

Experiencing Landscapes: capturing the *cultural services* and *experiential qualities* of landscape

Annex A

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**Capturing the 'cultural services'
and 'experiential qualities' of
landscape**

**Annex A
Stage I Report**

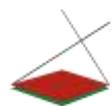
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1. Introduction

1.1 Background

Natural England is currently undertaking pilot work in preparation for the longer-term updating of England's 159 Character Area descriptions. As an input to the monitoring of landscape quality, condition and change, Natural England required some baseline evidence of the broad types of cultural services and experiential qualities provided by landscapes. What qualities and services of landscapes do people associate with and why do these matter to people's quality of life? To this end, a qualitative social research study was commissioned, that will be undertaken with representative groups of the public across eight Character Areas in England.

The study, being undertaken by The Research Box and Land Use Consultants, has two initial phases of work:

- Stage I
 - a review and summary of existing national and regional research, evidence and public surveys relating to the public's view of landscapes; which was designed to provide guidance and refinement of the methodology for
- Stage II
 - a substantial phase of qualitative research (primarily focus groups and in-depth interviews) with groups of the public in the eight chosen Character Areas.

For ease of reference, this present study has been dubbed "Experiencing Landscapes".

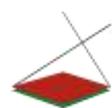
This report contains the outcome of the review of surveys and literature (hereafter called the literature review).

1.2 Approach to the Literature Review

The Stage I literature review was approached in two parts:

- a review of national, regional and local-level research, evidence and public surveys covering
 - the landscape and related countryside and countryside recreation sectors (including designated areas, National Trails, etc);
 - other environmental sectors and social attitudes work where landscape factors have been addressed;
- an assessment of the methodologies used in such studies and surveys, identifying learning points from these methodologies that could inform and fine-tune the methods to be deployed in this present study.

A small number of academic papers and other relevant literature reviews were also addressed in this Stage I work. In total, nearly 30 research reports and three papers were covered during the review.



1.3 Structure of the Review Report

The outcomes of the literature review are contained in this report. The report contains two principal chapters and five appendices:

- Chapter Two summarises the findings relating to the public's perceptions of landscapes.
- Chapter Three presents a summary of the key findings relating to methodologies adopted in previous research and what lessons these have for the present study.
- Appendix A presents a bibliography of the documents reviewed during Stage I.
- Appendix B contains a list of the perceptual qualities associated with the different landscapes identified in the research.
- Appendix C examines a definition of tranquillity for CPRE's national mapping exercise.
- Appendix D contains a series of study-specific summaries for each of the research studies covered in this review.
- Appendix E contains a brief description of the main types of survey and form of question encountered in the review.

2. Landscape Perceptions

2.1 Introduction

This section provides an overview of the results that have emerged from the Phase 1 literature review. The review was based on a selection of research studies from the UK that have sought to understand public perceptions of landscape, and the 'cultural services' it delivers. This is a relatively unexplored area of research, which Natural England is keen to explore to inform its review of the National Character Areas of England.

2.2 Terminology and Definitions used to Inform the Review

The specific language and definitions used to form a framework for understanding what should be considered under the broad term of 'landscape' were set out in our submission. It encompasses:

- whole landscapes (ie coherent tracts of landscape character);
- landscape features (physical elements in the landscape eg trees, walls, etc);
- perceptual qualities (including aesthetic qualities), and;
- the services provided by the landscape (see below).

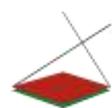
The 'cultural services' that might be delivered by landscape, and therefore of key relevance to this study, include:

- identity / sense of place / feelings of 'being at home';
- understanding of the past (cultural heritage values);
- inspiration or stimulus;
- escapism / 'getting away from it all';
- relaxation / tranquillity / peace and quiet;
- aesthetic and spiritual values;
- learning and education, and;
- access and recreation.

2.3 Summary of Findings

An overarching finding from the literature review is that most studies have focussed on 'whole landscapes', rather than component areas of distinctive landscape character. This is perhaps because the general public finds it difficult to distinguish between the different parts of the landscape, and tends to recognise a landscape as a sum of its component parts (ie the different characteristics combined to form the landscapes they know). This view that people tend to respond to whole landscapes rather than their component parts has been reflected in research undertaken for Defra looking at landscape valuation¹. The exception to this has been upland landscapes, and more

¹ Swanwick, C. et al (2007) Scoping Study on Agricultural Landscape Valuation



specifically, moorlands (eg Exmoor, Clwydian Range and Llantysilio Mountain), which are perhaps easier to define as separate entities in the wider landscapes to which they relate.

The methods used to generate public thought on the values they attach to specific landscapes have largely focused on two broad techniques, discussed in more detail later in this report:

- a) questionnaires – including telephone surveys and face-face interviews, and;
- b) focus groups with a variety of techniques (eg the use of photographs to stimulate debate and answer set questions about what people 'like' and 'dislike' about different landscapes – as was used by the two LANDMAP studies).

Although a variety of techniques were used within the two main methods identified above, the results generated similar results. The three key findings are:

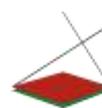
- the focus on perceptual qualities;
- identifying the precise uses of landscape that are valued, and;
- elements that contribute to sense of place.

These are explored further in the sections immediately below.

Focus on perceptual qualities

Many of the responses generated by the qualitative research included the identification of the different perceptual qualities that people associate with particular landscapes. Appendix B lists the main qualities identified across the studies reviewed, with some interesting patterns emerging:

- Fourteen landscapes were associated with peace and quiet or tranquillity (which, taken as a whole, are also classed as a cultural service). See Appendix C for a breakdown of the positive and negative attributes of landscape that could be used to define tranquillity, based on the various consultations undertaken to inform Countryside Agency / CPRE's tranquillity mapping.
- Values attributed to a landscape's cultural heritage (also defined as a cultural service) included reference to a sense of community, way of life and links to past and present land uses including mining and livestock farming. These demonstrate the links people place on traditional industries and the sense of place of local communities.
- 'Scenic' and 'beautiful' are words commonly used to describe many of the landscapes. Other aesthetic qualities used to describe landscapes included 'colourful', 'attractive'.
- Many people perceived the different landscapes as being 'natural' or enabling one to be 'close to nature'. It is interesting that the use of the word 'natural' even applied to obviously man-made landscapes, including the China Clay area of Cornwall.
- Perhaps because many of the studies were looking at upland landscapes, common perceptual qualities included 'open', 'wild' and 'bleak'.



Identifying the valued uses of landscape

Some studies prompted participants to describe valued uses of the landscape – the most common of which are the opportunities for outdoor recreation and exercise (identified for the Cumbria uplands, Kent Downs, Exmoor's moorlands and the North York Moors); for wider health and wellbeing (Scotland's 'wild' areas); and to visit 'lovely places' (Test Valley). The use of the word 'popular' in connection with Dartmoor (New Map, 1993) could also relate to its use for recreation – but may have negative connotations in terms of the experiential qualities of the landscape. Interestingly, this term was used by residents of Dartmoor, but not visitors, which could imply its negative sense.

The use of the land for farming and livestock rearing was valued by respondents to the studies in both Exmoor and Cumbria – both upland landscapes with strong associations with traditional hill farming.

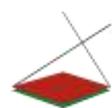
The use of the term 'interesting' when members of the public are referring to a particular landscape came through the New Map pilot in the South West (1993). It would be important for this study to understand exactly what this term means when it is used to describe landscapes – ie whether people are referring to how the diversity of different landscapes helps inform knowledge and understanding, or whether it is purely relating to their inherent enjoyment of a particular place "*it's an interesting landscape.*"

The appreciation of wildlife and nature was also commonly cited as a value attached to the different landscapes – eg Scotland's 'wild places', the Kent Downs, Shropshire Hills, the Cumbrian uplands, Exmoor's moorlands and the woodland of the North York Moors. In the latter, it is interesting that people specifically associated the woodlands of the North York Moors as being valuable for wildlife, as opposed to its moorland landscapes.

Elements that contribute to sense of place

Some of the studies asked respondents to identify particular features that they felt were valued or key to a particular landscape's character (eg the limestone buildings of the Cotswolds, the chalk grasslands of the Kent Downs, the stone walls of the Cumbrian uplands). Whilst landscape features are clearly of key importance to delivering sense of place, which is a cultural service in its own right, in isolation, these individual features may not contribute to the experiential qualities of a particular landscape.

It should also be noted that the process of Landscape Character Assessment often involves the public in identifying the key characteristics and valued landscape features of the landscape concerned. Therefore this study should potentially focus on the broader perceptual qualities and cultural services landscapes can deliver, rather than seeking to identify particular features people value, or associate with, in each particular landscape.



3. Methodological Lessons

3.1 Key Issues

The key finding from the large number and wide range of reports that we have had access to and examined in this literature review was how few of them were directly relevant to the present Experiencing Landscapes study.

Of course, the principal reason was that many previous studies have used **quantitative** research techniques, wholly or in part, and these techniques (whilst of potential use in future studies for Natural England) are inappropriate for the present study. Despite this, there are some learning points that arise from these studies and the relevant findings have been included in the following analysis.

Going beyond focus groups: for most qualitative research studies, or studies that have contained a qualitative research element, the focus group has been the main research method. Focus groups (otherwise known as group discussions or workshops) have a long and fruitful history of providing insights into the views of consumers and the general public. They are not the only qualitative research method that might be used – others include mini-groups, creativity sessions, one-to-one in-depth interviews, paired interviews and family interviews, as well as accompanied walks, 'shops' and journeys. There is little evidence of the use of such techniques, although a handful of studies have used a personal interview approach and a few more have used various community engagement techniques.

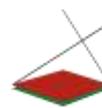
Focus group techniques: also little described in the study outputs that we have seen are the techniques that have been used within the focus groups, either to generate discussion, or to describe and get identification with the landscape in question. These are crucial areas for the present study and so a more detailed discussion of the issues involved follows later in this chapter.

