

Survey on Heritage in Jersey

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Introduction

This report presents the findings of a survey which has been run, analysed and published by the independent Statistics Unit on behalf of the Education, Sport and Culture Department, the Planning and Environment Department and Jersey Heritage.

The survey's aim was to explore the opinions of Jersey residents on issues regarding the Island's heritage.

The postal survey was sent to 2,000 randomly selected households in April 2009 and received an excellent response rate of 52%.

Given the size of the survey dataset and the subsequent statistical analysis, which ensured that all subgroups of the resident population are appropriately represented, the inferences drawn in this report can be considered as being robust and representative of the views of the full Island population.

This report is divided into two sections:

- 1) The first section analyses what people understand and value about Jersey's identity and heritage; it also gauges Islander's views on protection and participation in heritage;
- 2) The second section explores Jersey residents' views on historical buildings and areas; what they would like to see protected and how any potential changes might be managed.

Results are reported for all Jersey residents and also for the various subgroups when statistically different from those of the full population.

Section 1:

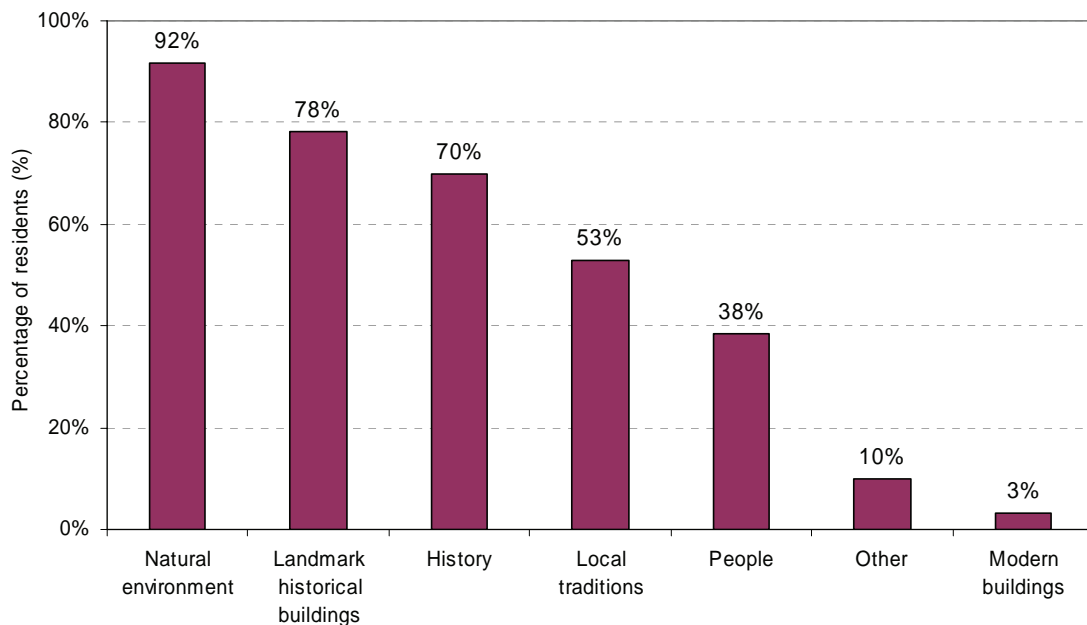
The first section of the survey questionnaire explored people’s understanding of, and attitudes towards, Jersey’s identity and heritage, what people value and think is important to protect, as well as their participation in heritage events and activities.

Jersey’s Identity

The questionnaire firstly asked what people think gives Jersey its own identity. As Figure 1.1 shows, around nine out of ten (92%) of Jersey residents thought that the ‘Natural environment’ gave Jersey its own identity and more than three-quarters (78%) considered ‘Landmark historical buildings’ to do so. In contrast, 3% of people considered ‘Modern buildings’ as a factor which gave Jersey its own identity.

Residents were given the opportunity to identify ‘Other’ factors not given as an option answer to the question. Cited examples in this category were “Jersey produce”, such as Jersey Royals, Jersey cows, Jersey granite and flowers, and also finance, wealth, the accent and the Jersey French language.

Figure 1.1: What do you think gives Jersey its own identity? (tick all that apply)



About nine in ten people identified more than one factor which they considered gave Jersey its own identity. The subsequent question asked which factor people considered to be the most important; results are shown in Table 1.1. Two-thirds (67%) of people felt that the ‘Natural environment’ was the most important factor giving Jersey its own identity. The next most frequently selected factor was “History” at 11%.

Table 1.1: Which factor giving Jersey its own identity is the most important? (percentages)

Natural environment – e.g. coast, countryside, wildlife	67
History – e.g. events	11
Landmark historical buildings – e.g. castles, churches	8
Local traditions	7
People	5
Other	2
Modern Buildings	0
Total	100

A similarly high proportion (around two-thirds) ranked 'Natural Environment' as the most important factor when results were broken down by gender, age, educational attainment, tenure category, ethnicity (self-defined) and length of period of residency in Jersey.

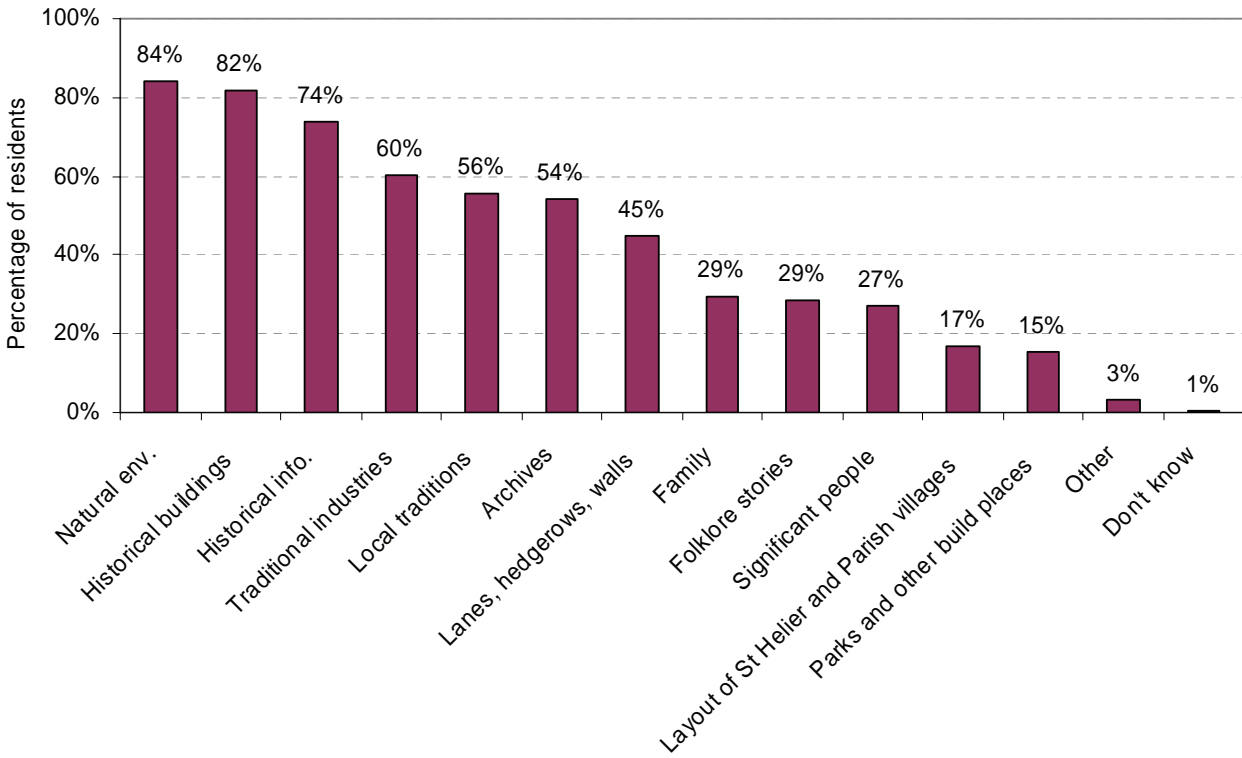
Heritage in Jersey

The most popular options chosen for giving Jersey its own identity, 'Natural environment', 'Historical buildings' and 'History', were also the most frequently selected options when people were asked what comes to mind when considering 'heritage' in Jersey (see Figure 1.2).

More than four-fifths of people considered the 'Natural environment' and historical buildings as 'heritage' and around three-quarters considered 'Historical information' such as museums as 'heritage'.

Again residents were given the opportunity to identify 'Other' options; the Jersey French language and Jersey produce were the most specified reasons.

Figure 1.2: When considering heritage in Jersey, what comes to your mind? (tick all that apply)



More than nine out of ten (94%) of people ticked more than one option which they considered as 'heritage' in Jersey. To understand people's views on the protection and relevance of heritage, the survey questionnaire asked which factor they considered to be the most important to protect and which was the most important to them personally; the results are shown in Table 1.2.

'Natural environment' was the most popular answer chosen for both 'important to protect' and 'important to you personally', with 64% and 60% of residents respectively. The 'Family' option was chosen more frequently in the context of personal importance.

