

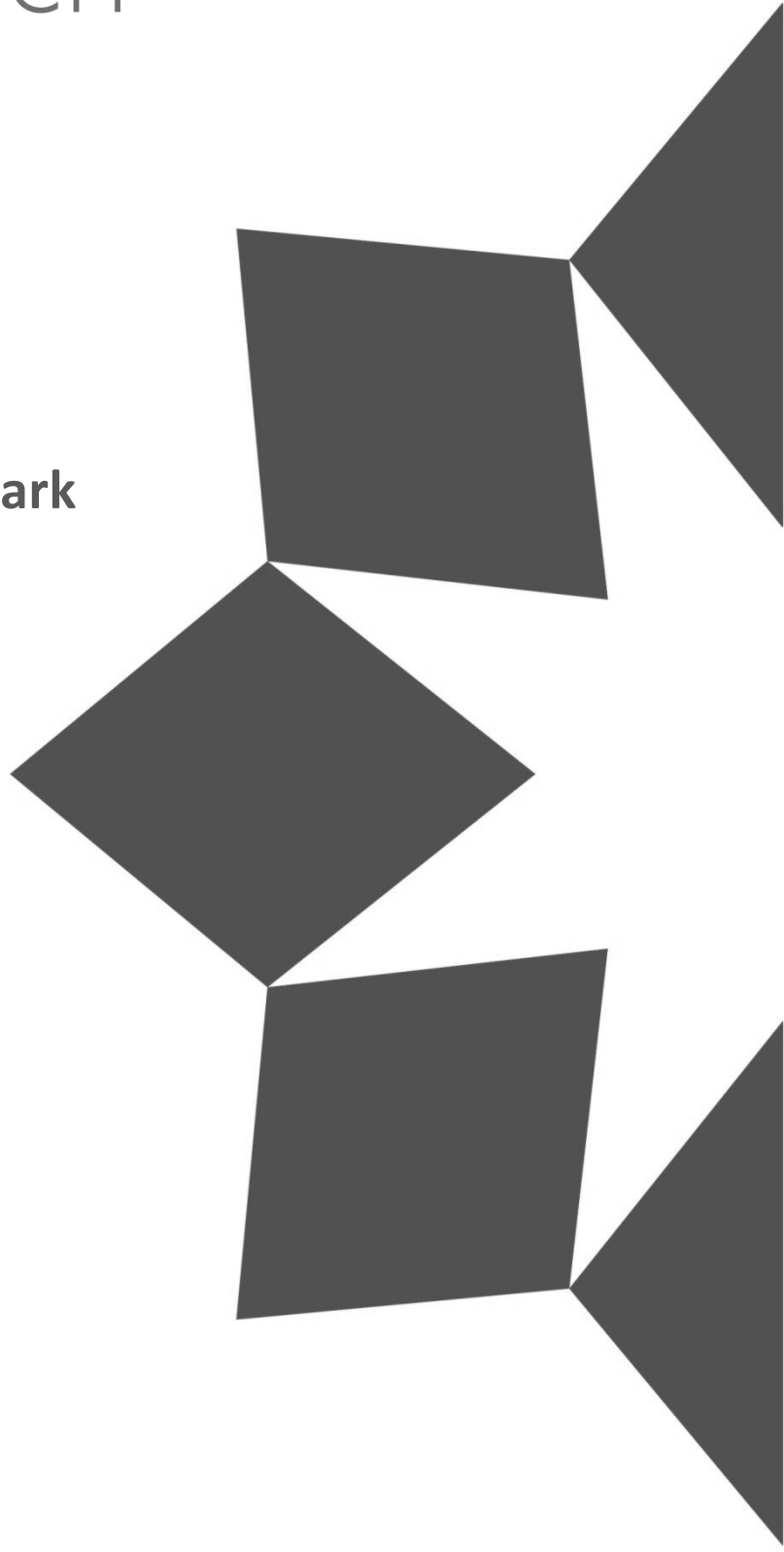


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**South Downs National Park
Citizens Panel -
Spring survey 2021**

Final report

September 2021



Project details and acknowledgements	3
Key findings at a glance	4
Who took part in the survey	8
Background.....	9
Results	11
Appendix A: Questionnaire.....	45
Appendix B: Data tables	53
Appendix C: Free Text Comments.....	63

Project details and acknowledgements

Title	South Downs National Park Citizens Panel Spring survey 2021
Client	South Downs National Park Authority
Project number	20064
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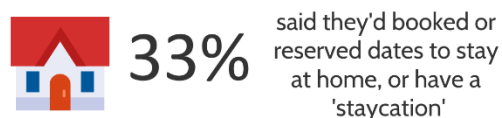
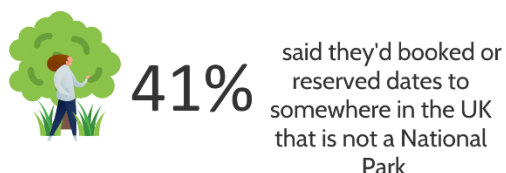


Key findings at a glance

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. 680 panel members were asked to provide feedback on how the Covid-19 pandemic had impacted on holidays plans and travelling, interaction with the National Parks website and social media accounts, volunteering, as well as awareness around the 'Take the Lead' campaign and 'Heathlands Reunited' project.

Between the 12th May and 7th June 2021, an online survey was circulated to all 680 panel members. Two reminders were sent to boost responses. An outstanding response of 59% (405 responses) was achieved. Key findings are presented below.

Visitor Management



Sub group variations



More likely to have reserved dates for a **staycation** than the older age groups. With the older age groups, more likely to have planned a holiday within another UK National Park.

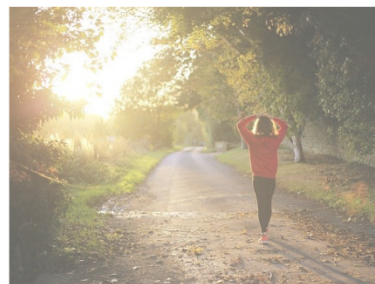
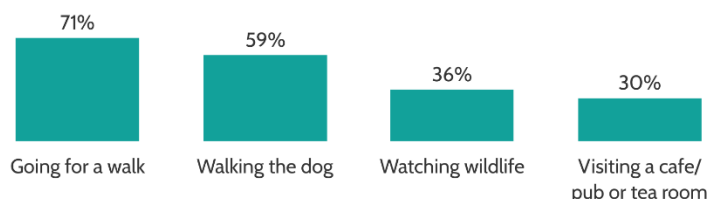


More likely to have booked or reserved dates for a holiday within the South Downs National Park compared to women.

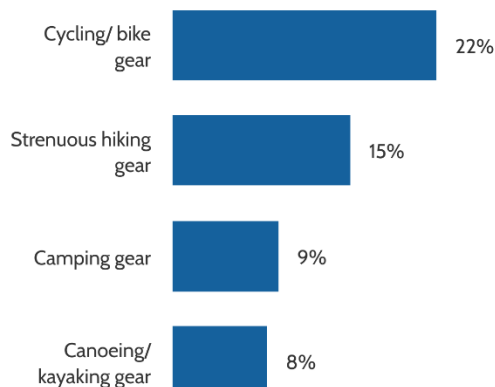


More likely to have booked or reserved dates to **go somewhere in the UK that is not a National Park** compared to those in the PO or BN postcodes.

Activities often done in the South Downs National Park



Vehicle usage to transport equipment into the South Downs National Park



Least likely to transport **equipment in the park using a vehicle** compared to the younger age groups.



More likely to be transporting **cycling and camping equipment** into the park using a vehicle



More likely to be transporting **cycling equipment** into the park using a vehicle compared to women.



More likely to be transporting **cycling equipment** into the park using a vehicle compared to those in the GU postcode area.

Sub group variations



Aged under 45
& over 65 years

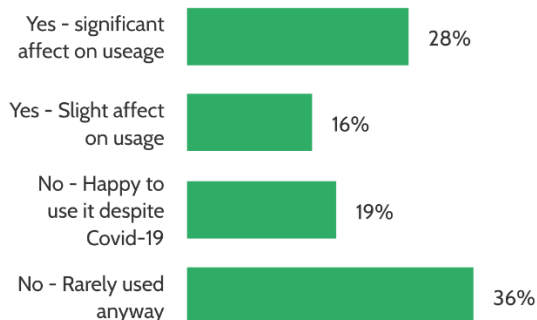
The youngest and oldest age groups were more likely to feel Covid-19 will affect their use of public transport.



SO & RH
postcodes

More likely to have said that they rarely or never use public transport

Impact Covid-19 has had on use of public transport



Communication preferences

Sub group variations



Aged under 45

More likely to want to find out about walking and cycling routes on the website compared to older people.



Aged over 65

More interested in finding out about stories regarding nature recovery, climate change and restoration.



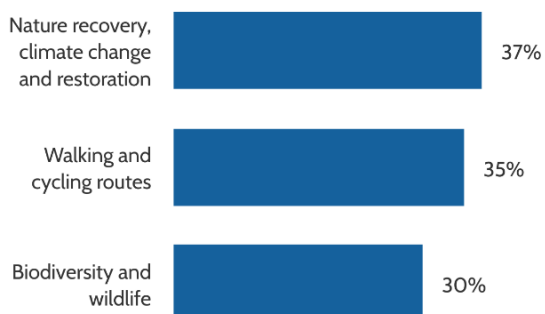
GU postcode

More likely to want to find out about cultural heritage news stories.

Most common topics to look for on the South Downs National Park website [TOP 3]



Most common topics to look for on South Downs National Park social media pages [TOP 3]



Sub group variations



Aged under 45

More likely to use social media to find out about tips on where and what to do in the National Park compared to the older age groups.



RH postcode

Less likely to use social media to find out about walking and cycling routes.

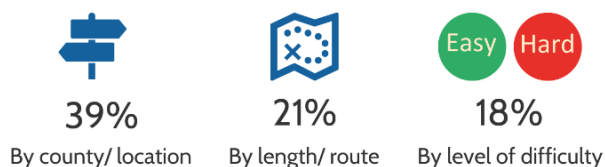
Sub group variations



Aged over 65

Higher proportions of older panel members preferred to search by landscape type and level of difficulty compared to younger panel members.

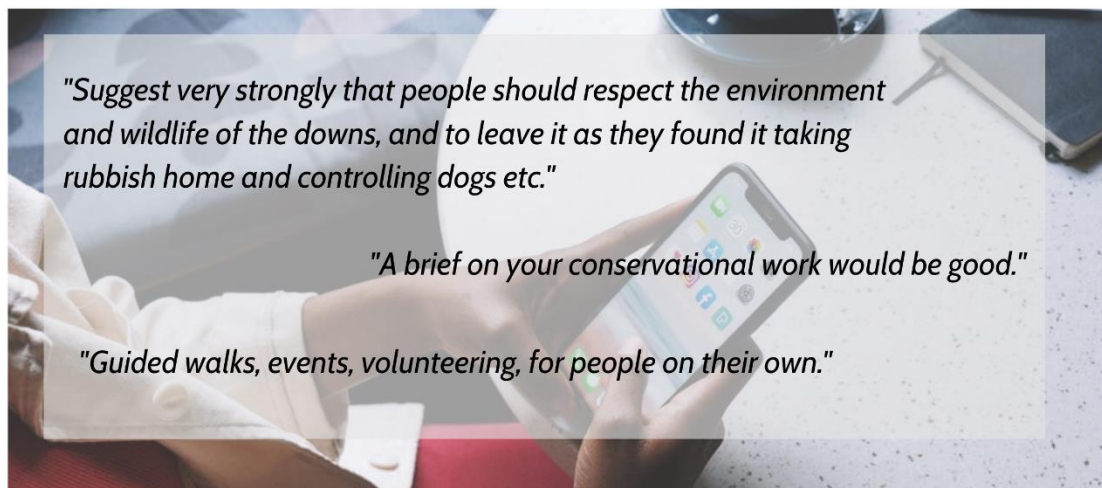
Top 3 preferences when finding out about walking and cycling routes in South Downs National Park



Most common organisations or groups panel members of SDNP are members of [TOP 3]

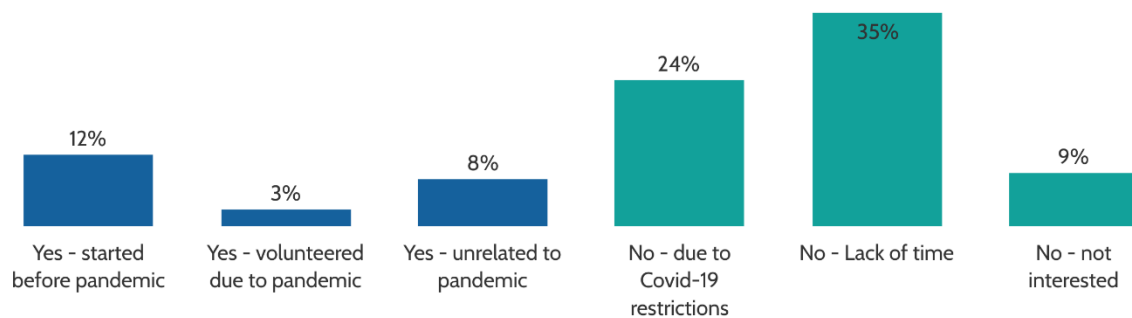


What other information South Downs National Park could provide on their social media channels



Volunteering

Volunteering habits over the last year during the Covid-19 pandemic



Sub group variations



Aged under 45
& over 65

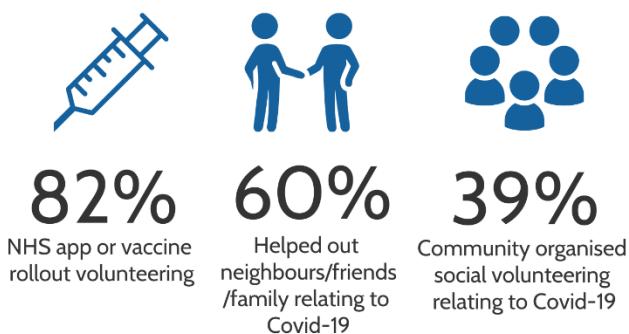
More likely to have **started volunteering before the pandemic** compared to the middle age groups.



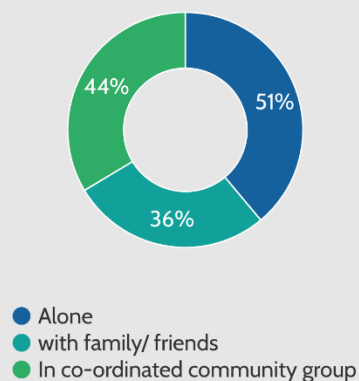
Women

More likely than men to have **said they volunteer** but not directly related to the Covid-19 pandemic

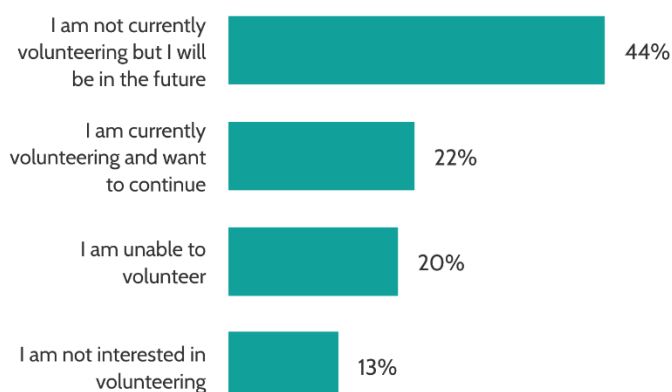
Most common types of volunteering amongst panel members in the last 12 months (done at least weekly)



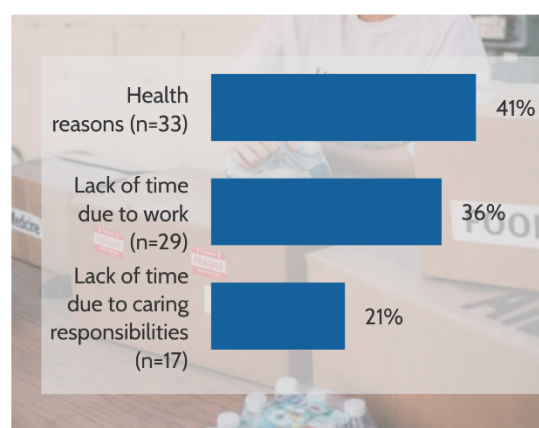
How people volunteered



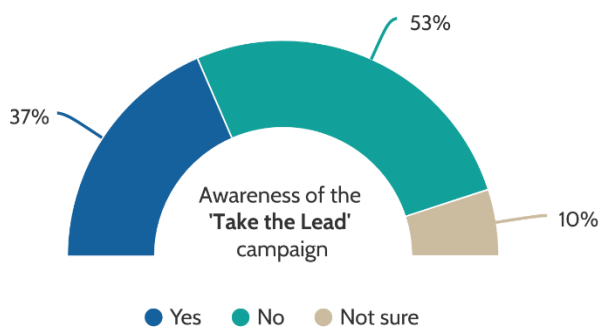
Volunteering in the future



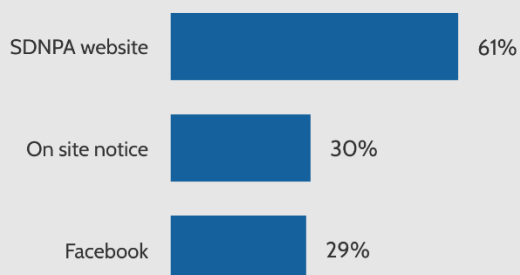
Barriers to volunteering [TOP 3]



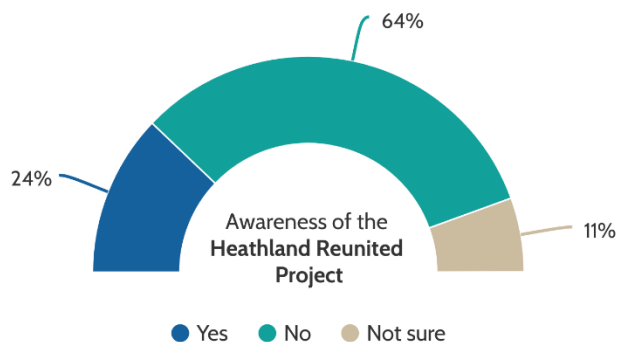
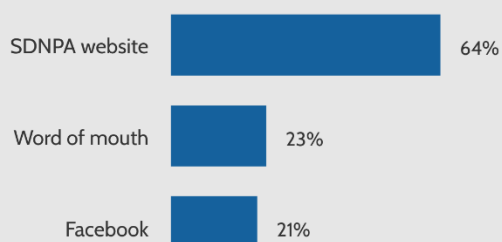
AWARENESS OF CAMPAIGNS & PROJECTS



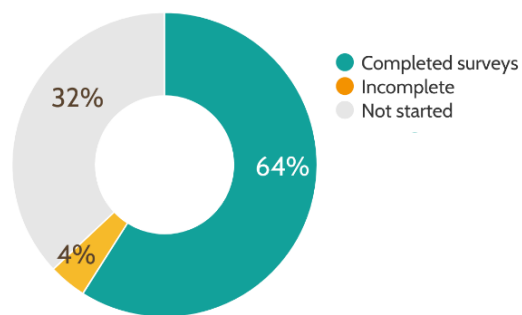
Where did members hear about the campaign?



Where did members hear about the project?



Who took part in the survey



Panel size: 680
Total completes: 405
Response rate: 59%

Gender



SDNP profile: 52%
Panel profile: 53%
Respondent profile: 48%



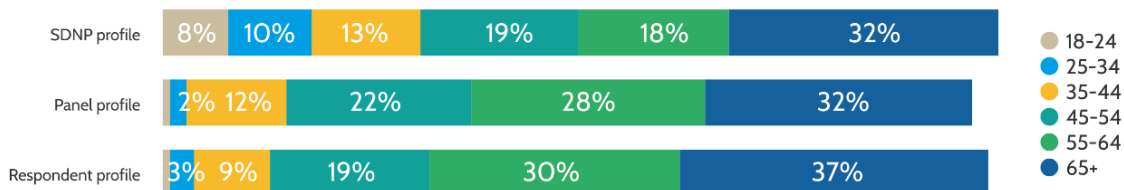
SDNP profile: 48%
Panel profile: 47%
Respondent profile: 51%

Long-term health problem or disability

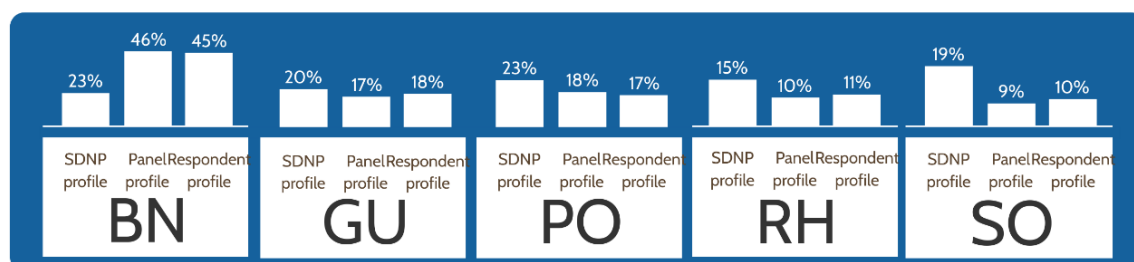


SDNP profile: 15%
Panel profile: 8%
Respondent profile: 7%

Age group



Postcode area



Icon glossary



Age group



Employment status



Postcode area



Gender

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 Spring survey 2021 results¹. The survey looked to explore the following:

- The impact Covid-19 has had on holiday plans and travelling, and future visitor management for SDNPA
- Website and social media usage with regard to SDNPA
- Volunteering and the impact of Covid-19
- Dog walking in the National Park and awareness of the 'Take the Lead' campaign
- Awareness of the Heathlands Reunited project.

Methodology

Between the 12th May and 7th June 2021, an online survey was circulated to all 680 Panel members. Two reminders were sent to boost the response rate. An outstanding response rate of 59% (405 responses) was achieved, a slight decrease of 2% when compared to the Autumn 2020 survey.

Target population	South Down National Park Citizens Panel members
Questionnaire/survey length	Average of 10 minutes
Survey period	12 th May to 7 th June 2021
Sampling method	Online link

¹ Known as 'Wave 2' under this contract

Data collection method	Self-completion
Total sample frame	680
Total sample returned	405 (59% response rate)

Response rates and statistical significance

The achieved confidence interval gives an indication of the precision of results. With 405 residents having completed the survey, this provides a confidence interval of $\pm 4.9\%$ 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 45.1% to 54.9% 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
405 surveys	4.9	4.5	3.0

* 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.

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

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).

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 panel members responding to the question.

Results

Section A: Visitor Management

Summary and recommendation:

As lockdown restrictions increasingly relax, there is certainly an appetite amongst panel members to go away to some extent, with seven in ten members **planning on going on holiday this year²**. Choices vary in regard to the location, but the majority plan on staying within the UK, followed by booking a holiday somewhere in the UK, although not to a National Park. In terms of **going abroad**, around **one in ten** said they had booked to do so.