Understanding what works: another principal finding is the difficulty of assessing the success, or otherwise, of the research previously carried out. In many cases the methodologies used are not adequately described in the report outputs we have been able to obtain. Furthermore, in only a handful of cases has there been a review of the success of the approach used and an honest appraisal of which techniques have and have not worked.

The isolated nature of each study: so it is perhaps not surprising that one of our main conclusions is that there is little evidence of a process of learning from the success or failure of previous studies, except in those instances where a particular organisation (such as a county council) has carried out a series of studies over time. It would seem that almost all studies have been done in isolation and without the benefit of previous people's experience.

Lack of rigour in many of the studies: another point that stands out is the too-often use of research techniques that are less than robust. No doubt this is a consequence of funding difficulties, but many research studies have identified respondents in ways that have led to significant sample biases. Examples here include the distribution of questionnaires through free newspapers and the mistaken recruitment of entire female samples, or students, for focus group discussions that are supposed to represent the general public.

Despite these problems there are a handful of previous studies (and academic papers) that have very



direct relevance to the experiencing landscape project and these have been drawn upon in the analysis that follows.

3.2 Potential Lessons

We have chosen to present the methodological issues that arise from the literature review in the approximate order of the **process** involved in planning for, and undertaking, a qualitative research study.

Who to target and include in the research?

There has been a surprising degree of variability in terms of the population groups included in research studies that we have reviewed. A typical distinction is that of residents and visitors, where residents are usually defined as living within the boundary of the landscape in question. However, some studies have also made a distinction between those who work in the landscape (such as farmers) and those who just live there. The visiting population has been defined in many different ways, with surprisingly few studies taking into account the frequency of visit. Indeed, some studies have even included people within this definition who have not actually visited the landscape in question – effectively, more of a 'general population' group.

Most qualitative studies have sought to include a mix of males and females, different ages, and socio-economic groupings (SEG). Occasionally, special needs groups (such as those with mobility problems) have been separately targeted. Children or teenagers have rarely been explicitly included.

There is no doubt that there are a number of factors that influence people's perceptions of landscape, including socio-economic factors and age, income and gender. One study has also indicated that the person's cultural background and their upbringing (particularly where they were living as children) can have an important influence.

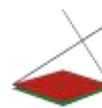
For this study it was originally planned that the research sample include people who both live in or nearby the character areas in question, without explicitly separating them into 'residents' or 'visitors'. However it was also originally intended to ensure a mix of gender, age, ethnicity and SEG and to include children or teenagers within the proposed family interviews.

It is now intended to have a more explicit resident/visitor distinction, although 'tourists' (those who live far from the character areas in question) will not be included.

Defining user typologies

A linked issue concerns the nature of the interaction between people and the landscape in question, either as a descriptive variable, or as a definition to be used when targeting specific population subgroups. A small number of different typology sets have been observed:

- wilderness – active – sightseeing (as used in the Scottish wild places study), and;
- passive – sociable – active (as used in the Green Places study).



The Dutch landscape study also includes a 'being idle' subgroup, not otherwise seen.

We propose to collect information that would enable research respondents to be identified along the lines of the Green Places study, but not to use this typology as a recruitment criterion.

Recruiting people to participate

It would seem that most studies have used financial incentives to attract people, to gain their willingness to participate and engage with the research, particularly when they were asked to give up a substantial amount of their time for a group discussion. However a handful of studies have used other community engagement techniques, such as running drama workshops (see the North Pennines study), to encourage participation.

As is common in qualitative research, participants in the present study will be given a small financial incentive to help with their incidental costs of attending discussions or interviews, such as travel or babysitting costs.

The format of the discussion

As discussed earlier, most studies have used the focus group format, with little use of 1-2-1 depth interview techniques (the principal exception being the Shell Exmoor study). Given the fact that, for some people, the experience of landscape is a solitary one and that some of the experiences (such as religious feelings) might not lend themselves easily to the group discussion format, this is a surprising finding.

We continue to see the need for a mixture of group discussions and paired-depth or family-depth interviews within the mix of qualitative methods proposed for the study.

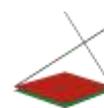
Who should facilitate the discussion?

The Test Valley study revealed some very interesting experiences of the different outcomes of focus group discussions when facilitated either by a social researcher or by a landscape specialist. The clear recommendation made in that report was that the discussion should be led by trained facilitators, with a possible inference too that some technical issues may arise during the discussion that a trained social-research facilitator might not be able to deal with adequately.

Since the present study is looking exclusively at people's perceptions of landscape and landscape features our proposed use of people trained in social research techniques during the course of the Stage II work should be sufficient. However, this may be an issue to keep an eye on as the programme of discussions progresses.

Getting people to freely discuss their perceptions and experiences

This is another area where there has been little explicit information in previous research studies, although much can be inferred from, for example, the discussion topic guides or scripts employed. Essentially, this is an issue of the skill of the moderator or facilitator, but there have been some useful pointers from the review of what has helped. Examples include 'sentence completion', describing landscapes to others, brainstorming, and asking participants to complete a series of tasks



before the discussion takes place, such as filling in questionnaires or response sheets. However, it is interesting to note that no one appears to have previously used such pre-discussion tasks as diaries, video diaries or asking people to take their own photographs.

Another issue has arisen, however, where well-informed people (typically stakeholders) and uninformed people (the general public) have been mixed together in the same discussion with the inevitable outcome that those more informed have dominated the discussion. Segregation of the two types seems to be the key here.

We intend to use a variety of techniques to aide memory and to prompt discussion including pre-discussion tasks (visits, diaries, drawing, questionnaires), projection techniques such as spider charts, mood boards, thought bubbles, picture boards, obituary writing, and sorting exercises, plus syndicate working and so on.

The present research is intended to solely target the general public; some care will be taken to ensure that over-informed stakeholder types (such as those who hold office in organisations with a landscape interest) are excluded.

Detailed proposals for the content of discussions and interviews will be presented to the client later.

Ensuring neutral forms of questioning

Ensuring that any topic is addressed in a non-biased way is not only an issue for quantitative studies, and yet there is little evidence that this has been sufficiently considered in previous work. There are two issues here:

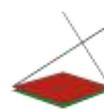
- first in ensuring that attitudes towards the landscape are viewed in the context of other aspects of life, and;
- second in allowing people to express their perceptions of landscape in negative terms as well as positive ones.

The first issue undoubtedly affects quantitative studies (especially willingness to pay research) more than qualitative ones, but it could also be an issue for the present study – we do not want participants to be unnaturally over-positive about the benefits that landscapes convey. The use of questions in the Dutch study to place landscape in the context of other aspects of life might be a useful technique in this regard.

These two factors are central considerations in our approach to the design and conduct of the focus groups and interviews.

Understanding how people have experienced the landscape

As the earlier discussion on typology suggests, an important issue may be an understanding of how the landscape has been experienced, as this may influence people's perceptions, values and preferences. For instance, are they framing their responses in the context of their home (view from their window) or have they actively experienced the landscape (from a path, from an activity, or from working in the landscape)? Or has the landscape been experienced from travelling through it (by train, car etc)? In the latter case, the views may be fleeting and lack concentration – but this



form probably represents most people's experiences.

This is another issue to watch out for in the focus groups and interviews.

Identifying and understanding the landscape in question

Although this has been a concern in several studies, the mapping exercises carried out in a few cases (Herts, LANDMAP) have suggested that the public's understanding of a specific landscape area is not dissimilar to that of the professionals, although the name itself may be unknown or confusing.

Photographs clearly help with an understanding (in fact, most studies have used photographs in isolation) but there are some concerns about the sole use of photographs that are discussed later. The NewMap study experience suggests using a combination of photographs, aerial photographs and maps – and also using a sorting exercise for a series of photographs to identify those that are considered to be typical of the area in question, without unduly leading the discussion group.

This is considered to be a critical issue for the present study and it is proposed that the discussions and interviews use a combination of methods to bring participants to the level of understanding where they can knowledgeably discuss the landscape in question. We believe the aim should be to *remind* people of their own experiences through a combination of photographs, maps, aerial photographs and written descriptions of the landscape in question, recognizing the different verbal/visual skills that different individuals have.

Ensuring an appreciation of landscape characteristics or features

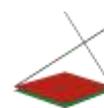
Various studies have used photographs, computer simulations, or lists to describe landscape characteristics or features, but we have been unable to identify any discussion concerning the rationale for these (in either academic or practical studies) nor whether or not they have been adequate in gaining people's understanding. We have identified one project (Cheshire Landscape Trust) where people have been facilitated, on a parish scale, to identify key characteristics of the local landscape, to express why certain features and characteristics matter (and to propose policies to protect and manage these features and characteristics).

It's difficult to draw implications from this lack of information, except to try a variety of techniques in this current research and report upon those that work well.

Discussing landscape quality

We were not able to identify any studies that explicitly looked at landscape quality, although several studies looked at change within the landscape – particularly encroaching industry or housing – with one study looking at the impact of visual 'clutter' (the Dutch study). Various techniques have been used to examine change including artists impressions, computer generated images (photomontages) and people-led discussions of their experiences.

This is likely to be an important issue for the present study. Should we rely solely upon people's experiences of changing quality, or can we, in some way, illustrates the changes that are taking place through visual means, or possibly by pointing to



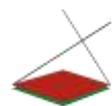
examples?

Passive versus active experience of the landscape

There is much discussion in the literature on landscape perceptions about the way in which landscape is experienced in reality. The concern is that people's experiences are generally active ones, reflecting upon the landscape in a dynamic way, and using more senses than just sight. And yet research typically relies upon passive forms (photographs and still images, that place people in spectator mode) for understanding people's perceptions and experiences. Nevertheless, despite the degree of academic interest in this area, it does not appear that any test of the problem has been conducted. We have found some limited use of techniques such as 'walking the land' that entail people walking in a group to discuss past, current and future influences on the character of the landscape, and computerised forms such as 'view from the path mapping' that have been developed to overcome the problem although – in both cases – we have not been able to identify whether any critical review has been carried out.