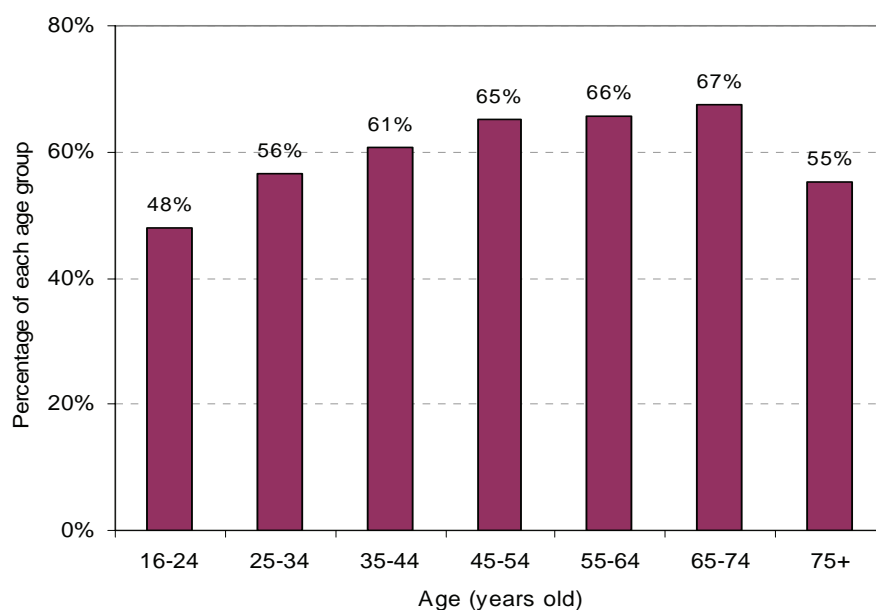
Table 1.2: Which factors are the most important: to protect and to you personally (percentage)

	Important to <u>protect</u>	Important to you <u>personally</u>
Natural environment	64	60
Historical buildings	11	6
Traditional industries	6	4
Local traditions	6	5
Historical information	3	3
Archives	3	3
Family	2	13
Lanes, hedgerows, walls	1	2
Folklore stories	1	0
Parks and other built places	0	1
Layout of St. Helier and Parish villages	0	1
Significant people	0	1
Other	2	0
Don't know	0	0
Total	100	100

When responses for the most important heritage option to protect was analysed by ethnicity, people who considered themselves Portuguese/Madeira more frequently cited protecting the 'Traditional industries' (36%) than the overall population (6%).

The proportion of people who chose the 'Natural environment' as the most important to them personally increased with age, from less than half of 16-24 year olds to two-thirds of those aged 65-74 years. The proportion in the oldest age band, aged 75 or above, was slightly less than those of recent retirement age.

Figure 1.3: Percentage in each age group who chose 'Natural environment' as the most important to them personally



In contrast, around a fifth of people in the lowest (16-24 years) and highest (75 or over) age bands chose 'Family' as the most important to them personally compared with only a tenth in the other age bands.

The survey went on to ask people's opinions on various factors to consider when deciding if heritage should be protected. Almost all (98%) thought 'Passing on heritage to future generations' was either 'very' or 'fairly' important and more than three-quarters of people thought that all the factors given were either 'very' or 'fairly' important. 'Participating in community heritage projects' had the lowest percentage of 'very important' responses .

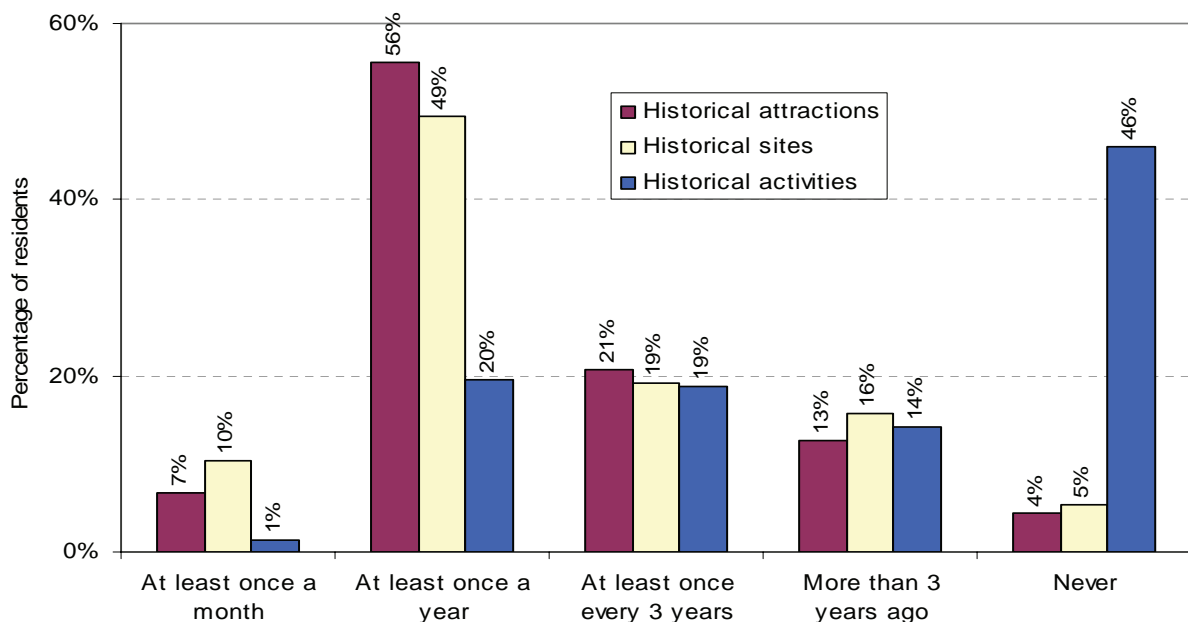
Table 1.3: When deciding if heritage should be protected, how important are the following to consider? (percentages)

	Very important	Fairly important	Not very important	Not at all important	Don't know	Total
Passing on heritage to future generations	82	16	2	0	0	100
Retaining Jersey's character and culture	76	19	4	0	0	100
Teaching children about Jersey's history	72	25	3	0	0	100
Enhancing Jersey people's quality of life	72	20	7	1	1	100
Having the opportunity to visit heritage sites	56	39	4	1	0	100
Encouraging tourists to visit heritage sites	50	40	9	0	0	100
Teaching adults about Jersey's history	40	49	9	2	0	100
Participating in community heritage projects	21	53	23	2	1	100

Participating in heritage in Jersey

In Jersey there are three main types of heritage that residents can visit or participate in: historical attractions such as castles, museums and the war tunnels; historical sites in the landscape, including dolmens and forts; and historical activities such as organised walks and tours. Around three-fifths of Island residents visit historical attractions and historical sites at least monthly or yearly. Historical activities, however, were less popular, with almost half (46%) saying that they had never have participated in such activities.

Figure 1.4: On average how often do you visit or participate in the following in Jersey?



As Table 1.4 shows, greater proportions of households with younger children (aged 10 years or younger) and with older children (aged 11 – 15 years) visit historical attractions and historical sites at least monthly or yearly than does the overall household population.

Table 1.4: Frequency of visit or participation by all households, households with younger children (aged 10 years or younger) and households with older children (11-15 years) (percentages)

	Attractions			Sites			Activities		
	All	Younger children	Older children	All	Younger children	Older children	All	Younger children	Older children
At least once a month	7	12	11	10	14	10	1	1	0
At least once a year	56	64	71	49	53	60	20	24	24
At least once every 3 years	21	14	11	19	17	14	19	17	21
More than 3 years ago	13	7	4	16	11	10	14	8	14
Never	4	4	3	5	4	6	46	50	41
Total	100	100	100	100	100	100	100	100	100

Looking in more detail at those who visit and participate in heritage the most frequently (defined as those visiting at least monthly or yearly) Figure 1.6 shows that the youngest and oldest age bands have the lowest proportions who visit historical attractions or participate in historical activities at such frequency whilst the oldest age band has the lowest proportion who frequently visit historical sites.

