

South Downs National Park Citizens Panel newsletter: August 2018

August 2018

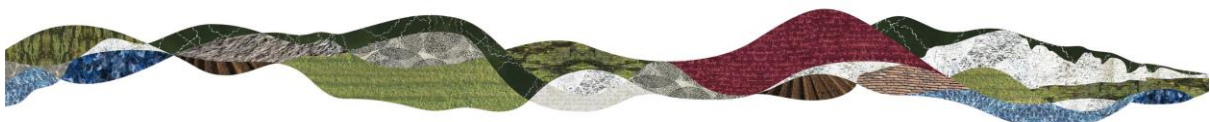
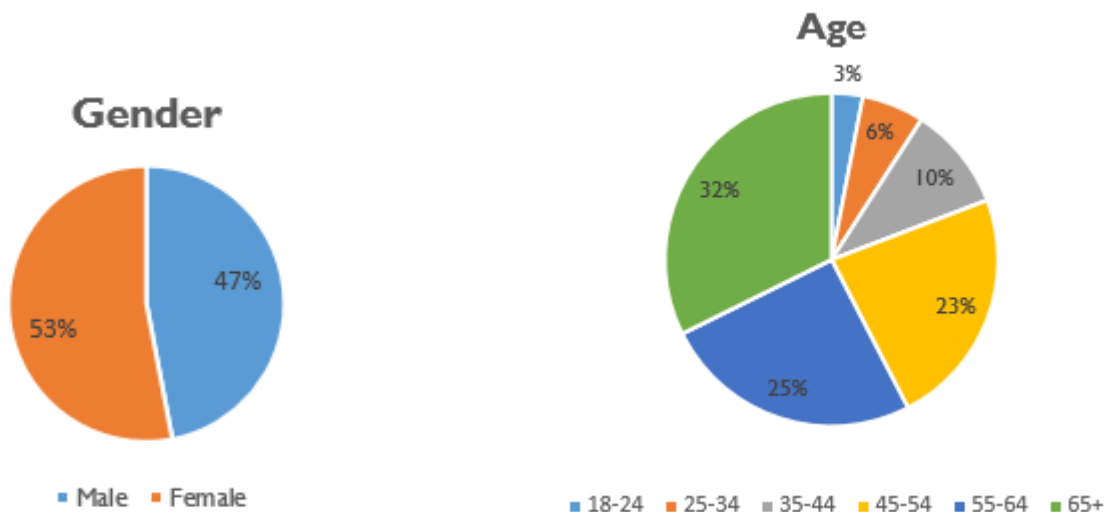
Welcome to the first newsletter for the South Downs National Park Citizens Panel

Thank you for joining our Citizens Panel. This newsletter is the first of our quarterly updates to share the results of our surveys and how we plan to use these. You can unsubscribe from this newsletter at any time using the link below.

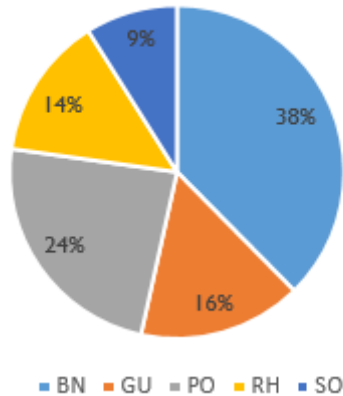
We'd like to introduce a 'Meet the panel member' section in our next newsletter. If you'd be willing to answer a few short questions and have your answers included in a future edition of the newsletter (with a photo) then please email tanya.hibberd@southdowns.gov.uk

Who is on our panel?

You are one of **1,621** people on our panel. Here's some more information about the rest of the community.



Postcode area



Spring survey 2018: key findings

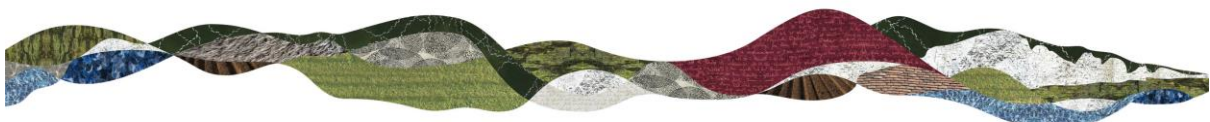
Here's what you told us:

- 95% of you believe that being a responsible dog owner involves **keeping your dog away from livestock**. A further 92% think it means **picking up dog faeces**. However, just 8% had heard of our **Take the Lead** campaign to encourage responsible dog ownership in the National Park. Find out more by watching our campaign film here. <https://www.southdowns.gov.uk/enjoy/take-the-lead/>
- 59% of you would be more likely to volunteer if **shorter time commitments** were an option with the volunteering activity of most interest being **practical work** (54%)
- Almost half of you (48%) were interested in **community work parties**. **Conservation work** and **litter picking** were of the most interest (60% and 58% respectively)
- Most of you (69%) use **word of mouth** when planning where to go and what to do
- Just 8% of you had heard of the **Heathlands Reunited** project. You can find out more at <https://www.southdowns.gov.uk/care-for/heathland/heathlands-reunited/>
- The two areas of work you think are most important for the new charity for the National Park, the South Downs National Park Trust, to focus on are **conserving/ enhancing rare habitats** (61%) and **protection of native wildlife** (54%).

Look out for a full report with analysis on our website in September <https://www.southdowns.gov.uk/discover/research/citizens-panel/>.

How we are using the survey results

- Our **volunteer team** plan to use the results to diversify their offering to those seeking volunteering opportunities and help us recruit a wider range of volunteers
- Information on **how you like to spend your leisure time** will be used by our access and engagement teams for planning future events, walk and cycle ride leaflets etc. helping us to address some of the barriers you identified which stop people visiting the National Park



- Our **Heathlands Reunited** team plan to use the results on dog walking behaviour and awareness of the Take the Lead campaign to develop their work over the final three years of the project
- Our Communications team will be using your feedback on our **shared identity** to target future promotion to places where it is most likely to be recognised
- Many of you who agreed to participate in our **online community** have been asked to help test our website
- You've helped us better understand which **information resources** are most useful to you so we know where to target efforts when creating future information materials
- Our area teams will use your feedback about **community work parties** to plan a schedule of activities in specific community areas which they plan to launch in the near future. *Watch this space!*
- Colleagues working for the **South Downs National Park Trust** plan to use your feedback on specific aspects of the Trusts' work and level of support to target their next marketing campaign.

Looking back on 2017/18

Aside from recruiting you to be on our first South Downs National Park Citizens Panel, other achievements for the National Park can be found in our latest Annual Review for 2017-18:

<https://www.southdowns.gov.uk/achieved-2017-18/>

And finally...

Remember to look out for the link to our autumn survey in your inbox in early October.

Please let us know if you have suggestions for future survey questions – we'd love to hear them.

Send them to tanya.hibberd@southdowns.gov.uk

And if you haven't already done so, please do sign up for our monthly e-newsletter:

<http://www.southdowns.gov.uk/join-the-newsletter/>

Wishing you all a wonderful autumn!

Tanya Hibberd, Performance and Research Lead, South Downs National Park Authority