There may be important issues here for the choice of research techniques, although it is difficult to see how to resolve the conflict between active experience (which requires being in a landscape) and the limitations of well-conducted research (which should be conducted within a relatively controlled environment).

However, we should remember that all qualitative research entails drawing on people's memories – and there is no suggestion in the literature that these memories are not themselves representing 'active' experience.

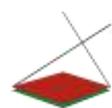


Appendix A
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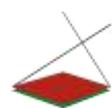
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Appendix B
A list of perceptual qualities



Appendix 1: List of perceptual qualities associated with the different landscapes identified in the research

Perceptual quality / valued qualities (terms used)	Wider landscape the quality is associated with	Landscape element(s) the quality is associated with (where defined)	Key survey method
Peace and quiet / peacefulness	Shropshire Hills		Telephone survey
	Clwydian Range and Llantysilio Mountain (Wales)		Open-ended questions
	Kent Downs AONB		Questionnaire
	Exmoor	Moorlands	Questionnaire
	Cotswolds		Questionnaire
	North Pennines		Focus group
	Somerset Levels		Interviews and focus groups with choice of adjectives to describe landscapes
	Chew Valley		
	Mid Devon		
	Dartmoor		
Penwith, Cornwall			
Tranquillity / tranquil	England's countryside in general		Face-face interviews
	Cumbria	Uplands	Questionnaire / focus groups
	Cotswolds		Questionnaire
	North Pennines		Focus group
	Test Valley		Focus groups, workshops, written consultation
Scenery /scenic / beautiful /	Shropshire Hills		Telephone survey
	Kent Downs AONB		Questionnaire

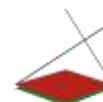


Perceptual quality / valued qualities (terms used)	Wider landscape the quality is associated with	Landscape element(s) the quality is associated with (where defined)	Key survey method
spectacular	Cumbria	Uplands	Questionnaire / focus groups
	Somerset Levels		Interviews and focus groups with choice of adjectives to describe landscapes
	Chew Valley		
	Mid Devon		
	Dartmoor		
	Penwith, Cornwall		
	China Clay, Cornwall		
Views	Shropshire Hills		Telephone survey
	Kent Downs AONB		Questionnaire
	Clwydian Range and Llantysilio Mountain (Wales)	High moorland	Open-ended questions
	Exmoor	Moorlands	Questionnaire
	Monmouthshire	high valleys, hills and scarp slopes, and rolling valleys	Focus groups / face-face interviews
Openness / open space / exposed	Clwydian Range and Llantysilio Mountain (Wales)	High moorland	Open-ended questions
	North Pennines	Moorlands	Focus group
	England's countryside in general		Face-face interviews
	Cumbria	Uplands	Questionnaire / focus groups
	Exmoor	Moorlands	Questionnaire



Perceptual quality / valued qualities (terms used)	Wider landscape the quality is associated with	Landscape element(s) the quality is associated with (where defined)	Key survey method
	Somerset Levels		Interviews and focus groups with choice of adjectives to describe landscapes
	Dartmoor		
	China Clay, Cornwall		
	Penwith, Cornwall		
Bleakness / bleak	Clwydian Range and Llantysilio Mountain (Wales)	High moorland	Open-ended questions
	Cumbria	Uplands	Questionnaire / focus groups
	North Pennines		Focus group
	Dartmoor		Interviews and focus groups with choice of adjectives to describe landscapes
	China Clay, Cornwall		
	Penwith, Cornwall		
Freedom / get away from it all	Clwydian Range and Llantysilio Mountain (Wales)	High moorland	Open-ended questions
	Exmoor	Moorlands	Questionnaire
Sense of discovery /interesting	Clwydian Range and Llantysilio Mountain (Wales)	High moorland	Open-ended questions
	Somerset Levels		Interviews and focus groups with choice of adjectives to describe landscapes
	Chew Valley		
	Mid Devon		
	China Clay, Cornwall		

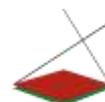
Perceptual quality / valued qualities (terms used)	Wider landscape the quality is associated with	Landscape element(s) the quality is associated with (where defined)	Key survey method
	Penwith, Cornwall		
Sense of inspiration / inspiring	Cumbria	Uplands	Questionnaire / focus groups
Wilderness / wild	Clwydian Range and Llantysilio Mountain (Wales)	High moorland	Open-ended questions
	Scotland – 'wild areas'	woodland / forests, mountains / hills, lochs, moorland and National Parks.	Face-face interviews
	Exmoor	Moorlands	Questionnaire
	North Pennines	Moorlands	Focus group
	Mid Devon		Interviews and focus groups with choice of adjectives to describe landscapes
	Dartmoor		
	Penwith, Cornwall		
	Somerset Levels		
	Chew Valley		
Remoteness / remote / uninhabited / barren	Scotland – 'wild areas'		Face-face interviews
	Cumbria	Uplands	Questionnaire / focus groups
	Exmoor	Moorlands	Questionnaire
	North Pennines	Moorlands	Focus group
	Dartmoor		Interviews and focus groups with



Perceptual quality / valued qualities (terms used)	Wider landscape the quality is associated with	Landscape element(s) the quality is associated with (where defined)	Key survey method
Gentle	Somerset Levels		choice of adjectives to describe landscapes
	Chew Valley		
Barren	Dartmoor		
Naturalness / close to nature / unspoilt	Scotland – 'wild areas'		Face-face interviews
	Monmouthshire	high valleys, hills and scarp slopes, and rolling valleys	Focus groups and face-face interviews
	North Pennines		Focus group
	Somerset Levels		Interviews and focus groups with choice of adjectives to describe landscapes
	Chew Valley		
	Mid Devon		
	Dartmoor		
	Penwith, Cornwall		
China Clay, Cornwall			
	Test Valley		Focus groups, workshops, written consultations
Cultural heritage	Clwydian Range and Llantysilio Mountain (Wales)	Welsh language / way of life	Open-ended questions
	Kent Downs AONB	Village life	Questionnaire
	Cumbrian Uplands	Traditional farm management	Questionnaire / focus groups
Community culture			



Perceptual quality / valued qualities (terms used)	Wider landscape the quality is associated with	Landscape element(s) the quality is associated with (where defined)	Key survey method
	Scotland – 'wild areas'	Link to Scottish culture / heritage	Face-face interviews
	North Pennines	Identity/history/culture associated with mining settlements	Focus group
Attractive	Monmouthshire	High valleys, hills and scarp slopes, rolling valleys, Monmouth town.	Focus groups and face-face interviews
Familiarity / association with being at home	Monmouthshire	Mountains/uplands, forests/woodlands	Focus groups and face-face interviews
Weather	North Pennines		Focus group
	Clwydian Range and Llantysilio Mountain (Wales)		Open-ended questions
Solitude	North Pennines		Focus group
	Exmoor	Moorlands	Questionnaire
Quality of light	North Pennines		Focus group
Colourful	Chew Valley		Interviews and focus groups with choice of adjectives to describe landscapes
	Dartmoor		
	Penwith, Cornwall		
Atmosphere	Exmoor	Moorlands	Questionnaire



Perceptual quality / valued qualities (terms used)	Wider landscape the quality is associated with	Landscape element(s) the quality is associated with (where defined)	Key survey method
Fresh air	England's countryside in general		Face-face interviews
Popular	Chew Valley		Interviews and focus groups with choice of adjectives to describe landscapes
	Dartmoor		
Mysterious	Dartmoor		
	Penwith, Cornwall		
Threatening	Penwith, Cornwall		

Appendix C

A definition of tranquillity for CPRE's national mapping exercise



Table showing the aspects of landscape that contribute positively or negatively to tranquillity based on consultations in Northumberland National Park (adapted from MacFarlane et al, 2004)

Positive		Negative	
Factor	Weight	Factor	Weight
Landscape			
Openness	24.0%	Visibility of roads	11.6%
Perceived Naturalness Land Cover	21.8%	Visibility of urban development	7.6%
Visibility of rivers	13.4%	Visibility of overt human impact	7.4%
Visibility of the sea	5.9%	Light pollution	2.8%
Visibility of broadleaved woodland	8.4%	Visibility of structures	2.7%
		Visibility of conifers	0.2%

What is tranquillity, and what is not tranquillity? (based on a survey in the Chilterns AONB, 2004)

The findings of the study were grouped into very similar categories as those used in the North East. In terms of defining what tranquillity *is*, these groupings were:

- perceived links to 'nature';
- tranquillity 'of the mind', and;
- doing things.

An additional category of 'perceived human related benefits' was also explored, as some respondents had suggested human related aspects that could heighten the experience of tranquillity, such as music, urban developments (such as bright lights), or the mere presence of people.

In terms of what *is not* tranquillity, responses related to:

- the presence of humans;
- unwanted noise or disturbance by humans;
- transport related noise and visual disturbance, and;
- 'development' in the landscape.

The National Tranquillity Study (2006)

These results are based on consultations undertaken in five areas of England: North Yorkshire, Lincolnshire, Warwickshire, Kent and Devon.