Figure 1.6: 'Frequent visitors' by age group (percentages)

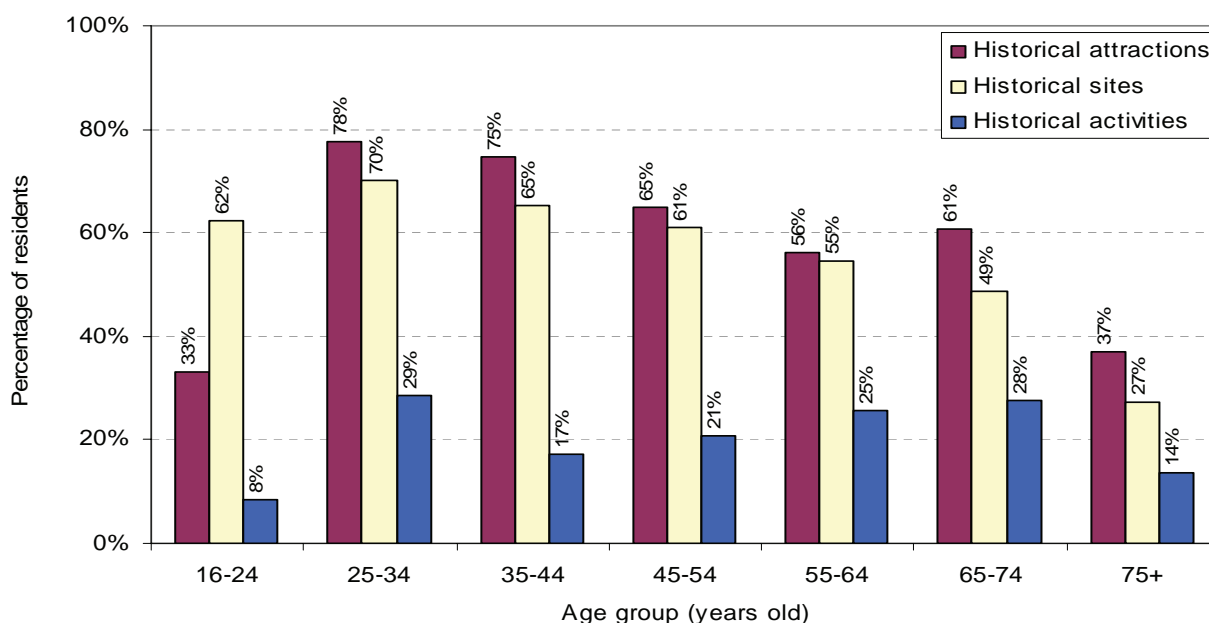


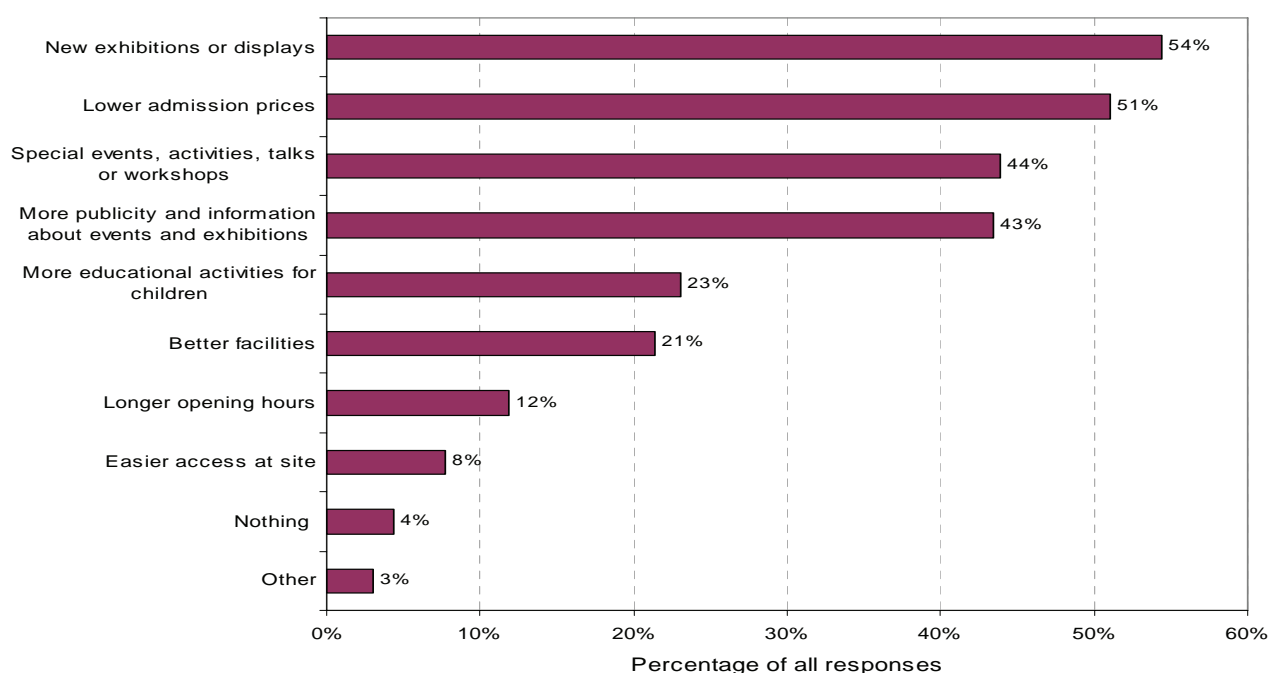
Table 1.5 shows the proportions of frequent visitors amongst the various ethnic groups. People who considered themselves as Jersey or British/Irish have similar proportions of frequent visitors for all three categories of heritage (attractions, sites and activities). The proportion of frequent visitors of historical attractions amongst Portuguese/Madeiran residents was less than half of that for the other groups.

Table 1.5: ‘Frequent visitors’ by ethnicity (percentages)

	Jersey	British / Irish	Portuguese / Madeiran	Other European / Other World
Historical attractions	60	66	30	77
Historical sites	60	59	73	62
Historical activities	23	21	17	11

Residents were asked what three reasons might encourage them to visit historical sites and attractions more often. More than half of people (54%) thought that ‘New exhibitions or displays’ would encourage them whilst a similar proportion (51%) thought ‘Lower admission prices’ would do so (se Figure 1.7). Special events and more publicity were cited as reasons by more than two-fifths of people.

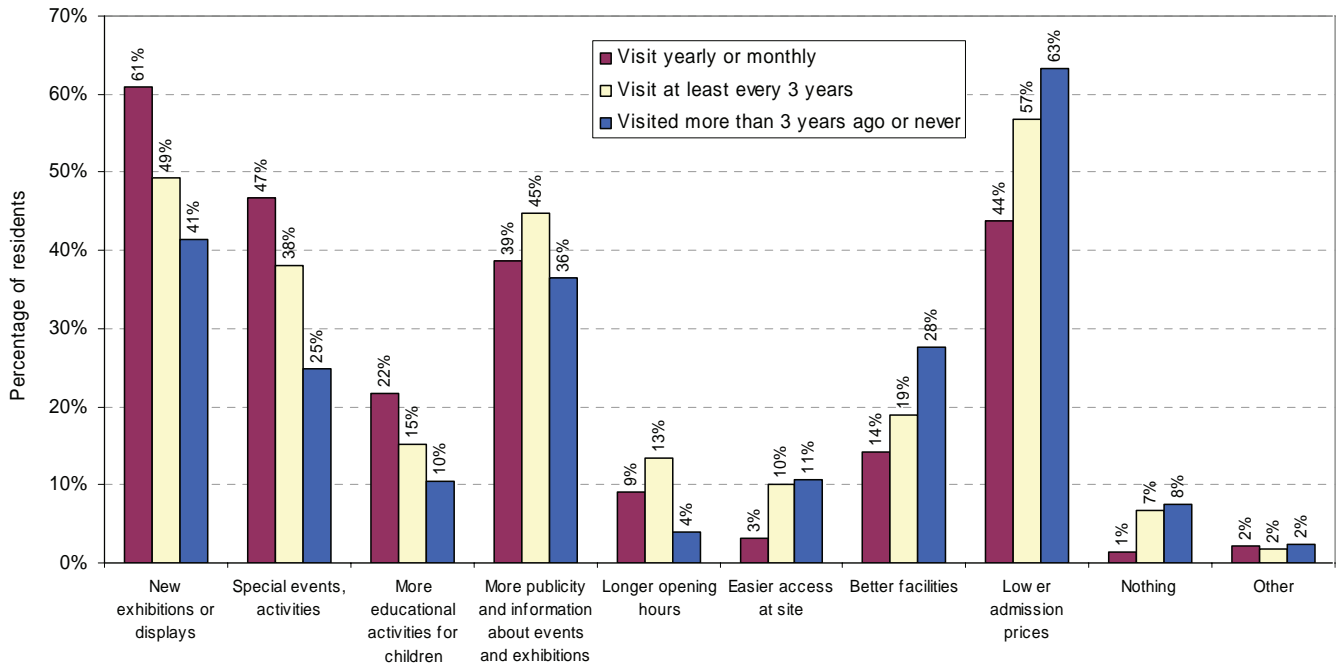
Figure 1.7: What reasons might encourage you to visit historical sites and attractions in Jersey more often? (tick three)



Frequently mentioned in the ‘Other’ category were personal reasons such as poor health or not enough free time.

