archaeologists. Survey analysis has led to the following conclusions:

- Of the services used by archaeologists completing the questionnaire, HERs were the most highly used (79.5%) followed by LBOnline (74.4%) and Images of England (71.8%)
- Search functions used by archaeologists are mostly text based search boxes (87.2%) and searching by map (82.1%)
- Within records, the aspects of most value to archaeologists are descriptive text information (89.7%), maps (76.9%), listing grade (74.4%) and location information (74.4%)

- An almost equal amount of archaeologists were satisfied (30.8%) with current access as unsatisfied (28.2%)
- Most respondents were unsure whether or not the register would change the way they work (48.7%), while 41% felt that their work may change
- The priority search functions for the register were ranked as follows:
  1. Search by local authority boundary
  2. Dynamic map search
  3. Search by village / town / city
- The priority for return of records was by relevance to search terms, followed by geographic area, comparable monument/site and comparable date/period
- The most important aspects of the records on the register were ranked as follows:
  1. Listing grade
  2. Map
  3. Designation information
- A high proportion of archaeologists responded to each potential option for using the data on the register, with the most popular responses being viewing maps online (97.4%) followed by text information (94.9%) and downloading records in report format (92.3%)
- The end uses to which archaeologists would put the data included area specific research (87.2%) and monument/site specific research (87.2%)
- The most popular methods of storing the information would be by downloading the data (74.4%), printing (69.2%) or exporting the data into other formats (66.7%)
- Most respondents were unsure whether or not the register would provide them with access to resources they would not normally search for (60.5%) with only 15.8% stating that this would be the case
- A high proportion of archaeologists felt the register should be accessed via a stand alone website (74.4%)

## 5.0 LOCAL AUTHORITY – CONSERVATION OFFICERS

### 5.1 Introduction

This section presents the feedback gathered from research conducted with local authority conservation officers.

### 5.2 Focus group feedback

Local authority conservation officers from a range of locations attended a focus group in Cambridge.

#### 5.2.1 Current access to designation information

Conservation officers make use of LBOonline to inform locally developed and maintained datasets and to check if particular sites are listed or de-listed.

However, it was stated that LBOonline data is not accurate and this raises issues over its reliability and usability due to house re-numbering and re-naming of buildings and premises which has resulted in inaccuracies and difficulties identifying some buildings. This was seen as an issue particularly in cases where addresses and building names have changed but amendments have not been issued. It was felt that map based searching may help to address these difficulties. It was also stated that the completeness and level of information varies across LBOonline entries, and there is a lack of clarity in relation to curtilage and the extent of listed structures and sites. This results in some conservation officers interpreting the records which can introduce subjectivity into the planning process.

Information obtained from designated site datasets will be forwarded to the public in response to queries. If the information is not as trustworthy as it should be, this information will be forwarded with caveats as to its accuracy.

The functionality of LBOonline was also criticised. It was felt that the less search terms you include, the more effective the search is, however if the user is very prescriptive in terms of what they are looking for, the current search tool does not always find what users expect or know exists.

#### 5.2.2 Impact of the register

While conservation officers acknowledged the benefits which the register could offer users, they were unclear whether it would change their role. Although designation information would be combined in one resource, the end use of the data made by conservation officers would still be the same. They did, however, feel that local authority officers would have a role in providing information for the register and could contribute to the updating of records.

### **5.2.3 Searching**

As with other audiences, conservation officers felt that the search function of the register should accommodate a range of requirements. It was felt that structured text based searches and map based searching should both be available.

Search methods suggested by participants included: searching by postcode; searching by street name and house number; search by building type; thematic searches; map based searching using co-ordinates/grid references; and point and radius searches.

### **5.2.4 Return of records**

Conservation officers recommended map based returns on which sites are identified, with the option to click to reveal further information. Data should be presented as different layers on a map. It was suggested that polygons are preferable to point data for this purpose.

It was suggested that the register should provide statutory designations and also provide a section for additional content. It was felt that the additional contextual information could be provided by local authority officers and other approved contributors. If possible, consent histories would also be useful, including details of approved and rejected applications.

Recognising the range of information which may be included on the register, it was felt that the presentation of entries should be standardised.

### **5.2.5 Use of Records**

As stated previously, conservation officers did not feel that the register would change the way in which they use the information that is available.

### **5.2.6 Access**

There was a mixed view in the group in relation to access, with some participants indicating that it should be a standalone website whilst others thought it should be accessed via an existing resource, such as Heritage Gateway.

### **5.2.7 Promotion of the Register**

The group indicated that the register should be promoted through relevant professional bodies and organisations and using general publicity methods.

### 5.3 Questionnaire feedback

Of the respondents who completed the questionnaire, 20% classed themselves as local authority conservation officers. Questionnaire feedback is summarised below.

- Images of England (80.8%), LBOonline (69.2%) and HERs (53.8%) were the most commonly used services by conservation officers
- The most common method for searching for information is by text based searching (82.7%). Other methods used are map searching (59.6%) and using drop down menus (50%)
- Of most value to conservation officers is descriptive text information (86.5%), images (80.8%) and listing grade (71.2%)
- An equal proportion of respondents stated that they were satisfied with current access (34.6%) and that they were neither satisfied nor unsatisfied (34.6%)
- Most conservation officers felt that the register would not impact on their work (51%), although 39.2% stated that it would change the way they work or research
- Priorities for search function on the register are ranked as follows:
  1. Search by local authority boundary
  2. Search by village/town/city
  3. Dynamic map search
- Priorities for the return of records followed the same pattern as for the overall questionnaire responses:
  1. By relevance to search term
  2. By geographic area
  3. By comparable date/period
  4. By comparable monument/site
- The most important aspects of the records on the register were ranked as follows (top three provided)
  1. Listing grade
  2. Map
  3. Location information
- In terms of viewing the data on the register, most conservation officers would like to view maps online (94.2%) and text information online (92.3%), while 86.5% would like to be able to download records in report format.
- The most popular end use of the data would be area specific research (88.5%), followed by monument/site specific research (76.9%)
- Most respondents would want to print the available data (78.8%), while 61.5% would download the data and 55.8% would save it to desktop
- Most respondents were unsure (58.8%) of the extent to which they would be exposed to resources they would not have normally searched for
- The majority (73.1%) felt that the register should be accessed as a standalone website



## **6.0 EDUCATION**

### **6.1 Introduction**

Consultation with the education audience was carried out through a focus group attended primarily by higher education representatives. The questionnaire includes additional consultation the education audiences. Feedback from this audience is presented in this section.

### **6.2 Focus group feedback**

The focus group held in York was attended by a range of higher education representatives including MA and Phd students, academics and researchers. One representative was an education advisor with experience teaching A-level school pupils.

#### **6.2.1 Current access to designation information**

All participants were aware of the designated sites registers and lists and the majority had used these resources for a variety of reasons. One respondent accessed designated information via the MAgIC website to inform the development of A-level archaeology and teacher programmes. One MA student indicated that she used LBOonline and Images of England to research historic buildings of a particular type. It was reported that Images of England was more effective than LBOonline as the records returned on Images of England included images which demonstrated architectural details of interest.

One PhD student was currently researching 18<sup>th</sup> century designated landscapes. Designated site information held by English Heritage has been used, however this has been accessed via the NMR which is a time consuming process. Another MA student stated that she does not have access to designated site information, and as such the proposal to increase access would be beneficial for her.

It was reported that LBOonline seems to have the correct search options, however the group stated that it does not always provide the returns which you expect it to. The group felt that Access 2 Archives is an effective and efficient resource, which provides an effective search function.

#### **6.2.2 Impact of the register**

The group felt that an integrated register would present designated sites in context and demonstrate geographic linkages with significant landscapes. It was felt that the provision of a combined register would expedite research and allow users to delve deeper into designated information held on the register.

### **6.2.3 Searching**

In relation to searching the register, it was agreed that the site should be as user friendly as possible. The Planning Portal was suggested as an effective comparator, as it provides four ways into the datasets with different approaches based on the needs of different users.

It was felt that the most effective search facility would provide a wide selection of parameters through which users can select search terms. Some of the specific search mechanisms which the group would like to see, included: regional searches by administrative area; search by building type; search by postcode; and themed searches, e.g. 'Elizabethan houses.' It was suggested that drop down menus could be used which allow the user to refine the search based on criteria such as 'what' (designation type) 'where' (location) and 'when' (period or date).

Some participants felt that map based searching would be appropriate, which could have functionality similar to Google Maps. Specific suggestions include spot radius searching, allowing the user to select the place and radius size. There should be allowance for spatial searching, and searching via latitude and longitude.

### **6.2.4 Return of records**

It was suggested that records should be shown graphically on a map, illustrating where listed buildings or other heritage assets are located. The group also felt that each record should be given a unique identification number.

It would be useful to provide links to pdf documents, architectural plans or general plans developed through the planning process. Links to scheduling maps and survey maps would also be useful. The possibility of including the history of applications for designated status was also suggested, including accepted and rejected applications. Even if a site has not been designated it may be useful in contextualising other records.

### **6.2.5 Use of records**

The group felt that the register would facilitate a wide range of end uses of records of designated sites. Examples given include trend analyses of conversion of listed barns, or trends linked to development pressures. The register should also provide the ability for users to save searches and to have their search repeated on a regular basis. RSS feeds should also be considered.

It was stated that information on the register must be up-to-date. Ideally, information should be recorded on the designated register as soon as it is made statutory. It was also felt that copyright issues need to be made clear, as some data may be derived from

Ordnance Survey maps and guidance should be provided on any copyright affecting their use for teaching purposes.

The group felt that the register should be presented as an authoritative resource however there should be the facility for professionals and permitted users to add to and change information presented online. Additional content uploaded by users should be peer reviewed and consideration should be given to the integrity of additional information.

#### **6.2.6 Promotion of the register**

For the higher education audience, the register should be promoted through university departments and librarians. It was also felt that the key audience for the register may be planners, and that the register should therefore be promoted through the Planning Portal.

Some participants felt that promotion of the register should be coordinated with promotion of Heritage Gateway. Reference to the register on television programmes, such as Time Team, would also be effective.

Although there was no unanimous agreement, the group argued that 'metal detectorists' should be a key audience for this site. The register could increase awareness of the significance of designated sites and explain why they should not be targeted by metal detector users.

#### **6.2.7 Other issues**

Some participants felt that sites that are not designated should not necessarily be excluded from the register. Although they are not designated, they may provide useful context for the designated site records. It was felt that for research purposes, designated sites information is not always the most important and other information may be as significant.

There was also a perception by some members of the group that designation areas of battlefields and landscapes do not necessarily have a defined boundary, which they felt may affect the accuracy of information presented on the record.

Concern was also raised about the relationship between designation datasets and the NMR and it was felt that the boundaries between these resources need to be clearly identified and defined.

### **6.3 Questionnaire feedback**

The education audience represented 6.5% of those who completed the questionnaire. The following conclusions have been drawn from questionnaire analysis.

- Resources used by the education audience are Images of England (76.5%), HERs (64.7%) and Record Offices (58.8%)
- When searching for information online, the most common search methods used by the education audience are text based search boxes (88.2%) and map based searching (64.7%)
- The aspects of records which are of most value are descriptive text information (88.2%) and images (88.2%), followed by maps (82.4%)
- Education users are mostly satisfied (35.3%) with the current access to designation information
- 43.8% felt that the register would change the way they work or carry out research, while 50% stated that they were unsure if the register would result in a change
- Ranking of priorities for searching the register were given as follows (four of the top five options were ranked equally):
  1. Search by local authority boundary
  2. Dynamic map search
  2. Search by record type
  2. Static map based search
  2. Search by architect
- Ranking for the return of records from the education audience followed the same trend as the overall responses:
  1. By relevance to search term
  2. By geographic area
  3. By comparable date/period
  4. By comparable monument/site
- Aspects of the records available to view on the register were given the following order of priority:
  1. Map
  2. Location information
  3. Listing grade
- The most important methods of viewing the data on the register were by text information online, downloading records in report format, and a combination of viewing options (each with 88.2%).
- The education audience would use the data on the register mostly for area specific research (100%), and monument/site specific research (94.1%)
- 82.4% would choose to print the data on the register, while 75% would save it to desktop.
- Most respondents (58.8%) were unsure of the extent to which they would be exposed to resources they would not have normally searched for
- 58.8% of the education audience would like to access the register via a standalone website, while 29.4% would favour access through an existing website. 29.4% also suggested 'other' means of access, which mostly related to GIS access.

## **7.0 GENERAL**

### **7.1 Introduction**

The general audience was consulted with through two focus groups as well as the online questionnaire.

### **7.2 Focus group feedback**

Participants at the focus groups included local historians, amateur researchers, and academic researchers. Some of the focus group participants were recruited through the Black and Asian Studies Association (BASA) and, where appropriate, the views of these individuals are emphasised within the feedback summary below.

#### **7.2.1 Current access to designation information**

Sources of information used by the general audience included a mix of online and offline resources. Websites which were used included Images of England, used by independent researchers for mapping the area, viewing images of churches and of listed buildings. A local historian has made use of the English Heritage website for information on Parks and Gardens, as well as Britarch. Google Earth was also identified as a resource for finding information.

Offline resources used were county record offices, libraries (particularly the London Public Library) and the NMR.

The general audience did not identify any particular issues with their current access to information.

