



# **South Downs National Park Citizens Panel**

## **Autumn Survey 2017**

### **Final Report**

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26<sup>th</sup> January 2018

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## I. Introduction

Between 31<sup>st</sup> July and 29<sup>th</sup> August 2017, ICM Direct (now Walnut Unlimited) recruited 2,010 people to the first South Downs National Park Citizens Panel.

Between 20<sup>th</sup> October and 17<sup>th</sup> November 2017, Walnut Unlimited conducted the first survey with Panel members<sup>1</sup>. In total **983 panel members** out of a possible 1,997 responded to this first Citizens Panel survey<sup>3</sup>. This is a reasonable response rate of **49%**.

The 983 survey respondents were broadly representative of the Citizens Panel, as can be seen in **Appendix 2: Demographic profile of panel and respondents**. The exception was **retired** people, where 43% of respondents were retired, compared to 37% of panel members, thus skewing response even more towards this group.

This report details the results from the survey and draws out any key differences by gender, age (*excluding 16-24 and 25-34 year olds as the base sizes are too small*), disability, working status and postcode<sup>4</sup>. Examples of free text comments are included in the body of the report to illustrate the findings, along with key conclusions and recommendations for action. See **Appendix 4 for a copy of all the free text comments**. Note that panel members who responded to the survey are called ‘respondents’ in this report.

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<sup>1</sup> As requested at recruitment, 852 Panel members were surveyed by post. The rest were surveyed online.

<sup>2</sup> See Appendix 1 for a copy of the questionnaire

<sup>3</sup> Originally the panel consisted of 2,010 people, but 13 people opted out of the Panel at the start of this survey

<sup>4</sup> See Appendix 3 for a map detailing the location of panel members

## 2. Key findings and recommendations





- Six in ten respondents (60%) recognised one or more of the four shared identity images
- Respondents were *most likely* to have seen one or more of the shared identity images **on the South Downs National Park Authority website** (41%)
- Eight in ten respondents (82%) had **ever** visited the South Downs National Park
- Almost nine in ten respondents (87%) thought that the Authority was responsible for **planning in the National Park**; a further 85% thought the Authority was responsible for **countryside management**
- More than four in ten respondents (45%) had **visited the South Downs National Park website** either *directly* or *indirectly via another website*
- Almost half the respondents (49%) were **willing to test the website** and make suggestions for improvements
- The top two reasons given as to why panel members did not explore the National Park more often, or at all, were **not enough time / have family or work commitments** (33%) and **lack of information about places to go** (28%).

### **Key recommendations:**

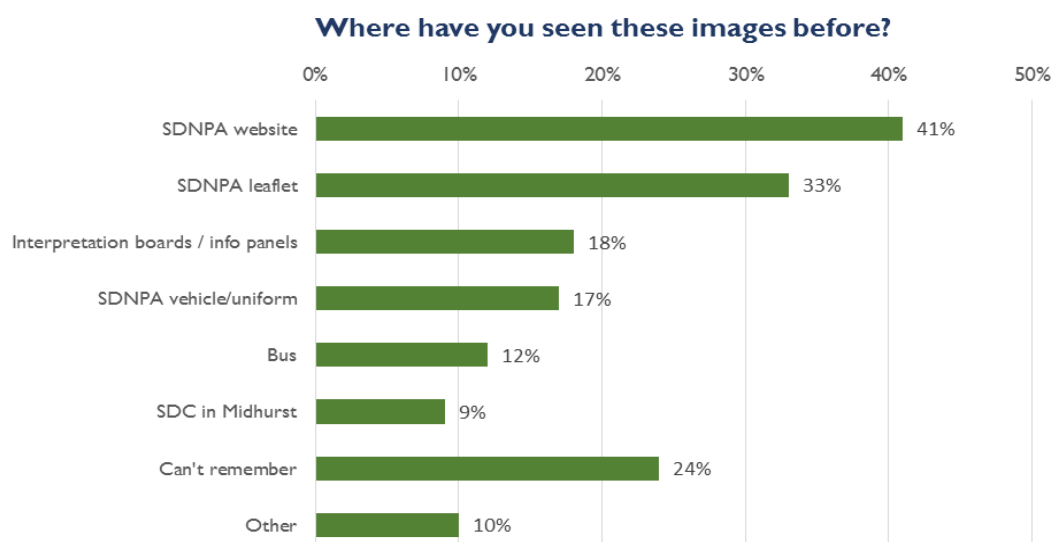
- Measure change in awareness of the shared identity and where it has been seen by asking the awareness questions on an annual basis in the autumn survey
- Test the SDNP website on a selection of Panel members including those with physical and/or visual limitations to ensure the website is as user friendly as possible.

### 3. Awareness of the South Downs National Park shared identity

Whilst four in ten respondents did not recognise any images, 60% **did recognise** one or more of the four images below. The table below shows the proportion of those who recognised each of the four images.

Shared identity image	% resps	Comment
	79%	Most likely to be recognised by those in the <b>SO</b> and <b>RH</b> postcode areas
	43%	Most likely to be recognised by those in the <b>GU</b> postcode area 54% had seen this on the <b>SDNP website</b>
	11%	56% had seen this on the <b>SDNP website</b> and 36% saw this on an <b>SDNPA vehicle or uniform</b> <sup>5</sup>
	4%	
<b>Base (all who recognised one or more shared identity image)</b>	<b>594</b>	

Respondents were *most likely* to have seen one or more of the above images **on the South Downs National Park Authority website (41%)** or **in a South Downs National Park Authority leaflet (33%)** – see chart below.



Base: All who recognised one or more shared identity image (594)

<sup>5</sup> There is a possibility that respondents were confused between the two similar looking images

Over half of those from the **GU** postcode area (52%) had seen one or more of the shared identity images on the **SDNPA website**. Those aged **35-44** were the most likely of all the age groups to have seen the images on either the **SDNPA website** (46%) or in a **leaflet** (40%).

Fifty-seven respondents stated that they had seen the shared identity images in 'Other' locations not listed as options. A variety of locations were cited, most common of which were on a **library card**, at **Petersfield train station** and **on a website** (we are assuming not the SDNP website).

#### **Recommendations:**

- Measure change in awareness of the shared identity images and where these images have been seen by asking these questions on an annual basis in the autumn survey.
- Commission a biennial YouGov survey<sup>6</sup> to ascertain awareness of the shared identity with a UK-wide Panel to measure any disparity with the results obtained from the South Downs National Park Citizens Panel.

