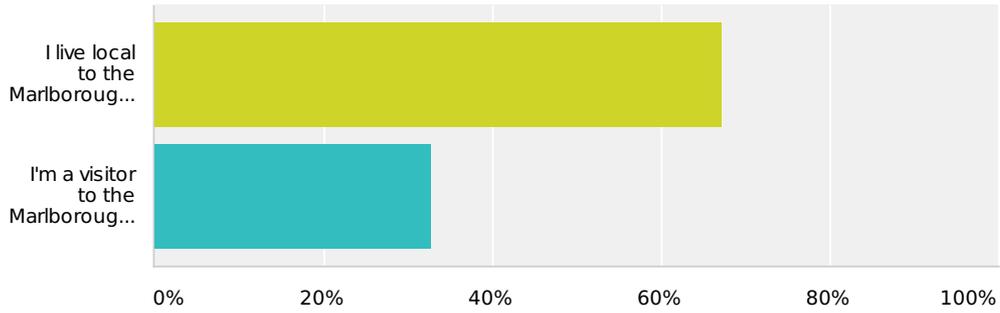


## Q1 About you - where do you live?

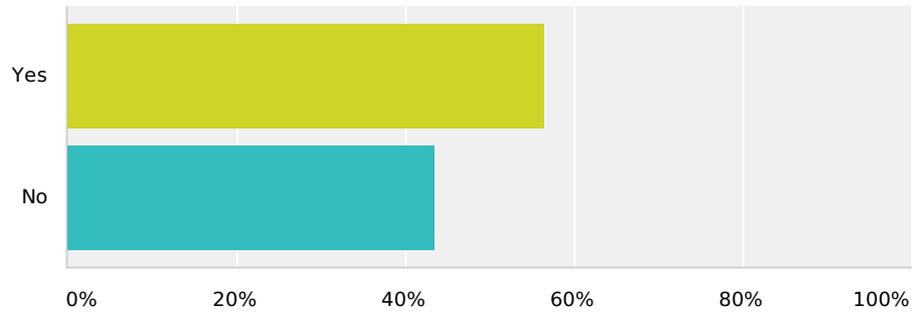
Answered: 177 Skipped: 0



Answer Choices	Responses
<b>I live local to the Marlborough Downs (the area between, and including, Swindon, Marlborough and Avebury)</b>	<b>67.23%</b> 119
<b>I'm a visitor to the Marlborough Downs from further afield</b>	<b>32.77%</b> 58
Total	177

