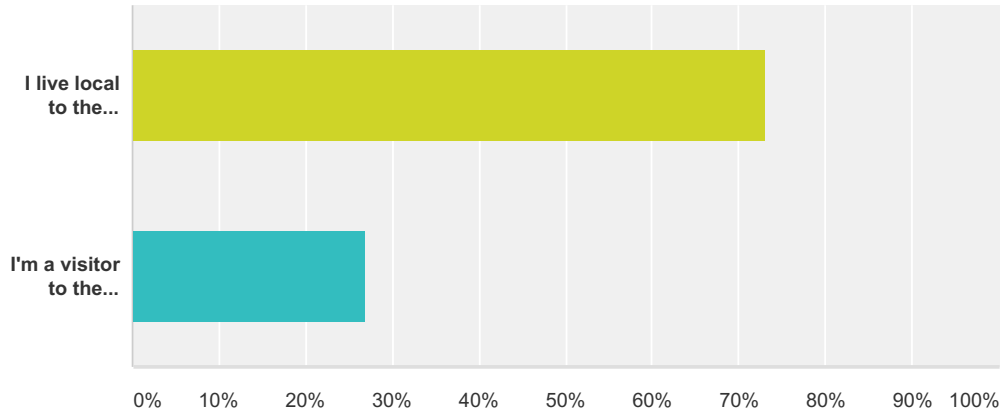


### Q1 About you - where do you live?

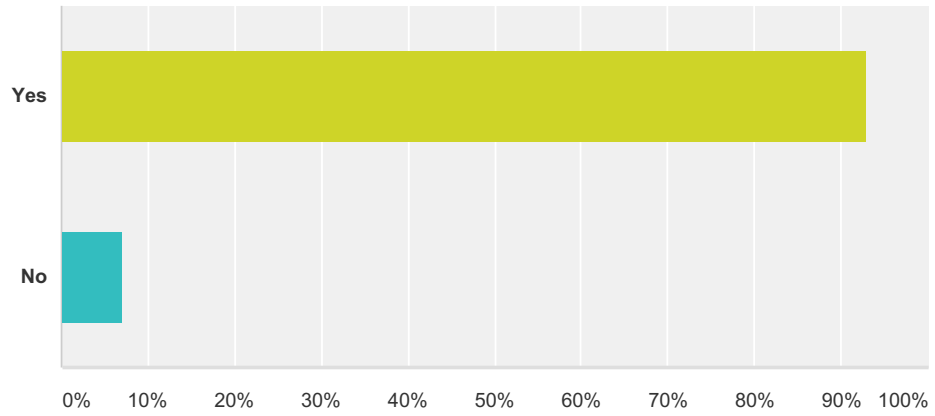
Answered: 141 Skipped: 0



Answer Choices	Responses
I live local to the Marlborough Downs (the area between, and including, Swindon, Marlborough and Avebury)	73.05% 103
I'm a visitor to the Marlborough Downs from further afield	26.95% 38
<b>Total</b>	<b>141</b>

**Q2 Have you read about or heard about farmers working to help wildlife across the Marlborough Downs in a project called "Marlborough Downs Nature Improvement Area"?**