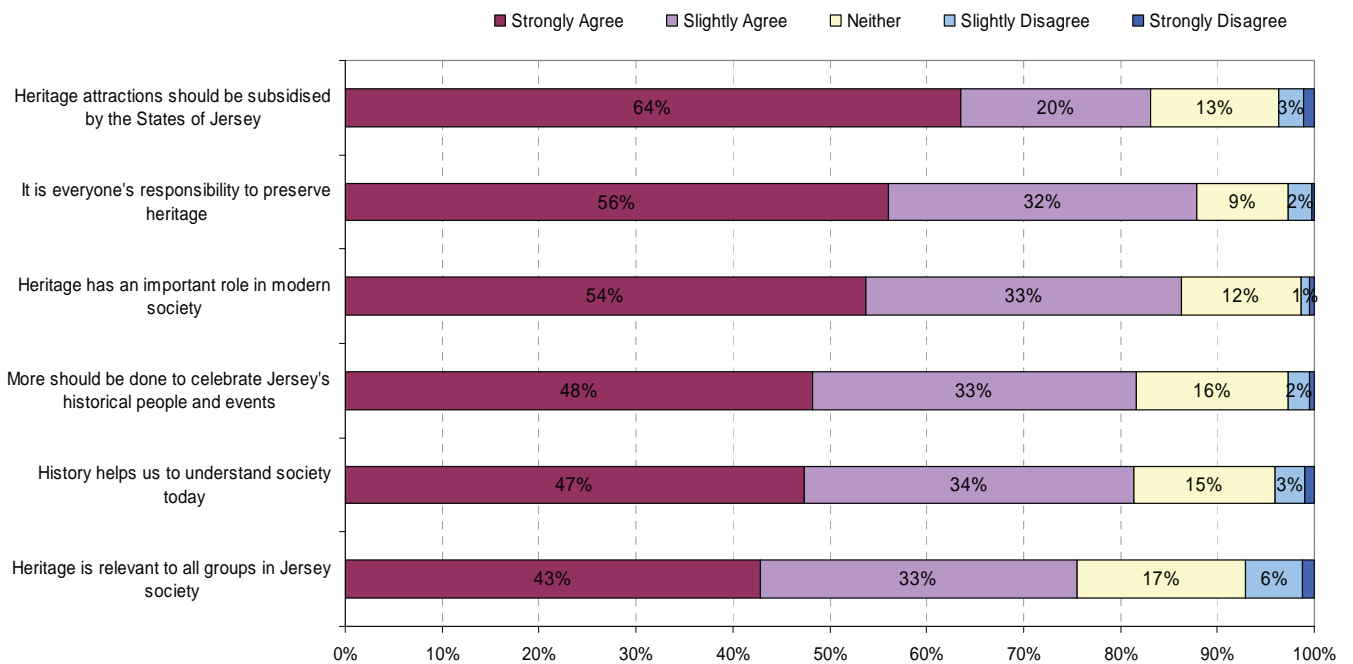
The reasons people chose which might encourage them to visit historical sites and attractions more frequently were analysed with respect to their current frequency of visit (Figure 1.8). For frequent visitors (at least yearly) new exhibitions, special events and lower admissions prices were the three most often cited reasons which would further increase their visits. ‘More publicity’ was in the top three reasons cited by the other categories of visitor, whilst lower admission prices was chosen by almost two-thirds of the most infrequent visitors (people who had visited more than three years ago or had never visited historical sites and attractions).

Figure 1.8: Reasons which might encourage residents to visit more, by current frequency of visit



Residents were asked if they agreed or disagreed with statements relating to heritage in Jersey. All statements received agreement (either ‘Strongly’ or ‘Slightly’) by over three-quarters of people (see Figure 1.9). The highest level of disagreement (at 7%) was for the statement ‘Heritage is relevant to all groups in Jersey society’.

Figure 1.9: Do you agree or disagree with the following statements?



Residents were asked to rank what they thought the spending priorities for heritage should be, by choosing their top three highest priorities from a set of given options.

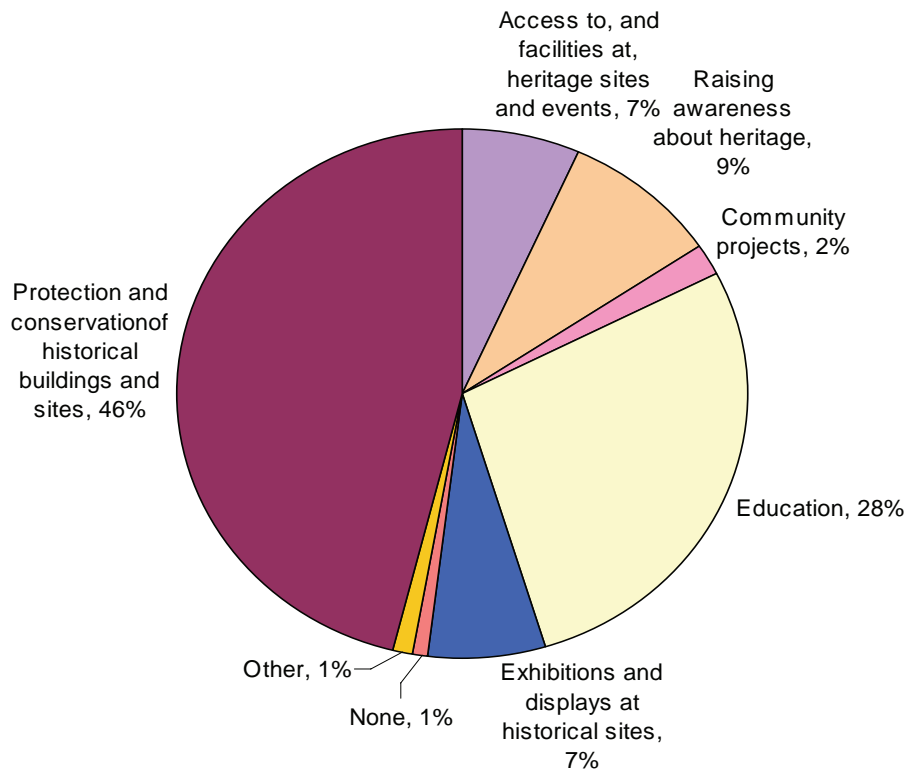
Table 1.6 shows the percentage of people who chose each option as one of their top three choices. Almost nine out of ten people (88%) chose 'Protection and conservation of historical buildings and sites' as one of their suggested top three spending priorities for heritage. 'Education and displays at historical sites' and 'Raising awareness about heritage' were the next most frequently chosen options (at 69% and 62%, respectively). 'Other' spending priorities specified included opening new locations.

Table 1.6: Top three ranking of options for spending priorities for heritage in Jersey;
(percentages)

Protection and conservation of historical buildings and sites	88
Education	69
Raising awareness about heritage	62
Exhibitions and displays at historical sites	45
Access to, and facilities at, heritage sites and events	30
Community projects	18
None	1
Other	1

The percentage which each option achieved as the top ranking spending priority is shown in Figure 1.10. Almost half (46%) of people thought that the 'Protection and conservation of historical buildings and sites' should be the top spending priority whilst more than a quarter (28%) thought that 'Education' should be.

Figure 1.10: Ranking as the highest spending priority for heritage (percentages)



Section 2

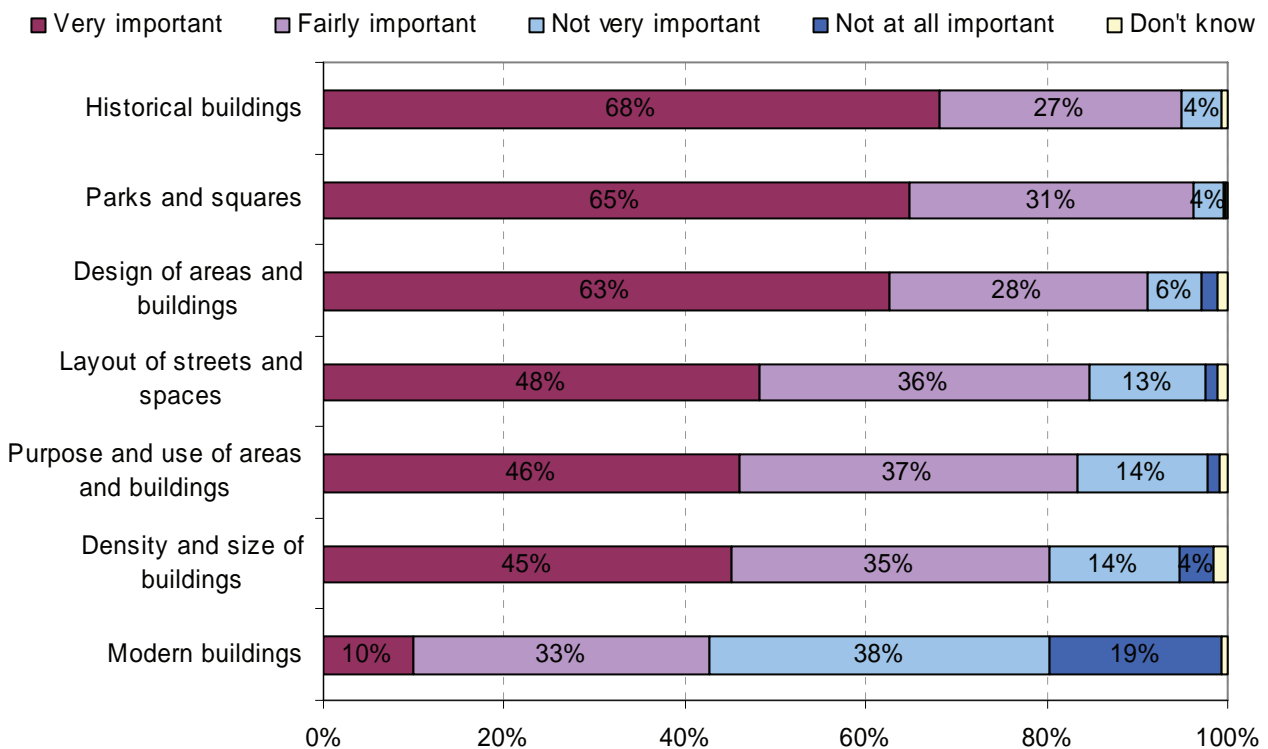
The second section of the survey questionnaire explored people's views on the protection and regeneration of historical buildings and areas.

