

Malvern Hills AONB Management Plan Review

Introduction

1. Which aspects of the Malvern Hills AONB are most important to you?						
	Very important	Important	Neutral	Unimportant	Not important at all	Response Total
Landscape	87.5% (56)	10.9% (7)	1.6% (1)	0.0% (0)	0.0% (0)	64
Rocks and soil (geodiversity)	29.7% (19)	46.9% (30)	21.9% (14)	1.6% (1)	0.0% (0)	64
Wildlife (fauna and flora)	73.4% (47)	23.4% (15)	3.1% (2)	0.0% (0)	0.0% (0)	64
The historic environment (inc historic buildings, monuments, registered parks and gardens)	40.6% (26)	42.2% (27)	17.2% (11)	0.0% (0)	0.0% (0)	64
Farming and Forestry	26.6% (17)	54.7% (35)	15.6% (10)	3.1% (2)	0.0% (0)	64
Local Communities	45.3% (29)	40.6% (26)	12.5% (8)	1.6% (1)	0.0% (0)	64
Built development and economic growth	25.0% (16)	28.1% (18)	32.8% (21)	7.8% (5)	6.3% (4)	64
Tourism	18.8% (12)	46.9% (30)	23.4% (15)	4.7% (3)	6.3% (4)	64
Transport	21.9% (14)	39.1% (25)	31.3% (20)	6.3% (4)	1.6% (1)	64
Recreation and Access	39.1% (25)	46.9% (30)	10.9% (7)	3.1% (2)	0.0% (0)	64
Learning about the Malvern Hills	21.9% (14)	57.8% (37)	18.8% (12)	1.6% (1)	0.0% (0)	64
Opportunities to volunteer	10.9% (7)	37.5% (24)	40.6% (26)	9.4% (6)	1.6% (1)	64
					answered	64
					skipped	0
Other (please state) (7)						
1	Malvern Water (natural, cultural & social aspects)					
2	peace and quiet					
3	I do not see a reference here to ENHANCEMENT. Maybe it comes later.					
4	Apropriateness/ compatibily of activities and designed elements. Protection from back door planning creep (eg through stables, menages, caravans etc) in order to maintain landscape integrity and special character for future generations. Encouragement of local, ethical, sustainable or innovative businesses which enhance local amenity, attract money or visitors and add value to the area, rather than those that have no specific relevance to the area and which exploit and detract from local amenity.					
5	Infrastructure, such as schools ,hospital, public transport as development increases.					
6	Answers provided from the perspective of Worcestershire County Council's role as Mineral and Waste Planning Authority. This does not mean that the other aspects listed (answered neutral) are not important to the AONB.					

1. Which aspects of the Malvern Hills AONB are most important to you?

	Very important	Important	Neutral	Unimportant	Not important at all	Response Total
7	There seems to be a real lack of knowledge of the AONB and it's purpose. Talks and presentations at schools/groups would be a great way of spreading the word. It may also be an opportunity to get volunteers.					

Matrix Charts

1.1. Landscape						Response Percent	Response Total
1	Very important					87.5%	56
2	Important					10.9%	7
3	Neutral					1.6%	1
4	Unimportant					0.0%	0
5	Not important at all					0.0%	0
Analysis	Mean:	1.14	Std. Deviation:	0.39	Satisfaction Rate:	3.52	answered 64
	Variance:	0.15	Std. Error:	0.05			

1.2. Rocks and soil (geodiversity)						Response Percent	Response Total
1	Very important					29.7%	19
2	Important					46.9%	30
3	Neutral					21.9%	14
4	Unimportant					1.6%	1
5	Not important at all					0.0%	0
Analysis	Mean:	1.95	Std. Deviation:	0.76	Satisfaction Rate:	23.83	answered 64
	Variance:	0.58	Std. Error:	0.09			

1.3. Wildlife (fauna and flora)						Response Percent	Response Total
1	Very important					73.4%	47
2	Important					23.4%	15
3	Neutral					3.1%	2
4	Unimportant					0.0%	0
5	Not important at all					0.0%	0
Analysis	Mean:	1.3	Std. Deviation:	0.52	Satisfaction Rate:	7.42	answered 64
	Variance:	0.27	Std. Error:	0.07			

1.4. The historic environment (inc historic buildings, monuments, registered parks and gardens)						Response Percent	Response Total	
1	Very important					40.6%	26	
2	Important					42.2%	27	
3	Neutral					17.2%	11	
4	Unimportant					0.0%	0	
5	Not important at all					0.0%	0	
Analysis	Mean:	1.77	Std. Deviation:	0.72	Satisfaction Rate:	19.14	answered	64
	Variance:	0.52	Std. Error:	0.09				

1.5. Farming and Forestry						Response Percent	Response Total	
1	Very important					26.6%	17	
2	Important					54.7%	35	
3	Neutral					15.6%	10	
4	Unimportant					3.1%	2	
5	Not important at all					0.0%	0	
Analysis	Mean:	1.95	Std. Deviation:	0.74	Satisfaction Rate:	23.83	answered	64
	Variance:	0.54	Std. Error:	0.09				

1.6. Local Communities						Response Percent	Response Total	
1	Very important					45.3%	29	
2	Important					40.6%	26	
3	Neutral					12.5%	8	
4	Unimportant					1.6%	1	
5	Not important at all					0.0%	0	
Analysis	Mean:	1.7	Std. Deviation:	0.74	Satisfaction Rate:	17.58	answered	64
	Variance:	0.55	Std. Error:	0.09				






1.7. Built development and economic growth						Response Percent	Response Total	
1	Very important					25.0%	16	
2	Important					28.1%	18	
3	Neutral					32.8%	21	
4	Unimportant					7.8%	5	
5	Not important at all					6.3%	4	
Analysis	Mean:	2.42	Std. Deviation:	1.13	Satisfaction Rate:	35.55	answered	64
	Variance:	1.28	Std. Error:	0.14				

1.8. Tourism						Response Percent	Response Total	
1	Very important					18.8%	12	
2	Important					46.9%	30	
3	Neutral					23.4%	15	
4	Unimportant					4.7%	3	
5	Not important at all					6.3%	4	
Analysis	Mean:	2.33	Std. Deviation:	1.03	Satisfaction Rate:	33.2	answered	64
	Variance:	1.06	Std. Error:	0.13				

1.9. Transport						Response Percent	Response Total	
1	Very important					21.9%	14	
2	Important					39.1%	25	
3	Neutral					31.3%	20	
4	Unimportant					6.3%	4	
5	Not important at all					1.6%	1	
Analysis	Mean:	2.27	Std. Deviation:	0.92	Satisfaction Rate:	31.64	answered	64
	Variance:	0.85	Std. Error:	0.12				

1.10. Recreation and Access						Response Percent	Response Total	
1	Very important					39.1%	25	
2	Important					46.9%	30	
3	Neutral					10.9%	7	
4	Unimportant					3.1%	2	
5	Not important at all					0.0%	0	
Analysis	Mean:	1.78	Std. Deviation:	0.76	Satisfaction Rate:	19.53	answered	64
	Variance:	0.58	Std. Error:	0.09				

1.11. Learning about the Malvern Hills						Response Percent	Response Total	
1	Very important					21.9%	14	
2	Important					57.8%	37	
3	Neutral					18.8%	12	
4	Unimportant					1.6%	1	
5	Not important at all					0.0%	0	
Analysis	Mean:	2	Std. Deviation:	0.68	Satisfaction Rate:	25	answered	64
	Variance:	0.47	Std. Error:	0.09				




