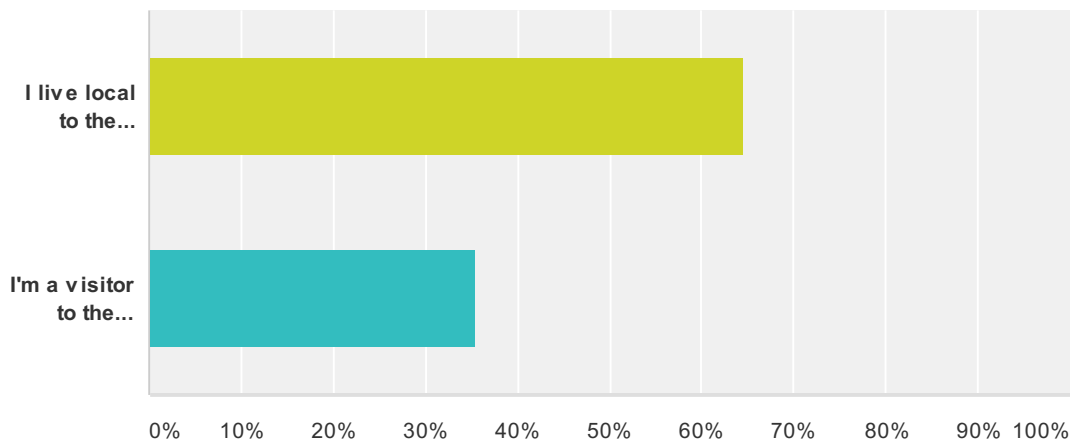


### Q1 About you - where do you live?

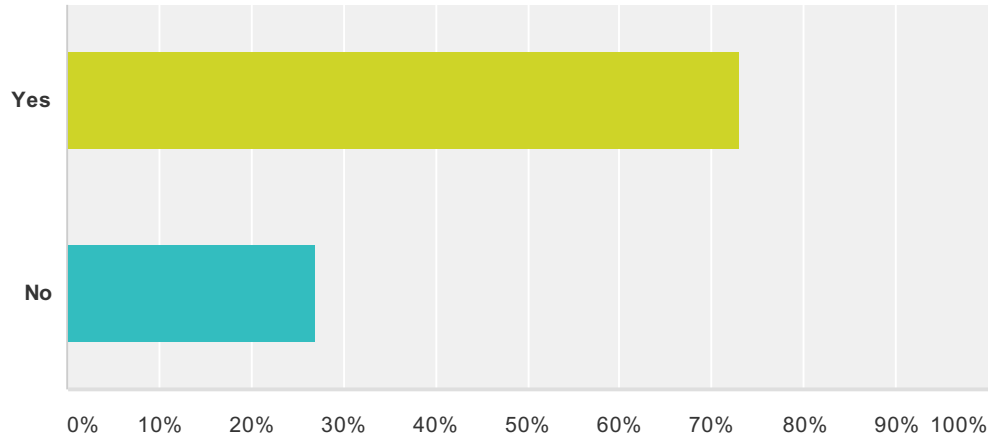
Answered: 175 Skipped: 0



Answer Choices	Responses
I live local to the Marlborough Downs (the area between, and including, Swindon, Marlborough and Avebury)	64.57% 113
I'm a visitor to the Marlborough Downs from further afield	35.43% 62
<b>Total</b>	<b>175</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"?**

