



South Downs National Park Citizens Panel

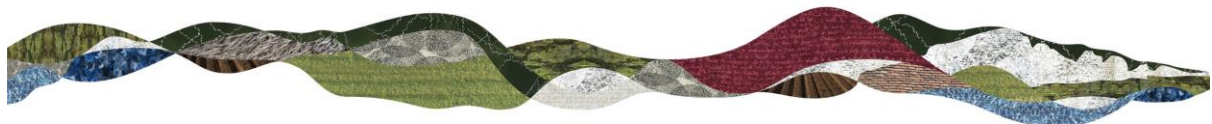
Spring Survey 2018

Final Report

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Author

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CONTENTS

1. Introduction	1
2. Key findings and high & medium priority recommendations	2
3. Planning where to go and what to do	4
3.1 Whether respondents live in or near the South Downs National Park	4
3.2 Information sources respondents used to plan a day out	4
3.3 South Downs National Park Authority (SDNPA) resources used	6
3.4 Social media channels respondents use regularly	8
3.5 Social media channels respondents use to follow the SDNPA	9
4 Dog walking in the South Downs National Park	10
4.1 Respondents who regularly walk a dog(s) in the SDNP	10
4.2 Awareness of the Take the Lead campaign	11
4.3 Awareness of the Heathlands Reunited project	12
4.4 Understanding of the term ‘responsible dog owner’	13
5 Interest in volunteering in the South Downs National Park	15
5.1 Those currently volunteering in the South Downs National Park	15
5.2 Volunteering initiatives of most interest to respondents	14
5.3 Volunteering opportunities of most interest to respondents	17
6 Interest in community work parties	19
6.1 Level of interest in community work parties amongst respondents	19
6.2 Community work party opportunities of most interest to respondents	21
6.3 Where to advertise community work party events	21
7 Interest in the South Downs National Park Trust	23
7.1 Areas of work respondents considered to be most important	23
7.2 Interest in supporting the South Downs National Park Trust	24
7.3 Preferred ways to support the South Downs National Park Trust	25
8 Full list of recommendations	26

APPENDICES

A. Spring survey online questionnaire	30
B. Demographic profile of the panel vs autumn 2017 and spring 2018 survey respondents	37
C. Free text comments	39



I. Introduction

Between 16th April and 18th May 2018, Walnut Unlimited conducted the second survey with panel members¹. In total **727 panel members** out of a possible 1,780 responded to the spring survey². This is a good response rate of **41%**. Note that panel members who responded to the survey are hereafter referred to as ‘respondents’.

Respondents were asked a series of questions around the following themes:

- Planning where to go and what to do
- Dog walking in the South Downs National Park
- Volunteering in the South Downs National Park
- Community work parties
- South Downs National Park Trust.

This report details the results for each survey question and draws out any key differences by gender, age³, working status⁴ and postcode area⁵, showcasing the highest and lowest percentages as comparators. In addition, where relevant, examples of respondents’ free text comments are provided.⁶

A note of caution before proceeding to the survey report:

A high number of responses were received from **retired** people (45% of all respondents). This tallies with the fact that 69% of survey respondents were aged 55-64 or 65+. As these age groups already make up 61% of the panel, this is likely to further skew response.

¹ The survey was conducted either online or by post depending upon panel members’ preference. See **Appendix A** for a copy of the online questionnaire. Note that the postal questionnaire was shorter for cost reasons and excluded the social media questions and two of the community work party questions

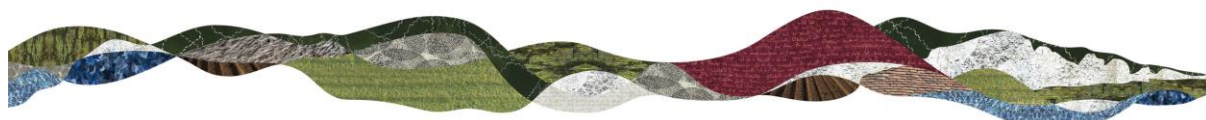
² The 727 respondents were broadly representative of the Citizens Panel. We provide a comparison between the demographic profile of the panel and the profile of those who responded to the autumn 2017 and spring 2018 surveys in **Appendix B**

³ Excluding 18-24 and 25-34 year olds as the base sizes are too small

⁴ Only the results for those who are retired, working full time, self-employed or working part time have been included, as the base sizes for the remaining categories are too small

⁵ This demographic information was collected when panel members were recruited to the panel. The Walnut Unlimited survey team collates survey responses with the relevant demographic information. This data is then anonymised before being sent to the South Downs National Park Authority Research Team who analyse the data and report on the survey findings

⁶ See **Appendix C** for all **free text comments** provided by respondents.



2. Key findings and high & medium priority recommendations

- 43% of respondents would consider supporting the **South Downs National Park Trust**
- The two areas of work seen as most important for the South Downs National Park Trust to focus on are **conserving / enhancing rare habitats** (61%) and **protection of native wildlife** (54%)
- Almost half the respondents (48%) were interested in **community work parties**. **Conservation work** and **litter picking** were of the most interest (60% and 58% respectively)
- Of those interested in volunteering, 59% would be more likely to volunteer if **shorter time commitments** were an option. The volunteering activity of most interest was **practical work** (54%)
- 71% of respondents rely on **word of mouth** when planning where to go and what to do
- 42% had used one or more **SDNPA resources** to explore the National Park
- 95% of respondents believe that being a responsible dog owner involves **keeping your dog away from livestock**. A further 92% believe it means **picking up dog faeces**
- Around one in ten respondents (8%) had heard of the **Take the Lead** campaign. However, 32% of those who walk their own or someone else's dog(s) in the National Park *had* heard of the campaign
- 8% had heard of the **Heathlands Reunited** project.

High and medium priority recommendations are listed below and overleaf to be actioned over the next year. The Performance and Research Lead will monitor whether the recommendations are being addressed and track their progress. For the full list of recommendations, including those worth noting, see **section 8**.

High priority:

- **Recommendation 11:** The results from this survey have established baselines from which targets can be set as regards increasing awareness of the Take the Lead campaign and the Heathlands Reunited project. The **Communications Team**, along with the **Heathlands Reunited Project Team** to consider how the awareness results for the Take the Lead campaign and Heathlands Reunited project relate to their Communications plans and adapt accordingly
- **Recommendation 12:** The **Communications Team** and **Heathlands Reunited Project Team** to work with the **Performance and Research Lead** to ensure that the Take the Lead campaign and Heathlands Reunited project are promoted through the citizens panel quarterly e-newsletter. Also continue to test awareness levels in future iterations of the citizens panel bi-annual surveys



Medium priority:

- **Recommendation 3:** Given the finding that just 8% of respondents used apps when planning where to go/what to do, it would be useful to probe this in a future survey by asking respondents about potential barriers to using apps, for example broadband issues, want break from technology, lack of confidence using apps, etc. For those who do use apps, it would be worth probing what apps they use as this would also add useful context. The **Performance and Research Lead** to ensure this is done
- **Recommendation 7:** The **Communications team** to keep Facebook content fresh as those who follow the National Park Authority on social media use Facebook over all other platforms. The **Communications team** to also utilise the data from this survey to update their social media strategy, if they have one
- **Recommendation 8:** The **Communications and Access team** and the **Heathlands Reunited Project Team** to work with the **Performance and Research Lead** to undertake some focused research with dog walkers in the survey sample to gather information around dog walker motivations for, and barriers to, behaviour change
- **Recommendation 10:** The **Performance and Research Lead** to note that, if awareness of the Take the Lead campaign is asked of panel members in a future survey, those who are aware of the campaign should also be asked where they have heard of the campaign and also whether they have seen the campaign video, as this information will be of use to the Communications Team
- **Recommendation 13:** When considering making changes to the volunteer programme of activities, it is recommended that the **volunteering team**, along with the **ranger teams**, utilise the information regarding what would make respondents more likely to volunteer, paying particular attention to the differences in age, gender, working status and postcode area lived in
- **Recommendation 14:** When creating volunteer role profiles, the **volunteer** and **ranger teams** to utilise the information regarding the types of work respondents are most interested in and the proportions interested in specific types of activity, and any differences highlighted between the age, gender, working status or postcode area respondents live in
- **Recommendation 16:** There is strong interest in community work parties amongst respondents, particularly if the activity involves conservation work or litter picking. The **four area teams** to work together to devise a National Park-wide programme starting in the key locations highlighted in Table 1. Focus initial efforts on the BN and GU postcode areas and on those aged 45-54 amongst whom particularly strong interest in community work parties was expressed
- **Recommendation 20:** The **Income Generation team** to take note of the fact that respondents are most likely to support the Trust through the purchase of local products or a one-off donation.

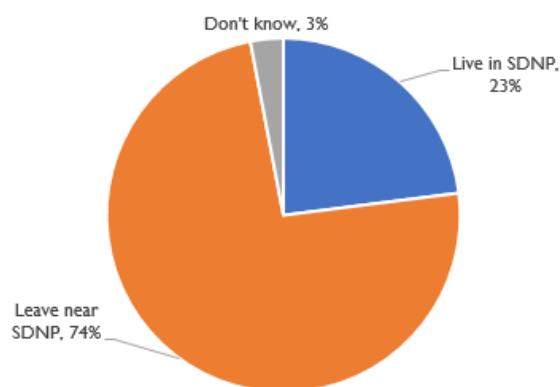


3. Planning where to go and what to do

3.1 Whether respondents live in or near the South Downs National Park

To provide some context for the survey results, respondents were first asked whether they lived **in or near the South Downs National Park (SDNP)**. Chart 1 reveals that almost three quarters (74%) of respondents **live near** the National Park, with the remainder living **in** the National Park (23%).

Chart 1: Please indicate whether you live in or near the South Downs National Park

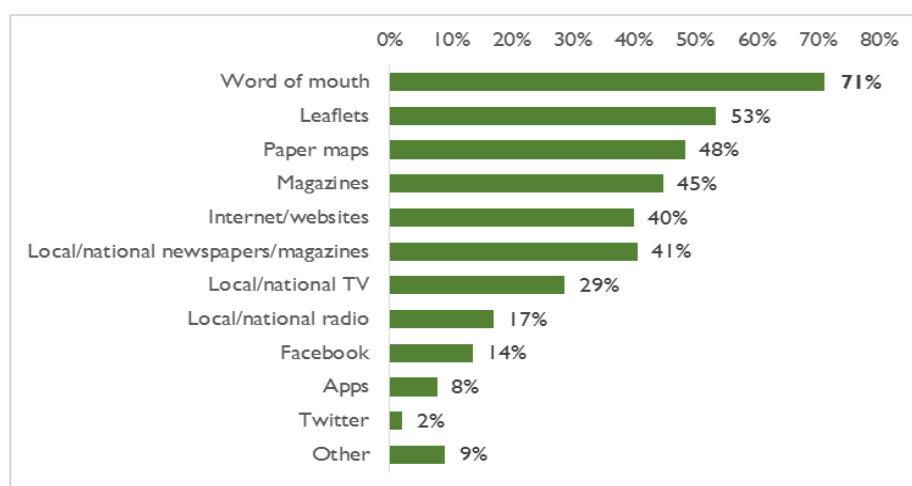


Base: All respondents (727)

3.2 Information sources respondents use to plan a day out

The information sources respondents were *most likely* to use when planning where to do and what to do were **word of mouth (71%)** and **leaflets (53%)** – see chart 2.

Chart 2: When planning where to go and what to do in your free time, what information sources do you use?



Base: All respondents – 'None of these' removed (708)



Recommendation 1: When planning to release information on new walks, events, access routes etc in the National Park, the **Communications** and **Access Teams** to take note of the finding that the information sources most used are word of mouth and leaflets⁷.

Recommendation 2: When considering the fact that 53% of respondents use information leaflets and the cost of producing such materials, it would be useful to ask a follow up question in the next spring survey asking people whether they would be prepared to pay a small fee – e.g. £0.50p per leaflet to enable the SDNPA to produce more leaflets. It would also be useful to see where people get their leaflets from – e.g. visitor centres, tourist attractions, on site etc. The **Performance and Research Lead** to ensure this is asked in a future survey.