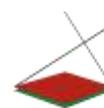




Table showing the features people associate with tranquillity, and detractors from tranquillity

What is tranquillity		What is not tranquillity	
Option	No of respondents (and %)	Option	No of respondents (and %)
Seeing, a natural landscape	533 (13.3%)	Hearing, constant noise from cars, lorries and/or motorbikes	886 (22.0%)
Hearing, birdsong	396 (9.9%)	Seeing, lots of people	627 (15.6%)
Hearing, peace and quiet	271 (6.8%)	Seeing, urban development	373 (9.3%)
Seeing, natural looking woodland	256 (6.4%)	Seeing, overhead light pollution (night time)	270 (6.7%)
Seeing, the stars at night	245 (6.1%)	Hearing, lots of people	266 (6.6%)
Seeing, streams	225 (5.6%)	Seeing, low flying aircraft	228 (5.7%)
Seeing, the sea	221 (5.5%)	Hearing, low flying aircraft	225 (5.6%)
Hearing, natural sounds	212 (5.3%)	Seeing, power lines	221 (5.5%)
Hearing, wildlife	183 (4.6%)	Seeing, towns and cities	202 (5.0%)
Hearing, running water	180 (4.5%)	Seeing, roads	139 (3.5%)
Seeing, rivers	176 (4.4%)	Hearing, non-natural sounds	107 (2.7%)
Seeing, wide open spaces	174 (4.3%)	Seeing, any signs of human impact	102 (2.5%)
Seeing, a wild landscape	171 (4.3%)	Seeing, military training (other than aircraft)	101 (2.5%)
Seeing, trees in the landscape	146 (3.6%)	Seeing, wind turbines	88 (2.2%)
Seeing, lakes	118 (2.9%)	Hearing, occasional noise from cars, lorries and/or motorbikes	44 (1.1%)
Seeing, remote landscapes	113 (2.8%)	Hearing, military training (not aircraft)	32 (0.8%)
Hearing, no human sounds	109 (2.7%)	Seeing, railways	30 (0.7%)
Hearing, lapping water	109 (2.7%)	Seeing, high altitude aircraft	25 (0.6%)
Hearing, the sea	48 (1.2%)	Hearing, trains and railways	24 (0.6%)
Seeing, deciduous trees in the landscape	72 (1.8%)	Seeing, anyone at all	18 (0.4%)
Hearing, silence	47 (1.2%)	Seeing, coniferous woodland	17 (0.4%)
		Hearing, high altitude aircraft	11 (0.3%)
		Seeing, villages and scattered houses	5 (0.1%)

Appendix D
Study-specific Summaries



Study Title	Survey of Public Attitudes and Behaviours toward the Environment
Date	2007
Authors/ commissioners	BMRB Social Research for Defra
Country and Location	England
Methodology	This research was a quantitative survey of adults (aged 16 or over) in England examining their attitudes and behaviour in relation to the environment. 379 areas were randomly selected, each area containing around 300 addresses and interviewers were asked to obtain nine or ten interviews from each area.
Headline Results and Issues	<p>Those who visited the countryside at least once a year for leisure were asked what they had visited when they last visited the countryside. The most common answers were forests or woodland, rivers, canals or lakes, open coastal areas and small country towns or villages.</p> <p>Six in ten respondents said fresh air, and scenery was cited by almost as many as the most important aspects of the open countryside. Tranquillity, open space and plants and wildlife were also important aspects to a sizable proportion of respondents.</p>
Lessons and Wider Applicability of Results	<p>This national survey gives an indication of the parts of the English countryside most popular for leisure visits.</p> <p>Although broad values are given for 'open countryside' in general, these cannot be attributed to particular landscapes.</p>
Lessons and Wider Applicability of Methodology	None

Study Title	Cotswolds AONB Survey: Your Ideas, Concerns and Aspirations
Date	January 2003
Authors/ commissioners	CCRU
Country and Location	Cotswolds AONB
Methodology	In the Spring and Summer of 2002 a short questionnaire was included in the Cotswold Lion paper which readers were asked to fill in and return to the Countryside and Community Research Unit. This generated a total of 1,641 usable returns. The questionnaire contained both pre-coded and open-ended questions, including a sentence-completion question to look at likes and dislikes. The focus was on concerns and the future of the AONB.
Headline Results and Issues	<p>The built environment registered high on the list of natural and built elements people associated with the Cotswolds. 73% of the sample chose 'Cotswold Stone buildings', 61% 'pretty villages and towns' and only 42.2% mentioned 'rolling hills and valleys'.</p> <p>When asked what they really liked about the Cotswolds, 27.5% of respondents indicated some element of the built environment that attracted them to the area (eg dry stone walls, stone buildings, pretty villages). Echoing this, around 95% wanted to see villages and buildings protected from inappropriate development (including new development to be in-keeping with the area) as a priority for the future.</p> <p>Peace and quiet was also mentioned as positive attributes of the area (20% - almost twice as many visitors than residents mentioned this), and when unprompted, the area's tranquillity was mentioned by 18% of the sample.</p>
Lessons and Wider Applicability of Results	The most striking results of this study were the value people placed on the built features associated with the Cotswolds – over the 'natural' landscape.
Lessons and Wider Applicability of Methodology	<p>There are some obvious problems with the questionnaire design and the fact that those who responded were a self-selected sample. So, the results should be treated with great caution.</p> <p>There are no direct implications for the present study, but the sentence completion idea seemed to work well in stimulating thoughtful responses.</p>

Study Title	Economic Valuation of Environmental Impacts of SDAs
Date	2006
Authors/ commissioners	Eftec for SEERAD
Country and Location	
Methodology	3 focus groups with members of the public in Manchester and Kendal
Headline Results and Issues	Not applicable as study developed monetary values.
Lessons and Wider Applicability of Results	N/A
Lessons and Wider Applicability of Methodology	<p>All that can be wrong with focus group implementation. The 'discussion was essentially a group interview, rather than a full discussion of the issues from the public's perspective. A series of questions were posed for each person in the 'group' to respond to, plus some 'brainstorming'.</p> <p>The results are likely to be misleading.</p>

Study Title	Monitoring programme of perception and appreciation of landscapes in the Netherlands
Date	2006 and onwards
Authors/ commissioners	Hans Farjon et al for Dutch Ministry: Milieu en Natuur Plan bureau
Country and Location	Netherlands. Nation-wide
Methodology	<p>Ongoing monitoring on people's appreciation of landscape characteristics and the effects upon them.</p> <p>Enquiry with questionnaire at three year intervals by representative sampling since 2006</p> <p>Oversampling to describe physical and personal characteristics that determine the particular appreciation.</p> <p>Two samples:</p> <p>Representative for Dutch landscapes: 4800 sample</p> <p>Representative for Dutch population groups: 1800 people</p>
Headline Results and Issues	<p>Appreciation of attractiveness of the landscape is based on:</p> <ul style="list-style-type: none"> - Usability of the landscape - Social characteristics of the population - Physical characteristics of the population <p>People's recreational use is a good predictor for their appreciation of the landscape.</p> <p>Older age groups have a stronger perception of an attractive landscape: research design needs to reflect this characteristic.</p> <p>Most intrusive effects on landscape are regarded as urbanised infrastructure and modern industrial agricultural buildings.</p> <p>A target has been set: In 2020 the appreciation of landscape quality should be increased by 25% compared to 2007.</p>

<p>Study Title</p>	<p>Monitoring programme of perception and appreciation of landscapes in the Netherlands</p>
<p>Lessons and Wider Applicability of Results</p>	<p>These are national based samples and do not split geographical areas into different landscape character types.</p> <p>The work reflects the Dutch interest in how new development and infrastructure effects the landscape, including effects on people's appreciation of:</p> <ul style="list-style-type: none"> - Obstruction of wide horizons - Fragmentation of landscape - "Unattractive landscape" <p>Geographical Information Systems are used to indicate the degree of development impacting on the landscape in different geographical areas.</p>
<p>Lessons and Wider Applicability of Methodology</p>	<p>Of more use for a quantification of landscape perceptions, but interesting methodological issues in a number of areas:</p> <ul style="list-style-type: none"> • use of 10-point evaluation scales • assessment on 7 qualities (coherence, order, usability, historical character, naturalness, space, sensory) • assessment of each landscape for amount of nature, ruralness, calmness, accessibility, quietness, wide horizon, water, relief, 'spontaneity of nature' • placed landscape appreciation in context with other satisfaction questions (eg overall happiness, healthiness, urban green spaces) • examined 'cluttering' of the landscape (obstruction of horizons, fragmentation, attractiveness) • looked at several recreational uses, including walking, cycling, 'being idle', nature observation, picnicking, bathing, running, boating <p>looked at the impact several types of intrusion on landscape appreciation (used photomontages?), including highways, industrial areas, greenhouses, agricultural buildings, wind turbines etc</p>

Study Title	National Forest Community Perception Research
Date	Ongoing
Authors/ commissioners	???? for FC
Country and Location	
Methodology	Report not yet available, but methodology set out in study brief. Used 9 focus groups (2-3 in each of 3 locations) plus 150 on-street or in-home interviews (50 in each).
Headline Results and Issues	The objective was to examine likes and dislikes of National Forest, plus ideas for further engagement. Results not known.
Lessons and Wider Applicability of Results	N/A
Lessons and Wider Applicability of Methodology	The recruitment definitions targeted the focus groups at special interest groups, not members of the general population. The three locations represented 'urban', 'rural' and a control location where less woodland creation had taken place.

Study Title	Heather and Hillforts Landscape Character Study
Date	March 2005
Authors/ commissioners	The Heather and Hillforts Landscape Partnership, Denbighshire County Council
Country and Location	Clwydian Range and Llantysilio Mountain, Denbighshire, Wales
Methodology	The Landscape Character Study includes public perception quotes from a number of sources, eg LANDMAP public perception survey, Heather and Hillforts Countryside Exchange, Heather and Hillforts survey)
Headline Results and Issues	<p>Quotes of relevance include:</p> <p>"I have always loved history and seeing evidence of the past gives me a feeling of belonging here. Continuity between past and present." (Heather and Hillforts Survey)</p> <p>High Moorland – "It is special, it gives people the feeling of freedom, the openness and the bleakness and the view; it's not just what you see but the contrast" (Public Perception of Landscape in Denbighshire LANDMAP Study)</p> <p>In answer to the question: "What I would miss the most if I were to leave the area?" from the Heather and Hillforts Countryside Exchange, comments included:</p> <p>Peace and quiet – sense of wilderness</p> <p>The Welsh way of life</p> <p>The open space, empty areas. Sense of discovering places for yourself</p> <p>The weather</p> <p>The countryside and hills</p> <p>The Welsh language"</p>
Lessons and Wider Applicability of Results	Lots of links to the cultural elements of the landscape (particularly the Welsh culture), really brought out in the comments people have made about this particular landscape. Strong sense of place and pride in place. Remoteness and open space also key perceptual qualities linked to feelings of freedom and discovery.
Lessons and Wider Applicability of Methodology	None

Study Title	Engaging with the natural environment. The role of affective connection and identity
Date	2008
Authors/ commissioners	Hinds and Sparks (University of Sussex)
Country and Location	
Methodology	Paper in Journal of Environmental Psychology 28
Headline Results and Issues	N/A
Lessons and Wider Applicability of Results	N/A
Lessons and Wider Applicability of Methodology	The suggestion of a possible link between a person's attitudes towards the landscape and the urban/suburban/rural nature of their childhood upbringing and life experiences could suggest a useful piece of information that might be collected about respondents for the present study.