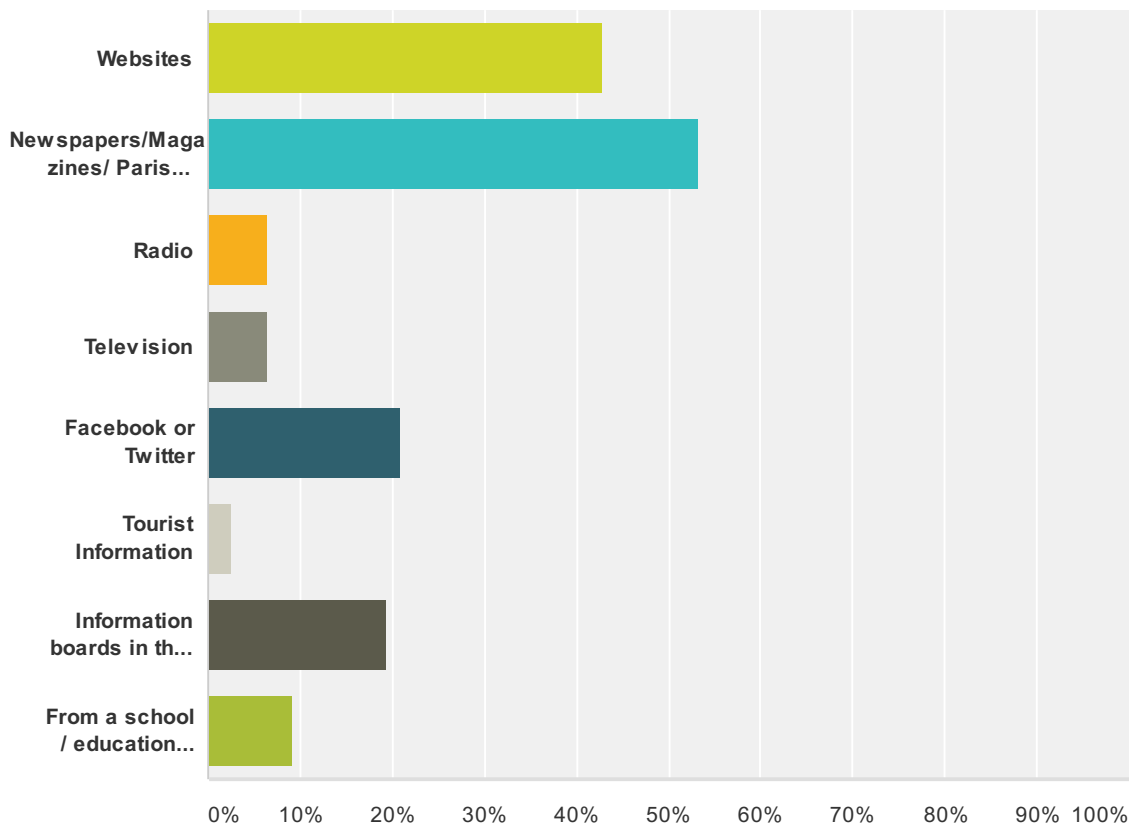
Answered: 175 Skipped: 0



Answer Choices	Responses	
Yes	73.14%	128
No	26.86%	47
<b>Total</b>		<b>175</b>

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

Answered: 77 Skipped: 98



Answer Choices	Responses
Websites	42.86% 33
Newspapers/Magazines/ Parish newsletters etc.	53.25% 41
Radio	6.49% 5
Television	6.49% 5
Facebook or Twitter	20.78% 16
Tourist Information	2.60% 2
Information boards in the Marlborough Downs	19.48% 15
From a school / education centre	9.09% 7
<b>Total Respondents: 77</b>	

#	Other (please specify)	Date
1	NWD AONB	7/1/2014 5:14 AM
2	Contributing faarmer	6/27/2014 4:50 AM
3	NIA initial selection process	6/27/2014 3:28 AM
4	Word of mouth	6/26/2014 2:16 PM
5	Leaflets	6/24/2014 1:45 AM
6	via WSBRC and Wiltshire Wildlife Trust	6/23/2014 1:54 PM

