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**South Downs National Park
Citizens Panel -
Autumn survey 2020**

Final report

January 2021



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Project details and acknowledgements

Title	South Downs National Park Citizens Panel Autumn survey 2020
Client	South Downs National Park Authority
Project number	20064
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Key findings at a glance

The South Downs National Park Citizens Panel was set up in 2017 and is made up of residents who live within the National Park or near to the Park boundary. 660 panel members were asked to provide feedback on how the Covid-19 pandemic had impacted residents engaging with the National Park and their health and wellbeing.

Between the 21st October and 13th November 2020, an online survey was circulated to all 660 panel members. Overall 424 panel members provided feedback (64% response rate). Key findings are presented below.

HEALTH & WELLBEING



68% said they'd be interested in organised walking activities



48% said they'd be interested in organised conservation or environmental activities



37% said they'd be interested in organised volunteering activities

Sub group variations



Younger age groups

More interested in mindfulness activities and conservational/ environmental activities than the older age groups.



Men

More interested in cycling activities compared to women.



Women

More interested in walking, guided tours, conservation/environmental activities and exercise classes compared to men.

Sub group variations



Younger age groups

More likely to have done active sports such as cycling and running.



Older age groups

More inclined to do activities such as gardening



Men

More likely to have gone cycling.



Women

More likely to have done activities such as reading books and watching films.

Activities done in the last 6 months to help improve health & wellbeing

Walking



89%

Gardening



71%

Reading books



64%

Barriers to enjoying the park fully

Lack of toilets



26%

Unsure what activities are available



24%

Not enough free time



22%

Sub group variations



Disability

The availability and affordability of parking was a issues for those with a disability and the older age groups.

"Too many areas are inaccessible for older people like us who can only walk 3-5 miles. Everything seems to be geared for long-distance walkers and cyclists, with insufficient parking for the rest of us to access areas other than the most popular areas."

ARTS & HERITAGE

Sub group variations



Younger age groups

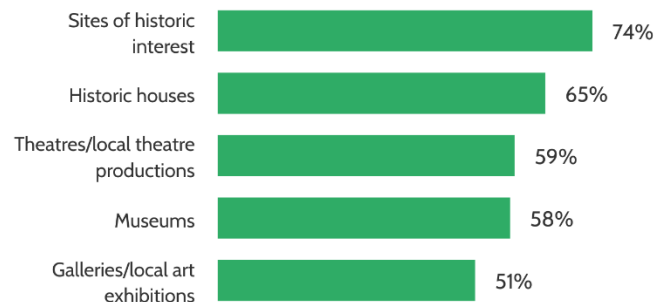
More likely to have visited museums prior to the pandemic



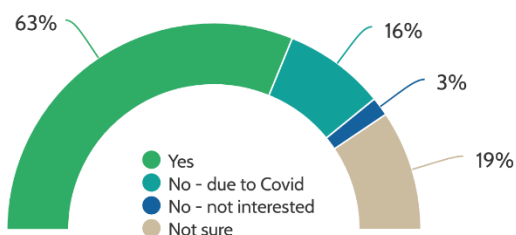
Older age groups

More likely to have visited theatres/local productions and historic houses prior to the pandemic

Top 5 activities done regularly pre-Covid-19



Plan to visit arts/heritage sites in next 6 months



Sub group variations



Older age groups

The older age groups and those with a disability were more likely to have concerns about visiting sites/venues in the future.

Sub group variations



Younger age groups

More likely to have said that they learnt a new creative skill.

Top 2 artistic, creative, cultural or heritage activities during Covid-19



42% said they spent more time reading / researching arts, heritage or creative topics



38% said they spent more time practicing a creative hobby

Priorities to maintain cultural heritage in the National Park

Top 5 priorities



"Be great to improve the local communities' knowledge of our local histories and heritage."

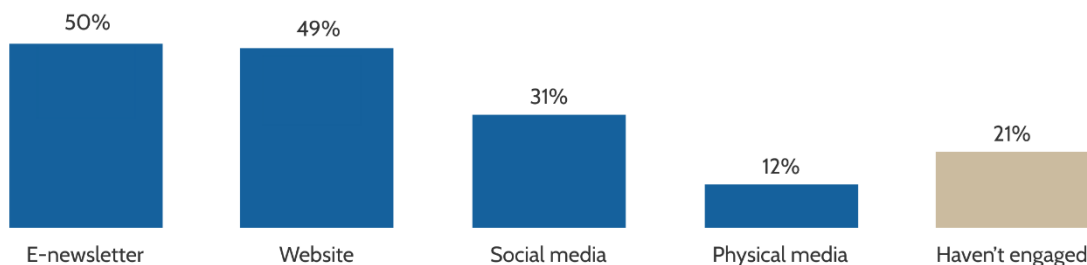
"I've ticked three, but really, all are worthy of timely attention."

"Anything that encourages people into the park and to engage should be encouraged. That will have a knock on effect for the local economy too."



VIRTUAL ENGAGEMENT

Interaction with organisations similar to SDNPA during Covid-19



Sub group variations

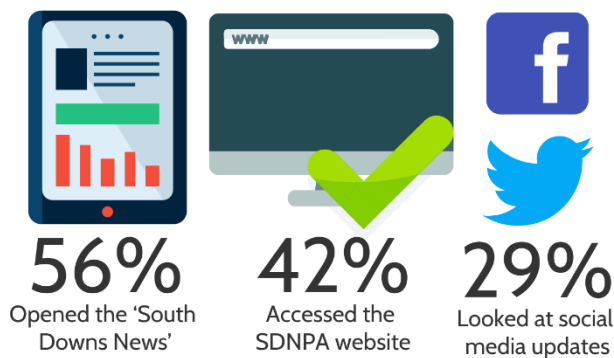


More likely to have engaged with organisations via social media.



More likely to have engaged with organisations via social media, compared to men.

Interaction with the National Park during Covid-19



Sub group variations



More likely to engage by social media compared to older age groups.



More likely than women to have interacted with SDNPA via the website.



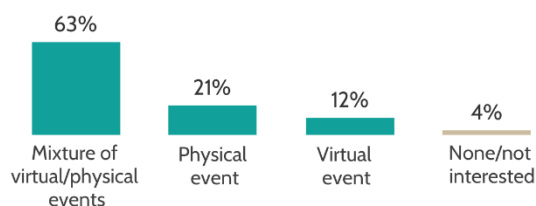
Less likely to engage with social media such as watching a video and getting updates on social media compared to those living in the BN, GU, PO and RH postcode areas.

Sub group variations

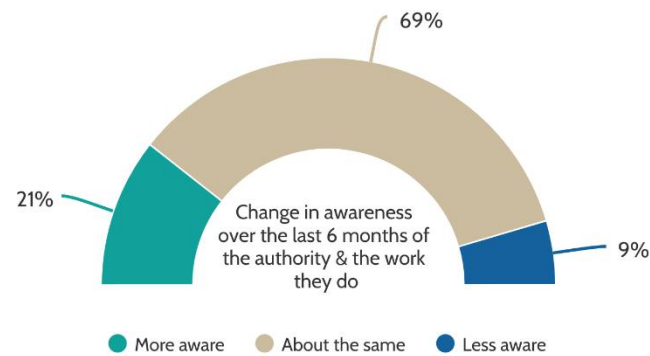


More likely to prefer attending physical events compared to the rest of the postcode areas.

Preference for future events



AWARENESS



Sub group variations



Younger age groups

More likely to have been aware of the event/s, this could be due them more likely to be accessing content via social media.

Sub group variations



Younger age groups

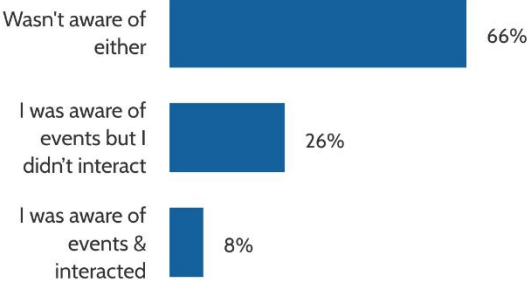
The younger age groups and women were more likely to have reported an increase in awareness with the authority and the work they do.



Postcode area

More likely to have reported an increase in awareness with the authority.

Awareness of 2 recent virtual events



Background

Context

The South Downs National Park Citizens Panel was set up in 2017 and is made up of residents who live within the National Park or near to the Park boundary. Currently the panel is open to residents living within 10km of the South Downs National Park, covering the postcode areas BN, GU, PO, RH and SO. The Citizen Panel aims to provide residents with the opportunity to engage about important matters that may affect or interest them. Panel members are asked to take part in two surveys a year and some may also be invited to take part in further research, but only if they consented to be contacted for this. Panel members are also sent e-newsletters twice a year to keep them updated on what's going on in the South Downs National Park. The Citizens Panel enables the South Downs National Park Authority (SDNPA) to engage with people who have not previously engaged and enables it to evaluate the effectiveness of its work.

During 2020, the management of the Citizens Panel was transferred over to M·E·L Research for a period of three years. The report presents the Autumn survey 2020 results¹. The survey looked to explore how the Covid-19 pandemic has impacted residents on the following:

- Their health and wellbeing
- Engaging with arts and heritage activities, and
- Virtual engagement activities.

Methodology

Between the 21st October and 13th November 2020, an online survey was circulated to all 660 Panel members. Two reminders were sent to boost response. An outstanding response of 64% was achieved, the best to date.

Target population	South Down National Park Citizens Panel members
Questionnaire/survey length	Average of 10 minutes
Survey period	21 st October to 13 th November 2020
Sampling method	Online link
Data collection method	Self-completion
Total sample frame	660
Total sample returned	424 (64% response rate)

¹ Known as 'Wave 1' under this contract

Response rates and statistical significance

The achieved confidence interval gives an indication of the precision of results. With 424 residents having completed the survey, this provides a confidence interval of $\pm 4.8\%$ for a 50% statistic at the 95% confidence level. This simply means that if 50% of residents indicated they agreed with a certain aspect, the true figure could in reality lie within the range of 45.2% to 54.8% and that these results would be achieved 95 times out of 100.

The table below shows the confidence intervals for differing response results (sample tolerance).

Size of sample	Approximate sampling tolerances*		
	50%	30% or 70%	10% or 90%
	\pm	\pm	\pm
424 surveys	4.8	4.4	2.9

** Based on a 95% confidence level*

Analysis and reporting

Cross-tabulations were generated for key variables including age group, gender, whether panel members had a disability or not, employment status, ethnicity and postcode area.

Differences in views of sub-groups of the population were compared using z-tests and statistically significant results (at the 95% level) are indicated in the text. Statistical significance means that a result is unlikely due to chance (i.e. It is a real difference in the population).

Due to the smaller sample size for the age groups, specifically the younger under 45 age group, the age groups have been grouped into our categories. Namely, under 45, 45-54, 55-64 and 65 plus.

Within the main body of the report, where percentages do not total 100 per cent, this is due to computer rounding or multiple-choice answers. Percentages of 3% or less are not included in any charts or graphs. The 'n' figure referred to in each chart is the total number of respondents (or panel members) responding to the question.

Icon glossary



Age group



Postcode area

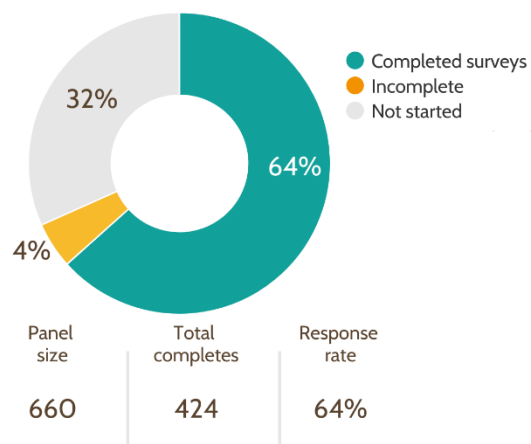


Long term health problem or disability

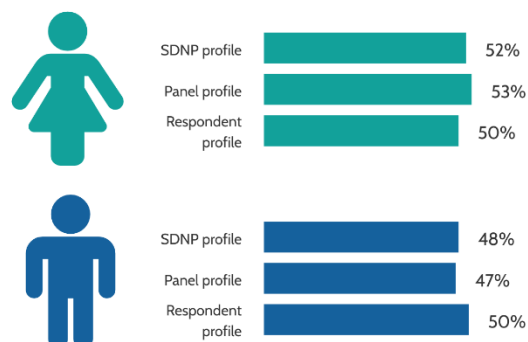


Gender

Who took part in the survey



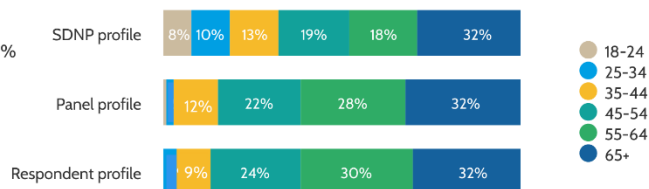
Gender



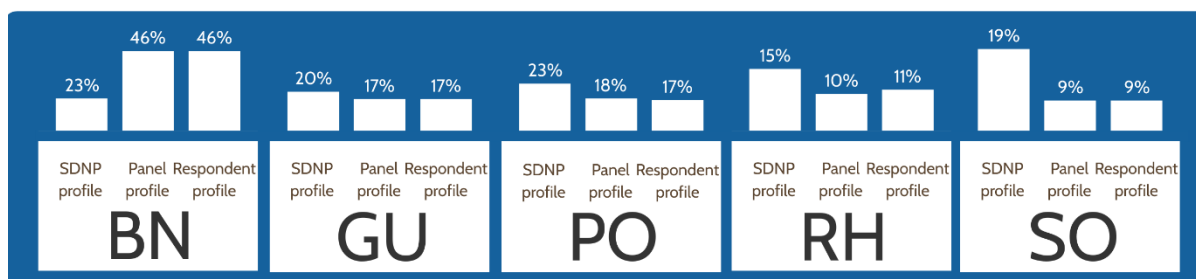
Long-term health problem or disability



Age group



Postcode area



Results

Section A: Health and Well-being

Summary and recommendation:

Activities to improve health and wellbeing

Most panel members had walked, gardened and read books during the last six months to help improve their health and wellbeing. The **younger age groups** were more likely to have done active sports such as **cycling** and **running**, while the **older age groups** were more inclined to do activities such as **gardening**. **Women** were more likely to have done activities such as **reading books** and **watching films**, while **men** were more likely to have gone **cycling**.

When asked what organised activities panel members would be most interest in, organised walking activities topped the list, followed by conservation and environmental activities. The **younger age groups** were more likely to be interested in taking part in **mindfulness activities** and **conservational/ environmental activities** than the older age groups. **Men** were more likely to want to take part in organised **cycling activities** compared to women. While **women** were more likely to opt for activities such as **walking, guided tours, conservation/environmental activities** and **exercise classes**.