Where people used the **Internet/websites** (40% of respondents); the website/search engine used the most often was **Google** (55% of those who used the internet/websites).

It is interesting to note that few respondents overall use **apps** to plan a day out (just 8%). However, this result may be skewed by the fact that 69% of respondents are over 55 years of age and few reported using technology when planning where to go and what to do.

Recommendation 3: Given the finding that just 8% of respondents used **apps** when planning where to go and what to do, it would be useful to probe this in a future survey by asking respondents about potential barriers to using apps, for example broadband issues, want break from technology, lack of confidence using apps, etc. For those who do use apps, it would be worth probing what apps they use as this would also add useful context. The **Performance and Research Lead** to ensure this is done

Almost one in ten respondents (9%) used ‘other’ sources of information which included: **Google** (26% of those who stated ‘other information sources’⁸) – 16 respondents; **walking books / guide books** (25%), and **local knowledge** (20%)

There were some interesting variations in the results depending upon the age of respondents, as follows:

- Older respondents are *much more likely* to utilise **magazines** such as the National Trust magazine when planning where to go and what to do (57% of those aged **65+** compared to 29% of those aged **35-44**)
 - Older respondents are also more likely to use **leaflets** (59% of those **65+**), compared to 40% of (**35-44** year olds) **paper maps** (49% of those **65+**, compared to 36% of

⁷ However, note should be taken that 69% of respondents are from the two older age groups which might have skewed the results

⁸ 11 respondents mentioned this under ‘other, please specify’ but not under ‘website/search engine used’, and five respondents mentioned it twice



those aged 35-44) and **local/national newspapers/magazines** (48% of those 65+, compared to 22% of those aged 35-44)

- However, younger respondents are *more likely* to use the **internet/websites** (55% of those aged 35-44 compared to 27% of those aged 65+) and **Facebook** (35% of 35-44 year olds, compared to just 5% of those aged 65+).

Recommendation 4: When promoting leaflets, new maps etc the **Communications team** to target older users; when promoting information on the website, target younger audiences.

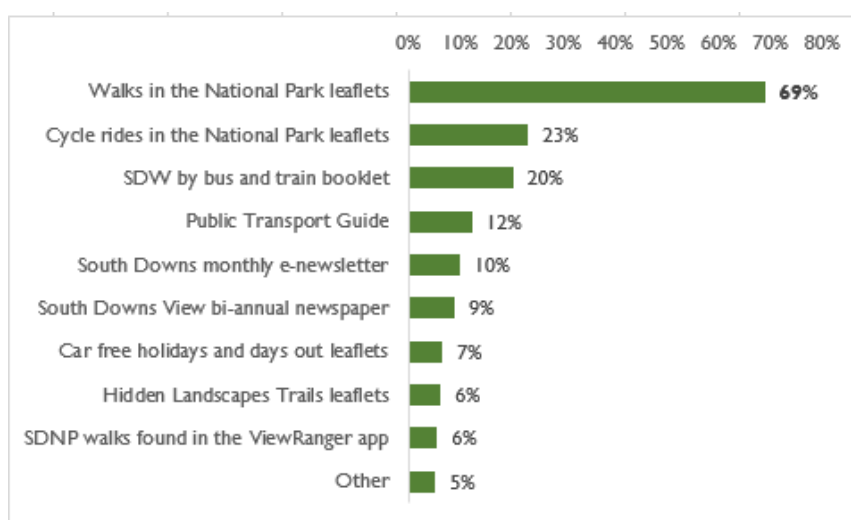
The vast majority of respondents (90%) used two or more sources of information when planning where to go and what to do. The most common combinations were **word of mouth &...**:

- Leaflets (41% of respondents)
- Magazines (e.g. *National Trust*) (34%)
- Paper maps (34%)
- Local or national newspapers / magazines (31%)
- Leaflets & magazines (23%)
- Leaflets & paper maps (21%).

3.3 South Downs National Park Authority (SDNPA) resources used

Four in ten respondents (42%, 303 people) had used one or more of the resources produced by the SDNPA. Of those, 69% had used **walks in the National Park leaflets**. Almost a quarter (23%) had used **cycle rides in the National Park leaflets**. Also popular was the **South Downs Way by bus and train booklet** (20%) – see chart 3.

Chart 3: Which of the following resources produced by the South Downs National Park Authority have you used to explore the National Park?



Base: All who used South Downs National Park Authority resources (303)



One in twenty respondents (5%) who had used SDNPA resources had used 'other' SDNPA sources of information. In the main, people stated that they used the **SDNP website**. This is an oversight on our part. With hindsight, the question should either have stated, 'which resources available via the SDNP website...' or we should have included 'SDNP website' as a response option.

Recommendation 5: If we ask the question again regarding which SDNPA information sources panel members use, the **Performance and Research Lead** to either reword this question to state 'SDNPA information resources available via the SDNP website' or include 'SDNP website' as a response option.

There were some interesting differences in results by age, gender, working status and the postcode area respondents lived as demonstrated below:

- Whilst **walks in the National Park leaflets** were popular across the board, this was especially so amongst those living in the PO postcode area (73%, compared to 60% in the SO postcode area)
- Respondents living in the RH postcode area were the most likely to utilise **cycle rides in the National Park leaflets** (35%, compared to 17% of those in the BN postcode area). Perhaps unsurprisingly, this was also the case for younger respondents (50% of those aged 35-44, compared to 12% of those aged 65+). Males were twice as likely as females to use these leaflets (34% and 16% respectively)
- A quarter of respondents living in the BN postcode area (26%) had used the **South Downs Way by bus and train booklet**, compared to just 8% from the SO postcode area
- A higher proportion of younger respondents used the **ViewRanger app** for walks in the SDNP (13% of 35-44 year olds and 45-54 year olds, compared to 4% of those aged 65+).

44% of those who had used SDNPA resources had used two or more resources to explore the National Park. The most common pairings were:

- Walks in the National Park leaflets & Cycle rides in the National Park leaflets
- Walks in the National Park leaflets & South Downs Way by bus and train booklet
- Cycle rides in the National Park leaflets & South Downs Way by bus and train booklet.⁹

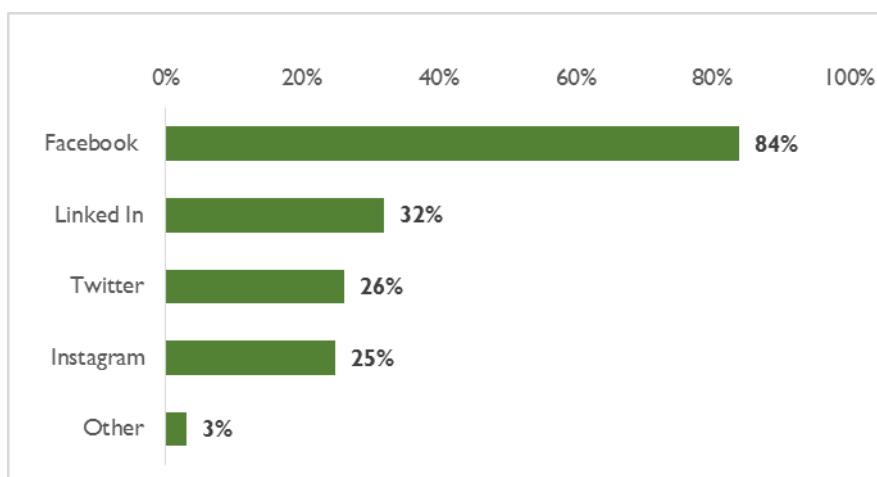
⁹ This is possibly linked to the fact most respondents live outside the National Park as stated in section 3.1



3.4 Social media channels respondents use regularly

Online respondents were asked which social media channels they used regularly. Respondents were left to define for themselves what they deemed 'regularly' as this would differ person to person. Of the 49% of respondents (225 people) who used social media regularly, 84% used **Facebook**. The remaining social media channels were used by similar proportions of respondents – see chart 4 below.

Chart 4: What social media channels do you use regularly?



Base: All online respondents who provided a response – excluding those who stated 'I only use social media infrequently' and 'I do not use social media at all' (225)

The most commonly mentioned 'Other' social media channel was **WhatsApp**.

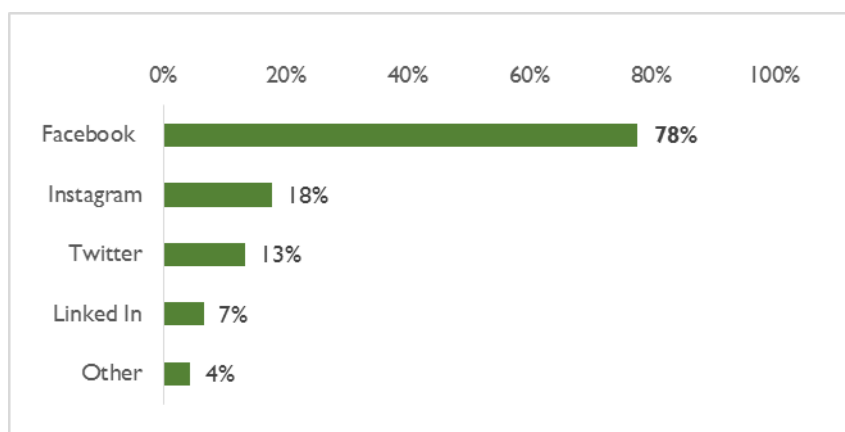
Recommendation 6: The **Performance and Research Lead** to include **WhatsApp** as an option in future when asking what social media channels or platforms people use.



3.5 Social media channels respondents use to follow the SDNPA

Online respondents who used social media (225 respondents) were also asked which social media channels they used to follow the SDNPA. Of those, 45 followed the SDNPA, and, as with the previous section, most used **Facebook** (78%) – see chart 5.

Chart 5: Which, if any, of the following social media channels do you use to follow the South Downs National Park Authority?



Base: All online respondents who use social media to follow the SDNPA – excluding those who stated 'None' (45)

Recommendation 7: The **Communications team** to keep Facebook content fresh as those who follow the National Park Authority on social media use Facebook over all other platforms¹⁰. The **Communications team** to also utilise the data from this survey to update their social media strategy, if they have one.

¹⁰ It would also be useful to investigate Facebook statistics in more detail, especially as we may use this method as one way of recruiting future panel members

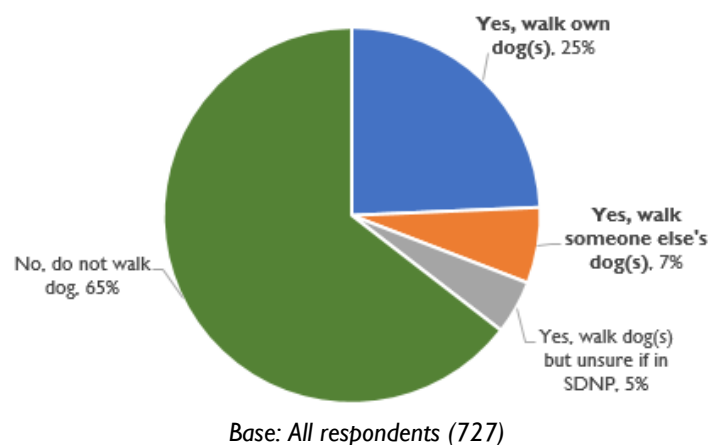


4. Dog walking in the South Downs National Park

4.1 Respondents who regularly walk a dog(s) in the SDNP

Whilst almost two thirds of respondents (65%) **do not walk any dog(s) in the South Downs National Park (SDNP)**, there is a useful proportion who **do walk either their own or someone else's dog(s) in the National Park (32%)** – see chart 6 below.

Chart 6: Do you regularly walk a dog(s) in the South Downs National Park?



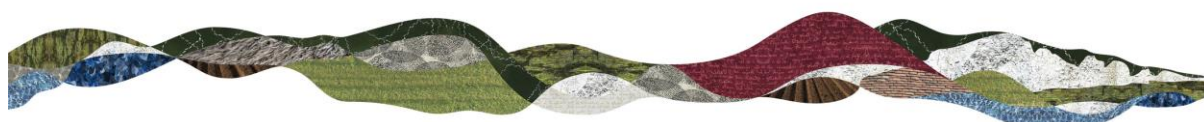
Recommendation 8: The **Communications and Access team** and the **Heathlands Reunited Project Team** to work with the **Performance and Research Lead** to undertake some focused research with dog walkers in the survey sample to gather information around dog walker motivations for, and barriers to, behaviour change.