## **4. UK National Parks visited**

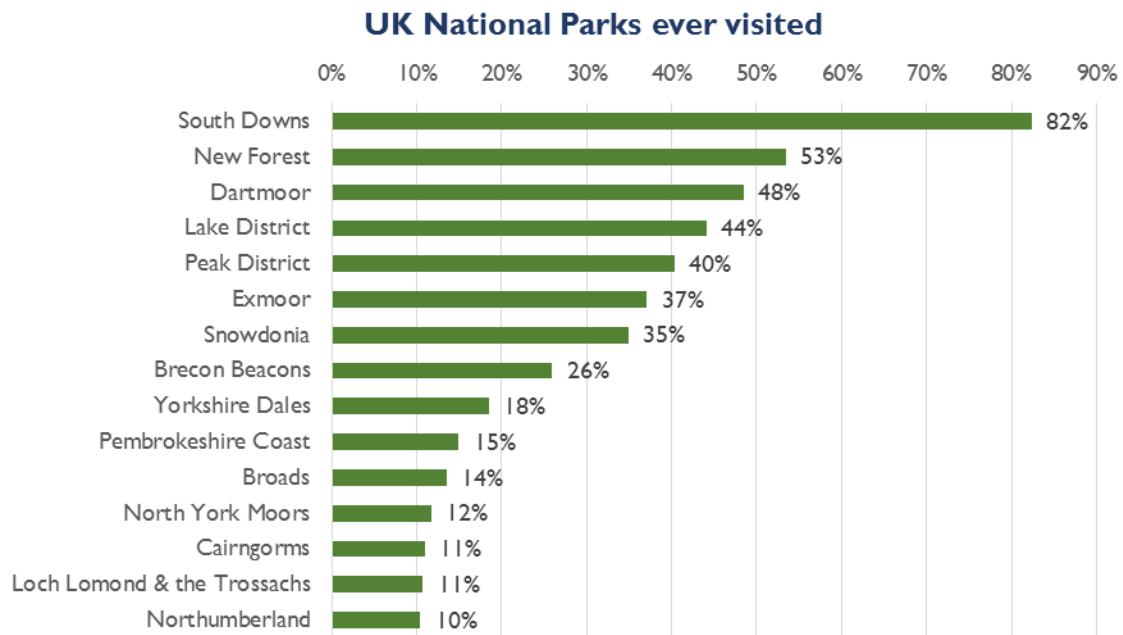
Panel members were asked the names of all UK National Parks they had ever visited (including the South Downs, if relevant). This question was unprompted as we wanted to see what National Parks panel members named without having a prompt tick list. However, in hindsight we should have provided a tick list, as it is possible this is not an accurate representation of actual National Parks visited.

The chart overleaf reveals that the most visited UK National Park was the South Downs (82%). However, whilst this is a good response, it is still somewhat surprising that this figure was not higher, considering panel members were recruited from within or near the National Park. This might be partially down to lack of awareness of the National Park boundary, with people likely to have visited but been unaware they were in the Park.

On the other hand, respondents might not have considered themselves a 'visitor' to the South Downs if they are a resident. It would be worth probing in future motivation for visit to drill down into this a bit more.

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<sup>6</sup> The first of which was undertaken in November 2016



*Base: All who named one or more UK National Parks (932)*

#### Recommendations:

- If this question is asked in future, provide a tick list rather than asking it as a free text question
- If this question is asked in future, probe 'reason for visit' and also clarify what we mean by 'visit'. Link this information with that gained through the visitor survey where we also plan to probe on motivation for visit with visitors to hot spot sites
- More widely promote the National Park boundary on the SDNP website and in documents such as the Annual Review, as people might be visiting the National Park but be unaware they are doing so.

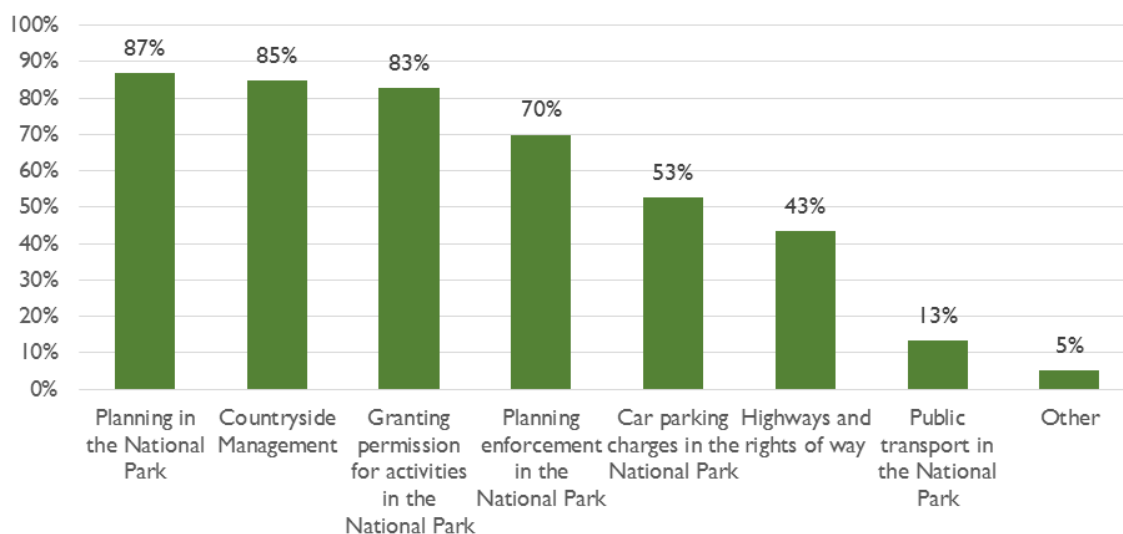
## 5. South Downs National Park Authority functions

The chart overleaf reveals that almost nine in ten respondents (87%) correctly thought that the Authority was responsible for **planning in the National Park**; a further 85% thought the Authority was responsible for **countryside management**.

However, 83% mistakenly thought the National Park Authority was responsible for **granting permission for activities** in the National Park<sup>7</sup>. A further 53% thought the Authority was responsible for **car parking charges** in the National Park.

<sup>7</sup> As publicly accessible spaces, organisers do not have to gain permission to hold activities on Public Rights of Way or roads. However, SDNPA has guidelines to help minimise any potential impact.

### Functions that Panel members believe the SDNPA is responsible for



Base: All who provided a response (978)

44 respondents suggested other areas of responsibility or functions that the Authority was responsible for. These included:

- **Access/signage/maintenance** (11 respondents)
- **Conservation/protecting the National Park** (8)
- **Marketing about the Park – including education** (8)
- **Don't know but would like to know but do not know where to find out** (3)

*“Conserving and enhancing natural beauty, wildlife and cultural heritage. Promote sustainable development.”*

*“Coordinate marketing and promotional brochures for holidays and trips within the Park.”*

*“Don't know and it's hard to find out.”*

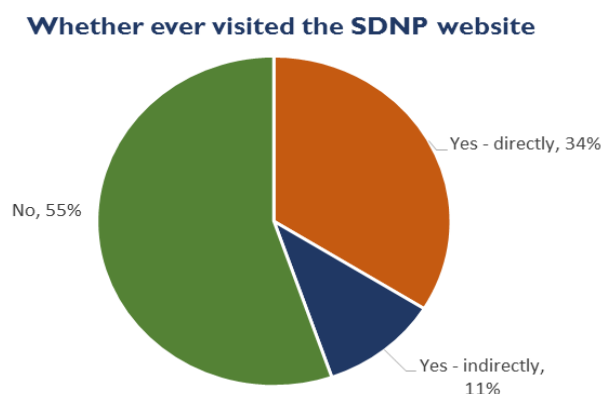
#### **Recommendations:**

- Consider how we can better communicate the functions the Authority is responsible for, to raise awareness of the Authority's role but also to clarify what functions are the responsibility of other organisations, such as the highways authorities or the National Trust
- Send panel members the survey results and highlight which functions the Authority is responsible for.



## 6. Awareness of the South Downs National Park website

Over four in ten respondents (45%) **had** visited the **South Downs National Park website** either *directly* (34%) or *indirectly* via another website (11%) – see chart below.