**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"?**

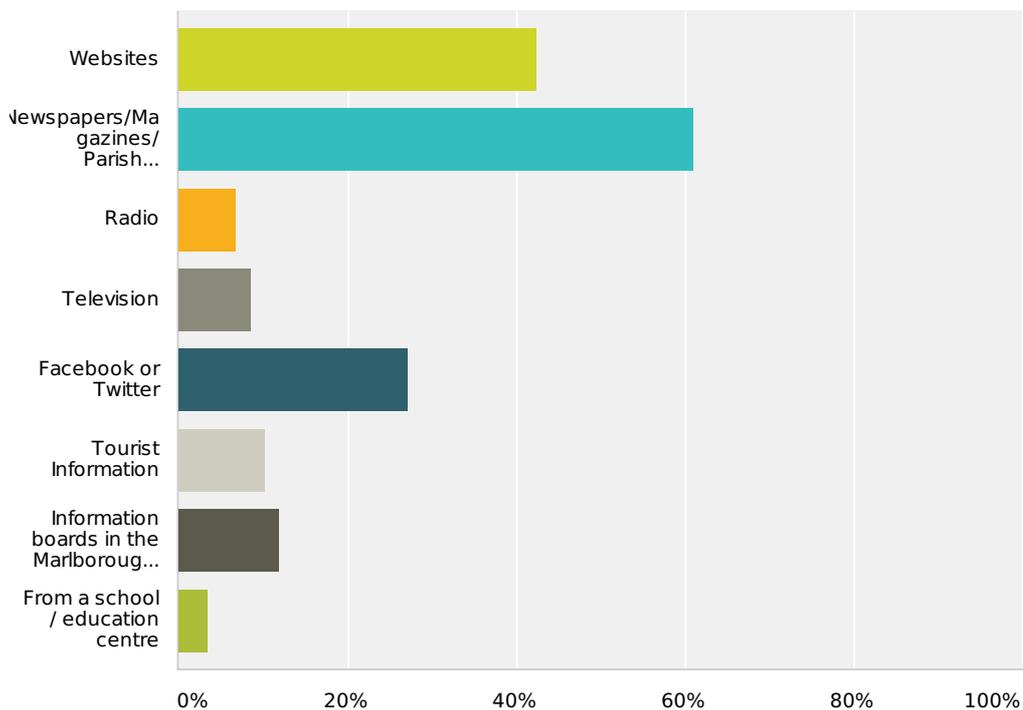
Answered: 177 Skipped: 0



Answer Choices	Responses
<b>Yes</b>	<b>56.50%</b> 100
<b>No</b>	<b>43.50%</b> 77
Total	177

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

Answered: 59 Skipped: 118



Answer Choices	Responses
<b>Websites</b>	<b>42.37%</b> 25
<b>Newspapers/Magazines/ Parish newsletter etc.</b>	<b>61.02%</b> 36
<b>Radio</b>	<b>6.78%</b> 4
<b>Television</b>	<b>8.47%</b> 5
<b>Facebook or Twitter</b>	<b>27.12%</b> 16
<b>Tourist Information</b>	<b>10.17%</b> 6
<b>Information boards in the Marlborough Downs</b>	<b>11.86%</b> 7
<b>From a school / education centre</b>	<b>3.39%</b> 2

Total Respondents: 59

Other (please specify) ( 47 )

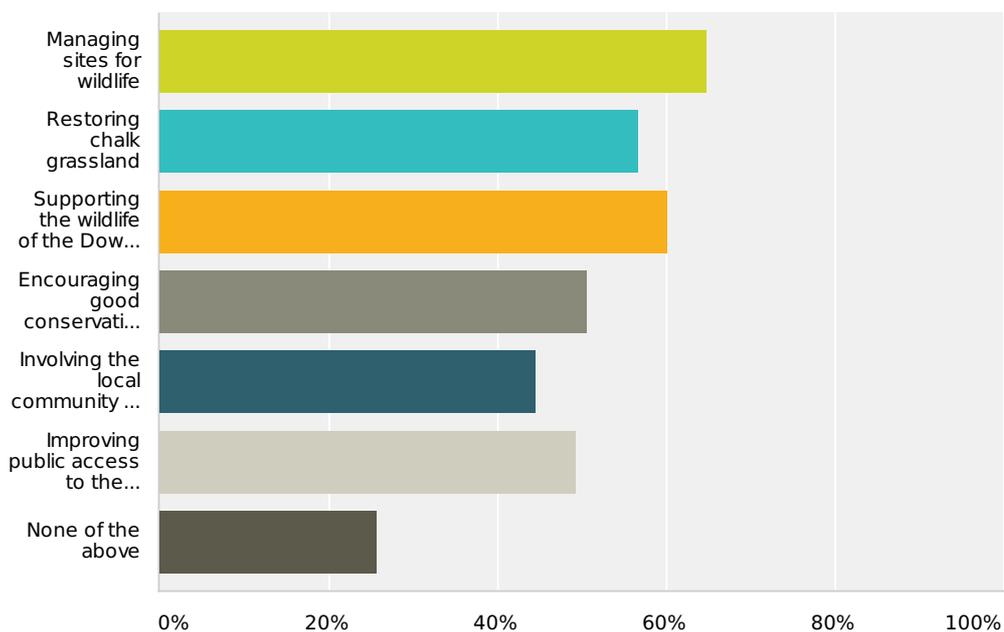
#	Other (please specify)	Date
1	Live in Wiltshire	4/30/2013 5:50 AM
2	friend	4/24/2013 3:08 PM
3	through contacts with WWT	4/24/2013 4:27 AM
4	Sustrans Rangers	4/24/2013 1:33 AM
5	I am in it	4/23/2013 11:50 AM
6	committee members	4/22/2013 1:33 PM
7	Word of mouth	4/22/2013 1:23 PM
8	From a farmer	4/22/2013 8:20 AM
9	Work	4/21/2013 12:15 AM
10	Local Farmers	4/19/2013 1:37 PM

