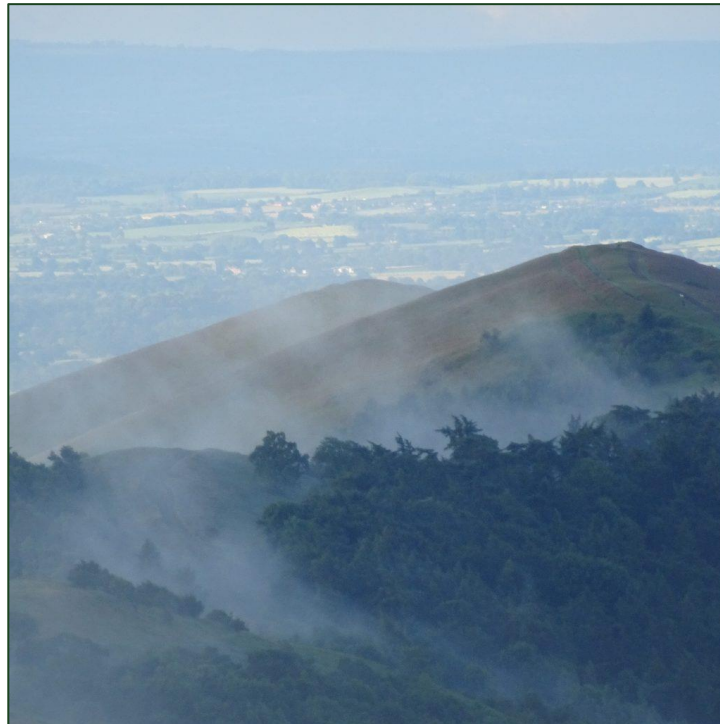


# Management Plan Review Survey

## Engagement with residents and stakeholders

### February to March 2024

# **Analysis of survey results**



## Background

- A total of 83 responses were collected. However, all questions were optional so not all respondents provided information for every question.

## The questions

1. Over the next five years, what do you think are the greatest threats/challenges to the National Landscape?
2. Are there any other key threats/challenges to the National Landscape?
3. What do you value about the National Landscape?
4. Are there any other things that you value not listed above?
5. Thinking about your answers above, what do you think are the key actions that should be taken in the Malvern Hills National Landscape over the next five years?
6. Do you have any other comments or concerns about the Malvern Hills National Landscape or National Landscape Partnership?
7. Which one of the following best describes your point of view?
8. Are you happy to give us your post code?

**Q1. Over the next five years, what do you think are the greatest threats/challenges to the Malvern Hills National Landscape? In ranked order.**

1. Excessive and/or inappropriate development
2. Decline in the variety and abundance of wildlife
3. Tourism pressures/issues
4. Changes in the appearance of the landscape
5. Water quality and flooding
6. Greenhouse gas emissions
7. Techniques/approaches to land management
8. Transport pressures/issues
9. Insufficient engagement by people with the natural environment
10. Recreational activities
11. Air pollution
12. Loss of/changes to historic feature
13. Lack of/quality of access to the countryside

## **Q2. Are there any other key threats/challenges to the National Landscape?**

1. Visitor pressures - people/bikes/dogs and other animals
2. Development/planning/controls and lack of controls
3. Others - including war, food supply, national legislation, changing landscape
4. Climate change
5. Too many trees/trees not being cut down
6. Litter
7. Not enough trees/lack of tree planting/damage to trees
8. Funding/lack of funding
9. Insufficient mobile phone masts/mobile phone coverage
10. Views being obscured
11. Roads/highways in poor condition, waterlogged farmland draining onto roads and highways

### Q3. What do you value about the Malvern Hills National Landscape? In ranked order.

1. Great views
2. Peace and tranquillity
3. Fresh air
4. Seeing wildlife
5. An inspiring place
6. Taking exercise
7. A place to explore
8. A safe place to be outside
9. A sense of history
10. Delivers clean water
11. Walking the dog
12. Stores carbon
13. Slows down flood water
14. Meeting people/social
15. Food production
16. Volunteering

## Q4. Are there any other things that you value not listed above?

1. Sense of place/distinct character
2. Protection afforded by the designation
3. Enjoyment/leisure for people
4. Nature
5. Views
6. Geology
7. Open access/footpath
8. Health benefits
9. Proximity to town
10. Cultural associations

## Q5. What do you think are the key actions that should be taken? In ranked order.

1. Limit/ensure appropriate development
2. Maintain/protect landscape
3. Manage recreational impacts
4. Nature recovery/enhancement
5. Adapt land management re: climate change
6. Good/more access/access for all
7. Responsible cycling
8. Reduce/manage cycling on hills
9. Engage people/information/awareness raising
10. Sustainable transport
11. Improve air quality
12. Liaise with stakeholders/managers
13. Spread visitor pressure
14. Look after/retain toilets
15. Make use of (new) funding
16. Digital access
17. Restore historic environment/buildings