## Marlborough Downs Nature Improvement Area 2014 Survey

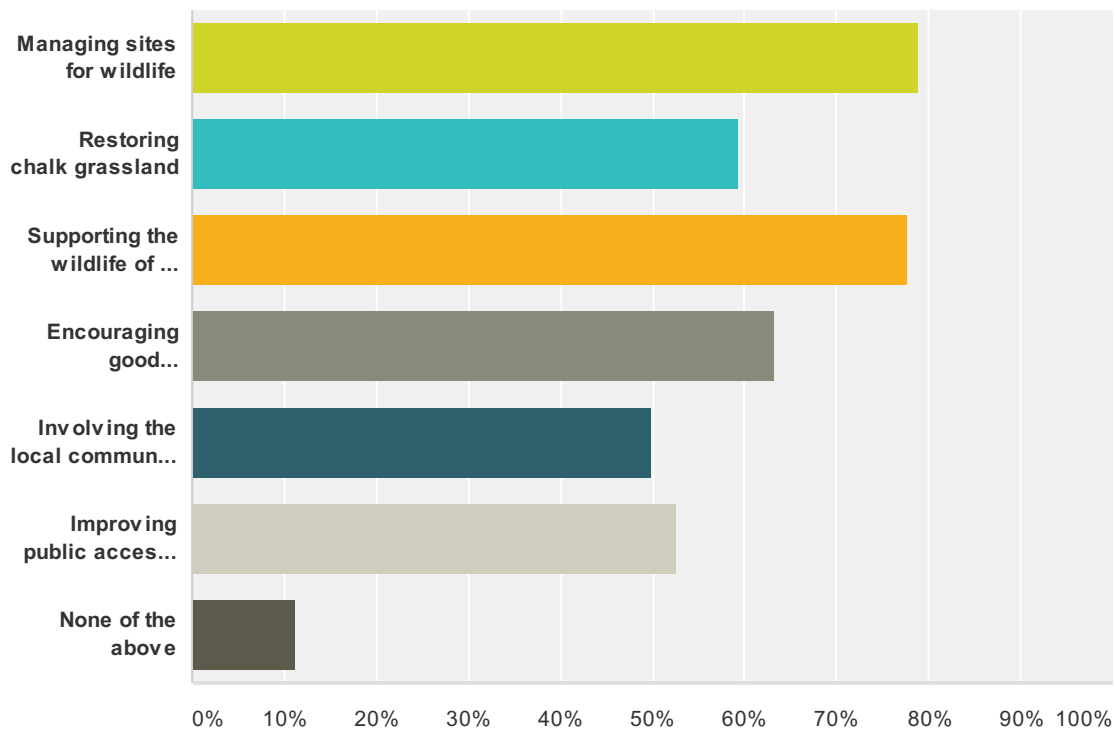
7	From an MDNIA consultant	6/23/2014 1:45 PM
8	I work with local farmers	6/23/2014 8:55 AM
9	all of the above, but mainly because I'm on the COG delivery group	6/23/2014 7:56 AM
10	I am involved with a community project for wildlife	6/23/2014 7:06 AM
11	Local email newsletters	6/23/2014 6:41 AM
12	Friends	6/23/2014 4:17 AM
13	Natural England	6/23/2014 2:45 AM
14	I work with the NIA and am an ecologist so know via that route	6/23/2014 2:28 AM
15	WWT / through my work / MDNIA newsletter	6/23/2014 1:55 AM
16	AONB e-bulletin	6/23/2014 1:25 AM
17	Word of mouth	6/23/2014 1:03 AM
18	I have attended a MDNIA meeting as I am involved with an organisation operating in the NI	6/22/2014 1:43 PM
19	Member	6/22/2014 1:20 PM
20	Talk at Winterbourne Monkton Village Club	6/22/2014 12:15 PM
21	my mother-in-law	6/22/2014 11:10 AM
22	part of group	6/22/2014 10:10 AM
23	bird surveyors	6/22/2014 9:04 AM
24	Butterfly conservation society Wiltshire branch	6/22/2014 8:16 AM
25	Received emailed info.	6/22/2014 8:12 AM
26	Countryside Access Forum	6/22/2014 7:59 AM
27	From friends working on the MDNIA	6/22/2014 7:58 AM
28	Through local farmers	6/22/2014 6:51 AM
29	Farmer part of NIA	6/22/2014 6:05 AM
30	local contacts	6/22/2014 5:59 AM
31	Working Farmer in the Area	6/22/2014 5:44 AM
32	Word of mouth	6/21/2014 3:43 AM
33	From participating farm	6/19/2014 3:37 PM
34	Open farm days,	6/19/2014 9:17 AM
35	NWD AONB	6/19/2014 7:57 AM
36	Temple Farm	6/19/2014 6:43 AM
37	I am a member farmer	6/19/2014 4:24 AM
38	Paid up member	6/18/2014 11:48 PM
39	From locals and farm event in West Overton	6/18/2014 12:28 PM
40	nfu	6/18/2014 12:10 PM
41	email format Marlborough Downs NIA Newsletter	6/18/2014 9:38 AM
42	From Marlborough downs farmer	6/18/2014 8:14 AM
43	As a farmer, I am involved with the MDNIA!	6/18/2014 7:21 AM
44	Involved in NIA development fund bidding in neighbouring area	6/18/2014 6:48 AM
45	North Wessex Downs AONB	6/18/2014 5:27 AM
46	My son Matt Prior	6/18/2014 5:26 AM
47	Family and friends	6/18/2014 5:24 AM
48	Last year's open farm sunday	6/18/2014 5:10 AM

## Marlborough Downs Nature Improvement Area 2014 Survey

49	Farm Shop	6/18/2014 4:45 AM
50	From visiting Sharcott Penning Pewsey	6/18/2014 4:36 AM
51	Through work	6/18/2014 4:27 AM
52	Local farmers	6/18/2014 4:24 AM
53	Wiltshire Council	6/18/2014 4:21 AM