The **younger age groups** were keener on having a **staycation** compared to the older groups, while the **older groups** were more likely to have **booked a holiday in a National Park**. **Men** were more likely to **consider or to have booked a holiday** in the SDNP compared to women. Those in the **SO and RH postcode areas** were more likely to have booked or reserved dates to go somewhere in the UK that is not a National Park.

For those using South Downs National Park, most said that they plan on going for regular **walks** and/or **taking the dog for a walk**. Hiring a bike, doing water sports or going for a run/jog were less popular activities.

For those that did plan to transport equipment using a vehicle into the National Park, transporting **cycling equipment** and **strenuous hiking gear** were the most mentioned. Not surprisingly, as age decreased so did the likelihood of panel members using a vehicle to transport equipment. **Men, the younger age groups** and those living in the **SO postcode area** were more likely to be transporting **cycling equipment**. While the **45-54 age group** were more likely to be transporting **strenuous hiking equipment**.

With regard to public transport, just **over four in ten panel members have said that Covid-19 has affected** the way they use it since last year. Those **under 45 and those over 65 years** were more likely to say the pandemic has **impacted the way they use public transport**. While those living in the **BN postcode area** were more likely to be **happy with using public transport** despite Covid-19.

² At the time of the survey

Recommendation 1

As we move out of lockdown into a new normal, now more than ever the use of green and open spaces, alongside local amenity usage will gradually increase. Even though international travel is opening up, there is still a large amount of uncertainty and trepidation about moving around, both inside and outside the UK. National Parks therefore offers a unique and vital oasis for residents, local and from outside their borders. Ensuring these green spaces are accessible to all types of residents will be important for people to stay active and appreciate the outdoors, especially when travel will remain limited to some extent. SDNPA should continue to improve, monitor and promote the benefits the spaces and activities offered during these uncertain times.

Recommendation 2

Over four in ten (44%) stated they use public transport, but Covid has impacted their use. Some panel members have also said they plan on using a personal vehicle to bring equipment into the National Park for recreational use. It will be important to monitor hotspots in the National Park to ensure certain areas are not overrun with increased traffic. Relaxed restrictions will mean increased use of the National Park so messaging will be important to ensure users of the park are staying safe and not endangering the park.

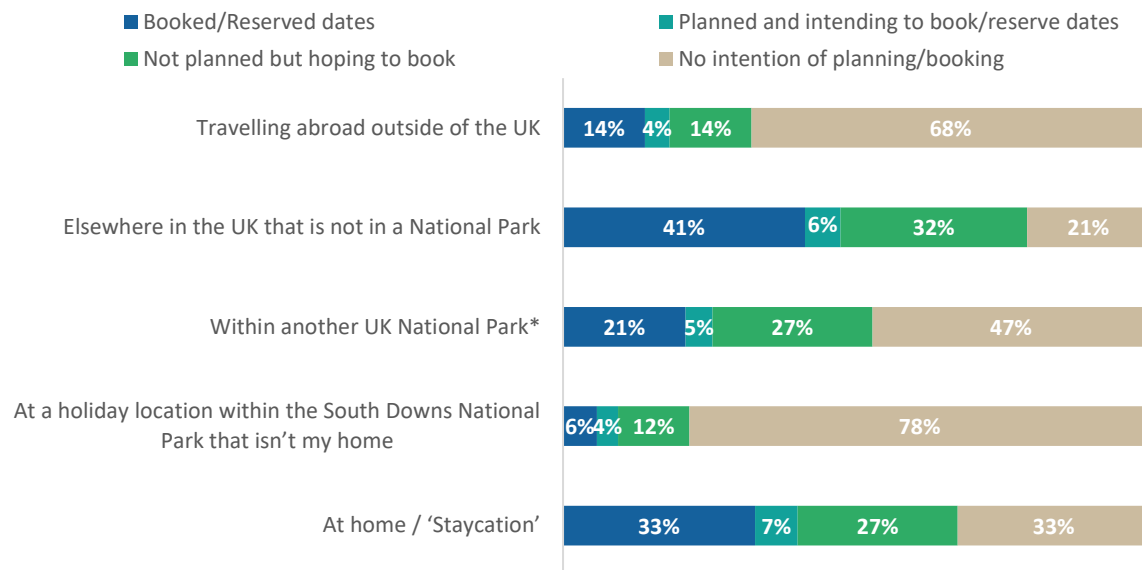
Holiday plans

In 2020, the South Downs National Park saw an increase in the number of people enjoying green spaces. Knowing more about upcoming visitor activity would help shape a visitor management plan for the forthcoming year. To understand this, panel members were asked what their holiday plans were for the remainder of this calendar year (Figure 1).

Almost seven in ten (68%) panel members said they **plan on going on holiday abroad this year¹** and 14% said they have **booked a holiday abroad**. Positively around four in ten (41%) have booked a **holiday somewhere in the UK** that is not a National Park and 21% have **booked a National Park holiday** in the UK, with 5% planning to. Almost eight in ten (78%) panel members said they have **no intention of booking a holiday within the South Downs National Park**. Finally, a third (33%) said they are having a **'staycation'**.

Figure 1: Holiday plans

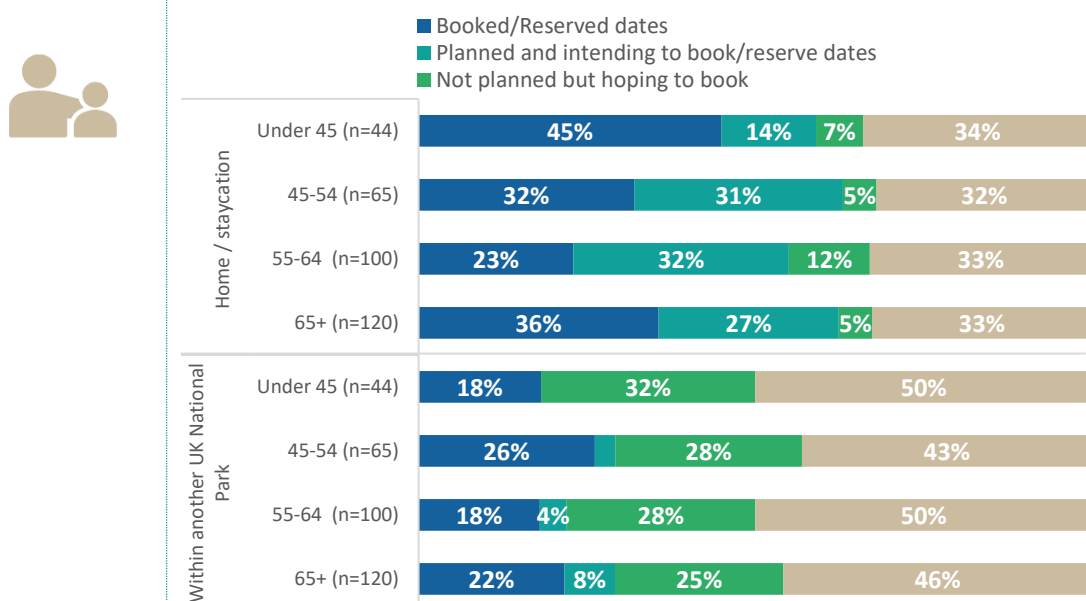
Base: 383



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

- A higher proportion of those **aged under 45 years** were most likely to have said they were going to have a '**at home / staycation**' compared to the older age groups. For example, 45% of those under 45 years said they are having a staycation compared to those aged **55-64** years at 23%.
- While the **older 45 plus age groups** were most likely to have said they had booked a **holiday within another UK National Park**. For example, 26% of those aged 45-54 said they had done this compared to those under 45 years (18%)

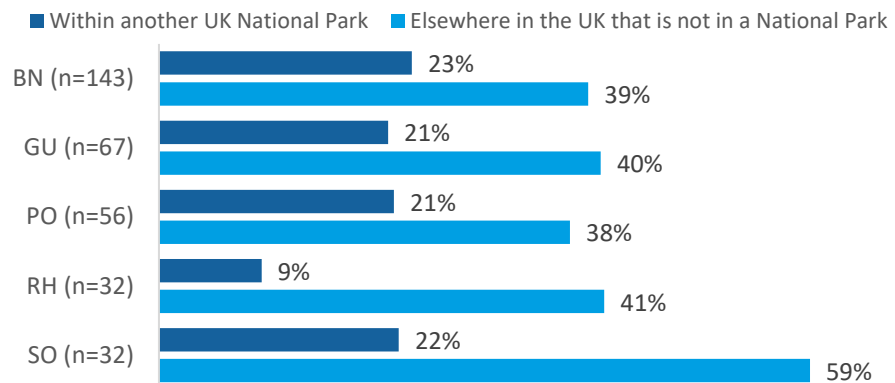
Figure 2: Holidays planned by age group





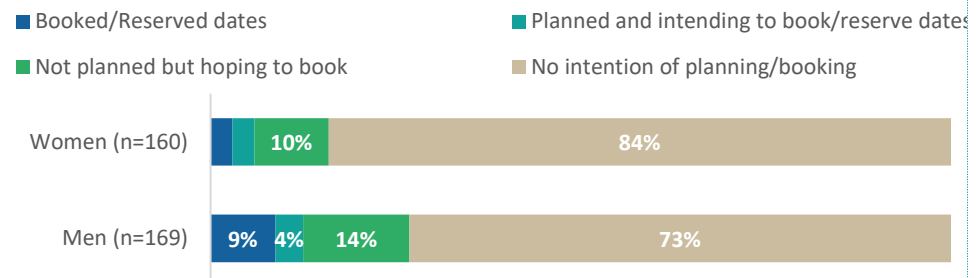
- Panel members living in the **SO** (38%) or **RH** (41%) postcode areas were more likely than those in **PO** (16%) postcode areas to **hope** to be booking a holiday within a different UK National Park to SDNP.
- Those in the **SO** postcode area (59%) were significantly more likely to **have booked** a holiday elsewhere in the UK that is not a National Park compared to those in the **PO** (38%) and **BN** (39%) postcode areas.

Figure 3: Proportion who have booked some form of holiday by postcode area



- The variations between the genders with regards to planning and booking holidays were fairly similar with the exception of **booking a holiday within the South Downs National Park** with **men** being **more likely to consider or have booked a holiday in the National Park**. For example, 84% of women said they have no intention of doing this, compared to 73% of men stating this.

Figure 4: Holiday within the National Park by gender



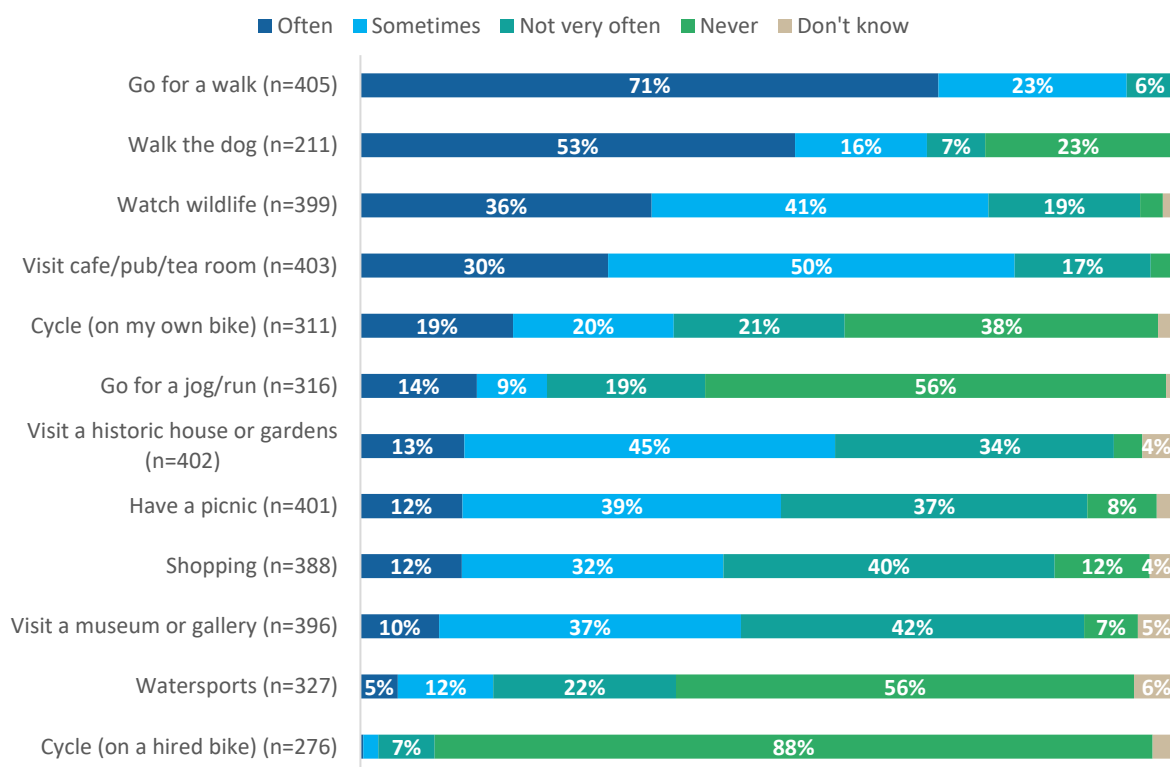
Activities planned in South Downs National Park

Panel members were asked what activities they planned on doing this year within the South Downs National Park (Figure 5). Panel members were more likely to have said they were 'often' going to **go for a walk** (71%) and **walk the dog** (53%) in the National Park.

Watching wildlife was also a popular activity, with 77% stating they would either do this 'often' (36%) or 'sometimes' (41%). Visiting a café/pub/tearoom was also mentioned but panel members were more likely to have said they would do this 'sometimes' at 50%.

Panel members were **less likely** to have said that take part in activities such as **hiring a bike**, doing **water sports** and / or going for a **jog or run**, with larger proportions stating they would never do this (88% and 56% respectively).

Figure 5: Activities within South Downs National Park



There were no significant variations between the subgroups.

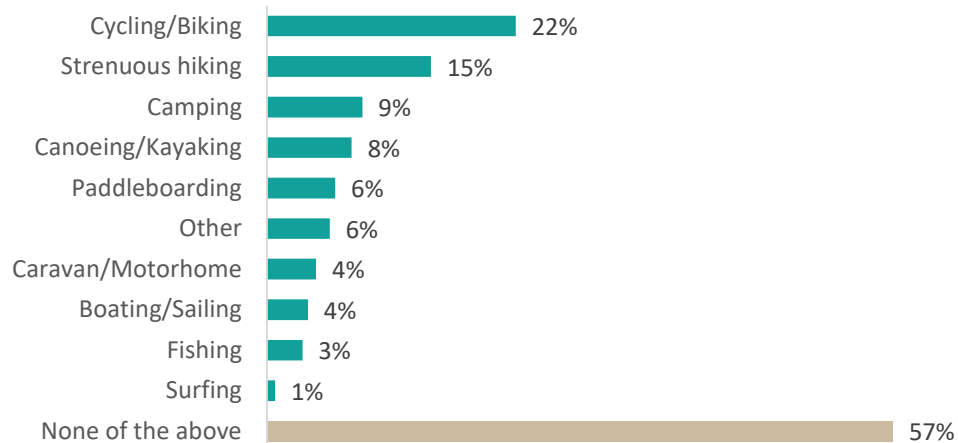
Vehicle usage to transport equipment

Panel members were asked whether they would be using a vehicle to transport any equipment whilst spending time within the South Downs National Park. Almost six in ten (57%) stated that they would not be transporting **any equipment** using a vehicle into the National Park. Of those that did, transporting **cycling equipment** (22%) and **strenuous hiking gear** (15%) were most common. **Camping**

gear (9%) and **canoeing or kayaking** gear (8%) were also common choices among panel members (Figure 6).

Figure 6: Use of a vehicle to transport additional equipment

Base: 405

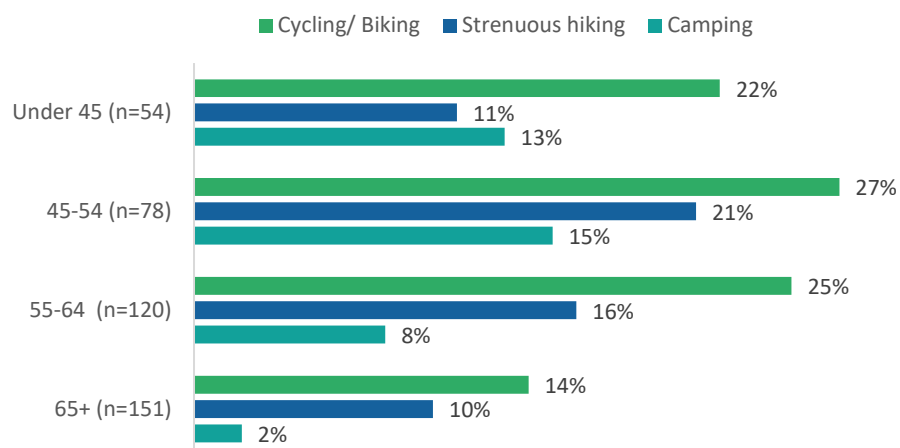


Sub-group analysis shows there are significant variations by age group, gender and postcode area:

- **As age decreased** so did the **likelihood** of panel members **using a vehicle to transport equipment** into the National Park. For example, only 43% of those aged under 45 years said they wouldn't be using a vehicle, compared to 64% of those aged 65 or older.
- Looking at the type of equipment being transported, those aged **under 45 years** were more likely to be **transporting bikes (35%)** and **camping equipment (20%)**.
- Those aged **45-54 years old** were more likely to be transporting **strenuous hiking equipment** at 21%.



Figure 7: Use of a vehicle to transport additional equipment by age group



- Men were more likely have said they use a vehicle to transport their **cycling equipment** at 28%, compared to women (17%).

Figure 8: Use of a vehicle to transport cycling equipment by gender

Gender	n	Percentage
Women	122	17%
Men	106	28%

- More panel members in the **SO postcode area** said they would use a vehicle to take cycling equipment (31%), compared to those in **GU postcode area** (17%).

Figure 9: Use of a vehicle to transport cycling equipment by postcode area

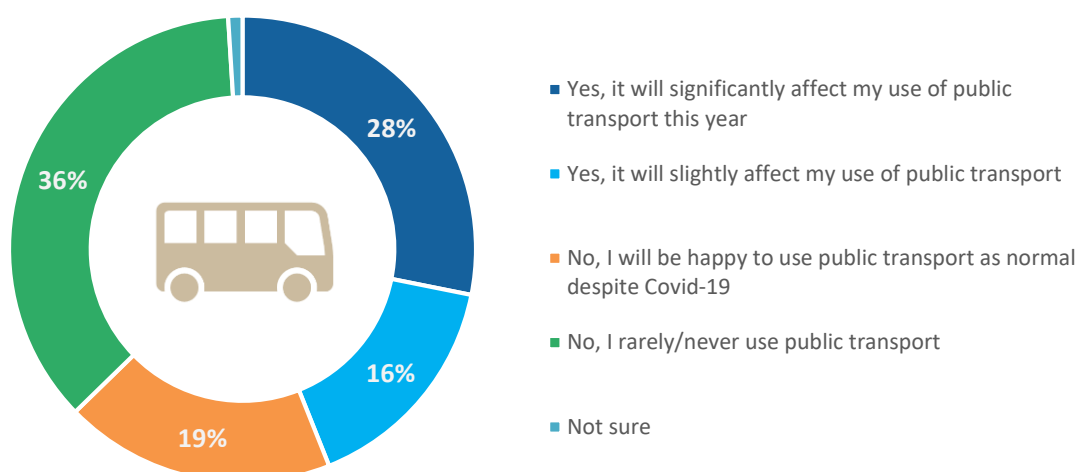
Postcode Area	n	Percentage
BN	177	20%
GU	75	17%
PO	70	26%
RH	44	27%
SO	39	31%

Impact of Covid-19 on the use of public transport


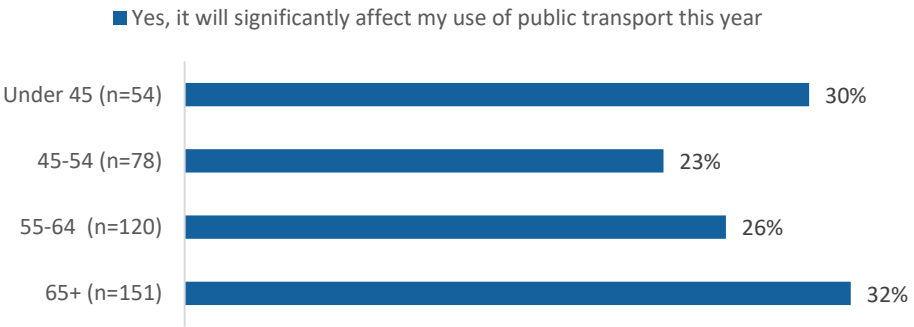
Just over four in ten (44%) panel members said that **the Covid-19 pandemic had affected the way they use public transport** in the last year (28% 'significantly' and 16% 'slightly'). While just under a fifth (19%) said that **they will use public transport as normal despite the pandemic**. Around a third (36%) said they never or rarely use public transport in the first place (Figure 10).

Figure 10: Impact of Covid-19 and the use of public transport

Base: 405



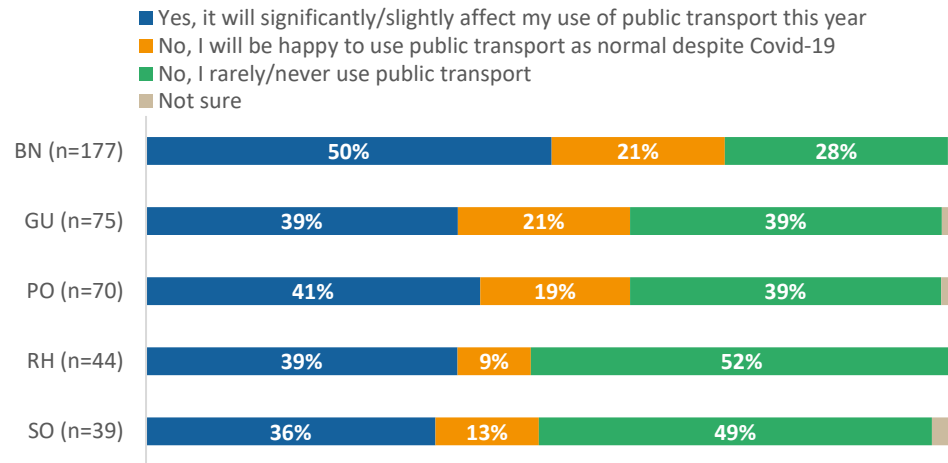
Sub-group analysis shows there are significant variations by age group and postcode area:

	<ul style="list-style-type: none"> Those aged under 45 years (30%) and 65+ (32%) were most likely to feel that Covid-19 will affect their use of public transport. <p>Figure 11: Significant effect of Covid-19 on public transport use by age group</p>  <table border="1"> <thead> <tr> <th>Age Group</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Under 45 (n=54)</td> <td>30%</td> </tr> <tr> <td>45-54 (n=78)</td> <td>23%</td> </tr> <tr> <td>55-64 (n=120)</td> <td>26%</td> </tr> <tr> <td>65+ (n=151)</td> <td>32%</td> </tr> </tbody> </table>	Age Group	Percentage	Under 45 (n=54)	30%	45-54 (n=78)	23%	55-64 (n=120)	26%	65+ (n=151)	32%
Age Group	Percentage										
Under 45 (n=54)	30%										
45-54 (n=78)	23%										
55-64 (n=120)	26%										
65+ (n=151)	32%										
	<ul style="list-style-type: none"> Panel members living in the BN postcode area were more likely to be happy with using public transport despite Covid-19 at 21% compared to those living in the RH postcode area (9%). Even though the BN postcode area had the highest proportions stating that the pandemic has affected their use of public transport – this result was not significant. 										