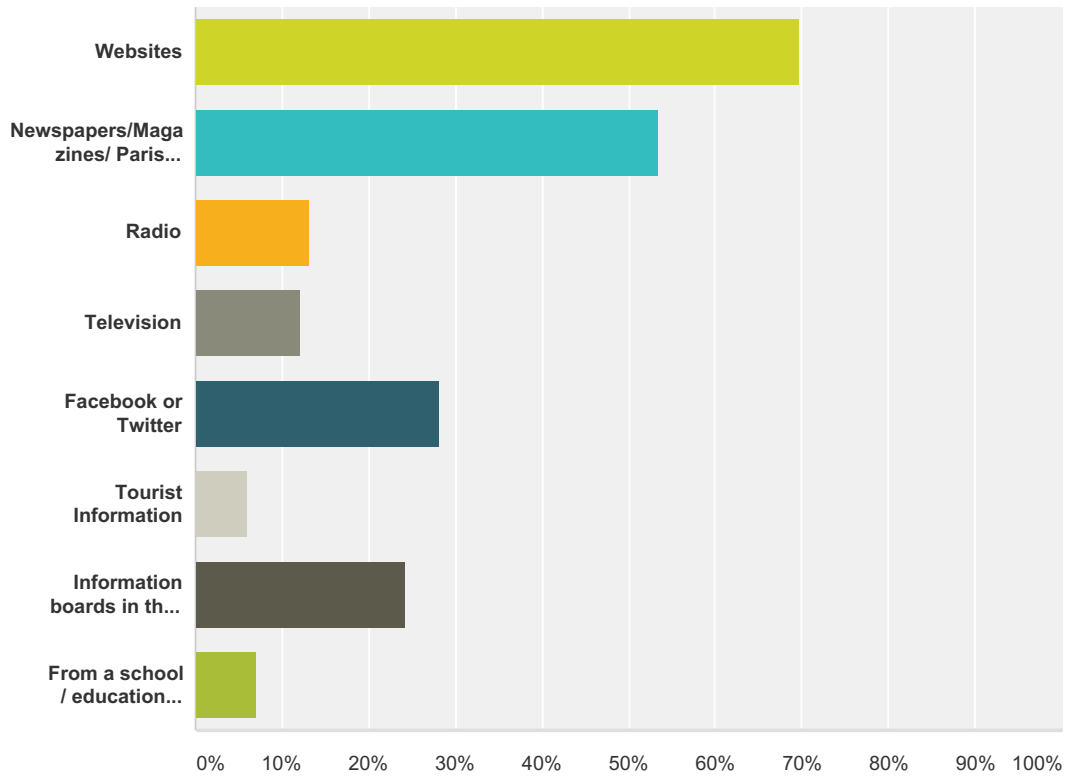
Answered: 141 Skipped: 0



Answer Choices	Responses
Yes	92.91% 131
No	7.09% 10
<b>Total</b>	<b>141</b>

### Q3 If Yes, where have you heard about the "Marlborough Downs Nature Improvement Area"?

Answered: 99 Skipped: 42



Answer Choices	Responses
Websites	69.70% 69
Newspapers/Magazines/ Parish newsletter etc.	53.54% 53
Radio	13.13% 13
Television	12.12% 12
Facebook or Twitter	28.28% 28
Tourist Information	6.06% 6
Information boards in the Marlborough Downs	24.24% 24
From a school / education centre	7.07% 7
<b>Total Respondents: 99</b>	

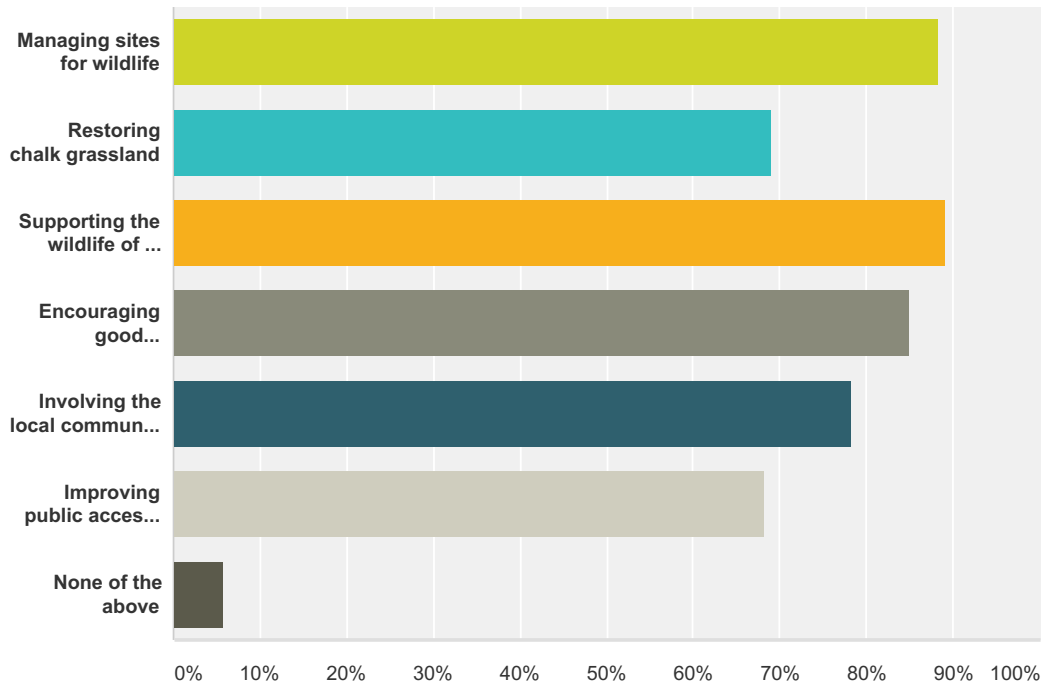
#	Other (please specify)	Date
1	Nwd aonb	3/15/2015 7:33 AM
2	From a friend who lives in the area	3/15/2015 7:03 AM
3	From farmers involved with the scheme	3/13/2015 12:50 PM
4	Friend	3/13/2015 4:21 AM
5	My work	3/11/2015 6:41 AM