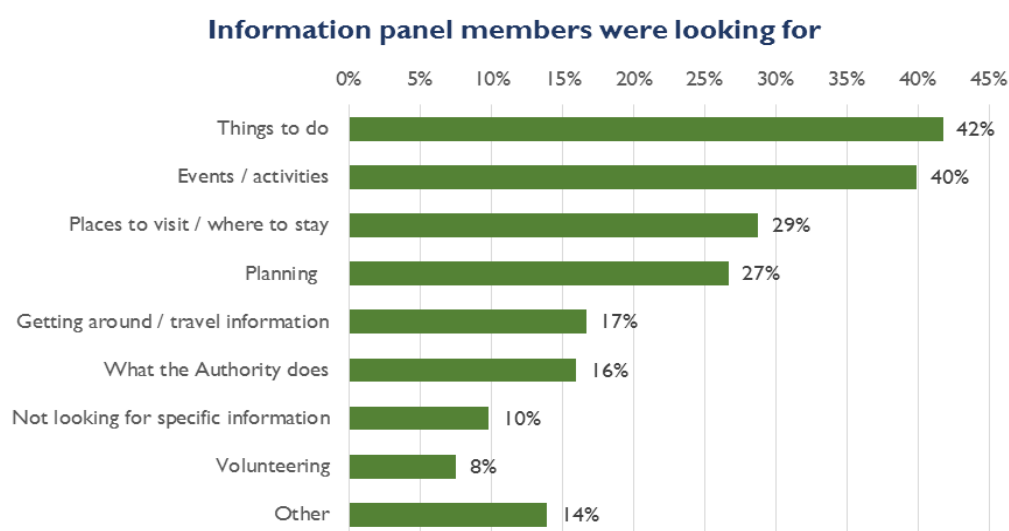


Base: All who provided a response (980)

Employees working full time were the *most likely* to have visited the SDNP website (50%), along with those from the GU postcode area (52%); whilst those from the RH postcode area were the least likely (33%).

Those aged 35-44 were the *most likely* to have visited the website (49%, compared to just 40% of those aged 45-54).

Four in ten panel members were looking on the South Downs National Park website for **things to do** (42%) and/or **events/activities** in the National Park (40%) – see chart below.



Base: All who had visited the SDNP website (438)

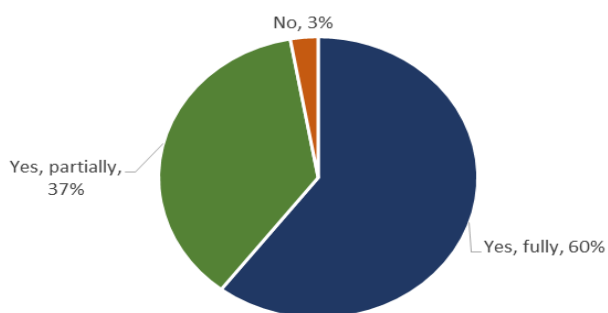
In the main, these findings do not differ when analysing the results by demographics. The exception was in the **GU** postcode area, where respondents were most likely to be looking for information on **planning in the National Park**. This may be because the head office where planning decisions are made is in the GU area (Midhurst), or that the highest proportion of planning applications was made in this postcode area (albeit only marginally higher than in the SO postcode area – 25% and 24% respectively)<sup>8</sup>.

Other information that respondents were looking for included<sup>9</sup>:

- **Maps and walks – including walking the South Downs Way** (12 panel members)
- **Information on the National Park boundary** (10)

The chart below positively reveals that **97%** of respondents **fully** or **partially** found the information they were looking for on the SDNP website.

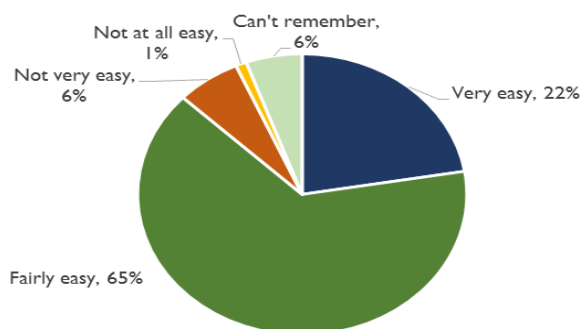
**Whether panel members found the information they were looking for**



Base: All who had visited the SDNP website and provided a response (394)

In addition, **87%** reported that the information was either **very easy** or **fairly easy** to find (22% and 65% respectively) – see chart below.

**Ease with which panel members found the information they were looking for**



Base: All who had visited the SDNP website and provided a response (380)

<sup>8</sup> Source: planning applications data 1<sup>st</sup> April 2016 – 1<sup>st</sup> July 2017

<sup>9</sup> 60 respondents were looking for 'Other' information not listed

Panel members were asked whether they would be interested in testing the website as regards the content and functionality, and feed into any amendments. A very positive 49% of respondents reported that they **are happy to test the website**.

Interesting to note is the fact that 41% of those whose day to day activities are limited a lot or a little are interested in testing the website. Whilst this is lower than the overall percentage, this is still a reasonable sample size of 36 people from which we can recruit.

Men were more likely than women to want to test the website (53% and 45% respectively).

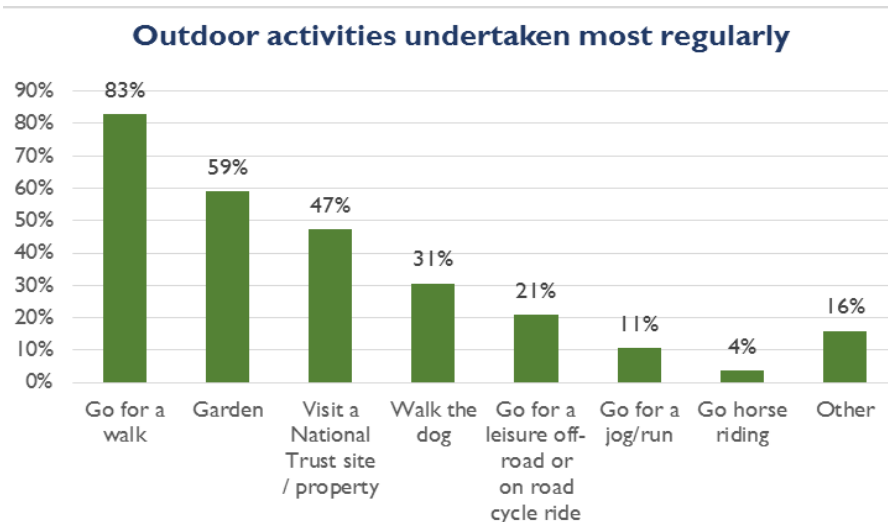
Those aged 65+ were the *least interested* in testing the website.

#### **Recommendations:**

- The Performance and Research Lead to work with the Communications team to draw up a series of scenarios for panel members to test on the website early in 2018 – for example ease with which information on places to go can be found
- The Performance and Research Lead to work with Walnut Unlimited to recruit panel members to test the website – *it would be very useful to use this opportunity to ensure a proportion of those testing the website have a physical or visual impairment so we can be sure the website works for all*
- It would also be useful to find out from panel members what information they would find useful and/or what format/s they would prefer this information to be in, in addition to on the web.