- While those living in the **SO and RH postcode areas** were more likely to have said that they **rarely or never use public transport** at 49% and 52% respectively, compared to the other postcode areas.

Figure 12: Effect of Covid-10 on public transport use by postcode area



Section B: Keeping our website and social media content of interest

Summary and recommendation:

Panel members were most likely to want to hear or read about **nature recovery, climate change and restoration, biodiversity and wildlife news stories** and **walking and cycling route suggestions**, whether that be on the SDNPA website or social media channels. Overall, panel members were most likely to want to **search for walking and cycling routes by county or geographical location**, followed by length of route. Not surprisingly the **younger age groups** were more likely to want to get information about **walking and cycling route suggestions**, but as age increased so did the need for wanting information on the landscape type and level of difficulty. **Older age groups** were more inclined to want information on **nature recovery, climate change and restoration** on the website. With regards to social media usage, as age increased, the desire to use social media decreased. For both the website and social media channels, sourcing information on **ways to get involved and volunteer** and finding out about **competitions and quizzes** were **least popular**. When exploring what organisations panel members were members of, the National Trust was most mentioned, followed by The Wildlife Trust and Royal Horticultural Society.

Recommendation 3

It is again evident with members preferences on website and social media content, as well as what organisations they are part of, that there is a genuine interest in walking and cycling, as well as an interest in wildlife. It will be important for SDNPA to ensure there are plenty of activities available to engage members to drive visitation. This could be in the form of guided tours to highlight the wildlife on offer or offering walking or cycling time trials on various routes. It will also be beneficial for SDNPA to include an option on their website to view cycling routes by county or geographical location.

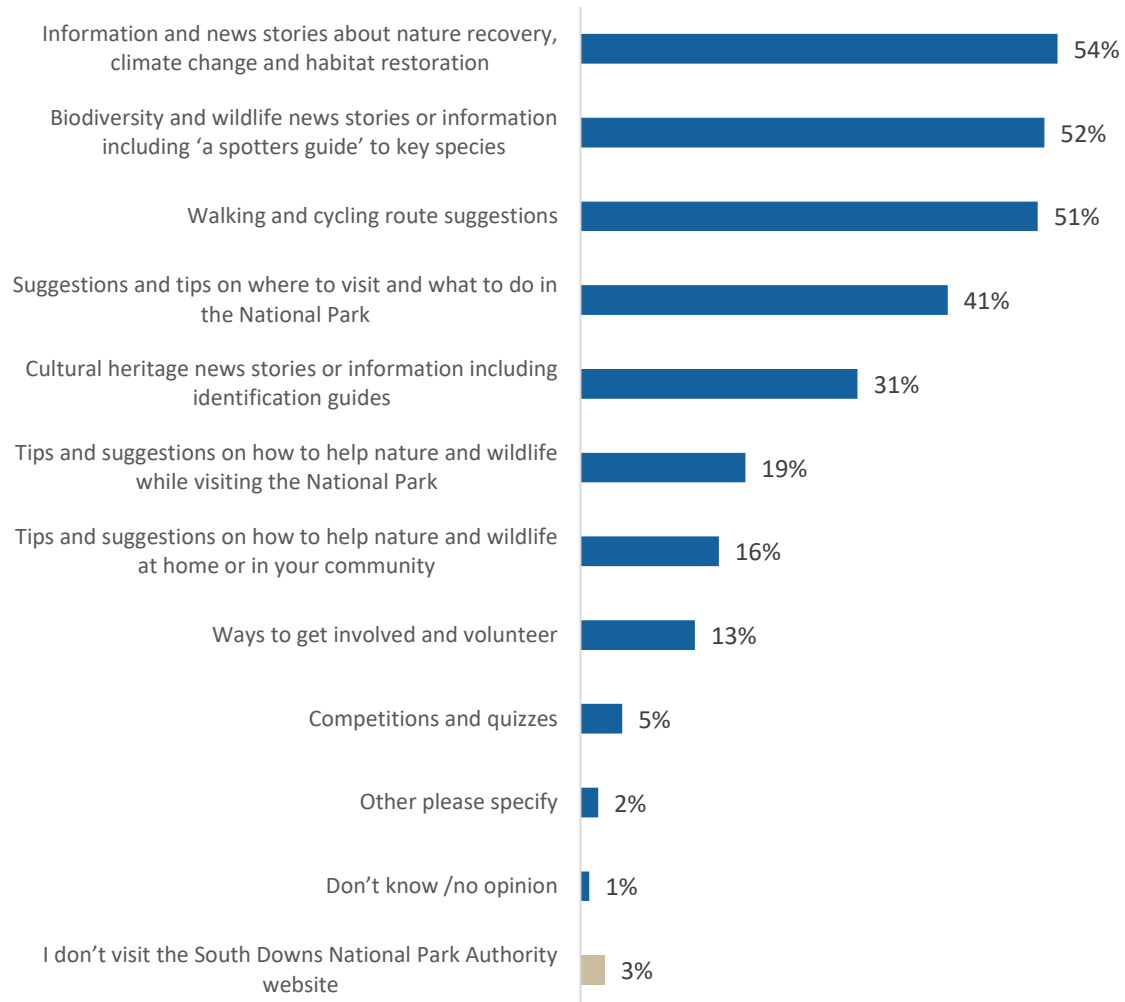
Website topic preferences

Panel members were asked what topics they would prefer to find out about on the SDNPA website (Figure 13). Over half stated they would prefer to find out about information and news stories about **nature recovery, climate change and restoration** (54%), **biodiversity and wildlife news stories** (52%) and **walking and cycling route suggestions** (51%). Only 3% stated they do not use the SDNPA website, which is really positive to see that panel members are using the website to find out about the National Park.

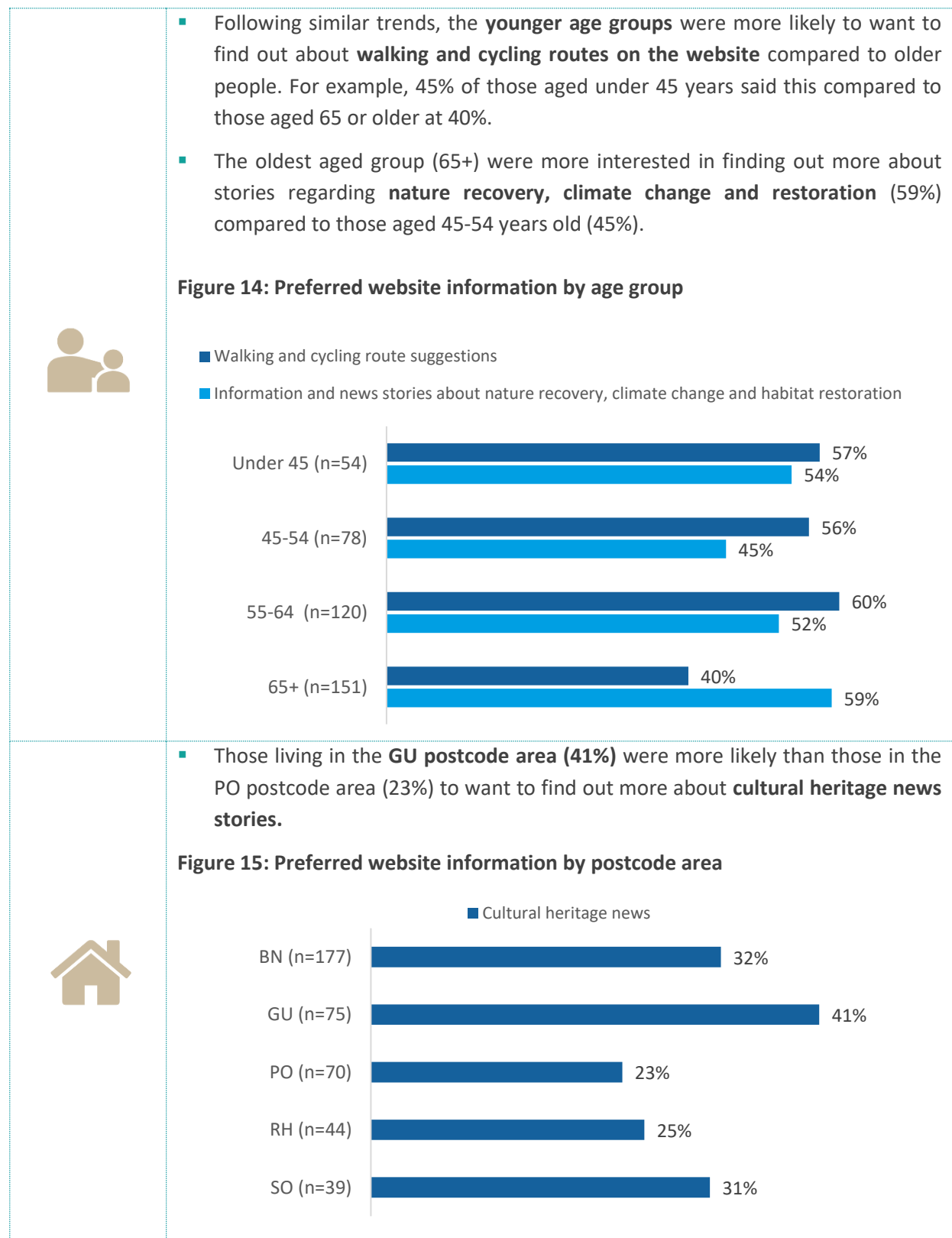
Ways to get involved and volunteer (13%) and finding out about **competitions and quizzes** (5%) were topics that were less likely to be sourced via the website.

Figure 13: South Downs National Park Authority website preferences

Base: 405



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



Social media topic preferences

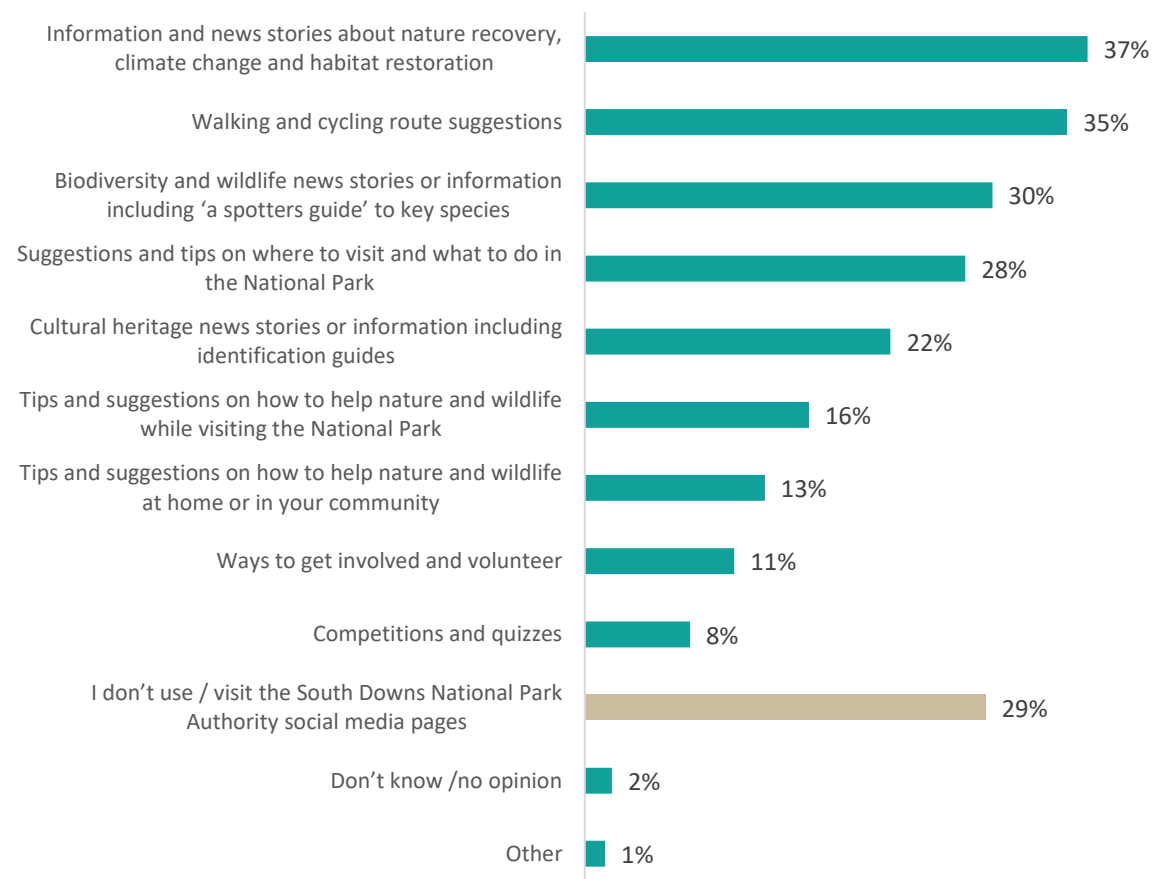
The same question was asked to panel members but from the perspective of social media. A higher proportion here said they do not use any SDNPA social media sites (29%), significantly more than those that said they do not use the SDNPA website (3%) (Figure 16). This could be due to the age profile of the panel, with more older panel members compared to younger ones.

Overall, the themes were similar to panel members website preferences, with 37% showing an interest in finding out more about **nature recovery, climate change and habitat restoration**. A further third (35%) mentioned information on **walking and cycling route suggestions** with three in ten (30%) also stated news on **biodiversity and wildlife stories**.

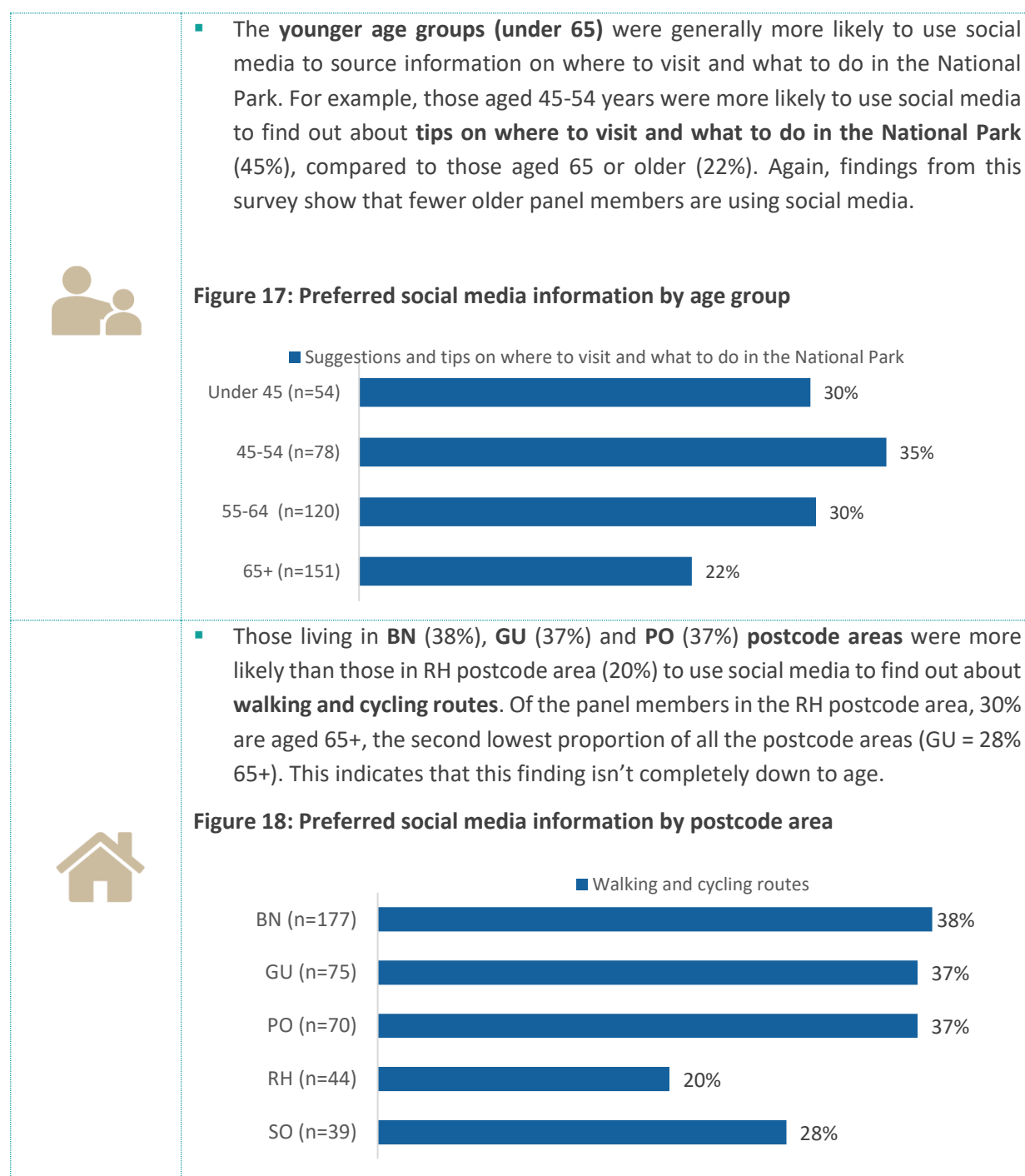
Again, **ways to get involved and volunteer** (11%) and finding out about **competitions and quizzes** (8%) were topics that were less likely to be sourced via social media.

Figure 16: South Downs National Park Authority social media preferences

Base: 405



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

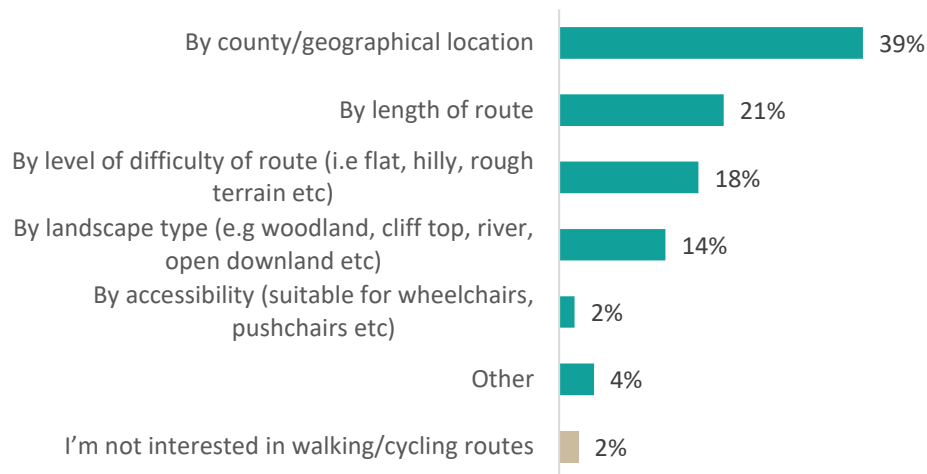


Preferences for route searches in the National Park

Panel members were asked how they would like to search for a walking or cycling route that interests them (Figure 19). The most common answer was by **county or geographical location** (39%). A fifth (21%) also mentioned by **length of route**, with 18% saying by **difficulty** and 14% by **landscape type** (Figure 19).

Figure 19: Walking and cycling route preferences

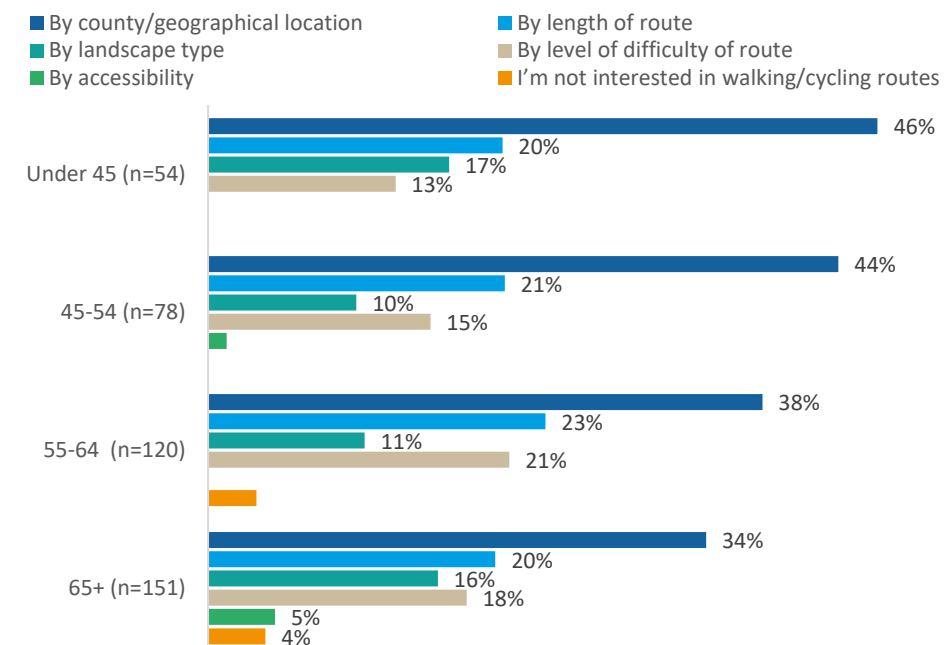
Base: 405



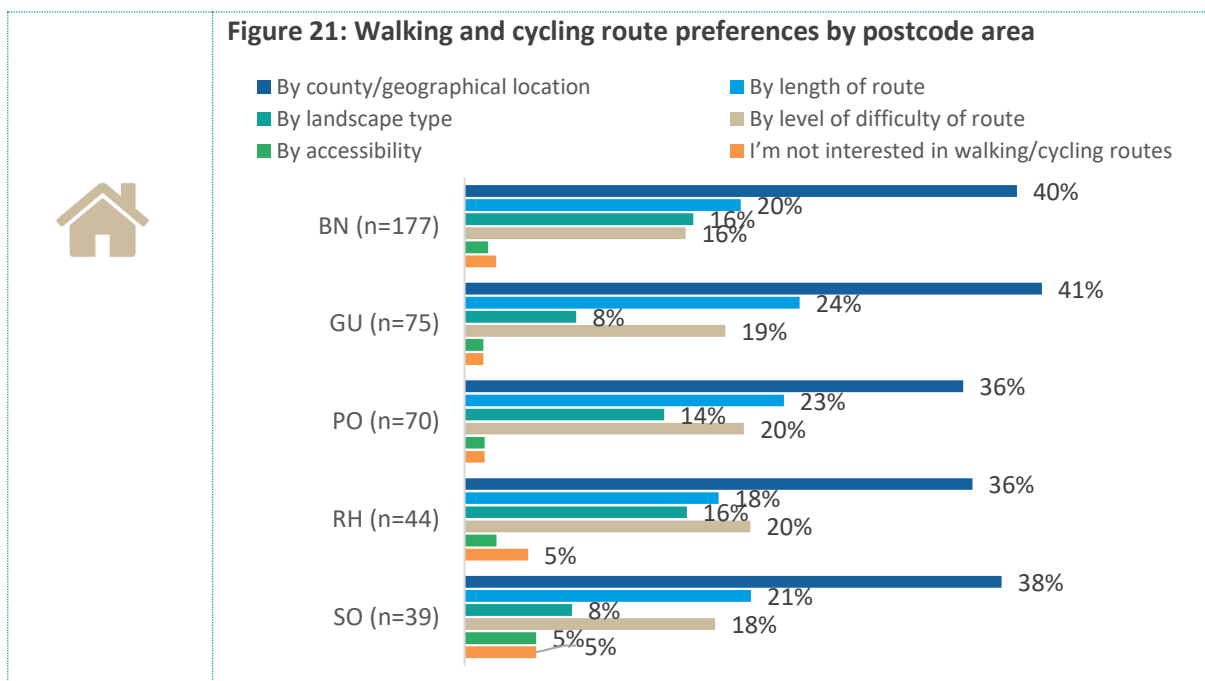
Sub-group analysis shows there are significant variations by age group and postcode area:

- The preference to **search by county/geographical location** for walking and cycling routes was high across all age groups, although **as age increased, the proportion stating this decreased**.
- There were variations between the **landscape type** and **level of difficulty** of routes, with **higher proportions of older panel members preferring to search for this information** compared to younger panel members.