1.12. Opportunities to volunteer						Response Percent	Response Total
1	Very important					10.9%	7
2	Important					37.5%	24
3	Neutral					40.6%	26
4	Unimportant					9.4%	6
5	Not important at all					1.6%	1
Analysis	Mean:	2.53	Std. Deviation:	0.87	Satisfaction Rate:	38.28	answered
	Variance:	0.75	Std. Error:	0.11			


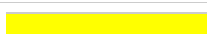


2. What do you think are the greatest threats/challenges to the Malvern Hills AONB over the next five years?					
	Large threat	Possible threat	Neutral	No threat	Response Total
Changes to the landscape	32.8% (21)	56.3% (36)	10.9% (7)	0.0% (0)	64
Changes to the rocks and soil	7.8% (5)	46.9% (30)	35.9% (23)	9.4% (6)	64
Loss of/changes to wildlife	42.2% (27)	51.6% (33)	6.3% (4)	0.0% (0)	64
Loss of/changes to historic features	20.3% (13)	54.7% (35)	23.4% (15)	1.6% (1)	64
Changes to farming and forestry	29.7% (19)	48.4% (31)	21.9% (14)	0.0% (0)	64
Changes to local communities	15.6% (10)	62.5% (40)	20.3% (13)	1.6% (1)	64
Inappropriate (including excessive) development in the AONB	53.1% (34)	37.5% (24)	7.8% (5)	1.6% (1)	64
New development or activities spoiling the views from the AONB	57.8% (37)	35.9% (23)	6.3% (4)	0.0% (0)	64
Tourism pressures/issues	31.3% (20)	48.4% (31)	14.1% (9)	6.3% (4)	64
Transport pressures/issues	25.0% (16)	54.7% (35)	17.2% (11)	3.1% (2)	64
Recreational activities	14.1% (9)	57.8% (37)	25.0% (16)	3.1% (2)	64
				answered	64
				skipped	0
Other (please state) (10)					
1	Although not all the threats in themselves are large, in-combination they would certainly be so.				
2	.				
3	Failure of AONB and other agencies both to foresee possible new threats; and/or to resist, fail to encourage, or ignore new opportunities.				
4	Light ! The amount of light in our night views is increasing - that's bad for wildlife and for our tranquil night skies.				




2. What do you think are the greatest threats/challenges to the Malvern Hills AONB over the next five years?





	Large threat	Possible threat	Neutral	No threat	Response Total
5	<p>Commercial interests and pressures for industrial scale farming (or other) practices, eg chicken farms, which pollute and damage the landscape rather than respecting and integrating into the landscape.</p> <p>Need to resist developers trying to cherry pick and obtain maximum profit from exploiting and selling too many overly large homes in beautiful locations, when they should be providing beautiful well designed homes appropriate to local needs and which aim to improve the less desirable or beautiful sites for the benefit of the whole area and not just themselves or their buyers.</p> <p>In other words...the most important challenge is to be positively influencing the direction of future development for the greater good, and not just to be defensively "holding the line".</p>				
6	Light pollution				
7	Excessive building work,				
8	I consider the main spine of the Malvern Hills to be over its carrying capacity and have observed significant erosion of the ridge line and other paths. This is being exacerbated by other recreational pressures, esp mountain biking and dog walking.				
9	<p>More support to farming business . There are hardly any farming business left in the AONB. For business to start or continue and be viable they have to be intensive ,have good road access etc. It's better to have sustainable farming business within the AONB .</p> <p>Modern farms need large buildings , the clause in AONB (not supporting large developments should not apply to agriculture)</p> <p>With the affluent population growing within the area, there will be more pressure to open up equestrian activities . A large agricultural area is already down to pony paddocks and stables .</p>				
10	Answers provided from the perspective of Worcestershire County Council's role as Mineral and Waste Planning Authority. This does not mean that the other aspects listed (answered neutral) are not important to the AONB.				




Matrix Charts





2.1. Changes to the landscape						Response Percent	Response Total	
1	Large threat					32.8%	21	
2	Possible threat					56.3%	36	
3	Neutral					10.9%	7	
4	No threat					0.0%	0	
Analysis	Mean:	1.78	Std. Deviation:	0.62	Satisfaction Rate:	26.04	answered	64
	Variance:	0.39	Std. Error:	0.08				

2.2. Changes to the rocks and soil						Response Percent	Response Total	
1	Large threat					7.8%	5	
2	Possible threat					46.9%	30	
3	Neutral					35.9%	23	
4	No threat					9.4%	6	
Analysis	Mean:	2.47	Std. Deviation:	0.77	Satisfaction Rate:	48.96	answered	64
	Variance:	0.59	Std. Error:	0.1				

2.3. Loss of/changes to wildlife						Response Percent	Response Total	
1	Large threat					42.2%	27	
2	Possible threat					51.6%	33	
3	Neutral					6.3%	4	
4	No threat					0.0%	0	
Analysis	Mean:	1.64	Std. Deviation:	0.6	Satisfaction Rate:	21.35	answered	64
	Variance:	0.36	Std. Error:	0.07				

2.4. Loss of/changes to historic features						Response Percent	Response Total	
1	Large threat					20.3%	13	
2	Possible threat					54.7%	35	
3	Neutral					23.4%	15	
4	No threat					1.6%	1	
Analysis	Mean:	2.06	Std. Deviation:	0.7	Satisfaction Rate:	35.42	answered	64
	Variance:	0.5	Std. Error:	0.09				

2.5. Changes to farming and forestry						Response Percent	Response Total	
1	Large threat					29.7%	19	
2	Possible threat					48.4%	31	
3	Neutral					21.9%	14	
4	No threat					0.0%	0	
Analysis	Mean:	1.92	Std. Deviation:	0.71	Satisfaction Rate:	30.73	answered	64
	Variance:	0.51	Std. Error:	0.09				

2.6. Changes to local communities						Response Percent	Response Total	
1	Large threat					15.6%	10	
2	Possible threat					62.5%	40	
3	Neutral					20.3%	13	
4	No threat					1.6%	1	
Analysis	Mean:	2.08	Std. Deviation:	0.64	Satisfaction Rate:	35.94	answered	64
	Variance:	0.42	Std. Error:	0.08				

2.7. Inappropriate (including excessive) development in the AONB						Response Percent	Response Total
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2.7. Inappropriate (including excessive) development in the AONB						Response Percent	Response Total	
1	Large threat					53.1%	34	
2	Possible threat					37.5%	24	
3	Neutral					7.8%	5	
4	No threat					1.6%	1	
Analysis	Mean:	1.58	Std. Deviation:	0.7	Satisfaction Rate:	19.27	answered	64
	Variance:	0.49	Std. Error:	0.09				

2.8. New development or activities spoiling the views from the AONB						Response Percent	Response Total	
1	Large threat					57.8%	37	
2	Possible threat					35.9%	23	
3	Neutral					6.3%	4	
4	No threat					0.0%	0	
Analysis	Mean:	1.48	Std. Deviation:	0.61	Satisfaction Rate:	16.15	answered	64
	Variance:	0.37	Std. Error:	0.08				

2.9. Tourism pressures/issues						Response Percent	Response Total	
1	Large threat					31.3%	20	
2	Possible threat					48.4%	31	
3	Neutral					14.1%	9	
4	No threat					6.3%	4	
Analysis	Mean:	1.95	Std. Deviation:	0.84	Satisfaction Rate:	31.77	answered	64
	Variance:	0.7	Std. Error:	0.1				

2.10. Transport pressures/issues						Response Percent	Response Total	
1	Large threat					25.0%	16	
2	Possible threat					54.7%	35	
3	Neutral					17.2%	11	
4	No threat					3.1%	2	
Analysis	Mean:	1.98	Std. Deviation:	0.74	Satisfaction Rate:	32.81	answered	64
	Variance:	0.55	Std. Error:	0.09				

2.11. Recreational activities						Response Percent	Response Total
1	Large threat					14.1%	9
2	Possible threat					57.8%	37

2.11. Recreational activities						Response Percent	Response Total	
3	Neutral					25.0%	16	
4	No threat					3.1%	2	
Analysis	Mean:	2.17	Std. Deviation:	0.7	Satisfaction Rate:	39.06	answered	64
	Variance:	0.49	Std. Error:	0.09				

3. Thinking about your answer to question 2, what do you think are the key issues that the Malvern Hills AONB Partnership should help to address over the next five years?

