

Royal High School redevelopment survey

Topline data V1

8th June 2017

Technical details:

- Final topline results of the weighted Royal High School redevelopment survey results are provided below
- Results are based on 505 completed interviews (out of a target 500) with members of the public in Edinburgh. All interviews were conducted by face-to-face
- Fieldwork dates: 22nd April – 4th June 2017
- Where percentages do not sum up to 100% this may be due to computer rounding, the exclusion of don't know categories or multiple answers. Throughout the report, an asterisk (*) denotes any value less than one half of a per cent but more than nought, and a dash (-) represents nought
- The data has been weighted by sex, age, working status and education using 2016 City of Edinburgh Council and 2011 Census statistics
- These topline results are based on 505 respondents, unless otherwise stated.

SURVEY INTRODUCTION

Good morning, afternoon, evening. My name is from Ipsos MORI, the research organisation. We are carrying out research about an important local Edinburgh issue. The interview will take no more than 15 minutes. Would you be willing to take part?

The information we collect will be kept in the strictest confidence, and used for research purposes only. We will not identify any particular individual or address in the results.

QA RESPONDENTS SEX

Male	49%
Female	51%

QAGE Please could you tell me your age at your last birthday?

16-34	38%
35-54	33%
55+	28%
Refused	1%

QWORK Looking at the options on the card, which best describes your current situation? Just read out the letter that applies.

Full time (30+ hrs)	49%
Part time (8-29 hrs)	15%
Unemployed	3%
Retired	18%
Looking after home	2%
Disabled	1%
Have long term illness	*
Student	12%
Other	*
Refused	*

As you may know, the old Royal High School site on Calton Hill in Edinburgh is being redeveloped. The card I have just given you provides some background information and shows you what the current site looks like.

There are two main proposals for the site, an international hotel and a national music school. I'm going to give you some information about the two proposals and ask you about your views of each.

Section A – Hotel proposal

The option I want to show you is the proposal for an international hotel at the old Royal High School site in Edinburgh.

Please read the information on the card in front of you and look at the image of what the hotel might look like if developed.

Q1 In your opinion, what, if any, do you think would be the main benefits of this proposal?

INTERVIEWER: DO NOT PROMPT

Will increase tourism	42%
Employment opportunities at the hotel	28%
Will boost the economy	27%
Employment opportunities in construction	16%
Sustainable use of the building	16%
Will provide a programme of regular 'arts' events	11%
No use of public money	8%
Will increase investment in the surrounding area	6%
Will improve Edinburgh's reputation	4%
Attractive design	4%
None/no benefits	21%
Other	11%
Don't know	1%
Refused	*

Q2 In your opinion, what do you think would be the main drawbacks of this proposal?

INTERVIEWER: DO NOT PROMPT

Unattractive design	44%
Edinburgh doesn't need another hotel	42%
Not in keeping with the building's original use	32%
Damaging to Edinburgh's heritage	28%
Not for local use	13%
Business plan not proven	3%
None/no disadvantages	12%
Other	28%
Don't know	1%
Refused	*

Q3 Overall, how favourable are you towards the proposal to develop the site into an international hotel? Please give your answer on a scale of zero to ten where zero means very unfavourable and ten means very favourable.

0 – very unfavourable	21%
1	6%
2	7%
3	11%
4	9%
5	13%
6	9%
7	7%
8	10%
9	2%
10 – very favourable	4%
Don't know	*
Refused	1%

Section B – National Music School

The option I want to show you is the proposal for a National Music School at the old Royal High School site in Edinburgh.

Please read the information on the card in front of you and look at the image of what the music school might look like if developed.

Q4 In your opinion, what, if any, do you think would be the main benefits of this proposal?

INTERVIEWER: DO NOT PROMPT

Nurturing Scottish talent	68%
Use in keeping with the building's original use	41%
Will improve Edinburgh's reputation	36%
New publically accessible garden	32%
Sustainable use of the building	31%
Three new public performance spaces	30%
Design in keeping with original architecture	30%
Will improve Scotland's reputation	21%
Attractive design	14%
No use of public money	14%
Employment opportunities	13%
None/no benefits	3%
Other	24%
Don't know	*
Refused	*

Q5 In your opinion, what do you think would be the main drawbacks of this proposal?

INTERVIEWER: DO NOT PROMPT

Only benefits a small group of people	13%
No benefit to economy	6%
Does not maximise economic potential of building	4%
Little creation of jobs	3%
Unattractive design	2%
Business plan not proven	1%
None/no disadvantages	65%
Other	13%
Don't know	2%
Refused	1%

Q6 Overall, how favourable are you towards the proposal to develop the site into a national music school? Please give your answer on a scale of zero to ten where zero means very unfavourable and ten means very favourable.

0 – very unfavourable	*
1	*
2	1%
3	2%
4	2%
5	4%
6	5%
7	11%
8	22%
9	11%
10 – very favourable	41%
Don't know	1%
Refused	1%

SECTION C – Choosing a preference
--

Q7 Now, thinking about both proposals for the future use of the old Royal High School in Edinburgh, which of the options do you prefer, or do you have no opinion either way?

The national music school	81%
The international hotel	10%
I have no preference either way	7%
Neither of these	1%
I don't know	*
Refused	1%