There were some interesting variations by age and the postcode area respondents lived as illustrated below¹¹:

- 41% of those aged 45-54 **walk their own or someone else's dog(s)** in the National Park, compared to 24% of those aged 65+, and the average of 32%
- Almost four in ten respondents (37%) living in the BN postcode area **walk either their own or someone else's dog** in the South Downs National Park, compared to 18% of those living in the RH postcode area¹².
- 15% of those living in the SO postcode area **walked a dog(s)** but they were **unsure whether it was in the SDNP**. This compares to the average of 5%.

¹¹ Note there were no differences between male and female respondents

¹² This result might be explained by the fact that 88% of respondents living in the RH postcode area *live outside the National Park* – see Citizens Panel profile 2018_final report

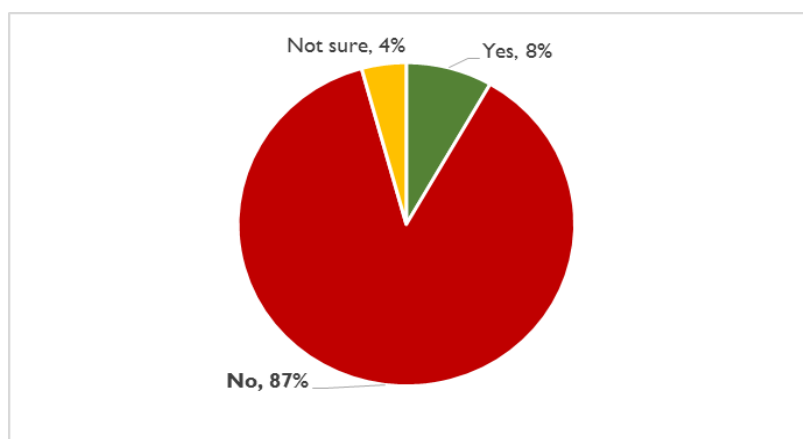


Recommendation 9: wider promotion of the National Park boundary is needed as there is a lack of clarity, particularly amongst panel members living in the SO postcode as to the areas that fall within the National Park. The **Communications team** and the **Performance and Research Lead** to work together to decide a way forward.

4.2 Awareness of the Take the Lead campaign

Less than one in ten respondents (8%) had heard of the **Take the Lead** campaign – see chart 7 below.

Chart 7: Have you heard of the Take the Lead Campaign?

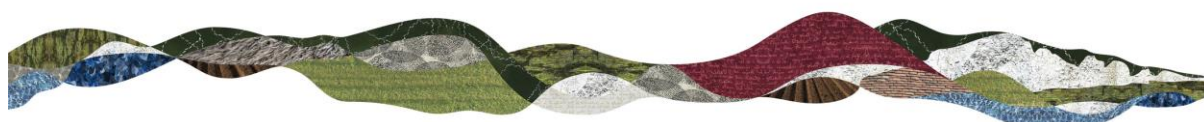


Base: All who provided a response (724)

Note however, that 32% of those who walk their own or someone else's dog **had heard of the Take the Lead campaign**, compared with just 4% of those who did not walk a dog. This suggests that the campaign is starting to reach those to whom it is aimed, and provides a useful baseline from which targets can be set moving forwards.

It is also interesting to note that those in the GU postcode area were the *most likely* to be aware of the Take the Lead Campaign (12%, compared to 6% in the SO postcode area and the average of 8%).

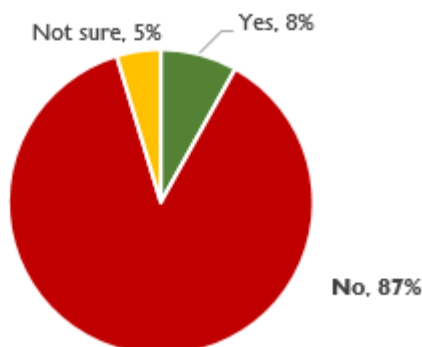
Recommendation 10: The **Performance and Research Lead** to note that, if awareness of the Take the Lead campaign is asked of panel members in a future survey, those who are aware of the campaign should also be asked where they have heard of the campaign and also **whether they have seen the campaign video**, as this information will be of use to the Communications Team.



4.3 Awareness of the Heathlands Reunited project

As with the Take the Lead campaign, just 8% of respondents had heard of the **Heathlands Reunited project** – see chart 8 below.

Chart 8: Have you heard of the Heathlands Reunited project?



Base: All who provided a response (727)

Interestingly, and somewhat soberingly, awareness amongst those living in the Heathlands Reunited project area was even lower at 6%. Of the 206 panel members in the project postcode areas¹³, just 13 had heard of the Heathlands Reunited project. Furthermore, just 23% of those who *had* heard of the Take the Lead campaign, had also heard of the Heathlands Reunited project. This suggests that the recent iteration of the Take the Lead campaign which focused on heathland sites did not link effectively to the Heathlands Reunited project.

Recommendation 11: The results from this survey have established baselines from which targets can be set as regards increasing awareness of the Take the Lead campaign and the Heathlands Reunited project. The **Communications Team**, along with the **Heathlands Reunited Project Team** to consider how the awareness results for the Take the Lead campaign and Heathlands Reunited project relate to their Communications plans and adapt accordingly.

Recommendation 12: The **Communications Team** and **Heathlands Reunited Project Team** to work with the **Performance and Research Lead** to ensure that the Take the Lead campaign and Heathlands Reunited project are promoted through the citizens panel quarterly e-newsletter. Also continue to test awareness levels in future iterations of the citizens panel bi-annual surveys.

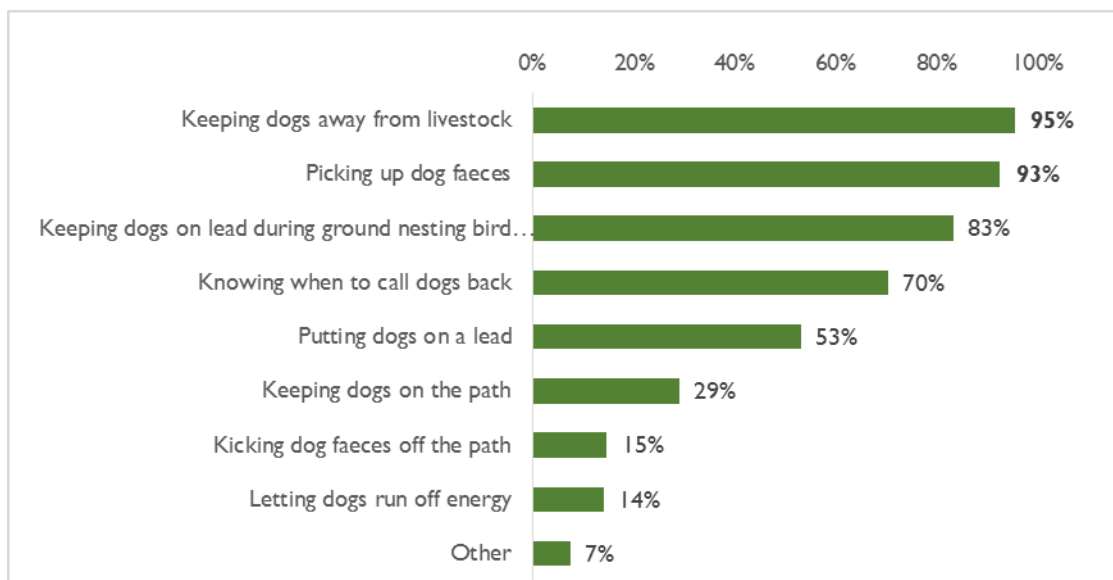
¹³ The Heathlands Reunited project postcode areas are: GU26, GU27, GU28, GU29, GU30, GU33, GU35, and RH20. This is despite the fact that those in the GU postcode area overall were *more likely* to have heard of the Take the Lead campaign than respondents in the other postcode areas



4.4 Understanding of the term ‘responsible dog owner’

Respondents were asked to select from a list of phrases the ones that best reflected their view of a ‘responsible dog owner’. The vast majority (95%) felt that being a responsible dog owner meant **keeping dogs away from livestock**. A further 93% believed it meant **picking up dog faeces** – see chart 9 below. This is heartening and shows that our key messages are getting through¹⁴.

Chart 9: What do you understand by the term ‘responsible dog owner’?



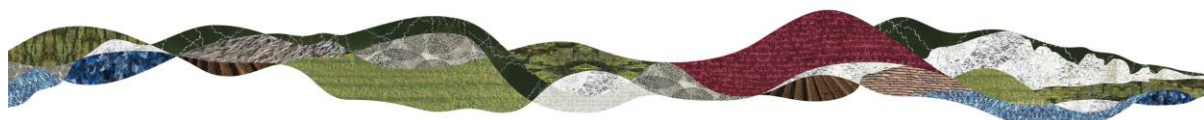
Base: All respondents (727)

There were no significant variations by respondents’ postcode area, age, gender or working status.

For the vast majority of respondents (97%), two or more phrases best reflected their understanding of what a ‘responsible dog owner’ meant. The most common combinations were **keeping dogs away from livestock &...**

- Picking up dog faeces (91%)
- Keeping dogs on a lead during ground nesting bird season (82%)
- Picking up dog faeces & keeping dogs on a lead during ground nesting bird season (80%)
- Knowing when to call dogs back (69%).

¹⁴ It is worth noting that, since this survey was undertaken, the Heathlands Reunited project team have undertaken their own survey around responsible dog ownership; the panel survey findings can thus bolster this



39 respondents provided an 'other' phrase to describe a responsible dog owner. The most commonly mentioned are illustrated below:

	<p><i>"Always have a dog on the lead where there are children playing."</i> (Female who walks own dog, aged 55-64, from the GU postcode area)</p>
	<p><i>"Having respect for people who don't like or feel comfortable around dogs."</i> (Female who does not walk/own a dog, aged 45-54, from the PO postcode area)</p>
<ul style="list-style-type: none"> • Keeping dog under control around others / being aware of other users (incl. livestock) (16 respondents; 41% of those who answered 'other') 	<p><i>"Keeping dogs on a lead when appropriate, i.e. when other dogs come into view or where hazards, small children or 'No go' areas are sighted."</i> (Female who walks someone else's dog, aged 65+, from the RH postcode area)</p>
	<p><i>"Keeping dogs on leads near sheep and other farm animals."</i> (Male who does not walk/own a dog, aged 65+, from the BN postcode area)</p>
	<p><i>"On a lead or could otherwise reach livestock. Not allowing them to run up close to strangers or alongside bicycles."</i> (Female who does not walk/own a dog, aged 35-44, from the SO postcode area)</p>
<ul style="list-style-type: none"> • Taking faeces home / disposing of them properly (5 respondents) 	<p><i>"Taking home dog faeces in bag and not hanging on trees etc."</i> (Female who walks own dog, aged 65+, from the SO postcode area)</p>
	<p><i>"Respecting the countryside, animals, and other walkers. Keeping my dog under control."</i> (Female who walks own dog, aged 55-64, from the PO postcode area)</p>
<ul style="list-style-type: none"> • Being able to call your dog on command (4 respondents) 	<p><i>"Training your dog to ensure it returns on call. Not letting it off the lead until it's able to do this."</i> (Male who walks own dog, aged 45-54, from the BN postcode area)</p>

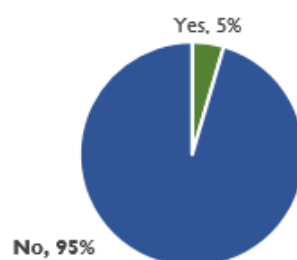


5. Interest in volunteering in the South Downs National Park

5.1 Those currently volunteering in the South Downs National Park

In the main, respondents do not currently volunteer in the South Downs National Park, either as part of the South Downs Volunteer Ranger Service or for another organisation (95% 'No') – see chart 10 below¹⁵.