Character of St. Helier's town

The survey questionnaire firstly asked residents to express their opinion on several aspects relating to the character of St. Helier's town. As Figure 2.1 shows, about two-thirds of people thought that 'Historical buildings', 'Parks and squares' and the 'Design of areas and buildings' were 'Very important' to the character of St. Helier's town whilst around one in ten (10%) thought that 'Modern buildings' were 'Very important'.

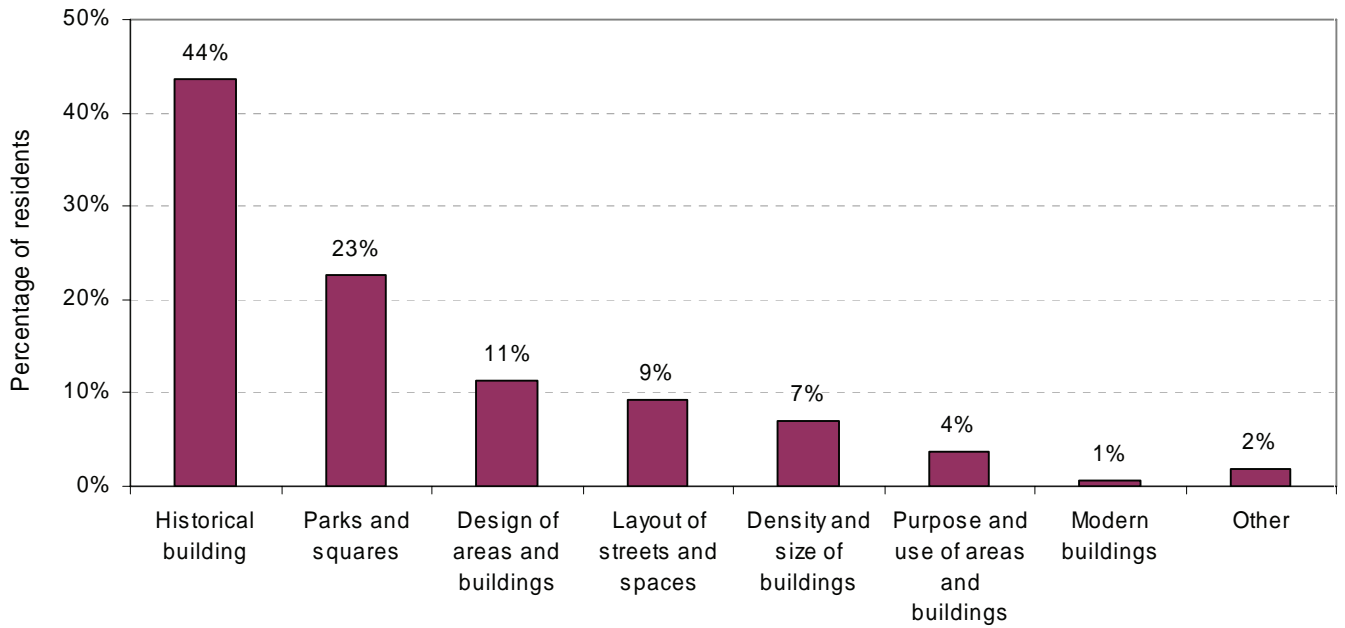
St. Helier residents had a stronger opinion towards 'Parks and squares' being important to the character of St. Helier's town compared with non-St. Helier residents. Almost three-quarters (74%) of St Helier residents felt 'Parks and Squares' was 'Very important' to the character compared with 61% of non-St.Helie residents.

Figure 2.1: How important are the following to the character of St. Helier's town?



Residents were then asked which of the aspects from the previous question did they consider to be the most important to protect. As shown in Figure 2.2, more than two-fifths (44%) of people thought that 'Historical buildings' were the most important to protect; almost a quarter (23%) thought that 'Parks and squares' were the most important to protect.

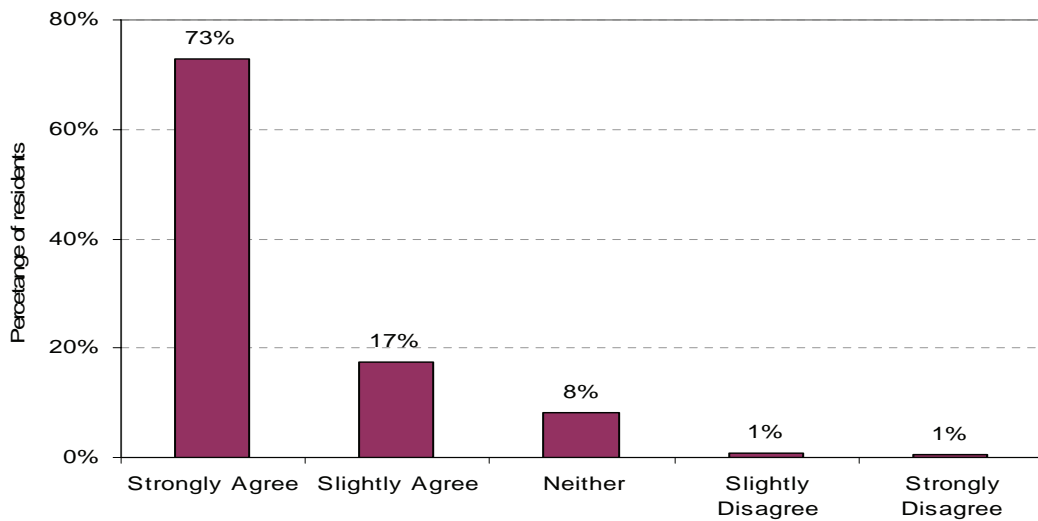
Figure 2.2: Which of the factors do you think is the most important to protect?



Protection of historical buildings

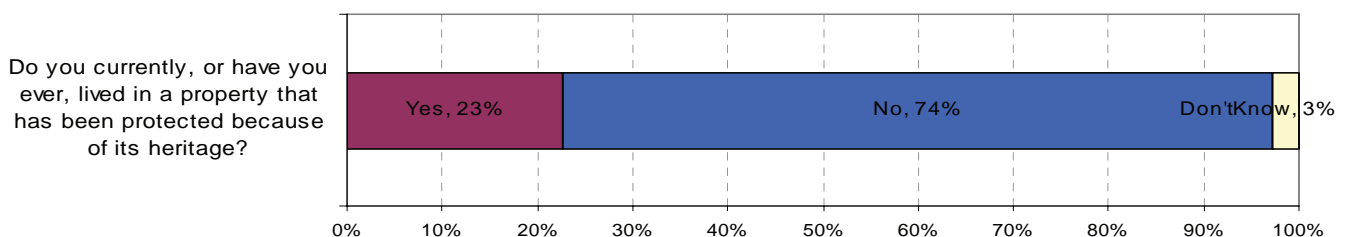
Residents were asked if they agreed or disagreed with the statement that “historical buildings are an asset to the regeneration of St. Helier”. Almost three-quarters (73%) of people strongly agreed that historical buildings were an asset (Figure 2.3); overall nine out of ten agreed at some level.

Figure 2.3: Do you agree or disagree that historical buildings are an asset to the regeneration of St. Helier?



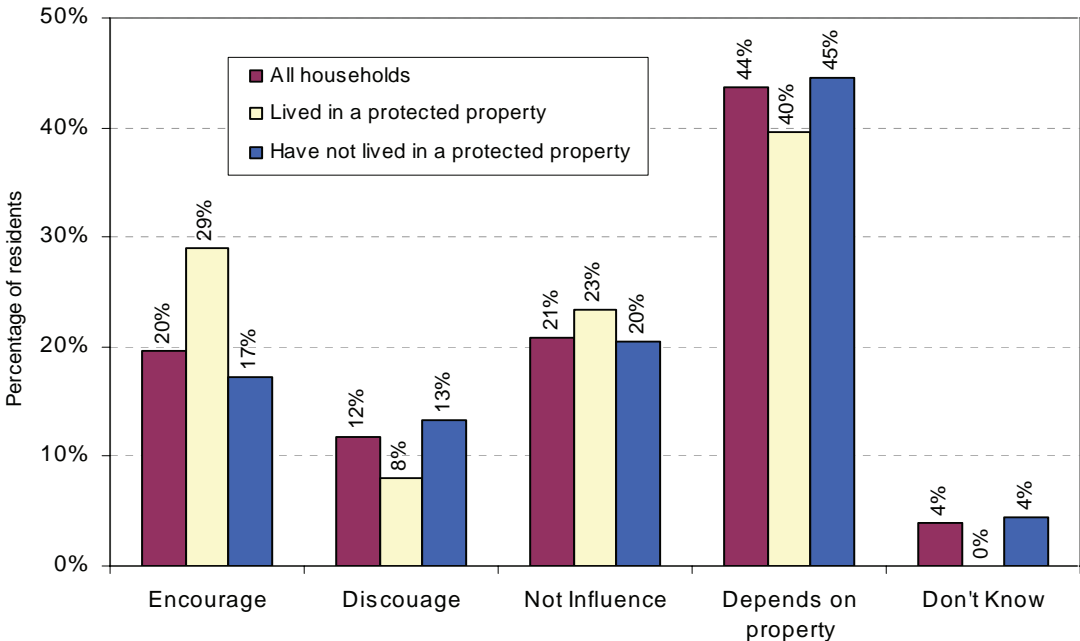
Residents were asked if they currently or ever have lived in a property that has been protected because of its heritage, and also whether a property being protected would influence their decision to live there.