6	through work and contact with local farmers	3/11/2015 5:11 AM
7	Work	3/11/2015 1:59 AM
8	other farmers	3/10/2015 11:47 PM
9	James Hussey	3/10/2015 10:41 PM
10	Matt Prior	3/10/2015 3:57 PM
11	Word of mouth	3/10/2015 3:47 PM
12	MDNIA meetings	3/10/2015 11:55 AM
13	Through Black Sheep consultants	3/10/2015 7:43 AM
14	NWD AONB	3/6/2015 12:05 PM
15	I work closely with the MDNIA	3/5/2015 6:36 AM
16	via Wiltshire and Swindon Biological Records Centre (WSBRC)	3/4/2015 8:23 AM
17	word of mouth (farming friends)	3/3/2015 12:07 PM
18	At a Christmas wreath making course	2/28/2015 10:26 AM
19	Email	2/25/2015 12:09 PM
20	membership	2/25/2015 10:22 AM
21	Word of mouth and my links with local organisations	2/25/2015 6:46 AM
22	Word of mouth and local info'	2/25/2015 6:45 AM
23	Journalist reporting on the MDNIA	2/25/2015 1:49 AM
24	Talk at W/Monton Village Club	2/24/2015 9:40 AM
25	Through work	2/24/2015 6:00 AM
26	Wiltshire Wildlife	2/24/2015 5:56 AM
27	People	2/24/2015 4:48 AM
28	Through work!	2/24/2015 12:29 AM
29	A talk for our village club	2/24/2015 12:24 AM
30	local farmers involved and Upper Kennet news	2/23/2015 2:03 PM
31	Local friends and supporters of the initiative.	2/23/2015 1:58 PM
32	Friends	2/23/2015 11:53 AM
33	National NIA Conferences and events	2/23/2015 10:53 AM
34	From family involvement	2/23/2015 9:18 AM
35	Work place	2/23/2015 9:17 AM
36	Word of mouth	2/23/2015 8:40 AM
37	I volunteer with the RDA group based at Maisey Farm and we drive in the area and have been helped by the NIA	2/23/2015 8:37 AM
38	A TALK	2/23/2015 8:34 AM
39	from a friend	2/23/2015 8:31 AM
40	wiltshire wildlife trust	2/23/2015 7:53 AM
41	Colleagues	2/23/2015 7:49 AM
42	Direct from the NIA group	2/23/2015 7:43 AM
43	email	2/23/2015 7:39 AM
44	Though Wroughton Parish Council	2/23/2015 7:39 AM
45	WWT	2/23/2015 7:29 AM

46	Three Trees Farm Shop	2/19/2015 4:27 PM
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**Q4 The Marlborough Downs Nature Improvement Area has 6 key aims listed below. Please tick any you are familiar with.**