Chart 10: Do you currently volunteer for one or more organisations in the South Downs National Park?

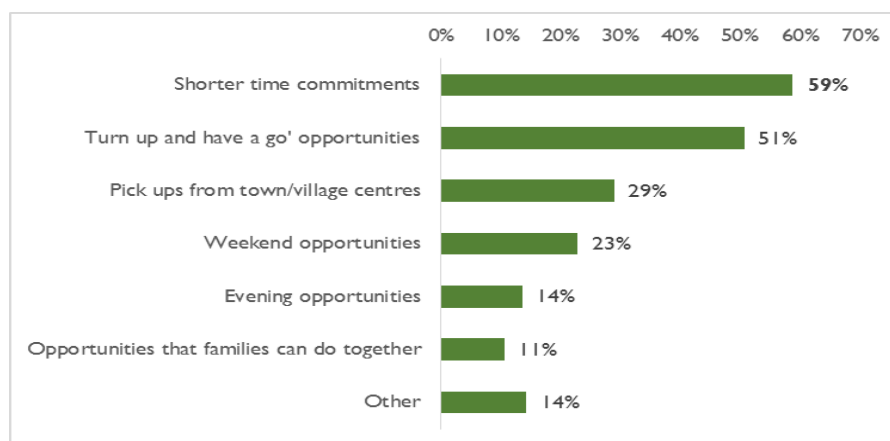


Base: All respondents (727)

5.2 Volunteering initiatives of most interest to respondents

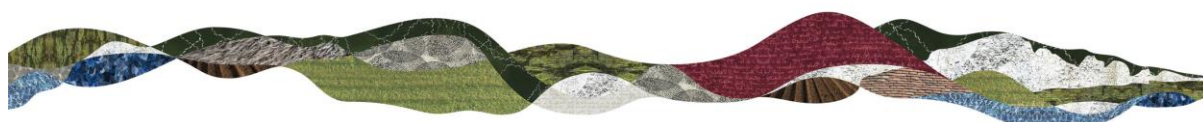
All those who do not currently volunteer in the South Downs National Park were asked what would make them more likely to volunteer. Of those, 38% were **not interested in volunteering in the National Park**. For the remaining 62% of respondents (432 people), almost six in ten (59%) would be more likely to volunteer if **shorter time commitments** were an option. Around half (51%) were interested in **'turn up and have a go' opportunities** – see chart 11 below.

Chart 11: What would make you more likely to volunteer in the South Downs National Park?



Base: All who **do not** currently volunteer in the South Downs National Park but who are interested in volunteering (432)

¹⁵ This is possibly due to most respondents living **near** rather than **within** the National Park



There were some interesting variations by age, gender, working status and the postcode area lived in, as demonstrated below:

- Around two thirds of female respondents (66%), those aged 55-64 (65%), and those in the GU (65%) and SO (64%) postcode areas would be *more likely* to volunteer **if shorter time commitments** were an option, compared to the average of 59%
- Almost two thirds of those aged 35-44 (65%) and 33% of those in full-time employment were interested in **weekend opportunities** compared to the average of 23%
- Six in ten of those in part-time employment (61%) were interested in **‘turn up and have a go opportunities’**, compared to the average of 51%
- Almost half of those aged 45-54 (47%), 45% of those in full time employment, and 38% of those in the RH postcode area were interested in **pick-ups from town/village centres**, compared to the average of 29%.

61 respondents (14%) stated ‘other’ factors that would make them more likely to volunteer. These included:

- | | |
|---|---|
| • Being retired (10 respondents) | <i>“Retirement from my job!”</i>
(Male, aged 45-54 from BN postcode area) |
| • Being younger (9 respondents) | <i>“Being thirty years younger!!!!”</i>
(Male, aged 65+, from BN postcode area) |
| • Having access to volunteering opportunities for those with disabilities / limited mobility (9 respondents) | <i>“I am arthritic therefore limited activities only.”</i>
(Female, aged 65+ from GU postcode area) |
| • Knowing about the volunteering opportunities on offer (9 respondents) ¹⁶ | <i>“Wheelchair friendly opportunities.”</i>
(Female, aged 35-44 from PO postcode area) |
| • Being fitter / more able (7 respondents) | <i>“Information. I’m not sure what opportunities there are?”</i>
(Male, aged 35-44 from BN postcode area) |
| • Having less commitments / more free time (6 respondents) | <i>“Seeing regular information about volunteering events e.g. on Facebook.”</i>
(Female, aged 45-54 from BN postcode area) |
| | <i>“Unable due to ill health.”</i>
(Female, aged 65+, from RH postcode area) |
| | <i>“Would love to volunteer but tied up with family commitments.”</i>
(Female, aged 55-64, from BN postcode area) |

¹⁶ The Volunteering team and ranger teams are currently working on job profiles for volunteers which will go on the South Downs National Park website. This will help address the issue raised by some respondents that they are unaware of the opportunities on offer.

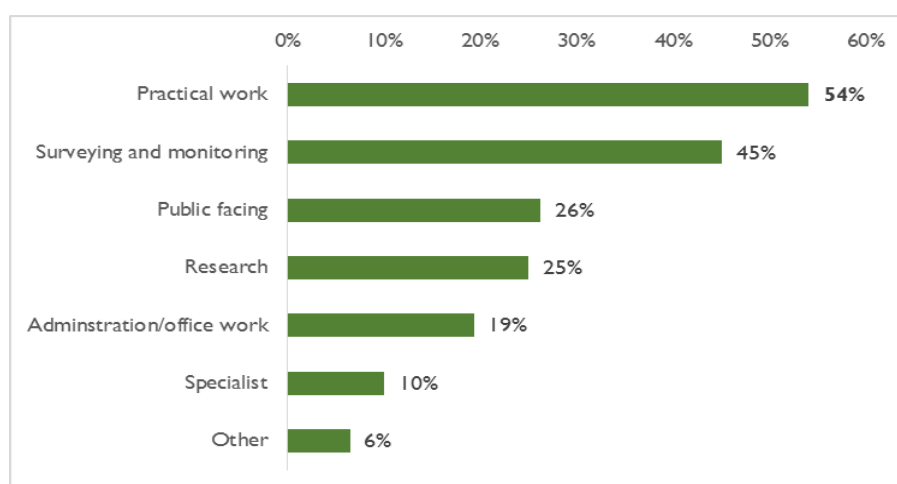


Recommendation 13: When considering making changes to the volunteer programme of activities, it is recommended that the **volunteering team**, along with the **ranger teams**, utilise the information regarding what would make respondents more likely to volunteer, paying particular attention to the differences in age, gender, working status and postcode area lived in.

5.3 Volunteering opportunities of most interest to respondents

The volunteering activity of most interest to respondents was **practical work** (54%) – see chart 12 below.

Chart 12: What type/s of volunteering opportunities in the South Downs National Park interest you?

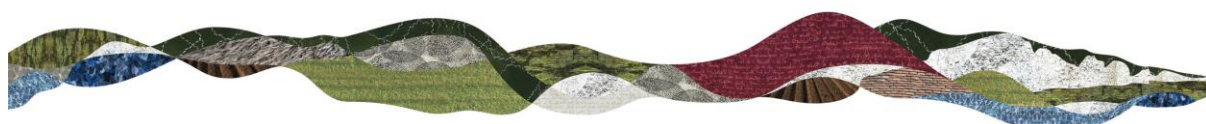


Base: All who **do not** currently volunteer in the South Downs National Park but who are interested in volunteering – excluding those who stated 'None of these' (388)

There were some interesting differences between respondents depending upon their age, gender, working status or the postcode area they lived in, as shown below:

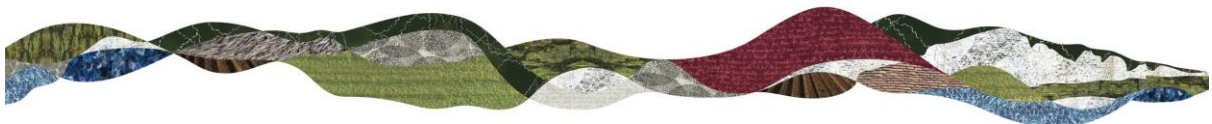
- Respondents most interested in **practical work** were aged **35-44** (72%), in **full time employment** (72%) and in the **RH** postcode area (65%), compared to the average of 54%
- Almost two thirds of **male** respondents (63%) were interested in **practical work**, compared to 49% of **females**
- A third of those aged **55-64** (33%) and 32% of those in the **GU** postcode area were interested in **public facing** opportunities, compared to the average of 26%
- Respondents most interested in **administration and office work** were in **full time employment** (28%), aged **55-64** (27%) and **female** (25%), compared to the average of 19%.

23 respondents (6%) stated '**other**' volunteering opportunities that would interest them. These varied considerably and included **repairing fences and stiles** and **litter picking**.



Recommendation 14: When creating volunteer role profiles, the **volunteer** and **ranger teams** to utilise the information regarding the types of work respondents are most interested in and the proportions interested in specific types of activity, and any differences highlighted between the age, gender, working status or postcode area respondents live in.

Recommendation 15: The **Volunteer Development Lead** to utilise the information gathered to explore the most effective ways to promote volunteering opportunities, for example via social media and through the citizens panel quarterly e-newsletter.



6. Interest in community work parties

6.1 Level of interest in community work parties amongst respondents

The National Park area teams are considering setting up ad hoc community work parties in parishes and towns both inside and outside the National Park, and wanted to gauge the level of interest in this concept amongst panel members. Almost half the respondents (48%) were **interested in participating in community work parties** – see chart 13.

Chart 13: Does this (community work parties) sound like something you would be interested in participating in?



Base: All who provided a response (725)

- Self-employed respondents were the *most likely* to express interest in community work parties, followed by those in full-time employment (62% and 54% respectively, compared to 42% of retired respondents)
- Those aged 45-54 were the *most interested* in community work parties (56%), compared to 41% of those aged 65+
- Over half of those living in the BN and GU postcode areas (53% and 51% respectively) were interested in community work parties, compared to just 30% of those in the SO postcode area
- Almost equal proportions of male and female respondents were interested in community work parties.

In the main, those who expressed interest in community work parties¹⁷ provided the name of the parish or town where they live. Table 1 overleaf highlights the proportion of respondents in each of the five postcode areas, along with the most commonly mentioned locations within each postcode area and the county. This information will help our area teams plan where to hold community work party activities in future.

¹⁷ (346 out of 349 online and postal respondents)



Table 1: Those interested in community work parties by postcode area

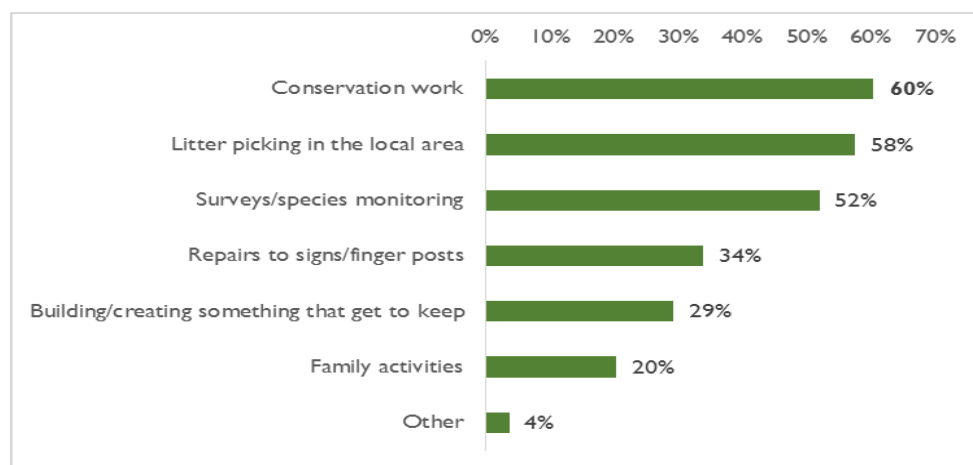
Postcode area	Key locations	No. resps	County	% resps	No. resps
BN	Brighton	20	East Sussex	41%	141
	Eastbourne	16	East Sussex		
	Lewes	15	East Sussex		
	Worthing	9	West Sussex		
	Seaford	8	East Sussex		
GU	Petersfield	11	Hampshire	20%	68
	Fernhurst	4	Hampshire		
	Haslemere	4	Surrey		
	Liss	4	Hampshire		
	Midhurst	4	West Sussex		
PO	Bognor Regis	11	West Sussex	25%	85
	Chichester	8	West Sussex		
	Emsworth	7	Hampshire		
	Waterlooville	4	Hampshire		
RH	Burgess Hill	8	West Sussex	10%	36
	Pulborough	5	West Sussex		
	Crawley	4	Wes Sussex		
	Haywards Heath	4	West Sussex		
SO	Winchester	11	Hampshire	5%	16
TOTAL (those interested in community work parties who provided an answer)				100%	346



6.2 Community work party opportunities of most interest to respondents

The community work party opportunities of most interest to respondents were **conservation work** (60%) or **litter picking** (58%) - see chart 14 below.