		Response Percent	Response Total
1	Open-Ended Question	100.00%	56
1	There will need to be a recognition that there is a substantial need for new housing across the Malverns, including within the AONB. A number of rural villages have been identified as service centres and villages that will need to grow in order to sustain local services and facilities. This will need to be balanced against the desire to protect the natural environment.		
2	The largest and most immediate threats that are identified. Large-scale intensification of use in particular (residential / commercial / agricultural etc.) and cumulative effects.		
3	Protecting the environment and views which could be affected by any of the items mentioned above.		
4	Ensure that an effective development plan is put in place and agreed so that developers are held to account and only appropriate and considerate development is made to the area.		
5	Try to stop more development around the hills.		
6	protecting landscape and biodiversity whilst encouraging suitable and sustainable economic development and tourism.		
7	Ensuring minimal development whilst maintaining natural environments to encourage and foster greater wildlife diversity. Better support for communities living in AONB		
8	Lack of places for tourist to go and lack advertising for places already here I.e Malvern outdoor centre		
9	increasing erosion from visitor numbers, especially mountain bikes. parking issues.		
10	Consider the amount of housing development being planned for in the surrounding area such as in Colwall and how that development will impact upon the views from the Hills. Can the Wyche cutting cope with the extra amount of traffic that will be created.		
11	Landscape scale habitat defragmentation, ensuring appropriate development delivers net environmental gain and inappropriate development is resisted.		
12	Improving access within and to the area		
13	Continue to maintain the AONB as it is in its current state ensuring development doesn't encroach and the landscape stays the same		
14	Challenging Herefordshire CC plans for excess and inappropriate development within the AONB		
15	Ref. the Hills: Actively maintain views being obscured by tree growth. Livestock needs to be managed for the benefit of the public, avoiding use of electric fencing where possible. Better control of cyclists required for safety of all users.		
16	Sustainable development in Malvern. New housing is needed and guidance on suitable areas required as local communities are very anti any building and tend to object noisily to any proposals		
17	Protect the wildlife and landscape		
18	In a period of rapid growth of housing and light industrial development, protect the character of the AONB.		

3. Thinking about your answer to question 2, what do you think are the key issues that the Malvern Hills AONB Partnership should help to address over the next five years?

		Response Percent	Response Total
19	Ensuring they remain a wonderful resource for everyone's use and enjoyment.		
20	Sensible, integrated planning to preserve all the good aspects of the area without stultifying the area.		
21	Change is inevitable: the worst possible default attitude to (proposed) changes is 'NOTHING SHOULD EVER BE DONE FOR THE FIRST TIME'.		
22	The impact of tourism on wildlife, particularly the honeypot parts such as the Malvern Hills themselves. I see this as the biggest threat to the protected sites in the area.		
23	Assist w.c.c to access M5 to accommodate in grease of new build		
24	Inappropriate development. Landscape changes, in the broadest sense.		
25	Ensure habitat supports wide range of wildlife		
26	protecting the landscape, flora, fauna and archaeological heritage		
27	<p>The need to oppose and resist government support for mass quotas of innapropriately sized and poorly considered generic developer led housing development. The need to explore and encourage alternatives to this "lazy" mass outsourcing approach, like community self build, co-ops, smaller architect led and well considered, developments. The AONB should also lead the way in promoting energy efficiency and move focus onto the overarching key issue of the environment both locally and globally.</p> <p>The other major challenge is to achieve diversity and well balanced housing provision (as well as other development), so that all groups can benefit equally and that ghettos of rich or poor are avoided. For example creative and artistic people may not be wealthy but they also bring intangible economic benefits and enhance the visitor experience.</p> <p>In general terms I feel there is a great need to have, actively promote and hold onto a larger shared vision of what is needed to enhance the AONB going forward and not just what is needed to protect it.</p> <p>There is a need to fully understand the part that farming plays in maintaining the character of the AONB, how this is likely to change in future and what policies should be pursued under increased pressures for globalisation and modernisation. Should the AONB resist these pressures or accommodate them? Should the area be encouraging more diverse local and sustainable businesses, in order to supplement farming and tourism and help provide more economic stability for the AONB?</p> <p>Protecting the valuable and rare qualities which attract visitors to the AONB, like peace and quiet. Specifically - ban activities like scrambling anywhere in or near the AONB where it can be heard. Also to prevent low flying or frequent and deafening military aircraft from flying over the AONB (or anywhere else unless absolutely viatal!)</p>		
28	Find a way to manage the landscape but promote tourism and economic growth, job opportunities and development for local people for young people to stay and work in the area in a environmentally friendly way. Improve access to the hills for the disabled and transport links for everyone to have better access to the hills to promote mental wellbeing.		
29	positive use including better access for the socially excluded / or in high deprivation. the hill are difficult to get on to if you do not drive or don't see the benefits until you are up on the hill.		
30	Intervention against inappropriate development		
31	Preserve the landscape Work to make Malvern more prosperous		
32	Infrastructure		
33	Helping increase tourism and economic development in a sustainable way		
34	Danger of flood and / or landslides onto Ebrington Rd after therecent tree clearances further up the hill to the east.		
35	Retaining the beauty and diversity of the current landscape and preventing inappropriate development, such as large housing estates.		

3. Thinking about your answer to question 2, what do you think are the key issues that the Malvern Hills AONB Partnership should help to address over the next five years?