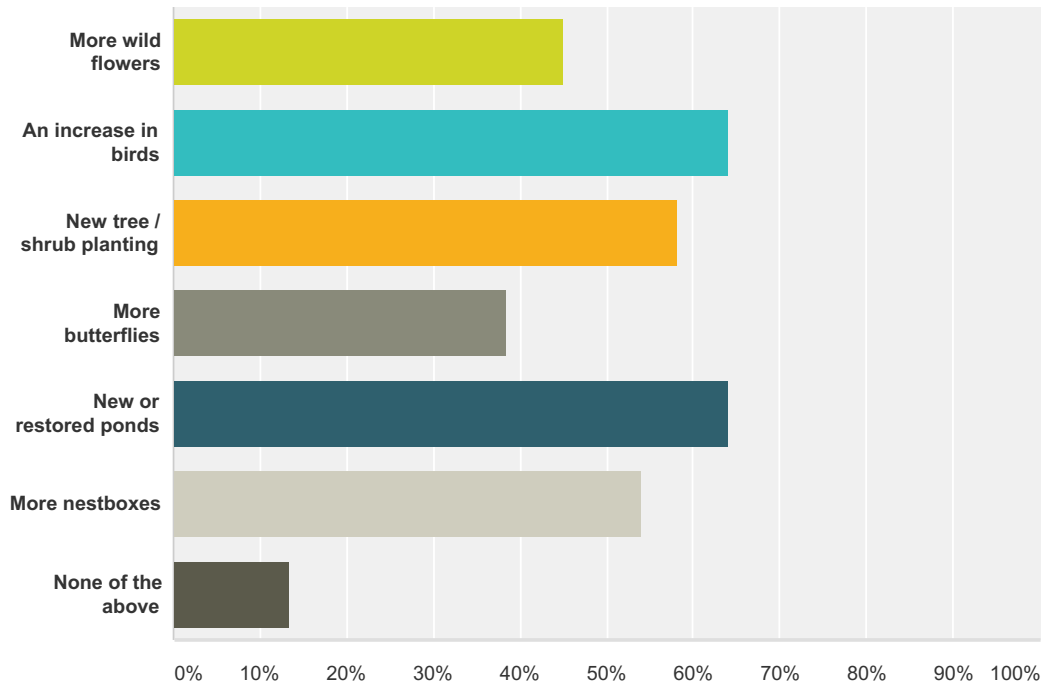
Answered: 120 Skipped: 21



Answer Choices	Responses
Managing sites for wildlife	88.33% 106
Restoring chalk grassland	69.17% 83
Supporting the wildlife of the Downs (including plants, birds and animals)	89.17% 107
Encouraging good conservation practice	85.00% 102
Involving the local community in wildlife projects	78.33% 94
Improving public access to the countryside	68.33% 82
None of the above	5.83% 7
<b>Total Respondents: 120</b>	