## 7. Outdoor leisure activities undertaken

In the main, respondents liked to **go for a walk** in their leisure time (87%). Almost six in ten respondents (59%) liked to **garden** – see chart below. It is also interesting to note that almost half the respondents (47%) like to **visit a National Trust site/property**. It would be useful to probe why this might be so – see ‘recommendations’ below.



Base: all (983)

145 respondents stated ‘Other’ outdoor leisure activities they undertook that were not listed. The top three were:

- **One or more outdoor sports** (72 respondents)
- **Bird / nature watching** (18)
- **Photography** (10)

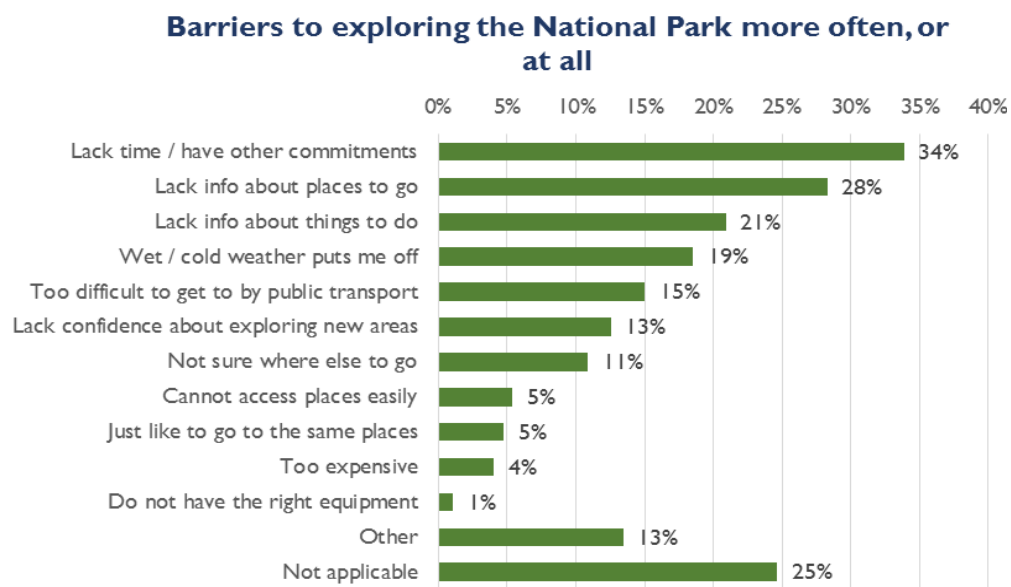
### **Recommendations:**

- This question has provided some useful information as regards key segments we could focus some of our research activity on. For example testing new and existing walking leaflets on walkers for readability and usefulness; testing proposed cycle routes with leisure on and off road cyclists; undertaking work of benefit to the Heathlands Reunited project with dog walkers; recruiting gardeners to create ‘rain gardens’ to reduce flooding and act as a test bed for the ChaMP project, or probing why the National Trust is such a popular choice - for example is it trust in the brand, quality of car parking, wanting to protect local heritage etc? - *Digging further into this segment might help the Authority understand what we might need to be doing to encourage people into other areas of the National Park, and would also be of use to the South Downs Trust when trying to build our ‘brand’*
- This question was also asked at recruitment so we will continue to ask this question of new panel members during the refreshment exercise in summer 2018 and 2019.

## 8. Barriers to visiting the National Park

We were keen to begin to understand why people might not utilise the SDNP more often, or at all and provided them with a series of options to select from. Around a third of respondents stated that there was **not enough time and/or they had family or work commitments** (34%) – see chart below. Note that this was particularly the case for employees working full time (51% - compared to just 14% of retired panel members).

There also appears to be an issue regarding a **lack of information about where to go and what to do** in the National Park (28% and 21% respectively).



*Base: All who provided a response (965)*

Retired respondents were the *most likely* to state that the **wet / cold weather puts them off** (22%).

Respondents from the PO postcode area were the most likely to state that they **lacked time/had other commitments** (39%).

Women were more likely than men to **lack confidence about exploring new areas** (16% and 7% respectively).

As is to be expected the younger age groups were the most likely to state that they **lacked time/had other commitments**.

130 people provided 'other' comments as to why they might not visit the National Park more often or at all. These were analysed and coded, with the main comments detailed below:

**Other areas in the National Park too far / too difficult to get to (18 respondents)**

*"Can be expensive to get to other places of the South Downs e.g. Hampshire, not a day trip by public transport!"*

*"Would love to visit the eastern end of the park more often but public transport is definitely an issue e.g. Southern Trains and the drive from the Portsmouth area via A27 is a real barrier. Our Village (Hambledon nr. Waterlooville) is vitally cut off from public transport, with one bus."*

**Ability to access the National Park is hampered by spouse/partner/children (14)**

*"Rely on other people to take me and they have their family + work commitments. Not well enough to physically get out sometimes."*

*"Since my husband's ill health, it is less easy for me to go exploring - although I do some I don't do as much as before when he was fit."*

**Lack of car parking (12)**

*"Knowing where to park and accessing walks with pubs or tea rooms en route."*

**Getting out and about is difficult (11)**

*"Awaiting hip replacement, mobility not easy at the moment."*

**Poor signposting / not sure where else to go (11)**

*"Bus routes could carry interior advertising with drop off points indicated for both NPs & NTs. Also you could generate more synergy between NPs, NTs and rural bus companies generally. It's a three cornered hat, at weekends a shuttle bus could connect several easily. Getting a list of all national parks on the telly should be priority."*

*"Have not come across a lot of information about the South Downs National Park. Have driven up and over it many times on my way to Petworth."*

**High cost of car parking (9)**

*"Car parking (is too expensive)."*

## **Anxiety about personal safety prevents exploration away from known areas (8)**

*“I won't go alone and not always possible to find companions.”*

*“Worry about personal safety as walk alone and worry re getting lost.”*

## **Competing demands on leisure time (6)**

*“Other family priorities for leisure time.”*

A number of respondents also stated that they struggled to relate to the National Park as an 'entity' and this affected their ability to engage with it, as the following comments ably illustrate:

*“Despite living right next to it, it doesn't really feel like a tangible 'thing' that I could go to. It's less clearly a national park than somewhere like the New Forest or Lake District. Feels a bit of an arbitrary line on a map - which I'm sure is my ignorance, but needs a story to be told about the significance of it - what is the epicentre, what is a-typical of the area, what is the history of it.”*

*“Insufficient lure: why should I go? Challenge my curiosity. How would it help me/the environment? Fun? Common interest groups? Wildlife, botany, ecology, water?”*

### **Recommendations:**

- Promote the National Park as a place for busy / time poor people to unwind, promoting the health and wellbeing benefits
- Undertake focus group/online community qualitative work with a selection of panel members to explore why people might not be able to find/access the information on our website about where to go and what to do
- Explore the reach of our communications about things to do in the National Park – for example evaluate the effectiveness of the locations and events at which we distribute our leaflets
- Signpost people from the SDNP website to other organisations running guided walks and other activities that would appeal to those who want to explore new areas but who are not sure where to go and/or do not wish to visit alone.