Figure 2.4: Do you currently, or have you ever, lived in a property that has been protected because of its heritage?



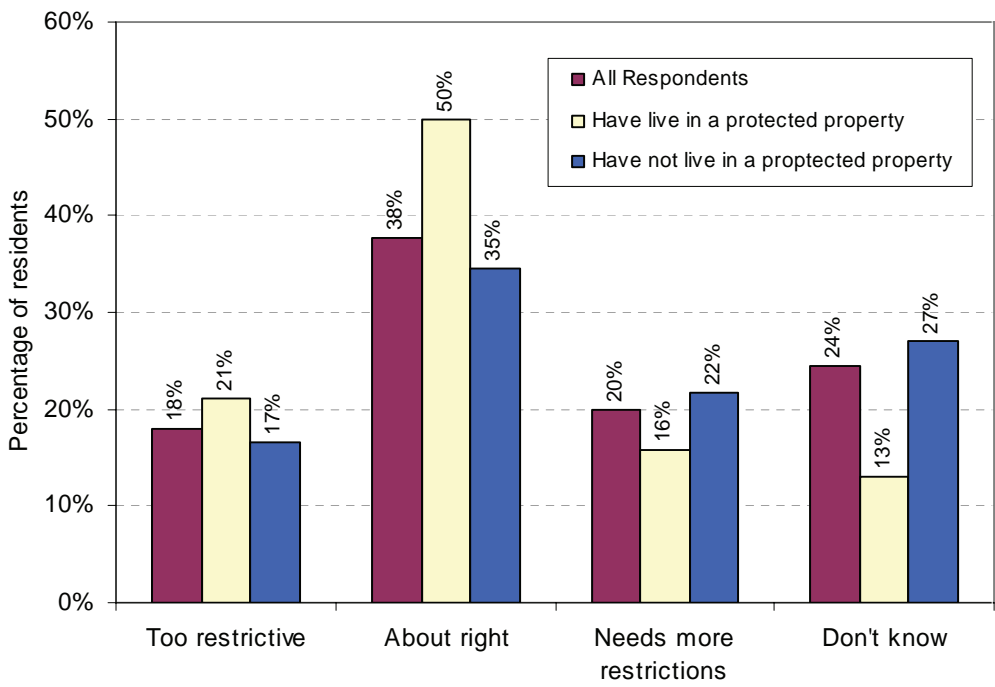
If a property was protected because of its heritage, 20% of responses judged that it would influence their decision to live there; this percentage increased to 29% amongst those people who had lived or currently live in a protected property (Figure 2.5). Around two-fifths of residents, whether they had lived in a protected property or not, felt that the decision would depend on the property.

Figure 2.5: If a property was protected because of its heritage, would this influence your decision to live there?



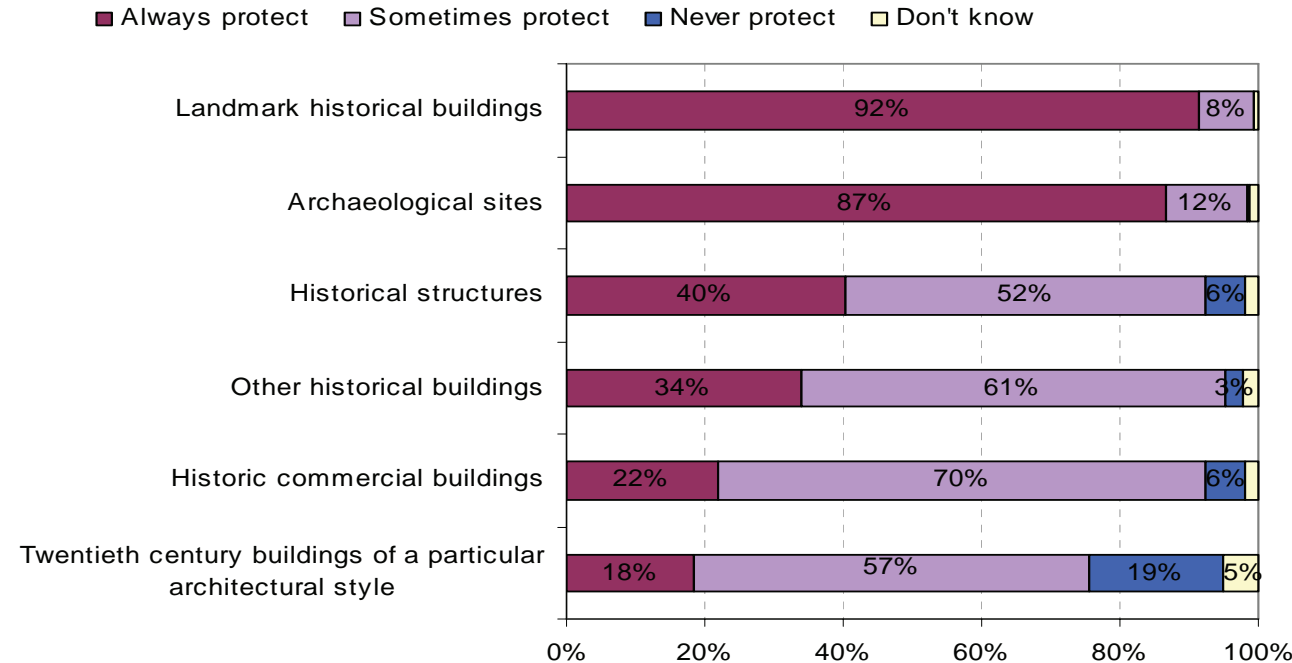
Residents were asked what they thought about the protection of historical buildings and sites in the current planning system in Jersey. Almost two-fifths of people chose 'About right', this proportion increasing to half of those people who had lived or currently live in a property protected because of its heritage. Similar proportions, around a fifth, thought that the planning system was either 'too restrictive' or 'needs more restrictions' in this regard.

Figure 2.6: What do you think about the protection of historical buildings and sites in the current planning system?



Residents were asked what level of protection certain types of buildings should have. Around nine out of ten (92%) people thought that landmark historical buildings should always be protected. In contrast only 18% thought that twentieth century buildings should always be protected, though more than half thought that such buildings should sometimes be protected.

Figure 2.7: What level of protection do you think the following historical buildings should have?



Protection of historical areas

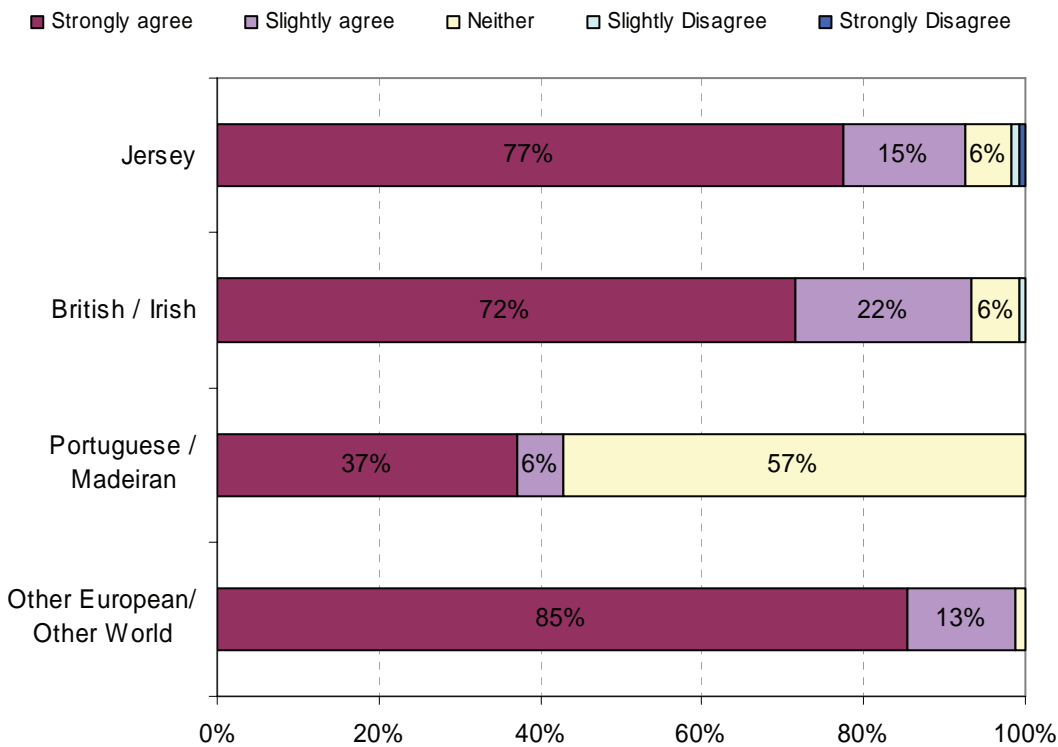
Residents were asked if they thought Jersey should have protected areas to preserve historical parts of the Island. Almost three-quarters (74%) of people strongly agreed that Jersey should have such protected areas. Around nine out of ten (91%) people agreed with the statement at some level; only 1% disagreed.