#### **7.2.2 Impact of the register**

Focus group participants were happy with the resources they currently use. As such, they did not feel that the register would have a significant impact on the research which they carry out. It should be noted, however, that these views were expressed by a small group.

BASA representatives stated that the impact of the register was difficult to assess without first addressing issues with the content of the records. It was stated that there are a number of areas in which the content of listed building records do not fully reflect Black and Asian history associated with the properties. Unless these issues are addressed, the impact of the register would be meaningless from their point of view.

### **7.2.3 Searching**

Methods of searching the register were discussed with reference to comparable websites which work well. Searching by county, by type of monument type and by period were methods which local historians would use. It was suggested that a location search could include a search by county, which is then sub divided into smaller areas such as towns or villages. However, it was felt that too many drop down menus should be avoided and that text search boxes are often more effective. A key word search would be appropriate, reflecting the search requirements of the individual.

The search structure used by the National Archives and the British Library database were seen to work well and similar structures were suggested for the register. Google Earth is also good as it allows the user to search on both a micro and macro scale.

It was recognised that different users will have different requirements, so the introductory page should provide a definition of each designation and direct users to the records based on their own requirements.

### **7.2.4 Return of records**

It was felt that the register should provide access to good quality first edition Ordnance Survey maps, as these are currently not in one place and are not consistent. It is also important that the register provides references to other designated sites and monuments in an area, as this provides a clearer picture of a site.

The structure used to return search records on Images of England was seen to work well, and a similar structure for the register was suggested. It was also suggested that different levels of information could be provided for general users, historians and academics.

### **7.2.5 Use of records**

If participants were to use the register, they stated that they would want to be able to view a hard copy of the information returned. Contextual information should also be available through reference to relevant sources of published information. The information available should be as comprehensive as possible. There should also be an option for user feedback to be given on particular sites and records included in the register.

For BASA representatives, the content of the records is of concern. Currently there is not enough information available with regard to the Black and Asian issues linked to designation sites and buildings. This information is not available in the public realm and as such is not mentioned in the history of many English Heritage sites. It was stated that this information needs to be drawn out so that the history of these sites is more inclusive and this issue should not be looked at in isolation as it is part of British History. For BASA

representatives, therefore, the content of the records is an issue which needs to be addressed before considering how the records may be accessed or used.

#### **7.2.6 Access**

It was agreed that the most appropriate method of accessing the register was through a standalone website, but with links to other sites such as the main English Heritage site. Users should be able to find the register through Google. It was felt that there should be links to other references on the designated sites so that people can access as much or as little additional information as they require.

#### **7.2.7 Promotion**

In terms of promoting the register to independent researchers and historians, it was felt that links to other sites, such as Images of England, would be appropriate. It could also be promoted through local history organisations' newsletters and publications and through contact with a network of local history or archaeological societies.

Academics should be targeted through university websites. Links to activities such as Heritage Open Days may also increase awareness of the register.

#### **7.2.8 Other Issues**

BASA representatives stated that English Heritage should use the development of the register as an opportunity to address the historical aspects which are currently missing from designated information records. The register would therefore provide English Heritage with an opportunity to diversify its audience.

### **7.3 Questionnaire feedback**

The questionnaire included responses from those who classed themselves under 'academic research' (18.8%) and 'amateur research' (5.8%). As each of these groups may have distinct needs, responses have been analysed separately and are presented as such below.

#### **7.3.1 Academic research**

- Images of England (77.6%), HERs (55.1%) and Record Offices (55.1%) are the most commonly used resources.
- Academic researchers search for information mostly using text based search boxes (87.8%)
- Descriptive text information (81.6%) and images (79.6%) are the most important aspects of records
- Academic researchers indicated that they are satisfied (49%) with the current access to designation information

- 45.8% felt that the register would change the way they work, while 6.3% felt it would not and 47.9% were unsure.
- The priority search functions for academic researchers were:
  1. Search by village/town/city
  2. Dynamic map search
  3. Free text search
- The priority for return of records is that they are sorted by relevance, followed by returns by geographic area
- Priorities for viewing aspects of the records on the register were:
  1. Map
  2. Location information
  3. Architectural history
- Academic researchers would like to view the data mostly through text information online (91.8%) and maps online (85.7%)
- The most common uses which would be made of the data are to carry out monument or site specific research (91.8%) or area specific research (85.7%)
- The most popular methods of storing data from the register would be by printing (79.6%) and downloading data (73.5%)
- 32.7% of academics felt that the register would widen their access to resources, while 55.1% were unsure whether or not this would be the case
- The majority (65.3%) of academic researchers would like to access the register through a standalone website, while 26.5% would like to access it through a portal such as Heritage Gateway

### **7.3.2 Amateur research**

- The most common resources used by amateur researchers are Images of England (80%) LBOonline (60%) and Heritage Gateway (60%)
- Text based search boxes are the most popular search methods used by amateur researchers (93.3%)
- The aspects of records of most value to amateur researchers are descriptive text information (80%) and listing grade (80%)
- 33.3% of amateur researchers are satisfied with current access although 40% stated that they are neither satisfied nor unsatisfied
- 46.7% felt that the register would change the way they carry out research
- Priorities for search functions on the register:
  1. Dynamic map search
  2. Free text search
  3. Search by record type
- The priority for return of records is that they are sorted by relevance, followed by returns by geographic area
- The aspects of the records of most importance are prioritised as follows:
  1. Listing grade
  2. Map

3. Location information

- The preferred methods of viewing data on the register are through text information online (93.3%) and maps online (93.3%)
- Amateur researchers would use the data on the register mostly for areas specific research (100%) and monument/site specific research (94.1%)
- Storage of the data would be mostly by saving to desktop (86.7%) or by printing (80%)
- 53.3% felt that they would be exposed to resources they would not normally search for
- An equal proportion felt that the register should be accessed through a stand alone website and through a portal such as Heritage Gateway (46.7%)



## **8.0 ENGLISH HERITAGE STAFF**

### **8.1 Introduction**

Staff representatives from English Heritage attended a focus group in York and provided responses to the online questionnaire. This section summarises their views on the register.

### **8.2 Focus group feedback**

The focus group was made up of representatives from the English Heritage York office, including Heritage Protection, Planning and Development and the Territory Data Coordinator.

#### **8.2.1 Current access to designation information**

The main sources of information used included internal datasets such as LMS, LBS and RSM, as well as GIS for research and mapping of areas. Other resources mentioned were the Buildings at Risk Register, the Register of Parks and Gardens and Concase, through which they open other resources such as LBOonline. MAgiC and Google Earth are also used.

Information on the datasets is used to provide statutory advice for local authorities, or the Secretary of State, in relation to listed building consent requests. It is also used to provide inheritance tax advice for HM Customs and advice to other English Heritage departments. It can also be used to respond to general queries from local groups, to track the progress of their own work and to help in creating and updating the records.

In terms of issues with current access, there is no single point from which to access information, and no single way of querying a wide variety of datasets. Heritage Gateway helps somewhat, but it still refers to a number of data sources. It was felt that there is not enough overlap across the information, e.g. cross referencing parish boundaries with conservation areas. There is also no way of uploading your own information in order to use it within the search system.

The group made specific reference to the issues with the current method of searching the datasets, stating that the search functions on some of the systems can be hit and miss, taking the search terms too literally.

It was pointed out that staff need to be able to trust the reliability of the searches, but there are times when they do not have confidence in the results which are returned. Searching across a number of datasets would be preferable, and would allow the user to trust the information more.

### **8.2.2 Impact of the register**

In relation to the impact which the register may have on their work, it was felt that the register may not impact on the type of work carried out by staff, as the data will remain the same. However, the way of working may be affected. As such it may speed up work processes by providing access to information in one place. This would be the case if the register is flexible enough to answer all queries, allowing searches on a number of variables in one location.

From a staff point of view, the register may not change day to day roles, as the content of the data will not necessarily change. However, the ability to interrogate the data more easily will provide a more efficient way of working.

### **8.2.3 Searching**

Staff stated that the register should allow them to interrogate the description search, so that a search can be performed for more than location. Other methods of searching should include: by grid reference; by architect by building type: by local authority, regional boundary, or parliamentary constituency. The search should recognise listed building numbers and unique identifiers

Map based searching would also be required, including GIS layers. For staff purposes, the search function should be adequately tied with the existing business management systems. As such, links from internal GIS to the register entry would be useful.

It was acknowledged that all users may have different search requirements, so there should be as many options available as possible. There should be the option of a simple search as well as an advanced search. It was suggested that prompt boxes are used to guide users on how to navigate the search functions, and to explain what the site can and cannot do. There could also be a quick reference guide available for a number of potential methods of using the site.

### **8.2.4 Return of records**

Staff stated that records should be returned in the form of a list, which you can then click on to access the full record. Mapped information should be made available, potentially similar to Google Earth, particularly for Battlefield information. It was felt that Images of England is useful because it includes images as well as listing descriptions and that this approach may be useful for the register.

The register needs to make clear what information is available, including a clear distinction between the statutory information and the explanatory information. Linkages from the register to other sources, which may provide images, would also be useful.

Staff should be able to understand the thought processes behind the designation entry and should therefore be access to information explaining the process, which is not necessarily available to public users.

#### **8.2.5 Use of Records**

Staff felt that it would be useful to be able to export data into other formats, allowing them to view a list of results which can be taken off and put onto Excel. Availability of hard copy information is important, in addition to web resources.

It was stated that the efficiency of a single register would address the current lack of clarity about the sources of information available. Having public access to the register would reduce the resources spent by English Heritage responding to public enquiries.

#### **8.2.6 Access**

When asked the most appropriate way to provide access to the register, participants felt that development of a stand alone website was the most preferable option. It was also noted that internal access for staff may need more sophisticated functioning than for the public. There could be layers of access developed, depending on the user, including one for public, one for staff, and one for staff access to update and add to the records.

#### **8.2.7 Promotion of the Register**

The group felt that there should be links on the English Heritage website, with a clear explanation of what the register is and who it is for. It was also suggested that information on the register should be included on all relevant English Heritage information, including promotional information at EH properties. It will also be important to inform local authorities and amenity societies

#### **8.2.8 Other Issues**

Staff felt that there may be an issue in relation to some of the information being in the public domain. All owner/occupiers would need to be informed that information will be placed on the register.

#### **8.3 Questionnaire feedback**

26.2% of the questionnaire respondents were made up of English Heritage staff. Their views are summarised below:

- Of the resources used by staff, the most commonly used is Images of England (72.1%). 50% responded 'other' and referred mostly to internal systems such as GIS, LMS, LBS and the AMIE database

- The most commonly used search methods by staff are text based search boxes (79.4%) and map based searching (70.6%)
- Aspects of records of most importance to staff are descriptive text information (85.3%), maps (75%) and location information (70.6%)
- Most staff stated that they are satisfied with current access (47.1%)
- 45.6% of staff respondents felt that the register would change the way in which they work
- The most important priorities in relation to the search function of the register are as follows (two of the top three were ranked equally):
  1. Dynamic map search
  1. Free text search
  3. Search by village/town/city
- As with the overall survey sample, staff ranked the methods of return records as follows:
  1. By relevance to search term
  2. By geographic area
  3. By comparable date/period
  4. By comparable monument/site
- Priorities for aspects of the records available on the register were:
  1. Maps
  2. Listing grade
  3. Location information
- Staff would like to view the data on the register mostly through text information online and maps online (91.2% for each)
- The most common use which staff would make of the data is area specific research (79.4%) followed by monument/site specific research (75%)
- Staff are most likely to print the data available on the register (83.8%) or save it to desktop (75%)
- When asked if the register would provide access to other resources, 60.2% of staff were unsure, while 32.4% felt that it would
- 55.9% of staff favour a stand alone website while 29.4% feel it should be accessed through a portal

## **9.0 CONCLUSIONS AND RECOMMENDATIONS**

### **9.1 Introduction**

This section outlines the conclusions which have been reached as a result of the research. The key messages which have been made by all audiences consulted are summarised, referring to both focus group and questionnaire research. In responses to feedback from consultations, recommendations are made as to the most appropriate approach to be taken which each of the audiences targeted in the research.

### **9.2 Key messages from consultation**

The report has provided an outline of the specific feedback received from each audience consulted. In addition to individual needs of each group, common themes can be identified which provide an indication of the overall user requirements for the register.

Current access to designation information varied across the groups consulted, but commonly used resources for work and research included Images of England, LBOonline and HERs. Satisfaction with the current access to designation information varied and some groups more than others recognised that the register would have an impact on the way in which they work or carry out research. All audiences recognised that the proposed register was a positive idea and that it would lead to a number of benefits for potential users.

Audiences highlighted two different requirements for accessing the register. There is a requirement for access to statutory data alone with more detailed search and display functionality available and there is also a requirement to access statutory data in conjunction with other resources through portals such as the Heritage Gateway. In terms of search functionality, the consensus was that there should be as many options as possible to reflect the requirements of as many potential users as possible. As such it was suggested that the Register should be accessible via a combination of text based and map based searches, with the ability to choose search terms and the type of information that should be returned. The main message was that there should be flexibility in the search function.

In terms of the results of the search which would be made on the register, these should be sorted by relevance to the search term used. It was recognised, however, that relevance may depend on the individual user. As with the search method itself, it was felt that the return of records should allow a degree of flexibility in terms of the information which is presented, possibly through different layers of information being made available depending on the user's needs. It was also felt that information should be returned in a combination of text and map based formats. Audiences consulted indicated a need for data on the register to be made available in polygon format.