## Appendix I: Autumn survey questionnaire 2017<sup>10</sup>





Welcome to the first South Downs National Park Citizens Panel survey! Thank you for joining the Panel; we hope you get a great deal out of being on the Panel and feel your contribution is worthwhile. At the end of the survey you have the opportunity to enter a prize draw for a cash prize of £150 or a donation to a charity of your choice.

### SECTION A: THE SOUTH DOWNS NATIONAL PARK SHARED IDENTITY

*The South Downs National Park shared identity is the place brand for the National Park and includes graphics, fonts and photography.*

**Q1. Which of the images below do you recognise?**

*Please select all the images that you recognise*

	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
<p>I do not recognise any of these images</p>	<input type="checkbox"/> - skip to Q3

<sup>10</sup> Note this is the online version of the questionnaire. The postal survey differs only in terms of the wording used for the question instructions.



**Q2. Where have you seen these images before?**

*Please select all the places that you have seen these images*

On a bus	<input type="checkbox"/>	In a South Downs National Park Authority leaflet	<input type="checkbox"/>
On a South Downs National Park Authority (SDNPA) vehicle/uniform	<input type="checkbox"/>	At the South Downs Centre exhibition area in Midhurst	<input type="checkbox"/>
On the South Downs National Park Authority website	<input type="checkbox"/>	On interpretation boards / information panels	<input type="checkbox"/>
Other, please specify	<input type="checkbox"/>	Don't know/can't remember	<input type="checkbox"/>
Other:			

**SECTION B: UK NATIONAL PARKS VISITED**

**Q3. Please type below the names of all UK National Parks you have ever visited** *(including the South Downs if relevant)*

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**SECTION C: SOUTH DOWNS NATIONAL PARK AUTHORITY FUNCTIONS**

**Q4. The South Downs National Park Authority is responsible for looking after the South Downs National Park.**

*Please select all the functions you believe the Authority is responsible for*

Highways and Rights of Way	<input type="checkbox"/>	Countryside Management	<input type="checkbox"/>
Planning in the National Park	<input type="checkbox"/>	Public transport in the National Park	<input type="checkbox"/>
Granting permission for activities in the National Park	<input type="checkbox"/>	Car parking charges in the National Park	<input type="checkbox"/>
Planning enforcement in the National Park	<input type="checkbox"/>	Other, please specify	<input type="checkbox"/>
Other:			

**SECTION D: THE SOUTH DOWNS NATIONAL PARK WEBSITE**

**Q5. Have you ever visited the South Downs National Park website ([southdowns.gov.uk](http://southdowns.gov.uk))?** *Please select one option*

Yes – directly	<input type="checkbox"/>
Yes – indirectly via another website or search engine	<input type="checkbox"/>
No – <i>reroute to Q9</i>	<input type="checkbox"/>

**Q6. What information were you looking for?**

*Please select the information that you were you looking for – you can select more than one option if necessary*

Things to do in the National Park	<input type="checkbox"/>	Places to visit/where to stay	<input type="checkbox"/>
Volunteering in the National Park	<input type="checkbox"/>	Getting around/travel information	<input type="checkbox"/>
Planning in the National Park	<input type="checkbox"/>	What the <u>Authority</u> does	<input type="checkbox"/>
Events/activities to do in the South Downs National Park	<input type="checkbox"/>	I was not looking for any specific information - <i>reroute to Q9</i>	<input type="checkbox"/>
Other information, please specify	<input type="checkbox"/>		
Other:			

**Q7. Did you find the information you were looking for?**

Select one option

Yes, fully	<input type="checkbox"/>	No - reroute to Q9	<input type="checkbox"/>
Yes, partially	<input type="checkbox"/>		

**Q8. How easy was that information to find?**

Select one option

Very easy	<input type="checkbox"/>	Not at all easy	<input type="checkbox"/>
Fairly easy	<input type="checkbox"/>	Can't remember	<input type="checkbox"/>
Not very easy	<input type="checkbox"/>		

**Q9. We are looking at making some improvements to our website in the next few months. Please indicate below whether you would be willing to participate in an online panel to test the website and make suggestions for improvements. [Note: the time commitment is no more than 2 hours over 4 days at your convenience and you would be paid £40 for your time].**

Select one option

Yes - please type your name and email address below	<input type="checkbox"/>
No	<input type="checkbox"/>
Not sure	<input type="checkbox"/>

## SECTION E: OUTDOOR LEISURE ACTIVITIES

### Q10. What outdoor activities do you do the most regularly?

Please select up to *THREE* options below

Go for a walk	<input type="checkbox"/>	Go horse riding	<input type="checkbox"/>
Walk the dog	<input type="checkbox"/>	Garden	<input type="checkbox"/>
Go for a jog/run	<input type="checkbox"/>	Visit a National Trust site/property	<input type="checkbox"/>
Go for a leisure <u>off-road</u> or <u>on road</u> cycle ride	<input type="checkbox"/>	Other activity, please specify	<input type="checkbox"/>
Other:			

## SECTION F: BARRIERS TO VISITING THE NATIONAL PARK

We are interested in understanding the reasons why some people might not visit the South Downs National Park at all or very often, or might only visit certain parts of the National Park.

### Q11. If applicable to you, please select all the reason/s why you might not explore the National Park more often, or at all.

Select all that apply

Lack of information about places to go	<input type="checkbox"/>	Not enough time/have family or work commitments	<input type="checkbox"/>
Lack of information about things to do	<input type="checkbox"/>	I do not have the right equipment	<input type="checkbox"/>
Too expensive	<input type="checkbox"/>	Wet/cold weather puts me off	<input type="checkbox"/>
Am disabled and cannot access places easily	<input type="checkbox"/>	Just like to go to the same places	<input type="checkbox"/>
Too difficult to get to by public transport	<input type="checkbox"/>	Not sure where else to go	<input type="checkbox"/>

Lack confidence about exploring areas away from those that are familiar	<input type="checkbox"/>	Not applicable	<input type="checkbox"/>
Other reason, please specify below	<input type="checkbox"/>		
Other:			

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**If you want to be entered into the prize draw, please type your name and email address or telephone number below and indicate with an X whether you would prefer a cash prize or for the money to go to a charity of your choice:**

Your name:
Your email address / phone number:

**I would like to be entered into the prize draw to win:**

*Please select your preference*

Cash prize of £150	<input type="checkbox"/>	Donation to my charity of choice as stated below	<input type="checkbox"/>
Charity of my choice:			

**Many thanks for taking the time to complete this survey.  
Your response is much appreciated.**

## Appendix 2: Demographic profile of panel and respondents

<b>Disability: Are your day to day activities limited because of a mental or physical health problem or disability which has lasted, or is expected to last, at least 12 months?...</b>					
	<b>Resp %</b>	<b>Panel %</b>	<b>Resp No.</b>	<b>Panel No.</b>	<b>% response</b>
Yes, limited a lot	3%	5%	32	106	30%
Yes, limited a little	6%	6%	55	127	43%
No	90%	87%	886	1744	51%
Don't wish to answer	1%	2%	9	33	27%
<b>TOTAL (all who answered the question)</b>	<b>100%</b>	<b>100%</b>	<b>982</b>	<b>2,010</b>	