**Q4 The Marlborough Downs Nature Improvement Area has 6 key aims listed below. Please tick any you are familiar with.**

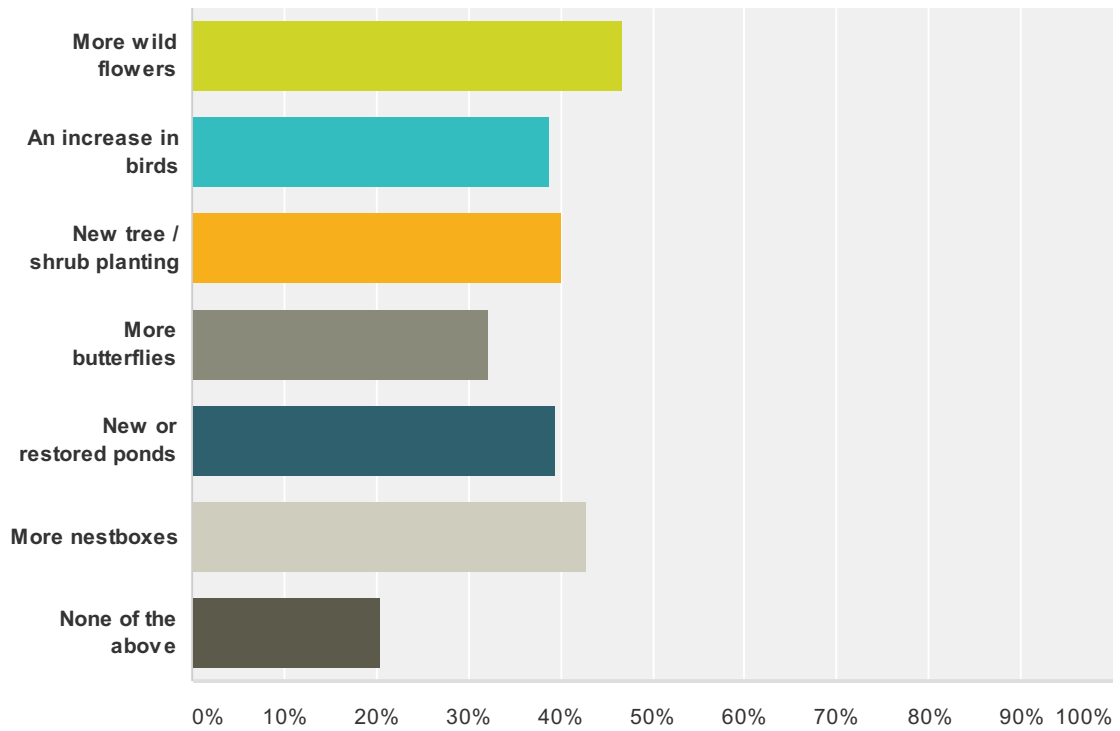
Answered: 152 Skipped: 23



Answer Choices	Responses
Managing sites for wildlife	78.95% 120
Restoring chalk grassland	59.21% 90
Supporting the wildlife of the Downs (including plants, birds and animals)	77.63% 118
Encouraging good conservation practice	63.16% 96
Involving the local community in wildlife projects	50.00% 76
Improving public access to the countryside	52.63% 80
None of the above	11.18% 17
<b>Total Respondents: 152</b>	