### Q5 Nature and Wildlife: Have you noticed or heard about any of the following in the Marlborough Downs

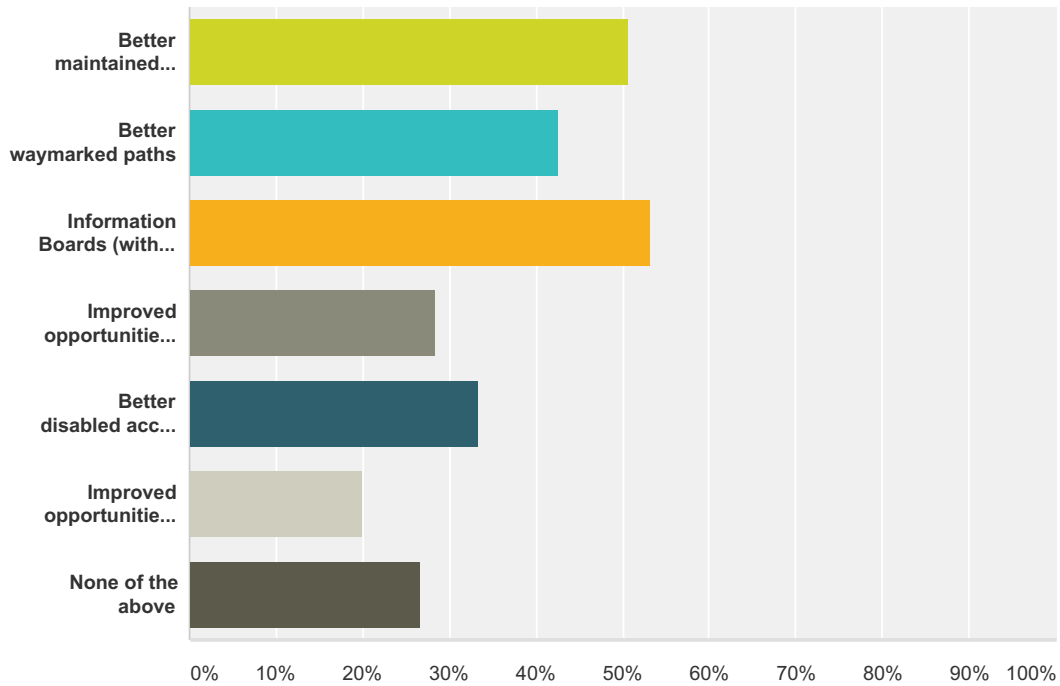
Answered: 120 Skipped: 21



Answer Choices	Responses
More wild flowers	45.00% 54
An increase in birds	64.17% 77
New tree / shrub planting	58.33% 70
More butterflies	38.33% 46
New or restored ponds	64.17% 77
More nestboxes	54.17% 65
None of the above	13.33% 16
<b>Total Respondents: 120</b>	