Figure 20: Walking and cycling route preferences by age group



- Searching via county/ geographical location is the most popular choice amongst all postcode areas. Panel members in the **BN postcode area** (16%) were more likely than those in the GU or SO postcode areas, (both 8%), to have preferred to search by **landscape type for walking and cycling routes**.

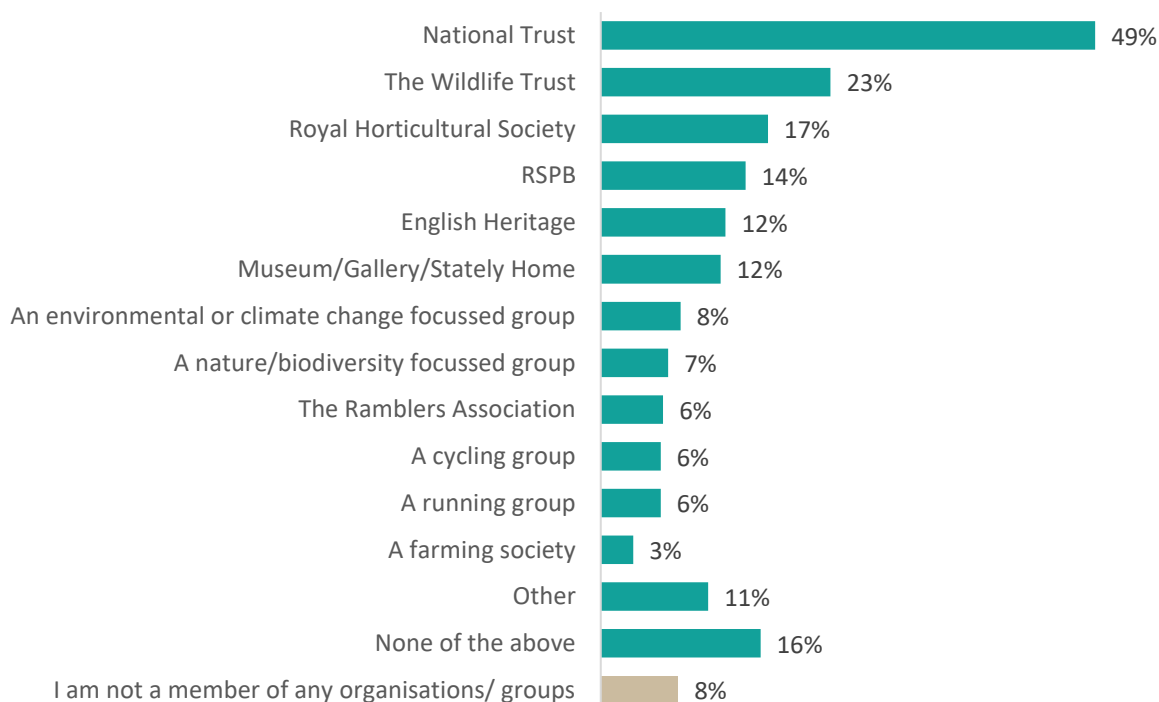


Group and organisation membership

To help the SDNPA understand what content should be included on their website and social media pages for those interested in the National Park, panel members were asked what organisations or groups they were part of (Figure 22). The organisation panel members were most likely to be a member of was the **National Trust** (49%), followed by **The Wildlife Trust** (23%) and then the **Royal Horticultural Society** (17%).

Figure 22: Organisations and groups the panel are members of

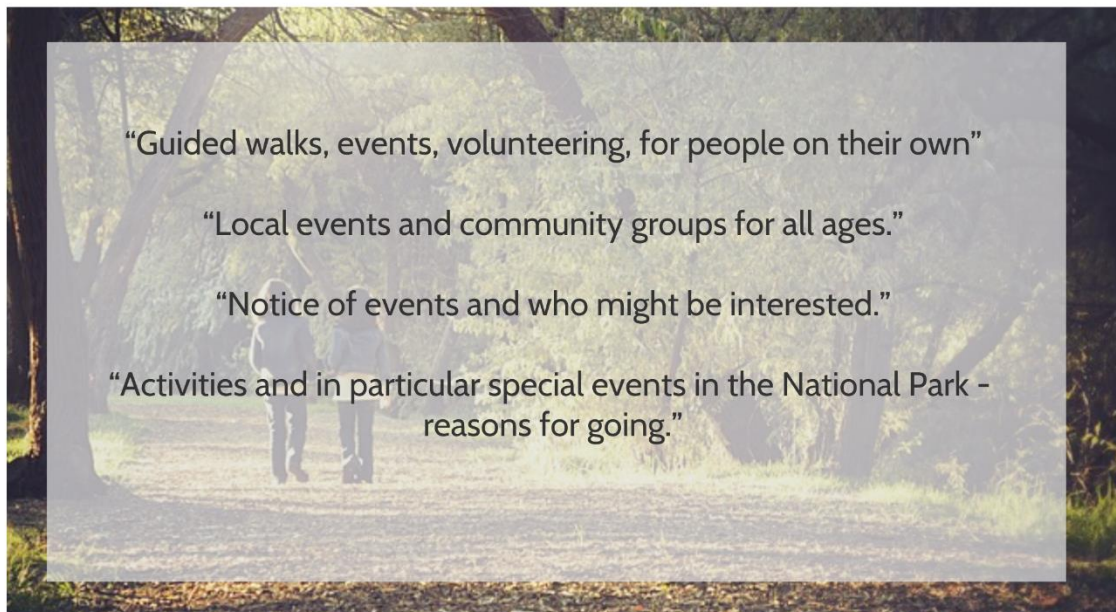
Base: 405



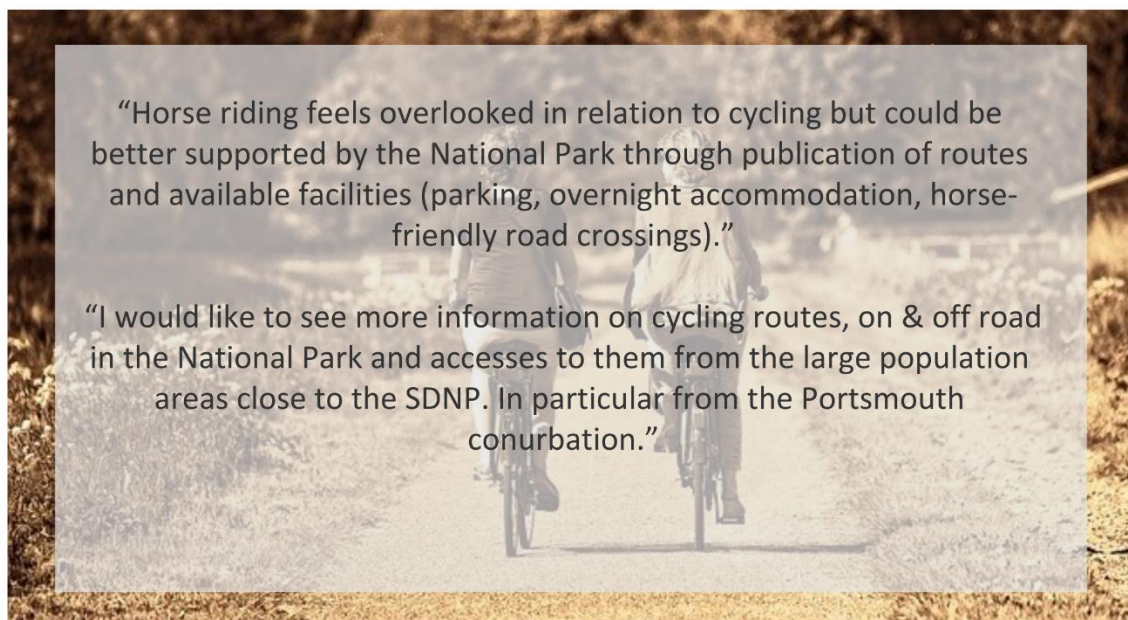
Sub-group analysis shows there are significant variations by age group and gender:



Panel members were also asked what other type of information or content they would like to see on the website / social media pages from SDNPA (Figure 25). **Being kept up to date** on things that are happening in the park was top of the list:



This was followed by information on the **types of activities that are available** in the park such as cycling, horse-riding and walks:



This was then followed by **clearer or better signage and information** e.g. guidance on the countryside code:

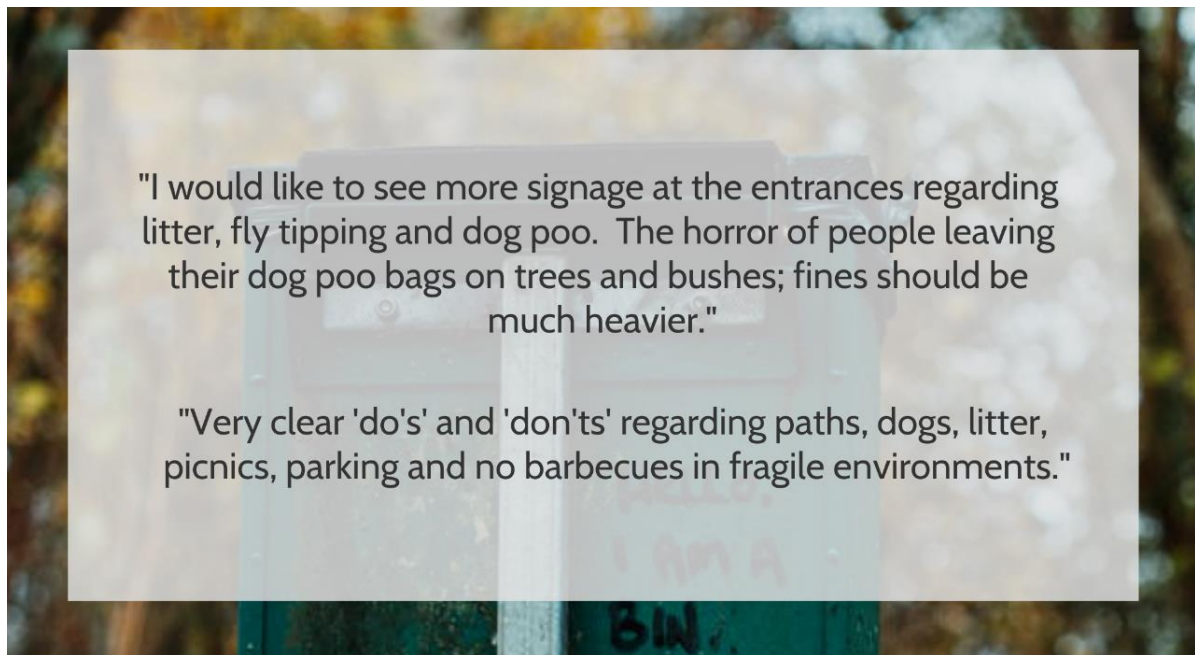
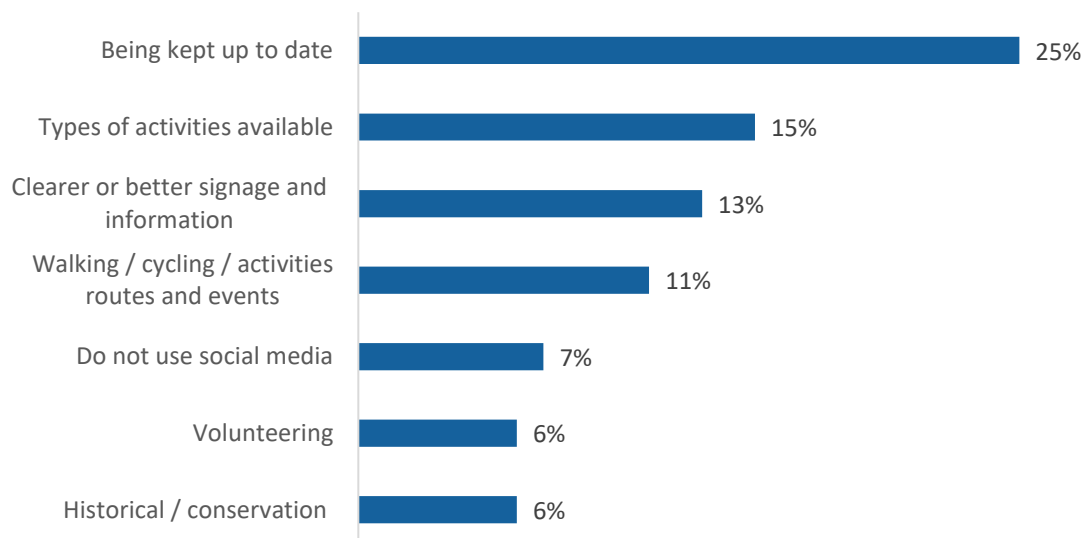


Figure 25: What other types of information or content panel members would like to see from the SDNPA website / social media pages

Base: 71



Section C: Volunteering

Summary and recommendation:

Across the UK, people's sense of community seems to have increased in light of the Covid-19 pandemic, from helping a relative or friend with shopping due to shielding, to continuing to support charities throughout the pandemic. In terms of SDNP panel members, around a quarter said that they **have volunteered over the past year**. Just over one in ten said they had started before the pandemic and continued to do so over the last year. The **older age groups** were more likely to have said that they volunteered pre-pandemic, but they were also more likely to say they no longer volunteer due to Covid-19. **Men** were less likely to volunteer due to time barriers, while **women** were more likely to have volunteered pre-pandemic.

Helping out neighbours, friend or family was the most **common way of volunteering**. In terms of volunteering tendencies, around half of those **who volunteered said this was done alone**, with a fifth saying it was done with family. Around four in ten said they volunteered with a co-ordinated community group. This highlights that **panel members volunteered in a number of ways to support** their local communities and preferred charities. When asked what members plans for volunteering was going forwards, just under half of panel members showed **willingness to volunteer in the future**, which highlights there are opportunities to get people involved with charities and community support initiatives.

Recommendation 4

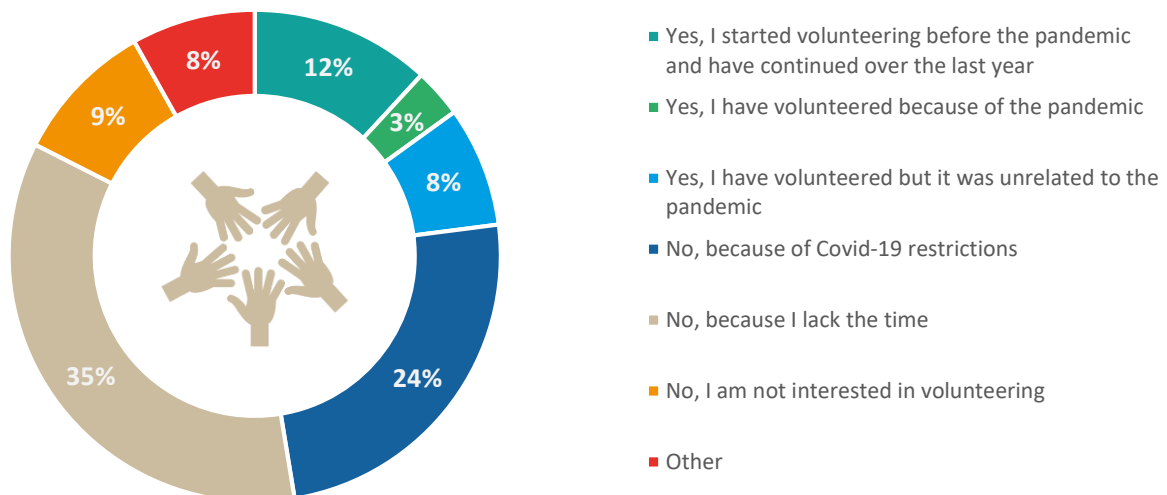
There is a clear interest with members to want to take part in some form of volunteering in the future. Showing ways for members to get involved with any initiatives or charities SDNPA partner with will offer members the chance to support something local to them. Many members stated they have been doing more 'in-formal' volunteering activities such as assisting friends or family during the pandemic, it will be important to support vulnerable people when they visit the National Park, ensuring they feel safe as government social distancing guidelines relax.

Volunteering participation

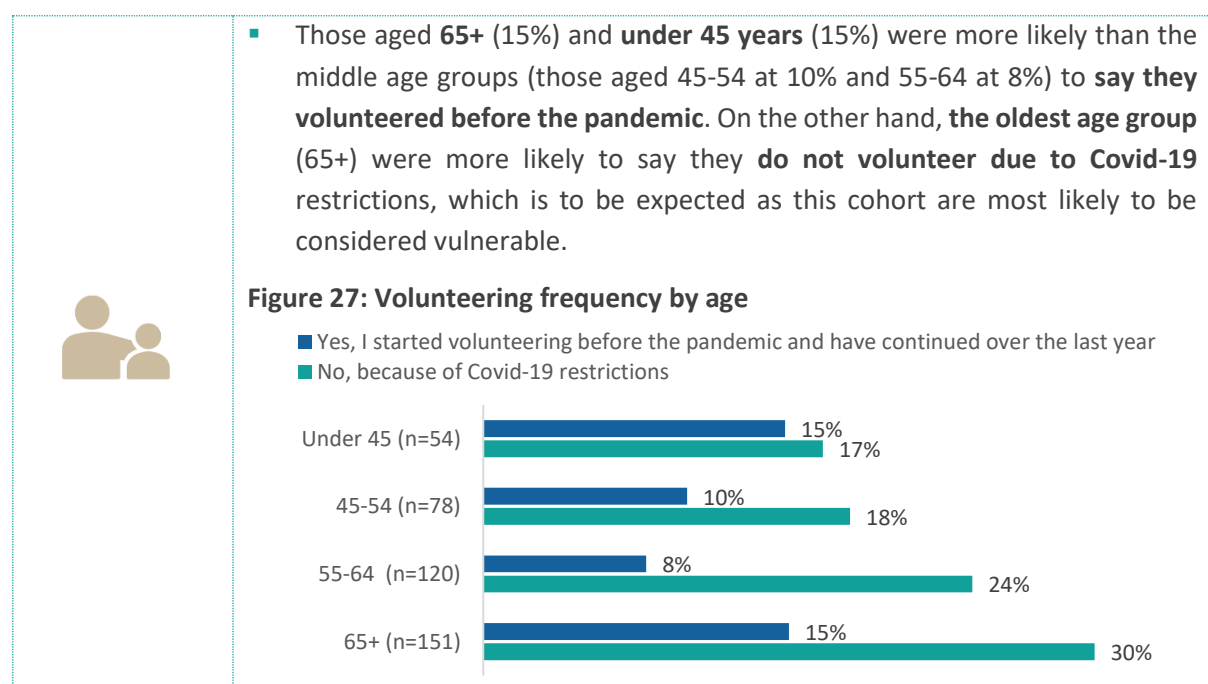
Panel members were asked if they had participated in any volunteering between March 2020 – March 2021. Just over a fifth (23%) said that they had. Of those that said they had, 12% said that they had started before the pandemic and continued to do so over the last year. Just under one in ten (8%) said they had volunteered but it was not related to the pandemic and 3% said they started volunteering as a result of the pandemic. A quarter (24%) said they have not been volunteering due to the pandemic, whilst around a third (35%) said they do not volunteer due to a lack of time (Figure 26).

Figure 26: Volunteering over the previous year

Base: 405



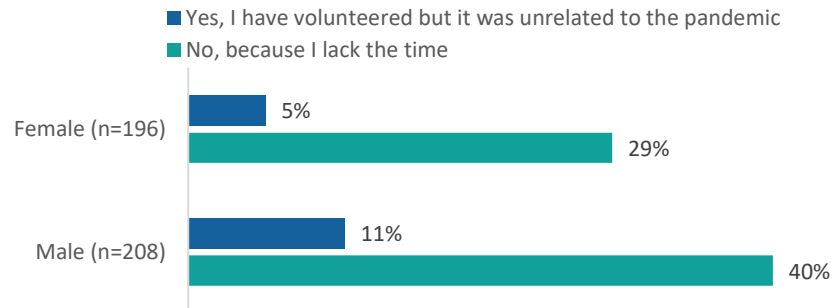
Sub-group analysis shows there are significant variations by age group, gender, employment type and postcode area:





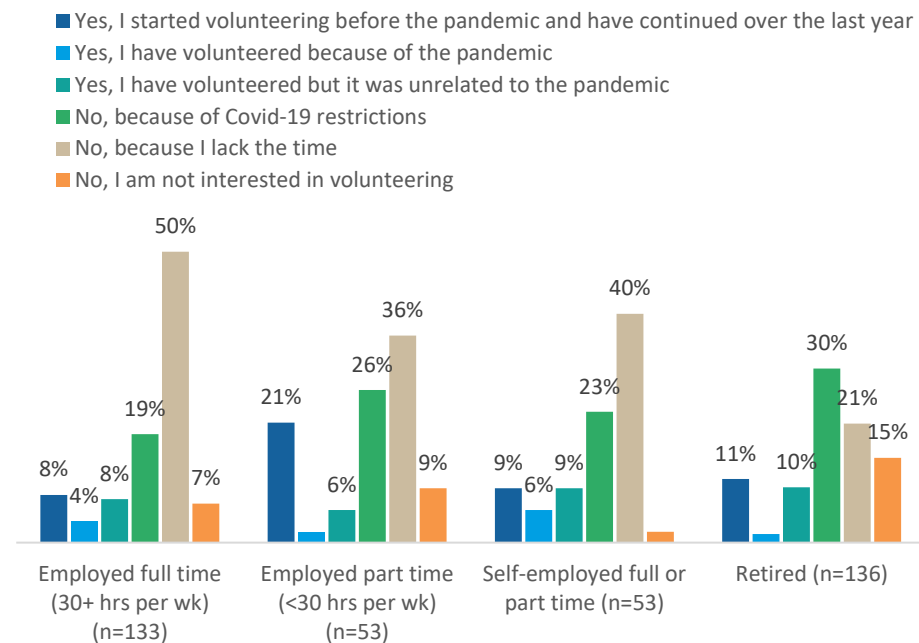
- Men (40%) were more likely to say that they **lack the time to volunteer** compared to women (29%). Women (5%) were also less likely to say they volunteer, but this was unrelated to the pandemic.