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

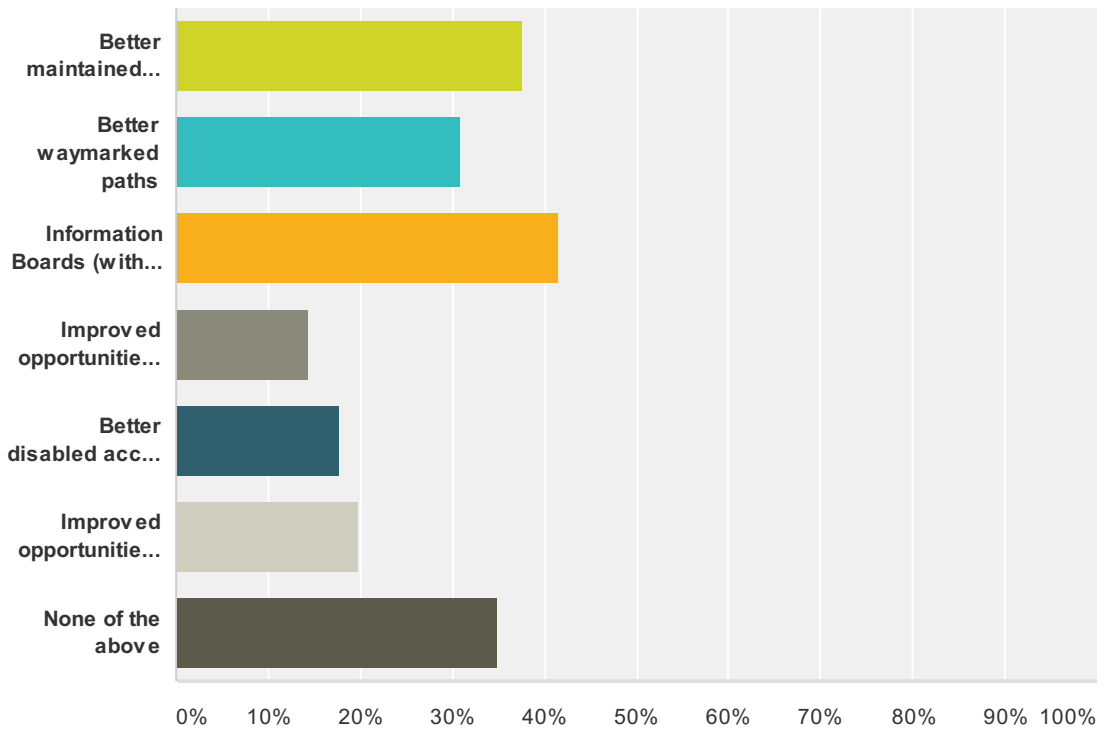
Answered: 152 Skipped: 23



Answer Choices	Responses
More wild flowers	46.71% 71
An increase in birds	38.82% 59
New tree / shrub planting	40.13% 61
More butterflies	32.24% 49
New or restored ponds	39.47% 60
More nestboxes	42.76% 65
None of the above	20.39% 31
<b>Total Respondents: 152</b>	