		Response Percent	Response Total
36	Protect our beautiful Hills from buildings in inappropriate places. There is already a travesty of a building showing at the top of the Wyche Cutting.		
37	Maintenance and control of all aspects that contribute to the landscape, vegetation and habitats.		
38	Development - limiting it or making sure it is appropriate in terms of scale and design.		
39	Provision of training opportunities to local communities so that they can take informed local action to support the important features of the AONB.		
40	Preservation of the natural environment and controlling the amount of building allowed		
41	<p>Increased information and opportunities for tourists create larger interest and pressure on new developments. This in turn helps widen the awareness of audiences in both the inside and outside community on matters such as wildlife and preservation of land use/views. There is already a strong local community but it's presence is little felt or known to those who are already not directly influenced by it, awareness must be increased.</p> <p>Small things like an increased online presence, automatic bulletins and mailing lists detailing talks and activities will help bolster and expand the community. The AONB does good work but few even know about it and fewer still are involved, bringing it up to speed with how people function within the modern day will help enormously in all aspects.</p>		
42	Drawing tourists away from the 'honeypot paths etc. Helping to guide recreational users to the most appropriate locations and developing and encouraging better use of the contour paths around the hills. Development is a continuing threat, and I am not convinced that LCA alone is sufficient to protect our valued habitats. Industrial scale farming is also a threat - we are lucky at present that some of the landowning families on the western slopes do not take this approach, but as land changes hands the loss of habitats will be an issue.		
43	Pressure for more housing development is increasing and bound to be a big issue in coming years . Changing agricultural practices post Brexit might be another big one, depending on Govt preferences.		
44	Reducing car numbers. Coping with changes due to Brexit on farms: especially the effect on livestock farmers.		
45	inappropriate development		
46	See above.		
47	Making comments on planning applications to support and encourage responsible and sensitive building in and around the AONB. Supporting projects of local people and organisations to carry out work that will		
48	To continue to conserve and promote the AONB in a sustainable manner		
49	Conserving biodiversity whilst satisfying demand for recreation		
50	Balancing between recreational access with conserving natural environment		
51	Inappropriate development in the aonb and surrounding area. Maintenance of the aonb due to increased pressure from tourism.		
52	Stop over development and building on fields. Encourage cycling.		
53	Soil Management on Farmland Development for Housing Climate change/ adaptation		
54	The AONB Management Plan should refer to the Development Plan, including the Worcestershire Waste Core Strategy and the Minerals Local Plan. The Malvern Hills AONB Partnership should ensure that they are actively involved in the development and review of Development Plan Documents to ensure that the scale, nature and location of development proposed and the policies they contain fully address the need to conserve and enhance the natural beauty of the AONB. In particular, the review of the AONB Management Plan should consider the need for and availability of appropriate materials for maintaining local vernacular, such as building stone.		

3. Thinking about your answer to question 2, what do you think are the key issues that the Malvern Hills AONB Partnership should help to address over the next five years?

		Response Percent	Response Total
55	Better public transport and alternatives to cars encouraged. Large developments challenged. Again improving knowledge of the AONB may encourage others get involved with new ideas.		
56	Erosion of footpaths and the hills Encroachment of development into the foothills of the AONB Harm to wildlife and the landscape from intensive farming		
		answered	56
		skipped	8

4. What would you like to see happen to improve the natural and cultural environment of the Malvern Hills AONB (this includes landscape, wildlife, geodiversity, heritage and farming and forestry)?

		Response Percent	Response Total
1	Open-Ended Question	100.00%	51
1	Further guidance on suitable forms of development within the AONB, and how to address the balance over the need for urban growth.		
2	Education about what is there and how important it is. Greater awareness of the current issues. Healthy environments = healthy people. Encouraging sustainable diversity esp. in farming, protection of soils and water, good management practices, restoring lost GI links / areas and creating new ones.		
3	I would like it to continue as it is. Too much interference would spoil the very rural and unique nature of the AONB. I think there is such a thing as 'over management' which would create a negative impact on the environment. I think protection should be the focus in whatever form that takes to have the least impact		
4	I'd like to see more info boards (that are maintained) dotted around the hills giving more information about the wildlife/flora/heritage etc to allow locals and tourists learn more about the hills.		
5	Maintenance and improvement of the rare grass lands.		
6	joint initiatives for landowners and farmers in the landscape to manage it as part of a whole, there might have to be some financial incentives for this, then planning in the communities in the AONB should also reflect the above priorities, volume of traffic is another issue, maybe more public transport (like the puffin buses in pembrokehire), and traffic calming on the smaller roads at least. perhaps there could be more of a presence with information and education in the villages and towns which exist in the area. large scale and polluting tourism and industry (including mining and farming) should be kept away.		
7	More Projects to include communities in the plans. Communities living in the AONB have vested interest in maintaining the special nature of the environment in which they live.		
8	Better direction to how to get to the town/Malvern hills		
9	Stop the incredible amount of erosion and footpath destruction caused by mountain bikers. Some of the paths are terrible and simply a quagmire now with a mass of very evident tyre tracks running through muddy paths.		
10	More funding to enable direct biodiversity conservation		
11	Improve knowledge in the local schools about it, engage and create activities areas for teenagers to appreciate it, work with volunteer groups to improve access, engage with those in the area to help them improve their areas		
12	As above		
13	Manage tourism on the hills to preserve the environment, especially environmentally damaging effects of cyclists and dog walkers.		
14	70% decline in insects over last 30 years. What can we do to help increase habitat quality. Verge planting ?		

4. What would you like to see happen to improve the natural and cultural environment of the Malvern Hills AONB (this includes landscape, wildlife, geodiversity, heritage and farming and forestry)?

		Response Percent	Response Total
15	Management of ANOB has been good overall. It is important to promote awareness of its purpose and policies relating to landscape, wildlife and conservation.		
16	Greater provision of bins for dog poo bags. More guided walks in the hills to see the flora and fauna		
17	More farming		
18	Promote importance of the characteristics of the AONB, by raising awareness - all dependant on making sure users of the AONB are aware of the designation, and importance and vulnerability of the characteristics of the area.		
19	Encouraging local residents and communities to respect and enjoy the Hills through more events.		
20	Better public transport. A planning department with some taste and creativity.		
21	We cannot predict the future, so AONB must ensure that it always has a dynamic FUTURE-PROOFING programme in hand to shape and respond to that unknowable future.		
22	Continued engagement and work		
23	Control The Malvern Trust		
24	Make people more aware, engage more people.		
25	the archaeology could be better promoted - continue to manage wildlife and farming		
26	<p>All of the above (big picture approach) and generally to keep up the good work whilst being vigilant in constraining harmful influences.</p> <p>I am very happy that more wildlife habitat areas are being added, and with reference to footpaths, think it important to link and promote them and to encourage people to visit on foot. They are also another valuable part of the enhanced visitor experience.</p> <p>Connectivity in all senses needs improving. More investment in promoting and interpreting the unique attractions within the area and linking them up with surrounding areas to make a more meaningful and connected experience would be very valuable. Work done recently by the National Trust to improve Brockhampton Court is an excellent example of something similar.</p> <p>Initiatives like the Worcestershire and Herefordshire art weeks are very welcome and enhance the whole area generally. More diversity of experience is beneficial for visitors and residents alike. Perhaps promotion of more such events could be encouraged? Perhaps areas of the AONB itself could host some events to connect with and promote more understanding of particular landscapes?</p>		
27	Greater development of biodiversity in areas.		
28	the water cure, there is nowhere in malvern where you can plunge into pool of water. there really should be.. Proper safe outdoor swimming.		
29	Access to all geodiversity sites to allow maintenance in good condition (for at least scientific purposes (and preferably, but not necessarily, for educational visits by groups).		
30	It works very well as it is.		
31	Easier access to places of interest		
32	Use technology to improve access and education without impacting on the landscape		
33	Stop felling any more trees on the hill east of Ebrington Rd		
34	See above		
35	Protect the Flora and Fauna and historic sites.		
36	Continued and perhaps expanded use of grazing animals.		
37	More awareness raising and the AONB having a higher profile.		

4. What would you like to see happen to improve the natural and cultural environment of the Malvern Hills AONB (this includes landscape, wildlife, geodiversity, heritage and farming and forestry)?