Chart 14: What type/s of opportunities would you be most interested in?¹⁸



Base: All online respondents who are interested in community work parties and who provided a response (215)

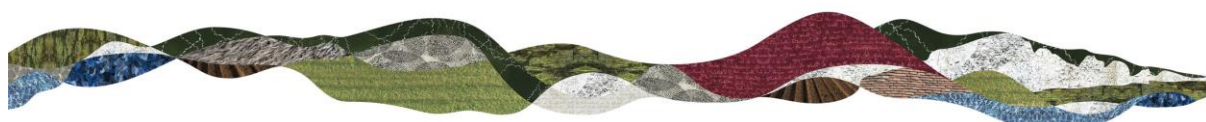
There were some interesting variations by age, gender, working status and respondents' postcode area, as follows:

- **Full-time employees**, those aged **45-54**, **males** and those living in the **SO** postcode area were the *most likely* to express interest in **conservation work** (80%, 73%, 71% and 69% respectively, compared to the average of 60%)
- Respondents aged **55-64**, **females**, those living in the **BN** postcode area and who were **retired** showed particular interest in **litter picking** (66%, 66%, 64% and 63% respectively, compared to the average of 58%)
- Respondents living in the **RH** postcode area and those aged **55-64** were the most likely to express interest in **surveys/species monitoring** (65% and 59% respectively, compared to the average of 52%)

Recommendation 16: There is strong interest in community work parties amongst respondents, particularly if the activity involves conservation work or litter picking. The **four area teams** to work together to devise a National Park-wide programme starting in the key locations highlighted in Table 1. Focus initial efforts on the BN and GU postcode areas and on those aged 45-54 amongst whom particularly strong interest in community work parties was expressed.

Seven respondents provided examples of '**other**' opportunities they would be interested in and these were very varied. The full list can be seen in **Appendix C**.

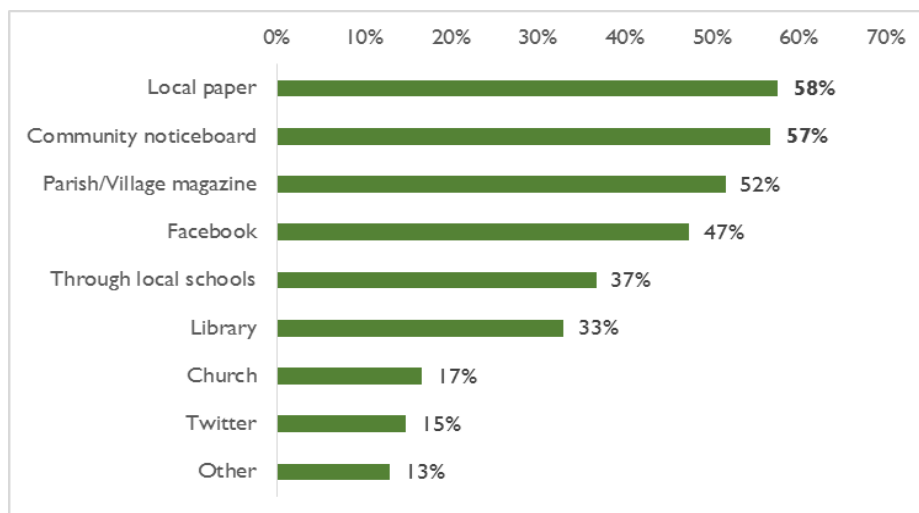
¹⁸ Asked of online respondents only



6.3 Where to advertise community work party events

Almost six in ten respondents reported that it was best to advertise community work party events either via the **local paper** (58%) or a **community noticeboard** (57%) – see chart 15 below.

Chart 15: Where is it best to advertise such one-off events in your local community?¹⁹



Base: All online respondents who are interested in community work parties and who provided a response (215)

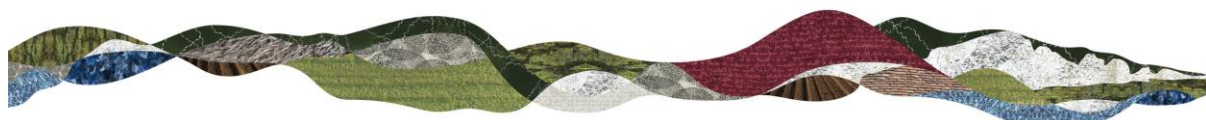
Recommendation 17: The **Performance and Research Lead** to ask respondents in a future iteration of the survey, the number who actually get and read a local paper and whether certain age groups are more likely to get a local paper. This will help us gauge whether future advertising of community work party events in local papers is a viable option for the Authority.

Over eight in ten respondents (83%) suggested two or more advertising locations. The most common combinations were: local paper & community noticeboard (45%); community noticeboard & parish/village magazine (45%); local paper & parish/village magazine (40%).

27 respondents provided suggestions for ‘other’ places where community work parties could be advertised. These included via **direct email** (10 respondents), or through **local groups** such as ‘Next Door’ (7).

Recommendation 18: The **four area teams** to take on board the feedback from respondents as to the best places to advertise community work parties, in order to maximise take up. In addition, work with the **Performance and Research Lead** to promote community work party events through the citizens panel quarterly e-newsletter.

¹⁹ Asked of online respondents only

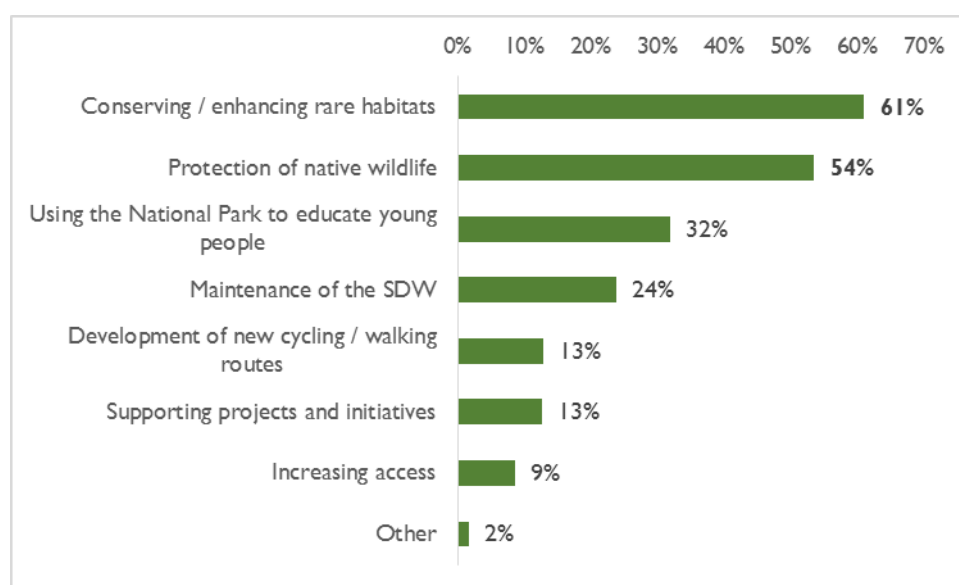


7. Interest in the South Downs National Park Trust

7.1 Areas of work respondents considered to be most important

Respondents were asked to select a maximum of two work areas from a list that they considered to be most important for the South Downs National Park Trust to focus on. Anecdotal feedback suggests people struggled to select just two options, but when pushed the most popular choices were **conserving and enhancing rare habits, such as heathland, chalk grassland and woodland** (61%), and **protection of native wildlife, including water voles and butterflies** (54%) – see chart 16 below.

Chart 16: The South Downs National Park Authority engages in a range of work. Please select up to two areas of work that you consider to be most important



Base: All who provided a response – with all those who stated 'No opinion' removed (705)

- Those in the **BN** and **RH** postcode areas and those aged **45-54** were the most likely to state that **conserving/enhancing rare habitats** is of most importance (70%, 66% and 66% respectively, compared to the average of 61%)
- Those in the **RH** postcode area were the most likely to believe that **protection of native wildlife** is of particular importance (63%, compared to 47% in the **SO** postcode area, and the average of 54%).

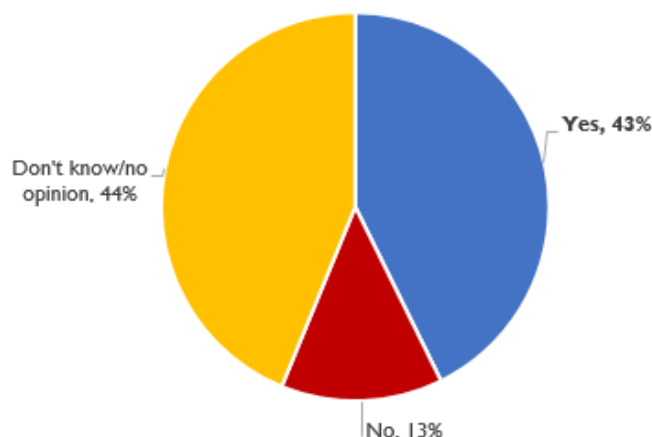
Nine respondents provided examples of 'other' areas of work they considered important for the South Downs National Park Trust to focus on. The full list can be found in **Appendix C**.



7.2 Interest in supporting the South Downs National Park Trust

When asked whether they would consider supporting the South Downs National Park Trust, a positive 43% indicated that they **would** – see chart 17 below. Interestingly, 44% **did not know** or had **no opinion**, suggesting that they required further information about the work of the Trust and what their support would involve before reaching a decision²⁰.

Chart 17: Would you consider supporting the South Downs National Park Trust?



Base: All respondents (727)

In hindsight it would have been useful to ask respondents the question about **how they would support the South Downs National Park Trust** before asking them whether they would support such a charity. This would have enabled us to gain a more accurate picture as to the level of support for the Trust once respondents were aware of the variety of ways they could provide support.

Recommendation 19: In a future survey, the **Performance and Research Lead** to ask the panel questions about the South Downs National Park Trust again, only next time, ask how they would support the Trust *first*.

Those who were self-employed, those aged 65+ and those in the BN postcode area were the most likely to support the Trust (53%, 47% and 46% respectively, compared to the average of 43%).

Of the 89 respondents (13%) who stated **'No'** they would not consider supporting the South Downs National Park Trust, most stated that they were **already committed to other charities** (56 respondents) or that they **did not have any spare money or time** (21 respondents).

"Already make regular donations to RSPB and other chosen charities - not looking for another financial commitment at the moment."