Figure 28: Volunteering frequency by gender



- Those **working part time** (21%) were most likely to say that they **volunteered before and during the pandemic**, compared to those working fulltime (8%).
- Lack of time to volunteer** was more likely to be mentioned for those **working full time** (50%) and those who were **self-employed** (40%), compared to the other employment types.
- Panel members who were **retired** were more likely to have said that they **don't volunteer due to the Covid-19 restrictions**, compared to the other employment types.

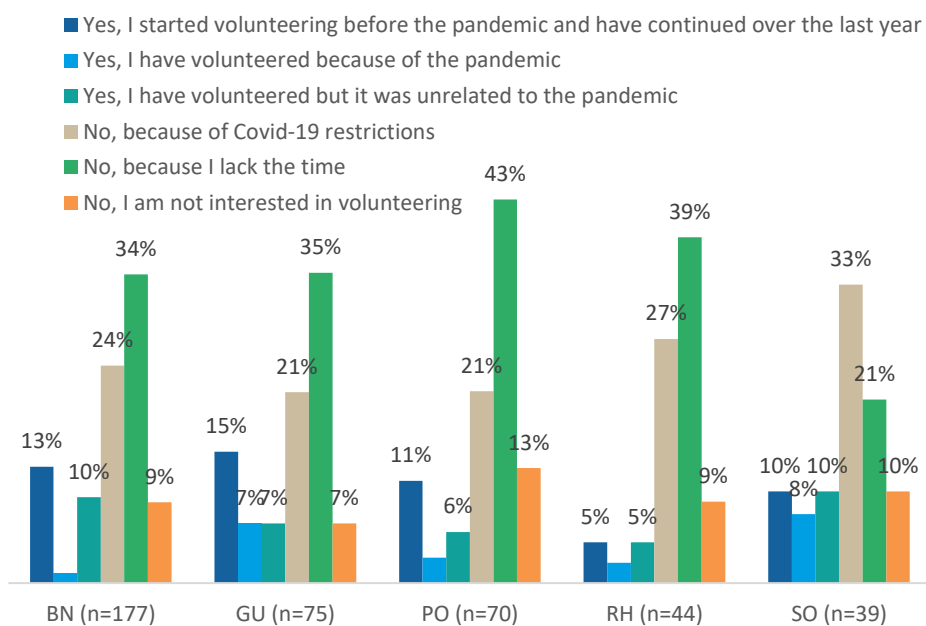
Figure 29: Volunteering frequency by employment





- Those living in the **PO postcode area** (43%) were more likely to have said they **lack the time to volunteer** compared to those in the SO postcode area (21%).
- Those in the **SO postcode area** (33%) were more likely to have said **they hadn't volunteered due to Covid-19 restrictions**, compared those in the PO postcode area (21%).

Figure 30: Volunteering frequency by postcode area



Types of volunteering

All panel members were then asked what types of volunteering they had done and how often they had done this (Figure 31). **Helping out neighbours, friend or family** was the most common way of volunteering, with a quarter (25%) saying they did this weekly (Figure 32). **Litter picking** (48%) and **community organised social volunteering related to Covid-19** (38%) were also common types.

Figure 31: Types of volunteering

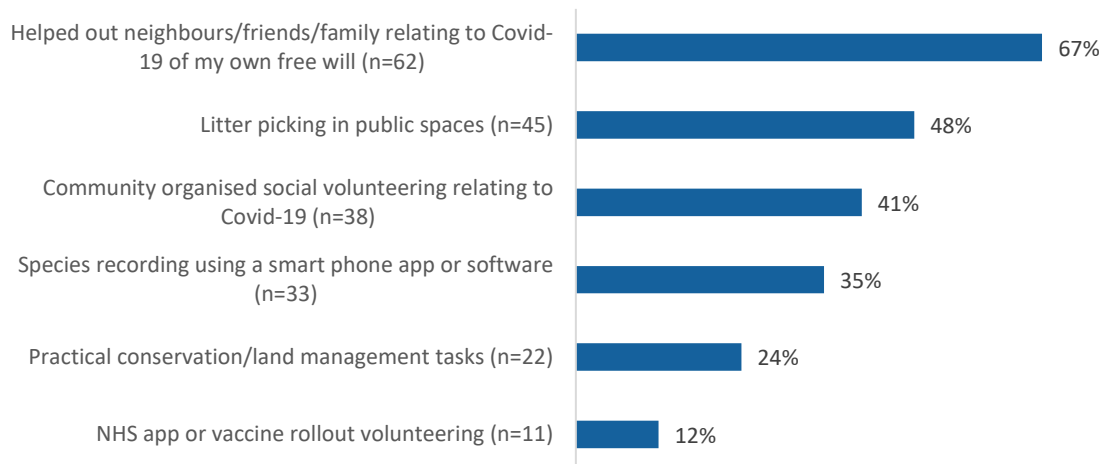
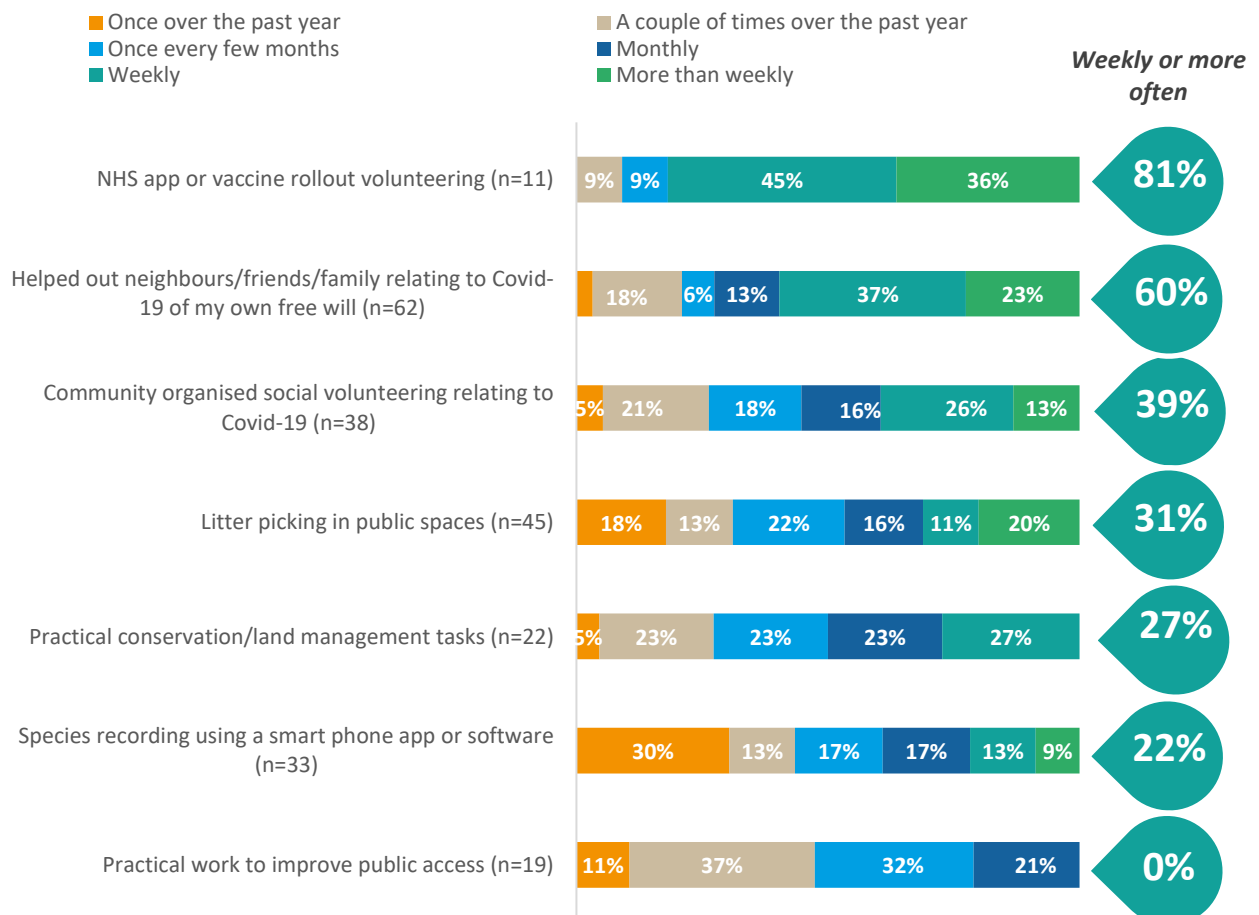


Figure 32: Types of volunteering and how often

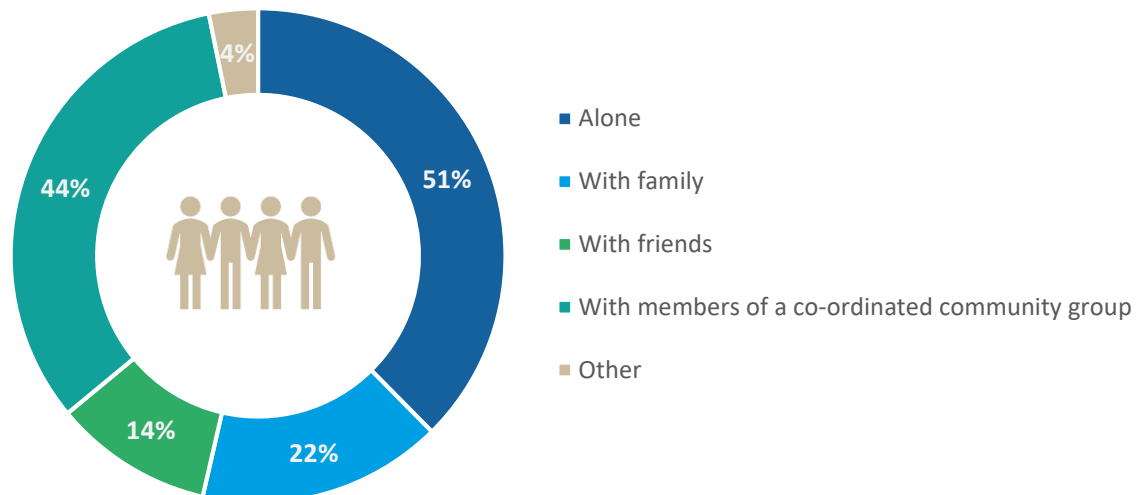


Due to low base size once the 'not applicable' options had been taken out, there are no significant differences by subgroup.

Half (51%) of panel members who volunteered said that they did this **alone** (Figure 33), followed by 22% saying they volunteered **with family**, and 14% **with friends**. Around four in ten (44%) said they volunteered with a **co-ordinated community group**.

Figure 33: Volunteering alone or together

Base: 93

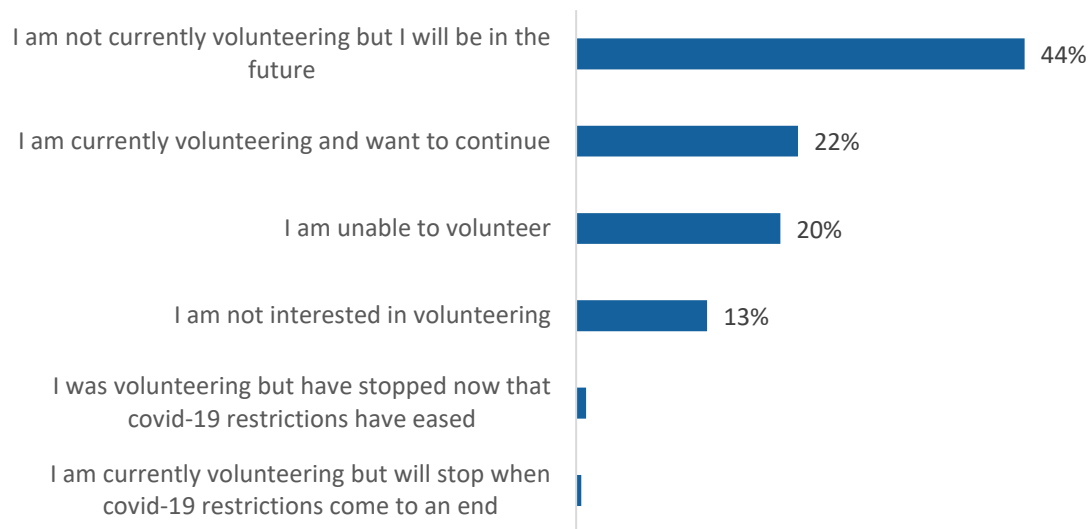


The future of volunteering

When asked how panel members felt about volunteering in the future (Figure 34), 44% said they are **not currently volunteering but will be in the future**. A fifth (22%) said that they were currently volunteering and want to continue doing so. A further fifth (20%) said they are unable to volunteer.

Figure 34: Volunteering in the future

Base: 405



Panel members who said they were unable to volunteer, were then asked what they think stops people from volunteering (Table 1). For those who are unable to volunteer, 41% provided health reasons for not being able to do so. Around a third (36%) said they lacked the time to volunteer due to work commitments, whilst 21% say they have a lack of time due to caring or parenting responsibilities.

Table 1: Barriers to volunteering

Reasons for being unable to volunteer	Count	%
Health reasons	33	41%
Lack of time due to current employment	29	36%
Lack of time due to caring or parenting responsibilities	17	21%
Unable to find role or activity that suits me	8	10%
I do not feel confident enough to join a volunteering programme	7	9%
Other	8	10%

Section D: Dog walking in the South Downs National Park

Summary and recommendation

Panel Members were asked about their dog walking habits. Around two thirds of members said **they didn't have a dog to walk**, while a quarter said they walked their own or someone else's dog in the National Park. Over a third of panel members with a dog said that they **had heard about the 'Take the Lead' campaign**, with the majority of members hearing about this via the SDNPA website. This is an increase from the 2019 Autumn survey, where 29% of those with a dog had heard of the campaign. For those that have heard of the 'Take the Lead' campaign, two thirds said that it **had not impacted their dog walking behaviour**, because they already walk their dog in a responsible manner in line with the campaigns messaging.

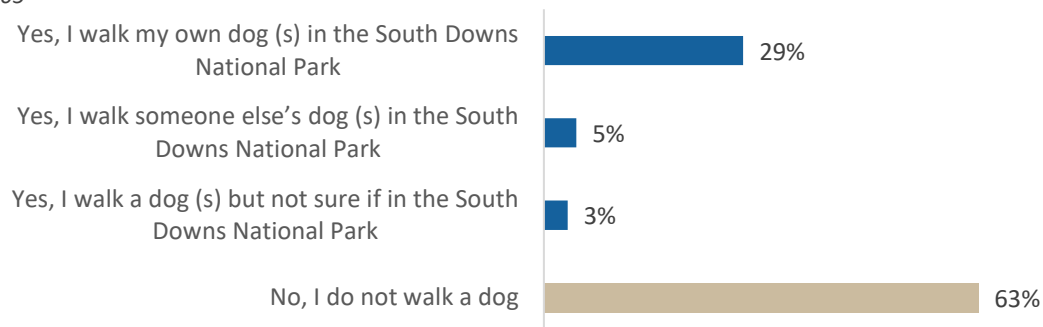
Recommendation 5

With over half of dog walkers not being aware of the 'Take the Lead' campaign, SDNPA should explore ways of increasing awareness, even though members feel that walk their dogs in a responsible manner. This will hopefully help to ensure all dog walkers in the National Park understand the correct behaviour to help protect the landscape, livestock and wildlife.

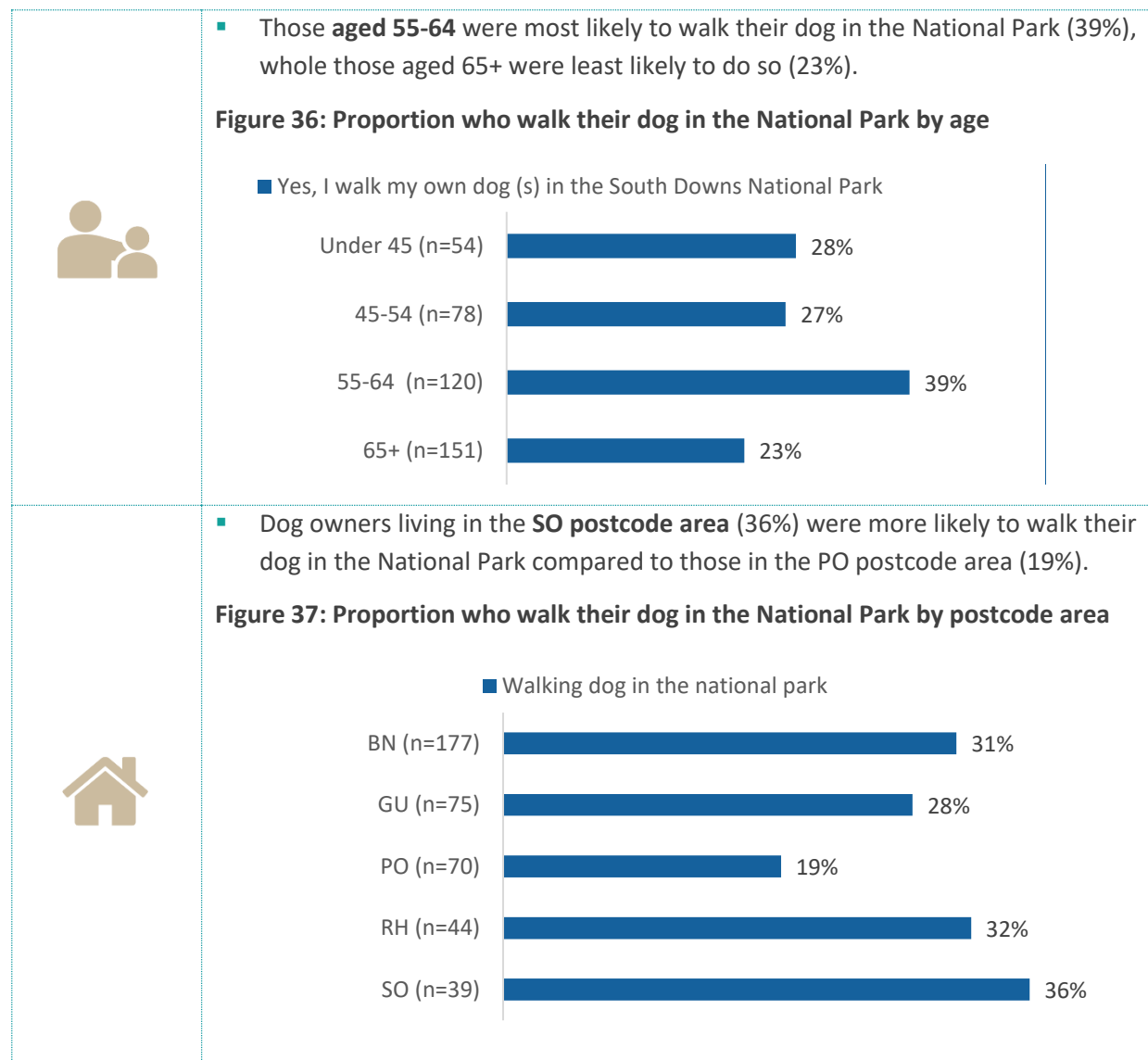
South Downs National Park Authority would like to discover more about patterns of dog ownership and behaviour in order to continue to protect the Park, its landscape, livestock and wildlife for all to enjoy. Panel members were asked how often they walk their dog (Figure 35). Two thirds (63%) of panel members said they did not have a dog, while around a three in ten (29%) said they had a dog and walked their dog in the National Park.

Figure 35: How regularly you walk your dog

Base: 405



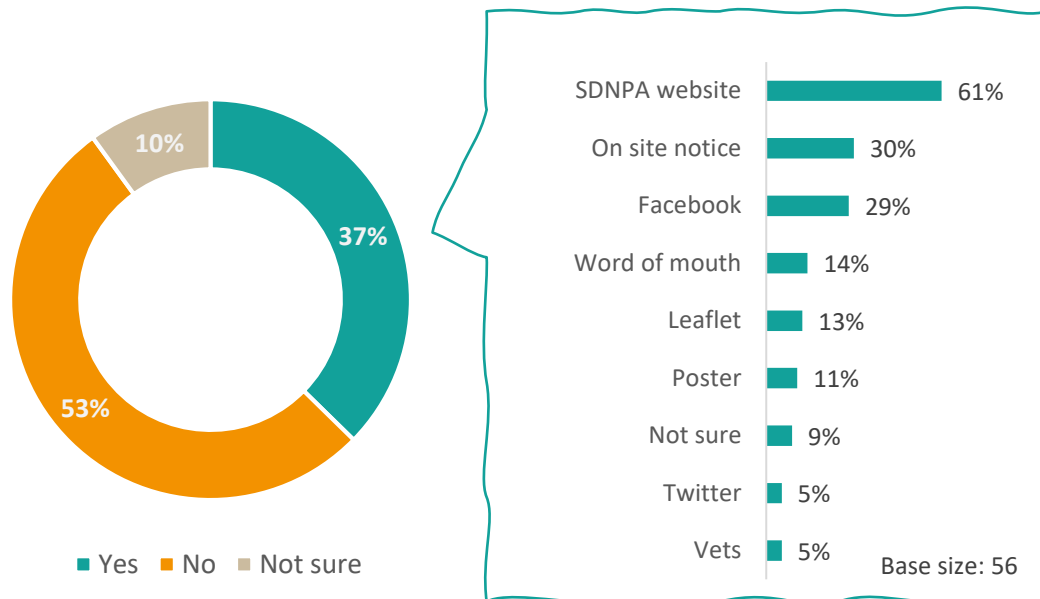
Sub-group analysis shows there are significant variations by age group and postcode area:



Panel members were then asked if they had heard about the ‘Take the Lead’³ campaign, but not through any South Downs National Park Authority surveys (Figure 38). **Almost two fifths** (37%) of panel members with a dog said that they **had heard about the ‘Take the Lead’ campaign**. Of those that had heard of the campaign, 61% said that they heard about it via the SDNPA website. Three in ten (30%) saw an onsite notice whilst 29% saw it on Facebook.