"Greener environments are also associated with better mental health and wellbeing outcomes including reduced levels of depression, anxiety, and fatigue, and enhanced quality of life for both children and adults." (Improving access to greenspace - A new review for 2020)

Recommendation 1

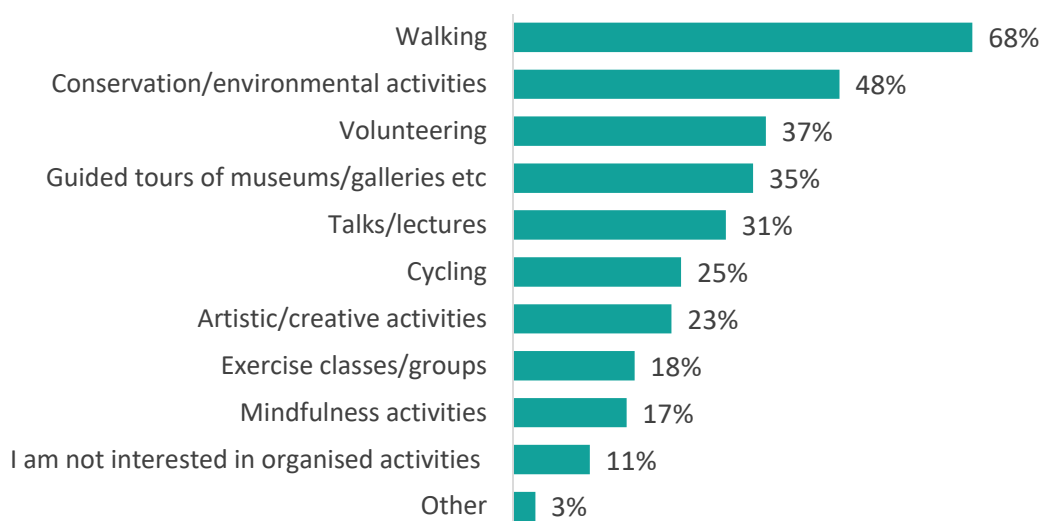
Now more than ever, green spaces are vital for helping people improve their wellbeing. To improve access to the National Park and activities, SDNPA could link up with local grassroots groups / programmes to improve awareness and access for those more at risk at developing physical / wellbeing issues e.g., areas of higher deprivation, older residents, those with disabilities. Therefore, not only looking at the National Park as an environmental asset but also a health asset.

Interest in organised activities

Panel members were provided with a list of organised activities and asked to select the ones they would be most interested in to support their health and well-being. Figure 1 below shows that nearly seven out of ten (68%) would be interested in **walking**. This was followed by almost half (48%) who stated **conservation/environmental activities**. Around one in ten (11%) said they would **not be interested** in any organised activities in the National Park.

Figure 1: Interest in organised activities

Base: 424

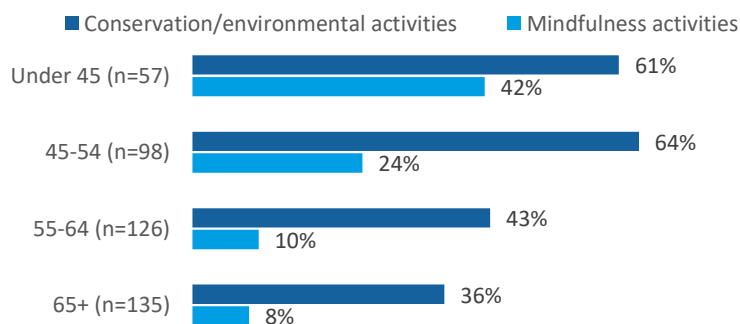


Sub-group analysis shows there are significant variations by age group, gender and disability:



- A higher proportion of those **aged under 45 years** were likely to be interested in **mindfulness** activities compared to those over 45 years (42% and 13% respectively).
- **Conservation/environmental activities** were more likely to be of interest to the **under 45s** (61%) and those aged 45-54 (64%) compared to the older age groups. For example, 43% of those aged 55-64 and 36% of those aged 65 or older said they'd be interested in this activity.

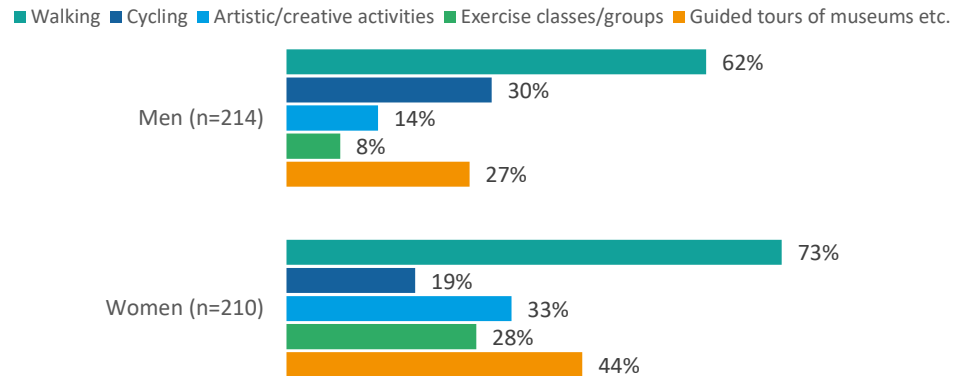
Figure 2: Activities of interest by age group





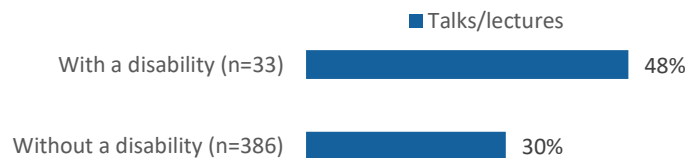
- Men were more likely to be interested in **cycling** activities compared to women (30% vs 19%). While **women** were more likely to be interested in **walking** activities (73%), **guided tours** (44%), **artistic/creative activities** (33%) and **exercise classes/groups** (28%).

Figure 3: Activities of interest by gender



- Talks/lectures** were more likely to be favoured by those with a **long-term illness or disability** at 48%, compared to those without at 30%.

Figure 4: Activities of interest by disability

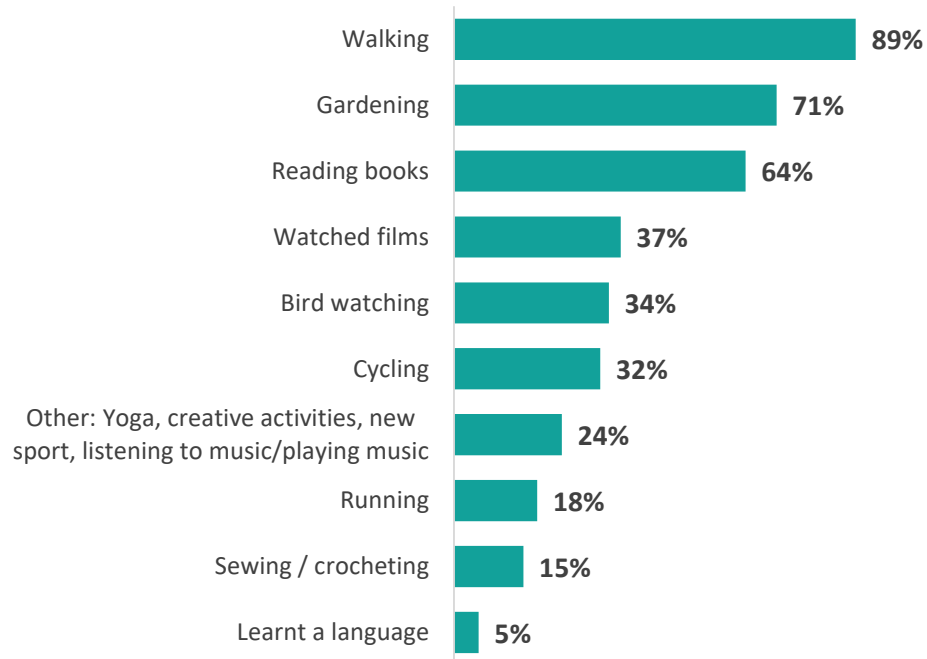


Activities participated in during the last 6 months

Panel members were asked what activities that had participated in over the last six months (i.e. April to October 2020) that helped improve their health and wellbeing. Almost nine in ten (89%) said they had been **walking** to help improve their health and wellbeing. This was followed by **gardening** (71%) and **reading books** (64%).

Figure 5: Activities to improve health and wellbeing

Base: 424

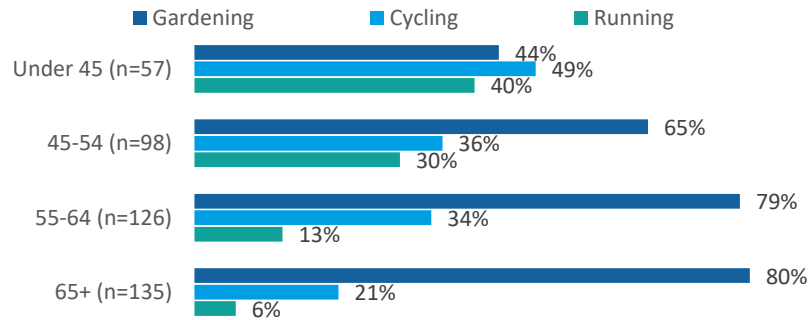


Sub-group analysis shows there are significant variations by age group, gender, disability and postcode area:



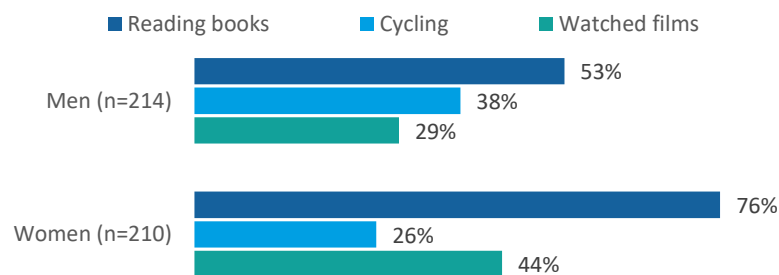
- The **younger age groups** were more likely to have been **cycling** or **running** when compared to the older age groups. For example, 49% of those aged under 45 said they ran, compared to 34% of those aged 55-64 years.
- The **55 plus age groups** were more likely to have done **gardening**. For example, 80% of those aged 65 or more said they did this compared to 44% of those aged under 45 years.

Figure 6: Activities to improve health and wellbeing by age group



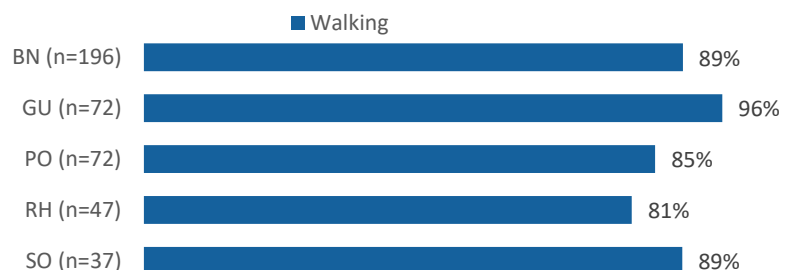
- **Women** were more likely to have done activities such as **reading books** (76%) and **watching films** (44%) compared to men at 53% and 29% respectively. While **men** were more likely to have **cycled** at 38%, compared to women at 26%.

Figure 7: Activities to improve health and wellbeing by gender



- More panel members **walked** in the **GU postcode area** with 96% stating this, compared to the other postcode areas, for example 81% in the RH postcode area said they walked.

Figure 8: Activities to improve health and wellbeing by postcode area



Issues experienced when visiting the National Park

Summary and recommendation:

Barriers to accessing the National Park fully

Panel members said that the lack of toilets, being unsure about what activities are available and just not having enough free time was a barrier to accessing and enjoying the National Park fully. The **availability and affordability of parking** was also an **issue** for some, this was more of an issue for **older** panel members and **those with a disability**. This was also strongly voiced in the additional feedback provided such as the car parks need to be reviewed, linked to this is more joined up transport links/services to access to National Park.

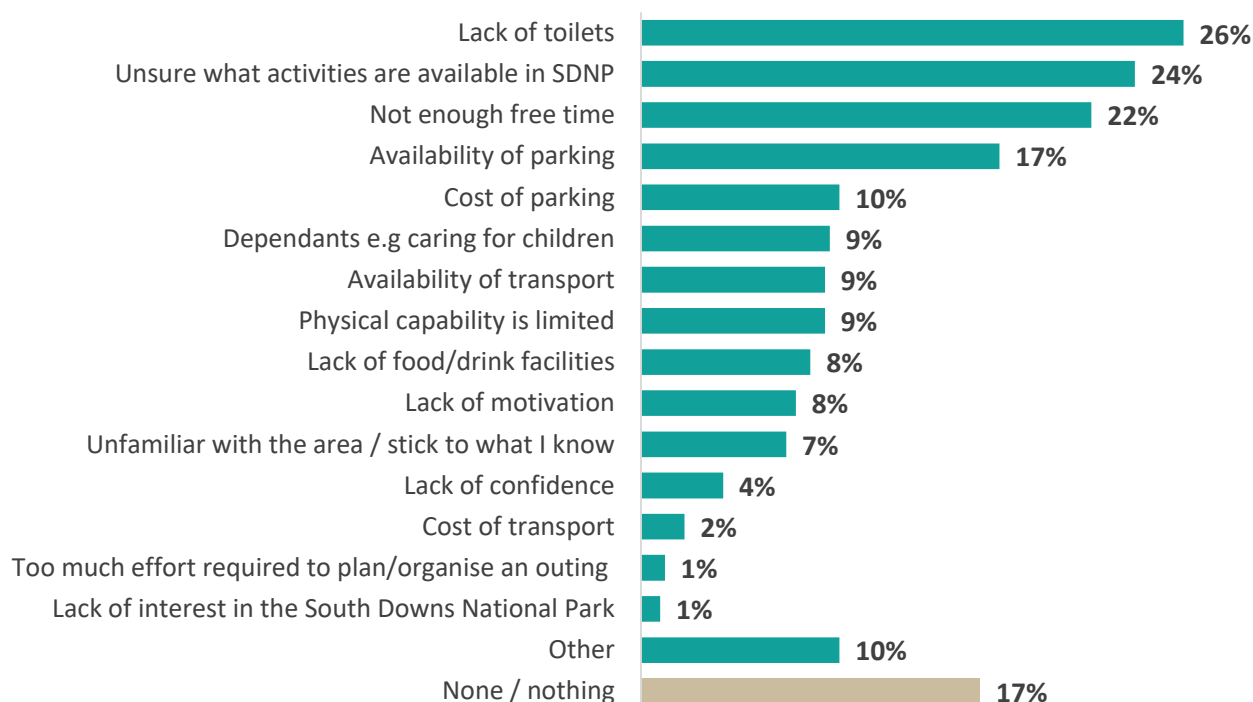
Recommendation 2

We would recommend reviewing where these key segments (older people and those with disabilities) are more likely to access the park and review the parking assets currently available, alongside welfare facilities and how these can be supported through the pandemic.