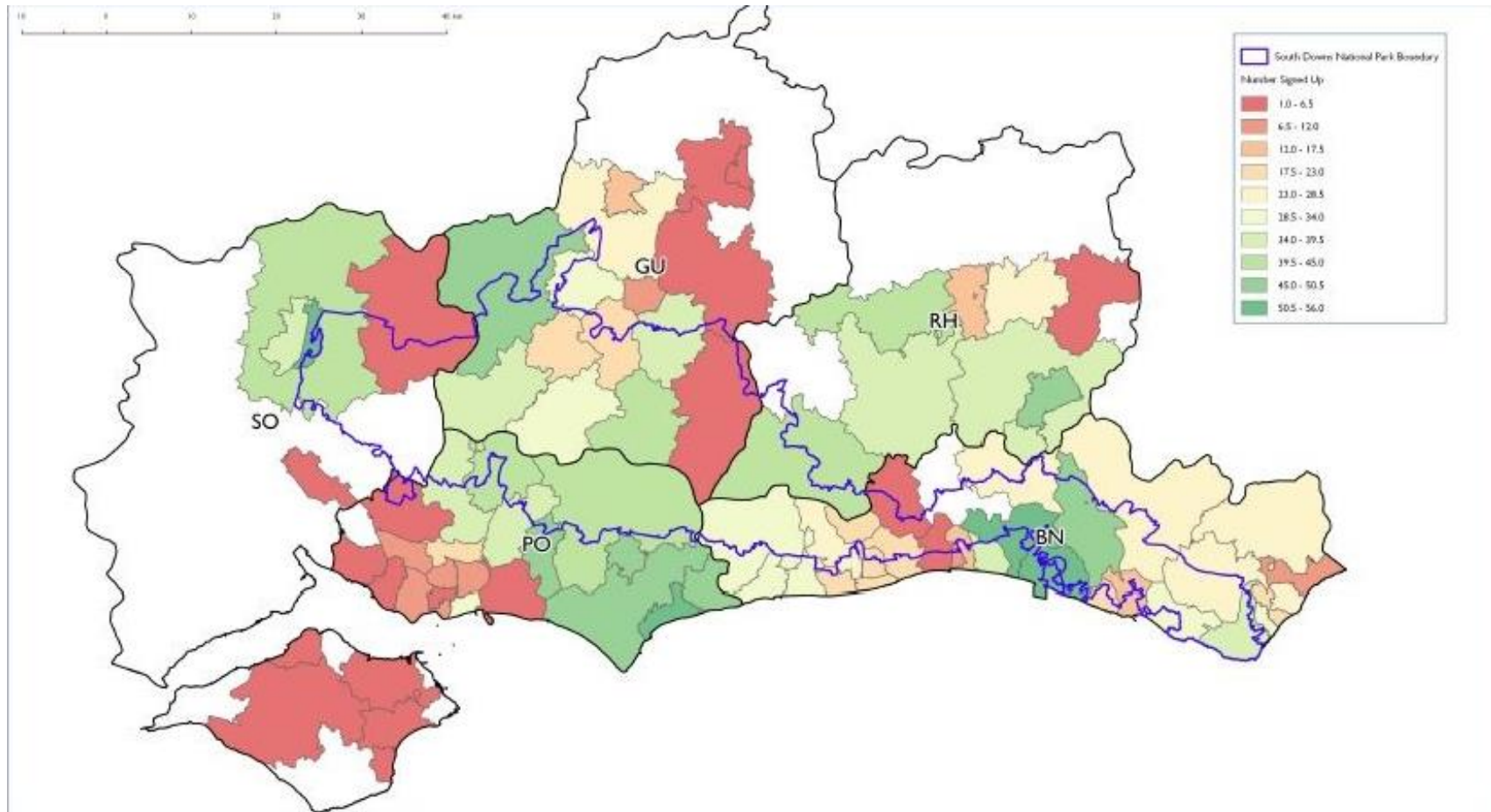
<b>Employment status</b>					
	<b>Resp %</b>	<b>Panel %</b>	<b>Resp No.</b>	<b>Panel No.</b>	<b>% response</b>
Retired	43%	37%	418	753	56%
Employee, full time	25%	28%	248	571	43%
Self employed	13%	13%	131	259	51%
Employee, part time	13%	13%	126	253	50%
Away from work / maternity leave etc	3%	3%	26	60	43%
Unemployed	1%	2%	10	43	23%
In full time education	1%	1%	5	17	29%
Other	1%	1%	7	19	37%
Don't wish to answer	1%	2%	11	35	31%
<b>TOTAL (all who answered the question)</b>	<b>100%</b>	<b>100%</b>	<b>982</b>	<b>2,010</b>	

Postcode	Resp %	Panel %	Resp No.	Panel No.	% response
BN	34%	35%	331	701	47%
PO	25%	27%	239	540	44%
GU	19%	16%	181	329	55%
RH	14%	15%	139	300	46%
SO	8%	7%	82	140	59%
<b>TOTAL (all who answered the question)</b>	<b>92%</b>	<b>93%</b>	<b>972</b>	<b>2,010</b>	

Gender	Resp %	Panel %	Resp No.	Panel No.	% response
Male	45%	43%	443	869	51%
Female	55%	57%	537	1138	47%
Don't wish to answer	0%	0%	2	3	
<b>TOTAL (all who answered the question)</b>	<b>100%</b>	<b>100%</b>	<b>982</b>	<b>2,010</b>	

Age band	Resp %	Panel %	Resp No.	Panel No.	% response
16-24	1%	2%	6	47	13%
25-34	2%	5%	23	103	22%
35-44	8%	10%	82	197	42%
45-54	19%	21%	191	425	45%
55-64	27%	24%	264	478	55%
65+	36%	36%	349	733	48%
Don't wish to answer	7%	1%	67	27	248%
<b>TOTAL (all who answered question)</b>	<b>100%</b>	<b>100%</b>	<b>982</b>	<b>2,010</b>	

### Appendix 3: Postcode map of panel members





## Appendix 4: free text comments

### Q2. Where have you seen these images before? – Other, please specify (excluding all those who stated “at the bottom of the letter/covering email”)

- At the Petersfield Library
- Bus stop in Chichester; Bus stop
- Childhood memories
- Eastbourne tourist information, hotel reception
- Egrets Way leaflet
- Findon Sheep Fair Sussex
- I think I've seen it but paid no particular attention at the time
- In my car
- In tourist info centre
- Info board at Petersfield station
- Internet
- Library card; Library card
- Newsletter
- Newspaper/online article
- On a National Park letter
- On a t-shirt
- On line
- On my library card
- On our village website
- On the website
- Partner information
- Pathway sign posts
- Petersfield Society Newsletter
- Petersfield station advert
- Policy docs
- SDNP Website
- SDNPA temp exhibition at Petersfield station
- South Downs National Park newspaper
- South of England Show stand
- The Serpent Trail official guide
- T-Shirts, Tote bags, Tea towels, (website shop)
- TV, films, documentary
- Web
- Website; Website.