(Female, aged 55-64, from PO postcode area)

²⁰ Note that the respondents would have been informed as to what their support could involve in the next question, however those who answered 'No' or 'Don't know/no opinion' were *not asked* the question regarding ways in which respondents could support the Trust and were instead taken to the end of the survey

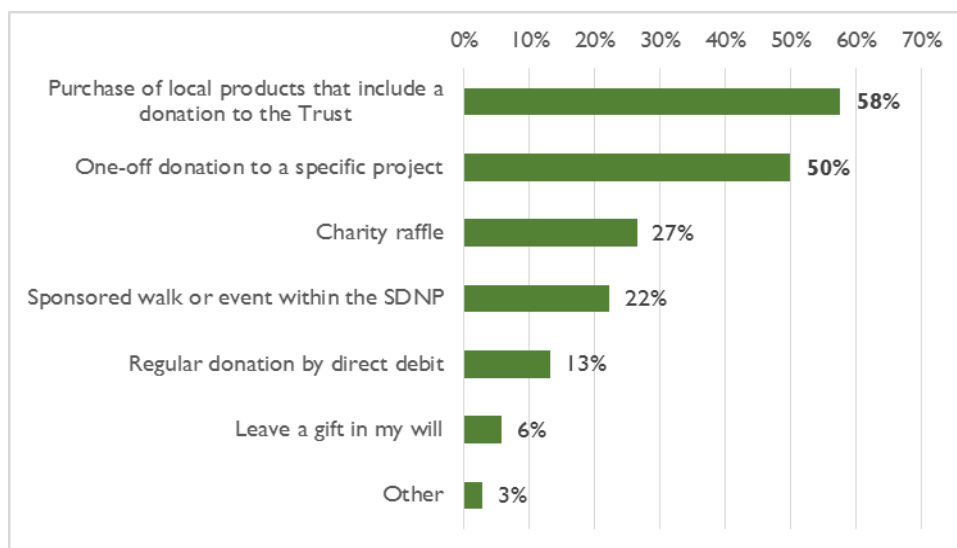


“At 72 years of age, living on a pension and already supporting many charities, there has to be a limit.”
(Male, aged 65+, from BN postcode area)

7.3 Preferred ways to support the South Downs National Park Trust

Those who had answered ‘**Yes**’ they would consider supporting the South Downs National Park Trust were asked how they would prefer to support the charity. Of most interest to respondents was the **purchase of local products that include a donation to the Trust** (58%) and a **one-off donation to a specific project** (50%) – see chart 18 below.

Chart 18: How would you prefer to support the South Downs National Park Trust?



Base: All who would consider supporting the South Downs National Park – with those who stated ‘Don’t know/not sure’ removed (283)

Full-time employees, females and those aged 55-64 were the most likely to want to **purchase local products that include a donation to the Trust** (71%, 65% and 63% respectively, compared to the average of 58%).

Those aged 65+, those who are retired and males were particularly likely to want to make a **one off donation to a specific project** (58%, 57% and 54% respectively, compared to the average of 50%).

Eight respondents stated that they would prefer to support the South Downs Trust in ‘Other’ ways. These are listed in **Appendix C**.

Recommendation 20: The **Income Generation team** to take note of the fact that respondents are most likely to support the Trust through the purchase of local products or a one-off donation.



8. Full list of recommendations

High priority:

- **Recommendation 11:** The results from this survey have established baselines from which targets can be set as regards increasing awareness of the Take the Lead campaign and the Heathlands Reunited project. The **Communications Team**, along with the **Heathlands Reunited Project Team** to consider how the awareness results for the Take the Lead campaign and Heathlands Reunited project relate to their Communications plans and adapt accordingly
- **Recommendation 12:** The **Communications Team** and **Heathlands Reunited Project Team** to work with the **Performance and Research Lead** to ensure that the Take the Lead campaign and Heathlands Reunited project are promoted through the citizens panel quarterly e-newsletter. Also continue to test awareness levels in future iterations of the citizens panel bi-annual surveys

Medium priority:

- **Recommendation 3:** Given the finding that just 8% of respondents used apps when planning where to go/what to do, it would be useful to probe this in a future survey by asking respondents about potential barriers to using apps, for example broadband issues, want break from technology, lack of confidence using apps, etc. For those who do use apps, it would be worth probing what apps they use as this would also add useful context. The **Performance and Research Lead** to ensure this is done
- **Recommendation 7:** The **Communications team** to keep Facebook content fresh as those who follow the National Park Authority on social media use Facebook over all other platforms. The **Communications team** to also utilise the data from this survey to update their social media strategy, if they have one
- **Recommendation 8:** The **Communications and Access team** and the **Heathlands Reunited Project Team** to work with the **Performance and Research Lead** to undertake some focused research with dog walkers in the survey sample to gather information around dog walker motivations for, and barriers to, behaviour change
- **Recommendation 10:** The **Performance and Research Lead** to note that, if awareness of the Take the Lead campaign is asked of panel members in a future survey, those who are aware of the campaign should also be asked where they have heard of the campaign and also whether they have seen the campaign video, as this information will be of use to the Communications Team
- **Recommendation 13:** When considering making changes to the volunteer programme of activities, it is recommended that the **volunteering team**, along with the **ranger teams**,



utilise the information regarding what would make respondents more likely to volunteer, paying particular attention to the differences in age, gender, working status and postcode area lived in

- **Recommendation 14:** When creating volunteer role profiles, the **volunteer** and **ranger teams** to utilise the information regarding the types of work respondents are most interested in and the proportions interested in specific types of activity, and any differences highlighted between the age, gender, working status or postcode area respondents live in
- **Recommendation 16:** There is strong interest in community work parties amongst respondents, particularly if the activity involves conservation work or litter picking. The **four area teams** to work together to devise a National Park-wide programme starting in the key locations highlighted in Table 1. Focus initial efforts on the BN and GU postcode areas and on those aged 45-54 amongst whom particularly strong interest in community work parties was expressed
- **Recommendation 20:** The **Income Generation team** to take note of the fact that respondents are most likely to support the Trust through the purchase of local products or a one-off donation.

Worth noting:

- **Recommendation 1:** When planning to release information on new walks, events, access routes etc in the National Park, the **Communications** and **Access Teams** to take note of the finding that the information sources most used are word of mouth and leaflets
- **Recommendation 2:** When considering the fact that 53% of respondents use information leaflets and the cost of producing such materials, it would be useful to ask a follow up question in the next spring survey asking people whether they would be prepared to pay a small fee – e.g. £0.50p per leaflet to enable the SDNPA to produce more leaflets. It would also be useful to see where people get their leaflets from – e.g. visitor centres, tourist attractions, on site etc. The **Performance and Research Lead** to ensure this is asked in a future survey
- **Recommendation 4:** When promoting leaflets, new maps etc the **Communications team** to target older users; when promoting information on the website, target younger audiences
- **Recommendation 5:** : If we ask the question again regarding which SDNPA information sources panel members use, the **Performance and Research Lead** to either reword this question to state ‘SDNPA information resources available via the SDNP website’ or include ‘SDNP website’ as a response option
- **Recommendation 6:** The **Performance and Research Lead** to include WhatsApp as an option in future when asking what social media channels or platforms people use
- **Recommendation 9:** wider promotion of the National Park boundary is needed as there is a lack of clarity, particularly amongst panel members living in the SO postcode as to the areas that fall within the National Park. The **Communications team** and the **Performance and Research Lead** to work together to decide a way forward



- **Recommendation 15:** The **Volunteer Development Lead** to utilise the information gathered to explore the most effective ways to promote volunteering opportunities, for example via social media and through the citizens panel quarterly e-newsletter
- **Recommendation 17:** The **Performance and Research Lead** to ask respondents in a future iteration of the survey, the number who actually get and read a local paper and whether certain age groups are more likely to get a local paper. This will help us gauge whether future advertising of community work party events in local papers is a viable option for the Authority
- **Recommendation 18:** The **four area teams** to take on board the feedback from respondents as to the best places to advertise community work parties, in order to maximise take up. In addition, work with the **Performance and Research Lead** to promote community work party events through the citizens panel quarterly e-newsletter
- **Recommendation 19:** In a future survey, the **Performance and Research Lead** to ask the panel questions about the South Downs National Park Trust again, only next time, ask how they would support the Trust *first*.



APPENDICES



Appendix A: Spring survey online questionnaire 2018²¹

SECTION A: PLANNING WHERE TO GO AND WHAT TO DO

We are keen to find out about the resources you use when planning what to do and where to go. We are also keen to find out about the social media channels you use.

Q1. Please indicate whether you live in or near the South Downs National Park

I live <u>in</u> the South Downs National Park	<input type="checkbox"/>	I don't know whether I live in the South Downs National Park	<input type="checkbox"/>
I live <u>near</u> the South Downs National Park	<input type="checkbox"/>		

Q2. When planning where to go and what to do in your free time, what information sources do you use? *Select all that apply*

Information leaflets	<input type="checkbox"/>	The Internet/Websites – <i>please state the websites you most commonly use</i>	<input type="checkbox"/>
Magazines – e.g. <i>National Trust</i>	<input type="checkbox"/>	Facebook	<input type="checkbox"/>
Word of mouth	<input type="checkbox"/>	Twitter	<input type="checkbox"/>
Local or national radio	<input type="checkbox"/>	Apps	<input type="checkbox"/>
Local or national TV – e.g. <i>Countryfile</i>	<input type="checkbox"/>	Paper maps – e.g. <i>Ordnance Survey</i>	<input type="checkbox"/>
Local or national newspapers / magazines	<input type="checkbox"/>	None of these	<input type="checkbox"/>
Other, please specify			<input type="checkbox"/>

Q3. Which of the following resources produced by the South Downs National Park Authority have you used to explore the National Park?

Select all that apply

South Downs View bi-annual newspaper	<input type="checkbox"/>	SDNP walks found in the ViewRanger app	<input type="checkbox"/>
South Downs monthly e-newsletter	<input type="checkbox"/>	Hidden Landscape Trails leaflets	<input type="checkbox"/>
Walks in the National Park leaflets	<input type="checkbox"/>	Public Transport Guide	<input type="checkbox"/>
Cycle rides in the National Park leaflets	<input type="checkbox"/>	Car free holidays and days out leaflets	<input type="checkbox"/>

²¹ Note this is the online version of the questionnaire. The postal survey was shorter by four questions and did not have as much introductory information in each section to keep to our limit of four sides A4 paper, in order to keep costs to a minimum.



South Downs Way by bus and train booklet	<input type="checkbox"/>	I have not used any South Downs National Park Authority resources	<input type="checkbox"/>
Other, please specify			<input type="checkbox"/>

Q4. What social media channels do you use regularly? *Select all that apply*

Facebook	<input type="checkbox"/>	Linked In	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	I only use social media infrequently	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	I do not use social media at all (Go to Q6)	<input type="checkbox"/>
Other, please specify			<input type="checkbox"/>

Q5. Which, if any, of the following social media channels do you use to follow the South Downs National Park Authority? *Select all that apply*

Facebook	<input type="checkbox"/>	Linked In	<input type="checkbox"/>
Twitter	<input type="checkbox"/>	None	<input type="checkbox"/>
Instagram	<input type="checkbox"/>		
Other, please specify			<input type="checkbox"/>

SECTION B: DOG WALKING IN THE SOUTH DOWNS NATIONAL PARK

With over 3,000km of rights of way, open access land, bridleways and paths to explore, the South Downs National Park is ideal for dog walking. We would like to discover more about patterns of dog ownership and behaviour in order to continue to protect the Park, its landscape, livestock and wildlife for all to enjoy.

Q6. Do you regularly walk a dog (s) in the South Downs National Park?

Yes, I walk <u>my own dog (s)</u> in the South Downs National Park	<input type="checkbox"/>	Yes, I walk a dog (s) but not sure if in the South Downs National Park	<input type="checkbox"/>
Yes, I walk <u>someone else's dog (s)</u> in the South Downs National Park	<input type="checkbox"/>	No, I do not walk a dog	<input type="checkbox"/>

Q7. Have you heard of the Take the Lead campaign?

southdowns.gov.uk/enjoy/take-the-lead

Yes	<input type="checkbox"/>	Not sure	<input type="checkbox"/>
No	<input type="checkbox"/>		



Q8. What do you understand by the term ‘responsible dog owner’?*Select all that apply*

Keeping dogs on a lead during ground nesting bird season	<input type="checkbox"/>	Putting dogs on a lead	<input type="checkbox"/>
Picking up dog faeces	<input type="checkbox"/>	Keeping dogs away from livestock	<input type="checkbox"/>
Kicking dog faeces off the path	<input type="checkbox"/>	Letting dogs run off energy	<input type="checkbox"/>
Keeping dogs on the path	<input type="checkbox"/>	Knowing when to call dogs back	<input type="checkbox"/>
Other, please specify			<input type="checkbox"/>

Q9. Have you heard of the Heathlands Reunited project, a five year partnership project led by the South Downs National Park Authority to expand and connect the existing 1% of heathland left in the National Park?