The audiences consulted felt that the register should provide the option of downloading information in a range of formats. This could include downloading data in report format, or exporting information into other formats such as GIS or Excel. The technical requirements of each user will vary depending on their needs, but the overall message was that a number of options for downloading the information should be available.

In terms of the most important aspects of the records which may be held on the register, the common theme was that listing grades and maps were the priority. Other aspects of the records which were viewed as important include location information, designation information and architectural records. Many participants also felt that provision of information on conservation areas, if possible, would be of benefit to them.

The end use to which the data on the register would be made will vary depending on the user and their requirements at the time, but the overall message was that area based research and monument or site specific research would be most common uses for the information.

Reflecting the fact that there may be specific requirements from each type of user, it was felt that different levels of access should be available on the register. This could therefore direct, for example, commercial users, planners, researchers and English Heritage staff to different types and levels of information reflecting their needs.

All audiences felt that it is important that the register provides as accurate and up to date information as possible. It was felt that this would help the register to be viewed as a trustworthy source of information.

All audiences also felt that there should be an opportunity for users to comment or provide feedback on the content of the register. Views on the extent to which this should be available varied across the groups, but there was agreement that the option should exist.

### **9.3 Approach to audiences**

The points outlined above have been identified as common themes across all audiences consulted. Each audience, however, had its own views on the register and demonstrated specific requirements as to its function and operation. As such, audiences can be categorised into three groups: those with clear requirements and demand; those with whom further consultation is required; and those for whom further audience development activity will be required.

#### **9.3.1 Audiences with clear requirements and demand**

Both the commercial and planning audiences felt that the register would potentially impact on the way they work and that it would be of benefit to them. Both groups, therefore,

expressed a willingness to make use of the register and demonstrated a demand for the resources the register could provide. As well as making clear the demand for the register, the commercial and planning audiences also had specific requirements which they made clear in the consultations:

- The ability to explore records using dynamic maps, including the ability to switch layers on and off
- The need for curtilage to be defined clearly, in contrast to the current lack of detail on this issue
- Compatibility with user systems, including the option of uploading information (such as shape files) and downloading data on a variety of formats including users' GIS
- The ability to save previous searches and results for future access
- Links from the register to external resources, such as reports and information on planning history

The specific requirements, in addition to the core messages from all audiences, would help to address the needs of the commercial and planning audiences for whom the register would meet an existing demand.

### 9.3.2 Audiences which require further consultation

Local authority representatives indicated that the register would provide a number of benefits, but that they would not necessarily be end users of the information it contains. This is not to suggest that the register would have no impact on them, but that they may view themselves more as stakeholders than users of the register. Both local authority archaeologists and conservation officers expressed a desire to be involved in the update of records and the provision of information to inform the content of the register.

Further consultation with local authority representatives will therefore be required to clarify their role in relation to the content and upkeep of the register, and to ensure the relationship between English Heritage and local authorities is clear.

### 9.3.3 Audiences which require further audience development activity

The remaining audiences did not demonstrate as great a demand for the register as the planning and commercial audience, and their requirements were less specific.

**English Heritage** staff acknowledged that the register may change the efficiency of their work, but did not feel that the end use of the data on the register would be significantly different than it is currently.

The **education audience** felt that the register was a positive idea and that it could have benefits to particular research projects and studies. Their requirements, however, related

more to the supporting information which the register might provide rather than the content of the designation records.

**General users**, including **amateur researchers** and **academics**, did not identify significant issues with the current access to information. Again, this audience recognised the benefits of the register but largely did not feel it would change the way they currently research. Representatives from BASA indicated that the content of records in relation to Black and Asian history needed to be addressed before the register would have any impact on them.

These audiences recognise the potential benefits of the register and have expressed views on the most appropriate function to suit their needs. Additional audience development activity is required, however, to engage with these groups further and if appropriate to clarify their demand for the register and how they would use it, and ensure that it meets their requirements as much as possible.

#### **9.3.4 Summary of conclusions and recommendations**

The conclusions and recommendations outlined in this section are summarised in the following table:

TABLE 9.1 SUMMARY OF RECOMMENDATIONS		
Audience	Conclusion	Recommendation
General Recommendations		
All - Access	Expectations of access to the register varied	Access to statutory data alone with more detailed search and display functionality
		Access to statutory in conjunction with other resources (e.g. Heritage Gateway)
All - Searching	Range of requirements for searching the register	Incorporate as many search functions as possible, including: <ul style="list-style-type: none"> <li>• Text based searching</li> <li>• Map based searching</li> <li>• Ability to choose search terms</li> <li>• Ability to choose the type of information to be returned</li> </ul>
	Search results should be sorted by relevance, which may depend on the individual user	Return of records should allow degree of flexibility. Layers of information available depending on users' requirements
	Range of requirements for format of search returns	Combination of text based and map based search returns Data available in polygon format.
All - Use of data	Requirement for downloading information from the register	Allow information to be downloaded in range of formats (e.g. Excel, GIS)

TABLE 9.1 SUMMARY OF RECOMMENDATIONS		
Audience	Conclusion	Recommendation
	Range of potential uses, with range of requirements from users (Area and site specific research most common potential uses)	Provide different levels of access to information, directing users to the most appropriate content for their needs
All – General	The register should be viewed as a trustworthy source of information	Ensure information is as up to date and accurate as possible
	Potential users may wish to comment or provide feedback on the register	Investigate possible means of allowing user comments and feedback functions
<b>Audience Specific Recommendations</b>		
Commercial	Register will have an impact on the way they work and will be of benefit to them. Both audiences have clear requirements for the register and demonstrate demand for it.	Address specific requirements from the register: <ul style="list-style-type: none"> <li>• Dynamic map based searching</li> <li>• Defined curtilage</li> <li>• Compatibility with users' systems</li> <li>• Ability to upload information (e.g. shape files)</li> <li>• Ability to download data in variety of formats (e.g. GIS)</li> <li>• Ability to save previous searches and results</li> <li>• Links to external sources</li> </ul>
Planning		
Local Authority Archaeologists	Acknowledge the importance of the register and the potential benefits, but are unclear as to how it will change the way they work.	Carry out further consultation with local authorities to clarify their expectations from the register and clarify the relationship with English Heritage
Local Authority Conservation Officers		

<b>Audience</b>	<b>Conclusion</b>	<b>Recommendation</b>
English Heritage Staff	The register may create efficiency but the end use of data may not change significantly	Carry out additional audience development activity to engage with these groups and clarify: <ul style="list-style-type: none"> <li>• Demand for the register</li> <li>• How they would use the register</li> <li>• How the register can meet their requirements</li> </ul>
Education	Register could benefit particular research projects and studies but requirements are mainly in relation to supporting information	
General	No significant issues with current access and the register may not significantly change the way they work	



APPENDIX A

QUESTIONNAIRE ANALYSIS



## QUESTIONNAIRE ANALYSIS

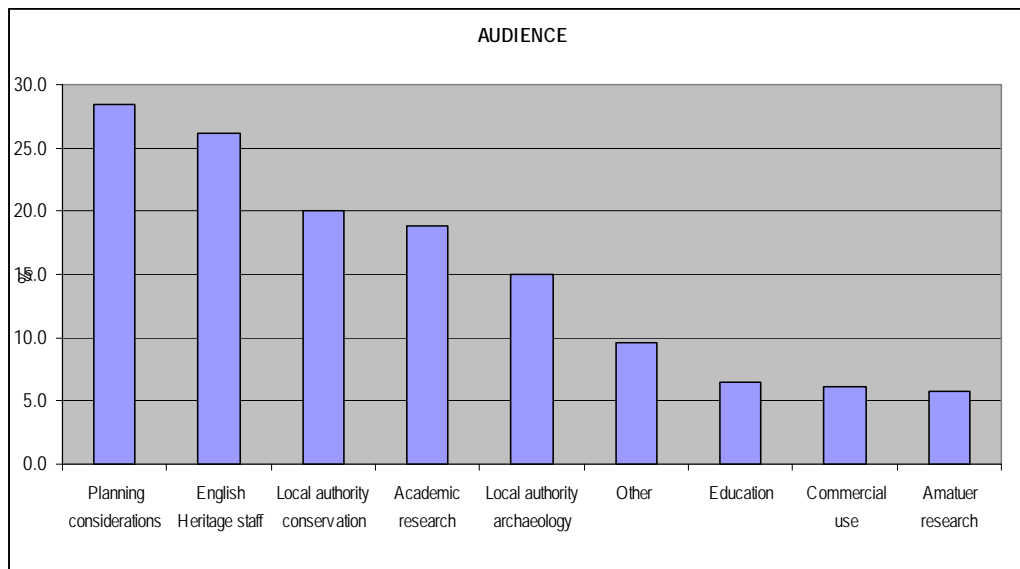
### Introduction

The online questionnaire was made available from 17<sup>th</sup> March until 18<sup>th</sup> April. During this time a total of 167 responses were collected. Responses have been analysed and presented for the overall survey sample and for each audience. Responses to each question are presented in tabular and graph form. A summary of the questionnaire feedback provided by each audience is also presented in the relevant sections of the main body of the report.

It should be noted that all questionnaire analysis is based on the percentage of responses to each answer within the question. As the majority of the questions were capable of multiple responses, each respondent could therefore provide more than one answer and the overall percentage may total more than 100%.

The breakdown of audiences which responded to the questionnaire is demonstrated below:

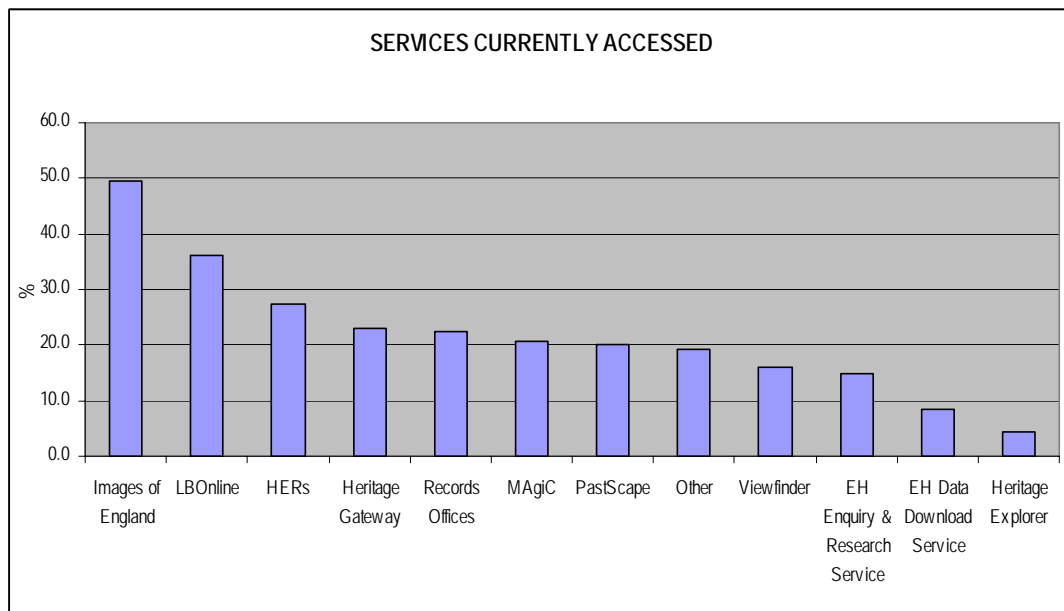
AUDIENCE BREAKDOWN	
Audience	%
Planning considerations	28.5
English Heritage staff	26.2
Local authority conservation	20.0
Academic research	18.8
Local authority archaeology	15.0
Other	9.6
Education	6.5
Commercial use	6.2
Amateur research	5.8



## Current access

Respondents were asked to state which services they currently access. Responses for the overall sample are illustrated below:

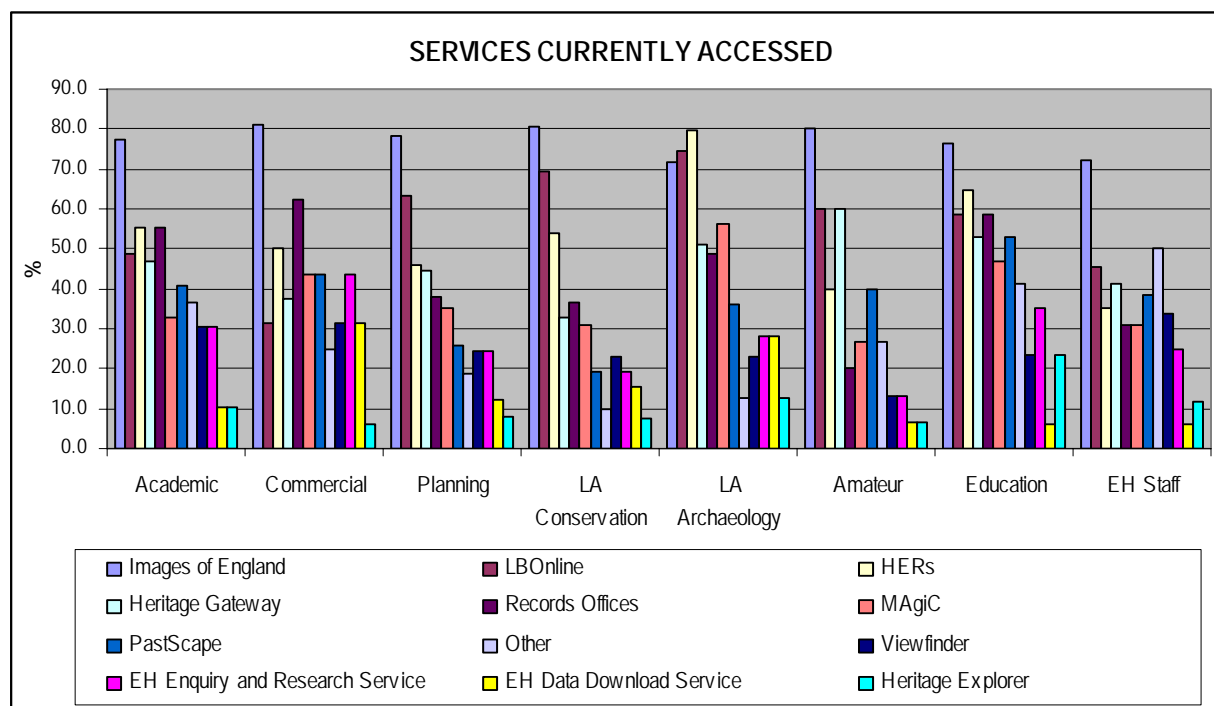
SERVICES CURRENTLY ACCESSED	
Response	%
Images of England	49.6
LB Online	36.2
HERs	27.3
Heritage Gateway	23.1
Records Offices	22.3
MAGiC	20.8
PastScape	20.0
Other	19.2
Viewfinder	16.2
EH Enquiry and Research Service	15.0
EH Data Download Service	8.5
Heritage Explorer	4.2



As shown in the table and graph above, the most commonly used resource is Images of England, which is followed by LBOnline and HERs. The least frequently used resources are Heritage Explorer, the Data Download Service and the English Heritage Enquiry and Research Service.