		Response Percent	Response Total
38	More support for local communities to make meaningful interventions through TPOs , Community Right to Buy etc.		
39	To see it preserved and enhances and protected from developers		
40	Views are abound in Malvern, however many are now overgrown and lacking. Benches litter the town and now look out over shrubs and trees rather than a rolling landscape. These views are our greatest commodity. Walks are hugely popular and draw the majority of tourism, however points of interest and historical value are seemingly becoming hidden and overlooked. Simple clearings and plaques can create entire purpose for walks, word spread draws more attention to the AONB and Malvern as a whole. Wildlife is little thought about but is well documented by individuals, a way of spreading this knowledge via markers or information boards would almost certainly help with preservation and volunteering. A shared farming experience on public land should also be implemented more often. The livestock on the hills and have increased interest from the public and relations with farmers. More exotic livestock such as long haired cows have certainly be well received. Sheep from commons have been long been missing (understandably farmers are wary with the increase in dog walkers) from the scene that once made a more wholesome community, this should be encouraged.		
41	Better recognition of the important wildlife areas other than the SSSI. Better protection for these sites.		
42	Encouraging or facilitating country skills courses in practices such as traditional hedge laying and hurdle making might encourage local residents to use such methods rather than unsympathetic modern fencing. Have a coordinated whole-catchment river management scheme to encourage riparian landowners to maintain good habitats Ban garden gnomes.		
43	Less complex government, and government support for rural areas. More local decision making and advice.		
44	A trade off to allow some developments, in return for improving landscape/ heritage etc.		
45	To achieve a better understanding of the landscape history of the area.		
46	All public rights of way well maintained and signposted.		
47	More cycle routes. Better road surfaces to ride on. Hard core cycle paths on hills.		
48	We would like to see improvements in wildlife populations, particularly endangered species, such as migratory fish species, BAP wildlife species and habitats such as otter, water vole, eel. Improved multi-species fish migration and an improvement to in-stream habitats to support the full diversity of aquatic life. Improvements to WFD water quality, and quantity.		
49	Information on the geology, geodiversity and industrial heritage of the Malvern Hills AONB, such as through interpretation boards at key locations. (Answers provided from the perspective of Worcestershire County Council's role as Mineral and Waste Planning Authority. This does not mean that the other aspects listed are not important to the AONB.)		
50	Improve people's knowledge of the above and how they can help. Encourage struggling species with improved connectivity of habitats. Support local farmers and encourage sustainable and organic farming.		
51	Sustainable farming practices Sensitive management of footpaths and hills balancing public access with threat of erosion		
		answered	51
		skipped	13

5. What would you like to see happen to support and improve community life and enjoying and understanding in the Malvern Hills AONB (this includes built/economic development, recreation and access, tourism, transport and information)?

		Response Percent	Response Total

5. What would you like to see happen to support and improve community life and enjoying and understanding in the Malvern Hills AONB (this includes built/economic development, recreation and access, tourism, transport and information)?

		Response Percent	Response Total
1	Open-Ended Question	100.00%	49
1	There will be a need for more housing and employment use to ensure that rural villages and towns do not stagnate. Further guidance on economic growth and the balance that needs to be struck with landscape protection should be considered.		
2	More strategic, spatial, joined-up and collaborative approach to planning, landscape, GI etc. More guidance for developers and others esp. to raise quality of new development. Community involvement in planning, initiatives, projects, developments, & raising awareness of issues esp. schools.		
3	Focus should be on educating people on the special environment and how to enjoy it without harming it in any way. I don't think there should be a big push on promoting the use of the AONB as again it would harm its unique rural nature		
4	Please see answer to question 3 on development. I'd like to see more children's play areas developed and maintained. In certain areas in Malvern, there isn't a play area for miles and when you get there, they are rarely maintained. For example, the slide in Victoria Park still hasn't been repaired.		
5	What about a circular walkers bus to different points on the hills to reduce traffic. Works well in the lake district.		
6	as above with transport, education etc		
7	See answer above. Plus much better public transport between communities and train stations. Assist with some of the difficulties of living in a tourist area e.g. residents parking rights where greater tourist traffic		
8	More people to go out ie bar/restaurant somewhere with an atmosphere. Allow places to have music until at least 11pm at least		
9	As above		
10	Engage more with local communities. Regular guided walks, focussing on a variety of seasonal themes, to build awareness and broaden appreciation. E.g. a bluebell ramble, food foraging, birds of the hills, a water cure walk, reclaiming the quarries, flora and fauna etc.		
11	Conservators stopping and thinking before pissing off local residents yet again .		
12	A lot could be done using latest technology to inform visitors on their iphones, with contact points in the carparks.		
13	Electric car charging points at the MHT car parks		
14	Make visitors pay..... Visitors park on side roads to get free parking, they should park in the car parks provided.		
15	More organised walks for all ages and dog friendly events, allowing entertainment such as bands and food markets at St Anne's Well.		
16	Better transport. Great thought and style given to new developments. Encouragement of sustainable living		
17	Do not automatically assume that unusual proposals should be resisted. An objective (even imaginative) review of the various cable car proposals might conceivably be a place to start!		
18	An increased awareness for the importance of sites within the areas for wildlife and visitors impact on it		
19	All building away from foot print of hills		
20	Support for community initiatives and for village halls / churches etc. in rural areas - perhaps with small grants for projects abut also sharing ideas and expertise.		
21	protecting local pubs, more information panels explaining the rich archaeology of the area (including what can be seen from the hills)		
22	As above, generally to actively promote more connectivity. Focus on encouraging and promoting enterprise, diversity and the best of local businesses (eg Unity Brewery!). Link these to the AONB experience where possible or appropriate. Tourism needs to benefit residents too, and help to justify resisting pressures from purely commercial outside interests and		

5. What would you like to see happen to support and improve community life and enjoying and understanding in the Malvern Hills AONB (this includes built/economic development, recreation and access, tourism, transport and information)?

		Response Percent	Response Total
	<p>strengthens the case for protecting the natural resources and heritage of the AONB.</p> <p>Money spent on improving walking routes with drainage and surfacing is badly needed as some are so over used and compacted that they are completely impassable after rain. You can end up knee deep in mud clay! I feel it is very important to at least maintain the major walking routes like the Worcestershire Way, as their poor condition actively discourages their use, and a bad experience would tend to put tourists off returning to the area.</p> <p>Stating the obvious, but a nice cafe or pub etc always enhances the overall experience of a day out and also enables older or less physically able people to access and enjoy the AONB. These place also afford visitors relaxed time to contemplate their experiences and interact with local people. The Kettle Sings for example is so much more than just a place to eat. So I think these places should be linked in (with tourist information available too), encouraged and promoted wherever possible. There is another great little cafe at the Innovation Centre on the Malvern Hills for example, which needs connecting with more signage from the walking routes on AONB.</p> <p>Careful siting and building of more eco friendly beautiful and appropriately designed cafes in the AONB could also be encouraged as part of an overal strategy for connecting key points on walking routes for example. These could also perhaps become hubs for other future initiatives if there was a demand for example for cycle hire, or even be linked to local settlements via public transport to form a start and or end point of a day out or used as venues for walking groups to meet etc.</p>		
23	As question three above. Improve access for everyone and develop the economic opportunity the area offers to local young people.		
24	education of the benefits of walking and fresh air. the addition of fun ways to slide down the hill would be amazing and encourage better use by young people and tourism. a great long slide...		
25	Improved access to some areas, as for question 4.		
26	More investment in jobs and infrastructure		
27	Local transport shuttles		
28	Use technology to improve access and education without impacting on the landscape		
29	Stop felling any more trees on the hill east of Ebrington Rd		
30	A handbook outlining walks and wildlife		
31	Introduce more children to the beauty of the hills. Many families do not take their children up there to see the beauty.		
32	Wider promotion within the local community of the work/purpose of the AONB, as well as the Malvern Hills Trust to raise awareness and dispel 'mystic' of their roles.		
33	More info about opportunitites to enjoy the AONB and to get involved with things.		
34	More public open space actually in villages that children, the elderly, the infirm, those without transport etc can access.		
35	<p>As previously mentioned tourism could be improved by increasing areas of interest throughout Malvern and offering more information to those who venture out (photos in town along the walkway to the supermarkets are a good example of this). For those who do not, an increased online presence will allow for a wider audience to see what Malvern has to offer the community and increase partaking in recreational/educational activities.</p> <p>This covers most bases bar transport, however bus use and bus stops are declining and the train stations are already well catered too so it doesn't seem to be of much concern.</p> <p>Development-wise new flooding/drainage and soil erosion prevention must be catered to as in times of heavy downpours many areas can no longer cope. This has led to destruction of many parts of the AONB and is cause for concern to many residents, issues such as drains no longer working, damaged farmers fields and contamination in water quality have risen.</p>		

5. What would you like to see happen to support and improve community life and enjoying and understanding in the Malvern Hills AONB (this includes built/economic development, recreation and access, tourism, transport and information)?