Yes	<input type="checkbox"/>	Not sure	<input type="checkbox"/>
No	<input type="checkbox"/>		

SECTION C: VOLUNTEERING IN THE SOUTH DOWNS NATIONAL PARK

We depend on the hundreds of people who give up their spare time in the South Downs National Park. These volunteers make an enormous contribution to conserving and enhancing the South Downs, as well as enabling better access and supporting work in local communities. We are keen to broaden the range of volunteering opportunities we offer to enable more people to volunteer, should they wish to do so.

Q10. Do you currently volunteer for one or more organisations in the South Downs National Park either as part of the South Downs Volunteer Ranger Service or for another organisation in the National Park – e.g. the National Trust?

Yes (Go to Q13)	<input type="checkbox"/>	No	<input type="checkbox"/>
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Q11. What would make you more likely to volunteer in the South Downs National Park? *Select all that apply*

Evening opportunities	<input type="checkbox"/>	Opportunities that families can do together	<input type="checkbox"/>
'Turn up and have a go' opportunities	<input type="checkbox"/>	Pick-ups from town/village centres	<input type="checkbox"/>
Shorter time commitments (e.g. half a day or less on ad hoc basis)	<input type="checkbox"/>	I am not interested in volunteering in the South Downs National Park (Go to Q13)	<input type="checkbox"/>
Weekend opportunities	<input type="checkbox"/>		
Other, please specify			<input type="checkbox"/>

Q12. What type/s of volunteering opportunities in the South Downs National Park interest you? *Select all that apply*

Administration / office based work	<input type="checkbox"/>	Research (e.g. desk research; literature reviews)	<input type="checkbox"/>
Public facing (e.g. events; leading walks)	<input type="checkbox"/>	Surveying & monitoring (e.g. wildlife; historic buildings)	<input type="checkbox"/>
Specialist (e.g. mapping; graphic design; photography)	<input type="checkbox"/>	None of these	<input type="checkbox"/>
Practical work (e.g. hedge laying; scrub clearance)	<input type="checkbox"/>		
Other, please specify			<input type="checkbox"/>

SECTION D: COMMUNITY WORK PARTIES

The South Downs National Park Authority Ranger Teams are keen to set up Community Work Parties in Parishes and Towns. Community Work Parties are ad hoc opportunities, designed to get local communities involved in a conservation task which cares for their local area.

Q13. Does this sound like something you would be interested in participating in?

Yes (Go to Q14)	<input type="checkbox"/>	No (Go to Q17)	<input type="checkbox"/>
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Q14. What types of opportunities would you be most interested in?*Select all that apply*

Building / creating something that I get to keep – e.g. <i>bird or bug boxes</i>	<input type="checkbox"/>	Family activities	<input type="checkbox"/>
Litter picking in the local area	<input type="checkbox"/>	Conservation work e.g. <i>path clearance, hedge laying etc</i>	<input type="checkbox"/>
Repairs to signs/finger posts	<input type="checkbox"/>	Surveys / species monitoring	<input type="checkbox"/>
Other, please specify			<input type="checkbox"/>

Q15. Where is it best to advertise such one-off events in your local community? *Select all that apply*

Community notice board	<input type="checkbox"/>	Church	<input type="checkbox"/>
Library	<input type="checkbox"/>	Facebook	<input type="checkbox"/>
Local paper	<input type="checkbox"/>	Twitter	<input type="checkbox"/>
Parish / Village Magazine	<input type="checkbox"/>	Through local schools	<input type="checkbox"/>
Other, please specify			<input type="checkbox"/>

Q16. Please can you provide the name of your Parish or Town below so we can gauge where there is the strongest interest in Community Work Parties to aid our future planning?

SECTION E: THE SOUTH DOWNS NATIONAL PARK TRUST

The South Downs National Park Trust (an independent charitable trust) was created by the South Downs National Park Authority in 2017. The following questions refer to the proposed work of the Trust and your interest in supporting the Trust. Please note we will not use your details for marketing purposes. We merely want to gauge the level of support for the Trust amongst panel members.

Q17. The South Downs National Park Authority engages in a range of work. Please select up to two areas of work from the list below that you consider to be most important. Select two options only

Protection of native wildlife, including water voles and butterflies	<input type="checkbox"/>	Maintenance of the South Downs Way, a National Trail	<input type="checkbox"/>
Development of new cycling and walking routes	<input type="checkbox"/>	Increasing access for individuals with mobility issues through the removal of stiles and surface improvements	<input type="checkbox"/>
Conserving / enhancing rare habitats, such as heathland, chalk grassland and woodland	<input type="checkbox"/>	Using the National Park to educate young people about their environment and important issues such as climate change	<input type="checkbox"/>
Supporting projects and initiatives enhancing the local communities and villages within the Park - – e.g. <i>community farm shops</i>	<input type="checkbox"/>	No opinion	<input type="checkbox"/>
Other, please specify			<input type="checkbox"/>

Q18. The South Downs National Park Trust will help conserve the National Park for the enjoyment of the public and will be involved in funding projects such as those listed in the previous question. Would you consider supporting such a charity?

Yes (<i>go to Q19</i>)	<input type="checkbox"/>	Don't know / no opinion (<i>Go to prize draw</i>)	<input type="checkbox"/>
No, please explain your reasons (<i>then go to prize draw</i>)			<input type="checkbox"/>



Q19. How would you prefer to support the South Downs National Park Trust? *Select all that apply*

One off donation to a specific project	<input type="checkbox"/>	Sponsored walk or event within the South Downs National Park	<input type="checkbox"/>
Regular donation by direct debit	<input type="checkbox"/>	Charity Raffle	<input type="checkbox"/>
Purchase of local products that include a donation to the Trust	<input type="checkbox"/>	Don't know / not sure	<input type="checkbox"/>
Leave a gift in my will	<input type="checkbox"/>		
Other, please specify			<input type="checkbox"/>

If you wish to be entered into the prize draw, please provide your contact details and select your preferred option: cash prize or charity donation

Your name:		Phone number/email address:	
Cash prize of £150	<input type="checkbox"/>	Donation to charity – state charity	<input type="checkbox"/>



Appendix B: Demographic profile of the panel vs autumn 2017 and spring 2018 survey respondents

POSTCODE	Spring 2018 respondents		Autumn 2017 respondents		Panel members	
	%	No.	%	No.	%	No.
BN	37%	267	34%	331	35%	701
GU	18%	134	19%	181	16%	329
PO	25%	184	25%	239	27%	540
RH	12%	88	14%	139	15%	300
SO	7%	54	8%	82	7%	140
TOTAL	100%	727	100%	972	100%	2,010

GENDER	Spring 2018 respondents		Autumn 2017 respondents		Panel members	
	%	No.	%	No.	%	No.
Male	43%	313	45%	443	43%	869
Female	57%	412	55%	537	57%	1,138
TOTAL (excluding don't wish to answer)	100%	725	100%	980	100%	2,007

AGE BAND	Spring 2018 respondents		Autumn 2017 respondents		Panel members	
	%	No.	%	No.	%	No.
18-24	1%	6	1%	6	2%	47
25-34	2%	13	3%	23	5%	103
35-44	8%	55	9%	82	10%	197
45-54	20%	137	21%	191	21%	425
55-64	28%	195	28%	264	24%	478
65+	41%	282	38%	349	37%	733
TOTAL (excluding don't wish to answer)	100%	688	100%	915	100%	1,983



DISABILITY: Are day to day activities limited...	Spring 2018 respondents		Autumn 2017 respondents		Panel members	
	%	No.	%	No.	%	No.
Yes, limited a lot	4%	29	3%	32	5%	106
Yes, limited a little	6%	40	6%	55	6%	127
No	90%	647	91%	886	88%	1,744
TOTAL (excluding don't wish to answer)	100%	716	100%	973	100%	1,977

EMPLOYMENT STATUS	Spring 2018 respondents		Autumn. 2017 respondents		Panel members	
	%	No.	%	No.	%	No.
Retired	45%	320	43%	418	38%	753
Employee, full time	24%	171	25%	248	29%	571
Self employed	13%	92	13%	131	13%	259
Employee, part time	14%	99	13%	126	13%	253
Away from work / maternity leave etc	2%	17	3%	26	3%	60
Unemployed	1%	8	1%	10	2%	43
In full time education	1%	3	1%	5	1%	17
Other	1%	5	1%	7	1%	19
TOTAL (excluding don't wish to answer)	100%	715	100%	971	100%	1,975

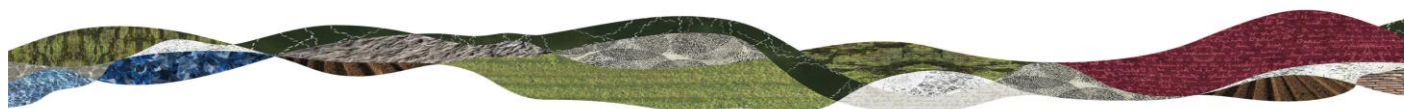


Appendix C: Free text comments

Q8. What do you understand by the term 'responsible dog owner'?

Other, please specify

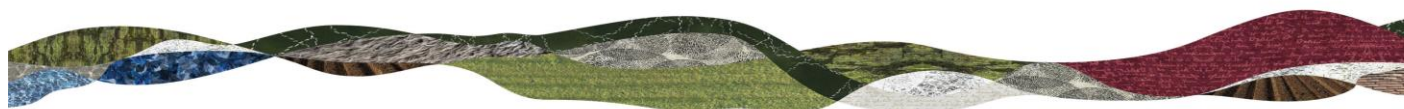
- Actually placing the faeces bags in a bin. Why do so many people throw the bags onto fences, on the side or into branches of bushes?
- Always have a dog on the lead where there are children playing
- Avoiding difficult looking people and their dogs
- Be able to recall dog at all times
- Being aware of other users who might come into conflict with the dog, e.g. horse riders/mountain bikers and controlling dogs when these may appear
- Being aware of surroundings and behaving responsibly
- Contradiction in terms!
- Definitely not leaving plastic doggy bags on the ground or hanging in a tree
- Dog must be tagged/Respect other owners and their dog/not walking a dog off lead in unsuitable or unpermitted areas.
- Dogs are essentially hunters. Their presence always has an effect on wildlife. Fewer dogs means more visible wildlife
- Giving dogs that need lots of walking the place and space to do so, freely, away from livestock
- Having a dog that actually takes any notice of a recall command!!!!
- Having respect for people who don't like or feel comfortable around dogs
- Keeping a dog under close control, much is made of dogs harming livestock and it is thus essential dogs are kept under close control
- Keeping control over the dog at all times
- Keeping dogs on a lead when appropriate, i.e. when other dogs come into view or where hazards, small children or 'No go' areas are sighted.
- Keeping dogs on leads near sheep and other farm animals
- Keeping dogs under control
- Keeping dogs vaccinated
- Keeping dogs out of fresh water (nesting birds - algae blooms)
- Keeping your dog under control near other park users
- Lives in an idealistic bubble. The issue with dogs is an example in point. The SDNPA were too busy producing fancy leaflets and tweeting attitudes than tackling the issue of dogs, livestock, horses and cycling in an increasingly busy area
- Muzzling potentially dangerous dogs
- Not acquiring 'dangerous' dogs
- Not hanging dog turds in bags on trees and bushes
- Not running a noisy dog business at [road name]. Also fed up with dogs off lead causing attacking other dogs
- Obeying rules and sign posts



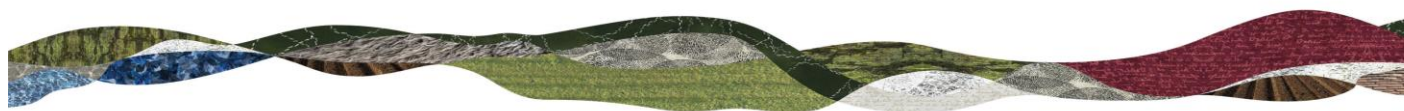
- On a lead or could otherwise reach livestock. Not allowing them to run up close to strangers or alongside bicycles.
- Picking up dog faeces where appropriate
- Reminding others to do the same
- Respecting the countryside, animals, and other walkers. Keeping my dog under control
- Socialised and well trained dog
- Stop dogs jumping up on non-dog lovers
- Taking home dog faeces in bag and not hanging on trees etc
- Taking water for dog to drink
- Training dogs to come when called
- Training your dog to ensure it returns on call. Not letting it off the lead until it's able to do this
- We have a large wood & field so we mainly walk our dogs on our own property, we are careful of other animals that also use our property so ensure the dogs do not interfere with them.