Services used by each audience are shown in the table and graph that follow:

SERVICES CURRENTLY ACCESSED								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
Images of England	77.6	81.3	78.4	80.8	71.8	80.0	76.5	72.1
LBOonline	49.0	31.3	63.5	69.2	74.4	60.0	58.8	45.6
HERs	55.1	50.0	45.9	53.8	79.5	40.0	64.7	35.3
Heritage Gateway	46.9	37.5	44.6	32.7	51.3	60.0	52.9	41.2
Records Offices	55.1	62.5	37.8	36.5	48.7	20.0	58.8	30.9
MAGiC	32.7	43.8	35.1	30.8	56.4	26.7	47.1	30.9
PastScape	40.8	43.8	25.7	19.2	35.9	40.0	52.9	38.2
Other	36.7	25.0	18.9	9.6	12.8	26.7	41.2	50.0
Viewfinder	30.6	31.3	24.3	23.1	23.1	13.3	23.5	33.8
EH Enquiry & Research Service	30.6	43.8	24.3	19.2	28.2	13.3	35.3	25.0
EH Data Download Service	10.2	31.3	12.2	15.4	28.2	6.7	5.9	5.9
Heritage Explorer	10.2	6.3	8.1	7.7	12.8	6.7	23.5	11.8

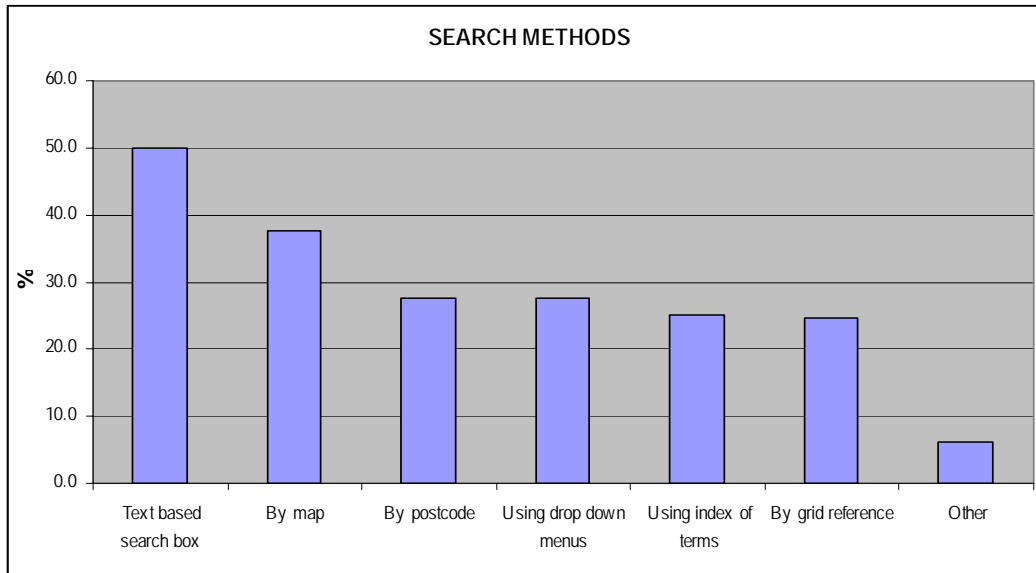


Most audiences follow a similar trend as the overall sample, with Images of England being the most commonly used resource in all audiences with the exception of local authority archaeologists. Archaeologists mostly make use of HERs and do so more than other audiences.

### Current search methods

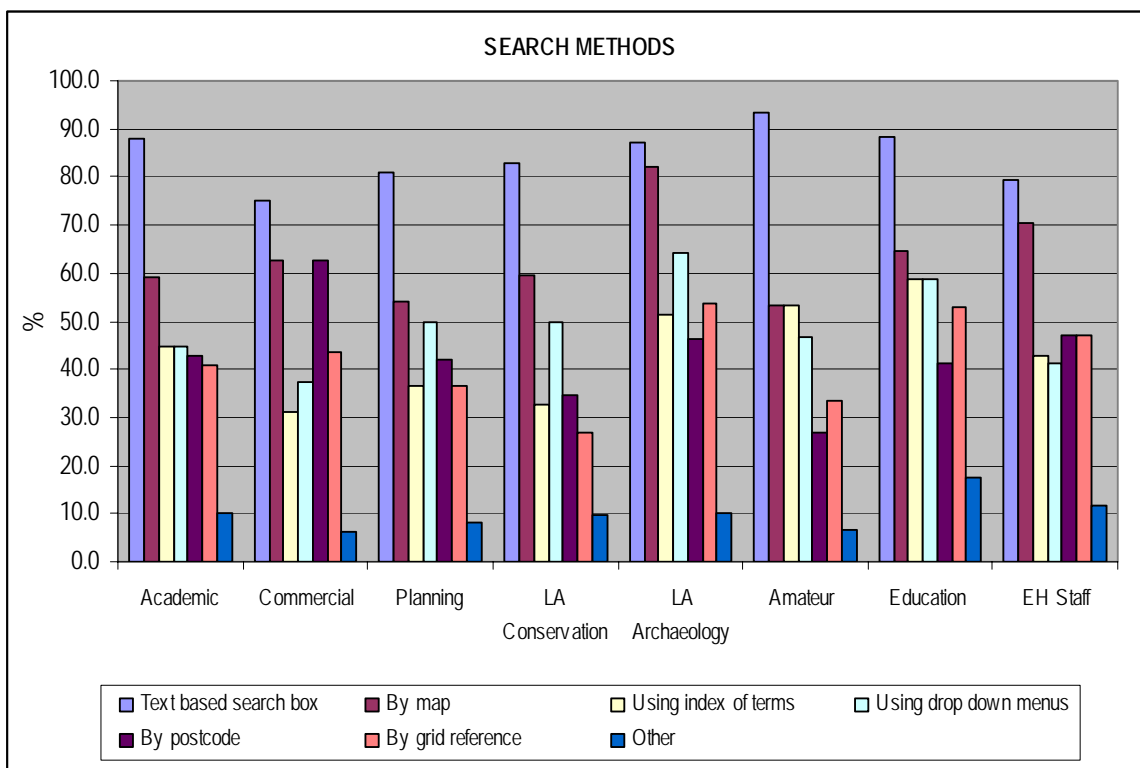
The most commonly used search method by questionnaire respondents are text based search boxes, followed by map based searching. Percentages for each option are demonstrated in the table below and illustrated in the graph which follows:

SEARCH METHODS	
Response	%
Text based search box	50.0
By map	37.7
By postcode	27.7
Using drop down menus	27.7
Using index of terms	25.0
By grid reference	24.6
Other	6.2



Search methods used are presented in relation to each audience in the next table and graph. The two most common search methods for each audience are text based search boxes followed by map based searching. Commercial users are more likely to use post code searchers, while local authority archaeologists make use of drop down menus more so than other audiences.

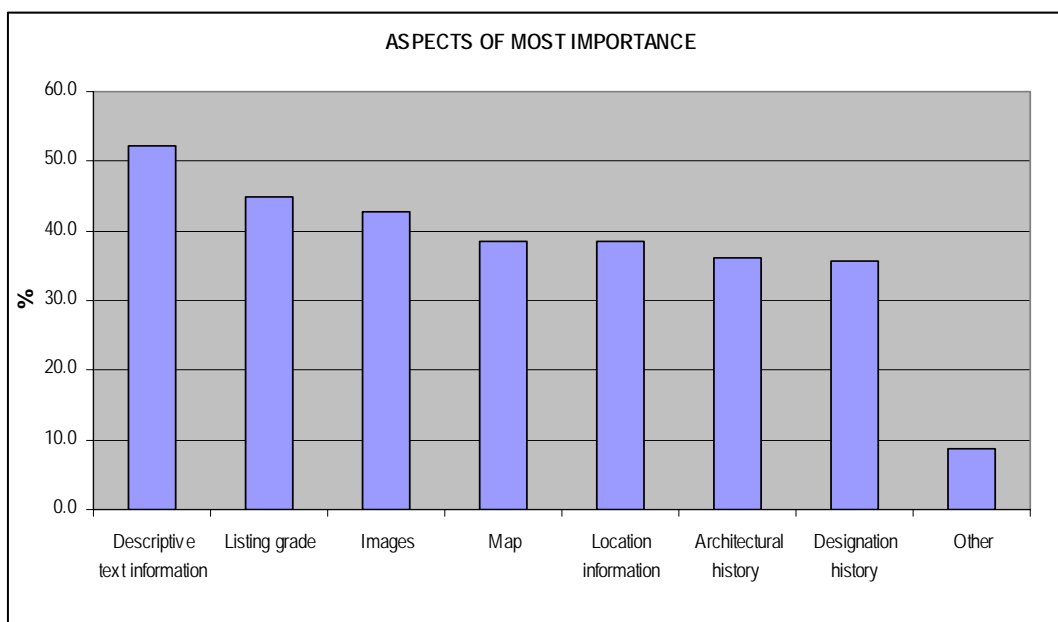
SEARCH METHODS								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
Text based search box	87.8	75.0	81.1	82.7	87.2	93.3	88.2	79.4
By map	59.2	62.5	54.1	59.6	82.1	53.3	64.7	70.6
Using index of terms	44.9	31.3	36.5	32.7	51.3	53.3	58.8	42.6
Using drop down menus	44.9	37.5	50.0	50.0	64.1	46.7	58.8	41.2
By postcode	42.9	62.5	41.9	34.6	46.2	26.7	41.2	47.1
By grid reference	40.8	43.8	36.5	26.9	53.8	33.3	52.9	47.1
Other	10.2	6.25	8.1	9.6	10.3	6.7	17.6	11.8



### Most important aspects of records

In relation to the current records which they make use of, respondents were asked to state what aspects of the records were of most value to them. As shown below, the most popular responses were descriptive text information, followed by listing grade and images.