Marlborough Downs Nature Improvement Area Questionnaire

#	Other (please specify)	Date
11	through work	4/19/2013 7:46 AM
12	N. F. U	4/19/2013 6:49 AM
13	Work for one of the participating farmers	4/18/2013 1:32 PM
14	friends	4/18/2013 5:55 AM
15	Natural England	4/18/2013 4:01 AM
16	at meetings of MDNIA	4/17/2013 11:34 AM
17	From Oliver Cripps (AONB) and Alastair Millington (Sustrans)	4/17/2013 10:44 AM
18	I am involved in one of the subgroups	4/17/2013 2:34 AM
19	A O N B Wessex Downs	4/16/2013 2:13 PM
20	Jemma Batten contacted Butterfly Conservation	4/16/2013 1:26 PM
21	Direct from NIA Farmers	4/16/2013 1:17 PM
22	Friends who are farmers	4/16/2013 12:24 PM
23	nia	4/16/2013 10:15 AM
24	word of mouth	4/16/2013 10:10 AM
25	Ramblers Area Committee	4/16/2013 10:09 AM
26	Work	4/16/2013 8:35 AM
27	Member of NIA	4/16/2013 7:16 AM
28	being on the committee !	4/16/2013 6:24 AM
29	face to face	4/16/2013 5:01 AM
30	I work for Wiltshire Council - I heard about it through work	4/16/2013 3:44 AM
31	word of mouth	4/16/2013 3:30 AM
32	Farmers Weekly - I wrote an article for FW when the grant was first awarded and hope to write follow-up pieces	4/16/2013 1:49 AM
33	Word of mouth - I work in conservation	4/16/2013 12:21 AM
34	I help with a Riding for the Disabled Group and we have heard about it from local farmers in the area where we are based	4/15/2013 11:11 PM
35	Talks and events	4/15/2013 2:31 PM
36	I am a member	4/15/2013 11:16 AM
37	Through my NFU connections	4/15/2013 9:54 AM
38	Local Access Forum notification	4/15/2013 9:29 AM
39	From speaking to farmers occasionally on regular walks	4/15/2013 9:00 AM
40	As member of the Access Forum	4/15/2013 8:38 AM
41	Member	4/15/2013 4:31 AM
42	Somebody told me about it	4/15/2013 3:47 AM
43	LAF	4/15/2013 3:32 AM
44	CLA	4/15/2013 3:17 AM
45	From local farmers	4/15/2013 3:04 AM
46	I'm one of the farmers involved in the project.	4/15/2013 3:04 AM
47	I work with Jemma	4/15/2013 2:20 AM