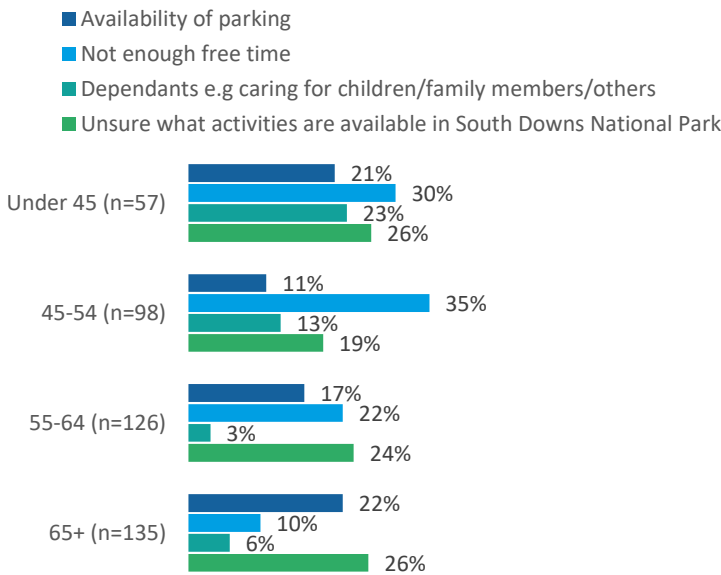

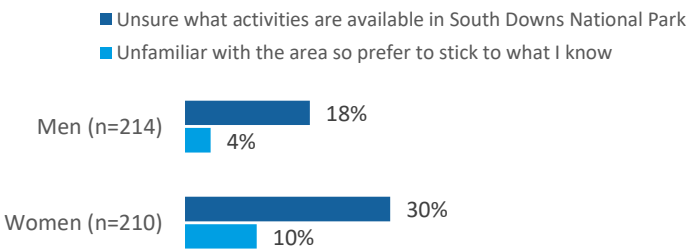

Panel members were provided with a list of issues and asked if any of them had prevented them fully enjoying their experience or made it difficult to get out and about in the National Park. Figure 9 shows that the top three issues experienced by panel members were the **lack of toilets** (26%), not being sure what **activities are available** at the National Park (24%) and **not having enough free time** (22%).

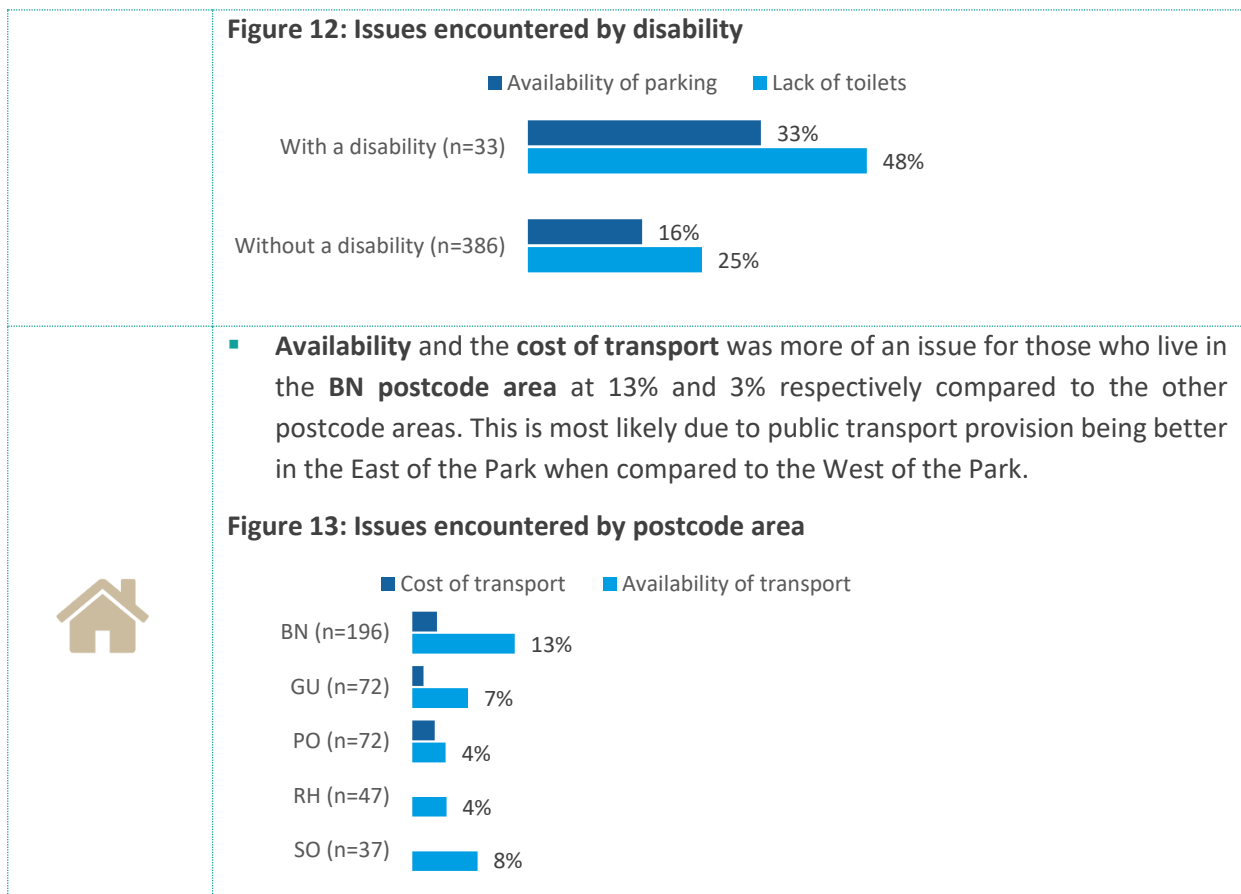
Figure 9: Issues experienced that had stopped panel members fully enjoying the National Park

Base: 424



Sub-group analysis shows there are significant variations by age group, gender, disability and postcode area:

	<ul style="list-style-type: none">Not surprisingly, those under 45 years old and were more likely to have encountered issues beyond the National Park Authority's control, such as 'not having enough free time' (30%) and 'having dependants' (23%), compared to the older age groups.Availability of parking was more of an issue for those aged 65 or older (22%), as well being unsure of what activities were available (26%) when compared to the younger age groups. For example, just 11% of those aged 45-54 had issues with the availability of parking and 19% said they were unsure of what activities were available. <p>Figure 10: Issues encountered by age group</p>  <table><tr><th>Age Group</th><th>Availability of parking</th><th>Not enough free time</th><th>Dependants e.g. caring for children/family members/others</th><th>Unsure what activities are available in South Downs National Park</th></tr><tr><td>Under 45 (n=57)</td><td>21%</td><td>30%</td><td>23%</td><td>26%</td></tr><tr><td>45-54 (n=98)</td><td>11%</td><td>35%</td><td>13%</td><td>19%</td></tr><tr><td>55-64 (n=126)</td><td>17%</td><td>22%</td><td>3%</td><td>24%</td></tr><tr><td>65+ (n=135)</td><td>22%</td><td>10%</td><td>6%</td><td>26%</td></tr></table>	Age Group	Availability of parking	Not enough free time	Dependants e.g. caring for children/family members/others	Unsure what activities are available in South Downs National Park	Under 45 (n=57)	21%	30%	23%	26%	45-54 (n=98)	11%	35%	13%	19%	55-64 (n=126)	17%	22%	3%	24%	65+ (n=135)	22%	10%	6%	26%
Age Group	Availability of parking	Not enough free time	Dependants e.g. caring for children/family members/others	Unsure what activities are available in South Downs National Park																						
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55-64 (n=126)	17%	22%	3%	24%																						
65+ (n=135)	22%	10%	6%	26%																						
	<ul style="list-style-type: none">Women were more likely than men to have mentioned that they were unsure about what activities are available (30% vs 18%) and being unfamiliar with the area (10% vs 4%). <p>Figure 11: Issues encountered by gender</p>  <table><tr><th>Gender</th><th>Unsure what activities are available in South Downs National Park</th><th>Unfamiliar with the area so prefer to stick to what I know</th></tr><tr><td>Men (n=214)</td><td>18%</td><td>4%</td></tr><tr><td>Women (n=210)</td><td>30%</td><td>10%</td></tr></table>	Gender	Unsure what activities are available in South Downs National Park	Unfamiliar with the area so prefer to stick to what I know	Men (n=214)	18%	4%	Women (n=210)	30%	10%																
Gender	Unsure what activities are available in South Downs National Park	Unfamiliar with the area so prefer to stick to what I know																								
Men (n=214)	18%	4%																								
Women (n=210)	30%	10%																								
	<ul style="list-style-type: none">The availability of parking and toilets was more likely to be an issue for those with a disability at 33% and 48% respectively, compared to those without a disability.																									



Panel members were asked if they would like to comment further on the issues they had experienced (see Table 1 overleaf). Overall, 85 panel members provided further information and results have been coded into common themes. Most commonly mentioned was the **‘Safe sustainable transport provision** e.g. safer biking and walking routes through the Park and trafficked areas, linked up services’ (17 mentions), this was followed by **‘car parks needing to be addressed** e.g. charges, closures and busy at specific periods’ (15 mentions).

“There is a huge amount of traffic in the National Park as tourism is fully encouraged but it means it’s quite dangerous crossing roads and walking down roads to access footpaths.”

“I have noticed that some areas of the park have become even more popular, possibly due to Covid restrictions, and this has put a strain on existing car parks that become overfull leading to cars parked on verges restricting road access.”

Table 1: Key themes on issues encountered which may have stopped you fully enjoying your experience in the South Downs National Park.

	Count	%
Safe sustainable transport provision e.g. safer biking and walking routes through the Park and trafficked areas, linked up services.	17	20%
Car parks need to address e.g. charges, closures and busy at certain periods	15	18%
Increase hospitality and welfare provision (toilets closed during Covid-19)	11	13%
Not prioritising outdoor time/free time is limited	9	11%
Park is too busy at times	9	11%
Improve signage e.g. where things are, best place to park for walks	8	9%
General health has limited/reduced access	7	8%
Increase accessibility e.g. those with disabilities, older generation who are less agile	5	6%
Not aware of activities / what's happening in the Park	3	4%
Issues with the concerns of local landowners/local farm stock and walking dogs	3	4%
Access is very good	1	1%
Good transport links	1	1%
Child/caring responsibilities restricts access	1	1%
Other	8	9%
Respondents	85	

Section B: Arts and Heritage

Arts and heritage sites/venues visited

Summary and recommendation:

Arts and Heritage

Prior to the coronavirus pandemic, panel members used to regularly visit sites of historic interest, historic houses, theatres/local theatre productions and museums. The **younger age groups** were more likely to have **visited museums** prior to the pandemic, while the **older age groups** were more likely to have visited places like **theatres/local productions** and **historic houses**.

Around two thirds of panel members said that they plan to visit arts/heritage sites/venues within the next 6 months if they have implemented the recommended Covid-19 safety measures. Around a fifth said they wouldn't as they didn't feel comfortable, while a further fifth said they weren't sure. Not surprisingly the **older age group** and those **with a disability** were more likely to have **concerns** about doing this.

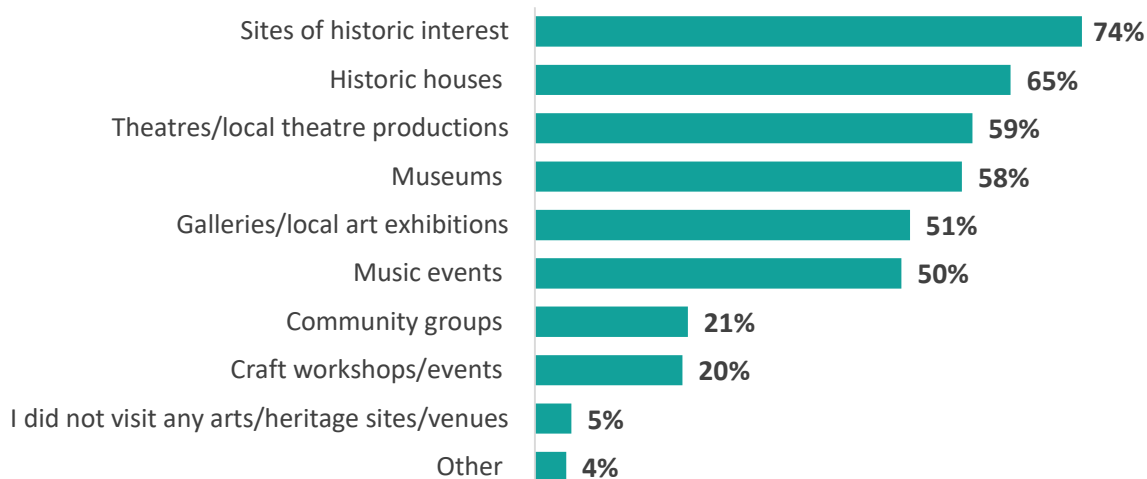
Recommendation 3

Adhering to government guidelines, when Covid-19 regulations are relaxed, we would recommend making additional efforts in reassuring older residents and those with a disability of the safety measures that will/are put in place to reduce the spread of the virus. It would also be beneficial to promote the safest methods of interaction with arts/heritage to these subgroups. For example, virtual talks/walks or outside only activities such as new Footsteps app. Although the routes promoted by the Footsteps app would need to be accessible to these groups.

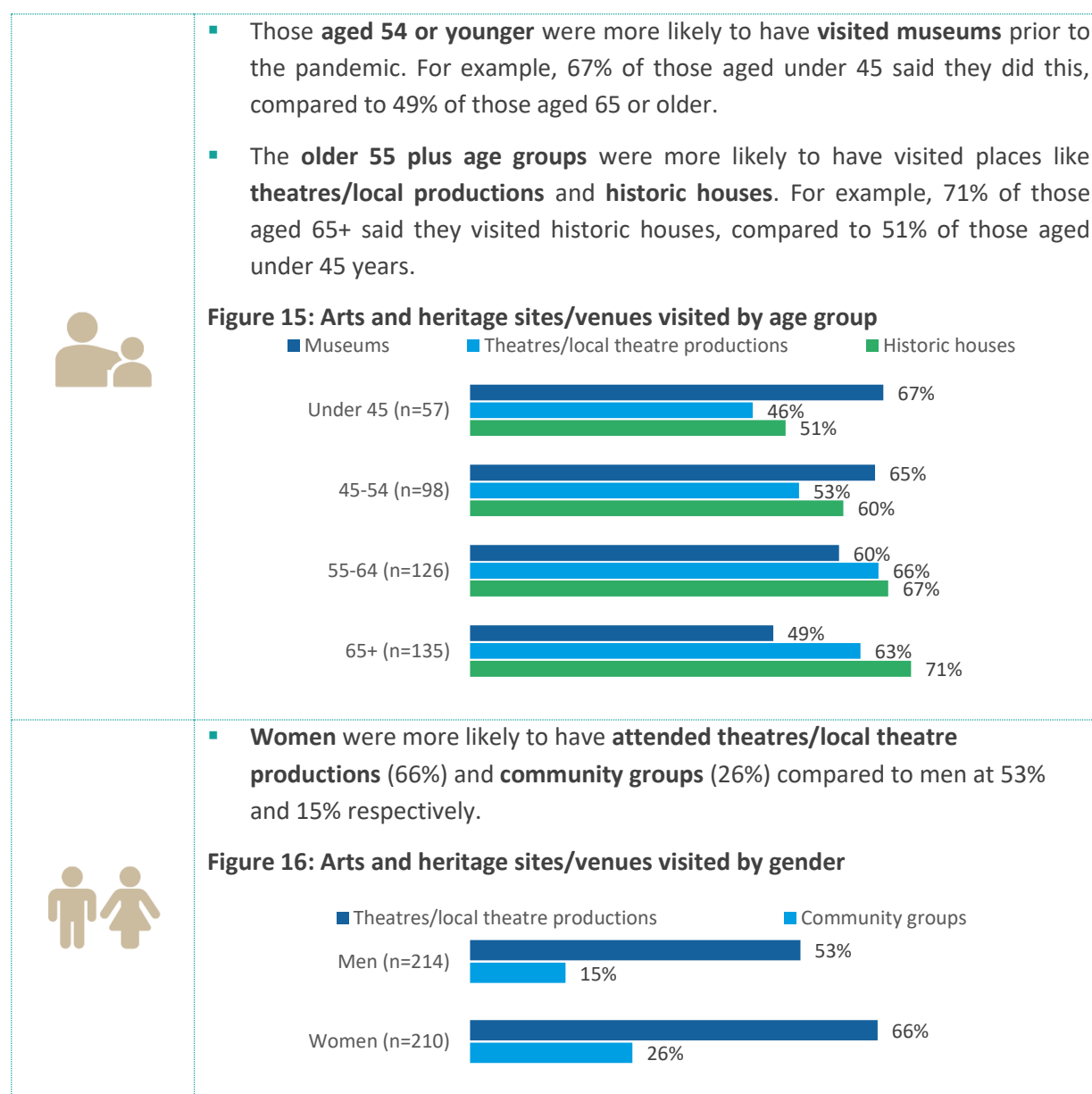
Panel members were asked to state which arts and heritage sites/venues they had visited or attended regularly (at least once a year) before Covid-19. Around three quarters (74%) of panel members had visited sites of **historic interest**. This was followed by **historic houses** (65%) and **theatres/local theatre productions** (59%) – see Figure 14.