Study Title	The Public Perception of the Kent Downs
Date	2003 and 2008 (two separate surveys)
Authors/ commissioners	Kent Downs AONB Partnership
Country and Location	Kent Downs AONB
Methodology	The main consultation method used for the 2004 plan was through a written questionnaire within the Kent Downs newspaper, The Orchid, in autumn/ winter 2002/3. For the Management Plan Review (2008) consultation included a questionnaire in Kent on Sunday and Saturday Observer and promoted on their web site. The questionnaire was also available on the Kent Downs website and sent to the Orchid subscribers and parish councils. The number of returns isn't stated.

Study Title	The Public Perception of the Kent Downs
Headline Results and Issues	<p>2003 – most important features</p> <p>Scenery and views 86%</p> <p>Wildlife 49%</p> <p>Peace and quiet 46%</p> <p>Opportunities for outdoor recreation 33%</p> <p>Villages and village life 32%</p> <p>2008 – most important features</p> <p>Scenery and views 83%</p> <p>Peace and quiet 49%</p> <p>Wildlife 48%</p> <p>PROW network 41%</p> <p>Villages and village life 32%</p> <p>2003 – most important components</p> <p>Chalk grassland (wildflower grassland) 59%</p> <p>Woodland 52%</p> <p>Landform and geology, cliffs and coast 45%</p> <p>Ancient lanes and paths 33%</p> <p>2008 – most important components</p> <p>Chalk grassland (wildflower grassland) 74%</p> <p>Woodland 43%</p> <p>Ancient lanes and paths 41%</p> <p>Landform and geology, cliffs and coast 47%</p>
Lessons and Wider Applicability of Results	<p>Scenery and views are deemed the most important landscape qualities of this landscape. In terms of specific components within the Kent Downs, chalk grassland was rated most highly – particularly in the most recent survey.</p> <p>Not much about perceptual qualities per se.</p>

Study Title	The Public Perception of the Kent Downs
Lessons and Wider Applicability of Methodology	<p>The list of features and the importance/value associated with them could be useful for future studies.</p> <p>However, there are major problems with the method, namely:</p> <ul style="list-style-type: none">• the self-selecting nature of the sample,• the lack of comparative controls, <p>which make the comparisons in attitudes drawn between the two years somewhat suspect.</p>

Study Title	Hertfordshire Landscape Strategy – supplementary report on community involvement in the landscape character process
Date	1999
Authors/ commissioners	The Landscape Partnership Ltd and MORI for Herts CC
Country and Location	UK, Hertfordshire
Methodology	<p>The aims of the stakeholder involvement were:</p> <ul style="list-style-type: none"> • to validate the outputs from desk and field exercises • to form an independent strand of evaluation (community consensus) • to assist in identifying important local features and explaining their importance • to validate character area boundaries. <p>The study focused on two distinct groups of stakeholders:</p> <p><u>'Community of Interest'</u>: those with a professional/semi-professional/ organizational interest. These were engaged through a workshop and through opportunities to comment on draft outputs of the characterisation work.</p> <p><u>'Community of Place'</u>, residents of a given area. These were engaged through a questionnaire: 12 questions were asked relating to landscape character, accessibility and leisure interests. All questionnaires included a map based on approximately one tenth of the project study area. Questionnaires were sent to members of the Citizens' Panel living in one of the ten map areas. People were invited to identify on the plans those locations they considered to be 'distinctive areas of landscape' and to give place names to these. 2047 questionnaires were issued to the Herts' Citizens Panel, yielding a 34% response rate.</p> <p><u>Photographic competition</u>: Local people and camera clubs were invited to submit photos of Herts landscapes. 60 photos entries were received with a selection of these illustrating the final landscape assessment document.</p>

<p>Study Title</p>	<p>Hertfordshire Landscape Strategy – supplementary report on community involvement in the landscape character process</p>
<p>Headline Results and Issues</p>	<p>Favourite areas: The most significant features of people’s favourite areas were peace (82%) and picturesque quality (74%). Ease of access was more important for the Citizens’ Panel (64%), while the presence of views into and of the area was more important for the Community of Interest. The uniformly high scores for peace/tranquillity perhaps highlight that Hertfordshire is severely affected by noise from motorways, roads, railways, etc. This tends to downgrade many otherwise picturesque landscapes. This alone may result in people travelling further to experience a peaceful landscape.</p> <p>Landscape condition: Fifty-six per cent considered that the areas had remained the same, with 19% saying they had improved and 11% saying that they had got worse. This is relatively reassuring in that people are not identifying a general decline in the condition of the landscapes they know. Indeed there is a modest balance towards improvement.</p> <p>“The community consultation has provided a snapshot of Hertfordshire community opinion about the value to be attached to different landscape character areas”.</p>
<p>Lessons and Wider Applicability of Results</p>	
<p>Lessons and Wider Applicability of Methodology</p>	<p>It’s difficult to see what lessons this study has for the current NE contract. In the subsequent appraisal of the techniques used in the study, the County Council noted the failure of several techniques designed to gain community interest and involvement – especially the guided walks, public surgery and photograph/painting competitions. The only technique deemed to have worked well was the self-completion questionnaire.</p>

Study Title	Moorlands at a Crossroads – The State of the Moorlands of Exmoor - Perceptions of the special qualities of the moorlands by Exmoor Society members
Date	2004
Authors/ commissioners	Land Use Consultants commissioned by the Exmoor Society.
Country and Location	Exmoor National Park
Methodology	A simple paper questionnaire was circulated to all 2,500 members of the Exmoor Society, folded into the newsletter from the Society sent out in April 2004. 569 responses were received.
Headline Results and Issues	<p>When asked to select any of the qualities of the moorland that make them special, top responses were:</p> <p>Their views and openness: 94%</p> <p>Their peacefulness: 92%</p> <p>Their wildness and remoteness: 89%</p> <p>Other wildlife (fauna): 73%</p> <p>The vegetation (flora): 62%</p> <p>When asked to choose <u>one</u> quality of the moorlands that was most valued, key results were as follows:</p> <p>Their wildness and remoteness: 32%</p> <p>Their views and openness: 33%</p> <p>Their peacefulness: 21%</p> <p>The respondents were asked to indicate what <u>benefits</u> the moorlands' special qualities give to them. Top results were as follows:</p> <p>Actively enjoying them by walking or riding across them: 81%</p> <p>Being able to visit Exmoor and look at the moorlands: 76%</p> <p>Just knowing the moorlands are there now and in the future: 74%</p>

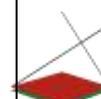
Study Title	Moorlands at a Crossroads – The State of the Moorlands of Exmoor - Perceptions of the special qualities of the moorlands by Exmoor Society members
Lessons and Wider Applicability of Results	<p>Perceptual qualities associated with the moorlands' remote, wild and open character, views and peacefulness registered higher than specific tangible features such as flora and fauna, historic sites, farming and livestock.</p> <p>In terms of the benefits or 'services' obtained from the moorlands – recreational uses are most highly valued, along with just the physical presence of the moorlands – key to Exmoor's sense of place.</p>
Lessons and Wider Applicability of Methodology	No direct implications for the present study, as the method was a self-completion interview survey, but there are some useful definitions concerning the degree to which respondents were familiar with the National Park (see Q4 of the questionnaire).

Study Title	North Pennines Environmental Capital : A Pilot Study
Date	1998
Authors/ commissioners	Land Use Consultants and the University of Sheffield for the Countryside Commission and English Nature
Country and Location	North Pennines AONB
Methodology	A small sample (40 in total) of local people in three different parts of this upland Area of Outstanding Natural Beauty (Weardale, Allendale and Teesdale) were asked why they valued both the North Pennines as a whole and individual areas identified by them as important.
Headline Results and Issues	<p>The findings suggested that, for the area as a whole for example, the emphasis was on:</p> <ul style="list-style-type: none"> • The dramatic contrasts between the remote, wild and open character of the moorland landscapes and the enclosed, sheltered and domestic landscapes of the Dales; • A strong identity based on the particular combination of geology and landform characteristics and land use and settlement history; • Settlement features, particularly the remaining evidence of the former lead mining industry which is an important part of the culture, history and identity of the area; • A deeply rural remote character, contributing to feelings of peace, quiet and tranquillity, solitude and being close to nature, all contributing to the special sense of place of the area; • A strong sense of community and of continuity in the interactions between people and the environment over time, contributing to a strong sense of identity and feelings of community, and a sense of timelessness and links with the past; • Special aesthetic and perceptual qualities, notably wildness, bleakness and the challenge of upland weather and openness, big skies and quality of light.
Lessons and Wider Applicability of Results	Cultural connections and a strong sense of community building on the area's mining heritage are strongly valued in this landscape. In addition, the wild, bleak qualities of the area are perceived as important by local residents.