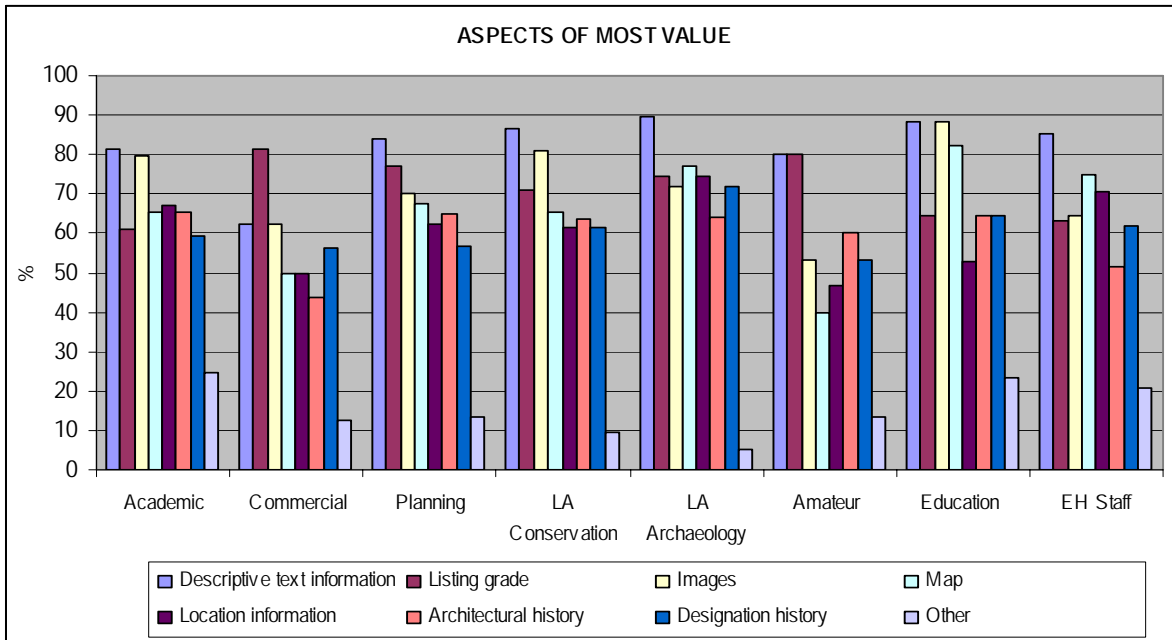
ASPECTS OF MOST IMPORTANCE	
Aspect	%
Descriptive text information	52.3
Listing grade	45.0
Images	42.7
Map	38.5
Location information	38.5
Architectural history	36.2
Designation history	35.8
Other	8.8



Variations in responses by each audience which are worthy of note include:

- Descriptive text information is most important to all audiences with the exception of the commercial group, for whom listing grade is the most important aspect of the records
- Images are of most importance to education users, academic researchers and conservation officers
- Designation history information is more important for archaeologist than for other audiences

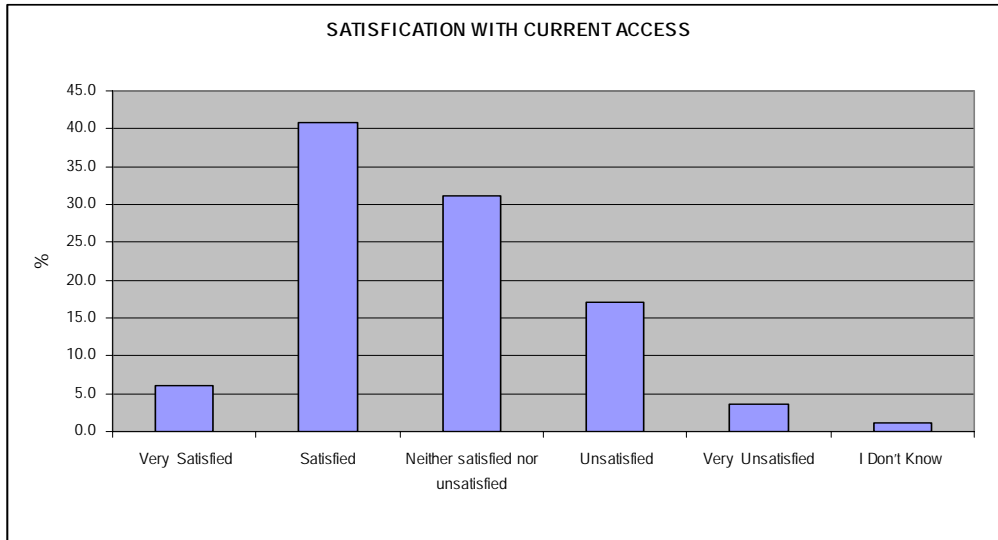
ASPECTS OF MOST IMPORTANCE								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
Descriptive text information	81.6	62.5	83.8	86.5	89.7	80.0	88.2	85.3
Listing grade	61.2	81.3	77.0	71.2	74.4	80.0	64.7	63.2
Images	79.6	62.5	70.3	80.8	71.8	53.3	88.2	64.7
Map	65.3	50.0	67.6	65.4	76.9	40.0	82.4	75.0
Location information	67.3	50.0	62.2	61.5	74.4	46.7	52.9	70.6
Architectural history	65.3	43.8	64.9	63.5	64.1	60.0	64.7	51.5
Designation history	59.2	56.3	56.8	61.5	71.8	53.3	64.7	61.8
Other	24.5	12.5	13.5	9.6	5.1	13.3	23.5	20.6



**Satisfaction with current access**

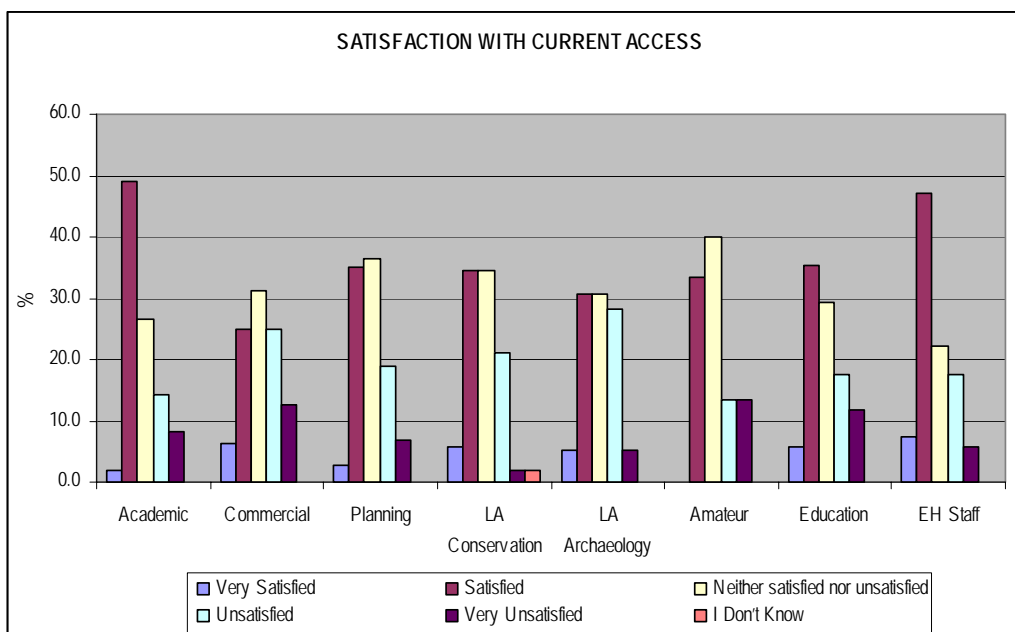
When asked how satisfied they were with the current access to designation information, the following responses were given:

SATISFACTION WITH CURRENT ACCESS	
Response	%
Very Satisfied	6.1
Satisfied	40.9
Neither satisfied nor unsatisfied	31.1
Unsatisfied	17.1
Very Unsatisfied	3.7
I Don't Know	1.2



Satisfaction levels were highest among academic researchers and English Heritage staff, and lowest among commercial users and local authority archaeologists, as illustrated in the following table and graph.

	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
Very Satisfied	2.0	6.3	2.7	5.8	5.1	0.0	5.9	7.4
Satisfied	49.0	25	35.1	34.6	30.8	33.3	35.3	47.1
Neither satisfied nor unsatisfied	26.5	31.3	36.5	34.6	30.8	40.0	29.4	22.1
Unsatisfied	14.3	25	18.9	21.2	28.2	13.3	17.6	17.6
Very Unsatisfied	8.2	12.5	6.8	1.9	5.1	13.3	11.8	5.9
I Don't Know	0.0	0	0	1.9	0.0	0.0	0.0	0.0



## Impact of the register

To assess the potential impact of the register respondents were asked to state what the register should allow them to do with designation information which they are not currently able to do. This question was structured to allow open ended responses rather than predefined options. Responses provided are summarised according to each audience (some participants classed themselves in more than one audience therefore responses may be repeated across groups):

### Academic Research

- Everything in one place (for example, full details of all Scheduled Monuments and Listed Buildings in a Registered Park and Garden) and the ability to cross reference
- Searching by grid reference, postcode, local area name, building type, date, architect and features
- User defined maps
- Easy to download information including onto Excel, CSV, DWG and PDF formats
- Relate information to modern and historic maps and integrate aerial photos with casework records
- Access to biographical information on architect or sculptor and information on rarity of buildings/structures
- Link with GIS so that locations of designated properties can be mapped
- Group buildings into relevant categories
- Up to date information without current level of confidentiality and better descriptions of the monuments
- Email updates when records within the country are revised would also be extremely useful.

### Commercial

- Online access to list descriptions and images which would speed up research and identification.
- Quick and simple access
- Images, brief construction information and architectural details are generally all I require as a starting point.
- Provide access to records on LBOonline
- Rapid access to modern and historic maps
- To inform environmental assessment process, we need accurate, up to date information regarding the presence, location and extent of listed buildings and scheduled monuments. It is essential that this information is available for GIS download and data can be incorporated into company systems.

### Planning

- Up to date information
- Search by postcode, local area name, grid reference, and the ability to cross reference searches
- Images and accurate maps with clear descriptions at an appropriate scale

- Explanation of building significance, including the reason behind its listing
- Access to management information
- Link to related sites
- Find exact addresses
- Export the listing data for use in a document
- Links the listing grade to the local planning department
- Links to funding applications and casework records

#### **Local Authority Conservation**

- All information within one holistic site with quick access
- Provide up to date data with clear descriptions
- Facility to search via grid reference and to cross reference searches
- Contain accurate mapping and definition of listed building curtilage
- Access to archaeology evolution/ excavation report via a detailed map
- Group individual buildings in relevant categories
- Get overview of practical heritage management issues for a designated landscape and its sub-components
- Integration with casework records
- Understand the local and national significance
- View drawings and photographs
- View live WMS and WFS data
- Ability to report errors on the records

#### **Local Authority Archaeology**

- Everything in one place
- Contain accurate mapping and clear descriptions, with ability to identify listed buildings and scheduled monuments on maps
- Maps at appropriate scale, e.g. 1:2500
- Facility to search by map, grid reference, town/village
- Images
- Download information quickly and easily, both text and GIS layer
- Search new and update records
- Scheduling information and access management information for scheduled monuments
- Get overview of practical heritage management issues for a designated landscape and its sub-components
- Integration with casework records
- Group buildings in relevant categories
- Receive email updates when information is revised
- Ability to report errors

#### **English Heritage Staff**

- Everything in one place including scheduled monument information and HER data
- Search by postcode, period, location

- Searching less sensitive to typos
- Searches to respond to specific questions, e.g. 'how many listed places are in X locality?'
- Search full range of designation assets in one search and access multiple records quickly
- Consistency in the search. Should be original building name and date to avoid confusion with changing names
- Show where you have already searched on GIS, e.g. highlight area already searched if searching for multiple sites
- Section on SMR /NMR numbers for cross reference
- View and print scaled maps and produce distribution maps
- Link to GIS. Ability to upload and download information
- Download designation and map data quickly and easily, in Excel or CSV formats. Direct e-mail of records.
- Provide EH and others with direct access to the register's equivalent of the current Arch Item data
- Immediate biographical access to architecture
- Understand what is fundamental to the extent of the asset
- Access consent history and planning history, aerial photographs, funding applications

#### **Amateur Research**

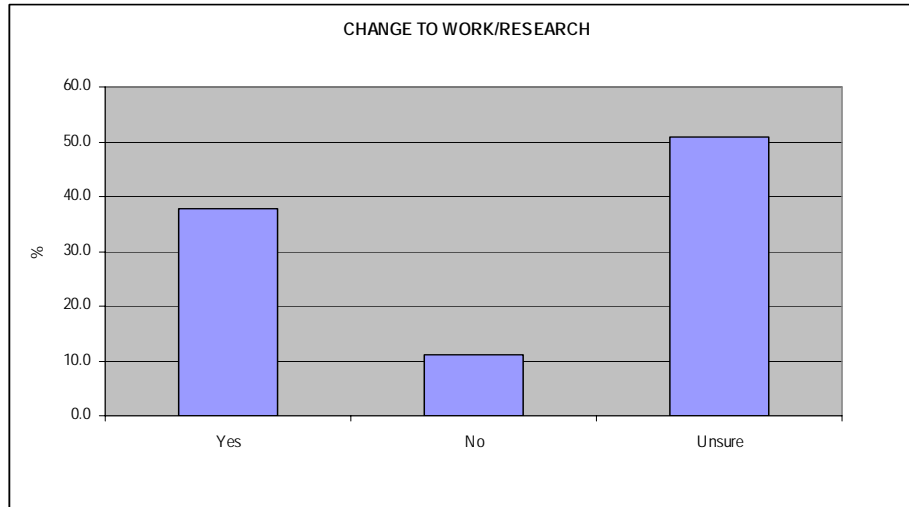
- Show everything related to particular area. Have features and areas shown not just dots
- Locate sites accurately and quickly
- Aerial photographs and images
- Contain a section with SMR/NMR numbers for cross reference
- Collate by town/village
- Download both text and GIS layer
- Have OS background with options for modern or old
- Understand local and national significance
- Receive email updates when revised

#### **Education**

- Accurate mapping with clear descriptions
- Images
- Search by map, grid reference and postcode
- Download information by text and GIS
- Receive emails updates
- Access to management information fro scheduled monuments
- Locate sites quickly and accurately
- Search on feature to assess rarity of the buildings
- Integration with casework records
- Access consent history and planning history
- Site and monument numbers

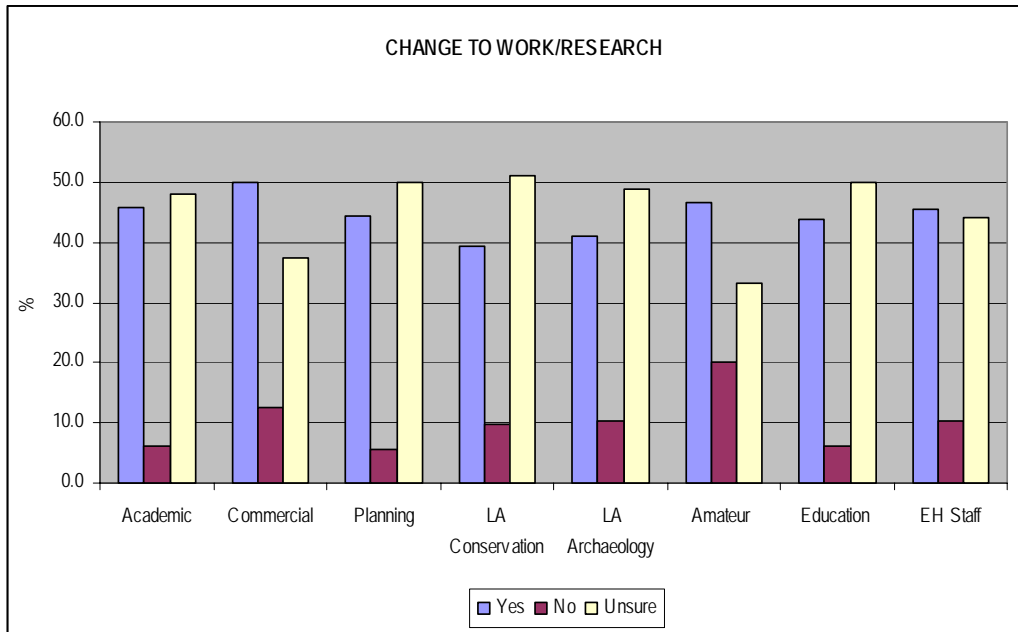
Respondents were also asked to state whether or not they felt the register would change the way in which they work or carry out research. The majority of respondents (50.9%) were unsure as to whether or not their work would change, but 37.9% felt that it would.