Figure 14: Arts and heritage sites/venues visited

Base: 424



Sub-group analysis shows there are significant variations by age group and gender:

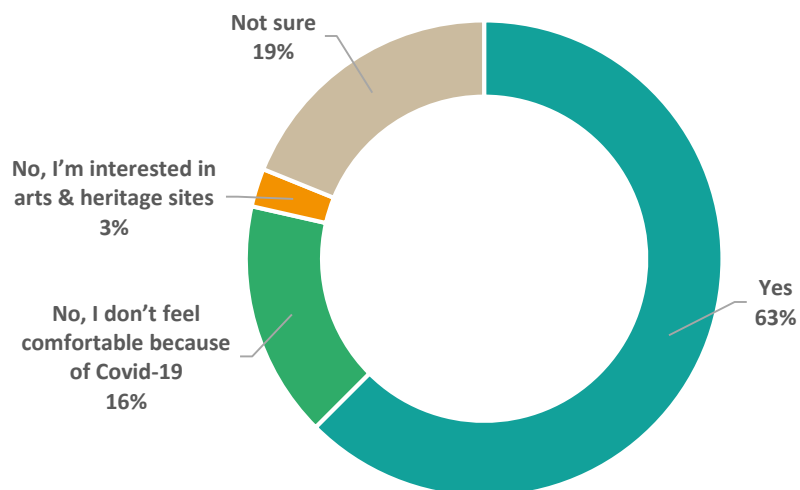


Planning visits to arts and heritage sites/venues

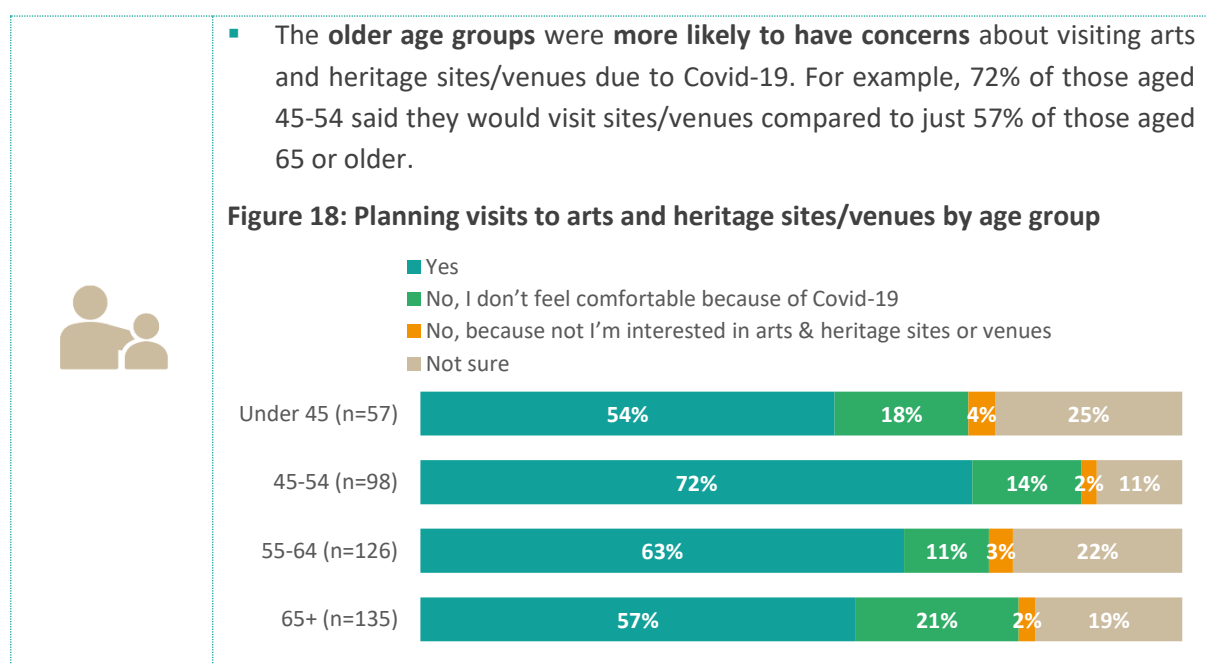
All panel members were subsequently asked if they were planning a visit to an arts/heritage site within the next 6 months (i.e. between December 2020 and May/June 2021) if they have implemented the recommended Covid-19 safety measures. Nearly **two thirds** (63%) said **they would**. Almost **a fifth** (16%) said **no**, because they do not feel comfortable because of COVID-19. The remaining 22% were either not sure (19%) or said they were not interested in arts & heritage sites or venues (3%) – see Figure 17 below.

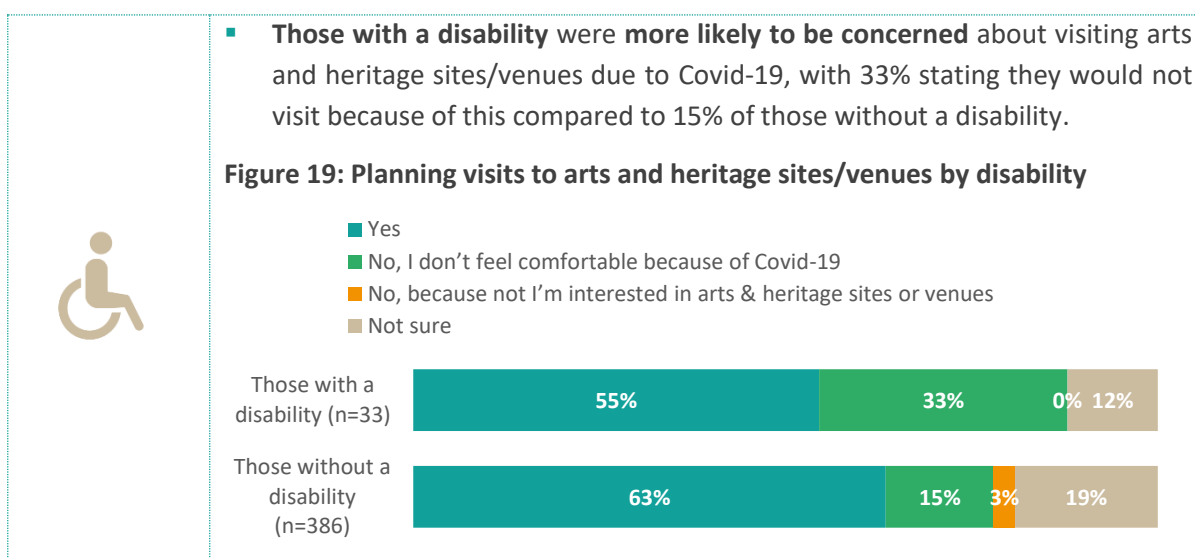
Figure 17: Planning visits to arts and heritage sites/venues

Base: 424



Sub-group analysis shows there are significant variations by age group and disability:





Panel members were then asked if they would like to comment further on whether or not they planned to visit arts and heritage sites/venues (Table 2). Overall, 107 panel members provided further information and results have been coded into common themes. Most commonly mentioned was that 'it depends on what happens with Covid-19 or general concerns about Covid-19' (23 mentions), this was followed by 'avoiding places with people / only considering outdoor activities' (19 mentions).

"I find it impossible to think ahead. Every time I plan to do something fairly major, I seem to end up having to cancel. So, I really don't know what I will (not) be able to do in the next 6 months."

"For the moment will only consider outdoor activities/events."

Table 2: Key themes on planning visits to arts and heritage sites/venues

	Count	%
It depends what happens with Covid-19 / concerned about Covid-19	23	21%
Avoiding places with people / only considering outdoor activities	19	18%
Enthusied to get back out / planning to visit once safer	14	13%
It will depend on what site/venue it is/what measure they are monitoring etc.	13	12%
Vulnerable / shielding	12	11%
Already visiting areas/places/doing activities	9	8%
Don't like booking /can't be spontaneous / weather could change etc.	6	6%
Confident with the measures being put in place	4	4%
Booking procedures have made activities less crowded	3	3%
Other	12	11%
Respondents	107	

Participation in creative, cultural or heritage activities

Summary and recommendation

Arts and Heritage

Just over two fifths of panel members said that they had spent more time than usual reading / researching arts during the Covid-19 pandemic. This was followed closely by spending more time practising a creative hobby. When compared by age group, the **younger members** were more likely to have said that they **learnt a new creative skill** compared to the older age groups.

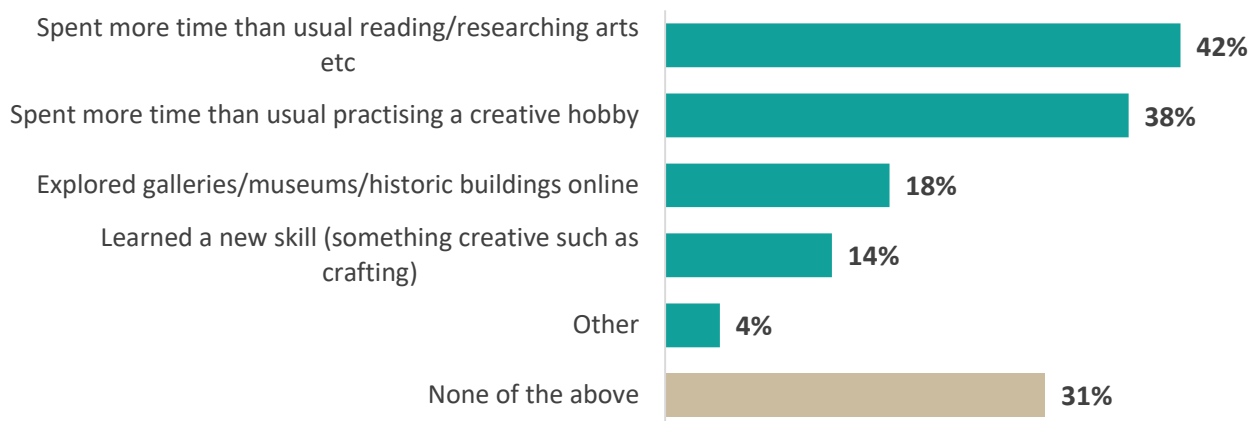
Recommendation 4

Offering creative skill activities could be an avenue in engaging the younger age group in getting involved in the Nation Park. The National Park could also engage with creative skill groups in the area to get more younger people to sign up to the Citizens Panel.

All panel members were asked what arts, creative or heritage activities they had taken part in during the Covid-19 outbreak. Around four in ten (42%) spent more time than usual **reading or researching arts/heritage/creative topics**. This was closely followed by spending more time than usual **practising a creative hobby** (38%).

Figure 20: Participation in creativity, culture or heritage activities

Base: 424

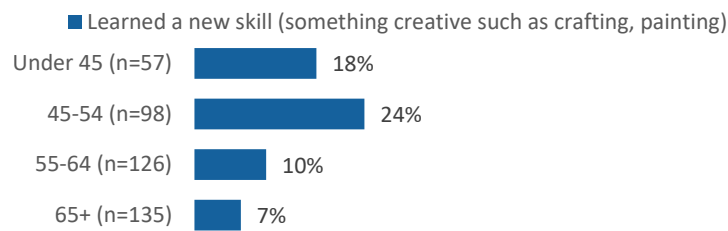


Sub-group analysis shows there are significant variations by age group:



- The **younger (under 55) age groups** were more likely to have said that they **learnt a new creative skill** compared to the older 55 plus age groups. For example, 24% of those aged 45-54 said this, compared to 10% of the 55-64 age group.

Figure 21: Learnt a new skill activity by age group



Cultural heritage priorities for the National Park Authority

Summary and recommendation

Cultural heritage priorities for the National Park

Panel members thought that SDNPA should focus on the following top five priorities in supporting cultural heritage in the National Park:

- Supporting artists and crafts people working in and around the South Downs
- Improving local knowledge about archaeological and historical sites in and around the South Downs through innovative on-site information panels and resources
- Improving access to cultural heritage by improving walking/cycling routes to key locations
- Supporting local schemes that help local people and communities to join in with cultural heritage activities
- Investing in local creative and cultural organisations to support their recovery from Covid-19

Recommendation 5

The top five priorities identified by panel members are well suited to help improve engagement and involvement with the National Park. For example, supporting local schemes that help local people join in with cultural activities would help to promote awareness to those groups i.e., men, older age groups who are less likely to access social media / online content for example.

Due to the coronavirus pandemic, the South Downs National Park Authority and its partners may need to readjust how they support and work with arts/heritage organisations over the next five years. The South Downs National Park Authority (SDNPA) wanted to get input from the panel members to help inform their organisational priorities. Panel members were provided with a list of 11 priorities and were asked to select their top five.

Table 3 below identifies the top five cultural priorities for SDNPA according to panel members, the top two of which are:

- Supporting artists & crafts people working in and around the South Downs (50%)
- Improving local knowledge about archaeological & historical sites in and around the South Downs through innovative on-site information panels and resources (50%)

Table 3: Top priorities for cultural heritage in the National Park

		Count	%
1	Support artists & crafts people working in and around the South Downs.	214	50%
2	Improve local knowledge about archaeological and historical sites in and around the South Downs through innovative on-site information panels and resources.	210	50%
3	Improve access to cultural heritage by improving walking/cycling routes to key locations.	205	48%
4	Support local schemes that help local people and communities to join in with cultural heritage activities.	194	46%
5	Invest in local creative and cultural organisations to support their recovery from Covid-19.	170	40%
6	Support schemes that aim to improve the health and wellbeing of socio-economically deprived communities using arts/heritage activities.	165	39%
7	Support local schemes that focus on archaeology and historic artefacts.	137	32%
8	Help to research and tell stories that explore diversity in the South Downs landscape and its history.	134	32%
9	Support more innovative schemes that aim to teach people about cultural heritage in the South Downs through less traditional methods.	114	27%
10	Promote South Downs arts/heritage organisations through marketing and media work.	84	20%
11	Support local schemes that create new artistic responses to the South Downs landscape.	62	15%
	Something else	8	2%
	I have no interest in cultural heritage in the National Park	5	1%
	Total	416	

Panel members were asked if they would like to comment further on the priorities. Of the 33 respondents who provided further information on the priorities, most felt that the **priorities listed were good** and that that **it was hard to choose the top five**.

