Applying SIA in assessing (community) contribution in cultural heritage

A case study from Orkney Islands, Scotland, UK

Eirini Gallou
PhD Researcher,
Institute for Sustainable Heritage, UCL, London
eirini.gallou.15@ucl.ac.uk
AIM AND OBJECTIVES

- Social impact assessment (SIA) in ex-post project evaluation for assessing social impacts from community’s participation in cultural heritage projects
- A methodology for:
  - Locating rapidly together rural community profile, social needs and heritage values
  - Producing contextually relevant definitions of community wellbeing: bottom up, contextually relevant indicator development for SIA
- A conceptual framework for exploring wider socio-economic and socio-spatial impacts & consider engagement with tangible and intangible heritage
- A reflection on use of SIA by heritage practitioners in ex-post evaluation
VALUE FOR USING SIA PRINCIPLES IN CH PROJECT EVALUATION

Purpose: assess perceived and actual impacts produced by the activities increased relevance of projects
- Increased institutional responsiveness
- Integration of heritage in socially sustainable development and relating SDG’s
- Increase organizational learning: Non-linear evaluation, includes unintended consequences

Focus:
- Assessing positive and not negative, perceived and real impacts -difference with HIA!
- Dealing with interactions with physical heritage assets and focusing on social and wellbeing impacts (not only intangible -difference with CHIA!

Potential and value: tool for increased bottom-up evaluations of projects (internal or external) and development of long term community, stakeholders and institutions relationships
- People centered approach to conservation
- Human rights approach to heritage management

Source: Wijesuriya et al, 2013 For UNESCO
CASE STUDY: ORKNEY ISLANDS-PROJECTS WITHIN SCAPA FLOW HLF SCHEME
ORKNEY ISLANDS, SCOTLAND

Contextual characteristics

- an archipelago with 20 inhabited islands, research focused on mainland and 3 more adjacent isles
- 21,349 inhabitants (2011 census), density 52 p.s.mile/20/km²
- 200 archaeological sites within a geographical area of 990 km² – high density! Including a cultural OUV WH site
EVALUATING IMPACTS OF SCAPA FLOW LANDSCAPE PARTNERSHIP

- Ex post: completion of 42 projects 2009-2012, 5 years after
- Multi-project scheme including conservation, interpretation of heritage in landscape
- Focus: effectiveness and sustainability
- Challenge:
  - lack of baseline data
  - inability to do pre-post tests to locate change
- Solutions:
  - integration of social needs analysis - social vulnerability variables
  - Integration of qualitative approach:
    - estimation of change at individual behaviors
    - understanding context
CONCEPTUAL FRAMEWORK FOR DIRECT AND INDIRECT SOCIAL IMPACTS FROM HERITAGE ENGAGEMENT

Participation in heritage

as social activity

as process of engagement with place > sense of place

Social (wellbeing) impacts on participants

Individual

Community

Direct impacts

Direct impacts

Heritage interpretation/conservation

Heritage appreciation

Heritage management

Heritage Making/continuous valorisation

Indirect impacts (via use of outputs)

Direct impacts (via beliefs and value changes regarding place)

On non-participants

On participants
INTEGRATED MULTI-PROJECT EVALUATION METHODOLOGY

1. Identify project types, participation typologies and map stakeholders
2. Community profiling and social needs analysis
3. Identifying heritage values and assess changes
4. Analyse social impacts and assess significance

Key data collection method: 42 qualitative interviews with local community members, heritage managers and local planners

On the right Sia framework by Arce-Gomez et al, 2015, with highlighted steps realized in our approach.
<table>
<thead>
<tr>
<th>Project description/Activities undertaken</th>
<th>Participation typology</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Archaeological excavations and documentation in Hoy and South Ronaldsay (Iron age/Neolithic)</td>
<td>Training and volunteering</td>
</tr>
<tr>
<td>2. WWII site Battery Restoration project</td>
<td>Training and volunteering</td>
</tr>
<tr>
<td>3. A vernacular “crofter” house restoration and reuse as a museum Rackwick Craa’s Nest</td>
<td>self-initiated community-led restoration project</td>
</tr>
<tr>
<td>4. A parish church reuse (Hoy Kirk) into a community center and archive, restoration and archive creation of local history</td>
<td>self-initiated project, community-led project</td>
</tr>
<tr>
<td>5. A new interpretation wing for a family-run archaeological visitor centre, Tomb of the Eagles (South Ronaldsay)</td>
<td>Collaborative project: internal managers liaised professionals and volunteers</td>
</tr>
</tbody>
</table>
Official and un official organisations and their roles

- Local Authority, council
- Steering Group (major organisations for natural and cultural heritage protection)
- Advisory Stakeholders (tourism operators etc)
- Local community groups like volunteering associations and heritage trusts
1. Ageing
Orkney is projected to have an ageing population over the next 25 years, with a projected increase of 48% for those aged 65 or over.

2. Deprivation and access to infrastructure
The percentage of people living in 15% most 'access deprived' areas was 62% (2014), which was 311% higher than the Scottish level of 15%.

STATISTICAL INFORMATION
Area: 990 km²
Electorate: 17,232 (at 1 April 2017)
Population (at last census date - 2011)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Population</th>
<th>% Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aged under 10</td>
<td>3,316</td>
<td>15</td>
</tr>
<tr>
<td>10-19</td>
<td>15,874</td>
<td>74</td>
</tr>
<tr>
<td>20-64</td>
<td>4,219</td>
<td>19</td>
</tr>
<tr>
<td>65+</td>
<td>479</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>21,349</td>
<td>100</td>
</tr>
<tr>
<td>Workforce</td>
<td>5,327,300</td>
<td></td>
</tr>
</tbody>
</table>

By 2037, the population is expected to rise to 22,724.