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

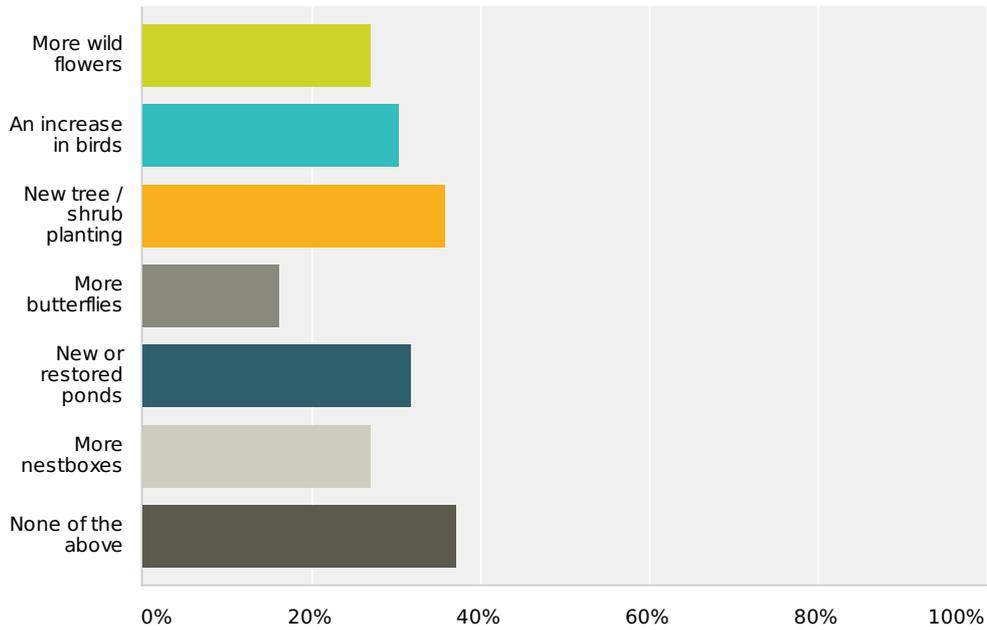
Answered: 148 Skipped: 29



Answer Choices	Responses
<b>Managing sites for wildlife</b>	<b>64.86%</b> 96
<b>Restoring chalk grassland</b>	<b>56.76%</b> 84
<b>Supporting the wildlife of the Downs (including plants, birds and animals)</b>	<b>60.14%</b> 89
<b>Encouraging good conservation practice</b>	<b>50.68%</b> 75
<b>Involving the local community in wildlife projects</b>	<b>44.59%</b> 66
<b>Improving public access to the countryside</b>	<b>49.32%</b> 73
<b>None of the above</b>	<b>25.68%</b> 38
Total Respondents: 148	

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

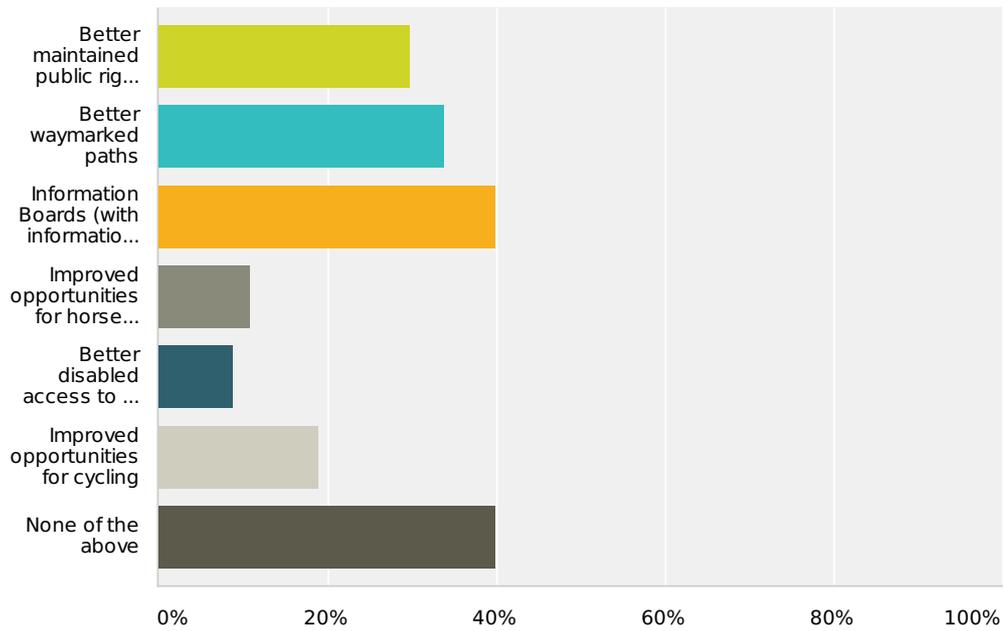
Answered: 148 Skipped: 29



Answer Choices	Responses
<b>More wild flowers</b>	<b>27.03%</b> 40
<b>An increase in birds</b>	<b>30.41%</b> 45
<b>New tree / shrub planting</b>	<b>35.81%</b> 53
<b>More butterflies</b>	<b>16.22%</b> 24
<b>New or restored ponds</b>	<b>31.76%</b> 47
<b>More nestboxes</b>	<b>27.03%</b> 40
<b>None of the above</b>	<b>37.16%</b> 55
Total Respondents: 148	