		Response Percent	Response Total
36	I feel that much of the social and cultural life of the AONB relies on affluent incomers being the movers and shakers. It would be good to find ways of engaging the 'indigenous' folk, who at the moment (as per recent posting on the Colwall Facebook site), seem to resent this! ie - we need to spread activity across a broader demographic.		
37	Can the AONB area be expanded to take in a buffer zone ?? Ie extend it down the Leigh Brook valley as far as below the Leigh Bridge to take in Alfrick and Brockamin ?? Development pressure will come from the east as Worcester expands and having a hard boundary of the AONB west of Alfrick does not make sense as it creates that developable bulge into the AONB.		
38	?		
39	improve transport for elderly as they find it difficult to get onto the Hills		
40	Encouragement to have schools, the public etc to visit farms.		
41	Financial support for local organisations/ clubs to carry out activities (continuation of SDF grants) Help to encourage and support partners to work together to ensure that all matters are covered and that the impacts of economic development, tourism etc are known and shared between parties. Introduce contacts with each other and share information with appropriate parties if aware of projects/initiatives/developments.		
42	Start thinking about coping with larger visitor numbers and the problems in both parking and erosion that this will bring.		
43	Better access by public transport		
44	Permitted access on the Malvern Hills and on footpaths as well as bridleways.		
45	Guided walks for school children to educate and engage at a young age.		
46	Increased engagement in getting involved with the river and thus interest and understanding. The Severn Rivers Trust set up a number of volunteer river groups and Riverfly training which enables people to become in touch with their local environment. Increased schools engagement - increasing awareness on water resources- rain gardens, taking a shower not a bath, and only utting the 3 P's down the toilet. Educating the future generations to protect the environment.		
47	Information on the geology, geodiversity and industrial heritage of the Malvern Hills AONB, such as through interpretation boards at key locations. The review of the AONB Management Plan should consider the need for and availability of appropriate materials for maintaining local vernacular, such as building stone. (Answers provided from the perspective of Worcestershire County Council's role as Mineral and Waste Planning Authority. This does not mean that the other aspects listed are not important to the AONB.)		
48	Sympathetic development of appropriate sizes for the area. Sustainable tourism should be heavily encouraged. A focus on the area being an AONB and an area that is love and cared for should be a priority. Alternative transport to cars encouraged. Again knowledge of the AONB should be vastly improved.		
49	Improved facilities for bicycle parking around the hills to allow for sustainable transport up to the hills and then walking in the hills Facilities for mobile and card payments for parking at car parks. Perhaps use the Ringgo application to pay for all day parking when in an area of mobile or Wifi signal. Having enough change is increasingly difficult.		
		answered	49
		skipped	15

6. In its new 25 Year Environment Plan, the government says that it wants to put a value on the natural 'assets' of an area which provide benefits to us all. This includes things like clean air and water and healthy soil. Which of the following benefits/opportunities provided by the AONB do you value most?

	Value highly	Value a little	Don't value	I do not know what this is	Response Total

6. In its new 25 Year Environment Plan, the government says that it wants to put a value on the natural 'assets' of an area which provide benefits to us all. This includes things like clean air and water and healthy soil. Which of the following benefits/opportunities provided by the AONB do you value most?

	Value highly	Value a little	Don't value	I do not know what this is	Response Total
Biodiversity (wildlife)	87.5% (56)	10.9% (7)	0.0% (0)	1.6% (1)	64
Biomass energy (e.g. energy from wood chip and logs?)	25.0% (16)	51.6% (33)	20.3% (13)	3.1% (2)	64
Carbon storage	32.8% (21)	45.3% (29)	15.6% (10)	6.3% (4)	64
Education	71.9% (46)	26.6% (17)	1.6% (1)	0.0% (0)	64
Food provision	35.9% (23)	46.9% (30)	15.6% (10)	1.6% (1)	64
Genetic diversity (e.g. fruit trees)	57.8% (37)	37.5% (24)	3.1% (2)	1.6% (1)	64
Geodiversity	37.5% (24)	46.9% (30)	7.8% (5)	7.8% (5)	64
Health and well-being (including opportunities for recreation)	68.8% (44)	31.3% (20)	0.0% (0)	0.0% (0)	64
Nutrient cycling	28.1% (18)	48.4% (31)	9.4% (6)	14.1% (9)	64
Pollination	71.9% (46)	23.4% (15)	4.7% (3)	0.0% (0)	64
Regulating air quality	70.3% (45)	21.9% (14)	7.8% (5)	0.0% (0)	64
Regulating soil erosion	65.6% (42)	29.7% (19)	4.7% (3)	0.0% (0)	64
Regulating soil quality	51.6% (33)	42.2% (27)	4.7% (3)	1.6% (1)	64
Regulating water flow and controlling flooding	64.1% (41)	29.7% (19)	3.1% (2)	3.1% (2)	64
Regulating water quality	64.1% (41)	32.8% (21)	3.1% (2)	0.0% (0)	64
Sense of history	59.4% (38)	34.4% (22)	6.3% (4)	0.0% (0)	64
Sense of place/inspiration	75.0% (48)	21.9% (14)	1.6% (1)	1.6% (1)	64
Soil formation	26.6% (17)	59.4% (38)	6.3% (4)	7.8% (5)	64
Timber provision	17.2% (11)	53.1% (34)	26.6% (17)	3.1% (2)	64
Peace and Tranquility	81.3% (52)	17.2% (11)	1.6% (1)	0.0% (0)	64
Water supply	46.9% (30)	45.3% (29)	7.8% (5)	0.0% (0)	64
				answered	64

6. In its new 25 Year Environment Plan, the government says that it wants to put a value on the natural 'assets' of an area which provide benefits to us all. This includes things like clean air and water and healthy soil. Which of the following benefits/opportunities provided by the AONB do you value most?

	Value highly	Value a little	Don't value	I do not know what this is	Response Total
				skipped	0
Other (please state) (6)					
1	Views from the hills need protection.				
2	I think its a mistake to think that the value of natural 'assets' can be counted in monetary terms, but at least this approach gets people to think about what they really value				
3	Arts and culture in nature				
4	I don't understand the relevance or issues surrounding geodiversity, except that it exists and is of interest! Maybe I would value it highly if I understood what might threaten it. For example I would violently oppose fracking, but am not aware of any proposals in this area.				
5	dark skies (they could be darker!)				
6	(Answers provided from the perspective of Worcestershire County Council's role as Mineral and Waste Planning Authority. This does not mean that the other aspects listed (answered value a little) are not important to the AONB.)				

