

**VISION FOR VICTORY CONSULTATION**

**eSurvey Response: Preliminary Report @ May 9th 2019**

The survey was circulated through the Trust’s social media channels (Twitter and Facebook), and linked from [www.visionforvictory1745.org](http://www.visionforvictory1745.org) . It received 75 complete responses, of which 37.3% were from Prestonpans itself and a further 16% from elsewhere in East Lothian. In total 68% of respondents came from within 50 miles of the battlefield, the target area in the Trust’s planning for repeat visitors. A little over 5% of the responses came from outside the UK, divided evenly between Europe and North America. This report summarises the key conclusions.

* 88% of respondents confirmed they would like to visit the putative attraction, and 11% said that they might visit.
* When asked what their **main interest** in the centre would be, 79% identified the Battle of Prestonpans itself and 60% the story of the Jacobite Rising. The Tapestries polled at 45%.
* In responses to the same question, general historical interest reached 63% and general community interest only 31%. This suggests that whilst many respondents were not specifically or only motivated by Jacobite interest, nor was there an expectation that wider local heritage themes should be prioritised at the centre.
* Importantly, 52% of respondents identified the importance of specific events and activities as a reason for visiting. This is important in the context of the catchment area in which most of those surveyed live.
* The quality of the main exhibition was rated as extremely important (82%) for encouraging **repeat visits**, with specific events/activities again identified as very important (73%). Just under half of those surveyed expected their repeat visit to be motivated by bringing family or friends, and 58% projected temporary exhibitions could encourage them back.
* When considering the **location** of the centre, 82% of respondents believed the most important factor was proximity to the historic battlefield; proximity to the A1 motorway or a town centre were approximately level on average scores, and a majority of respondents considered proximity to another attraction to be the least important of the four options.
* In relation to the battlefield itself, there was a strong **prioritisation of protection** as the most important issue (80% put this in first place), followed by further interpretation and improved access on very marginal splits (more people believed interpretation was the top priority, but fewer had it as their second choice).
* In regard to the possible **name of the centre**, large majorities identified *Battle* (64%), *Prestonpans* (77%) and *1745* (68%) as being important. The word *Jacobite* polled at 48% and *Tapestry* at only 13%. This is significant in suggesting that the centre should be explicit about its themes. A suggested was also made that a strap-line should be used to allow all the important elements to be incorporated.
* In ranking the **most important themes for the centre’s main exhibition**, a complex picture emerged in which two thirds of respondents identified Bonnie Prince Charlie and the Jacobite story as the top priority, closely followed by ‘the people involved in the battle’. This suggests that the human dimension to the narrative is highly significant to potential visitors.
* In response to the same question the redcoat story, terrain/tactics, weapons/uniform, polled similar numbers in the middle ground, but the lowest priority was identified as being ‘the local area’ (50% put this in their bottom two slots). This latter point reflects the previous finding that the centre was not expected to perform a role in interpreting the general history of the local area.
* When presented with a list of **potential themes to be emphasised** in the Trust’s future activities, all options presented polled 48% or higher. Historical research was the most popular by a considerable margin (81%), followed by battlefield walks (77%) and re-enactment (69%). The importance of battlefield walks may be important when considering the relationship between the centre and the battlefield itself.
* Respondents providing their own ideas for future activities suggested: family history, archaeology, the wider Jacobite story, and ‘anything which brings income and interest’.
* One half of the participants left their email address to be added to the Friends of the Prince database.