CHANGE TO WORK/RESEARCH	
Response	%
Yes	37.9
No	11.2
Unsure	50.9



The trend across all audiences is largely similar for this question, although commercial users were most likely to anticipate a change to the way they work.

CHANGE TO WORK/RESEARCH								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
Yes	45.8	50.0	44.4	39.2	41.0	46.7	43.8	45.6
No	6.3	12.5	5.6	9.8	10.3	20.0	6.3	10.3
Unsure	47.9	37.5	50.0	51.0	48.7	33.3	50.0	44.1



For those that answered 'yes', the questionnaire provided them with the opportunity to explain in what ways the register would change their work or research. Responses are presented for each audience below:

#### Academic Research

- Searching and obtaining information would be easier and quicker
- Speed research relating to sites within, e.g. Cornish Mining World Heritage Site
- If possible to download and receive alerts - it would increase speed at able to update own records
- If HER data included would provide fuller understanding
- It would provide a guaranteed source of information which the public can rely on
- It would become my first port of call
- Refer people to one site rather than a number of sites
- More precise information
- Enable me to contextualise and compile date in a more informed manner for better evaluation
- Worried it would make it change for the worse, as I have managed to make the old system work for me
- It may make designated sites more vulnerable to illicit looting

#### Commercial

- Would greatly increase the speed to update our own records
- Easier to access information
- Provide a guaranteed source of information on which the public can rely
- Compare a special site within context of others
- It would change the way we display information on our system

## Planning

- It would provide a 'one stop shop;
- Advice given to others more efficient and effective, reducing the need for a site visit
- Would search more often and waste less time
- Would increase the speed at which own records would be updated
- If HER data included would provide fuller understanding
- Easier and quicker to access information therefore saving time and money
- Allow me to narrow my search
- Provide a guaranteed source of information on which the public can rely
- Refer people to one site rather than a number of sites
- Local planning authority will be responsible for nationally designated archaeological monuments
- The way we handle our internal database design for systems
- Simplify statutory consent process
- Compare a special site within the context of others
- More inclined to seek out information for comparison purposes

## LA Conservation

- Make searching easier and quicker
- Would be able to refer owners directly to the site
- Ease of access
- Easier to refer other people to one site
- Compare a special site within context of others
- It would enable me to contextualise and compile data in a more informed manner for better evaluation.
- Provide software systems to English Heritage and others, so would want to address their new requirements

## LA Archaeology

- It would makes things quicker
- Advice more efficient and effective reducing the number of times they have to visit
- Would increase the speed at which own records would be updated

## English Heritage Staff

- Save time and easier to explain
- Likely to use other systems less
- Would provide fuller understanding for research and development control
- Requests for briefing will be easier
- Archival and library holdings
- Provide a guaranteed source of information which the public can rely on
- Everything I do will change to an extent
- Better evidence
- More effective

- The way we handle our internal database
- Assist in supplying information in usable format
- Alter the way I navigate systems
- Simplify statutory consent process

#### Amateur Research

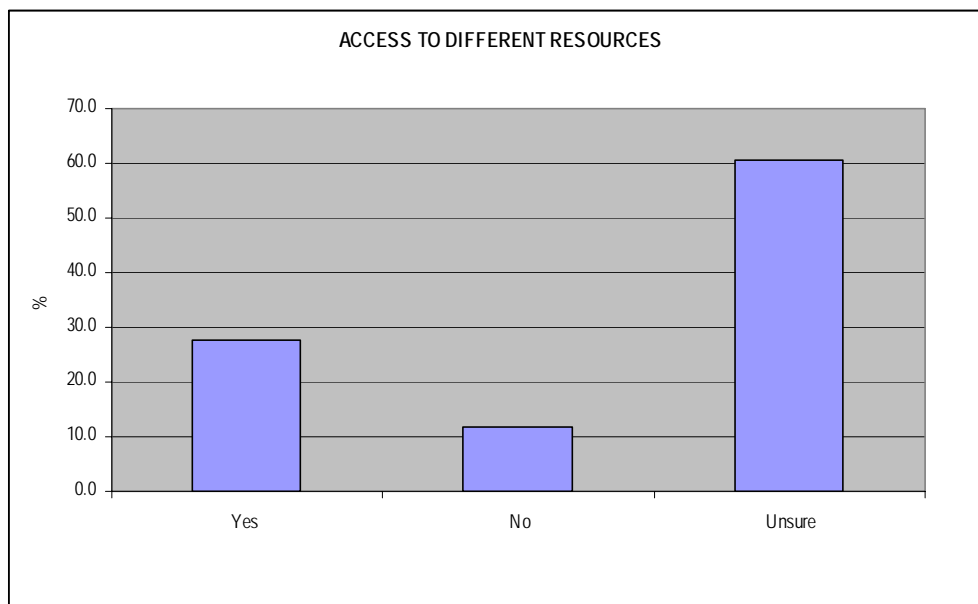
- Search more often and waste less time
- Be able to give a useful link to others
- Provide a guaranteed source of information on which the public can rely
- The way we handle our internal database design for other systems
- Assist in supplying information in a usable format
- Compare a special site within context of others

#### Education

- Save time and easier to explain
- It would be a 'one stop' source of information
- Would become first port of call
- More helpful and precise

Respondents were asked whether or not they felt the register would provide them with access to resources which they would not normally look for. The majority were unsure whether or not this would be the case (60.5%), but 27.8% felt that they would be exposed to other resources through the register.

ACCESS TO DIFFERENT RESOURCES	
Response	%
Yes	27.8
No	11.7
Unsure	60.5



Of the audience involved in the survey, commercial users and amateur researchers were most convinced that the register would widen their exposure to resources, while local authority archaeologists felt this was least likely.

ACCESS TO DIFFERENT RESOURCES								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
Yes	32.7	53.3	31.1	29.4	15.8	53.3	29.4	32.4
No	12.2	13.3	8.1	11.8	23.7	13.3	11.8	7.4
Unsure	55.1	33.3	60.8	58.8	60.5	33.3	58.8	60.3

### Search functions

Respondents were asked to choose from a number of options for how the register may be searched, and to priorities the method which would be most appropriate for searching for their purposes. The overall ranks were each option was given are shown in the following table, with '1' representing the highest priority and '12' showing the lowest priority.

SEARCH FUNCTIONS		
Function	Score	Rank
Search by village/town/city	2.0	1
Dynamic map search	2.1	2
Free text search	2.4	3
Search by local authority boundary	2.6	4
Search by record type	2.7	5
Search by grid reference/coordinate	2.8	6
Index of Options	3.0	7
Search by date/period	3.3	8
Drop Down Menus	3.4	9
Static map based search	3.5	10
Search by architect	4.2	11
Search by materials	9.4	12

Rankings provided by each audience are presented below. The most appropriate search method varies across each audience:

- Searching by village/town/city are most important for academic researchers and planners
- Dynamic maps are most important for commercial users, amateur researchers and English Heritage staff. Free text search is of equal importance for English Heritage staff
- Searching by local authority boundary is the most appropriate option for local authority archaeologists and conservation officers

SEARCH FUNCTIONS								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank
Search by village/town/city	1	2	1	2	3	4	6	3
Dynamic map search	2	1	2	3	2	1	2	1
Free text search	3	3	5	7	9	2	8	1
Search by record type	4	4	4	6	7	3	2	4
Search by grid reference/coordinate	5	5	8	3	3	8	7	5
Search by date/period	6	7	9	11	10	6	9	5
Index of Options	7	11	6	5	3	11	11	7
Static map based search	8	9	10	8	6	10	2	8
Search by local authority boundary	9	6	2	1	1	5	1	9
Drop Down Menus	10	7	6	8	7	7	10	10
Search by architect	11	10	11	10	11	9	2	11
Search by materials	12	12	12	12	12	12	12	12

### Return of records

When asked to prioritise the ways in which records should be sorted and presented on the register, respondents ranked the options in the following order:

RETURN OF RECORDS		
Response	Score	Rank
By relevance to search term	1.5	1
By geographic area	1.8	2
By comparable date/period	2.6	3
By comparable monument/site	2.7	4

Most audiences follow the same trend as the overall sample, with the exception of academic researchers, who rate the latter two options equally, and planners and conservation officers who place more importance on sorting by comparable monument/site than by comparable date/period.

RETURN OF RECORDS								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank
By relevance to search term	1	1	1	1	1	1	1	1
By geographic area	2	2	2	2	2	2	2	2
By comparable date/period	3	3	4	3	4	3	3	3
By comparable monument/site	3	4	3	4	3	4	4	4

### Important aspect of records

Respondents were asked to prioritise which aspects of the records they would you like to view on the register. The most important aspects overall were listing grade and maps which were ranked equally, followed by location information.

ASPECTS OF THE RECORD		
Response	Score	Rank
Listing grade	1.8	1
Map	1.8	1
Location information	2.2	3
Designation information	2.5	4
Architectural records	2.5	4
Links to other records	3.2	6
Links to other information sources	3.4	7

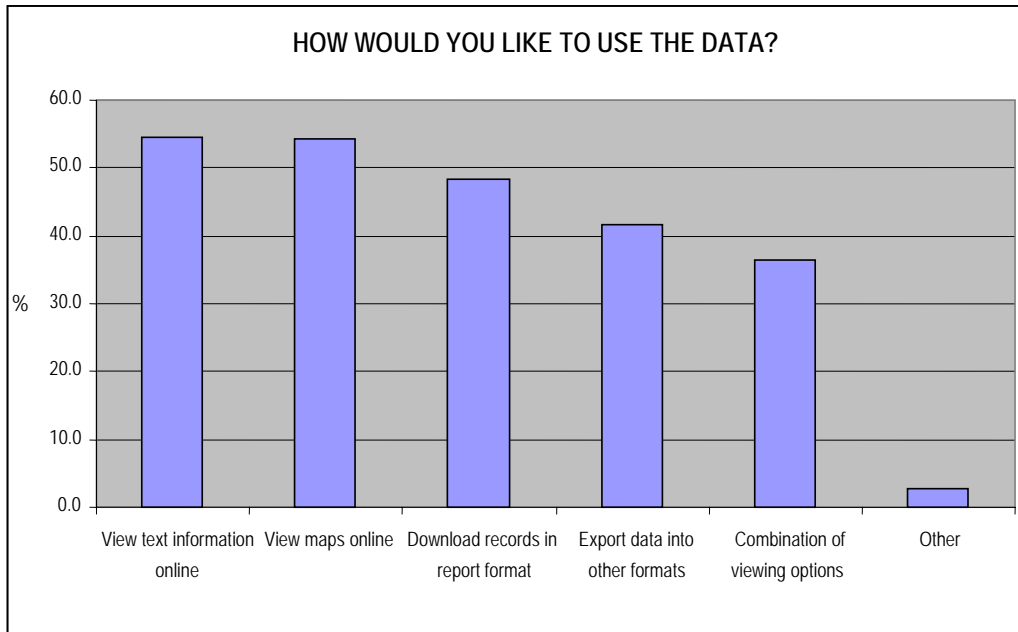
A shown in the table below, listing grade was of most importance to all audiences with the exception of academic researchers, education and English Heritage staff, all of which place more importance on maps.