**Q4. The South Downs National Park Authority is responsible for looking after the South Downs National Park - Other, please specify**

- Access + Enjoyment by locals + visitors to N park
- Animal welfare
- Camping
- Campsites
- Community
- Conservation
- Conservation
- Conserving and enhancing natural beauty, wildlife and cultural heritage. Promote sustainable development
- Control of land usage eg Agricultural/Urban
- Conservation and upkeep
- Coordinate marketing and promotional brochures for holidays and trips within the Park
- CROW Access Land
- Cultural activities, grant making
- Dark Sky Area
- Don't know and it's hard to find out
- Education, information
- Extra level of planning enforcement
- Facilities such as visitors centre & toilets
- Footpaths and bridleways
- Health and Safety?
- I don't know the correct answers, these are guesses
- I never thought about SDNPA existing, never mind their function
- Increasing numbers of visitors
- Information promotion
- It really should help with car parks really
- Leisure opportunities, maintenance of special trails e.g. South Downs Way
- Maintaining and care of wildlife; working with farmers
- Management of personnel employed
- Monitoring land and species, environmental effects and changes
- No idea
- No idea why not tell us?
- No sole responsibility for any of above
- Not clear what you mean by Planning. I think you make plans for the Parks but don't grant planning permission for building
- Not sure if the SDNPA is the final arbiter of all these - does it take precedence over District and County Councils?
- Paths- Rights of way
- Pollution prevention, mental and physical health
- Promoting the national park
- Promoting the National Park to the public in the UK and other countries

- Promotion, education, preservation of the environmental issues in servicing the future understanding of sustainability to all
- Protecting the environment and water catchment areas
- Responsible for keeping the South Downs a special place
- Rights of way but not highways
- Some but not all rights of way
- Sign posts
- Signage
- Signage maybe?
- To promote understanding of the Park
- Traffic control & controlling volume & speed of commuter traffic.
- Upkeep of footpaths and stiles.

**Q6. What information were you looking for? – Other, please specify**

- Area covered by the park
- Area involved
- Birds spotted
- Booklet on the Highwoods area
- Boundaries of park
- Boundaries of the park
- Boundaries of the Park
- Boundaries of the Park
- Car Parking and Fees
- Car parks and maps of walks
- Checking if locations were in SDNP
- Cycle routes
- Cycling Routes
- Dark Skies Information
- Details of the serpent trail
- Events linked to U3A
- Foot and cycle paths
- For general interest and self-education reasons
- Head office
- Hire of the SDNP memorial hall Midhurst details
- History, boundary
- I was deciding whether or not to join this survey
- I was going to an education event hosted at Plumpton by the national park authority - I went to the website to find out details and then after to see follow up info
- If there's a car park and the price of parking, if there's food nearby and what type, if you can take dogs, the opening times, if there's an information centre
- Info about photography competition
- Information about members of the national park authority
- Job vacancies
- Jobs

- Looking for a job
- Map
- Membership Prices
- Only to find out how to do online surveys as requested by the letter but unable to find out how to sign up to it
- Parking
- Paths and walks
- Permission to bring dogs
- Planning applications
- Planning walk on South Downs way
- Plans for the Centurion Way extension towards Singleton
- Policies, Staff contact details, meetings
- Research for educational work on national parks
- Research, job search
- Sale of farmhouses by Eastbourne borough council
- South Downs Way
- Tender information
- The boundary
- The names of those on the Board of trustees
- There used to be a forum
- To find out if the property we were buying was in the south downs national park
- Train or bus
- Vacancies
- Vacancies in the Park Authority
- Walking maps
- Walking routes
- Walking routes
- Walking South Downs way
- Walking the South Downs Way
- Walking the south downs way
- Where to report vandalism
- Who maintains the footpath from Plumpton hostel towards black cop
- Wildlife, heritage.

**Q10. What outdoor activities do you do the most regularly? – Other, please specify**

- Advise others where they can go
- Allotment (x2)
- Archaeology
- Archery, play areas with kids
- Astronomy
- Attend events held at the Weald and Downland Museum
- Awaiting hip operation; walking limited, cycling also
- Beekeeping
- Bird watching (x8)
- Bird watching, Butterflies, Flowers and Plants- observing
- Bird watching, tennis, swimming
- Birdwatching & wildlife
- Birdwatching, insect spotting
- Boating
- Bowls - indoor and outdoor
- Bushcraft, woodcraft, fish, nature watching/study
- Camping
- Conservancy work parties
- Conservation in local nature reserve
- Conservation volunteer
- Conservation volunteering
- Conservation - volunteer
- Disabled and housebound, so not much opportunity
- DofE Expeditions
- English Heritage
- Everyday life, volunteer at Weald & Downland Museum
- Explore villages and historic sites
- Fishing, wildlife
- Fishkeeping
- Fitness class
- Five-a-side football
- Fly fishing (x2)
- Football spectator
- Freshwater fishing
- Gliding
- Go shooting and play polo
- Go to play parks. Go for “wheels” on paths (I am a wheelchair user)
- Golf (x15)
- Golf, tennis
- Golf. Fishing, Shooting

- HFT shooting
- Historical sites, fishing
- Hunt
- I am a disabled person but I try to get out as much as I can
- Ice skating
- Kids entertainment- walks & fun
- Lawn bowling
- Leading walking groups
- Local football
- Look after my piece of the park (farm & woods) and operate a small tourist caravan and campsite
- Motorcycling
- Mushrooming
- Nature watching
- Outdoor gym, Nordic walking, archery
- Outside musical events, sky & nature watching
- Photography (x7)
- Photography of countryside
- Photography outdoors/ driving all over the UK
- Picnic
- Picnics and taking friends to the park
- Picnics, wild life observation, photography
- Play golf and tennis
- Play golf occasionally
- Play golf on the south downs
- Play tennis (x2)
- Polo at Cowdray Park
- Re-enactment, WW2 events
- Ride my motorcycle
- Road cycling
- Sail (8)
- Sailing in summer
- Sea fishing (x2)
- Shooting
- Shooting & beating, some bird-watching
- Shooting, Fishing, Off road 4x4
- Sightseeing
- Sit outside in nature, mindfulness (I am disabled, so cannot walk very far)
- Social activities, meet friends, e.g. on official BBQ area in QE park with friends
- Sport
- Sport: tennis, golf
- Swim, shoot
- Swimming (x4)
- Swimming & gym

- Swimming, sailing
- Take child to playground
- Taking our house rabbits out to park/beach for fresh air/exercise
- Tennis (x3)
- Tennis, gym, exhibitions, concerts
- Touring in the car
- Trail Riding on Byways on motorcycles.
- Trout fishing
- Umpire Cricket
- Vintage cars
- Visit beauty spots to paint, walk or take in the view
- Visit historic sites (not NT)
- Visit non-national trust places of interest
- Visit the Sea
- Visit wildlife reserve
- Volunteering
- Walk on the South Downs, visit Gardens and National Trust properties
- Wildlife surveys - reptiles
- Wildlife observation and conservation

**Q11. If applicable to you, please select all the reason/s why you might not explore the National Park more often, or at all – Other, please specify**

- 2 new hips makes going out difficult
- Access via public transport
- Activities for kids - play areas etc
- Afraid have to walk stretches on road
- Age - makes the walking we used to do more (almost totally) impossible
- Age related constraints and carer duty
- Arthritis makes it difficult to walk anywhere
- As I do not have a computer it is difficult to obtain information
- As kids get older they are less interested and so it makes it difficult
- As mentioned before, one knee is about to give way. This is a disability, but I don't think as yet that it would come within govt definition of being disabled
- Awaiting hip replacement, mobility not easy at the moment
- Badly marked
- Better half is not an outdoors type person limiting reason for going
- Bus routes could carry interior advertising with drop off points indicated for both NPs & NTs. Also you could generate more synergy between NPs, NTs and rural bus companies generally. It's a three cornered hat, at weekends a shuttle bus could connect several easily. Getting a list of all national parks on the telly should be priority
- Cafes that are there are very expensive; so rather than making a day of it , we have to do so much more planning which takes away the ease
- Can't take the dog
- Car parking (is too expensive)