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

Answered: 152 Skipped: 23

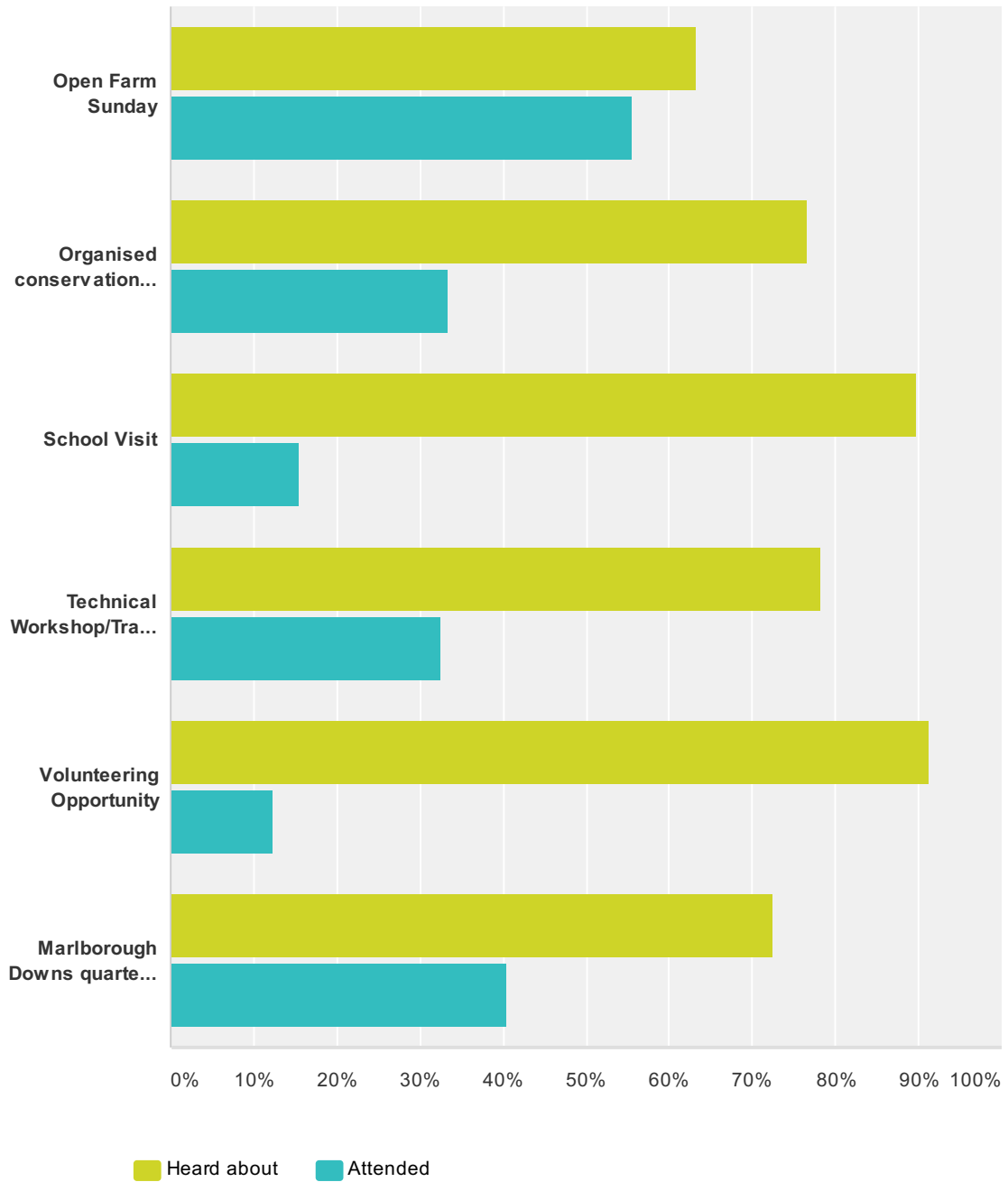


Answer Choices	Responses
Better maintained public rights of way	37.50% 57
Better waymarked paths	30.92% 47
Information Boards (with information such history, landscape, wildlife)	41.45% 63
Improved opportunities for horse riding	14.47% 22
Better disabled access to the countryside	17.76% 27
Improved opportunities for cycling	19.74% 30
None of the above	34.87% 53
<b>Total Respondents: 152</b>	



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

Answered: 132 Skipped: 43



	Heard about	Attended	Total Respondents
Open Farm Sunday	63.25% 74	55.56% 65	117
Organised conservation walk/talk	76.54% 62	33.33% 27	81
School Visit	89.74% 35	15.38% 6	39
Technical Workshop/Training	78.26% 36	32.61% 15	46
Volunteering Opportunity	91.23% 52	12.28% 7	57

# Marlborough Downs Nature Improvement Area 2014 Survey

Marlborough Downs quarterly update / Social events

14.07/18

34

20.09/18

19

47

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## 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: 62 Skipped: 113

#	Responses	Date
1	Remain ever conscious that they are stewards of a unique landscape that must be preserved for future generations. In particular farmers should guard against erecting agricultural buildings that are environmentally inappropriate.	7/2/2014 2:46 AM
2	Many thanks for the improvements you have made and are trying to make.	7/1/2014 5:17 AM
3	Improve publicity	6/29/2014 2:47 AM
4	Improved promotion of what you are trying to achieve.	6/28/2014 3:57 AM
5	Well done and keep this initiative going please.	6/26/2014 2:18 PM
6	Great to see landowners cooperating with each other to create large scale habitat improvement. Spread the word, encourage and assist landowners adjacent to the NIA to get involved and extend the benefits to wildlife further afield.	6/26/2014 5:59 AM
7	keeping dogs on leads!	6/25/2014 5:02 AM
8	Well done - the Marlborough Downs are a very beautiful area. I live in Warminster, Wiltshire and love the chalk downlands in this area.	6/25/2014 1:57 AM
9	Produce measurable benefits and conservation outcomes, based on actions, measurable outcomes and NOT simply numbers of advisory visits, agri-environment scheme funds spent, land in particular management options, numbers of tree sparrow boxes deployed etc. Benefits should be based upon improvements in populations, improvements in habitat quality not quantity, improved monitoring etc. Actually link land management practices to ecosystem services with actions not words.	6/23/2014 1:59 PM
10	To share with us some of their best wildlife experiences, as farmers in such a distinctive environment.	6/23/2014 1:52 PM
11	Don't give up!	6/23/2014 1:37 PM
12	They already do a lot for wildlife, but it's very promising to see so many people joining together to show what collaboration can achieve for the environment, with so many individuals and organisations pulling together	6/23/2014 8:59 AM
13	Very much hope there will be a legacy that continues after the official 3 years of the NIA is completed.	6/23/2014 8:02 AM
14	I am involved in a project located on the edge of the Marlborough Downs to create a space for wildlife and people. We work in association with WWT and the local parish council on a piece of land leased from a local landowner. I notice in this survey that you refer to volunteering opportunities. We work with volunteers and are keen to attract more. Although I was aware of NIAs there doesn't seem to be much being done to include groups like ours even though we tick all of the boxes in your list of aims, or even to acknowledge what we have achieved. I feel we too have a role to play in the overall aims for this bigger project. It would be nice to feel included.	6/23/2014 7:18 AM
15	How can the Parish churches ( and willing congregations) get further involved in the Kennet Valley to support your excellent work and support our farmers!	6/23/2014 7:12 AM
16	Please stop blocking definitive rights of way in Ogbourne St.George.	6/23/2014 6:43 AM
17	I see publicity via Wiltshire, but not through Swindon Borough, Perhaps those in urban areas need reminding of the rural areas on their doorstep?	6/23/2014 4:16 AM
18	Keep it going!	6/23/2014 2:48 AM