“Most of the suggestions are good but helping people in a constructive way and providing interesting items and events for “local” people should be a priority.”

“All great ideas, difficult to pick out five!”

“Shame that I couldn't tick all of the boxes. As they're all worthy.”

Section C: Communication and engagement

Summary and recommendation

Communication and engagement

Panel members were more likely to have interacted with organisations similar to the SDNPA via e-newsletter, website or social media. Just over a fifth said they hadn't done this. **Engagement via social media** was more prominent with the **younger age groups** and **women**.

When asked how they have interacted with SDNPA directly, most commonly stated was via the South Down News (e-newsletter), via the SDNPA website or looked at social media updates. Panel members living in the **SO postcode area** were **less likely** to engage with **social media** such as watching a video and getting updates on social media compared to those living in the BN, GU, PO and RH postcode areas.

Just over six in ten panel members said that in the future they would prefer to be able to access a mixture of physical and virtual events. While a fifth said they would prefer to attend just physical events and one in ten said they prefer just to read or watch virtual content. Panel members living in the **GU postcode area** were more likely to prefer **attending physical events** compared to the rest of the postcode areas.

Recommendation 6

We recommend that in the future, SDNPA should balance their communication offer by utilising the established e-newsletter, their website and social media content. These channels can be tailored dependent on the activity and the type of person who would be more likely to be interested in the activity etc. For example, promotion of mindfulness and conservational/environmental activities should be promoted more widely via social media to attract younger people. While activities such as walking, guided tours, artistic/creates and exercise groups could be more heavily promoted on the SDNP website and e-newsletter to attract women and older who are more interested in these activities. Delivery of activities and events would also be balanced by offering a mixture of both physical and virtual events.

Panel members were asked about their awareness of two virtual events, namely the 'Wild Chalk' (19-25 July) and 'Secrets of the Heath' (4-6 September) events. Almost seven in ten said that they were not aware of either of these events. Around a quarter that they were aware of at least one of the events but didn't attend and only 8% said they were aware and attended virtually. When

compared by age group, the **younger age groups** were **more likely** to have **been aware** of the event/s, this could be due them more likely to be accessing content via social media.

Panel members were asked how their awareness about the authority and the work they do in the park had changed in the last 6 months. Seven in ten said their awareness is about the same, just under one in ten felt that were less aware and just over a fifth said they were more aware. The **younger age groups** and **women** were **more likely** to have **reported an increase** in awareness with the authority and the work they do. This may be linked to the increased use in social media usage amongst this group. Panel members living in the BN and SO postcode areas were also more likely to have reported an increase in awareness with the authority.

Recommendation 7

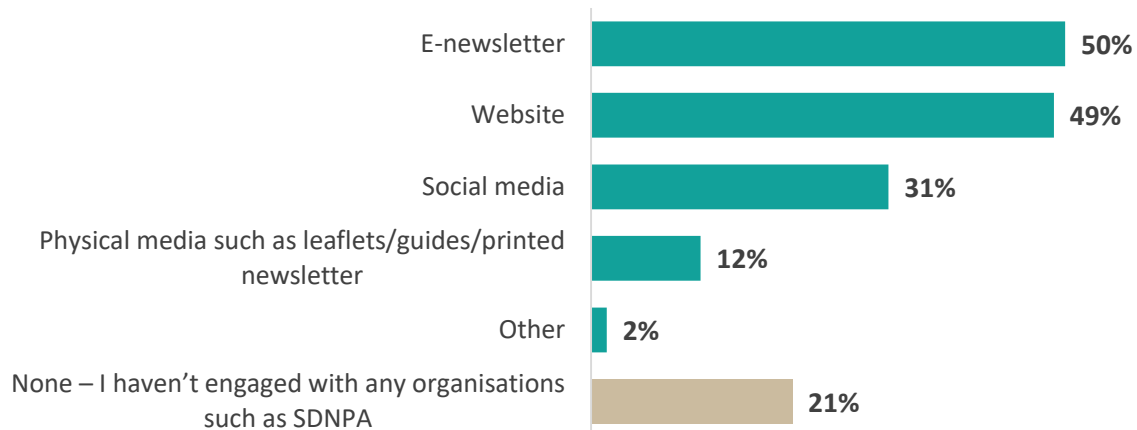
Social media has been effective in improving the awareness with the younger age groups. More needs to be done to increase awareness and engagement with activities amongst the older age group who are less likely to be either active online users or have access to online content.

As a result of Covid-19, many businesses and services are having to find alternative ways to interact with their audience and service users instead of traditional face-to-face methods. The SDNPA have used social media, the website and e-newsletters to keep people up to date with the latest news and important messages about the National Park. At the time of the survey, SDNPA were unable to deliver face to face events as planned due to Government guidance around Covid-19 and ongoing health and safety precautions. They therefore decided to offer a 'virtual' programme of events as an alternative. The SDNPA wanted to get feedback from panel members on whether they interacted with the SDNPA and other organisations 'virtually' and how they would prefer to be communicated with in the future.

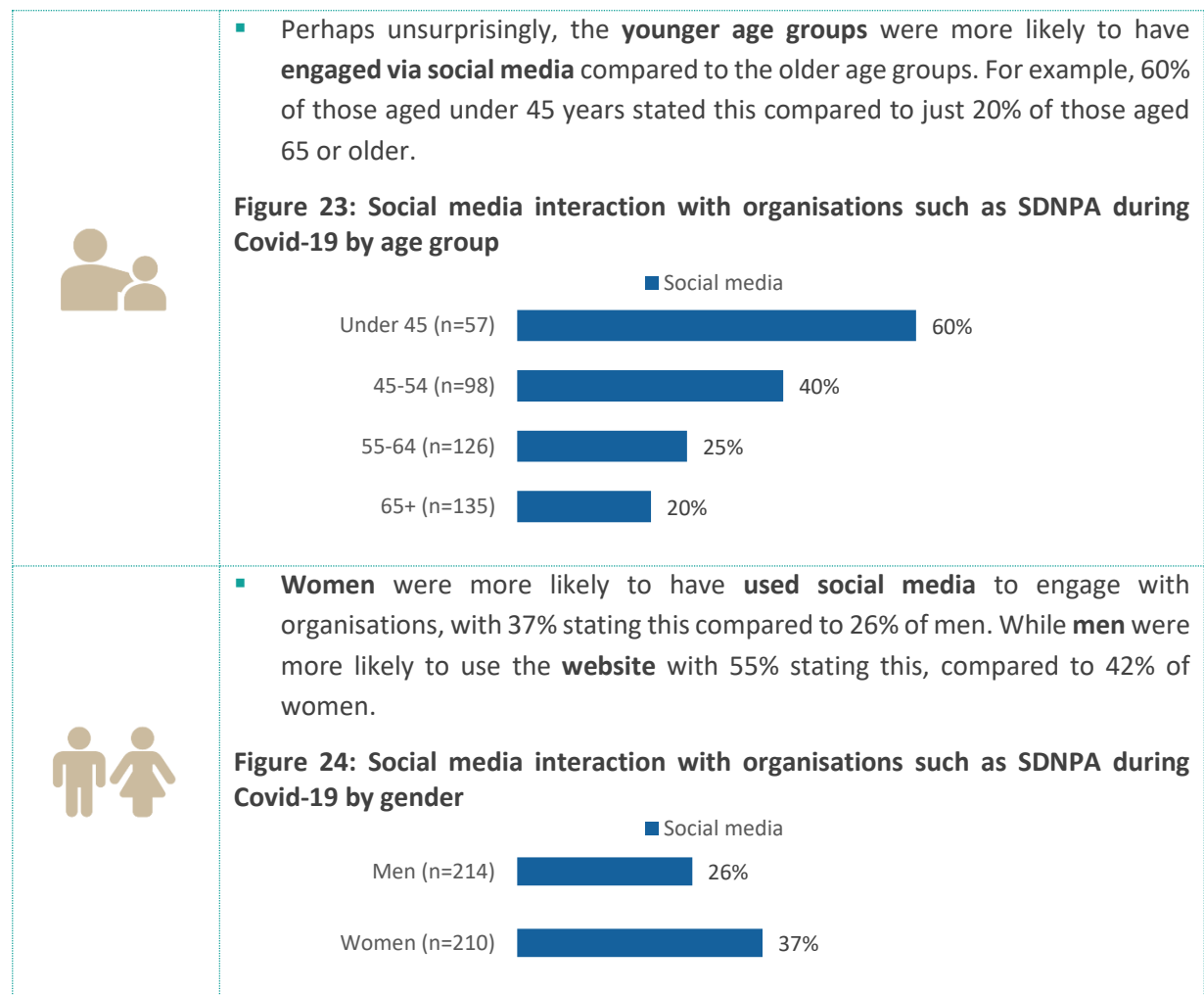
Half (50%) of respondents said they had interacted with organisations such as SDNPA via an **e-newsletter**, followed by 49% stating via the **website** and around a third (31%) said via **social media**. Just over a fifth (21%) said they had not engaged with any organisations such as SDNPA.

Figure 22: Interaction with organisations such as SDNPA during Covid-19

Base: 424



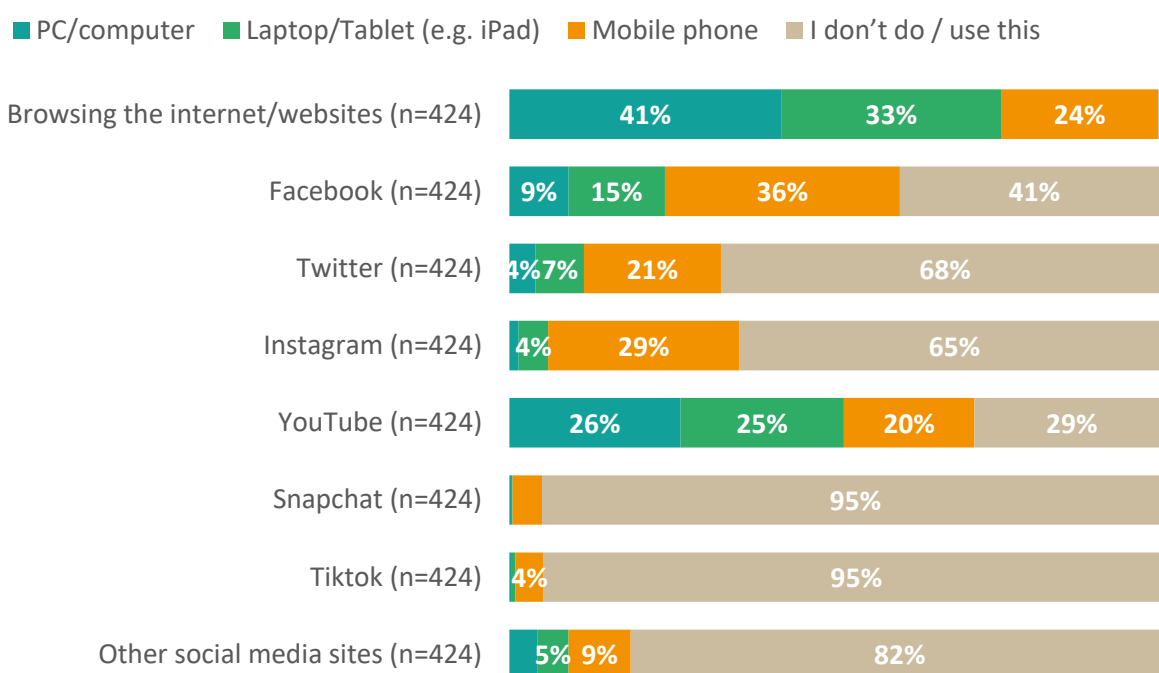
Sub-group analysis shows there are significant variations by age group and gender:



Panel members were then asked how they normally access online activities and social media sites – see Figure 25 below.

- Just over two fifths (41%) said they browse the **internet/websites** on a **PC/computer**, a third (33%) said via a **laptop/tablet** and a quarter (24%) said they use a **mobile phone**.
- Accessing **YouTube** varied, with 26% stating they use a **PC/computer**, 25% a **laptop/tablet** and 20% said they use a **mobile phone**. A further 29% said they do not use YouTube.
- Almost two fifths (36%) said they accessed **Facebook** via a **mobile device**, while 41% said they did not use Facebook.
- Almost seven in ten members said they didn't use Twitter (68%) or Instagram (65%) and the majority didn't use Snapchat (95%) or Tiktok (95%).

Figure 25: Accessing online activities and social media



Panel members were then asked how they had interacted with the SDNPA since the start of the Covid-19 pandemic, if at all. Almost six in ten (56%) said they had opened the '**South Downs News**'. This was followed by 42% stating they had accessed the **SDNPA website** and 29% had looked at **social media updates**. Just under a quarter (23%) said they had not interacted virtually with the SDNPA.