Table 2.1: Do you agree or disagree that Jersey should have protected areas to preserve historical parts of the Island? (percentages)

Strongly agree	74
Slightly agree	17
Neither agree or disagree	7
Slightly disagree	1
Strongly disagree	0
Total	100

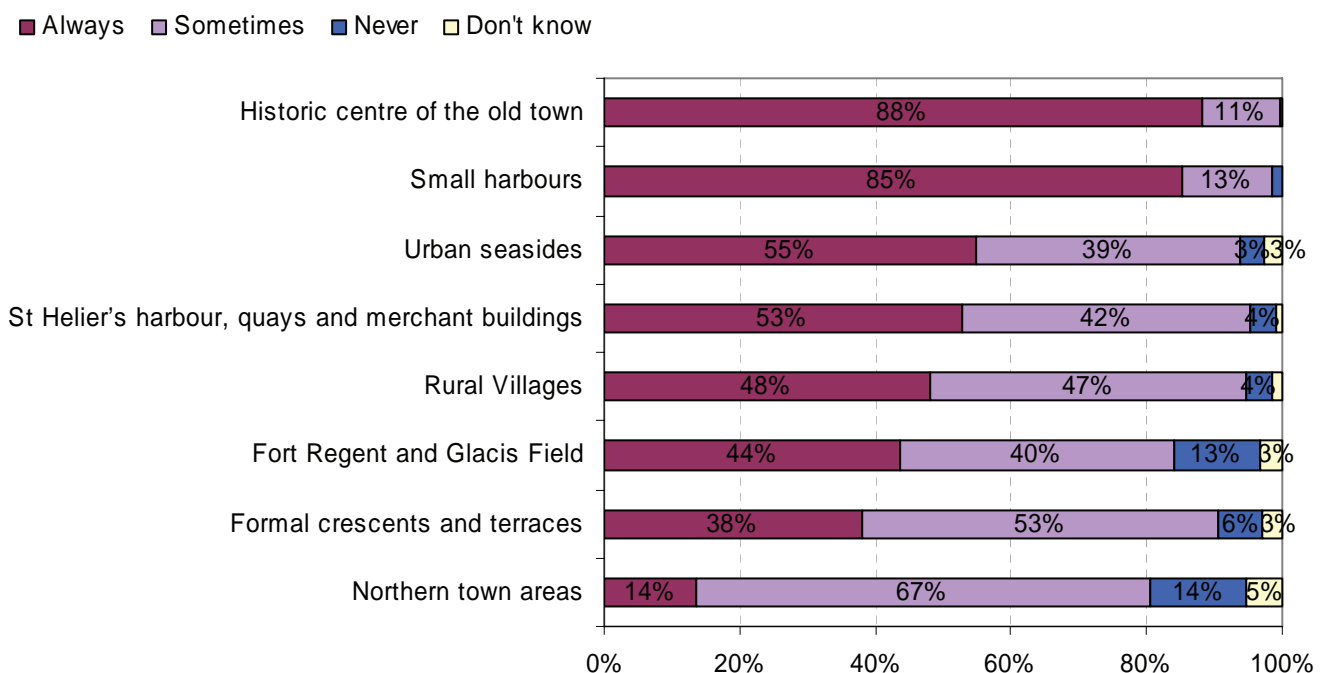
When analysed by ethnicity (see Figure 2.8) more than nine out of ten Jersey and British/Irish people agreed with the statement that Jersey should have protected areas to preserve historical parts of the Island. Fewer than half of Portuguese/Madeirans agreed with the statement, with more than half (57%) neither agreeing nor disagreeing.

Figure 2.8: Do you agree or disagree that Jersey should have protected areas to preserve historical parts of the Island, by ethnic group



The survey questionnaire went on to ask what level of protection different historical areas should have. Almost nine out of ten people thought the ‘Historical centre of the old town’ and ‘Small harbours’ should always be protected whilst more than half thought ‘Urban seaside’ and ‘St Helier’s harbour’ should always be protected. Two-thirds (67%) of St Helier residents thought the ‘Urban seaside’ should always be protected compared with 49% of non-St. Helier residents.

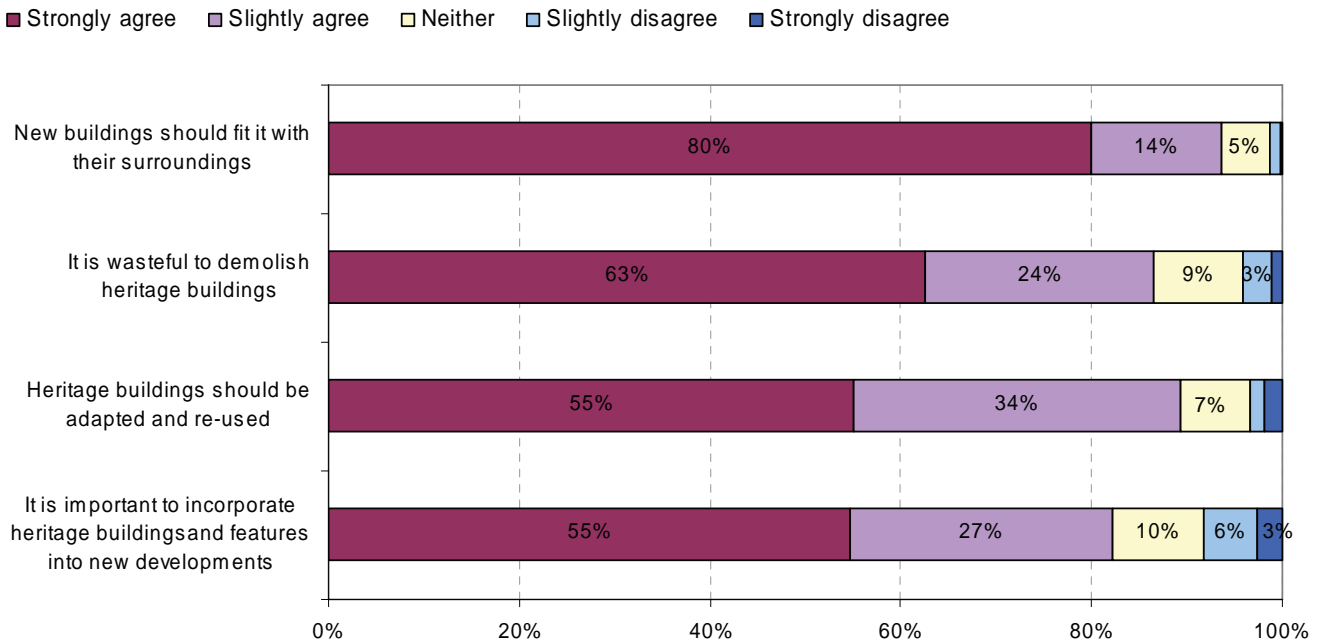
Figure 2.9: What level of protection do you think the following historical areas should have?



Developments with historical buildings

People were asked their opinion on several statements relating to heritage buildings and development.

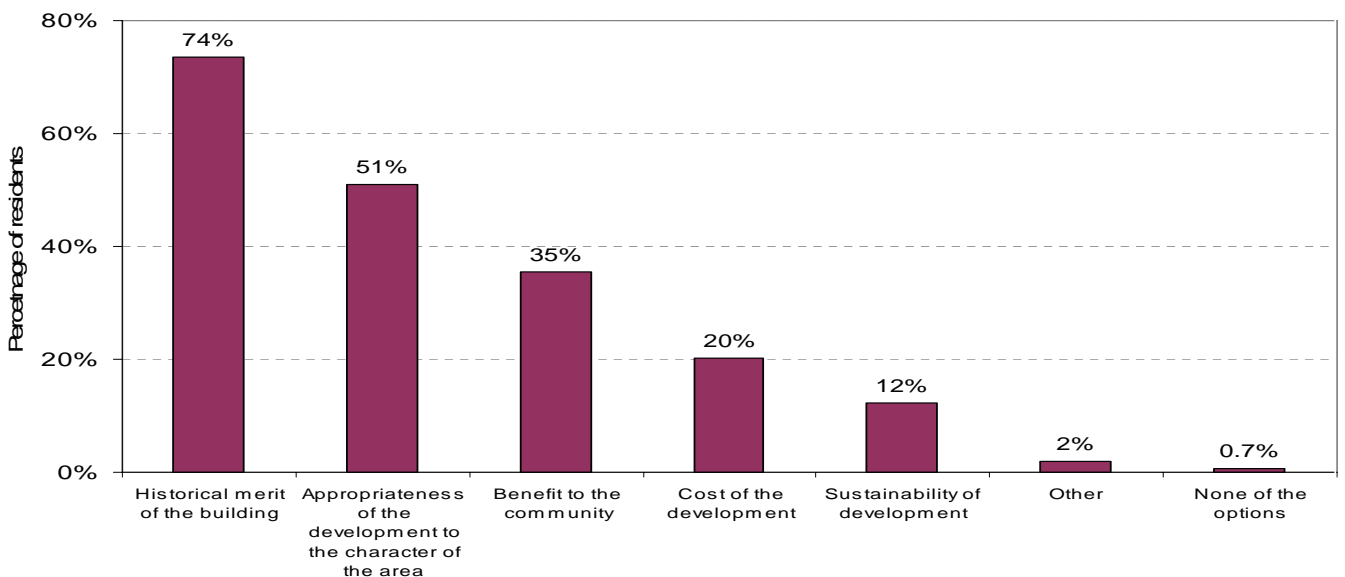
Figure 2.10: Do you agree or disagree with the following statements?