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

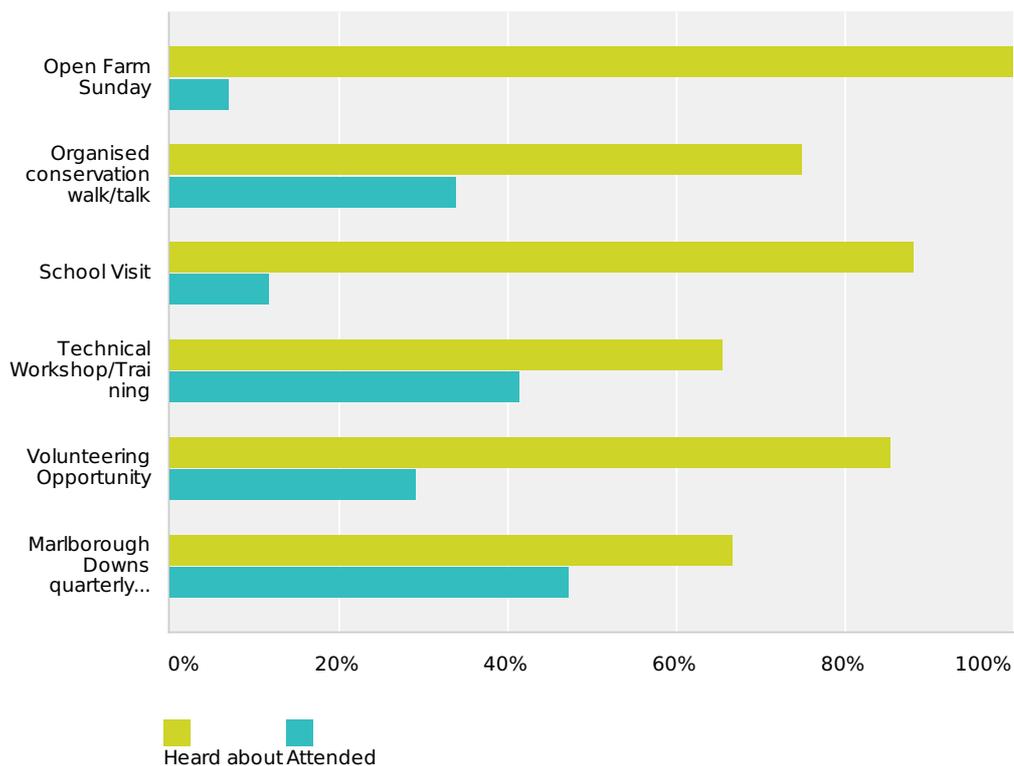
Answered: 148 Skipped: 29



Answer Choices	Responses
<b>Better maintained public rights of way</b>	<b>29.73%</b> 44
<b>Better waymarked paths</b>	<b>33.78%</b> 50
<b>Information Boards (with information such history, landscape, wildlife)</b>	<b>39.86%</b> 59
<b>Improved opportunities for horse riding</b>	<b>10.81%</b> 16
<b>Better disabled access to the countryside</b>	<b>8.78%</b> 13
<b>Improved opportunities for cycling</b>	<b>18.92%</b> 28
<b>None of the above</b>	<b>39.86%</b> 59
Total Respondents: 148	

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

Answered: 90 Skipped: 87



	Heard about	Attended	Total Respondents
<b>Open Farm Sunday</b>	<b>100%</b> 57	<b>7.02%</b> 4	57
<b>Organised conservation walk/talk</b>	<b>75%</b> 42	<b>33.93%</b> 19	56
<b>School Visit</b>	<b>88.24%</b> 15	<b>11.76%</b> 2	17
<b>Technical Workshop/Training</b>	<b>65.52%</b> 19	<b>41.38%</b> 12	29
<b>Volunteering Opportunity</b>	<b>85.42%</b> 41	<b>29.17%</b> 14	48
<b>Marlborough Downs quarterly update / social event</b>	<b>66.67%</b> 24	<b>47.22%</b> 17	36