Figure 38: Awareness of ‘Take the Lead’ Campaign and where most commonly seen

Base: 150



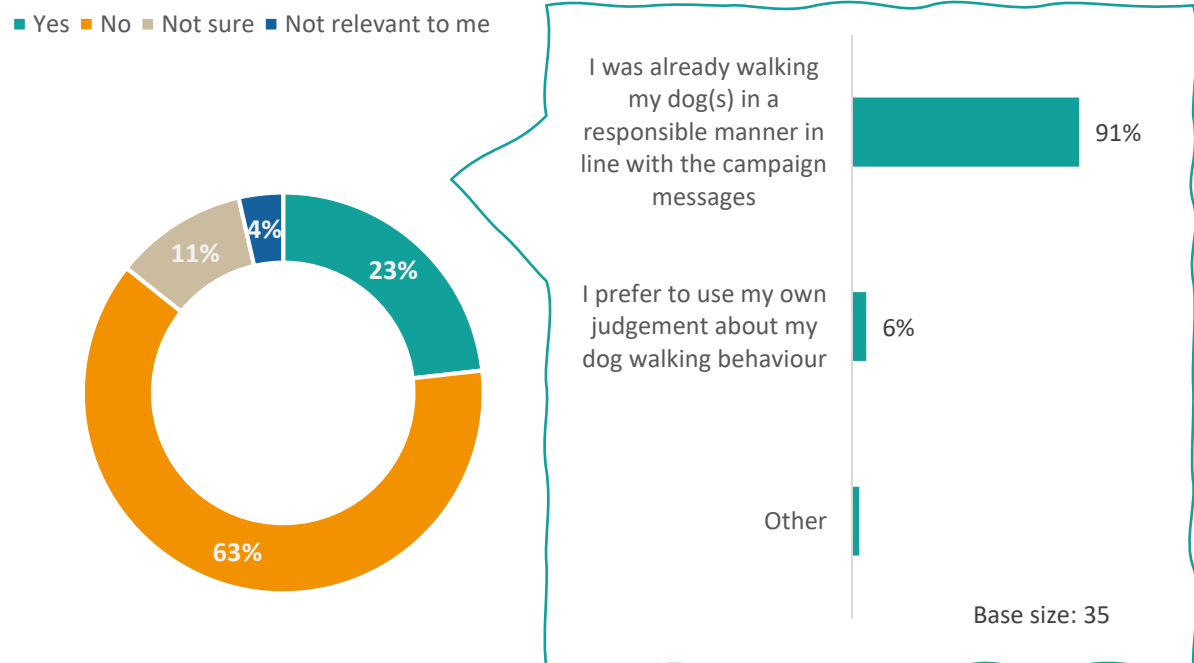
Due to the small sample size, there are no significant variations by sub-groups.

For those panel members that had heard of the ‘Take the Lead’ campaign, two thirds (63%) said that it had not impacted their dog walking behaviour (Figure 39). When asked why the campaign hadn’t had an impact on their dog walking behaviour, the vast majority (91%) stated it was because they already walk their dog in a responsible manner in line with the campaigns messaging. Positively, nobody stated that they didn’t agree or couldn’t remember the campaign.

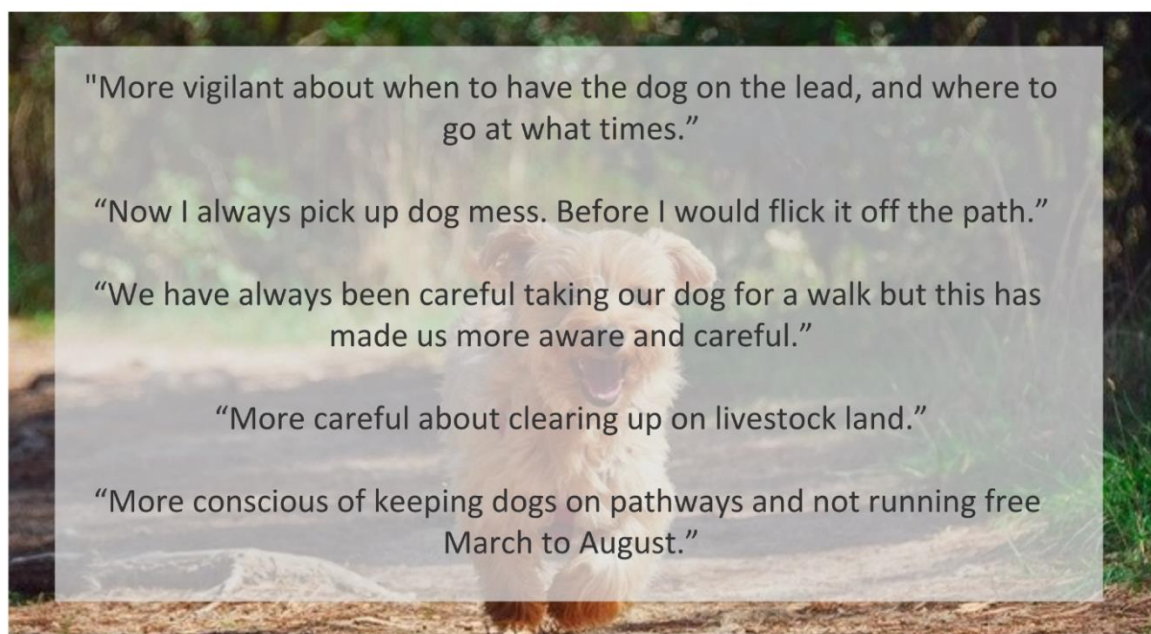
³[Southdowns.gov.uk/enjoy/take-the-lead](https://southdowns.gov.uk/enjoy/take-the-lead)

Figure 39: Awareness of the 'Take the Lead' campaign and the impact of the campaign on dog walking habits

Base: 56



Of the 23% of panel members who said the 'Take the Lead campaign' had impacted their dog walking, they were asked in what way the campaign has changed their habits, 14 people gave a response. Some comments can be seen below on the impacts of the this - for the full list of responses see Appendix C:



Section E: Heathlands Reunited

Summary and recommendation

A quarter of members **had heard** of the **Heathlands Reunited Project**, compared to 2019, 19% had heard of the project, and 8% in 2018, which shows a **steady rise in awareness**, showing that messaging around the Heathlands Reunited Project is improving. Of those that were aware of the project, two thirds **heard about it on the SDNP website**, with a further quarter **via word of mouth**. Over half of members who were aware of the project said **it did not have an impact on them because they visit heathlands sites anyway**. Just over one in ten said that the project did have an impact on them and lead them to visit a heathlands site in the last year.

Recommendation 6

With only a quarter of panel members aware of the Heathlands Reunited Project, SDNPA should look to increase awareness regarding the sites in the National Park. As there is low engagement from onsite communications, increasing and improving on site information could help to increase awareness. It's noted that many members use the National Park for walking and cycling routes, as well as visiting cafés. Having information on relevant routes about the project and in cafés and shops through the National Park will aid in spreading the message of the project.

Awareness of the Heathlands Reunited project

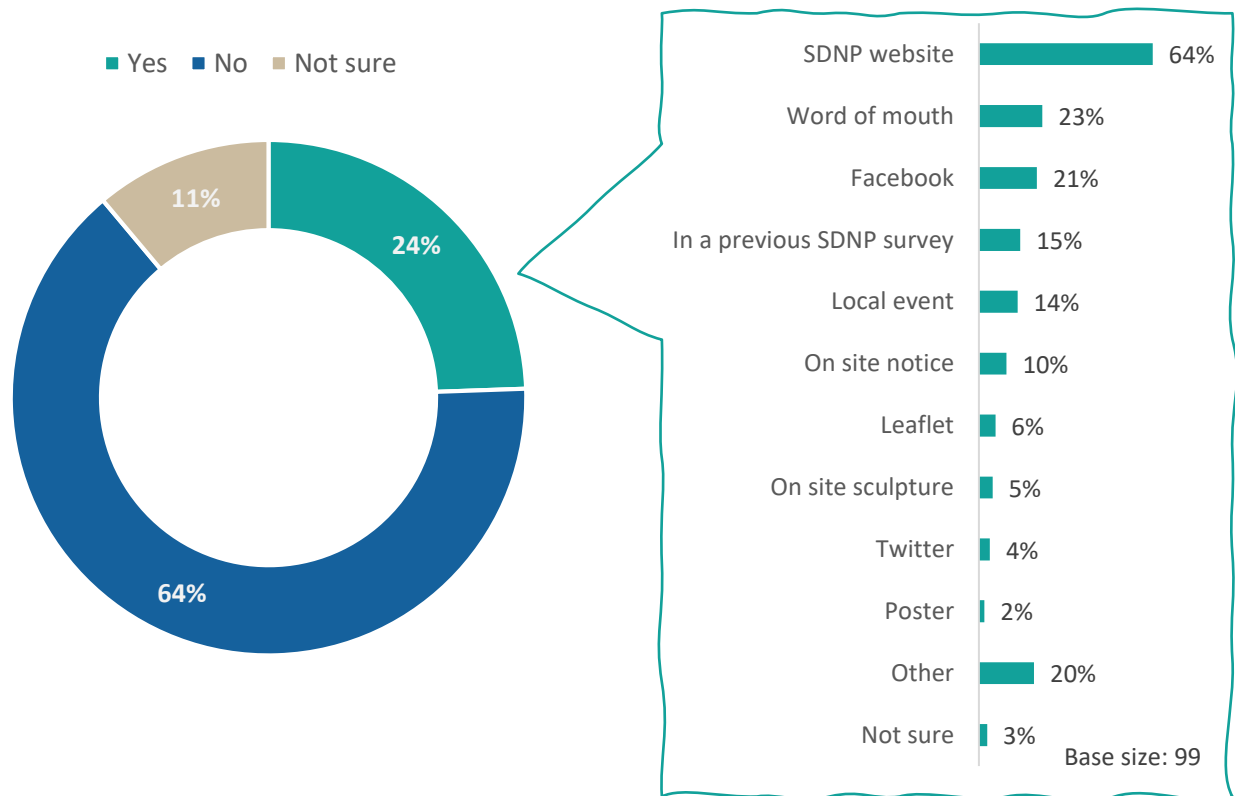
The Heathlands Reunited project⁴ is a five-year partnership project led by the South Downs National Park Authority to expand and connect the existing 1% of heathland left in the National Park.

Panel members were asked if they had heard of the project, excluding from any previous surveys they have done, including this one (Figure 40). A quarter (24%) of panel members had heard of the project. Of those that were aware of the Heathlands Reunited Project, two thirds (64%) had heard about it on the SDNP website, this was followed by 23% stating word of mouth and 21% said via Facebook. 20% had heard about the project from 'other' sources, but there were no significant common themes. Please refer to Appendix C for the detailed list of comments given.

⁴ <https://www.southdowns.gov.uk/help-your-heaths/heathlands-reunited/>

Figure 40: Awareness of the Heathlands Reunited Project

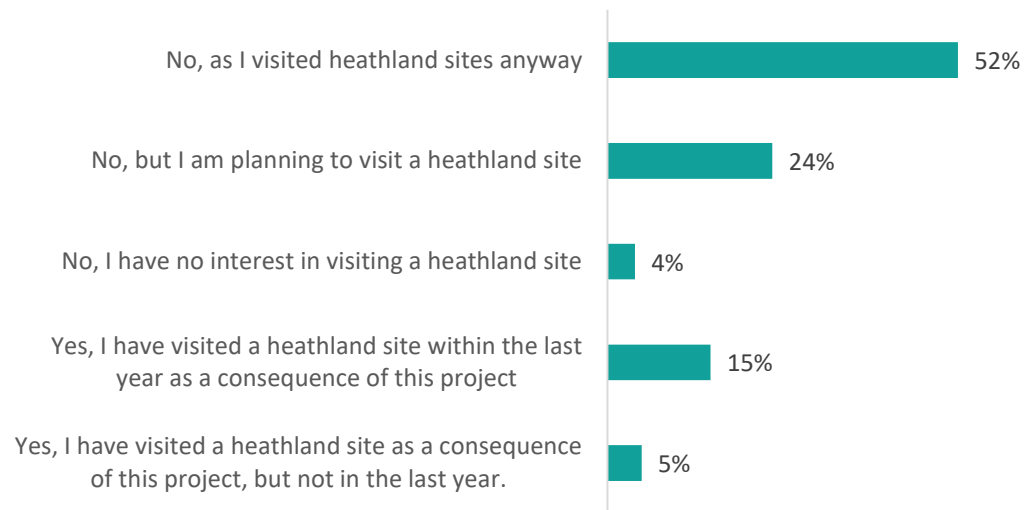
Base: 405, 99



Lastly, panel members who had heard of the Heathlands Reunited Project were asked if they have visited a Heathland site as a result of the project and if this was a result of hearing about it (Figure 41). Over half (52%) said it did not have an impact on them because they visited a heathland site anyway. A quarter (24%) said they were planning on visiting a heathland site, but not as a direct result of hearing about the project. Just 15% (3% of all panel members) stated that the project did have an impact and lead them to visit a heathlands site in the last year.

Figure 41: Visiting a Heathland site due to hearing about the project

Base: 99



Appendix A: Questionnaire

Appendix B: Data tables

Appendix C: Free Text Comments

Appendix A: Questionnaire

SECTION A: VISITOR MANAGEMENT

In 2020, we saw an increase in the number of people enjoying green spaces, including the South Downs National Park. To help shape our visitor management plans for the forthcoming year, we would be interested to know more about your activity plans for 2021.

Q1. Are you taking a holiday or planning to take a holiday this calendar year (up to the end of December 2021)?

- Yes *Go to 2*
- No *Go to 3*
- Don't know *Go to 2*

Q2 (routing - if yes/don't know) Please could you tell us a bit more about your holiday plans - where you intend to take your holiday and current status:

	Booked/ Reserved dates	Planned and intending to book/reserve dates	Not planned but hoping to book	No intention of planning/boo king
At home / 'Staycation'				
At a holiday location within the South Downs National Park that isn't my home				
Within another UK National Park*				
Elsewhere in the UK that is not in an National Park				
Travelling abroad outside of the UK				

*The Broads, Dartmoor, Exmoor, the Lake District, the New Forest, Northumberland, the North York Moors, the Peak District, the Yorkshire Dales, the Brecon Beacons, the Pembrokeshire Coast, Snowdonia, the Cairngorms National Park and Loch Lomond & The Trossachs

Q3. How often are you planning to do any of the following activities in the South Downs National Park this year, if any?

	A lot	Often	Sometimes	Not very often	Rarely	Never	Don't know
Go for a walk							
Have a picnic							
Walk the dog							
Go for a jog/run							

Watch wildlife							
Cycle (on my own bike)							
Cycle (on a hired bike)							
Visit a historic house or gardens							
Visit a museum or gallery							
Visit cafe/pub/tea room							
Shopping							
Watersports (e.g kayaking, paddleboarding, surfing etc)							
Other please specify							

Q4. Are you planning to use a vehicle to help transport any of the below equipment while spending time in the South Downs National Park this year? Please select all that apply

- Cycling/Biking
- Paddleboarding
- Surfing
- Strenuous hiking
- Boating/Sailing
- Canoeing/Kayaking
- Fishing
- Camping
- Caravan/Motorhome
- None of the above
- Other (please specify)

Q5. Has the Covid-19 pandemic affected whether you will be using public transport for any kind of local travel this year?

- Yes, it will significantly affect my use of public transport this year
- Yes, it will slightly affect my use of public transport
- No, I will be happy to use public transport as normal despite Covid-19
- No, I rarely/never use public transport
- Not sure

If you'd like to explain your answer further, please use the space provided below:

SECTION B: Keeping our website & social media content of interest

Through our social media channels and website, the South Downs National Park Authority provides users and followers with relevant and up to date information. We would like to get your opinions on the types of content published and produced.

Q6a Please select the top three topics that you would prefer to find out about on the South Downs National Park Authority website?

- Information and news stories about nature recovery, climate change and habitat restoration
- Cultural heritage news stories or information including identification guides
- Biodiversity and wildlife news stories or information including 'a spotters guide' to key species
- Walking and cycling route suggestions
- Suggestions and tips on where to visit and what to do in the National Park
- Competitions and quizzes
- Ways to get involved and volunteer
- Tips and suggestions on how to help nature and wildlife while visiting the National Park
- Tips and suggestions on how to help nature and wildlife at home or in your community
- Don't know /no opinion [exclusive]
- I don't visit the South Downs National Park Authority website [exclusive]
- Other please specify

Q6b Please select the top three topics that you would prefer to find out about on the South Downs National Park Authority social media pages such as Twitter, Facebook?

- Information and news stories about nature recovery, climate change and habitat restoration
- Cultural heritage news stories or information including identification guides
- Biodiversity and wildlife news stories or information including 'a spotters guide' to key species
- Walking and cycling route suggestions
- Suggestions and tips on where to visit and what to do in the National Park
- Competitions and quizzes
- Ways to get involved and volunteer
- Tips and suggestions on how to help nature and wildlife while visiting the National Park
- Tips and suggestions on how to help nature and wildlife at home or in your community
- Don't know /no opinion [exclusive]
- I don't use / visit the South Downs National Park Authority social media pages [exclusive]
- Other please specify

Q7. The South Downs National Park website provides suggestions for local walking & cycling routes. How would you prefer to search for a route that interests you?

- By county/geographical location
- By length of route
- By landscape type (e.g woodland, cliff top, river, open downland etc)
- By level of difficulty of route (i.e flat, hilly, rough terrain etc)
- By accessibility (suitable for wheelchairs, pushchairs etc)
- I'm not interested in walking/cycling routes
- Other (please specify)

Q8. To help inform us about relevant content for those interested in the National Park, we would like to know if you belong to any of the following organisations or groups? Please select all that apply

- National Trust
- Royal Horticultural Society
- The Wildlife Trust
- RSPB
- English Heritage
- The Ramblers Association
- A cycling group
- A running group
- A nature/biodiversity focussed group
- An environmental or climate change focussed group
- A farming society
- Museum/Gallery/Stately Home
- None of the above
- Prefer not to say
- Other (please specify)

Q9. Please use this space to suggest any content you'd like to see on our website/social media channels or if there are any other improvements we can make to our communications.

SECTION C: VOLUNTEERING

The South Downs National Park Authority supports a number of different areas and types of volunteering. During the pandemic, organised group volunteering has not been able to proceed as normal due to social distancing requirements. Microvolunteering has become more prominent because it is relatively lockdown-proof, with small acts contributing to a web of wider positive action. Microvolunteering tasks have been able to continue because they can be completed by individuals in a 'socially-distanced' way.

As more formal volunteering begins to return in 2021, we are keen to know if the motivation and ability for people to volunteer has changed at all. Throughout the pandemic we saw a huge movement of community volunteering to help other people. We want to know if and how this has impacted the communities in and around the National Park. We would also like to explore what lessons have been learned can help us inform new initiatives or ways of delivering volunteering.

Q10. Did you carry out any volunteering activities from March 2020 to March 2021?

- Yes, I started volunteering before the pandemic and have continued over the last year
- Yes, I have volunteered because of the pandemic
- Yes, I have volunteered but it was unrelated to the pandemic
- No, because of Covid-19 restrictions

- No, because I lack the time
- No, I am not interested in volunteering
- Other (please specify)

Q11. What type of volunteering did you do and how often did you volunteer? Please select all that apply

	Once over the past year	A couple of times over the past year	Once every few months	Monthly	Weekly	More than weekly	N/A
Community organised social volunteering relating to Covid-19							
NHS app or vaccine rollout volunteering							
Helped out neighbours/friends/family relating to Covid-19 of my own free will							
Litter picking in public spaces							
Practical work to improve public access (e.g path/trail clearance or maintenance)							
Practical conservation/land management tasks							
Species recording using a smart phone app or software (e.g iNaturalist or iRecord)							
Other please specify							

Q12. Did you volunteer alone or with others? Select all that apply

- Alone
- With family
- With friends
- With respondents of a co-ordinated community group
- Other (please specify)

Q13. How do you feel about volunteering in the future?

- I am currently volunteering and want to continue
- I am currently volunteering but will stop when covid-19 restrictions come to an end
- I was volunteering but have stopped now that covid-19 restrictions have eased
- I am not currently volunteering but I will be in the future
- I am not interested in volunteering
- I am unable to volunteer for the following reasons (Please select all that apply)

Q13b [routed from Q13=option 6] So that we can understand what stops people from volunteering, can you tell us why you aren't able to? [Please select all that apply]

- Lack of time due to current employment
- Lack of time due to caring or parenting responsibilities
- Health reasons
- Unable to afford extra costs attached such as travel
- Unable to find role or activity that suits me
- I do not feel confident enough to join a volunteering programme
- Other (please specify)

For more information about volunteering in the South Downs, including ideas for microvolunteering, please visit our website: <https://www.southdowns.gov.uk/volunteering/>

SECTION D: 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.

Q14. 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"/>

Q15. Not including this/previous South Downs National Park surveys, have you heard of the 'Take the Lead' campaign?
[Southdowns.gov.uk/enjoy/take-the-lead](https://southdowns.gov.uk/enjoy/take-the-lead)

Yes (<i>Go to Q16</i>)	<input type="checkbox"/>	Not sure (<i>Go to Q19</i>)	<input type="checkbox"/>
No (<i>Go to Q19</i>)	<input type="checkbox"/>		

Q16. Please can you tell us where you have heard about the Take the Lead campaign? (Tick all that apply)

- South Downs National Park website
- Facebook
- Twitter
- YouTube

- Vets
- Leaflet
- On site notice
- Poster
- Puppy/Dog training classes
- Word of mouth
- You tube
- Other (please specify)
- Not sure

Q17. Has the Take the Lead campaign had an impact on your dog walking behaviour?

[Southdowns.gov.uk/enjoy/take-the-lead](https://southdowns.gov.uk/enjoy/take-the-lead)

- Yes *[Go to Q18]*
- No *[Go to Q19]*
- Not sure *[Go to Q20]*
- Not relevant to me *[Go to Q20]*

Q18. (Routing – if yes) Please can you explain how your behaviour has changed when walking a dog/s? [Southdowns.gov.uk/enjoy/take-the-lead](https://southdowns.gov.uk/enjoy/take-the-lead)

Q19. (Routing – if no) Please can you explain why the campaign *hasn't* had an impact on your dog walking behaviour? [Southdowns.gov.uk/enjoy/take-the-lead](https://southdowns.gov.uk/enjoy/take-the-lead)

- I was already walking my dog(s) in a responsible manner in line with the campaign messages
- I don't agree with the campaign messages
- I can't remember the campaign messages
- I prefer to use my own judgement about my dog walking behaviour
- Other (Please specify)

Q20. If you know of any online group who may be interested in promoting our 'Take the Lead' campaign, please let us know in the space provided below and we will consider making contact with them Thank you.

SECTION E: HEATHLANDS REUNITED

The Heathlands Reunited project is 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.

Q20. Not including this/previous South Downs National Park surveys, have you heard of the Heathlands Reunited Project?

Yes (<i>Go to Q21</i>)	<input type="checkbox"/>	Not sure (<i>Go to END</i>)	<input type="checkbox"/>
No (<i>Go to END</i>)	<input type="checkbox"/>		

Q21. Please can you tell us where you have heard about the Heathlands Reunited project? (Tick all that apply)

- South Downs National Park website
- Local event
- Facebook
- Twitter
- Leaflet
- On site sculpture
- On site notice
- Poster
- Word of mouth
- In a previous South Downs National Park survey
- Other (please specify)
- Not sure

Q22. Have you visited a heathland site as a direct consequence of hearing about the Heathlands Reunited project?

- No, as I visited heathland sites anyway
- No, but I am planning to visit a heathland site
- No, I have no interest in visiting a heathland site
- Yes, I have visited a heathland site within the last year as a consequence of this project
- Yes, I have visited a heathland site as a consequence of this project, but not in the last year.

END

Thank you for taking the time to complete our survey, it is greatly appreciated.