ASPECTS OF THE RECORD								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank
Map	1	2	2	2	2	2	1	1
Location information	2	3	3	3	4	3	2	3
Architectural history	3	4	4	5	5	4	4	5
Listing grade	4	1	1	1	1	1	3	2
Designation information	5	7	5	4	3	6	6	4
Links to other records	6	6	6	6	7	7	5	6
Links to other information sources	7	5	7	7	6	5	7	7

### Using data on the register

In terms of using the data which is made available on the register, most respondents stated that they would prefer to view text information online (54.6%) or view maps online (54.2%). The proportion of responses given to other options is shown below:

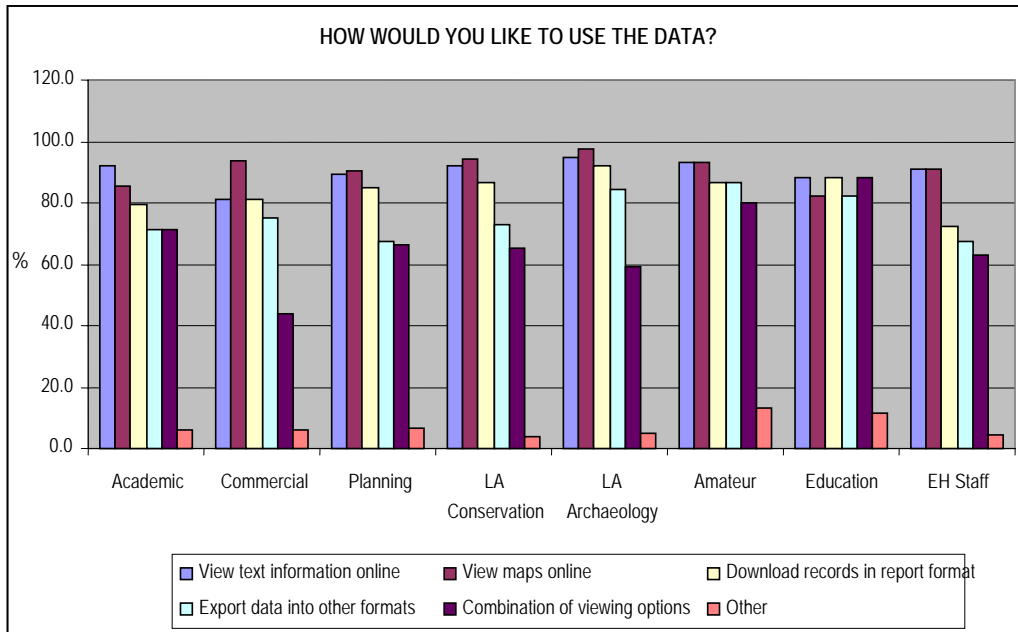
HOW WOULD YOU LIKE TO USE THE DATA?	
Use	%
View text information online	54.6
View maps online	54.2
Download records in report format	48.5
Export data into other formats	41.5
Combination of viewing options	36.5
Other	2.7



It should be noted that all the options (excluding 'other') received a high proportion of responses from each audience. Variations in the responses provided by each audience which are worthy of not include:

- Commercial users, conservation officers and archaeologists would prefer to view maps online than any other uses
- A combination of viewing options is more important to education users and amateur researchers than for other audiences

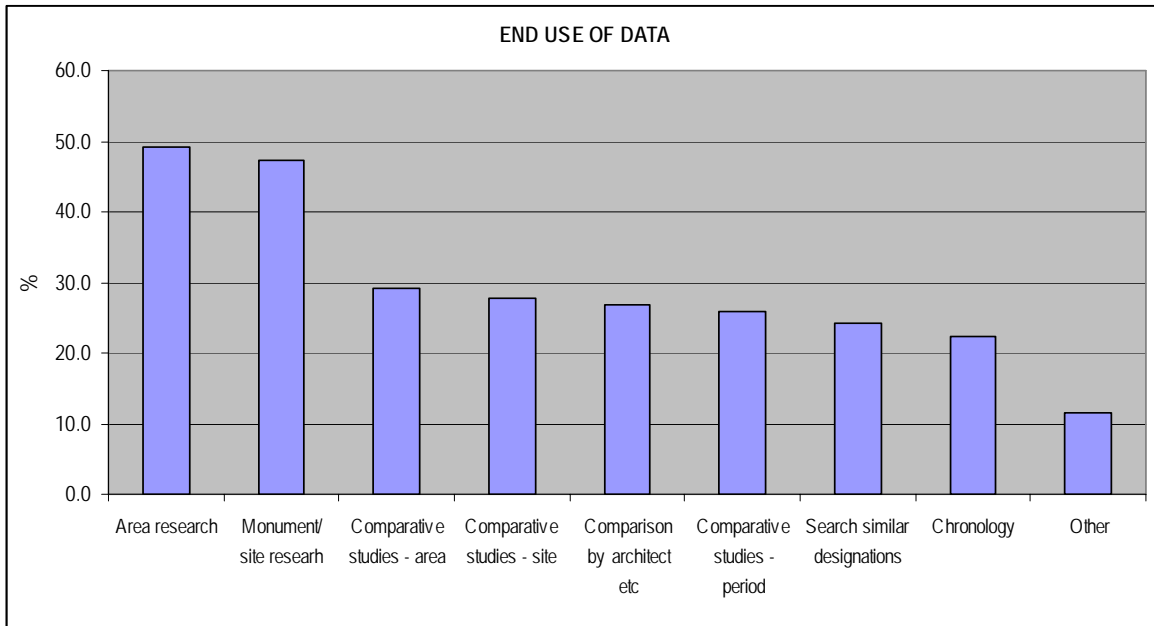
HOW WOULD YOU LIKE TO USE THE DATA?								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
View text information online	91.8	81.3	89.2	92.3	94.9	93.3	88.2	91.2
View maps online	85.7	93.8	90.5	94.2	97.4	93.3	82.4	91.2
Download records in report format	79.6	81.3	85.1	86.5	92.3	86.7	88.2	72.1
Export data into other formats	71.4	75.0	67.6	73.1	84.6	86.7	82.4	67.6
Combination of viewing options	71.4	43.8	66.2	65.4	59.0	80.0	88.2	63.2
Other	6.1	6.3	6.8	3.8	5.1	13.3	11.8	4.4



### End use of the data

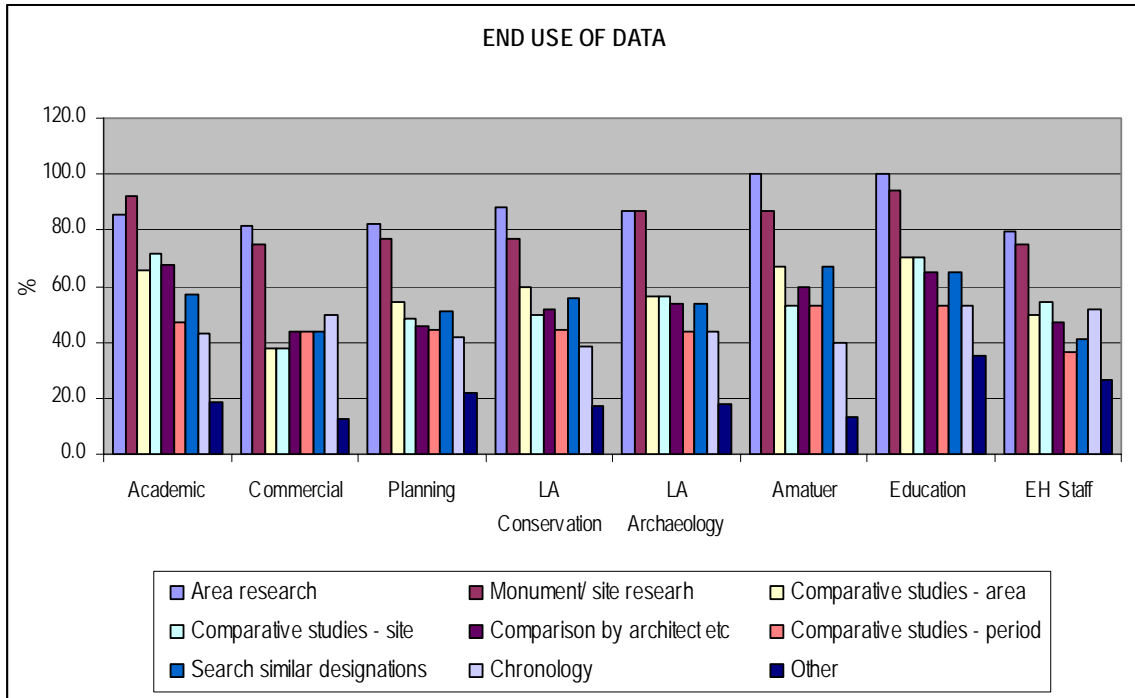
Respondents were asked to state what end use they would put the information on the register to. The most popular responses were area specific research (49.2%) and monument or site specific research (47.3%) as illustrated below:

END USE OF DATA	
Response	%
Area specific research	49.2
Monument/site specific research	47.3
Comparative studies by area	29.2
Comparative studies by site type	27.7
Comparison by architect/features/materials	26.9
Comparative studies by period	25.8
Searching across similar designations	24.2
Chronology of areas/sites	22.3
Other	11.5



In relation to each audience the two most popular responses for all groups are area specific research and monument/site specific research.

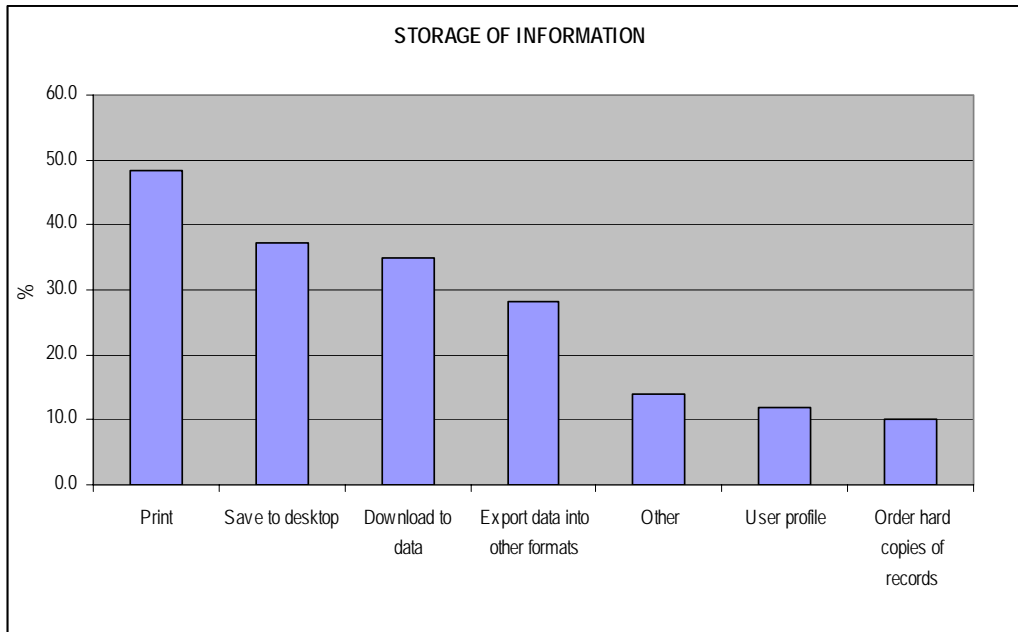
END USE OF DATA								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
Area research	85.7	81.25	82.4	88.5	87.2	100.0	100.0	79.4
Monument/ site research	91.8	75	77.0	76.9	87.2	86.7	94.1	75.0
Comparative studies - area	65.3	37.5	54.1	59.6	56.4	66.7	70.6	50.0
Comparative studies - site	71.4	37.5	48.6	50.0	56.4	53.3	70.6	54.4
Comparison by architect etc	67.3	43.75	45.9	51.9	53.8	60.0	64.7	47.1
Comparative studies - period	46.9	43.75	44.6	44.2	43.6	53.3	52.9	36.8
Search similar designations	57.1	43.75	51.4	55.8	53.8	66.7	64.7	41.2
Chronology	42.9	50	41.9	38.5	43.6	40.0	52.9	51.5
Other	18.4	12.5	21.6	17.3	17.9	13.3	35.3	26.5



**Storage of data**

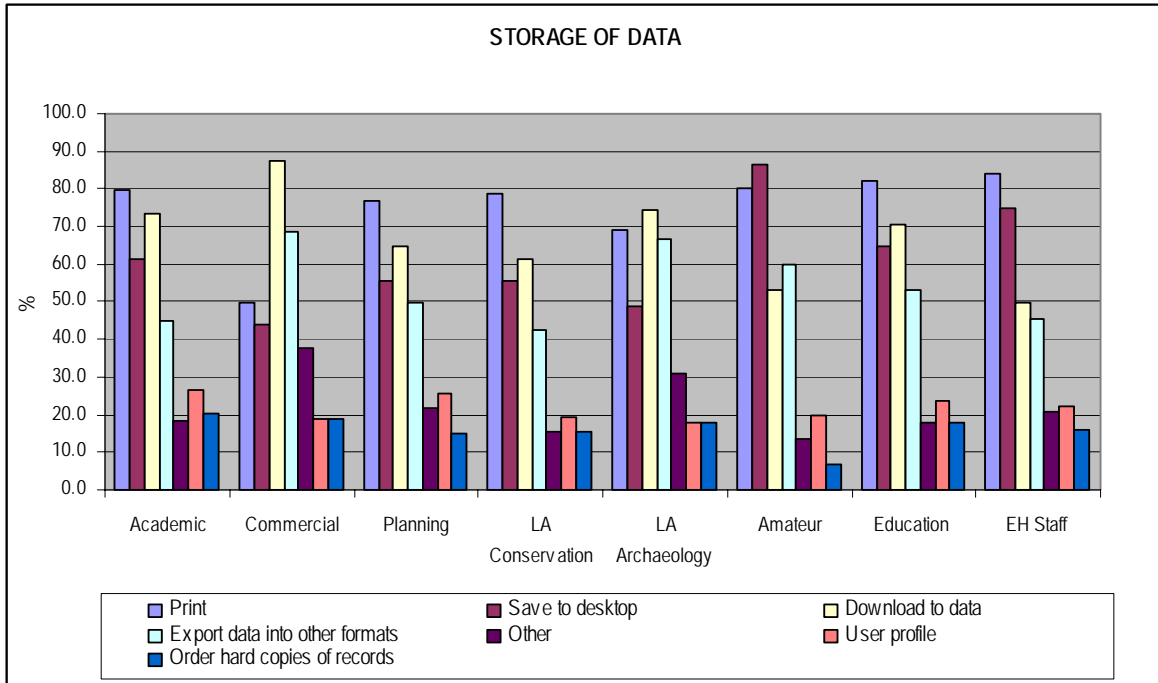
When asked how they would prefer to store the data available on the register, respondents provided the following answers:

STORAGE OF INFORMATION	
Response	%
Print	48.5
Save to desktop	37.3
Download data	35.0
Export data into other formats	28.1
Other	13.8
User profile	11.9
Order hard copies of records	10.0



Printing was the most popular method through which data could be stored for all audiences, except commercial users and archaeologists who would prefer to download data, and amateur researchers who would save the information to their desktop.