Matrix Charts

6.1. Biodiversity (wildlife)						Response Percent	Response Total	
1	Value highly					87.5%	56	
2	Value a little					10.9%	7	
3	Don't value					0.0%	0	
4	I do not know what this is					1.6%	1	
Analysis	Mean:	1.16	Std. Deviation:	0.47	Satisfaction Rate:	5.21	answered	64
	Variance:	0.23	Std. Error:	0.06				

6.2. Biomass energy (e.g. energy from wood chip and logs?)						Response Percent	Response Total	
1	Value highly					25.0%	16	
2	Value a little					51.6%	33	
3	Don't value					20.3%	13	
4	I do not know what this is					3.1%	2	
Analysis	Mean:	2.02	Std. Deviation:	0.76	Satisfaction Rate:	33.85	answered	64
	Variance:	0.58	Std. Error:	0.1				

6.3. Carbon storage						Response Percent	Response Total
1	Value highly					32.8%	21

6.3. Carbon storage						Response Percent	Response Total	
2	Value a little					45.3%	29	
3	Don't value					15.6%	10	
4	I do not know what this is					6.3%	4	
Analysis	Mean:	1.95	Std. Deviation:	0.86	Satisfaction Rate:	31.77	answered	64
	Variance:	0.73	Std. Error:	0.11				

6.4. Education						Response Percent	Response Total	
1	Value highly					71.9%	46	
2	Value a little					26.6%	17	
3	Don't value					1.6%	1	
4	I do not know what this is					0.0%	0	
Analysis	Mean:	1.3	Std. Deviation:	0.49	Satisfaction Rate:	9.9	answered	64
	Variance:	0.24	Std. Error:	0.06				

6.5. Food provision						Response Percent	Response Total	
1	Value highly					35.9%	23	
2	Value a little					46.9%	30	
3	Don't value					15.6%	10	
4	I do not know what this is					1.6%	1	
Analysis	Mean:	1.83	Std. Deviation:	0.74	Satisfaction Rate:	27.6	answered	64
	Variance:	0.55	Std. Error:	0.09				

6.6. Genetic diversity (e.g. fruit trees)						Response Percent	Response Total	
1	Value highly					57.8%	37	
2	Value a little					37.5%	24	
3	Don't value					3.1%	2	
4	I do not know what this is					1.6%	1	
Analysis	Mean:	1.48	Std. Deviation:	0.64	Satisfaction Rate:	16.15	answered	64
	Variance:	0.41	Std. Error:	0.08				

6.7. Geodiversity						Response Percent	Response Total
1	Value highly					37.5%	24
2	Value a little					46.9%	30
3	Don't value					7.8%	5

6.7. Geodiversity						Response Percent	Response Total	
4	I do not know what this is					7.8%	5	
Analysis	Mean:	1.86	Std. Deviation:	0.86	Satisfaction Rate:	28.65	answered	64
	Variance:	0.75	Std. Error:	0.11				

6.8. Health and well-being (including opportunities for recreation)						Response Percent	Response Total	
1	Value highly					68.8%	44	
2	Value a little					31.3%	20	
3	Don't value					0.0%	0	
4	I do not know what this is					0.0%	0	
Analysis	Mean:	1.31	Std. Deviation:	0.46	Satisfaction Rate:	10.42	answered	64
	Variance:	0.21	Std. Error:	0.06				

6.9. Nutrient cycling						Response Percent	Response Total	
1	Value highly					28.1%	18	
2	Value a little					48.4%	31	
3	Don't value					9.4%	6	
4	I do not know what this is					14.1%	9	
Analysis	Mean:	2.09	Std. Deviation:	0.96	Satisfaction Rate:	36.46	answered	64
	Variance:	0.93	Std. Error:	0.12				

6.10. Pollination						Response Percent	Response Total	
1	Value highly					71.9%	46	
2	Value a little					23.4%	15	
3	Don't value					4.7%	3	
4	I do not know what this is					0.0%	0	
Analysis	Mean:	1.33	Std. Deviation:	0.56	Satisfaction Rate:	10.94	answered	64
	Variance:	0.31	Std. Error:	0.07				

6.11. Regulating air quality						Response Percent	Response Total	
1	Value highly					70.3%	45	
2	Value a little					21.9%	14	
3	Don't value					7.8%	5	
4	I do not know what this is					0.0%	0	
Analysis	Mean:	1.38	Std. Deviation:	0.62	Satisfaction Rate:	12.5	answered	64
	Variance:	0.31	Std. Error:	0.07				

6.11. Regulating air quality				Response Percent	Response Total
Variance:	0.39	Std. Error:	0.08		

6.12. Regulating soil erosion				Response Percent	Response Total	
1	Value highly			65.6%	42	
2	Value a little			29.7%	19	
3	Don't value			4.7%	3	
4	I do not know what this is			0.0%	0	
Analysis	Mean:	1.39	Std. Deviation:	0.58	Satisfaction Rate:	13.02
	Variance:	0.33	Std. Error:	0.07		
				answered	64	

6.13. Regulating soil quality				Response Percent	Response Total	
1	Value highly			51.6%	33	
2	Value a little			42.2%	27	
3	Don't value			4.7%	3	
4	I do not know what this is			1.6%	1	
Analysis	Mean:	1.56	Std. Deviation:	0.66	Satisfaction Rate:	18.75
	Variance:	0.43	Std. Error:	0.08		
				answered	64	

6.14. Regulating water flow and controlling flooding				Response Percent	Response Total	
1	Value highly			64.1%	41	
2	Value a little			29.7%	19	
3	Don't value			3.1%	2	
4	I do not know what this is			3.1%	2	
Analysis	Mean:	1.45	Std. Deviation:	0.71	Satisfaction Rate:	15.1
	Variance:	0.5	Std. Error:	0.09		
				answered	64	

6.15. Regulating water quality				Response Percent	Response Total	
1	Value highly			64.1%	41	
2	Value a little			32.8%	21	
3	Don't value			3.1%	2	
4	I do not know what this is			0.0%	0	
Analysis	Mean:	1.39	Std. Deviation:	0.55	Satisfaction Rate:	13.02
	Variance:	0.3	Std. Error:	0.07		
				answered	64	

6.16. Sense of history						Response Percent	Response Total	
1	Value highly					59.4%	38	
2	Value a little					34.4%	22	
3	Don't value					6.3%	4	
4	I do not know what this is					0.0%	0	
Analysis	Mean:	1.47	Std. Deviation:	0.61	Satisfaction Rate:	15.62	answered	64
	Variance:	0.37	Std. Error:	0.08				

6.17. Sense of place/inspiration						Response Percent	Response Total	
1	Value highly					75.0%	48	
2	Value a little					21.9%	14	
3	Don't value					1.6%	1	
4	I do not know what this is					1.6%	1	
Analysis	Mean:	1.3	Std. Deviation:	0.58	Satisfaction Rate:	9.9	answered	64
	Variance:	0.33	Std. Error:	0.07				

6.18. Soil formation						Response Percent	Response Total	
1	Value highly					26.6%	17	
2	Value a little					59.4%	38	
3	Don't value					6.3%	4	
4	I do not know what this is					7.8%	5	
Analysis	Mean:	1.95	Std. Deviation:	0.8	Satisfaction Rate:	31.77	answered	64
	Variance:	0.64	Std. Error:	0.1				