Equity Census Data

<table>
<thead>
<tr>
<th>Equity Census Data</th>
<th>Orkney Islands 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population living on the Orkney mainland</td>
<td>17,162</td>
</tr>
<tr>
<td>Population living on the Isles</td>
<td>4,187</td>
</tr>
<tr>
<td>Total male population</td>
<td>10,506</td>
</tr>
<tr>
<td>Total female population</td>
<td>10,183</td>
</tr>
<tr>
<td>Children (under 16)</td>
<td>3,626</td>
</tr>
<tr>
<td>Retirement age and over (65 and over)</td>
<td>4,279</td>
</tr>
<tr>
<td>Average (median) age of the total population</td>
<td>42.6</td>
</tr>
<tr>
<td>People with a limiting long-term illness</td>
<td>4,029</td>
</tr>
<tr>
<td>Carers (people who provide unpaid care)</td>
<td>1,978</td>
</tr>
<tr>
<td>Total population</td>
<td>21,349</td>
</tr>
</tbody>
</table>

IDENTIFYING COMMUNITY PROFILES & MAPPING SOCIAL NEEDS IN CONTEXT
IDENTIFYING COMMUNITY PROFILES AND MAPPING SOCIAL NEEDS IN CONTEXT

- **retirees** and **incomers** (immigrants usually form other areas within the UK reaches as high as 50% in certain islands): socialising and recreation, daily support
- **young people, 18-25y** on decrease: improve their life prospects.
- children in primary education: learn and familiarize with place and heritage

**Direct**-main beneficiaries:
- children, young individuals and especially elderly are the main beneficiaries

**Indirect** impacts:
- professionals (craftsmen, artists, builders and tourism operators) / commissioned work
- Landowners and agriculture professionals / training via the scheme / outcomes of the physical restoration
| Heritage to support economic development |
| Heritage to support economy based on services and tourism |
| Heritage to tackle issue of seasonality in interests |
| Heritage that can sustain place (intersects both with social and economic aspects) |
| Heritage promotion as place branding as a destination |
| Heritage interpretation: rediscovered personal history and connection with place that sustains population |
| Heritage protection as natural environment and landscape/wilderness protection |

Heritage to support social development and wellbeing

Skills and educational opportunities for development
Recreational opportunities and socialization
Integration opportunities for incomers and isolated individuals

**HERITAGE VALUES - ROLE OF HERITAGE FOR SOCIALLY SUSTAINABLE DEVELOPMENT**
### SOCIAL IMPACT VARIABLES RELATED WITH PARTICIPATION IN HERITAGE (FOR INDIVIDUALS AND COMMUNITIES)

<table>
<thead>
<tr>
<th>List of impact variables/indicators</th>
<th>Aggregated indicator categories</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a. Direct impacts individual level social wellbeing</strong></td>
<td></td>
</tr>
<tr>
<td>• Become part of a social group, belonging</td>
<td>Social capital (bridging and bonding)</td>
</tr>
<tr>
<td>• Make new friends and socialize</td>
<td></td>
</tr>
<tr>
<td>• Fight isolation and increase mental health</td>
<td>Mental health</td>
</tr>
<tr>
<td>• Skills for daily use-recreation</td>
<td></td>
</tr>
<tr>
<td>• Increase sense of ownership of place and heritage</td>
<td>Sense of belonging to place/ Sense of identity</td>
</tr>
<tr>
<td>• Skills for job market</td>
<td></td>
</tr>
<tr>
<td>• Create new professional networks</td>
<td>Knowledge, education and personal development</td>
</tr>
<tr>
<td>• Awareness about historic evolution development</td>
<td></td>
</tr>
<tr>
<td>• Learn more about heritage-increase excitement</td>
<td></td>
</tr>
</tbody>
</table>
- **Individual and community level**
- **Direct** via participation and social exchange processes and **indirect via use** of project outputs
- **Aggregated impact areas** that relate to theoretical framework (aspects of social capital and sense of place)
- **Indicators** for locating specific changes

**DIRECT AND INDIRECT SOCIAL IMPACT VARIABLES WHEEL**
MORE ABOUT THE METHODOLOGY AND RESEARCH APPROACH

Eirini Gallou, Kalliopi Fouseki, (2019) "Applying social impact assessment (SIA) principles in assessing contribution of cultural heritage to social sustainability in rural landscapes",

Permanent link to this document: https://doi.org/10.1108/JCHMSD-05-2018-0037
ROLE OF SIA, VA AND SNA IN CIRCULAR PROCESS OF HERITAGE MANAGEMENT
VALUE ASSESSMENT (VA) WITHIN HM: RELATION WITH DEVELOPMENT OF PROJECT OBJECTIVES
Next steps

- Enhance applicability of method for evaluation of various typologies of heritage projects and socio-demographic contexts: test and validate methodology in other contexts, develop pools of indicators
- Enhance integration of methodology with Social needs analysis process

Challenges

- Establish a role for Sia next to EIA: combine resource based evaluations with social impact ones
- Develop capacity in practitioners for applying Sia at initial stages of project planning to increase social impact of heritage conservation projects
THANK YOU!

Further questions and contact for collaborations: Eirini Gallou
Institute for Sustainable Heritage, UCL, London

eirini.gallou.15@ucl.ac.uk/+44(0)7874035028