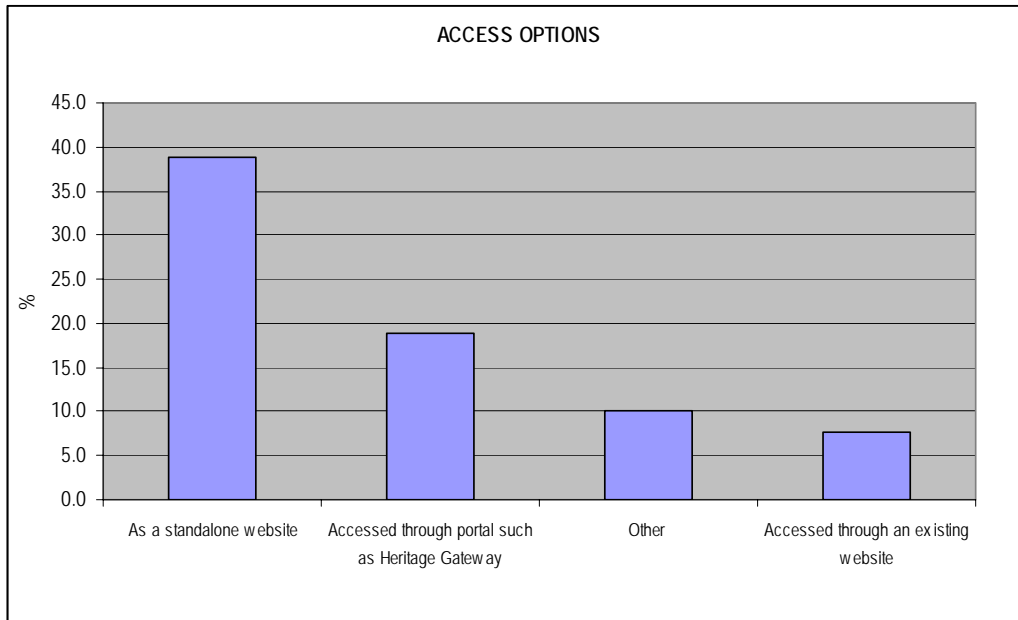
STORAGE OF INFORMATION								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
Print	79.6	50.0	77.0	78.8	69.2	80.0	82.4	83.8
Save to desktop	61.2	43.8	55.4	55.8	48.7	86.7	64.7	75.0
Download data	73.5	87.5	64.9	61.5	74.4	53.3	70.6	50.0
Export data into other formats	44.9	68.8	50.0	42.3	66.7	60.0	52.9	45.6
Other	18.4	37.5	21.6	15.4	30.8	13.3	17.6	20.6
User profile	26.5	18.8	25.7	19.2	17.9	20.0	23.5	22.1
Order hard copies of records	20.4	18.8	14.9	15.4	17.9	6.7	17.6	16.2



**Access**

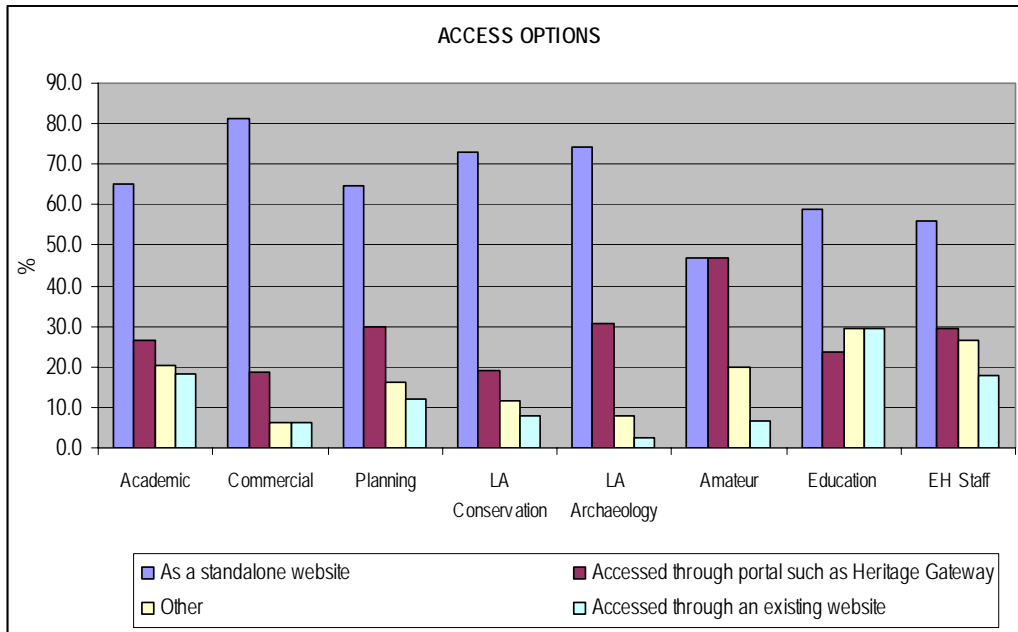
Respondents were asked the most appropriate way in which they would like to access the register. As shown below, the most popular option was through a standalone website (38.8%)

ACCESS OPTIONS	
Response	%
As a standalone website	38.8
Accessed through portal such as Heritage Gateway	18.8
Other	10.0
Accessed through an existing website	7.7



Each audience felt that a standalone website was the most appropriate option for the register, although amateur researchers felt that access through an existing portal such as Heritage Gateway was equally important.

ACCESS OPTIONS								
	Academic	Commercial	Planning	LA Conservation	LA Archaeology	Amateur	Education	EH Staff
Response	%	%	%	%	%	%	%	%
As a standalone website	65.3	81.3	64.9	73.1	74.4	46.7	58.8	55.9
Portal such as Heritage Gateway	26.5	18.8	29.7	19.2	30.8	46.7	23.5	29.4
Other	20.4	6.3	16.2	11.5	7.7	20.0	29.4	26.5
Accessed through an existing website	18.4	6.3	12.2	7.7	2.6	6.7	29.4	17.6



APPENDIX B

SAMPLE QUESTIONNAIRE



User Needs Research into Access Requirements for the New Heritage Register undertaken for English Heritage

**CURRENT USE**

(1) What services do you currently access?

*(Tick all that apply)*

LBOonline	<input type="checkbox"/>	Heritage Explorer	<input type="checkbox"/>
Heritage Gateway	<input type="checkbox"/>	PastScape	<input type="checkbox"/>
MAGiC	<input type="checkbox"/>	Viewfinder	<input type="checkbox"/>
English Heritage Data Download Service	<input type="checkbox"/>	Images of England	<input type="checkbox"/>
English Heritage Enquiry & Research Service	<input type="checkbox"/>	Record Offices	<input type="checkbox"/>
Historic Environment Records (HERs)	<input type="checkbox"/>	Other	<input type="checkbox"/>

Other (please specify)

.....

(2) How do you currently search for information from these sources?

*(Tick all that apply)*

Text based search box	<input type="checkbox"/>
Using index of terms	<input type="checkbox"/>
Using drop down menus	<input type="checkbox"/>
By map	<input type="checkbox"/>
By postcode	<input type="checkbox"/>
By grid reference	<input type="checkbox"/>
Other	<input type="checkbox"/>

Other (please specify)

.....

(3) What aspects of the records are of most value to you?

*(Please tick)*

Listing grade	<input type="checkbox"/>	Map	<input type="checkbox"/>
Location information	<input type="checkbox"/>	Images	<input type="checkbox"/>
Designation history	<input type="checkbox"/>	Descriptive Text Information	<input type="checkbox"/>
Architectural history	<input type="checkbox"/>	Other	<input type="checkbox"/>

Other (please specify)

.....

(4) How satisfied are you with the current access you have to designation information?  
(Please tick)

Very satisfied	<input type="checkbox"/>
Satisfied	<input type="checkbox"/>
Neither satisfied nor unsatisfied	<input type="checkbox"/>
Unsatisfied	<input type="checkbox"/>
Very unsatisfied	<input type="checkbox"/>
I don't know	<input type="checkbox"/>

Please explain your answer

.....

.....

**IMPACT OF THE REGISTER**

(5) What should the register allow you to do with designated site information which you cannot currently do?

.....

.....

.....

(6a) Would the Register change the way in which you work/research?  
(Please tick)

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Unsure	<input type="checkbox"/>

(6b) If 'Yes' in what ways would the Register affect your work/research?

.....

.....

**SEARCHING**

(7) When searching for information on the Register, what would be the most appropriate method of searching for your purposes?

*(Please choose up to 3 priorities, ranking from '1-3', with '1' being the most important)*

Index of options	<input type="checkbox"/>	Search by architect	<input type="checkbox"/>
Drop down menus	<input type="checkbox"/>	Search by materials	<input type="checkbox"/>
Search by record type	<input type="checkbox"/>	Static map based search	<input type="checkbox"/>
Search by village/town/city	<input type="checkbox"/>	Dynamic (zoom-able) map search	<input type="checkbox"/>
Search by local authority boundary	<input type="checkbox"/>	Search by grid-reference/coordinate	<input type="checkbox"/>
Search by date/period	<input type="checkbox"/>	Free text search	<input type="checkbox"/>

Other (please specify)

.....

**INFORMATION AND RECORDS RETURNED**

(9) How should returned records be sorted and presented?

*(Please choose up to 3 priorities, ranking from '1-3', with '1' being the most important)*

By relevance to search term	<input type="checkbox"/>
By geographic area	<input type="checkbox"/>
By comparable date/period	<input type="checkbox"/>
By comparable monument/site	<input type="checkbox"/>

Other (please specify)

.....

(10) What aspects of the records would you like to view on the Register?

*(Please choose up to 3 priorities, ranking from '1-3', with '1' being the most important)*

Listing grade	<input type="checkbox"/>	Map	<input type="checkbox"/>
Location information	<input type="checkbox"/>	Links to other records	<input type="checkbox"/>
Designation history	<input type="checkbox"/>	Links to other information sources	<input type="checkbox"/>
Architectural history	<input type="checkbox"/>		

Other (please specify)

.....

**USE OF RECORDS**

(11) How would you like to use the data held on RHBSE?

- View text information online
- View maps online
- Download records in report format
- Export data into other formats
- Combination of viewing options

Other (please specify)

.....

(12) What end use would you put the information on the Register to?

*(Tick all that apply)*

- Area specific research
- Monument/site specific research
- Comparative studies by area
- Comparative studies by site type
- Comparative studies by period
- Chronology of areas/sites
- Comparison by architect/feature/materials
- Searching across similar designations

Other (please specify)

.....

.....

**ACCESS**

(13) How would you like to access the Register?

*(Tick all that apply)*

- As a stand alone website
- Accessed through existing websites (specify below)
- Access through an existing portal such as Heritage Gateway

Other (please specify)

.....

(14a) Would a single Register provide access to resources which you would not normally search for?

Yes  
No  
Unsure


(14b) If 'yes,' what benefits would this change in access offer you?

.....

.....

(14c) Would this additional access change your technical requirements?

.....

.....

**USER ACCOUNTS AND STORAGE OF INFORMATION**

(15) How would you like to store data found via the register?

*(Tick all that apply)*

Print  
Save to desktop  
Download data  
Export data into other formats (specify below)  
User profile with access to previous searches/data  
Order hard copy of records


Other (please specify)

.....

**PROMOTION OF THE REGISTER**

(13) What is the most effective method of promoting the register and encouraging use?

.....

.....

**ANY OTHER COMMENTS**

(14) Do you have any other comments on the new register?

.....

.....

.....

In what capacity do you use designated site information?

	Please tick	Please state you department / occupation / area of interest
Academic research		
Commercial use		
Planning considerations		
Local authority conservation		
Local authority archaeology/HER		
Amateur researcher		
Education		
English Heritage staff		
Other		



**JURA CONSULTANTS**  
ECONOMIC & FINANCIAL ANALYSIS

QA CHECK	
CHECKED BY	CMcN
AUTHORISED BY	CM
DATE	13/06/08
VERSION	Finalv2
J0677	