Figure 26: Interaction with the SDNPA since the start of the Covid-19 pandemic

Base: 424

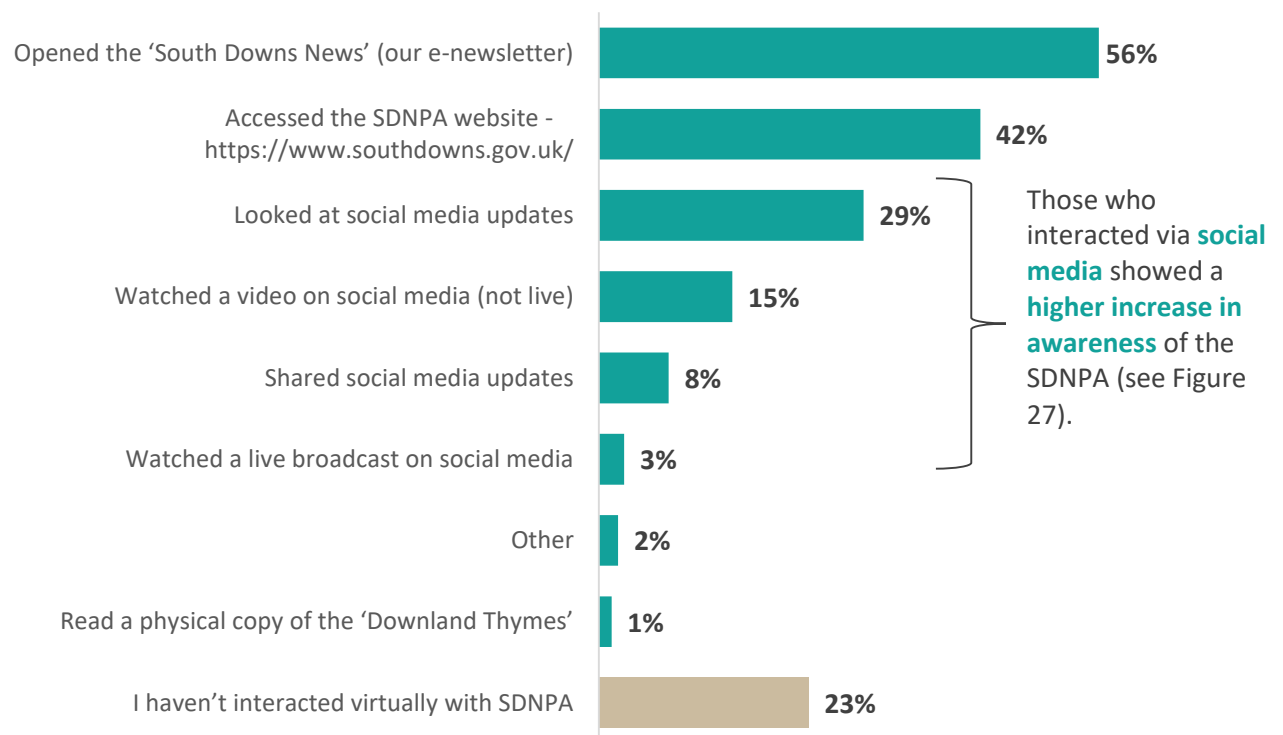
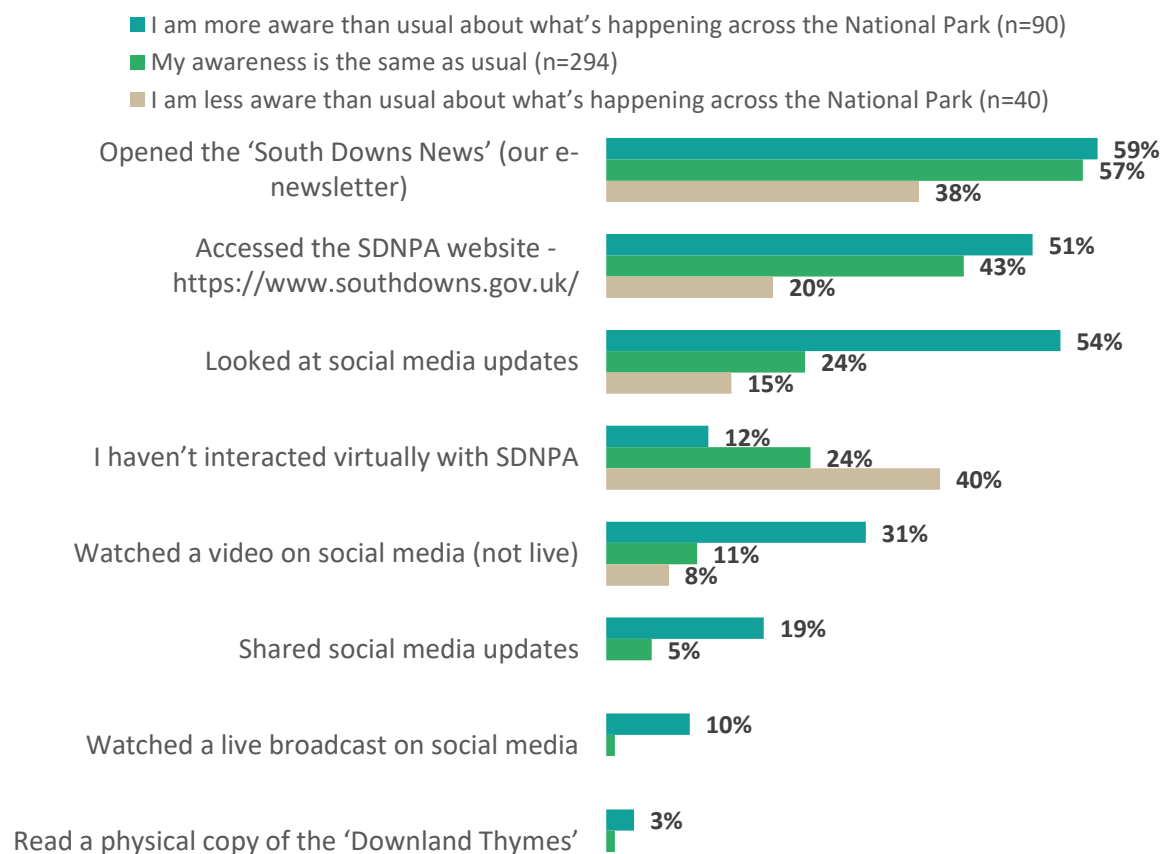

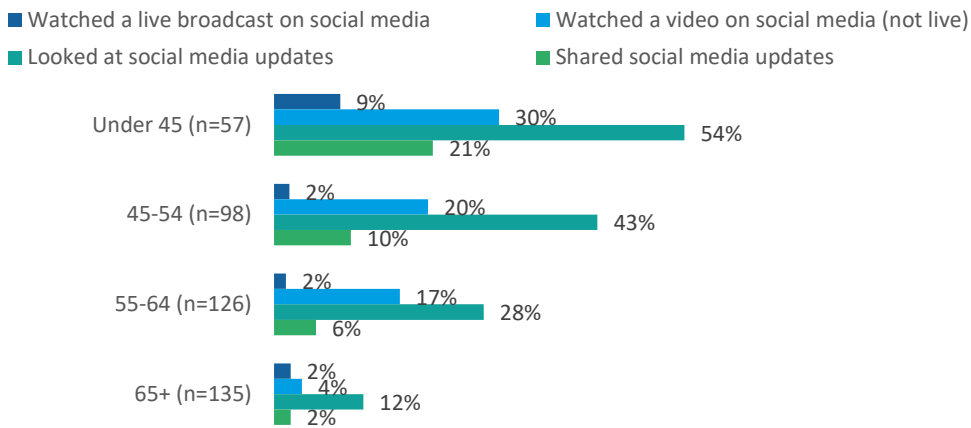




Figure 27: Interaction with the SDNPA by awareness of the SDNP



Sub-group analysis shows there are significant variations by age group, gender and postcode area:

	<div data-bbox="411 228 1489 338"><ul style="list-style-type: none">The oldest age group (65+) were less likely to have interacted with the SDNPA by social media compared to the younger age groups. For example, 54% of those aged under 45 years looked at social media updates compared to 12% of those aged 65 or older.</div> <div data-bbox="411 365 1489 454"><p>Figure 28: Social media interaction with the SDNPA since the start of the Covid-19 pandemic by age group</p><table><thead><tr><th>Age Group</th><th>Watched a live broadcast on social media</th><th>Watched a video on social media (not live)</th><th>Looked at social media updates</th><th>Shared social media updates</th></tr></thead><tbody><tr><td>Under 45 (n=57)</td><td>9%</td><td>30%</td><td>54%</td><td>21%</td></tr><tr><td>45-54 (n=98)</td><td>2%</td><td>20%</td><td>43%</td><td>10%</td></tr><tr><td>55-64 (n=126)</td><td>2%</td><td>17%</td><td>28%</td><td>6%</td></tr><tr><td>65+ (n=135)</td><td>2%</td><td>4%</td><td>12%</td><td>2%</td></tr></tbody></table></div>	Age Group	Watched a live broadcast on social media	Watched a video on social media (not live)	Looked at social media updates	Shared social media updates	Under 45 (n=57)	9%	30%	54%	21%	45-54 (n=98)	2%	20%	43%	10%	55-64 (n=126)	2%	17%	28%	6%	65+ (n=135)	2%	4%	12%	2%					
Age Group	Watched a live broadcast on social media	Watched a video on social media (not live)	Looked at social media updates	Shared social media updates																											
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55-64 (n=126)	2%	17%	28%	6%																											
65+ (n=135)	2%	4%	12%	2%																											
	<div data-bbox="411 936 1489 1016"><ul style="list-style-type: none">Men were more likely than women to have interacted with SDNPA via the website (www.southdowns.gov.uk) (50% and 34% respectively).</div> <div data-bbox="411 1034 1489 1252"><p>Figure 29: SDNPA website interaction since the start of the Covid-19 pandemic by gender</p><table><thead><tr><th>Gender</th><th>Accessed the SDNPA website - https://www.southdowns.gov.uk</th></tr></thead><tbody><tr><td>Men (n=214)</td><td>50%</td></tr><tr><td>Women (n=210)</td><td>34%</td></tr></tbody></table></div>	Gender	Accessed the SDNPA website - https://www.southdowns.gov.uk	Men (n=214)	50%	Women (n=210)	34%																								
Gender	Accessed the SDNPA website - https://www.southdowns.gov.uk																														
Men (n=214)	50%																														
Women (n=210)	34%																														
	<div data-bbox="411 1261 1489 1469"><ul style="list-style-type: none">Panel members living in the SO postcode area were less likely to engage with social media such as watching a video and getting updates on social media compared to those living in the BN, GU, PO and RH postcode areas. For example, 33% of those living in the BN postcode said they look at social media updates compared to 14% in the SO postcode area.</div> <div data-bbox="411 1487 1489 2004"><p>Figure 30: Social media interaction with the SDNPA since the start of the Covid-19 pandemic by postcode area</p><table><thead><tr><th>Postcode Area</th><th>Watched a live broadcast on social media</th><th>Watched a video on social media (not live)</th><th>Looked at social media updates</th><th>Shared social media updates</th></tr></thead><tbody><tr><td>BN (n=196)</td><td>2%</td><td>18%</td><td>33%</td><td>9%</td></tr><tr><td>GU (n=72)</td><td>4%</td><td>18%</td><td>33%</td><td>14%</td></tr><tr><td>PO (n=72)</td><td>3%</td><td>8%</td><td>24%</td><td>3%</td></tr><tr><td>RH (n=47)</td><td>4%</td><td>15%</td><td>32%</td><td>4%</td></tr><tr><td>SO (n=37)</td><td>3%</td><td>5%</td><td>14%</td><td>5%</td></tr></tbody></table></div>	Postcode Area	Watched a live broadcast on social media	Watched a video on social media (not live)	Looked at social media updates	Shared social media updates	BN (n=196)	2%	18%	33%	9%	GU (n=72)	4%	18%	33%	14%	PO (n=72)	3%	8%	24%	3%	RH (n=47)	4%	15%	32%	4%	SO (n=37)	3%	5%	14%	5%
Postcode Area	Watched a live broadcast on social media	Watched a video on social media (not live)	Looked at social media updates	Shared social media updates																											
BN (n=196)	2%	18%	33%	9%																											
GU (n=72)	4%	18%	33%	14%																											
PO (n=72)	3%	8%	24%	3%																											
RH (n=47)	4%	15%	32%	4%																											
SO (n=37)	3%	5%	14%	5%																											

Panel members were asked to provide any suggestions or comments they may have on how SDNPA could improve their virtual engagement with all audiences in the future. Overall, 32 panel members provided feedback on this. Most commonly mentioned was **better targeted communications**:

“Content is key, I think the SDNPA will need to work on better targeting of content (through cookies for user preferences etc).”

“Make it more exciting. Involve all generations.”

Others commented on how they have **enjoyed the online and social media content**:

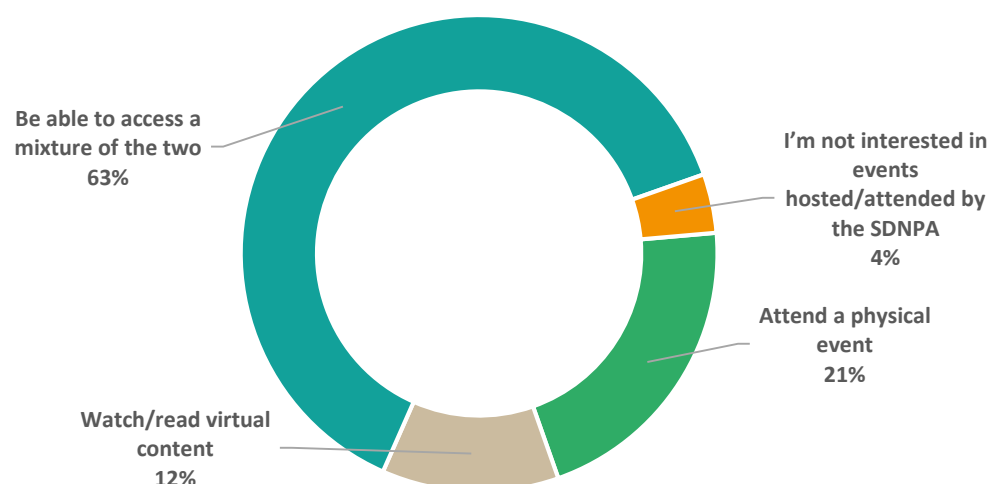
“I really enjoyed the month-long quiz at the start of lockdown.”

“Love the images you share of areas of the park I have yet to explore.”

Covid-19 restrictions had a significant impact on the Summer events season for SDNPA and partners. Consequently, SDNPA have been trying to inform people about the National Park using alternative methods. In the future, they may want to run events both virtually and physically. Panel members were asked what their preference would be. Two thirds (63%) said they would prefer to **access a mixture of the two**. While 21% said their preference was for physical events and 12% preferred virtual content.

Figure 31: Future preference of event delivery

Base: 424

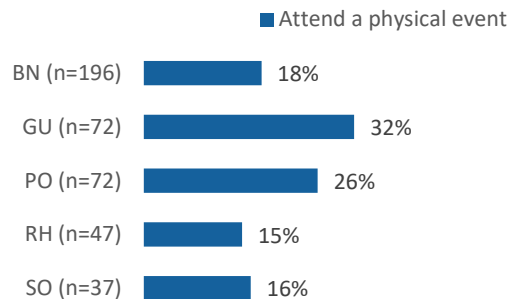


Sub-group analysis shows there are significant variations by postcode area:



- Panel members living in the **GU postcode area** were **more likely** to prefer attending a **physical event** with 32% stating this compared to the other areas. For example, 18% of panel members from the BN postcode said this was their preference.

Figure 32: Future preference of event delivery by age group



Panel members were then asked if they thought their awareness about the Authority and the work they do in the National Park had changed over the last 6 months. Seven in ten (69%) said that their awareness **hadn't changed**, 9% said they were less aware and 21% said their awareness had increased.

Figure 33: Change in awareness of the authority and the work they do in the National Park over the last 6 months.