## Marlborough Downs Nature Improvement Area 2014 Survey

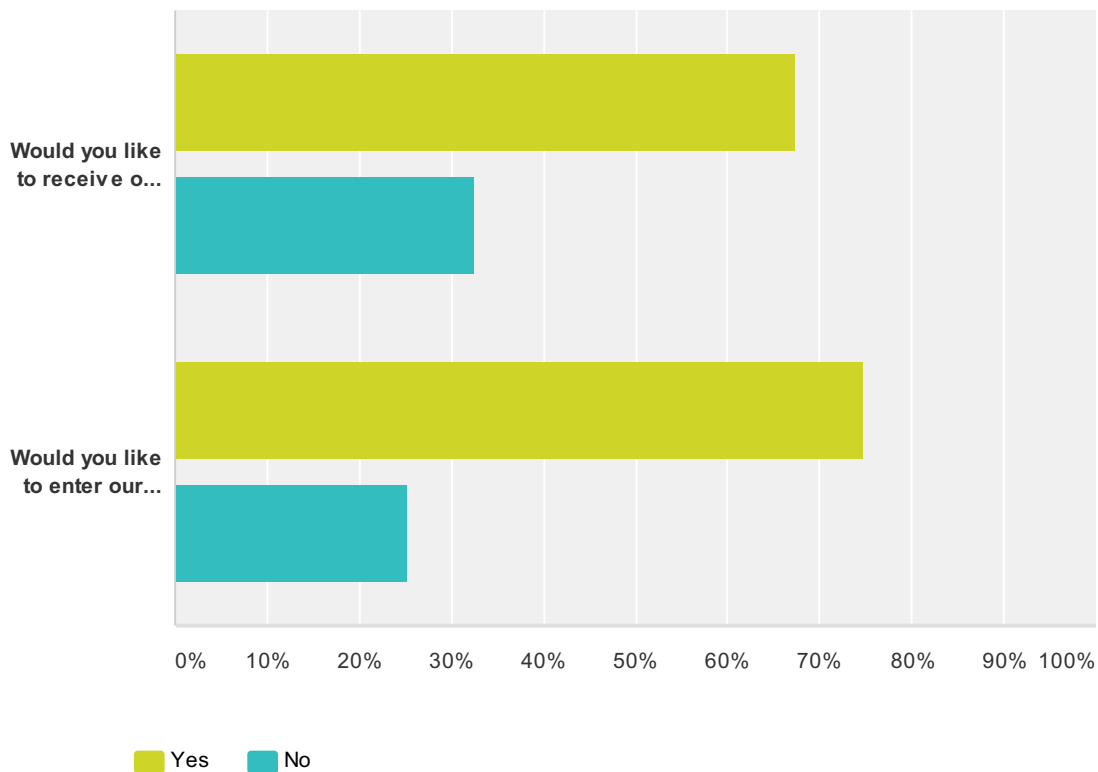
19	A vibrant, healthy and biodiverse farmland landscape is good for everyone, farmers, businesses, residents and visitors. Maybe small steps are being taken now - let's build on these to restore a connected, colourful and biodiverse landscape - which is the long term objective of the Nature Improvement Areas. I know you all work hard, so hope that you can take advantage of people who don't farm who can help you in this challenging task	6/23/2014 2:35 AM
20	I think that they and the MDNIA team are doing a fantastic job	6/23/2014 1:56 AM
21	This is a great initiative to get the whole community involved in both raising awareness and also doing practical work on the ground while also maintaining agricultural output	6/23/2014 1:05 AM
22	Keep footpaths and signage in good condition, as generally they do. Minimise use of chemicals. Most of all a big thank you as the area is beautiful and I love seeing the sheep, cattle etc as we walk.	6/23/2014 12:55 AM
23	I'm sure that you are doing some great work but I haven't heard much about it. Have you considered the use of social media as a communication tool? Eg Facebook site, blogs, twitter etc?	6/23/2014 12:03 AM
24	Be wary of increasing access (eg "Great Stones Way") which, while desirable in itself, can have undesired consequences for wildlife, fragile ecologies, and local communities.	6/22/2014 3:38 PM
25	More local talks and events	6/22/2014 12:18 PM
26	Ensure that rights of way are maintained throughout the year to encourage more people to visit, learn about and benefit from the Downs.	6/22/2014 12:09 PM
27	I think the work being done for conservation and wildlife, especially bird life is fantastic. Keep up the good work!	6/22/2014 11:45 AM
28	Keep on improving the environment for wildlife!	6/22/2014 8:20 AM
29	Keep up the good work and encourage other farmers to do the same, it does make a difference.	6/22/2014 8:19 AM
30	Security for parked vehicles when occupants are walking	6/22/2014 8:02 AM
31	I think they are doing a fantastic job, and would like to thank them for all their efforts and hard work they put in to making our countryside a better place and available to everyone - thank you very much.	6/22/2014 6:57 AM
32	Well done and you are helping to provide a great legacy to the future generations of visitors and dwellers of the area. We appreciate what you are doing and want to support you any way you can.	6/22/2014 6:09 AM
33	More Chalk grassland restoration	6/22/2014 5:50 AM
34	Carry on the good work and keep your supporters updated.	6/22/2014 5:30 AM
35	stop killing badgers	6/22/2014 2:22 AM
36	We need to keep our footpaths open, not cross them with electric fences or other obstacles. This applies to farmers and landowners alike. Wiltshire Council Rights of Way Officers should also reinforce this which they do not always seem keen to do.	6/20/2014 6:36 AM
37	Keep up the good work conserving our working landscape. Please don't let NIMBY's stop agriculture become any more difficult like the LDNP has done in Cumbria.	6/19/2014 1:42 PM
38	Improve and publicise public access especially for horse riders	6/19/2014 9:35 AM
39	Keep up the good work - your achievements are quite brilliant. Possibilities to implement similar schemes elsewhere on Wiltshire downland? Best practice workshops for land owners and gardeners (e.g. hedge maintenance, planting for wildlife)?	6/19/2014 8:00 AM
40	Its great to hear about farmers being responsible and helping to improve the M.Downs.	6/19/2014 7:21 AM
41	I am a farmer	6/19/2014 4:26 AM
42	Keep it going - ensure edges of fields are wild and not cut back	6/19/2014 3:39 AM
43	Better respect for the rights of way network - paths are still being cropped, gates inaccessible and so on	6/19/2014 2:01 AM
44	Keep it up - We're leading a new trend.	6/18/2014 3:44 PM
45	Involve more of the community	6/18/2014 12:30 PM
46	I hope that the MDNIA continues with on going support	6/18/2014 12:15 PM