Appendix B: Data tables

Q1

	Count	%
Yes	281	69%
No	75	19%
Don't know	49	12%

Q2

At home/ Staycation	Count	%
Booked/Reserved dates	108	33%
Planned and intending to book/reserve dates	24	7%
Not planned but hoping to book	90	27%
No intention of planning/booking	108	33%
At a holiday location within the South Downs National Park that isn't my home		
Booked/Reserved dates	19	6%
Planned and intending to book/reserve dates	12	4%
Not planned but hoping to book	40	12%
No intention of planning/booking	259	78%
Within another UK National Park		
Booked/Reserved dates	69	21%
Planned and intending to book/reserve dates	15	5%
Not planned but hoping to book	90	27%
No intention of planning/booking	156	47%
Elsewhere in the UK that is not in a National Park		
Booked/Reserved dates	136	41%
Planned and intending to book/reserve dates	20	6%
Not planned but hoping to book	105	32%
No intention of planning/booking	69	21%
Travelling abroad outside of the UK		
Booked/Reserved dates	46	14%
Planned and intending to book/reserve dates	14	4%
Not planned but hoping to book	46	14%
No intention of planning/booking	224	68%

Q3

Go for a walk	Count	%
Often	286	71%
Sometimes	93	23%
Not very often	15	4%
Rarely	8	2%
Never	0	0%
Don't know	3	1%
Not applicable	0	0%
Have a picnic		
Often	50	12%
Sometimes	156	39%
Not very often	77	19%

Rarely	73	18%
Never	34	8%
Don't know	11	3%
Not applicable	4	1%
Walk the dog		
Often	112	28%
Sometimes	34	8%
Not very often	3	1%
Rarely	12	3%
Never	48	12%
Don't know	2	0%
Not applicable	194	48%
Go for a jog/run		
Often	45	11%
Sometimes	27	7%
Not very often	19	5%
Rarely	42	10%
Never	178	44%
Don't know	5	1%
Not applicable	89	22%
Watch wildlife		
Often	142	35%
Sometimes	164	40%
Not very often	43	11%
Rarely	31	8%
Never	11	3%
Don't know	8	2%
Not applicable	6	1%
Cycle (on my own bike)		
Often	58	14%
Sometimes	61	15%
Not very often	28	7%
Rarely	37	9%
Never	119	29%
Don't know	8	2%
Not applicable	94	23%
Cycle (on a hired bike)		
Often	1	0%
Sometimes	5	1%
Not very often	5	1%
Rarely	14	3%
Never	242	60%
Don't know	9	2%
Not applicable	129	32%
Visit a historic house or gardens		
Often	51	13%
Sometimes	182	45%

Not very often	66	16%
Rarely	71	18%
Never	14	3%
Don't know	18	4%
Not applicable	3	1%
Visit a museum or gallery		
Often	38	9%
Sometimes	146	36%
Not very often	80	20%
Rarely	86	21%
Never	26	6%
Don't know	20	5%
Not applicable	9	2%
Visit cafe/pub/tea room		
Often	122	30%
Sometimes	200	49%
Not very often	32	8%
Rarely	35	9%
Never	10	2%
Don't know	4	1%
Not applicable	2	0%
Shopping		
Often	48	12%
Sometimes	124	31%
Not very often	91	22%
Rarely	66	16%
Never	45	11%
Don't know	14	3%
Not applicable	17	4%
Watersports (e.g kayaking, paddleboarding, surfing etc)		
Often	15	4%
Sometimes	38	9%
Not very often	28	7%
Rarely	45	11%
Never	183	45%
Don't know	18	4%
Not applicable	78	19%
Other		
Often	17	4%
Sometimes	16	4%
Not very often	2	0%
Rarely	9	2%
Never	54	13%
Don't know	93	23%
Not applicable	214	53%

Q4

	Count	%
Cycling/Biking	91	22%
Paddleboarding	25	6%
Surfing	3	1%
Strenuous hiking	60	15%
Boating/Sailing	15	4%
Canoeing/Kayaking	31	8%
Fishing	13	3%
Camping	35	9%
Caravan/Motorhome	18	4%
Other (please specify)	23	6%
None of the above	229	57%

Q5

	Count	%
Yes, it will significantly affect my use of public transport this year	114	28%
Yes, it will slightly affect my use of public transport	64	16%
No, I will be happy to use public transport as normal despite Covid-19	76	19%
No, I rarely/never use public transport	147	36%
Not sure	4	1%

Q6A

	Count	%
Information and news stories about nature recovery, climate change and habitat restoration	217	54%
Cultural heritage news stories or information including identification guides	126	31%
Biodiversity and wildlife news stories or information including 'a spotters guide' to key species	211	52%
Walking and cycling route suggestions	208	51%
Suggestions and tips on where to visit and what to do in the National Park	167	41%
Competitions and quizzes	19	5%
Ways to get involved and volunteer	52	13%
Tips and suggestions on how to help nature and wildlife while visiting the National Park	75	19%
Tips and suggestions on how to help nature and wildlife at home or in your community	63	16%
Other please specify	8	2%
Don't know /no opinion	4	1%
I don't visit the South Downs National Park Authority website	11	3%

Q6B

	Count	%
Information and news stories about nature recovery, climate change and habitat restoration	148	37%
Cultural heritage news stories or information including identification guides	90	22%
Biodiversity and wildlife news stories or information including 'a spotters guide' to key species	120	30%
Walking and cycling route suggestions	142	35%
Suggestions and tips on where to visit and what to do in the National Park	112	28%
Competitions and quizzes	31	8%

Ways to get involved and volunteer	44	11%
Tips and suggestions on how to help nature and wildlife while visiting the National Park	66	16%
Tips and suggestions on how to help nature and wildlife at home or in your community	53	13%
Other please specify	6	1%
Don't know /no opinion	8	2%
I don't use / visit the South Downs National Park Authority social media pages	118	29%

Q7

	Count	%
By county/geographical location	157	39%
By length of route	85	21%
By landscape type (e.g woodland, cliff top, river, open downland etc)	55	14%
By level of difficulty of route (i.e flat, hilly, rough terrain etc)	72	18%
By accessibility (suitable for wheelchairs, pushchairs etc)	8	2%
Other (please specify)	18	4%
I'm not interested in walking/cycling routes	10	2%

Q8

	Count	%
National Trust	198	49%
Royal Horticultural Society	67	17%
The Wildlife Trust	92	23%
RSPB	58	14%
English Heritage	50	12%
The Ramblers Association	25	6%
A cycling group	24	6%
A running group	24	6%
A nature/biodiversity focussed group	27	7%
An environmental or climate change focussed group	32	8%
A farming society	13	3%
Museum/Gallery/Stately Home	48	12%
Other (please specify)	43	11%
None of the above	64	16%
Prefer not to say	3	1%
I am not a member of any relevant organisations or groups	31	8%

Q10

	Count	%
Yes, I started volunteering before the pandemic and have continued over the last year	48	12%
Yes, I have volunteered because of the pandemic	13	3%
Yes, I have volunteered but it was unrelated to the pandemic	32	8%
No, because of Covid-19 restrictions	99	24%
No, because I lack the time	142	35%
No, I am not interested in volunteering	38	9%
Other (please specify)	33	8%

Q11

Community organised social volunteering relating to Covid-19	Count	%
Once over the past year	2	2%

A couple of times over the past year	8	9%
Once every few months	7	8%
Monthly	6	6%
Weekly	10	11%
More than weekly	5	5%
Not Applicable	55	59%
NHS app or vaccine rollout volunteering		
Once over the past year	0	0%
A couple of times over the past year	1	1%
Once every few months	1	1%
Monthly	0	0%
Weekly	5	5%
More than weekly	4	4%
Not Applicable	82	88%
Helped out neighbours/friends/family relating to Covid-19 of my own free will		
Once over the past year	2	2%
A couple of times over the past year	11	12%
Once every few months	4	4%
Monthly	8	9%
Weekly	23	25%
More than weekly	14	15%
Not Applicable	31	33%
Litter picking in public spaces		
Once over the past year	8	9%
A couple of times over the past year	6	6%
Once every few months	10	11%
Monthly	7	8%
Weekly	5	5%
More than weekly	9	10%
Not Applicable	48	52%
Practical work to improve public access (e.g path/trail clearance or maintenance)		
Once over the past year	2	2%
A couple of times over the past year	7	8%
Once every few months	6	6%
Monthly	4	4%
Weekly	0	0%
More than weekly	0	0%
Not Applicable	74	80%
Practical conservation/land management tasks		
Once over the past year	1	1%
A couple of times over the past year	5	5%
Once every few months	5	5%
Monthly	5	5%
Weekly	6	6%
More than weekly	0	0%
Not Applicable	71	76%

Species recording using a smart phone app or software (e.g iNaturalist or iRecord)		
Once over the past year	7	8%
A couple of times over the past year	3	3%
Once every few months	4	4%
Monthly	4	4%
Weekly	3	3%
More than weekly	2	2%
Not Applicable	70	75%
Other please specify		
Once over the past year	1	1%
A couple of times over the past year	4	4%
Once every few months	0	0%
Monthly	4	4%
Weekly	16	17%
More than weekly	8	9%
Not Applicable	60	65%

Q12

	Count	%
Alone	47	51%
With family	20	22%
With friends	13	14%
With respondents of a co-ordinated community group	41	44%
Other (please specify)	4	4%

Q13

	Count	%
I am currently volunteering and want to continue	88	22%
I am currently volunteering but will stop when covid-19 restrictions come to an end	2	0%
I was volunteering but have stopped now that covid-19 restrictions have eased	4	1%
I am not currently volunteering but I will be in the future	178	44%
I am not interested in volunteering	52	13%
I am unable to volunteer	81	20%

Q13B

	Count	%
Lack of time due to current employment	29	36%
Lack of time due to caring or parenting responsibilities	17	21%
Health reasons	33	41%
Unable to afford extra costs attached such as travel	0	0%
Unable to find role or activity that suits me	8	10%
Other (please specify)	8	10%
I do not feel confident enough to join a volunteering programme	7	9%

Q14

	Count	%
Yes, I walk my own dog (s) in the South Downs National Park	117	29%
Yes, I walk someone else's dog (s) in the South Downs National Park	19	5%
Yes, I walk a dog (s) but not sure if in the South Downs National Park	14	3%
No, I do not walk a dog	255	63%

Q15

	Count	%
Yes	56	37%
No	79	53%
Not sure	15	10%

Q16

	Count	%
South Downs National Park website	34	61%
Facebook	16	29%
Twitter	3	5%
YouTube	0	0%
Vets	3	5%
Leaflet	7	13%
On site notice	17	30%
Poster	6	11%
Puppy/Dog training classes	1	2%
Word of mouth	8	14%
You tube	0	0%
Other (please specify)	1	2%
Not sure	5	9%

Q17

	Count	%
Yes	13	23%
No	35	63%
Not sure	6	11%
Not relevant to me	2	4%

Q19

	Count	%
I was already walking my dog(s) in a responsible manner in line with the campaign messages	32	91%
I don't agree with the campaign messages	0	0%
I can't remember the campaign messages	0	0%
I prefer to use my own judgement about my dog walking behaviour	2	6%
Other (Please specify)	1	3%

Q21

	Count	%
Yes	99	24%
No	261	64%
Not sure	45	11%

Q22

	Count	%
South Downs National Park website	63	64%
Local event	14	14%
Facebook	21	21%
Twitter	4	4%
Leaflet	6	6%
On site sculpture	5	5%
On site notice	10	10%
Poster	2	2%
Word of mouth	23	23%
In a previous South Downs National Park survey	15	15%
Other (please specify)	20	20%
Not sure	3	3%

Q23

	Count	%
No, as I visited heathland sites anyway	51	52%
No, but I am planning to visit a heathland site	24	24%
No, I have no interest in visiting a heathland site	4	4%
Yes, I have visited a heathland site within the last year as a consequence of this project	15	15%
Yes, I have visited a heathland site as a consequence of this project, but not in the last year.	5	5%

Ethnicity

	Count	%
White	383	98%
Non-White	6	2%

Gender

	Count	%
Male	208	51%
Female	196	48%
Other, please self describe below	0	0%
Prefer not to say	1	0%

Age

	Count	%
18-24	3	1%
25-34	13	3%
35-44	38	9%
45-54	78	19%
55-64	120	30%
65+	151	37%
Prefer not to say	2	0%

Disability limitations

	Count	%
Yes, limited a lot	10	2%
Yes, limited a little	20	5%
No	370	91%
Prefer not to say	5	1%

Work status

	Count	%
Employee in full time job (30 hours or more a week)	133	33%
Employee in part time job (under 30 hours a week)	53	13%
Self-employed full or part time	53	13%
Retired	136	34%
Unemployed	3	1%
Furloughed (full time or part time)	2	0%
Away from work ill / on maternity leave / on holiday or sabbatical / a homemaker	14	3%
In full time education	0	0%
Other, please specify below	7	2%
Prefer not to say	4	1%

Area

	Count	%
BN	177	44%
GU	75	19%
PO	70	17%
RH	44	11%
SO	39	10%

Appendix C: Free Text Comments

Q3. How often are you planning to do any of the following activities in the South Downs National Park this year, if any? (Other)		Gender		Age				Postcode				
		Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base		19	9	2	8	6	12	10	7	4	2	5
	Archaeological/Local History/ Historic Vernacular Building research, Attractions in South Downs Park	1					1	1				
	Camping		1		1				1			
	Camping Regularly Paddle board and Swim in Chichester and Langstone Harbour	1			1			1				
	Clay shooting	1					1					1
	Country shows	1					1			1		
	Deer stalking and game shooting	1				1					1	
	Flyfishing	1			1				1			
	Flying	1					1		1			
	golf	1					1	1				
	Golf and other sports	1			1							1
	Horse riding		1		1				1			
	Horse riding. Which you continually ignore the high percentage of horse riders in the National Park & the limited access allocated to them. They are a very vulnerable group who deserve the same rights & acknowledgement as walkers & cyclists!!!!		1		1				1			
	Mobility Scootering	1					1				1	
	Motorsport	1					1		1			
	Observe / note/ photo/ flora		1				1					1
	Painting		1		1			1				
	Paragliding	1				1		1				
	Plain air painting		1				1	1				
	Ride my motorcycle along roads in the park. I do this a lot.	1				1				1		

Sailing	1					1	1				
Shooting	1					1	1				
Swimming (sea & river)		1	1					1			
Swimming in sea	1				1				1		
Vineyard visit	1		1								1
Visit towns in the park	1					1	1				
Work within the SDNP 2 days per week		1			1						1

Q4. Are you planning to use a vehicle to help transport any of the below equipment while spending time in the South Downs National Park this year? (other)		Gender		Age				Postcode				
		Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base		13	10	1	5	7	10	13	5		4	1
	Archaeological Equipment	1					1	1				
	Art materials for plain air painting		1				1	1				
	Deer stalking and game shooting	1				1					1	
	Diving		1			1		1				
	Dog	1			1						1	
	Dog walking	1			1			1				
	Dogs		1	1				1				
	Dogs!		1			1			1			
	Don't know how you think anyone would use a vehicle to transport a motorhome, mine weighs nearly 4 tonnes.		1				1	1				
	Drive to walk	1				1			1			
	Driving car		1				1	1				
	Golf	1					1	1				
	Horses		1		1				1			
	Horse riding	1			1				1			
	I walk a lot near my home, but I wouldn't call it strenuous		1				1	1				
	Mobility Accessible Vehicle	1					1				1	
	Paragliding	1				1		1				
	Picnic	1					1				1	
	Sailing	1					1	1				
	Shooting	2				1	1	1				1
	Tow horse box with horses		1		1				1			
	Walking		1			1		1				

Q5. Has the Covid-19 pandemic affected whether you will be using public transport for any kind of local travel this year? (Please explain your answer)	Gender		Age				Postcode				
	Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base	78	66	17	25	46	55	63	23	25	20	13
Although rarely using Public Transport due to lack of services, I intend to decrease my low usage even further due to the risk factor of Covid; this decision is driven by selfish members of public who either do not get their vaccination or fail to wear a	1						1				
Always use private transport	1			1							1
Always walk with a dog so cannot be certain of whether a bus will accept us. Also try to start walks from out of the way places that are not on a bus route.		1				1					1
I am vulnerable having to isolate since March 2020. The idea of public transport use fills me with horror!	1			1			1				
As a family with dogs, we tend to drive everywhere	1				1		1				
As I live at the bottom of Plumpton borstal, I don't need public transport		1		1			1				
As I live on the edge of the National Park I either cycle into it or use my car to reach the locations where I want to walk.	1				1				1		
As someone in the at-risk category, it will take some time for me to regain confidence to use public transport	1					1		1			
Avoid as possible. Use car instead	1					1			1		
Avoiding due to poor COVID discipline by others	1			1							1
Bearing in mind that I was one of those at serious risk and was advised to remain at home through the pandemic and although I have now had both jabs, I am still very cautious in going out and mixing with others.	1					1		1			
Because of shielding I won't be using public transport again for a while		1		1						1	
Being in a rural location I tend to cycle or drive	1				1			1			
Disabled	1					1					1
Disabled Need door to door transport.	1					1				1	
Do not want to put myself in that situation		1		1					1		

Don't feel safe in crowded indoor spaces		1			1		1				
Double jabbed so feel safe	1				1		1				
Expensive, limited routes to my favoured destinations.	1				1						1
Given my age, I still feel I should be cautious and prefer to access the park by car		1				1	1				
Have car so use that for most of my journeys.		1		1					1		
Have yet to use public transport since the beginning of the pandemic but I will probably start again in the not too distant future - once frequency and timetables are more settled.		1				1			1		
Having recently acquired a senior bus pass I enjoy using it. I feel the safety measures on local buses are adequate and I feel safe.		1				1	1				
Hesitant to use public transport until have been fully vaccinated		1		1			1				
I always drive for convenience	1		1							1	
I always drive to my destination as I have a dog.		1				1				1	
I am happy to use trains.		1	1					1			
I am more wary of using public transport		1		1			1				
I am reluctant to put myself in avoidable situations where virus transmission is certainly possible and may be likely.		1				1	1				
I am staying away from public transport		1				1	1				
I am still wary of using public transport since the pandemic hit.		1				1			1		
I am vulnerable so avoid any possibility of catching the virus	1					1					1
I can't take 4 dogs on public transport with me to the South Downs..... it is easier for me to pay for a permit to park in one of the Friston forest car parks and drive there		1	1				1				
I cycle, kayak or run from home	1				1		1				
I did not use public transport until May 2021. I am now back using it as normal. It feels safe.		1				1	1				
I didn't really use it much anyway, but now am scared to be in close proximity.	1		1							1	
I didn't use public transport much when we were supposed to be staying local during lockdown but am vaccinated now and happy to use public transport - though reduced train services have been a bit of an issue.	1				1		1				
I do not feel comfortable using public transport as I feel that it is not covid secure / the risks outweigh the benefits. I do not rust fellow members of the public, despite procedures that a travel company puts in place.		1	1				1				
I do not use public transport.	1					1	1				

I don't use public transport often due to where I live	1				1					1	
I don't feel safe around people in confined spaces		1		1						1	
I don't drive Siam reliant on public transport to visit anywhere		1			1			1			
I either walk, bike or use the car with multiple people and dog	1				1		1				
I Had to Shield	1				1		1				
I have a car and it is easier and provides flexibility of times.	1				1			1			
I have a motorbike which is my favourite way of getting about and exploring the county.	1				1				1		
I have anxiety so can't use public transport as it makes me really anxious		1			1		1				
I have avoided use of any shared transportation method; we will never contain this pandemic if we don't maintain strict rules on contact	1				1		1				
I have only been on a train once and a bus once and both times were to attend for my Covid jabs in Brighton. I will get back to using public transport but don't see the point unless I have to.		1				1	1				
I have painful mobility issues and don't live close to meaningful public transport so have to drive or be driven everywhere		1				1				1	
I have recently had to use public transport as an eye operation meant I was unable to drive. I live in Petworth and the buses I used were invariably late or early never on time. \$5 minutes late one day on an hourly service. 6 minutes early and most times	1					1		1			
I just don't use public transport much before or during the pandemic	1		1							1	
I live in SDNP so lucky to walk regularly from home. Otherwise lead walks from other locations but car needed for most.		1				1	1				
I live on the edge of the South Downs and cycle/walk straight in without the need for a car	1			1			1				
I no longer commute to London		1			1			1			
I occasionally use the A3 Corridor bus but more often cycle, walk or go by car. There is no convenient train station.	1					1				1	
I only use public transport when absolutely necessary and I don't expect that to change		1				1	1				
I prefer to walk or use my own car.		2			2		1			1	
I shan't use public transport whilst we have to wear a face covering, when that requirement ceases I will start using public transport. To be honest I don't use it much anyway as I have two cars and two motorcycles and a caravan and public transport is so	1				1					1	

I sometimes use trains, 2 of my children use trains regularly. Unfortunately there are no buses or close train station where we live so the car is used for most journeys.		1	1				1				
I still feel the need for more isolation than found on transport		1				1	1				
I think it is important to use public transport in the country and in town where possible and I don't think COVID should affect that.		1				1	1				
I think public transport is safe enough having been vaccinated	1					1	1				
I use my car or walk		1		1						1	
I used to use the breeze up to the downs buses a lot with my kids. During the pandemic, I have tended to walk straight out the door to the hills instead, although we used the bus home from Devils Dyke for the first time this year last weekend.		1	1				1				
I usually walk from my home or drive to a new destination		1		1				1			
I will not be using public transport, was a commuter until covid		1		1				1			
I will not use public transport whilst Covid is around unless I have absolutely no alternative	1			1				1			
I will use public transport very rarely until I am sure that it is safe to do so.	1					1	1				
I will use trains less often.		1		1				1			
I won't be commuting to London daily.	1				1					1	
I work from home so don't really need public transport		1			1				1		
I would prefer to use public transport, but there are fewer services now	1			1			1				
I would wear a face mask and would try and avoid a "packed " mode of transport	1				1						1
I'm not concerned about COVID but it's overall impact has changed my views on public transport currently	1				1				1		
I've avoided all public transport since the beginning of the pandemic. This means I'm using my car more. I also walk and cycle to nearby locations.		1			1		1				
I've had my 2nd vaccination and am careful in the vicinity of other people.	1					1	1				
I've just been on a walking holiday on the South West Coast Path in Devon and Cornwall and used local buses on a number of occasions. I felt perfectly safe so would have no issues using public transport to facilitate walks in the SDNP.		1			1		1				
If I want to go to London/Brighton/Portsmouth /Southampton, I use the train services, parking is expensive and usually full. Besides , I now benefit from a senior railcard.		1				1	1				
Impossible to transport shooting and fishing gear on a bus.	1					1					1
Infection risk, and poor availability, masks, having to book in advance and so on.	1					1	1				