Q11. What would make you more likely to volunteer in the South Downs National Park? Other, please specify

- A Lottery Win
- Am 87
- Being retired...
- Being retired, which I am not.
- Being thirty years younger!!!!
- Being younger
- Being younger and fitter!
- Bridleway clearance & repair for cyclists. Things that relate to my interests - cycling, wildlife, rubbish clearance
- But not sure I have the energy anymore!
- Currently, a disability/ chronic health condition prevents me from volunteering
- Due to age
- Greater awareness of the opportunities to volunteer
- Half day on a regular basis
- Having time - when I retire probably
- I already volunteer - but not in an organised way. I regularly do litter picking while dog walking - particularly collecting other people's forgotten dog poo in bags, but other rubbish too
- I am 79 so a bit passed-my-sale by-date
- I am arthritic therefore limited activities only
- I am disabled and have mobility problems so need help getting around
- I am unable to visit the park or take part in any activities because of the very limited mobility of my wife
- I can contemplate this when retired - 2019
- I cannot as I am disabled



- I have mobility issues
- I have only just retired and worked in London so volunteering was very difficult
- I work full time and so does my husband. We have not much spare time for volunteering
- I would be glad to help repair fences, stiles, bridges etc. I am a carpenter.
- If I lived in the NP area
- If I was younger
- I'm in Scouting so can help under the Scouting Media
- I'm unsure of what possibilities for volunteers exist - my fault for not enquiring
- Information about volunteering opportunities
- Information. I'm not sure what opportunities there are?
- Knowing about them
- Knowledge of volunteer opportunities
- Limited mobility
- Living in the area
- May consider volunteering from September
- More free time of my own, not available at present
- More information about what needs to be done by volunteers
- More information on volunteering
- More spare time
- No longer able
- No time at present
- Non - physical activities
- Not in good health
- Office work rather than outdoors
- Old age problems
- Opportunities within walking distance--I live in Kingston-near-Lewes
- Perhaps when I retire
- Retirement from my job!
- Seeing regular information about volunteering events e.g. on Facebook
- Something for clubs like Scouts
- Tasks for people in their eighties!
- Unable due to ill health
- Unable to help physically
- Volunteering at the Beachy Head Countryside Centre
- Wheelchair friendly opportunities
- When I retire
- Whilst I am retired I do have a very active hobby so most of my time is active, we do help our local neighbours when needed & willing to assist if needed
- Work, family and sport (golf at Goodwood & cricket for Ashling Cricket Club) restrict available time but may look for opportunities when retired
- Would love to volunteer but tied up with family commitments.

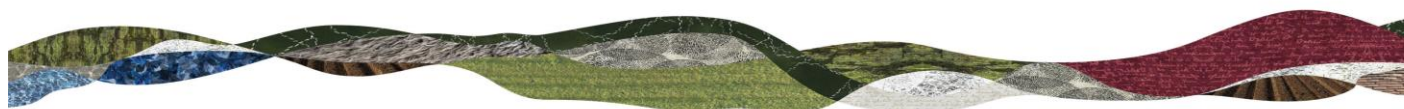


Q12. What types of volunteering opportunities in the South Downs National Park interest you? *Other, please specify*

- Age concerns
- Anything outdoors and active
- Being retired, which I am not
- Checking paths and stiles and reporting
- Disabled access
- Get Scouting involved in a community challenge
- Guiding mountain bike rides
- I am a carpenter and could contribute those skills
- Interested, but not sure what type
- Litter collecting
- Litter collecting
- Litter picking
- Making Tea and selling cake
- Many interest me but at present I can't undertake anything.
- My background is engineering, manufacturing & company management
- Path repair, fence repair.
- Pest control - grey squirrel control
- Possibly any of these but it depends on the amount of commitment as I don't have much free time
- Signing petitions to keep building off the downs
- Since I am a chef, I would be able to do some volunteering in the hospitality department
- Spatial planning
- Volunteer ranger
- Within reason i have an interest in all opportunities, but working in London means time constraints are significant. I also have a bad back and suffer from (allergies particularly at this time of year) so sometimes it's not practical to be involved even if I am available. My skills may not match some opportunities...

Q14. What types of [community work party] opportunities would you be most interested in? *Other, please specify*

- Admin
- Again any participation depends on my availability
- Already involved in local activities
- If my training & experience can be helpful I would be happy to assist
- Marketing
- Potentially all opportunities of interest if they fit with my availability etc
- Using my Scout Group to get involved.

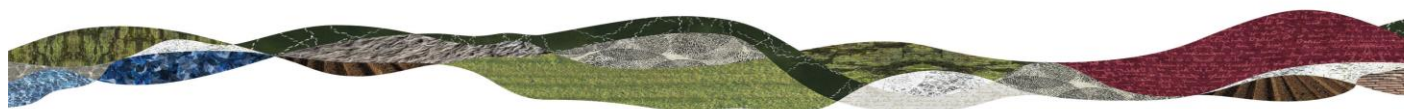


Q15. Where is it best to advertise such one-off [community work party] events in your local community? *Other, please specify*

- County record offices
- Direct emails for subscribers
- Email (*9 respondents*)
- Local authority newsletter
- Local directory - Preston Pages or Fiveways Directory
- Local pubs
- Local radio
- Next door website (*4 respondents*)
- Taro Centre
- The Post - free local magazine in our area
- Through community groups or at the local shop
- Via local council
- Village Shop/ Local Pub
- Viva Lewes
- What age range/demographic are you looking to engage? different methods better for different age groups... no single silver bullet for this
- Wildlife Trust magazine and e-newsletters.

Q17. The South Downs National Park Authority engages in a range of work. Please select up to two areas of work from the list below that you consider to be most important. *Other, please specify*

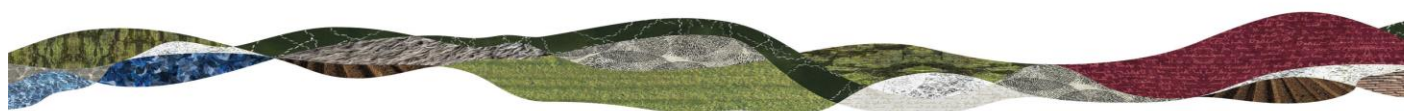
- Develop new horse riding routes
- Ensuring development is sustainable and low impact
- Facilities for exercise and dog walking
- Lobby close-by councils for support & finance
- Prohibiting motor vehicles from un-metalled tracks
- Protection of wild birds
- Realising that none of this would be possible without farmers and the work they do
- Stopping housing development
- Stopping unnecessary building and road developments.



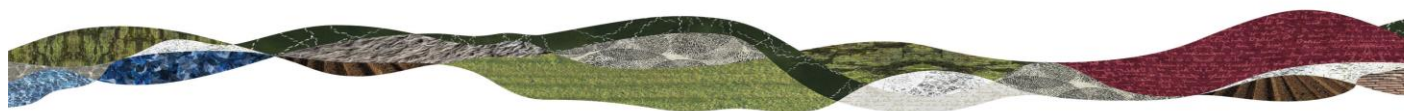
Q18. The South Downs National Park Trust will help conserve the National Park for the enjoyment of the public and will be involved in funding projects such as those listed in the previous question. Would you consider supporting such a charity?

No, please explain your reasons

- All my charity giving goes through my Masonic lodge, they may support you
- Already committed to other charities
- Already donate to a charity
- Already donate to several charities.
- Already give a lot of time to my local parish as a councillor
- Already give to other charities so cannot afford to give anymore
- Already make regular donations to RSPB and other chosen charities - not looking for another financial commitment at the moment
- Already support a range of charities
- Already support other charities
- Already support other charities
- Already support other charities
- Already support other charities
- Already support other projects
- Already support several charities
- Already supporting other charities
- Am supporting too many other charities
- Any spare resources I have I would donate to International Development causes.
- At 72 years of age, living on a pension and already supporting many charities, there has to be a limit
- Because I am a pensioner and I am registered disabled
- Cost
- Disabled
- Don't have enough money to give
- Finances
- Financial
- Financially difficult
- Fund other charities
- I already give to other charities and automatically refuse requests
- I already have charities that I support, I can't support them all!
- I already support a number in the general area, eg Sussex Wildlife and Weald and Downland
- I already support a number of other charities.
- I already support as many charities as I want to
- I already support charities which I believe need my support more.
- I already support other causes
- I already support other charities; I don't believe in spreading such support too thinly.



- I already support several charities and don't have the spare money for more
- I am not in a position to support the charity financially
- I believe other charities are more important i.e. cancer research , BHF and others, I would consider volunteer work
- I do not consider the National Park should be funded by charity but as all local authorities-by the voters who thereby appoint its management
- I do not have spare cash
- I do so much for other charities
- I don't feel the money is always spent appropriately
- I financially support charities that support people - if I could support others I would but finance is finite.
- I give preference to charities which help people in need e.g. Amnesty, Christian Aid, Save the Children
- I give to charity in other ways
- I give to military charities as my husband was in the Army for 39 years and I'm now a widow with limited resources
- I have already committed available resources to charities including HIWWT whose area overlaps with the National Park
- I have limited income and already support several charities close to my heart. Sorry
- I have my own charities which I support
- I have no spare money
- I have to prioritise my charity commitments & I currently support cancer charity, air ambulance & homelessness charities
- I have too many other charity commitments
- I only support charities that directly help people, for example Cancer Research and RNLI.
- I pay tax and SDNP received income from tax
- I prefer to support other charities which deal with issues which are, in my view, more desperate such as global poverty, the extinction of wildlife species and the protection of natural environments which do not have the status which is already afforded the South Downs.
- I support a number of charities on a fixed income
- I support a number of charities that I consider more important.
- I support a number of other charities.
- I support a very large number of other charities
- I support charities that provide basic needs for people in other countries who do not have access to clean water, enough food or medicines.
- I support only my chosen charities and am not interest in taking on any more.
- I support other charities
- I support others
- I support two charities a year , I have already chosen for 2018
- If you mean financial support. I can of other more worthy causes and I have little spare income.
- Insufficient funds at the moment but otherwise I might



- It is my belief that wild places such as the downs should be for the wildlife which lives there and not for insensitive people to be roaming all over on bikes etc and disturbing a peaceful habitat. Footpaths, yes, and conservation activities yes. Dogs should be restrained, walkers, runners birdwatchers, botanists to be encouraged. Minimal intrusion in a wonderful area.
- It should be Government funded
- Limited income
- Limited income
- Living on a pension and already give to Battersea Dogs Home & RSPB
- Living on pension
- My income is very limited
- No money
- Not a high priority and the NP is Govt funded
- Not a priority charity for me
- Not enough money
- Not enough spare time
- Not in a financial position to do so
- Other charities supported by me
- Other more pressing commitments
- Plenty of other charities that require support
- Recently retired so minimising outgoings
- SDNP just too large to make a meaningful contribution
- SDNPA has almost £13million in income
- Short on free cash
- There are already enough charities which represent or do good work in the Park. Why not spend more energy working with and supporting them rather than re-invent wheels
- We already contribute enough selected charity support
- We already support a number of charities.
- We already support a number of organisations in this arena and cannot at this time afford to increase our giving.

Q19. How would you prefer to support the South Downs National Park Trust?

Other, please specify

- Cake sale at work
- Cycling events
- Donating my time and efforts
- I am a grants / funding researcher and would like to volunteer, helping in that capacity
- Need to know more. Probably direct debit
- Promoting your work in my local community by spreading information
- Skill sharing
- Volunteer and attend fund raising events.