Base: 424

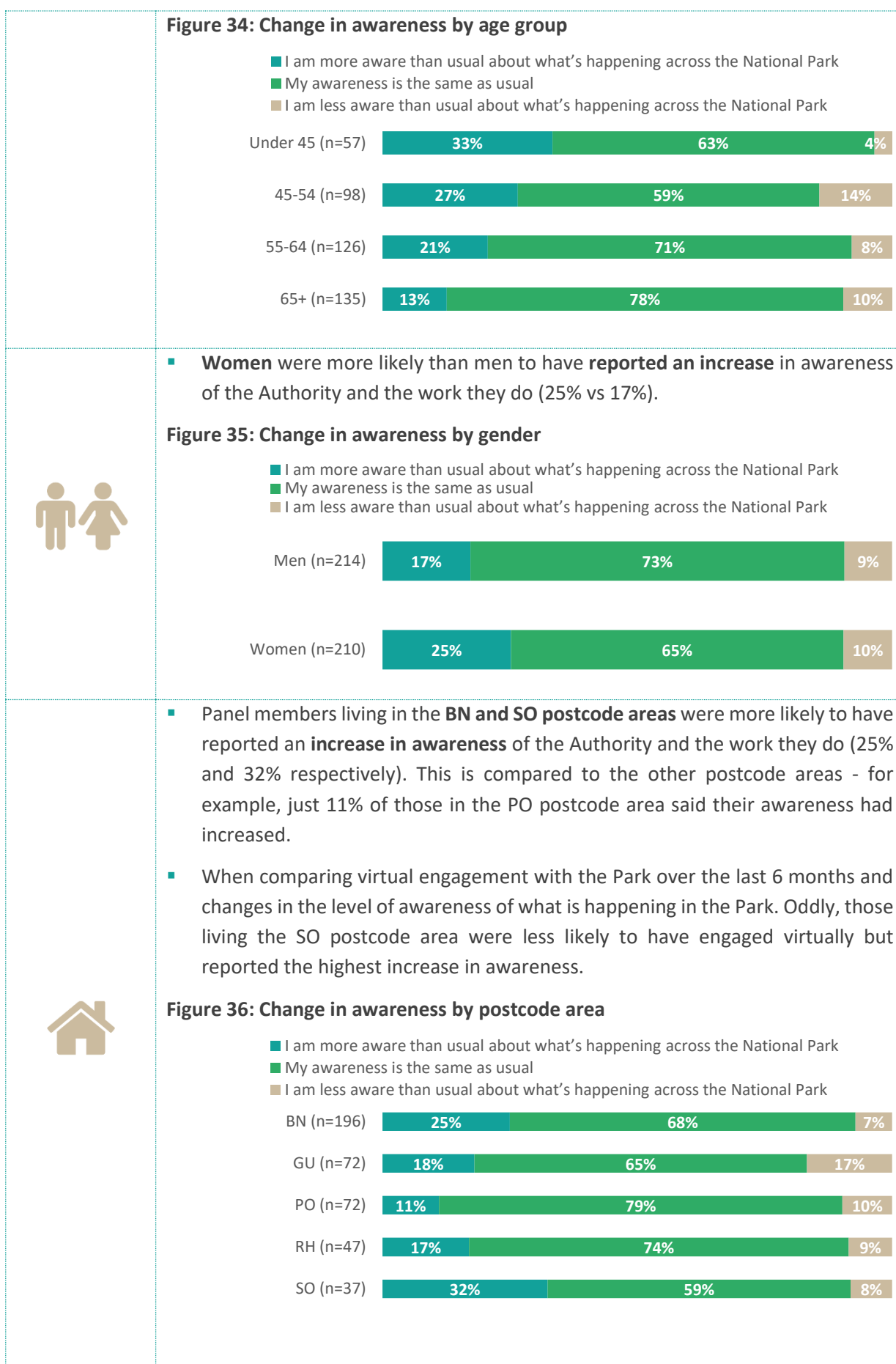
- I am more aware than usual about what's happening across the National Park
- My awareness is the same as usual
- I am less aware than usual about what's happening across the National Park

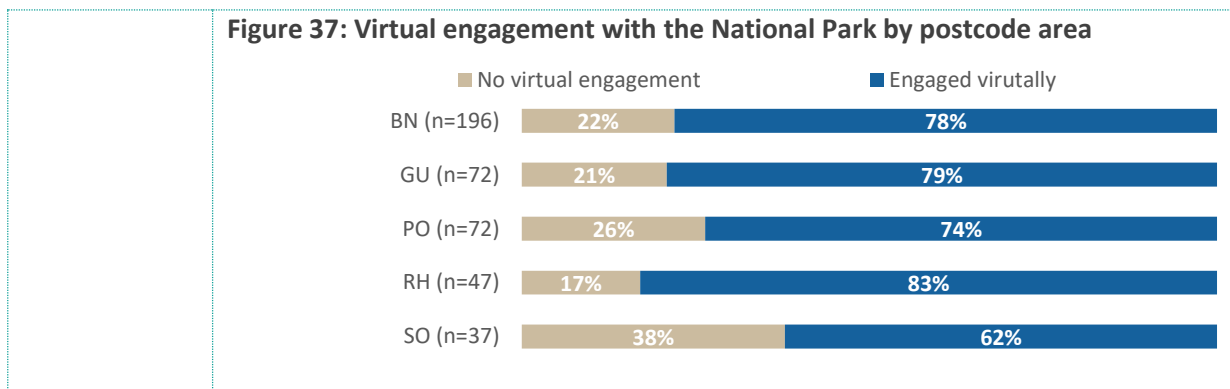


Sub-group analysis shows there are significant variations by age group, postcode area and gender:



- The **younger age groups** were more likely to have reported an **increase in awareness** of the Authority and the work they do. For example, 33% of those aged under 45 years said their awareness had increased, compared to 13% of those aged 65 or older.





Panel members were asked to provide feedback on how or why their awareness of the South Downs National Park had changed over the last six months. Overall, 36 panel members provided feedback on this. Most commonly mentioned was that **lockdown had given them more time to access content whether that be online, getting outside etc.**

“Before lockdown I would just go out and walk or visit a particular venue. However, lockdown forced me to spend more time on the SDNP website and it was an eye opener.”

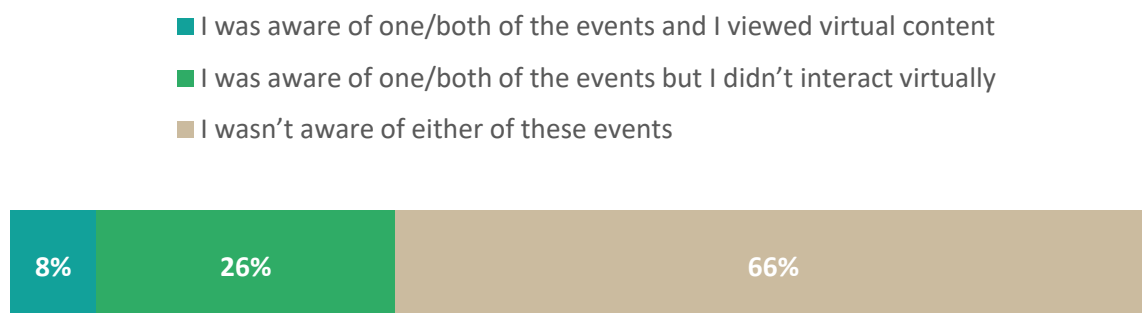
“I have more time to access social media and emails and actively share and promote your posts.”

“My wife and I have walked more which has increased our interest in, and awareness of, the SDNP and the important role it can play in boost health and well-being.”

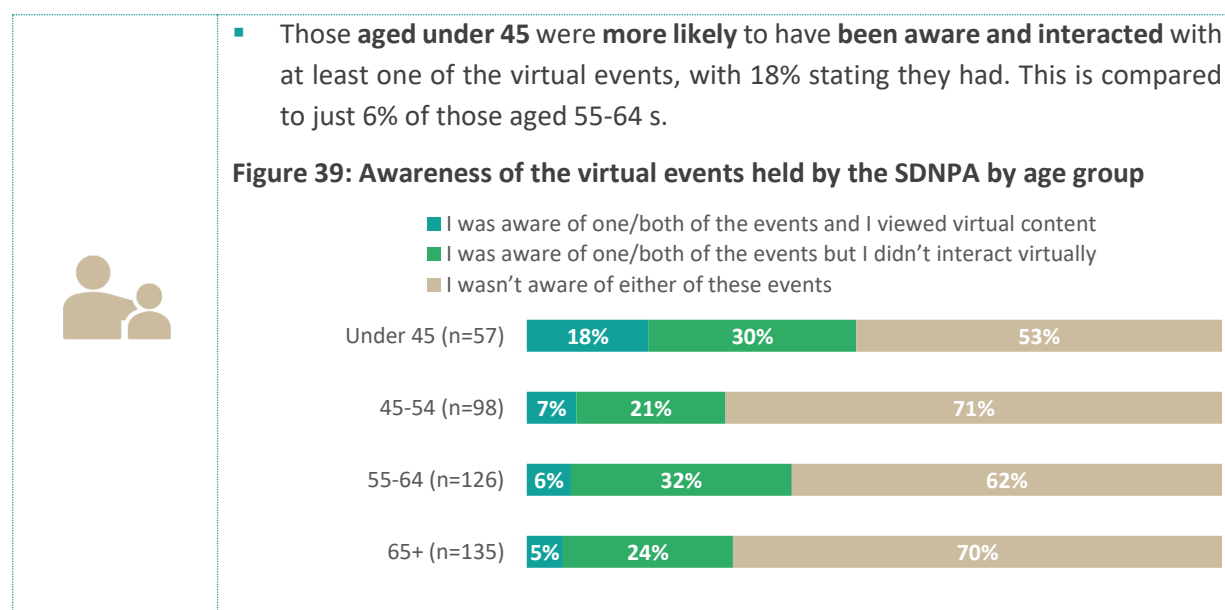
Panel members were asked about their awareness of two virtual events, namely the ‘Wild Chalk’ (19-25 July) and ‘Secrets of the Heath’ (4-6 September) events. Almost seven in ten (66%) said they **weren’t aware** of either of these events. While 26% said they were aware but didn’t interact virtually, 8% said they viewed one or both of the virtual events.

Figure 38: Awareness of the virtual events held by the SDNPA

Base: 424



Sub-group analysis shows there are significant variations by age group:



Lastly, panel members were asked if there was any additional feedback they would like to share. Overall, 47 panel members provided further feedback which was **generally positive**:

"I wish you success with this. I benefit hugely from being in the park and would certainly like to know more about SDNP activities...and would like to support your activities to protect it for future generations."

"Well done on what you have provided in the last months. It's been a tough time for everyone & you've obviously worked really hard to engage with people."

Other feedback focused on being provided with **more information on what is going on** in the National Park:

"I think that more communication is needed. I would be very interested in any events or other projects you may have planned but I never hear about them."

This was followed by a few panel members mentioning that they **want more physical events**:

"There are ways that people can get involved within the rules of Covid. Perhaps organise small groups based around local communities. Ask for team leaders to coordinate small events, such as walks, litter picks, visits to sites of interest. This could also resolve loneliness issues in isolated people."

Appendix A: Questionnaire

Appendix B: Data tables

Appendix C: Coded free text comments by sub group

Appendix A: Questionnaire

SECTION A: HEALTH & WELLBEING

The Covid-19 pandemic has had a significant impact on all of our lives over the past six months.

Our own poll, included in the most recent Citizens Panel e-newsletter, found that 37% of panel members thought that being outside in the natural environment had become more important since Covid-19, with 61% stating that it was just as important as it had always been.

The National Park is an amazing asset that is available to all. We would like your assistance in helping us shape how we focus our Health and Wellbeing work moving forwards and out of this pandemic.

There are a number of organised activities across the South Downs National Park to help people improve their health and wellbeing.

Q1: Which of the following organised activities would you be interested in to support your health and wellbeing, if any?

Select all that apply

- ☐ Walking
- ☐ Cycling
- ☐ Volunteering
- ☐ Artistic/creative activities
- ☐ Conservation/environmental activities
- ☐ Exercise classes/groups
- ☐ Mindfulness activities
- ☐ Talks/lectures
- ☐ Guided tours of museums/galleries/historic places of interest
- ☐ Other (Please specify) _____
- ☐ I am not interested in organised activities in the National Park

Q2: Have you experienced any of the following issues which may have stopped you fully enjoying your experience in the South Downs National Park or made it difficult to get out and about in the National Park?

Select all that apply

- ☐ Cost of transport
- ☐ Cost of parking
- ☐ Availability of transport
- ☐ Availability of parking
- ☐ Lack of toilets
- ☐ Lack of food/drink facilities
- ☐ Too much effort required to plan/organise an outing into the Park
- ☐ Not enough free time
- ☐ Lack of motivation
- ☐ Lack of confidence
- ☐ Dependants e.g caring for children/family members/others
- ☐ Physical capability is limited

- ☐ Unsure what activities are available in South Downs National Park
- ☐ Unfamiliar with the area so prefer to stick to what I know
- ☐ Don't like the countryside, prefer towns/cities
- ☐ Lack of interest in the South Downs National Park
- ☐ Other (Please specify)_____

If you would like to explain your answer further, please comment in the box below.

Q3: Over the past six months, what activities have you done that have helped to improve your health and wellbeing e.g. read more books, gardening, learned a language, crocheting, cycling, watched films etc

Please select all that apply

- ☐ Reading books
- ☐ Gardening
- ☐ Learnt a language
- ☐ Cycling
- ☐ Running
- ☐ Walking
- ☐ Watched films
- ☐ Bird watching
- ☐ Sewing / crocheting
- ☐ Other, please specify_____

SECTION B: ARTS & HERITAGE

Creative and cultural organisations in and around the Park have been significantly hit by the Covid-19 pandemic and we know the impacts of Covid-19 on the cultural heritage sectors will be significant and long lasting. To find out more about this, please [click here](#).

We would like to ask some questions to help inform our approach to current and future support for creativity, culture and heritage.

Q4: Before Covid-19, which of the following did you visit or attend regularly (at least once per year), if any?

- ☐ Craft workshops/events
- ☐ Music events
- ☐ Museums
- ☐ Galleries/local art exhibitions

- ☐ Theatres/local theatre productions
- ☐ Historic houses
- ☐ Sites of historic interest
- ☐ Community groups
- ☐ Other, please specify_____
- ☐ I did not visit any arts or heritage sites or venues

Q5: Do you plan to visit an arts/heritage site or venue within the next six months if they have implemented the recommended Covid-19 safety measures?

- ☐ Yes
- ☐ No, I don't feel comfortable because of Covid-19
- ☐ No, because not I'm interested in arts & heritage sites or venues
- ☐ Not sure

If you would like to explain your answer further, please comment in the box below.

Q6: What arts, creativity, culture or heritage activities have you taken part in during Covid-19, if any?

Select all that apply

- ☐ Learned a new skill (something creative such as crafting, painting)
- ☐ Spent more time than usual practising a creative hobby
- ☐ Spent more time than usual reading/researching arts/heritage/creative topics
- ☐ Explored galleries/museums/historic buildings online
- ☐ Other (please specify)_____
- ☐ None of the above

In light of Covid-19, the South Downs National Park Authority (SDNPA) and partners may need to readjust how we support and work with arts/heritage organisations over the next five years. We would welcome input from the panel in setting out our priorities.

Q7: In your opinion, what should the top priorities be in relation to cultural heritage in the National Park?

Please select your top five.

- ☐ Promote South Downs arts/heritage organisations through marketing and communications including media work
- ☐ Help to fund or resource projects/schemes that focus on the discovery/restoration/preservation of archaeology and historic artefacts

- ☐ Help to fund or resource projects/schemes that create new artistic responses to the South Downs landscape.
- ☐ Help to fund or resource projects/schemes that help local people and communities to engage with cultural heritage.
- ☐ Help to fund or support new emerging artists and craftspeople working in and around the South Downs.
- ☐ Invest in creative and cultural organisations to support Covid-19 recovery, via either financial or resource means, to allow them to continue to operate and adapt to changing implications from the pandemic.
- ☐ Support innovative schemes that aim to engage people through less traditional methods,
- ☐ Work with networks and communities to research and tell stories that explore diversity in the landscape and its history.
- ☐ Support schemes that aim to improve the health and wellbeing of socio-economically deprived communities using arts/heritage activities, resources and skills.
- ☐ Improve access to cultural heritage by improving walking/cycling routes to key locations.
- ☐ Improve access to cultural heritage through innovative interpretation and improved access to information about the history and significance of archaeological and historical sites in and around the South Downs.
- ☐ Other please, specify _____

If you would like to explain your answer further, please comment in the box below.