## Marlborough Downs Nature Improvement Area 2014 Survey

47	In my area on the Hants/Wilts border field headlands and margins are now almost non-existent - thankyou for keeping them. As a keen walker I appreciate well marked and cleared footpaths which enable me to appreciate lanscape and wildlife without disturbing your farming. If you can put up notices telling me how you are managing the land and why I really appreciate the information, and again it helps me treat your land and farming with the respect you need.	6/18/2014 9:49 AM
48	Do not obstruct or crop public rights of way.	6/18/2014 9:16 AM
49	I leaave it to them, they are the experts	6/18/2014 8:55 AM
50	Keep up the good work. Please make sure that you prioritise the restoration/creation of wildflower grasslands to link up existing sites - most important thing you can do in the context of adaptation to climate change	6/18/2014 6:51 AM
51	don't be afraid of access! Provide more linking routes, especially for cyclists and also consider setting up enterprises such as B&B with washdown/storage, refreshments and challenge routes	6/18/2014 6:47 AM
52	As much publicity as possible. People need to keep hearing the message	6/18/2014 5:28 AM
53	Grow more vegetables	6/18/2014 5:26 AM
54	Keep doing open days	6/18/2014 5:21 AM
55	Keep up the good work. Well done	6/18/2014 5:11 AM
56	Carry on good work	6/18/2014 4:58 AM
57	I think they are doing a very good job under the circumstances	6/18/2014 4:55 AM
58	More open days. More hands on experience for adults and children	6/18/2014 4:37 AM
59	Renewed/improved signage	6/18/2014 4:22 AM
60	Just keep doing what you're doing and don't give up. Maybe more publicity, e.g. posters in libraries and more events for children to make them aware	6/18/2014 4:12 AM
61	Maybe open days where volunteers can come along and help	6/18/2014 4:10 AM
62	Maybe open days where volunteers can come along and help	6/18/2014 4:07 AM

### Q9 Follow up

Answered: 143 Skipped: 32



	Yes	No	Total
Would you like to receive our quarterly newsletter by email?	67.38% 95	32.62% 46	141
Would you like to enter our prize draw to win £100 in vouchers to spend in a Marlborough Downs country store?	74.65% 106	25.35% 36	142