It's a risk		1			1				1		
It's hard to predict what public travel will be like in the next 6 months. As I am currently not fully vaccinated I am avoiding public transport as much as possible. Once I am fully vaccinated and if Covid cases remain low then I will most likely start to		1		1				1			
It's expensive for a family of 4		1		1				1			
Lack of public transport in my area		1				1		1			
Less train travel to London	1		1								1
Likely to use car more rather than take the train which I did pre-Covid. Although I see myself getting back to trains & buses as things improve with Covid in the U.K.		1		1			1				
Living and working in an isolated rural area, I rely on my own transport.	1					1			1		
More likely to use a car	1				1					1	
Most sites are not interconnected with existing public transport routes, and even then to use them reduces the time on site considerably. Not viable with equipment.	1					1	1				
Much easier and safer to drive, public transport not good where I live		1				1				1	
My back wall is the boundary to the park, don't need to travel to get there	1			1			1				
My partner, who I live with, is clinically extremely vulnerable, so we're avoiding all public transport until we're both fully vaccinated and transmission rates are low enough to make it safe.	1		1				1				
No buses or trains near me so either walk or drive		1			1				1		
No wish to share with other people until covid has gone or it's no longer a threat	1					1			1		
Not keen on mixing on public transport. We drive to a location and do circular walk. Occasionally need a bus back to car.		1				1			1		
Nothing to explain I use public transport rarely - buses/trains		1		1						1	
Occasionally use public transport when possible but COVID raises concerns about reliability.	1				1		1				
Off peak travel to reduce contact	1				1		1				
On the few occasions I would be likely to use public transport I would be happy to do so.		1			1				1		
One just thinks twice about using public transport		1				1	1				
Only tend to use public transport to travel to Brighton to London	1				1		1				
Only use train for trips to London, Brighton, Portsmouth. Would happily use IOW ferries.	1				1				1		
Our local bus services are virtually non-existent - so we always use our own transport	1					1					1
Prefer to drive myself		1				1	1				

Public transport does not run very frequently from where I live and has limited destination. It also takes ages to get anywhere and then you have to get back.	1					1				1	
Public transport helps access to the park without spoiling its setting with traffic and car parks. I have already been on local trains and buses to access walking. When it's not too crowded it feels safe.		1				1	1				
Public transport is as safe if not better patrolled for COVID regulations than shopping or walking in town.		1			1			1			
Public transport is rarely convenient for the journeys I make.	1					1			1		
Public transport links to my village are non existent!	1		1					1			
Rarely use Public Transport but have renewed my Senior Rail Card and already used it for travel within NP	1				1		1				
Since lockdown has started to end gone back to travelling by bus for walks/ shopping / socialising	1					1		1			
Still reluctant to use public transport as I was shielding until 1 April and still avoiding potentially crowded situations where possible.	1					1			1		
That public transport is not convenient for where I live.	1		1						1		
The availability of public transport is the main problem of none use		1				1	1				
The future is currently very unsure so difficult to predict behaviour	1					1	1				
The risk of public transport is too high as I live in the SDNP and can walk as much as I like	1					1	1				
There is no public transport in this area that serves the places I want to go. With the exception of rail/ferry to IoW	1					1		1			
There isn't any public transport where I live in the SDNP		1			1					1	
Too dangerous on public transport because of the Indian Variant	1					1	1				
Too expensive and not reliable. Sadly even 1 person driving is cheaper than train journey.		1	1							1	
Too many people		1	1				1				
Try to avoid Public Transport since the pandemic.	1					1	1				
Until everyone is vaccinated, I am loath to use public transport. They may wear masks, but the seats are not cleaned between customers	1				1			1			
Used to commute on the train, I'll now be cycling	1		1							1	
Used to use trains but given their lack of ventilation seems to be an unhealthy choice	1				1					1	
Very few buses services where I live.	1					1	1				

Very poor connections from where I live, and more than 1 mile away.	1					1		1			
We have a bus service once a week on a Friday only. So, generally there is no public transport in our location.	1			1							1
We have been advised to avoid public transport if possible. Have travelled much less and done shorter journeys by car since April 2020.	1					1	1				
We live in the country there is little to no public transport	1				1					1	
We live in the middle of nowhere, so getting anywhere by public transport simply isn't an option.		1			1			1			
We would feel safer in our own car, and that also makes journeys more direct and generally easier with small children too.		1	1								1
Wearing a mask and travel at non busy times		1			1			1			
While the risks are not as high, and precautions can be taken, I would continue to avoid using public transport while I can use my own transportation.		1	1							1	
Whilst an avid bus user to access the Downs before the pandemic, I'm now very reluctant preferring to use the car	1					1	1				
Will avoid public transport if I can	1				1		1				
Will try to avoid busy times		1			1					1	
Will use public transport if private transport isn't suitable	1			1			1				
Won't use unless no alternative		1			1						1
Would prefer not to use public transport where possible because of COVID-19 but I will be walking the South Downs Way this summer over several days so will have to use public transport in places.		1		1			1				

Q6a. Please select the top three topics that you would prefer to find out about on the South Downs National Park Authority website? (other)		Gender		Age				Postcode				
		Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base		5	3	1	2	3	2		3	2	2	1
	Art and artistic opportunities		1		1					1		
	Development plans for the park	1					1		1			
	Horse riding		1	1							1	
	How SDNPA 150 staff spending £1million each month justify their existence when Wildlife Reserves are starved of money.	1					1				1	
	Ideally with lots of content aimed at primary school aged children	1				1				1		
	Opening times and closures	1				1						1
	Planning information changes	1				1			1			
	Routes & access for horse riders		1		1				1			

Q6b Please select the top three topics that you would prefer to find out about on the South Downs National Park Authority social media pages such as Twitter, Facebook? (other)		Gender		Age				Postcode				
		Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base		5	1		1	2	3	2	2		1	1
	Development plans for the park	1					1		1			
	Don't use social media	1					1	1				
	Landowners who are rewilding	1					1				1	
	More info for horse riders.		1		1				1			
	Opening times and closures	1				1						1
	Update on planning issues especially planning applications of interest	1				1		1				

Q7. The South Downs National Park website provides suggestions for local walking & cycling routes. How would you prefer to search for a route that interests you? (Other)	Gender		Age				Postcode				
	Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base	11	7	2	7	4	5	8	4	3	1	2
A combination of location and difficulty/length	1				1					1	
All of the above (except maybe the accessibility option)	1			1				1			
All of the above!		1	1				1				
All the above	1					1	1				
By location, length, and difficulty ... also if accessible via public transport	1			1			1				
By map - I like to see the route on a map so that it is in context		1		1			1				
Circular routes	1			1							1
Geographically and features of interest		1			1						1
I'm very interested in walking routes but tend to use the OS map to plan my own. If I was interested in finding out about a route it would be by geographical location as I could then use that information to work out my own walk.	1				1		1				
Info on routes for horse riders		1		1				1			
Length & circular		1				1			1		
Local History/Heritage associated with the H.E. Record.	1					1	1				
More than one search option would be more useful		1	1					1			
Proximity to parking/public transport	1			1			1				
Suitable for dogs	1					1	1				
There needs to be a combination of facts - distance, difficulty and duration would help	1				1			1			
Use of ordnance survey maps	1					1			1		
We have many routes we use		1		1					1		

Q8. To help inform us about relevant content for those interested in the National Park, we would like to know if you belong to any of the following organisations or groups? (other)		Gender		Age				Postcode				
		Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base		25	18	4	6	11	22	20	10	7	2	4
	A local walking group	1					1	1				
	A private walking group		1				1				1	
	Archaeology /Built Heritage Groups, monthly bird survey for NT & occasional estate flint & brick repair, the South Downs Folk Singers	1					1	1				
	Art Fund		2		1		1	2				
	Art Gallery		1		1			1				
	Arts Society formerly NADFAS		1				1		1			
	Arun Healthy Walking Scheme & U3A walk leader for both.		1				1	1				
	BASC	1				1		1				
	BASC CLA	1					1	1				
	BASC, NGO, NoBS, Angling Trust	1					1					1
	BHPS		1			1		1				
	Countryside Alliance, British Deer Society and British Association of Shooting and Conservation	1				1					1	
	CPRE	1				1			1			
	Forestry England	1		1								1
	FOTSD walks and strolls programme	1					1			1		
	Friends of the Lake District	1					1		1			
	Garden organic		1			1				1		
	Greenpeace	1				1				1		
	Historical Cars & Trades	1					1					1
	Horse Riding club		1		1				1			
	Local community group for local nature reserve		1	1				1				
	Local walking group		1				1	1				
	Nordic walking group		2			1	1		1			1

OU Geological Society	1				1		1			
Paragliding Club	1				1		1			
Plant life, Woodland Trust	1					1		1		
recently resigned from national trust because of their unpatriotic position	1					1			1	
Sussex Archaeological Society		1			1		1			
Sussex Wildlife Trust	1			1			1			
The British Mountaineering Council	1					1	1			
U3A		1				1	1			
Wakehurst		1		1			1			
West Dean Gardens	1		1					1		
Wetlands Trust	1					1			1	
Wetlands Trust WWT	1					1	1			
Woodland trust	3	2	1	1	1	2	1	2	2	
Yorkshire Dales NP	1					1		1		

Q9. Please use this space to suggest any content you'd like to see on our website/social media channels or if there are any other improvements we can make to our communications.	Gender		Age				Postcode				
	Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base	41	32	10	10	20	34	32	10	16	8	8
A brief on your conservational work would be good	1				1		1				
Activities and in particular special events in the National Park - reasons for going.	1				1		1				
Again, more info & access for horse riders.		1		1				1			
Any information regarding historic monuments, buildings, canals, railways etc	1					1			1		
Any moves to hold meetings and events in person rather than purely online would be welcome.		1				1	1				
Emails are better than social media and many people that may be interested in the SDNP that are 60+ don't use social media	1				1				1		
Even though I am squarely in the demographic, I find the very narrow lens presented of engagement with the National Park depressing. Its twee, middle class, safe and excluding. This is an exciting resource for everyone. Let's make it that. Never mind tea rooms!	1				1		1				
For the younger generation, perhaps an additional social media channel of focus should be Instagram.	1				1			1			
GPX download maps			1				1				
Guided walks, events, volunteering, for people on their own.		1			1				1		
Horse riding feels overlooked in relation to cycling but could be better supported by the National Park through publication of routes and available facilities (parking, overnight accommodation, horse-friendly road crossings).		1	1							1	
How to behave in the countryside - trespass - dog nuisance - noise - gates - foot path discipline - trampling grass (pasture) Abuse - 'mate this is National Park I can go anywhere I want' - 'my dog was only playing with your sheep - he wouldn't hurt a fly.'	1					1	1				
I always find all information that I need thank you.		1		1						1	
I am in Facebook group, '30 days in the wild' this shows birds plants animals etc people have spotted and identify them. Also walks people have done could inspire others		1				1			1		

I find it incredible that field sports are continually omitted from SDNP surveys when they provide so much income and employment in the area. Significantly more so than walking, cycling, treasure hunts, quizzes and competitions.	1				1					1	
I prefer pull mechanisms rather than social media push, therefore it is important to me that information is as few clicks away as possible, endlessly being asked my preferences whilst searching makes me stop looking.	1			1							1
I rarely look at the website and I don't use social media.		1	1				1				
I think that this has already been covered with the multi-choice questions.		1				1		1			
I think you're already doing a great job and I cannot think of anything to add.		1	1				1				
I very rarely have the time to visit websites and virtually never visit social media channels. I would rather be outside than pouring over a computer.		1				1	1				
I would like to see more information on cycling routes, on & off road in the National Park and accesses to them from the large population areas close to the SDNP. In particular from the Portsmouth Conurbation.	1					1			1		
I would like to see more signage at the entrances re litter, fly tipping and dog poo. I live in the Slindon National Trust village, and I regularly litter pick, but the fly tipping has got much worse. Also, the horror of people leaving their dog poo bags out.		1				1	1				
If showing where walking and cycling route would also be useful.	1					1				1	
In addition to the top 3 communications that I selected, I would also like to find out about opportunities for volunteering in the National Park, and also how to encourage wildlife in my garden/local community.		1		1				1			
Information about how people lived and worked within the National Park area over the centuries. The geology of the area.		1				1			1		
Information in local press.	1					1					1
Information on when parts of the SDNP are particularly crowded so I could find alternative walks if I want to avoid crowds.	1			1			1				
Interactive map	1		1						1		
I would like to see social media banned / done away with. I can obtain all the information needed on the website but would prefer it to be by way of paper publication.	1					1	1				
Just more walking/cycling routes - long and short.	1		1								1
Keep people updated on concerns raised and how they are being dealt with		1			1					1	
Lavatory facilities.		1				1	1				

Less of 'Nanny-Knows-Best' more on what SDNPA is doing for 99% of us who don't own 'our' Countryside; much of which has been destroyed by 1% Inherited Landowners since WW2.	1					1				1	
Limiting overcrowding, parking congestion and littering.	1				1		1				
Local events and community groups for all ages.		1	1					1			
Local food and drink producers. Tips on how and where to stargaze.	1		1								1
More about history of landscape.	1				1				1		
More about how to take action on climate change and rewilding.	1		1				1				
More about volunteering - or volunteering with similar organisations. Information about relevant training and qualifications for those potentially interested in working for your organisation in the future.	1			1			1				
More frequent - weekly newsletters rather than monthly	1				1			1			
More prominence of the countryside code and in particular keeping dogs on leads and not hanging your dog's poo bag up in a tree!		1			1						1
News on planning applications including upon adjacent land.	1					1	1				
No problems so far!	1					1	1				
Notice of events and who might be interested	1					1	1				
Please reconsider more 'rewilding' (less farmland, more wildlife and woodlands) as Scotland is doing right now. Thank you.		1	1							1	
Possibly more focus on art and the South Downs artists and places easily accessible with outdoor painting gear		1				1	1				
Posters to promote awareness at key points within the city and perhaps on buses.	1					1			1		
Same suggestion as always, change the culture within SDNPA. Hire a web designer that understands how to represent the then new purpose of the SDNP. Both of which will bring it into line with other UK NPs for the benefit of visitors, residents and businesses.	1					1		1			
Seems good as it is.	1				1					1	
Social media channels in particular carry really good content, lovely photos and lots of sensible, practical advice during the pandemic about how to visit safely as well as finding ways to include people who were shielding or not able to visit.		1		1			1				
Suggest very strongly that people should respect the environment and wildlife of the downs, and to leave it as they found it taking rubbish home and controlling dogs etc.		1				1	1				

Target walking groups. Big increase in numbers in the last year. But we are the retired, older generation & often feel side-lined. Regularly walking in the SDNP. The members then bring their families, friends. (Not mentioned on your list of groups)		1				1	1				
The emails are informative and very useful. I think it is important that they are sent regularly on a schedule.	1				1				1		
Timings of social media post outs, it would be good to know when events are on so we can plan walk/runs to stay clear of them.		1			1				1		
Updates on footpaths that may be closed, new publication releases - maps or guides, what to look for if you are out and about.		1		1			1				
Updates on Heritage initiatives within the park by the local societies & groups associated with the volunteer Heritage Rangers.	1					1	1				
Very clear do's and don'ts regarding paths, dogs, litter, picnics, parking and no barbecues in fragile environments.		1			1		1				
Walks and cycle routes that pinpoint my location and can give me instructions on where to turn etc. to follow a particular route (from a wide variety of routes) from one place to another or of a circular nature. This could then be used for historical or informational purposes.	1				1				1		
Ways of getting to parks for those without personal transport.		1				1	1				
We are currently fighting a planning application to change a farm to B2 industrial use producing harmful contaminants & noise, it would be good to highlight any adverse proposals which damage the peace & tranquillity of the National Park.	1					1					1
We are not all as active as we once were, so activities that are gentler and less strenuous would be good.		1				1			1		
Website with good details of cycling routes. Details of work being done to support and improve wildlife habitat and reduce monoculture and intensive farming.	1			1					1		
Work being done to improve SDNP. Outline of reasons for decisions and strategy of SDNP. What you are doing for communities living within the SDNP, such as minorities such as disabled, young, elderly special needs amenities such as toilets, BBQ sites ,etc.		1		1					1		
Yes, I would like to see more transparency about who owns the various parts of the SDNP, how they use public money to improve it for wildlife and people and what more they could do, and indeed a few are actually doing. I would like to see an honest acknowledgement.		1			1		1				
Your communications are of a very good standard.	1				1						1

Q10. Did you carry out any volunteering activities from March 2020 to March 2021? (other)	Gender		Age				Postcode				
	Man	Woman	Under	45-54	55-64	65+	BN	GU	PO	RH	SO
Base	16	17	3	5	8	17	15	7	2	6	3
Already committed to volunteering at xxxx Museum	1					1			1		
Have been ill.		1				1					1
Health issues made most activities impossible.		1				1				1	
I already volunteer regularly with conservation work outside the National Park.		1				1					1
I am unsure how to volunteer.		1	1				1				
I continued my established volunteering activities elsewhere.	1					1		1			
I do so in unofficial ways.		1			1					1	
I have spent 40 years in your VRS.....my time for that is now over, but I still do the occasional litter pick in my local area.	1					1	1				
I voluntarily help on a local shoot carrying out conservation work.	1					1					1
I was furloughed from the National Trust volunteer team.		1				1		1			
I was in paid employment through some of that time.		1			1		1				
Limited use XX years old!	1					1	1				
Live too far away.		1	1					1			
No - partly because of Covid-19, partly due to limited time, and partly due to recovering from a road accident.	1			1			1				
No because I have not made the effort although I should do.	1					1		1			
No because I have a small plot within the park myself which I am managing for wildlife.		1			1		1				
No because I have been having treatment for xxx.	1					1			1		
No because my work increased during the year of Coronavirus.	1				1		1				
No because we just moved to the area.		1			1					1	
No but I would be interested.		1		1				1			
No I don't volunteer.		1				1		1			
No one ever got back to me.		1		1			1				
No, due to poor health		1	1				1				

No, I have been a volunteer in the past, but am not at present involved with any volunteer activities		1		1		1				
No, my health currently prevents it.	1			1					1	
No, not fit enough.	1				1	1				
Not got round to it and see my earlier comments about engagement	1				1	1				
Resent being asked to volunteer by bureaucrats sitting on their backsides expecting others to do their work for them.	1					1			1	
Thought about it but don't know how or what!	1				1	1				
Too old		1				1	1			
Too old!	1					1		1		
Volunteered with the National Trust		1			1				1	
Yes but not connected to SDNP	1					1	1			

What type of volunteering did you do and how often did you volunteer? (other)	Gender		Age				Postcode				
	Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base	20	12	5	5	6	16	13	8	6	2	3
1. Cycle campaigning on behalf of Cycling UK. 2. Leading cycle rides to help people to return to cycling.	1					1			1		
AAO - limited due to travel restrictions but a couple of visits undertaken.		1	1							1	
Access and Land Management work for the British Mountaineering Council in the High Weald area	1					1	1				
As a Family Liaison Volunteer on the Stroke Wards at Queen Alexandra Hospital, Portsmouth.	1				1				1		
Bat surveys for NBMP	1			1					1		
Bird Surveys for BTO, Sussex Ornithological Society, RSPB	1					1		1			
Built a duck house	1		1								1
Church related activities		1				1	1				
Citizens Advice volunteer Egrets Way project charitable trust		1				1	1				
Dementia Friends Information Sessions. Portsmouth Dementia Action Alliance		1		1					1		
Digitising/updating hard copy historic building records	1					1	1				
Disaster response agency volunteer	1			1			1				
Duke of Edinburgh award leading groups	1				1				1		
Education	1					1			1		
Foodbank	1					1	1				
Fundraising and trustee		1	1					1			
I volunteer as a run leader with my local running club. I lead off road runs on the downs in the south downs National Park.		1	1				1				
Joined my Parish Council as a councillor and before that attended working groups		1	1					1			
Lambing		1			1		1				
Maintenance work at my local sports club	1					1	1				
Museum volunteering		1				1	1				

RVS Volunteer Cathedral Volunteer	1			1					1
Scouting, Church Sound Team, Rugby Coaching, Parish Newsletter Editing, Village Welcome Team	1		1						1
Social care volunteering not relating to Covid		1			1	1			
Supporting a local Charity.	1				1	1			
Town Planning comment	1				1		1		
Tutoring (virtually) to primary students		1	1			1			
Volunteer gardening		1		1			1		
Volunteering at local hospice	1				1				1
Volunteering for a local community venue on the front desk, and also at a community theatre as the sound engineer.	1			1			1		
Weald and Downland Museum Woodland Trust	1				1		1		
Youth club	1				1		1		

Q12. Did you volunteer alone or with others? (other)		Gender		Age				Postcode				
		Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base		3	1		1	1	2	1	1	2		
Action Tutoring			1		1			1				
Official volunteer group		1					1		1			
Volunteer ranger groups		1				1				1		
With other Cycling UK members		1					1			1		

Q18. Please can you explain how your behaviour has changed when walking a dog/s?	Gender				Age			Postcode			
	Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base	6	7	3	2	5	3	6	3	2	2	
Being mindful of what is around us.	1				1				1		
I am always aware if someone has their dog on a lead, I assume there is a reason for that and then put my dog on a lead unless that person makes it clear it is not necessary for me to do so.		1				1				1	
I am walking someone else's dog. I keep her on the lead as I don't know her well and her owner is terrified of her being stolen.		1				1			1		
It frequently helps me recall my dog when it is approached by other aggressive or less controlled animals.	1				1			1			
Made me more aware of breeding and ground nesting season.		1			1			1			
More careful about clearing up on livestock land	1				1		1				
More conscious of keeping dogs on pathways and not running free March to Aug		1	1					1			
More vigilant about when to have the dog on the lead, and where to go at what times	1			1			1				
Now I always pick up dog mess. Before I would flick it off the path.	1					1	1				
Shows the impact of u being a bad pack leader		1	1				1				
Watching closely for livestock. Clearing up after the dog.		1	1				1				
We have always been careful taking our dog for a walk, but this has made us more aware and careful.	1				1					1	
We went to see xxxxx your dog		1		1			1				

Q20. If you know of any online group who may be interested in promoting our 'Take the Lead' campaign, please let us know in the space provided below and we will consider making contact with them.		Gender		Age				Postcode				
		Man	Woman	Under 45	45-54	55-64	65+	BN	GU	PO	RH	SO
Base		8	10	6	2	5	6	6	2	2	4	5
	'Borrow my doggy'		1	1								1
	Dog walking by others is becoming a nuisance to me due to dog waste and discarded plastic bags full of waste. Also dogs off leads when they should be under control.	1				1		1				
	Dog walking in the National Park should not be encouraged.	1				1				1		
	Dogs need freedom to roam without risk of running into livestock.	1					1				1	
	Facebook: dog walkers of Sussex, canicross Sussex. I would be inclined to contact dog trainers, as well as dog/pet re-homing charities.		1	1				1				
	Friends of Hollingbury & Burstead Woods, Brighton	1					1	1				
	I hadn't heard of this before, followed the link in the survey and was disappointed at the initial content, I was expecting something positive i.e. dog walks, but it seemed more about putting off dog walkers		1			1				1		
	Leah Holdaway, Positive Training for Canines, runs classes just outside National Park at Colden Common, and regularly write a newsletter and has a Facebook page. She has also organised group dog walks to promote responsible dog walking		1				1					1
	Micheldever Village Association	1				1						1
	More leaflets on NT car parks? On village hall noticeboard... cafes? This situation will get worse as more clueless people got dog during pandemic. It's not only 'take the lead' but also 'respect the lead' which they do not understand.		1	1							1	
	National Association of Dog Walkers		1	1					1			
	People with dogs are destroying the little wildlife of the park			1				1				
	Sussex Walking Women Facebook page		1		1						1	
	Wild Pulborough		1	1							1	