SECTION C: VIRTUAL ENGAGEMENT

As a result of Covid-19, many businesses and services are having to find alternative ways to interact with their audience and service users instead of traditional face-to-face methods. The South Downs National Park Authority have used social media to keep people up to date with our latest news and to share important messages about the National Park. Due to the Government guidance around Covid-19 and ongoing health and safety precautions, we are unable to deliver our future events programme as planned and have decided instead to offer a 'virtual' programme of events in the meantime. The following questions will help us to find out how you would prefer us to communicate with you in the future.

Q8: During Covid-19 (from March 2020 to now), how have you interacted with organisations such as the South Downs National Park Authority (SDNPA), if at all?

Select all that apply

- ☐ Website
- ☐ E-newsletter
- ☐ Social media
- ☐ Physical media such as leaflets/guides/printed newsletter

- ☐ Other (Please specify) _____
- ☐ None – I haven't engaged with SDNPA

Q9: From the list of online activities and social media below, please indicate how you mainly access them.

Please tick all that apply

	PC/Computer	Laptop Tablet (e.g. iPad)	Mobile phone	I don't do / use this
Browsing the internet/websites				
Facebook				
Twitter				
Instagram				
Youtube				
Snapchat				
Tiktok				
Other social media site				

If you selected 'other social media site', please list it here.

The events season for SDNPA and partners has been hard hit in the past six months due to Covid-19 restrictions and ongoing health and safety concerns.

As a consequence, we have been trying to inform people about the National Park in a different way. We have hugely increased our social media presence as well as sending out regular e-newsletters to let people know what we are doing across the Park and communicating important health and safety messages.

Q10: In future, we may look to run events both virtually and physically. What would be your preference?

- ☐ Attend a physical event
- ☐ Watch/read virtual content
- ☐ Be able to access a mixture of the two

☐ I'm not interested in events hosted/attended by the South Downs National Park Authority

Q11: How have you interacted with the SDNPA since the start of the Covid outbreak, if at all?

Please select all that apply

- ☐ Accessed the SDNPA website - <https://www.southdowns.gov.uk/>
- ☐ Opened the 'South Downs News' (our e-newsletter)
- ☐ Read a physical copy of the 'Downland Thymes'
- ☐ Watched a live broadcast on social media
- ☐ Watched a video on social media (not live)
- ☐ Looked at social media updates
- ☐ Shared social media updates
- ☐ Other (please specify) _____
- ☐ I haven't interacted virtually with SDNPA

Q12: Please use the box below to share any suggestions or comments you may have on how we can improve our virtual engagement with all audiences in the future.

Q13: Over last 6 months, has your awareness about the authority and the work we do in the park changed?

- ☐ I am more aware than usual about what's happening across the National Park
- ☐ I am less aware than usual about what's happening across the National Park
- ☐ My awareness is the same as usual

If you would like to explain how or why your awareness of the South Downs National Park has changed, please comment in the box below.

Q14: The South Downs National Park Authority has run two virtual events over the last few months: ‘Wild Chalk’ (19-25 July) and ‘Secrets of the Heath’ (4-6 September). Were you aware of either/both these events?

- ☐ I was aware of one/both of the events and I viewed virtual content
- ☐ I was aware of one/both of the events but I didn’t interact virtually
- ☐ I wasn’t aware of either of these events

If you have any additional feedback about this survey that you would like to share with us, please comment in the box below.

Appendix B: Data tables

q1

	%	Count
Walking	68%	287
Cycling	25%	105
Volunteering	37%	158
Artistic/creative activities	23%	99
Conservation/environmental activities	48%	204
Exercise classes/groups	18%	76
Mindfulness activities	17%	71
Talks/lectures	31%	133
Guided tours of museums/galleries/historic places of interest	35%	150
Other (Please specify)	3%	14
I am not interested in organised activities in the National Park	11%	48

q3

	%	Count
Cost of transport	2%	9
Cost of parking	10%	41
Availability of transport	9%	38
Availability of parking	17%	74
Lack of toilets	26%	112
Lack of food/drink facilities	8%	35
Too much effort required to plan/organise an outing into the Park	1%	5
Not enough free time	22%	93
Lack of motivation	8%	32
Lack of confidence	4%	17
Dependants e.g caring for children/family members/others	9%	39
Physical capability is limited	9%	38
Unsure what activities are available in South Downs National Park	24%	102
Unfamiliar with the area so prefer to stick to what I know	7%	30
Don't like the countryside, prefer towns/cities	0%	0
Lack of interest in the South Downs National Park	1%	4
Other (Please specify)	26%	111

q4

	%	Count
Reading books	64%	273
Gardening	71%	302
Learnt a language	5%	23
Cycling	32%	137
Running	18%	78
Walking	89%	376
Watched films	37%	156
Bird watching	34%	145
Sewing / crocheting	15%	65
Other, please specify	24%	101

q5

	%	Count
Craft workshops/events	20%	85
Music events	50%	211
Museums	58%	246
Galleries/local art exhibitions	51%	216
Theatres/local theatre productions	59%	252
Historic houses	65%	274
Sites of historic interest	74%	315
Community groups	21%	88
Other, please specify	4%	18
I did not visit any arts or heritage sites or venues	5%	21

q6

	%	Count
Yes	63%	265
No, I don't feel comfortable because of Covid-19	16%	68
No, because not I'm interested in arts & heritage sites or venues	3%	11
Not sure	19%	80

q7

	%	Count
Learned a new skill (something creative such as crafting, painting)	14%	58
Spent more time than usual practising a creative hobby	38%	161
Spent more time than usual reading/researching arts/heritage/creative topics	42%	179
Explored galleries/museums/historic buildings online	18%	78
Other (please specify)	4%	19
None of the above	31%	132

q8

	%	Count
Promote South Downs arts/heritage organisations through marketing and media work.	20%	84
Support local schemes that focus on archaeology and historic artefacts	32%	137
Support local schemes that create new artistic responses to the South Downs landscape.	15%	62
Support local schemes that help local people and communities to join in with cultural heritage activities.	46%	194
Support artists and craftspeople working in and around the South Downs.	50%	214
Invest in local creative and cultural organisations to support their recovery from Covid-19	40%	170
Support more innovative schemes that aim to teach people about cultural heritage in the South Downs through less traditional methods,	27%	114
Help to research and tell stories that explore diversity in the South Downs landscape and its history	32%	134
Support schemes that aim to improve the health and wellbeing of socio-economically deprived communities using arts/heritage activities.	39%	165
Improve access to cultural heritage by improving walking/cycling routes to key locations.	48%	205
Improve local knowledge about archaeological and historical sites in and around the South Downs through innovative on site information panels and resources.	50%	210
Other please, specify	2%	8
I have no interest in cultural heritage in the National Park	1%	5
Don't know	2%	8

q9

	%	Count
Website	49%	207
E-newsletter	50%	212
Social media	31%	133
Physical media such as leaflets/guides/printed newsletter	12%	49
Other (Please specify)	2%	7
None – I haven't engaged with SDNPA	21%	90

q12

	%	Count
Attend a physical event	21%	90
Watch/read virtual content	12%	50
Be able to access a mixture of the two	63%	265
I'm not interested in events hosted/attended by the South Downs National Park Authority	4%	19

q13

	%	Count
Accessed the SDNPA website - https://www.southdowns.gov.uk/	42%	180
Opened the 'South Downs News' (our e-newsletter)	56%	236
Read a physical copy of the 'Downland Thymes'	1%	6
Watched a live broadcast on social media	3%	12
Watched a video on social media (not live)	15%	63
Looked at social media updates	29%	125
Shared social media updates	8%	33
Other (please specify)	2%	9
I haven't interacted virtually with SDNPA	23%	99

q14

	%	Count
I am more aware than usual about what's happening across the National Park	21%	90
I am less aware than usual about what's happening across the National Park	9%	40
My awareness is the same as usual	69%	294

q15

	%	Count
I was aware of one/both of the events and I viewed virtual content	8%	32
I was aware of one/both of the events but I didn't interact virtually	26%	111
I wasn't aware of either of these events	66%	281

Age

	%	Count
Under 45	14%	57
45-54	24%	98
55-64	30%	126
65+	32%	135

Disability status

	%	Count
Yes, limited a little/lot	8%	33
No	92%	386

Work status

	%	Count
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Employee in full/part time and Self Employed	59%	248
Retired	34%	141
Unemployed/Furloughed/Sick/Education and others	7%	30
Away from work ill / on maternity leave / on holiday or sabbatical / a homemaker	0%	0
Ethnicity		
	%	Count
White	98%	405
Non-White	2%	7

Appendix C: Coded free text comments by sub-group

Have you experienced any of the following issues which may have stopped you fully enjoying your experience in the South Downs National Park or made it difficult to get out and about in the National Park - further comments provided	Age group				Gender		Postcode Area				
	Under 45	45-54	55-64	65+	Male	Female	BN	GU	PO	RH	SO
Increase accessibility e.g. those with disabilities, older generation who are less agile	0	1	0	4	3	2	2	0	2	1	0
Increase hospitality and welfare provision (toilets closed during Covid)	2	1	4	3	6	5	3	2	4	1	1
Improve signage e.g. where things are, best place to park for walks	0	3	2	3	1	7	3	2	2	1	0
Not aware of activities / what's happening in the Park	0	2	1	0	1	2	1	2	0	0	0
No issues / problems	2	3	5	8	11	7	8	5	2	1	2
Access is very good	0	0	1	0	1	0	0	0	1	0	0
Good transport links	0	0	1	0	1	0	0	0	1	0	0
Child/caring responsibilities restricts access	0	0	0	1	1	0	1	0	0	0	0
Personally not prioritising outdoor time/free time is limited	0	3	2	4	5	4	5	1	2	1	0
Park is too busy at times	0	3	4	2	2	7	6	2	0	1	0
Car parks need to be addressed e.g. charges, closures and busy at periods	2	4	4	5	7	8	7	3	3	2	0
Issues with the concerns of local landowners/local farm stock and walking dogs	0	1	2	0	1	2	1	1	0	0	1
General health has limited/reduced access	0	1	0	6	4	3	3	2	0	2	0
Safe sustainable transport provision e.g. safer biking and walking routes through the Park and trafficked areas, linked up services.	3	6	4	4	6	11	11	4	1	0	1
Other	1	1	1	4	2	6	3	1	2	1	1

Do you plan to visit an arts/heritage site or venue within the next six months if they have implemented the recommended Covid-19 safety measures - further comments provided	Age group				Gender		Postcode Area				
	Under 45	45-54	55-64	65+	Male	Female	BN	GU	PO	RH	SO
Don't like booking / no spontaneity / weather could change etc.	0	1	2	3	1	5	2	1	1	1	1
Booking procedures have made activities less crowded	0	1	0	2	3	0	1	1	0	0	1
Already visiting areas/paces/doing activities	0	2	2	5	2	7	4	3	1	1	0
It depends what happens with Covid / concerned about Covid	2	3	10	7	10	13	14	2	4	2	1
The less people risk going out/abide by rules, the sooner we can go back to normal	0	0	0	1	1	0	0	0	1	0	0
Vulnerable / shielding	1	2	2	7	5	7	7	0	2	1	2
Enthusied to get back out / planning to visit once safer	1	4	5	4	5	9	6	3	2	1	2
Avoiding places with people/only considering outdoor activities	2	3	3	9	9	10	11	1	4	0	3
It will depend on what site/venue it is/what measure they are monitoring etc.	3	3	3	4	8	5	8	1	1	1	2
Confident with the measures being put in place	0	1	2	1	2	2	1	0	2	1	0
Other	1	6	1	3	3	8	4	1	2	3	1

Suggestions or comments provided on how SDNPA can improve their virtual engagement with all audiences in the future	Age group				Gender		Postcode Area				
	Under 45	45-54	55-64	65+	Male	Female	BN	GU	PO	RH	SO
Better targeting of communications	0	2	1	1	2	2	1	1	1	1	0
Send emails	0	2	0	1	1	2	3	0	0	0	0
Not a huge fan of virtual engagement	0	0	1	1	1	1	2	0	0	0	0
Have asked questions/queries which aren't addressed. SDNPA need to reply / address these.	0	1	0	0	1	0	1	0	0	0	0
Improve online content	0	0	0	2	2	1	2	0	1	0	0
Prefer to receive information in paperback form	0	1	0	0	0	1	0	0	0	1	0
Good online/social media content e.g. month long quiz	1	2	0	1	2	2	2	0	0	1	1
More information of lesser-known areas of the park	0	2	0	0	1	1	0	0	1	1	0
Good website / maintain content on the website	1	1	1	1	0	4	3	0	0	1	0
Other	1	2	3	3	4	5	3	3	1	2	0

How or why awareness of the South Downs National Park has changed	Age group				Gender		Postcode Area				
	Under 45	45-54	55-64	65+	Male	Female	BN	GU	PO	RH	SO
More signage around now	0	0	0	0	1	0	0	0	1	0	0
Stick to the areas we know/not going anywhere new	0	0	2	0	2	0	0	0	1	0	1
Lockdown has forced more virtual methods / discovering more / going outdoor more / more time to read more content	1	4	4	7	4	12	7	3	1	3	2
Less physical events available	0	2	0	0	1	1	1	1	0	0	0
Taking part in surveys	0	1	0	0	1	0	1	0	0	0	0
Not gone out much / not volunteering	0	1	0	1	1	1	0	2	0	0	0
Other	0	3	4	5	7	5	7	0	2	2	1

General additional feedback	Age group				Gender		Postcode Area				
	Under 45	45-54	55-64	65+	Male	Female	BN	GU	PO	RH	SO
More online creative activities	0	1	0	1	0	2	2	0	0	0	0
Keep up the good work	1	2	2	1	2	4	4	0	1	1	0
Appreciative of the challenges in the current environment	1	1	2	1	3	2	2	0	1	1	1
Deliver physical activities / no interested in virtual events	1	2	2	0	2	3	2	1	1	1	0
General positive comment	1	0	1	7	4	5	3	2	2	1	1
Improve footpath provision	0	0	0	1	0	1	0	0	0	0	1
General comment on enjoying the park	0	0	0	3	0	4	3	0	0	1	0
Improve signposting of walking routes/circular walks	0	0	0	1	2	0	0	0	1	1	0
More awareness of what is going on in the park	0	3	0	3	4	2	2	1	1	2	0
Maintain communications via non-social media channels	0	0	0	1	1	0	0	1	0	0	0
Improve crossing points e.g. near roads etc	0	0	1	0	0	1	1	0	0	0	0
Parking is too expensive	0	0	1	0	1	0	0	0	1	0	0
Other	2	1	3	3	7	2	3	0	3	1	2