6.19. Timber provision						Response Percent	Response Total	
1	Value highly					17.2%	11	
2	Value a little					53.1%	34	
3	Don't value					26.6%	17	
4	I do not know what this is					3.1%	2	
Analysis	Mean:	2.16	Std. Deviation:	0.73	Satisfaction Rate:	38.54	answered	64
	Variance:	0.54	Std. Error:	0.09				

6.20. Peace and Tranquility						Response Percent	Response Total
1	Value highly					81.3%	52
2	Value a little					17.2%	11

6.20. Peace and Tranquility						Response Percent	Response Total	
3	Don't value					1.6%	1	
4	I do not know what this is					0.0%	0	
Analysis	Mean:	1.2	Std. Deviation:	0.44	Satisfaction Rate:	6.77	answered	64
	Variance:	0.19	Std. Error:	0.05				










6.21. Water supply						Response Percent	Response Total	
1	Value highly					46.9%	30	
2	Value a little					45.3%	29	
3	Don't value					7.8%	5	
4	I do not know what this is					0.0%	0	
Analysis	Mean:	1.61	Std. Deviation:	0.63	Satisfaction Rate:	20.31	answered	64
	Variance:	0.39	Std. Error:	0.08				

7. Do you have any other comments about the Malvern Hills AONB or AONB Partnership?				
			Response Percent	Response Total
1	Open-Ended Question		100.00%	28
1	Whilst protection of the AONB is undoubtedly highly important, there must also be a recognition that development needs to take place in order to sustain the vitality and viability of our rural communities. All too often opportunities for housing, employment and other economic growth is turned down on the basis of the needs to protect the landscape. I personally feel the Partnership needs to do more to strike a balance between these competing interests. My view is that landscape protection is often seen as outweighing other considerations.			
2	It would be useful for tourists to have more brown road signs leading them to car parks on the hills. We live close to one (clock tower) and I get stopped a lot by tourists trying to find the car park because there isn't any signage.			
3	Think you're doing a good job!			
4	I wish more people knew more about it.			
5	Needs to be greater inclusion of communities in fulfilling the plans.			
6	Better PR - more regular updates in the media, local and social regarding activities and plans - in layman's language.			
7	The importance of sympathetic management of MH AONB for the benefit of current and future generations cannot be overestimated. We have an amazing asset which must be looked after.			
8	Do not develop the hills into a cheesy tourist attraction. That's not what the hills are about.			
9	The Trust does a fantastic job running the Hills and we look forward to their continued success.			
10	Continue the great work!			
11	None			
12	There needs to be more awareness about where the area is and what the partnership is.			
13	They are already doing a really great job! Perhaps they tend to be a little conservative when it comes to promoting new initiatives. I would like them to receive more support and funding from the government as the AONB is such a valuable national resource.			

7. Do you have any other comments about the Malvern Hills AONB or AONB Partnership?

		Response Percent	Response Total
14	No		
15	Doing excellent work at present		
16	This partnership is vital to the area and must be very proactive		
17	I think you do a great job - keep up the good work!		
18	Please put protection in place for the future.		
19	You need to explain who you are and what you do !		
20	I would like to see a larger call to action in getting the area up to date - 2018! More technological awareness from the groups that manage and care for the area and an increased pressure on the residents to incorporate and learn about new technology e.g. renewable energy and recycling.		
21	I consider the ANOB and its SDF fund to be really important to getting things done around here - sensitive interventions to support innovative ideas is really important to getting people engaged in promoting and protecting all the things we value above.		
22	This is not a survey that the average person would want to fill in - I don't understand most of it.		
23	None other than its a tremendous asset to the area and should be given more recognition.		
24	Survey over complex: what is the difference between soil formation and & regulating soil quality, same for water.		
25	no		
26	Farming is very important for the AONB . The management plan needs a major overhaul regarding the farming / forestry sector . At the moment there is an oversupply of cider. Orchards are being taken out of production. This is just one example of how fickle agriculture is.		
27	I admire the work successfully balancing access with conservation		
28	There's some great work being done - there just isn't much public knowledge or interaction with that work.		
		answered	28
		skipped	36

8. Please tell us a little about your approach to this survey. Which one of the following best describes your point of view?

			Response Percent	Response Total
1	Farmer/landowner		4.69%	3
2	Local resident		57.81%	37
3	Visitor to the area		3.13%	2
4	Business		3.13%	2
5	Parish Council		1.56%	1
6	Other Local Authority (Unitary, County or District Council)		6.25%	4
7	Special Interest Group (e.g. Geologist, wildlife enthusiast)		7.81%	5
8	Academic		1.56%	1
9	Other (please specify):		14.06%	9

8. Please tell us a little about your approach to this survey. Which one of the following best describes your point of view?

							Response Percent	Response Total	
Analysis	Mean:	3.81	Std. Deviation:	2.73	Satisfaction Rate:	35.16	answered	64	
	Variance:	7.46	Std. Error:	0.34			skipped	0	
Other (please specify): (9)									
1	AONB Manager								
2	Also regular user of the commons/hills for dog walking and horse riding								
3	Visiting artist.								
4	its a pity this couldnt have multiple answers.								
5	Government Body								
6	Statutory Government Body (answered very much from that aspect)								
7	Friar								
8	Both Resident and business - run B&B accommodation								
9	Severn Rivers Trust								

9. Please tell us your postcode (home postcode if submitting as a local resident, business postcode if submitting as a business etc.)

			Response Percent	Response Total
1	Open-Ended Question		100.00%	64
1	Test from PE			
2	GL50 1NW			
3	WR14 1TU			
4	WR13 6LP			
5	WR14 1QH			
6	De21 2bw.			
7	WR13 5PS			
8	WR14 4AY			
9	WR13 6HY			
10	WR143HG			
11	Wr144ay			
12	WR13 6HP			
13	WR13 6EY			
14	Dy122pj			
15	WR8 0DL			
16	WR14 4NL			
17	Wr13 6QJ			
18	WR52NP			
19	Wr14 4dj			

9. Please tell us your postcode (home postcode if submitting as a local resident, business postcode if submitting as a business etc.)

		Response Percent	Response Total
20	WR13 5PS		
21	WR1 1NG		
22	WR14 2DB		
23	Wr144lt		
24	WR13 5AJ		
25	WR14 3EH		
26	WR13 6HN		
27	What does the asterisk* represent? WR14 3HT		
28	WR5 2NP		
29	Wr144xb		
30	Wr144NZ		
31	WR65tb		
32	WR144AZ		
33	WR13 5NR		
34	WR14 4NJ		
35	WR142BU		
36	WR14 3PA		
37	WR14 1WD		
38	WR6 5DA		
39	WR14 4DL		
40	WR14 4NL		
41	WR14 4NL		
42	WR14 1NA St Matthias Primary School		
43	WR136LE		
44	WR 143NZ		
45	WR13 6DJ		
46	WR3		
47	WR14 2AY		
48	WR13 6DJ		
49	wr144ps		
50	WR135DG		
51	WR14 4DL		
52	wr14		
53	WR136HP		
54	WR14 3EY		
55	HR2 6LA		

9. Please tell us your postcode (home postcode if submitting as a local resident, business postcode if submitting as a business etc.)

		Response Percent	Response Total
56	WR14		
57	WR14 4HU		
58	WR8 0ER		
59	Wr144hg		
60	WR6 6QF		
61	WR5 2NP		
62	HR1 4LE		
63	HR8 1RR		
64	WR52NP		
		answered	64
		skipped	0