### Q6 Access to the Countryside: Have you noticed or heard about any of the following in the Marlborough Downs?

Answered: 120 Skipped: 21

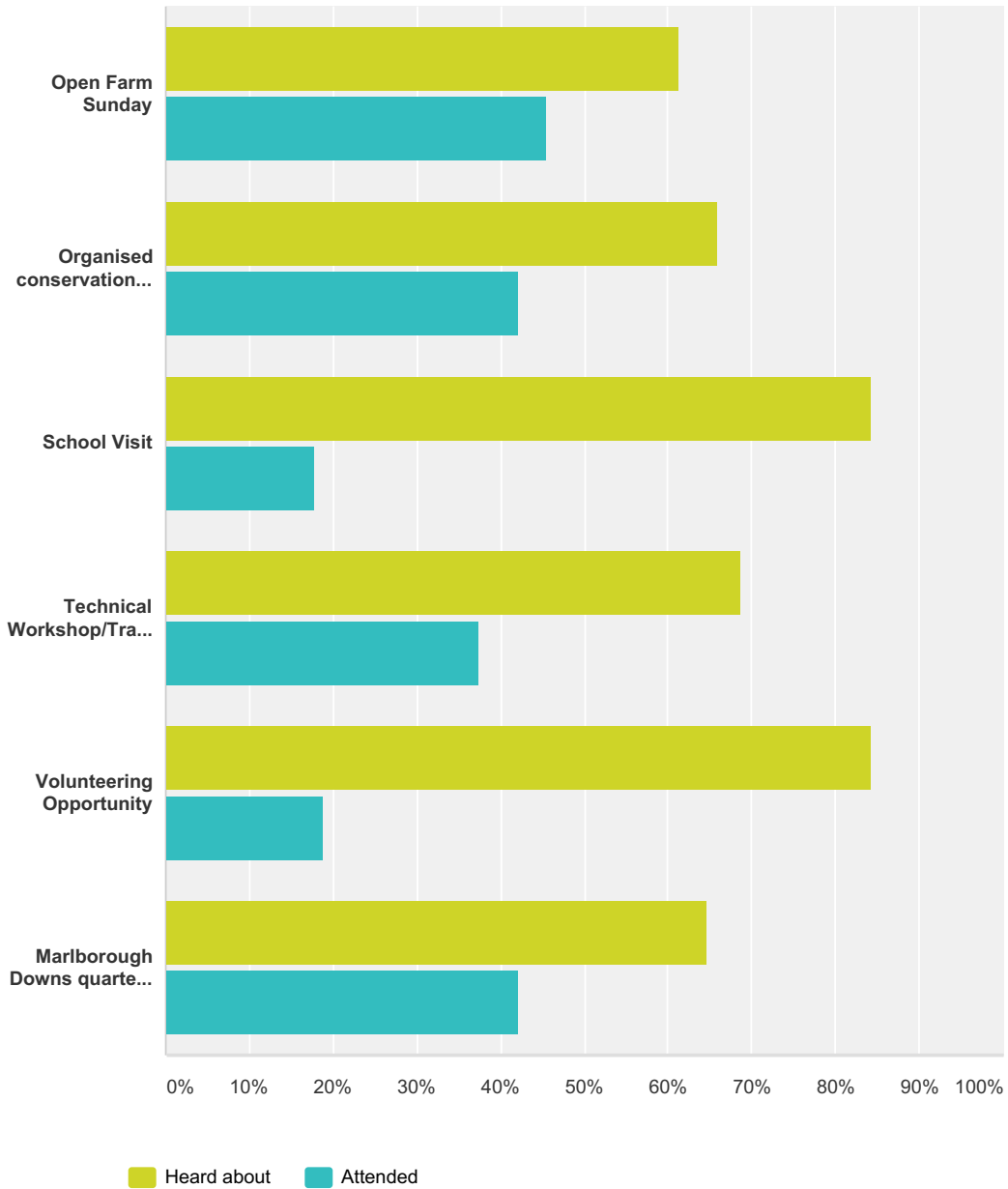


Answer Choices	Responses
Better maintained public rights of way	50.83% 61
Better waymarked paths	42.50% 51
Information Boards (with information such history, landscape, wildlife)	53.33% 64
Improved opportunities for horse riding	28.33% 34
Better disabled access to the countryside	33.33% 40
Improved opportunities for cycling	20.00% 24
None of the above	26.67% 32
<b>Total Respondents: 120</b>	



### Q7 Have you heard about or attended any of the following

Answered: 112 Skipped: 29



	Heard about	Attended	Total Respondents
Open Farm Sunday	61.39% 62	45.54% 46	101
Organised conservation walk/talk	65.98% 64	42.27% 41	97
School Visit	84.44% 38	17.78% 8	45
Technical Workshop/Training	68.66% 46	37.31% 25	67
Volunteering Opportunity	84.38% 54	18.75% 12	64
Marlborough Downs quarterly update / social event	64.79% 46	42.25% 30	71

## Q8 What suggestions or comments would you like to offer to the farmers who are helping with the the Marlborough Downs Nature Improvement Area?