## 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: 56 Skipped: 121

#	Responses	Date
1	It isn't local enough to Purton to be of interest. Would rather that we have improvements to our own areas of importance and not loose important conservation nature sites to build housing on, The Downs is not accessible for all and it is not sustainable to drive out to look at nature (plus nature does not want to be looked at and trampled on by foot and bikes from urban dwellers). We need nature to be around us and to be able to appreciate the green lungs around our homes and not some far off hill, It will be interesting if any if the points are considered or they disappear into the ether as they may not be comfortable reading!!!!!!	4/30/2013 5:56 AM
2	Better coverage in local magazine's / newspapers to increase public awareness, I had not heard about this scheme.	4/28/2013 1:58 PM
3	MUCH MORE PUBLICTY AND WORKING WITH THE PARISH COUNCILS, ESPECIALLY PEWSEY	4/25/2013 5:35 AM
4	Move quickly to restore footpaths after ploughing. A well maintained footpath encourages people to stick to the right of way rather than roam onto crops, wildflowers etc. The tranquility of the ANOB is being disturbed by the noise from microlights and small planes. This is particularly annoying when walking near small private airfields such as the one near Martinsell Hill where planes frequently take off and land. The establishment of such airfields near beauty spots frequented by walkers should be discouraged. Damage to By Ways by off-roading remains a problem although I realise this is a difficult one to address because of the powerful lobbies involved.	4/24/2013 4:42 AM
5	Wholeheartedly support this iniative. It needs more publicity. I live in Froxfield and we visit the downs area on a weekly basis, yet I was unaware of the programme.	4/23/2013 6:33 AM
6	Improve communication links with local communities so we know what's going on.	4/21/2013 3:44 AM
7	Please don't Fear responsible walkers.	4/19/2013 2:26 PM
8	Keep at it.	4/18/2013 2:29 PM
9	Keep the footpaths and stiles well marked and not ploughed up	4/18/2013 5:57 AM
10	I think that helping maintain seltive chalk down by seltive grazing or in any other way is a positive contribution to the AONB,environment and biodiversity and farmers should be encouraged in such projects.	4/18/2013 4:32 AM
11	Keep the farmland, byways and footpaths open and accessible to ALL people, including dog walkers and not put up signs in areas where there are no farm animals to keep dogs on leads. We are slowly losing the number of places that we can walk our dogs freely on the landscape, it is a big place, I am sure we can all share it.	4/18/2013 4:20 AM
12	That they use some explanation, or an informative or seasonal notice such as threatened species of birds nesting Feb-June, rather than a red notice saying Private/Keep out, on places where the public might wish to walk. I believe most country people are genuinely interested in preserving local wildlife, and that this would help the cause and improve farmers/public relationships. Could the Marlborough Downs Group provide such notices for farmers?	4/18/2013 2:35 AM
13	Talks about the challenges they face and why they do what they do	4/18/2013 12:20 AM
14	You need to use local media to spread the information. Town / Village notice boards, local News Letters, Church Magazines, Sports Clubs and Pubs and even Schools!	4/17/2013 1:42 PM
15	It would be nice if the council and highways and farmers removed ragwort from the highways and farms of Wiltshire and oxfordshire . maybe there will come a time in the next few years when they will need to buy in hay, and it could be contaminated with ragwort they could loose their favorite best animal	4/17/2013 1:16 PM
16	Ensure the public understand what is going on. Present a positive (but realistic) picture of farming practices in teh 21st century.	4/17/2013 11:37 AM
17	Thank you for being part of this. It's a really great opportunity to make important changes to the lands and how we manage it: and to educate residents and visitors about why we need to make the changes.	4/17/2013 10:48 AM