Lessons and Wider Applicability of Methodology	<p>An unusual recruitment method that used a 'play' as a means of attracting people to carry out the research – success not stated, but seemed quite expensive.</p> <p>Focus group script very prescriptive, leaving no room for open discussion of the issues.</p> <p>Good list of landscape features, countryside qualities and factors of change used in exercises.</p>
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Study Title	The New Map of England: Pilot Project: Technical Report II, Perceptions of Landscape and Preferences to Change
Date	July 1993
Authors/ commissioners	Land Use Consultants, Hunting Technical Services, Professor Richard Dunn, Professor Terence Lee – for the Countryside Commission
Country and Location	South West England – 6 'character areas' of Penwith and the St Austell China Clay area in Cornwall, Dartmoor and Mid Devon in Devon, the Somerset Levels and the Chew Valley near Bristol.
Methodology	Included face to face interviews with visitors at countryside leisure facilities, home interviews with residents, and focus group discussions with up to ten people from a sample of the same residents. Sample size of 70 visitors and 70 residents.

Study Title	The New Map of England: Pilot Project: Technical Report II, Perceptions of Landscape and Preferences to Change
<p>Headline Results and Issues</p>	<p>Included in the survey was a question on descriptive words people would use for each area.</p> <p><u>Somerset Levels</u></p> <p>Flat, peaceful, natural, open, moderately beautiful and scenic. 30% of residents versus 15% of visitors used 'wild'; twice as many (49%) visitors as residents described the landscape as 'gentle' 'Interesting' – used by 73% of visitors versus 47% of residents</p> <p><u>Chew Valley</u></p> <p>Peaceful, scenic (both most common), natural, unspoilt, beautiful, interesting, colourful (the latter particularly mentioned by residents). More residents used the word 'wild'. Nearly half of visitors described the landscape as 'gentle' compared with just over a quarter of residents. 'Popular' mentioned more than any of the other areas in the study.</p> <p><u>Mid Devon</u></p> <p>Peaceful, scenic (particularly by visitors), natural, unspoilt, beautiful (surprisingly more with residents than visitors), interesting. Wild – used by more residents than visitors Wooded - used by more residents than visitors Colourful - used by more residents than visitors Varied – used by more residents than any of the other six study areas.</p> <p><u>Dartmoor</u></p> <p>Wild (highest, comparable with Penwith), scenic, peaceful, bleakness, remoteness (latter two highest than any other area), exposedness, natural, unspoilt, colourful, craggy, barren. Spectacular – mentioned more commonly by visitors Uninhabited – mentioned more commonly by visitors Mysterious – mentioned more commonly by visitors Popular – mentioned more commonly by residents</p> <p><u>China Clay, Cornwall</u></p> <p>Industrial, bleak, exposed, derelict (latter three most commonly used by residents). Interesting - mentioned more commonly by visitors Beautiful, unspoilt, natural - mentioned more commonly by visitors</p> <p>Scenic - mentioned by many more visitors than residents</p> <p><u>Penwith</u></p> <p>Peaceful, scenic, natural, unspoilt, beautiful, spectacular,</p>



Study Title	The New Map of England: Pilot Project: Technical Report II, Perceptions of Landscape and Preferences to Change
Lessons and Wider Applicability of Results	Comparisons between the perceptions of visitors versus the local residents of particular landscapes is interesting. These patterns are likely to be repeated across the different landscapes of England
Lessons and Wider Applicability of Methodology	Initial open-ended questions included that asked how they would describe scenery to a friend who didn't know what it looked like (ie no prior information). Then asked to choose descriptive words from lists of adjectives and features (ie prompted). Also a sorting exercise of photographs to determine which typical, untypical (or unsure) – ensures that photos do not 'lead' the respondent into forms of thought. Used artists impressions to convey potential future landscape changes.

Study Title	Perceptions, Attitudes and Preferences in Forests and Woodlands
Date	2001 (but based on 1989 research?)
Authors/ commissioners	Terence Lee for FC, SNH and CA
Country and Location	
Methodology	4 focus groups in locations across the UK 2 expert seminars Household interview survey of 800 interviews Landscape preference survey with visitors to FC centres (no. of interviews not known)
Headline Results and Issues	N/A
Lessons and Wider Applicability of Results	N/A
Lessons and Wider Applicability of Methodology	None for this study. The group discussions used somewhat limited techniques to prompt discussion, including 'brainstorming' and 'sentence completion'. It seems that no visual stimulus was used. Recruitment was poor (see the male/female split, for example).

Study Title	Public Perceptions of Wild Places and Landscapes in Scotland
Date	2008
Authors/ commissioners	Market Research Partners commissioned by SNH
Country and Location	Scotland
Methodology	Market research study to evaluate public perceptions of wild places amongst a representative cross-section of 1,000 Scottish residents and a further survey amongst (300) those living within the boundaries of the Cairngorms National Park (CNP). Both surveys used CAPI methods.

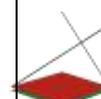
Study Title	Public Perceptions of Wild Places and Landscapes in Scotland
Headline Results and Issues	<p><u>Value of wild places</u></p> <p>Wild places were perceived as important for a wide range of reasons, most commonly because they are part of Scotland's culture / heritage and for tourism.</p> <p>Additionally, they are seen of benefit to wildlife and nature, the environment, and the local economy.</p> <p>Individuals indicated that wild places contributed to their own health and wellbeing, enabling them, when visiting, to be relaxed, calm, content and at peace.</p> <p><u>Perceptions of wild places</u></p> <p>75% mentioned features which can be attributed to naturalness of land cover. 34% mentioned remoteness.</p> <p>The five areas perceived as most wild, across the sample, were woodland / forests, mountains / hills, lochs, moorland and National Parks.</p> <p>A significantly greater proportion of Scottish residents than CNP residents were of the opinion that sea / sea lochs, cliffs, beaches and canals were wild.</p> <p>The image of mountains was rated most highly as very wild, followed by an image of lochs and mountains.</p> <p>Residents were of the opinion that masts and wind turbines would decrease the wildness of an area most significantly.</p> <p><u>Wild places mentioned</u></p> <p>Many places within Scotland were perceived as wild, especially Highland North, Highland West, Highland East, the Western Isles and the Northern Isles.</p> <p>The Clyde Valley was stated most frequently as having little or no wild areas.</p>
Lessons and Wider Applicability of Results	<p>Naturalness of land cover and remoteness are the main attributes identified by the public in identifying 'wild' areas.</p> <p>In Scotland, the five landscapes perceived as most 'wild' were:</p> <ul style="list-style-type: none"> woodland / forests mountains / hills, lochs, moorland National Parks.

Study Title	Public Perceptions of Wild Places and Landscapes in Scotland
Lessons and Wider Applicability of Methodology	<p>The study developed a three-way typology of people that could be useful for future studies:</p> <ul style="list-style-type: none">• Wilderness – those people who engage in hill walking, bird- and wildlife-watching• Active – those people who visit the countryside for walking, cycling, horse-riding etc• Sightseeing – people who go into the countryside for sightseeing, picnicking and camping. <p>An interesting use of photographs to define 'wildness' for different landscape types. Also use of photographs to examine the impact on perceptions of certain features, such as derelict buildings</p>

Study Title	Awareness Survey of Shropshire Hills AONB
Date	May 2006
Authors/ commissioners	Martin Horne and Company
Country and Location	Shropshire Hills AONB
Methodology	308 telephone interviews were completed from two separate samples. 202 from a main sample of all residents except farmers living in or closely adjoining the AONB, and 106 from a second sample consisting entirely of farmers, drawn from the same area as the main sample.
Headline Results and Issues	<p>Features of the landscape given the highest 'scores' were:</p> <p>Scenery and views (91%) Landscape variety (81%) Wildlife (81%) Peace and quiet (72%)</p> <p>Broadly, the survey found that respondents were more positive towards the features of the AONB landscape, rather than the designation (and its management, administration, etc) itself.</p> <p>The lack of awareness of the AONB designation amongst residents is striking.</p>
Lessons and Wider Applicability of Results	<p>Key conclusion (also likely to apply in other protected landscapes):</p> <p>The more negative attitude of farmers in terms of the administration of the AONB may be inevitable. However, the fact that farmers show levels of appreciation of the natural environment of the AONB comparable to those of other residents, suggests they must have sympathy with a frame work which is designed to help the preservation of that environment.</p>
Lessons and Wider Applicability of Methodology	The telephone interview approach is not suitable for the present study, but the use of 5-point rating scales (not at all important to very important) for AONB features (rather than the selection of a top few) is a useful learning point. The questionnaire was also good at ensuring a neutral, balanced form of questions was used.

Study Title	Monmouthshire Unitary Development Plan: Draft Landscape Study (Volume 4: Public Perception Study)
Date	October 2001 (Deposit Version)
Authors/ commissioners	Monmouthshire County Council (as part of CCW's LANDMAP initiative)
Country and Location	Monmouthshire, Wales (including the Brecon Beacons NP and Wye Valley AONB)
Methodology	Six focus groups conducted across the county, including one group representing the disabled and those with learning difficulties. Included the use of different photographs of the key landscapes of the county to encourage reaction. In addition, 94 face-to-face interviews were conducted using a wider set of photographs - addresses were clustered into 5 areas and randomly selected to provide 40 addresses in each area. This gave a total sample base of 200 addresses, giving a response rate of 47%.