Answered: 60 Skipped: 81

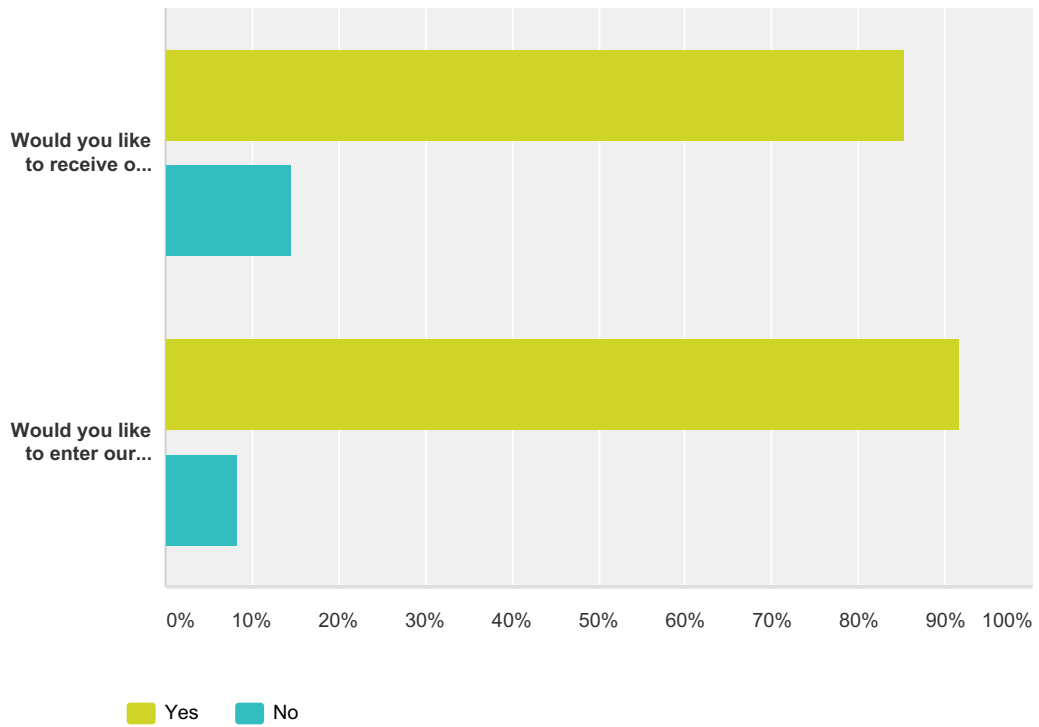
#	Responses	Date
1	Keep up the good work ! It is a fantastic and inspiring project - do you share best practice with other conservation groups and landowners?	3/15/2015 7:36 AM
2	Continue with the progress even when the grant money runs out.	3/15/2015 7:04 AM
3	I think the farmers are making a good effort!! Make sure your ponds are naturally shaped as nature does with sloping sides not just rectangular hole like i saw in anothe nia elsewhere.	3/15/2015 5:59 AM
4	Continue to leave some uncultivated areas for wildlife and note down any changes eg increase in bird numbers, new types of birds not seen here before etc	3/15/2015 5:41 AM
5	Keep up the good work	3/15/2015 5:06 AM
6	keep on helping, it's worth it	3/14/2015 10:38 AM
7	Let nature be nature, human controlled nature ISN'T nature.	3/13/2015 12:10 PM
8	Good luck. I hope it's possible to farm profitably and improve the Downs.	3/12/2015 1:15 PM
9	Noticeable benefits to the environment and for those who enjoy the Marlborough Downs - brilliant	3/12/2015 4:37 AM
10	Tahnk you!	3/11/2015 6:45 AM
11	Keep up the good work. It is very much appreciated by the general public.	3/10/2015 11:51 PM
12	Keep up the good work. I have seen an abundance of nests in newly planted (winter leafless) hedgerows. I have seen good numbers of Finches, Lapwings, Starlings, Red Kites, Buzzards and regular sightings of Corn Buntings Yellowhammers and Bullfinches, which I have very rarely seen for the last 30 years.	3/10/2015 10:51 AM
13	Keep engaged with the public - inform about farming activities (eg Why are things managed as they are?)	3/10/2015 11:57 AM
14	Keep up the good work please	3/10/2015 10:29 AM
15	A really good project - hope it spreads to other areas.	3/10/2015 9:29 AM
16	Keep it up!	3/10/2015 9:18 AM
17	Keep up the good work	3/10/2015 7:53 AM
18	Link heritage and wildlife benefits Allow more access	3/10/2015 7:45 AM
19	Keep up the good work	3/10/2015 7:40 AM
20	Better access for walkers, cyclists and riders would be very good. Social media is great for spreading news of this kind and for finding help if needed. Motorised users not to be encouraged if poss. Circular routes of varying lengths are good, with parking available nearby.	3/10/2015 1:40 AM
21	Offer horse box parking next to well maintained riding routes whether on public rights of way or private land	3/7/2015 4:48 AM
22	Read Feral by George Monbiot!	3/6/2015 12:08 PM
23	More publicised information on what's happening and how you can get involved to people in the surrounding villages.	3/6/2015 10:56 AM
24	Please keep it all going, through Countryside Stewardship if possible.	3/5/2015 6:39 AM
25	So far, so good, but there's plenty more to be done. Put into action measures to encourage wild flowers, and so benefit insect and bird life. - manage grazing and avoid fertilisers and herbicides on downland pastures - spread wildflower seed or green hay where this is likely to improve biodiversity - annual cuts for track-side verges - establish buffer zones between arable fields and flower-rich areas - leave un-cropped but cultivated margins around arable fields - continue establishing and maintaining ponds and marshy areas	3/4/2015 8:45 AM