Marlborough Downs Nature Improvement Area Questionnaire

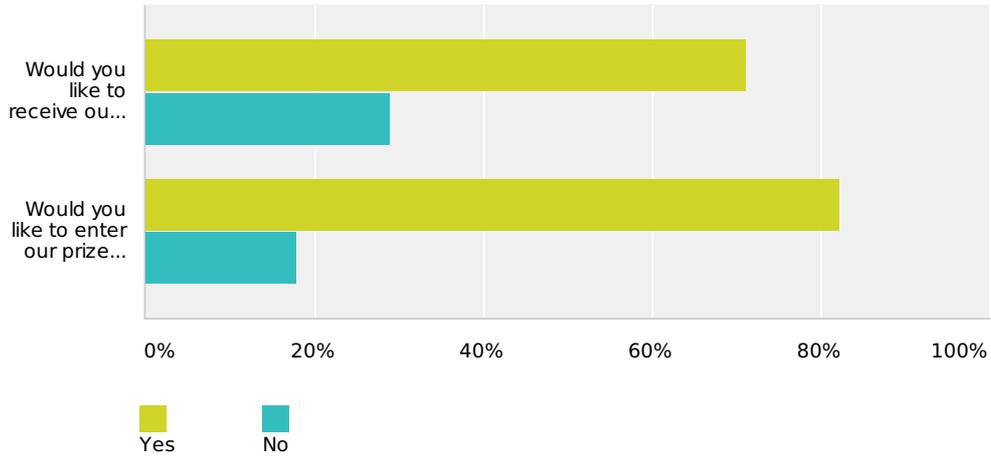
#	Responses	Date
18	To keep a record of any improvements or arrivals or increase in any wildlife and to submit to main organisers of the MDNla so that it can be recorded and then at the get togethers everyone can see the results of the improvements.	4/17/2013 10:28 AM
19	Please get in touch with ARK about free automatic water meter readers if you get your water from Thames Water (not from your own borehole). As part of Care for the Kennet we are working with Thames Water to reduce water consumption in the upper Kennet. Any help you could give would be great. Thames Water's figures show that rural leakage is their biggest issue in this area - it won't cost farmers anything, and if you have a leak and are paying for water you are not using it could save you money!	4/17/2013 7:42 AM
20	List their details somewhere location/email/phone no so that people like me who have spare time occasionally could contact them to go and help	4/17/2013 4:56 AM
21	Farmer members should be encouraged to show greater initiative in leading the NIA process.	4/17/2013 2:36 AM
22	Ensure public footpaths are accessible and not allow cattle to block them	4/16/2013 2:48 PM
23	Try to link up wildlife rich areas to allow more mobility of species. Ensure that appropriate management of rich wildlife areas is implemented and maintained. Improve marginal habitats.	4/16/2013 1:32 PM
24	Just congratulations on what seems to be an excellent project.	4/16/2013 1:02 PM
25	I am very impressed with the hard work they have put into the NIA. Keep up the good work! also I would like to know more about I can help.	4/16/2013 12:30 PM
26	Make sure that all public rights of way are fully accessible to the public and not blocked, e.g. by crops	4/16/2013 10:12 AM
27	Keep at it we are leading the fight in saving the countryside.	4/16/2013 9:50 AM
28	to be more accepting and friendly to walkers	4/16/2013 9:45 AM
29	A fantastic initiative, keep up the good work	4/16/2013 8:37 AM
30	Send articles to all the local parish newsletters and help improve local websites e.g. <a href="http://ogbournestgeorge.org.uk/local-information/new-marlborough-downs-nature-improvement-area/">http://ogbournestgeorge.org.uk/local-information/new-marlborough-downs-nature-improvement-area/</a> Editor's email is keith@the-sanctuary.biz	4/16/2013 8:21 AM
31	Make sure the local people know about it so we can help/encourage more usage?	4/16/2013 8:11 AM
32	Make sure as much information given to public as possible - display boards etc when needing to protect certain areas so they can avoid them	4/16/2013 7:03 AM
33	Keep up the good work you are doing	4/16/2013 6:58 AM
34	More money, less red tape!	4/16/2013 6:27 AM
35	Continue to raise the profile amongst the general public of what landowners are doing to enhance nature on the Marlborough Downs	4/16/2013 3:48 AM
36	more access for disabled visitors	4/16/2013 3:37 AM
37	more hedges. more trees, more ponds, more open access	4/16/2013 2:36 AM
38	A website with details of activities and programme of aims and objectives would be good. Also, perhaps a local produce co-operative so that Marlborough Downs becomes a branded product and a symbol of quality fresh produce.	4/16/2013 1:55 AM
39	While welcoming walkers and other visitors, authorities should be aware - as I am sure farmers are - of problems caused by eg, erosion, and other threats to sensitive habitats; also problems which increased numbers may bring to local communities. This relates to serious concerns over the proposed "Great Stones Way."	4/16/2013 12:59 AM
40	Keep up the good work! Prioritise grassland management & restoration over tree planting - more trees is not an important historical/natural feature of the area	4/16/2013 12:25 AM
41	A map of the circular walk available. A website other than just a Facebook page	4/15/2013 2:34 PM
42	I support initiatives to make changes that promote the welfare of our chalk grasslands; keep up the good work!	4/15/2013 12:27 PM
43	better publicity, clearly!	4/15/2013 12:20 PM
44	Keep up the good work	4/15/2013 11:18 AM
45	Particularly to see if more sensible access could be created ,especially to provide more off road riding for equestrians, also access for all users as good for health as accessing the countryside is enjoyable. However users must access the countryside responsibly, especially when walking dogs, remembering they are in a working ,living landscape.	4/15/2013 10:05 AM