<p>Study Title</p>	<p>Monmouthshire Unitary Development Plan: Draft Landscape Study (Volume 4: Public Perception Study)</p>
<p>Headline Results and Issues</p>	<p><u>Focus group results</u></p> <ul style="list-style-type: none"> • The main distinctive features of the county were perceived as being the hills, mountains, Wye Valley, and castles. • In general there was a preference for the more 'natural, unspoilt' landscapes. • Those depicting the higher ground of the county, ie the mountains, rolling hills and high valley scenes, were seen as amongst the most attractive and appealing. • The younger respondents, and some C2/DE's, found the more wild and untamed landscape of the upland plateaux quite threatening in appearance. • There was general agreement that water enhanced the appearance of any landscape, and those scenes which depicted rivers were generally viewed as attractive by all. • Respondents also placed high value on the presence of trees in a landscape • The perceived value and attractiveness of farmland differed between the groups. While AB/C1 respondents generally believed local farmland was well maintained, and praised farmers for keeping hedges cut and fields tidy, some C2/DE respondents criticised the regimented appearance of straight and pruned hedges. <p><u>Questionnaire results</u></p> <ul style="list-style-type: none"> • The two main landscape features which respondents regarded as being most special to them were mountains and uplands, and forests and woodlands. The reasons behind their choice were mostly connected with familiarity, or a sense of being at home. • The 'softer' valley areas, namely the Wye and Usk valleys, were deemed as the most attractive in the county. • The more favoured type of landscape was not just restricted to rural areas, with over half the respondents also believing Monmouth to be an attractive town. • The most liked photographs were views of high valleys, hills and scarp slopes, and rolling valleys. The main reasons given were because they found the landscapes attractive, very green, and close to nature. • In contrast, the ones which were least popular were the scenes of modern industrial development, a new housing estate, and a view of the coastal region. The main reasons given were because they found these landscapes over-developed, unattractive, and an eyesore.



<p>Study Title</p>	<p>Monmouthshire Unitary Development Plan: Draft Landscape Study (Volume 4: Public Perception Study)</p>
<p>Lessons and Wider Applicability of Results</p>	
<p>Lessons and Wider Applicability of Methodology</p>	<p>Some concerns about the detailed methods used in this study, for example:</p> <ul style="list-style-type: none"> • Use of the phrase 'beauty spots' when asking about visits to the countryside • Use of photographs as the only way of describing the landscape as a means of generating discussion (there was no prior discussion to understand the contexts that people had when considering landscape) • The requirement that participants judge Monmouthshire's landscapes 'as a whole' and then rate one specific landscape over another clearly caused participants difficulties. <p>There was no explanation about how the photographs were chosen to represent the landscapes in question (nor why a wider set of photographs was used the later survey).</p> <p>As with other studies, the use of a script is not recommended.</p>

Study Title	Norfolk Coast AONB report from Condition Monitoring Workshop
Date	2006
Authors/ commissioners	Norfolk Coast Partnership
Country and Location	UK, Norfolk
Methodology	Workshop of Norfolk Coast partnership members to provide: - a qualitative assessment of progress towards reaching the six priorities in the AONB management plan. - feedback on usefulness of data sources for the management plan.
Headline Results and Issues	Comments were obtained on progress towards management plan aims on key topics and sectors in the plan. Comments were provided on an agree-disagree scale of 1-5. Eg: "The buildings within the AONB contribute to the character of the AONB." "Farming and forestry is currently an integral part of the Norfolk Coast landscape." The farming and forestry topic was the closest to achieving its objective of any topic.
Lessons and Wider Applicability of Results	The statements for agreement-disagreement need great clarity to have worth and to provide consistency of feedback amongst participants. Small sample size limited the rigour of the results.
Lessons and Wider Applicability of Methodology	None. The statements used in the workshop are of a too technical nature to be used in general public focus groups.

Study Title	Tranquillity Report Summary: social / perceptual work undertaken by Northumbria that informed the latest tranquillity mapping (ie that done in Northumberland and then in the Chilterns + other locations).
Date	2004 - 2006
Authors/ commissioners	Northumbria and Newcastle Universities for Countryside Agency and CPRE
Country and Location	UK; North East England, Chilterns
Methodology	<p>Participatory Appraisal – a qualitative technique (or group of techniques) conducted in small groups of people. Highly visual. Included 'grafitti walls', 'visual interpretation' (drawing exercises), mapping etc.</p> <p>Also (2006) 1,347 visitor interviews</p>
Headline Results and Issues	See appendix 2 of the landscape/perceptual section in the report.
Lessons and Wider Applicability of Results	
Lessons and Wider Applicability of Methodology	<p>An interesting group of techniques that would be valuable in a community participation context. Not certain that the essentially qualitative method lends itself to the sort of quantification of views that was employed in the study.</p> <p>Since it is a facilitated (but hands-off) set of techniques, it is difficult to judge whether an understanding of the issues was common amongst participants.</p>

Study Title	North York Moors National Park – residents' survey																																																																				
Date	2005 and 2008																																																																				
Authors/ commissioners	North York Moors National Park Authority																																																																				
Country and Location	North York Moors National Park																																																																				
Methodology	Questionnaire survey conducted on a tri-annual basis - distributed to all households within the National Park																																																																				
Headline Results and Issues	<p>Results from residents' survey on what they value in the National Park, and improvements suggested for NPA.</p> <table border="1"> <caption>Survey Results Data (Estimated from Chart)</caption> <thead> <tr> <th>Category</th> <th>Car Parks 08 (%)</th> <th>Residents 08 (%)</th> <th>Residents 05 (%)</th> </tr> </thead> <tbody> <tr><td>Climate change</td><td>3.5</td><td>4.0</td><td>0.5</td></tr> <tr><td>Quiet and peaceful</td><td>10.5</td><td>10.5</td><td>0.5</td></tr> <tr><td>Prov visitor centres</td><td>3.0</td><td>7.0</td><td>0.5</td></tr> <tr><td>Invest Planning (DC)</td><td>2.5</td><td>3.0</td><td>0.5</td></tr> <tr><td>Promoting underst Cside issues</td><td>2.5</td><td>1.5</td><td>3.5</td></tr> <tr><td>Extend Moorsbus</td><td>4.5</td><td>5.0</td><td>0.5</td></tr> <tr><td>Prot Archaeology</td><td>8.0</td><td>5.0</td><td>5.5</td></tr> <tr><td>Improving links local comm</td><td>0.0</td><td>0.0</td><td>5.5</td></tr> <tr><td>Prov advice/supp farmers</td><td>0.0</td><td>0.0</td><td>5.5</td></tr> <tr><td>Improv enforcement plan</td><td>3.0</td><td>6.0</td><td>6.0</td></tr> <tr><td>Encourage maint local customs</td><td>8.0</td><td>8.0</td><td>8.0</td></tr> <tr><td>Prov car parks, toilets</td><td>6.5</td><td>3.0</td><td>7.5</td></tr> <tr><td>Improv footpaths/ROW</td><td>7.5</td><td>10.0</td><td>10.0</td></tr> <tr><td>Villages & buildings</td><td>10.5</td><td>13.0</td><td>13.0</td></tr> <tr><td>Protection Wildlife</td><td>16.0</td><td>12.0</td><td>12.0</td></tr> <tr><td>Maintain Quality Landscape</td><td>18.0</td><td>17.0</td><td>17.0</td></tr> </tbody> </table> <p>In terms of perceptual qualities 'peace and quiet' is one of the top answers. Protecting wildlife and maintaining the quality of the landscape are the two priorities residents feel the NPA should concentrate on.</p>	Category	Car Parks 08 (%)	Residents 08 (%)	Residents 05 (%)	Climate change	3.5	4.0	0.5	Quiet and peaceful	10.5	10.5	0.5	Prov visitor centres	3.0	7.0	0.5	Invest Planning (DC)	2.5	3.0	0.5	Promoting underst Cside issues	2.5	1.5	3.5	Extend Moorsbus	4.5	5.0	0.5	Prot Archaeology	8.0	5.0	5.5	Improving links local comm	0.0	0.0	5.5	Prov advice/supp farmers	0.0	0.0	5.5	Improv enforcement plan	3.0	6.0	6.0	Encourage maint local customs	8.0	8.0	8.0	Prov car parks, toilets	6.5	3.0	7.5	Improv footpaths/ROW	7.5	10.0	10.0	Villages & buildings	10.5	13.0	13.0	Protection Wildlife	16.0	12.0	12.0	Maintain Quality Landscape	18.0	17.0	17.0
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Lessons and Wider Applicability of Results	Peace and quiet, wildlife and the landscape as a whole are valued elements of the NYMs. Information on perceptual qualities is rather limited in this survey – only one category ('peace and quiet') is represented, so no way of comparing between different aspects.																																																																				
Lessons and Wider Applicability of Methodology	None for this study.																																																																				

Study Title	Recreational Use of Exmoor's Moorlands
Date	Summer 2004
Authors/ commissioners	for the Exmoor National Park Authority by Ruth Puttick under the Shell Training and Enterprise Programme
Country and Location	Exmoor National Park
Methodology	Literature review, site survey questionnaires (95 responses) and longer, open-ended interviews (14 people)
Headline Results and Issues	<p>the most common reason for visiting the moorlands was because of the natural beauty and the views.</p> <p>Another common reason for visiting Exmoor is the desire to 'get away from it all'.</p> <p><u>Other perceptual qualities of the moorlands:</u></p> <p>peace and solitude</p> <p>the 'atmosphere' of the moorland</p> <p>the 'enchantment' of the area</p>
Lessons and Wider Applicability of Results	
Lessons and Wider Applicability of Methodology	<p>Use of a Dictaphone to record the 14 open-ended interviews is similar to current methods that use digital recorders, but the topic guide that was used in the interviews isn't given.</p> <p>Nevertheless, the approach of allowing people to talk about their experiences and perceptions in a wholly open-ended fashion does allow very personal views to be expressed.</p> <p>However, this technique was used mostly with locals with some form of 'professional' interest (in the main)</p>

Study Title	Measuring Public Preferences to the Uplands
Date	February 2005
Authors/ commissioners	Scottish Agricultural College and the Macaulay Institute, report produced for the Centre for the Uplands, Cumbria
Country and Location	Cumbrian Uplands (but results stated as also being applicable to other uplands in the UK)
Methodology	Two 2-hour focus groups (in Sheffield and Skirwith) to inform the design of a postal questionnaire (that included CE and AHP methods) sent to 1,000 residents (random) of both Manchester and Cumbria. 190 questionnaires were completed (only an 8.5% return rate).