- Car parking charges
- Closest access is from A3 and the junctions are appalling
- Closures of byways has reduced the appeal of the area.
- Competing demands on leisure time
- Congested roads
- Cost of parking - i.e. National Trust owned
- Costs a bomb to get off the Isle of Wight - I last left in 2015
- Crowded attractions, safety fear from bicycles, and inconvenient parking payment options e.g. QE park, Harting Hill, and dog restrictions information clarity
- Despite living right next to it, it doesn't really feel like a tangible 'thing' that I could go to. It's less clearly a national park than somewhere like the New Forest or Lake District. Feels a bit of an arbitrary line on a map - which I'm sure is my ignorance, but needs a story to be told about the significance of it - what is the epicentre, what is a-typical of the area, what is the history of it
- Didn't realise you had a website - will have a look!
- Difficulty parking
- Distance, I live in Winchester.
- Do visit s downs from time to time
- Dog mess, lack of toilets
- Dogs not on a lead
- Don't like going out
- Don't like to travel more than is necessary
- Exhausted all local POI and there need circular routes to return to motorcycle or car.
- Exploring the SDNP with a guide to give more stimulation, test of physical ability. The area has immense assets to fulfil this requirement. The area is also rich to provide courses to enhance skill- sets.
- Family health concerns
- Find a suitable and convenient parking point
- Footpaths overgrown or blocked
- Full car park
- Have not come across a lot of information about the South Downs National park. Have driven up and over it many times on my way to Petworth. Wonderful view from the top
- Have ridden all over the downs in the past when hunting was allowed
- However, I was possibly thinking of a hikers barn like in Tom's field - Langton Matravers. We walked from our house to exeat and would happily have stayed in one. In the distant future may think about one in Woodingdean
- Husband not keen on walking
- I no longer drive and due to disability can no longer go out for a whole day
- I accidentally visit national parks when I have a car. I don't happen to have a car right now.
- I am 83 years old
- I am now alone but would join organised group activities if I knew about them
- I live a very full life in Petersfield, volunteering
- I try not to use my car for outside activities but combine a trip to Brighton with a walk D Beacon



- I use my National Trust membership but forget to look at the South Downs website!
- I want to walk the Southdown Way but the accommodation seems far off the trail, so I am finding it difficult to arrange as I carry a pack on my back from B&B to B&B
- I won't go alone and not always possible to find companions
- Insufficient lure: why should I go? Challenge my curiosity. How would it help me/the environment? Fun? Common interest groups? Wildlife, botany, ecology, water?
- It gets quite muddy so look for better under foot walking places
- It's really hard to access it
- Keen walker not enough information
- Knowing where to park and accessing walks with pubs or tea rooms en route
- Lack of company
- Lack of facilities, accessibility, cost
- Lack of info to plan where to stay and travel options (sometimes it's just not easy to find or decide, based on personal circumstances and lack of experience)
- Lack of information about car free cycle routes
- Lack of parking
- Lack of parking spaces up Didbury Beacon
- Lack of sign posting and seating on long walks
- Laziness
- Limited time due to other worthy organisation commitments
- Livestock (cows) grazing, so avoid with dog
- May avoid at weekends as car parking difficult
- Maybe more wooden activities for children to climb on their family walks like Alice Holt
- My wife is a wheel chair user and cannot access places easily
- No connection to the area
- Not aware that it existed. Park seems an odd name, Hampshire is just where I live, not really a park
- Not confident about map reading skills. Would like 'idiots' maps
- Not disabled but creakier now; the joys of age. Can't walk long distances now without a car can be expensive to get to other places of the South Downs e.g. Hampshire, not a day trip by public transport!
- Not enough information on walks except for the South Downs Way
- Not really interested in outdoor activities
- On W edge of park so distance is a factor - needs to be whole day out to go further
- Other family priorities for leisure time
- Other places nearer home
- Park is just one of many options
- Parking
- Parking availability and cost
- Parking charges
- Parking costs
- Parking costs
- Parking facilities. I have to drive to get there & some of the places I'd like to visit don't have parking nearby
- Parking might be a concern

- Parking spaces not given. To have a snack and drink of quality like they have in Bucham Country Park NR Rye. If you want ideas then go visit!
- People to go with (partner not interested in walking)
- Personal security
- Poor facilities for cars
- Reasonably priced car parking
- Recent experience of cars being broken into at NP car park i.e. Lack of security
- Rely on other people to take me and they have their family + work commitments. Not well enough to physically get out sometimes
- Safety of places to park
- Since my husband's ill health, it is less easy for me to go exploring - although I do some I don't do as much as before when he was fit
- Since we had our daughter we are limited, due to the buggy, but when she will grow up more, we will go there weekly/monthly
- Some areas of the park are a long way from me
- Some car parks are an insult e.g. Ditchling Beacon, Devils Dyke -- cost is unnecessary
- Some too far away for day trips
- Sometimes go with family and friends who have transport
- South Downs is on our doorstep and we walk as much as possible for an 88 & 78 year old
- Stiles, footpaths access never maintained, used to use bridleways every day, all blocked off now and unused
- Taking dogs for a walk, I worry about coming across livestock, so we don't always walk in the national park. We tend to stick to parks and playfields where there are plenty of other dogs
- Tend to avoid places where lots of other people go
- The kids might be resistant to going for a walk and I cannot always overcome resistance
- The organisation seems to exist to protect our existing lovely part of the country without specific activities to do there. There is no transport to any particular site
- There are many equally good sites for walking and nature e.g. Chichester harbour. Most often visit Old Winchester Hill c 20 times per annum. Would love to visit the eastern end of the park most often but public transport is definitely an issue e.g. Southern Trains and the drive from the Portsmouth area via A27 is a real barrier. Our Village (Hambleton nr. Waterloo) is vitally cut off from public transport, with one bus
- There are very few camp sites for walkers, backpackers doing Southdowns way and for places to get food, needs cheap places to stay
- Too far to go
- Too old and frail
- traffic danger to on road cycling
- Traffic, drive time, more info on mini walks of approx. 2 hours (circular)
- Try to avoid walking where there are cattle grazing, so tend to stay with known locations.
- Unable to walk far due to ill health
- Unsure of parking facilities

- Usually participate in some of the above when on holiday etc. Do not make specific trips otherwise
  - Very much involved in a local nature reserve
  - Walk from home so same place regularly
  - We are asked to keep paths etc clean of Dog faeces but NO bins are provided, Are we expected to take it home!
  - We live by the beach so it's easier to go there rather than drive but do love it once we have made the effort
  - Wife in nursing home - visit once a day
  - Wife's lack of mobility
  - Wish to fossil hunt but since park too many of the once open fields are now fenced off
  - Worry about personal safety as walk alone and worry re getting lost
  - Would like shorter circular walk with car parking
  - Would like to cycle - ideally get a bus that would take a bike so do not have to do the same route every time
  - Would love to do more visiting but care for a disabled elderly husband who cannot be left for long periods
  - Would not feel safe walking in the South Downs National Park alone.
-