26	Find a teacher who can support and advise and mentor participating farmers - it's all about inspiring and educating everyone, and most especially the next generation! Otherwise, keep doing what you are doing, as it's brilliant!	3/3/2015 12:15 PM
27	I would like to congratulate all the farmers who are supporting this action. It isn't always easy having members of the public on farmland, particularly if they don't understand the land or the farm animals on it. I would like to suggest that clear signs are put up so we, the public, don't stray away from footpaths, etc.	2/28/2015 10:30 AM
28	Keep up the good work.	2/27/2015 7:43 AM
29	farmer	2/25/2015 10:25 AM
30	Keep up the good work! Explore further links with the Avebury World Heritage Site. There are natural synergies between MDNIA's focus on the natural world and the WHS's focus on protecting and presenting archaeology and its setting. The two involve many similar actions on the ground, give much pleasure to members of the public and add a valuable extra dimension to MDNIA and the WHS's work.	2/25/2015 6:56 AM
31	Please keep going after the end of your three year funding.	2/25/2015 1:51 AM
32	Keep up the good work to preserve our heritage	2/24/2015 9:47 AM
33	Great work, good to see landowners working together to improve habitats across the downs.	2/24/2015 9:44 AM
34	Lots of great partnership work already going on, and good to have a plan for after the original three years comes to an end.	2/24/2015 6:02 AM
35	A link to a website would be good, although receipt of the quarterly newsletter will be helpful.	2/24/2015 5:59 AM
36	Consider what is already there before changing/"improving" - landscape evolves.	2/24/2015 4:53 AM
37	Keep up the good work!	2/24/2015 3:53 AM
38	Keep doing what you're doing, you are making an important difference	2/24/2015 1:03 AM
39	None I think they are doing a rather good job	2/24/2015 12:28 AM
40	encouragement to continue. It is an essential part of stewardship of the land As Rector of then upper Kennet Benefice I would be delighted to offer opportunities for the MDNIA to come to our summer Solstice Arts and Crafts Fayre 19th -21st of Jun all day everyday to have a stand in church- this event is in its third year and attracts on excess of 1200 people over three days including many locals and tourists and eco minded folk	2/23/2015 2:07 PM
41	I think they are doing an excellent job and we all must assist them in making more of the community and beyond aware of this important work.	2/23/2015 2:01 PM
42	The events that have been arranged have certainly brought into focus what is happening on the Marlborough Downs and have been very worthwhile - I have learned a lot from those I have attended and look forward to those in the future.	2/23/2015 12:28 PM
43	This is a vital project that is the future to our lands and each and every farmer as well as visitor to the county needs to be proactive in order for this to grow and prosper in the future.	2/23/2015 11:56 AM
44	Well done. Quite simply keep up the good work	2/23/2015 11:47 AM
45	Keep it up - don't stop because the national funding for co-ordination is ending!	2/23/2015 10:56 AM
46	Keep up the good work. Having walked the downs in my youth (many years ago!) I know how special they are!	2/23/2015 10:28 AM
47	Keep it up for many more years	2/23/2015 10:03 AM
48	Regular articles in parish mags/Gazette to publicise work of MDNIA and inform more people	2/23/2015 9:22 AM
49	To keep doing these things - they are much appreciated and show that farmers are caring for nature in the countryside as there is only so much influence we villagers can have from our gardens compared to big landowners . In terms of access across farmland - it would be good to look at local residents can access the downland or other nature rich areas around the villages more easily as not everywhere has a short, traffic free, well-maintained, circular route from home. Sometimes this makes you feel rather cut off from the surrounding landscape and so you go off in the car for walks elsewhere.	2/23/2015 8:59 AM
50	Keep the general public on your side ( and the side of nature and the wider countryside) by keeping on top of clearing-up mud from cultivations and harvest operations (and hedge cutting) from roads. Keep on planting native trees and shrubs. Keep on renovating and reinstating ponds and wetlands.	2/23/2015 8:51 AM

51	Keep up the good work and enthusiasm about this project. You are setting an excellent example for other farmers to follow. Don't rely too heavily on the financial support from remaining NIA and agri-environmental schemes. The extra 'non-supported' elements that are implemented are also key to success/demonstration of real commitment and longer term sustainability.	2/23/2015 8:48 AM
52	KEEP UP THE GOOD WORK	2/23/2015 8:36 AM
53	Carry on the good work	2/23/2015 7:55 AM
54	Keep up the good work!	2/23/2015 7:51 AM
55	It's good to see a collective approach, but the public seem seem largely unaware.	2/23/2015 7:45 AM
56	They could consider repairing the damage done to byways by seriously heavy farm machinery.	2/23/2015 7:38 AM
57	Keep up the good work!	2/23/2015 7:33 AM
58	keep up the good work!	2/23/2015 7:32 AM
59	I think that it is great that farmers are willing to put aside parts of their land to help wildlife and to preserve the environment they farm on.	2/19/2015 4:31 PM
60	Please remember wildlife I do not like to see hedges spoilt, dug up or flailed. Do not spoilt the edges and verges of lanes and roads. This is because the equipment is over large I suspect. Overuse of soil causing run off is a problem and also chemicals leaching into rivers ditches. I hate to see all the chemical spraying each year.	2/5/2015 1:07 PM

### Q9 Follow up

Answered: 111 Skipped: 30



	Yes	No	Total
Would you like to receive our quarterly newsletter by email?	85.32% 93	14.68% 16	109
Would you like to enter our prize draw to win £100 in vouchers to spend in a Marlborough Downs country store?	91.74% 100	8.26% 9	109