Residents were then given the opportunity to decide which two factors, from a given list, would be the most important to consider when deciding if a historical building should be demolished or retained in a development. The 'Historical merit of the building' and the 'Appropriateness of the development to the character of the area' were the two options most frequently chosen. People who chose the 'Other' option specified 'aesthetic properties of the building', 'historical buildings should always be retained' and 'the decision should be based on what the community wants'.

Figure 2.11: When deciding if a historical building should be demolished or retained in a development, which two factors do you think are the most important to consider?

(Percentage choosing factor as one of their top two)



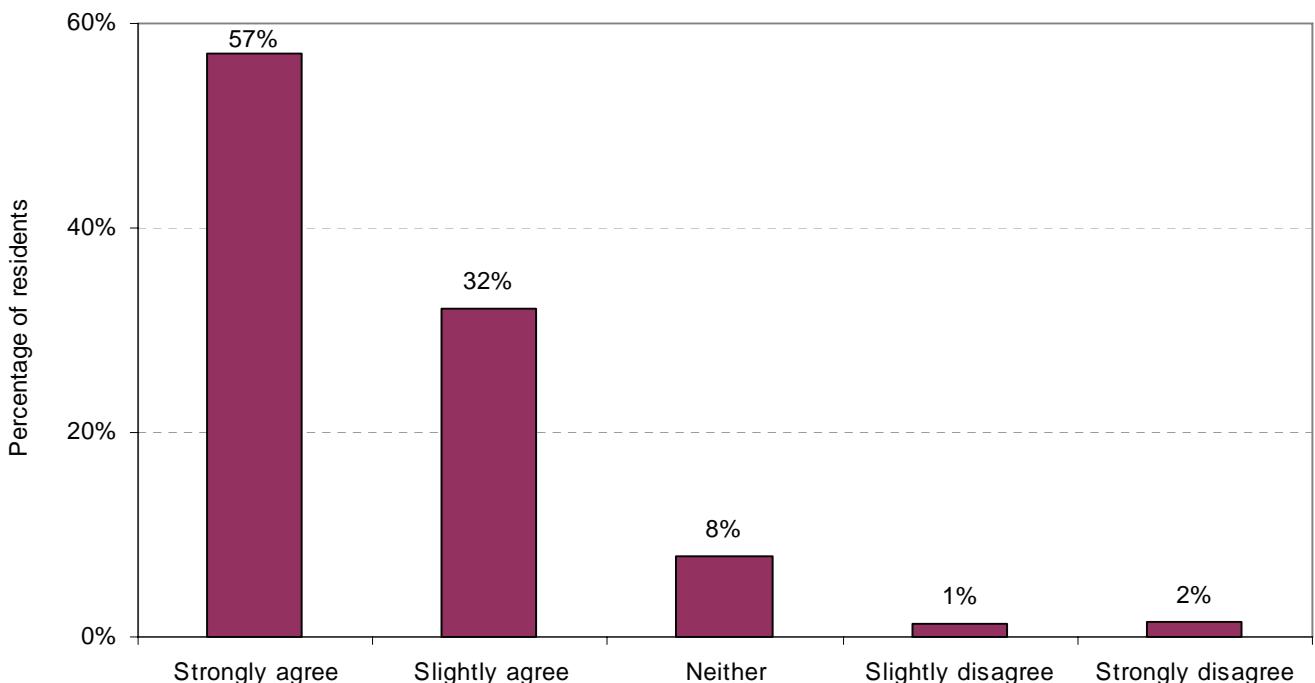
Residents were asked when deciding if a new development should fit in with the existing character of the area, which three aspects do you think are the most important to consider? More than two-thirds (69%) included 'Architecture and design' in their top three choices.

Table 2.2: When deciding if a new development should fit in with the existing character of the area, which three aspects do you think are the most important to consider?
(Percentage choosing factor as one of their top three)

Architecture and design	69
Size and scale of development	46
Materials used for building	40
Height of buildings	37
Density of development	36
Layout of buildings and spaces	34
Purpose and use of buildings	30
None of the options	1

Finally people were asked if they thought that the States of Jersey should subsidise the repair and restoration of heritage buildings. Almost three-fifths (57%) agreed that the States of Jersey should subsidise such repair and restoration, with nine out of ten people agreeing at some level; about 3% of residents disagreed.

Figure 2.12: Do you agree or disagree with the statement that the States of Jersey should subsidise the repair and restoration of heritage buildings?



Appendix I

Survey Methodology & Response Rates

Two thousand randomly selected households received a survey questionnaire through the post in April 2009. For each household sampled, the person in the household who had the next birthday (and who was aged 16 years or over) was asked to fill in the survey form and post it back to the Statistics Unit. A reminder form was sent out after two weeks to those households who had not yet responded, to ensure all those who wanted to take part were able to.

The survey achieved a very good response rate, with 52% of sampled households filling in and returning the survey form. The higher response rate, together with the method of sampling, ensures the survey results are both accurate and representative of the full Island adult population.

Weighting

As the Heritage Survey is a voluntary postal sample survey, the results are weighted to ensure that the whole population is accurately represented.

Comparing the proportion of respondents (such as age, gender and tenure) with those of the full Island adult population from the Census, table A1, shows the younger age-groups are under-represented. From this comparison, and also comparing the proportions of respondents with regards to their gender and tenure, it is possible to assign each respondent a weight. For example, those in the younger age-groups would be given a higher weight to compensate for their under-representation in the responses received.

Table A1 Age profile (percentages) of unweighted survey respondents with Census data

	Unweighted survey respondents	Census 2001
16 – 24 yrs	3	13
25 – 34 yrs	7	19
35 – 44 yrs	17	21
45 – 54 yrs	21	17
55 – 64 yrs	21	13
65 – 74 yrs	17	9
75+ years	14	7

Table A2 shows the weighted respondents by age, gender and tenure compared to the Census. The weighted respondents are close to the Census proportions than the unweighted, showing that the weighted survey results can be considered representative of the Island's population.

Table A2 Profiles of weighted survey respondents (percentages) compared with Census data

Age	Weighted survey respondents	Census 2001
16 – 24 yrs	12	13
25 – 34 yrs	20	19
35 – 44 yrs	21	21
45 – 54 yrs	18	17
55 – 64 yrs	13	13
65 – 74 yrs	10	9
75+ years	8	7

	Weighted survey respondents	Census 2001
Gender		
Men	48	48
Women	52	52
Tenure		
Owner-occupied	57	51
States / Parish / Housing trust rent	13	14
Qualified Private rent	19	22
Non-qualified accommodation	11	13

Comparison of weighted and unweighted analysis results shows that the weighting procedure, whilst improving the representativeness of the data itself, does not significantly alter the findings of the analysis presented in this report. The results can, therefore, be considered to be robust.

Sampling errors

Using sampling theory, and under the sampling design implemented (simple random sampling without replacement) the standard error on the estimate of a population proportion p is:

$$s.e.(p) = \sqrt{\frac{p(1-p)(1-f)}{(n-1)}}$$

Where:

n is the total number of respondents.

f is the sampling fraction, equal to $\frac{n}{N}$, where N is the number of households in the Island.

The 95 percent confidence interval on any proportion p is then given by:

$p \pm 1.96s.e(p)$ and attains a maximum for $p = 0.5$, i.e. 50%.

Using these formulae, the statistical uncertainty on results in this report which refer to the full population is ± 3.0 percentage points.

This means that for a question which gives a result of 50%, the 95 percent confidence interval is 47.0% to 53.0%.

Put another way, we can be 95% confident that a result published for the overall population is within $\pm 3\%$ of the true population figure.

For sub-samples of the population, e.g. by age-band, the sampling fractions within each sub-category will vary. The above formula still applies, and gives the following maximum confidence intervals for proportions (expressed as a range of percentage points) to be assigned to published results:

- Age-band: between $\pm 7\%$ (age 35-44 years) and $\pm 11\%$ (age 75+yrs).
- Gender: $\pm 4\%$
- Tenure: Owner-occupiers $\pm 4\%$; States/Parish Rent $\pm 8\%$; Private Rent $\pm 6\%$
- Ethnic group: Jersey $\pm 4\%$; British/Irish $\pm 5\%$; Portuguese/Madeiran $\pm 18\%$