Marlborough Downs Nature Improvement Area Questionnaire

#	Responses	Date
46	I love visiting this beautiful, little-known and 'hidden treasure' of England. My ancestors came from the area and I like to think that it would still look fairly familiar to them if they were return today. But anything you can do to both protect and encourage wildlife, bees and birds to the area can only be good.	4/15/2013 9:52 AM
47	Be friendly to the public	4/15/2013 9:31 AM
48	Please don't ignore broken stiles on your property. If it's someone else's responsibility to maintain them please report it, especially if the direction markers are absent because I know as a daily walker I don't want to go the wrong way and end up tramping over parts of your land I shouldn't be in. Also please make sure if you need to make a temporary diversion to the public footpath on your land that the alternative route is well marked, for the same reason as above.	4/15/2013 9:09 AM
49	On reading the previous question I had thought that the access was specifically being improved for carriage driving as opposed to Horse riding as there are already several bridleways on the Downs but circular routes are difficult to find as soe areas are too steep for driving on the exsisting Byways or they cross farm land with cattle which is dangerous. Any access would be very much appreciated, also areas where arrangements could be made for parking ( perhaps by telephoning in advance.	4/15/2013 8:49 AM
50	more publicity would be a good start	4/15/2013 5:54 AM
51	Sticking to rights of way often involves crossing arable fields which can be difficult going and often one feels one should skirt the edge to avoid trampling crops - perhaps some re-routing of rights of way would help access? Circular routes of varying length from settlements and direct traffic-free links between villages for pedestrians and cyclists are much more relevant use of the countryside today than long distance routes that don't join up anything but roads. It would also be nice to see more mature hedgerows again and hedge- laying rather than continually flailing them to within an inch of their lives. Hedges could help stop snow drifting onto roads and paths.	4/15/2013 5:41 AM
52	I support your project	4/15/2013 3:49 AM
53	The pressures on the countryside are increasing all the time....keep up the good work. Thanks for the efforts that you have already made.	4/15/2013 3:31 AM
54	Would congratulate	4/15/2013 3:26 AM
55	To consider carefully what areas you wish to promote and for whom	4/15/2013 3:14 AM
56	As you travel throuhout Britain you are often made aware of enterring designated regions - for example National Parks, or perhaps Boroughs or Counties. It is difficult to know where the Marlborough Downs Nature Improvement Area is (beyond the somewhat obvious places) and indeed whether everyone is 'on board' with ideals of conservation and access improvement or whether some places 'opt out'. Is there some way of letting the public know a little more about where the MDNIA is - even if they are just pasising through?	4/15/2013 2:27 AM

### Q9 Follow up

Answered: 122 Skipped: 55



	Yes	No	Total
<b>Would you like to receive our quarterly newsletter by email?</b>	<b>71.07%</b> 86	<b>28.93%</b> 35	121
<b>Would you like to enter our prize draw to win £100 in vouchers to spend in a Marlborough Downs country store?</b>	<b>82.20%</b> 97	<b>17.80%</b> 21	118