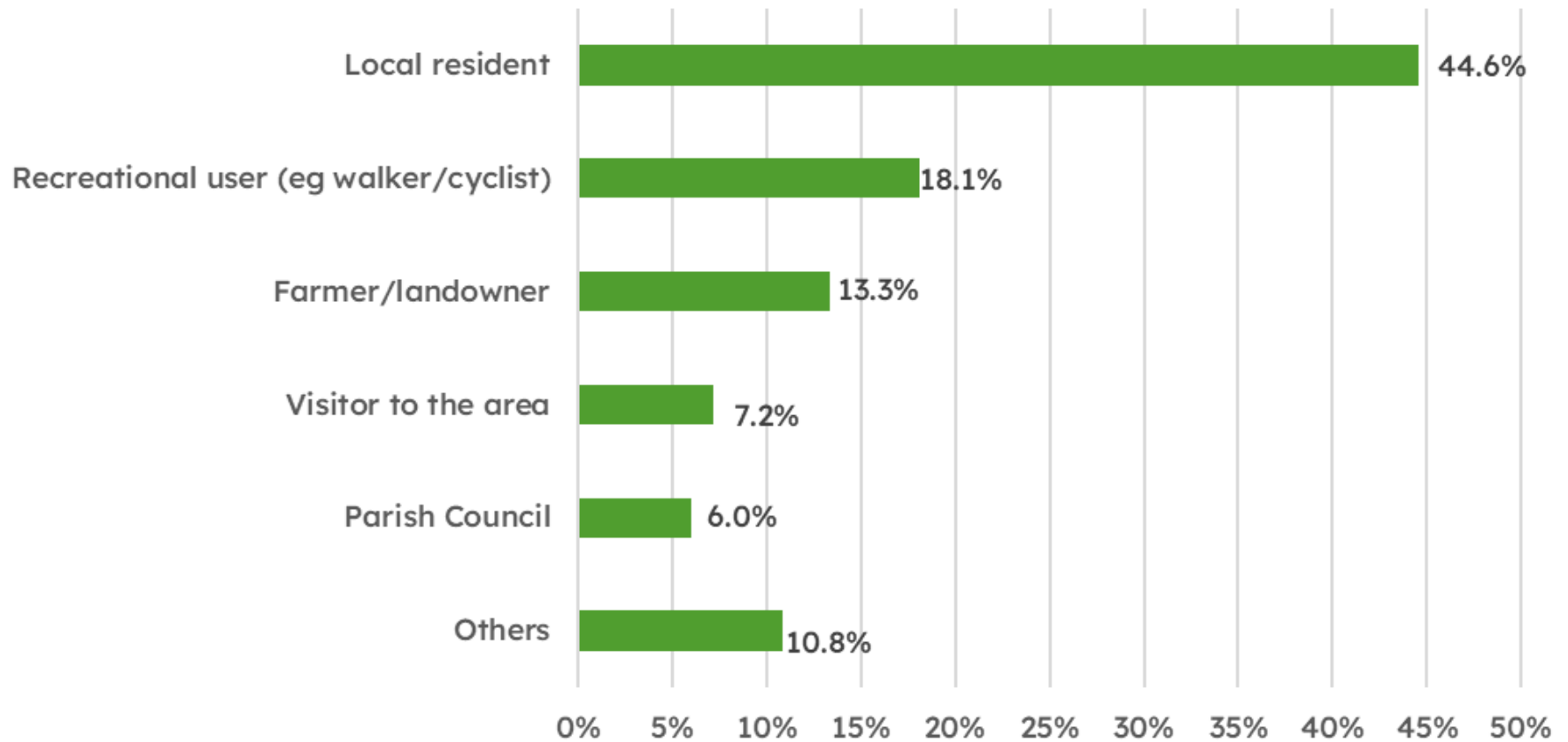




## **Q6. Do you have any other comments or concerns about the Malvern Hills National Landscape or National Landscape Partnership?**

1. No, not significantly
2. MHNL team do a good job
3. Concern over the level of recreation and its impacts
4. Concern over development
5. Love the area
6. Need a better plan for the future
7. Improve public relations
8. Don't comment on planning matters outside NL
9. Concerned over future funding

## Q7. Which of the following best describes your point of view?



Q8. Are you happy to give us your post code?



A word cloud of postcodes in various colors (maroon, gold, brown) and sizes. The largest and most prominent postcodes are WR1, WR14, HR8, and WR6. Other visible postcodes include WR9, WR7, GL16, HR9, WR2, WR5, WS3, GL54, WR3, DY11, WR38, WR8, B45, and GL55.