Headline Results and Issues	<p><u>Questionnaire results</u></p> <ul style="list-style-type: none">• The landscape aspects of the uplands were more preferred by urban respondents and those from Manchester, however, these differences were not statistically significant.• Traditional farm management and community culture were considered more important by the Cumbria sample than those in Manchester. Again, however, there the difference was not statistically significant.• Respondents who live in remote rural areas considered traditional farm management to be more important than urban respondents.• At the quality level, upland wildlife was considered the most important quality across each of the sub-samples considered. However, this was not significantly different from the importance placed on traditional buildings and family farms amongst remote rural respondents.• The degree of importance placed on traditional buildings was significantly higher amongst remote rural respondents compared to rural and urban respondents.• Both classes of rural respondents considered family farms to be significantly more important than urban respondents, as did Cumbrian respondents when compared to those from Manchester.• These results indicate that the geographical qualities of the uplands (scenic views, wildlife) are considered to be more important by people living outwith upland areas. This may indicate a disassociation between upland areas and the role of farming in providing public goods. <p><u>Perceptions of the uplands from the workshop exercises</u></p> <p><u>Descriptive terms used:</u></p> <p>Remote, beautiful, bleak, tranquil, inspiring, breathtaking, vulnerable.</p> <p><u>'Good' and 'very good' features associated with uplands</u></p> <p>Scenery, diversity of plants and animals, wildlife, tranquillity, little or no congestion, open space, opportunities for exercise, stone walls.</p>
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Lessons and Wider Applicability of Results	Although a small sample size, some of the results from both the questionnaires and the workshop exercises give a good impression of how the public view and value the uplands.
Lessons and Wider Applicability of Methodology	<p>The focus group discussions were preceded by an initial questionnaire that participants completed on arrival. This examined perceptions and attitudes and served as a warm-up to the main discussion. This clearly helped to get people thinking about the issues discussed.</p> <p>The write-up of the focus groups in the report is a particularly good one. There should be some concern, however, that the group moderation was too prescriptive (see the 'script') and didn't allow for sufficient open-ended discussion. Also, the use of photographs alone to <i>prompt</i> the discussion may have influenced outcomes.</p> <p>The CE/AHP survey has no relevance to the present study.</p>

Study Title	National Scenic Areas – update of special qualities
Date	2008-9 Ongoing
Authors/ commissioners	Scottish Natural Heritage
Country and Location	Scotland – countrywide, all NSAs
Methodology	A team of two experts have visited all the 40 NSAs completing three field sheets from representative viewpoints, one of which deals with subjective experience. This 'expert-led' approach will be followed up by sampling public views to ratify or modify the identified qualities. Initially, SNH will publish the 'experts' special qualities as an interim update of 'Scotland's Scenic Heritage'.
Headline Results and Issues	Helpful examples of personal and emotional responses to landscape are contained in the professional surveyors' field sheet returns for the NSAs, albeit that these have been written by the hired experts.
Lessons and Wider Applicability of Results	The emotional response and the experiences people register from a landscape will vary across the geographical area. Hence these issues may need recording in relation to the distinct place and scale at which they are experienced, otherwise it might be assumed (in some cases falsely) that people have these experiences for the whole landscape or place.
Lessons and Wider Applicability of Methodology	Some useful forms of wording on the surveyors' sheets to prompt thought amongst participants about a landscape 'scene'.

Study Title	Community Perceptions in the Test Valley Community Landscape Project: Landscape Character Assessment.
Date	March 2004
Authors/ commissioners	Test Valley Borough Council
Country and Location	Test Valley, Hampshire
Methodology	<p>Use of six focus groups, community workshops and written consultations.</p> <p>The methodology enabled the recording of perceptions and values held by the local communities both at an early stage of the process, uninformed by any aspect of the landscape character assessment process, and mid-way through the project when the participants had a better understanding of the process</p>
Headline Results and Issues	<p>The perceptions and values the participants attached to the Test Valley landscape varied from a general attachment to the wider area and characteristics, features such as the riverside pubs, good fishing opportunities, to detailed knowledge of a very localised area, where small changes mattered, such as the demolition of an old wall, changes in water levels in the streams. Few regarded the borough of Test Valley as a landscape entity. Most participants considered that the landscape of Test Valley merged with adjacent landscapes (the New Forest, the Downs) but all valued the Test Valley for its landscape, and its natural and historic interest. They were however concerned that they had little or no control over the rural environment; that it was ill managed and untidy and that in part they were unwelcome. The more rural dwellers felt threatened by ever expanding features of urban life.</p> <p>Above all, the greatest overall impression is that the local communities find the countryside within which they lived unspoilt, rich and tranquil, even 'superb', with 'lovely places to go'. The variety of the landscape is notable with particular importance attached to the 'New Forest' part of the Borough, the open aspects of the downs, the lush farmland and river of the Test Valley and the tributaries with wooded valleys. Few unattractive elements are mentioned except for the quarries along the river valley sides.</p>
Lessons and Wider Applicability of Results	

<p>Lessons and Wider Applicability of Methodology</p>	<p>The report contains an excellent write-up of the approach, the findings from the research and (most importantly) the lessons learned from a methodological perspective.</p> <p>Of particular importance are:</p> <ul style="list-style-type: none">• The recommendation to use independent facilitators (plus expert landscape guidance). The occasion when the landscape expert moderated a focus group was seen to be a failure.• The use of photographs (including aerial photographs) and maps to describe the landscape in question.• The need to segregate informed stakeholders and uninformed members of the public in order to give the latter room to express their opinions. <p>However, even with all the pre-planning involved, it is clear that the discussions amongst the public lacked complexity.</p>
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Study Title	The market for strategic recreational routes
Date	2008
Authors/ commissioners	TNS for Natural England
Country and Location	England, countrywide
Methodology	<p>The study investigated various aspects of the size and characteristics of the existing and potential market for using strategic recreational routes, including motivations for use.</p> <p>The survey was undertaken by including a series of questions on the TNS face-to-face omnibus survey. A total of 1,787 in-home interviews were undertaken with a representative sample of adults in England (aged 16 or over) in July 2008.</p>
Headline Results and Issues	In stating their main reasons for using one or more SRR during the previous 12 months, the largest proportions of users selected ' <i>away from traffic</i> ' (49%), ' <i>it is close to where I live</i> ' (34%) and ' <i>to enjoy more attractive scenery</i> ' (34%).
Lessons and Wider Applicability of Results	There is no treatment of the experiential qualities of the landscapes and locations of strategic recreational routes in the report, hence it is difficult to point to wider lessons of this specific point from the work.
Lessons and Wider Applicability of Methodology	None. However, there is an excellent write-up of the survey results contained in this report. The approach adopted could be useful for any quantification subsequent to the present study.

Study Title	What do people want from their green space?
Date	2008
Authors/ commissioners	Tree... for Natural England
Country and Location	UK, six different greenspaces and parks across Greater London and Leeds
Methodology	<p>Objective to inform research into pilot areas for access to National Green Space Standards</p> <p>Qualitative sample: 7 focus groups with 8 respondents per group. Respondents lived within 300m buffer zone of sites</p> <p>Quantitative sample: Per London site; 1,335 responders; Approx 100 x on site surveys and 100 x in home surveys within 300m buffer zone. 62% women and 38% men. Even representation across the six sites for home and green space interviews.</p>
Headline Results and Issues	<p>Respondents mostly defined their idea of 'nature' as more wild and open spaces</p> <p>Variety in the natural landscape was favoured most; ie a mix of open spaces, trees and colourful wild flowers</p> <p>These natural landscapes were felt to provide a strong sense of perspective</p> <p>Creating a sense of calm and combating the stress and structure of their daily lives</p> <p>Without access to green spaces, respondents felt there would be an increase in aggression, anger and stress in their lives</p>
Lessons and Wider Applicability of Results	<p>This study yields similar results from other such studies of more formal greenspaces, indicating that people want: well managed places which are clean, safe and litter-free, and contact with nature for refreshment, contemplation and for the elemental side of their psyche.</p>
Lessons and Wider Applicability of Methodology	<p>Identified and used three potentially useful visitor typologies:</p> <p>Passive: eg thinkers, people wanting peace and quiet, birds or other wildlife</p> <p>Sociable: eg people on family outings, with friends having picnics (express desire for more facilities)</p> <p>Active: eg. Walkers, dog walkers, joggers, cyclers and other sports players</p> <p>However, the focus of this study was urban green spaces, and these would not necessarily be applicable in all landscape contexts (see other studies)</p>

Study Title	Interpreting Landscape Futures in the Yorkshire Dales National Park
Date	1992
Authors/ commissioners	University of East Anglia with Yorkshire Dales National Park
Country and Location	England, Yorkshire Dales
Methodology	<p>Future landscapes work included:</p> <ul style="list-style-type: none"> - Family board game to engage and inform people on key features in the landscape and their functional relevance - Asked simple multi-choice questions for respondents to make choices on preferred landscape scenario. <p>Scenario landscapes for the choices table included one or a composite of the following:</p> <ul style="list-style-type: none"> Today's landscape The abandoned landscape The planned landscape The conserved landscape The semi-intensive landscape The intensive landscape The sporting landscape The wild landscape
Headline Results and Issues	Awaiting results report from Y Dales NPA
Lessons and Wider Applicability of Results	
Lessons and Wider Applicability of Methodology	

Study Title	Review of Research in Landscape and Woodland Perceptions
Date	1998
Authors/ commissioners	Ward Thompson for FC
Country and Location	
Methodology	Literature review
Headline Results and Issues	N/A
Lessons and Wider Applicability of Results	N/A
Lessons and Wider Applicability of Methodology	<p>Some excellent analysis of the inter-relationship between landscape and the participant/viewer, with implications for the sole use of photography as a introductory or descriptive tool.</p> <p>The suggested use of camcorders to record landscape experiences could be a useful way of encouraging a truer record of how people view landscapes.</p>

Study Title	Public preferences and willingness to pay for nature conservation in the North York Moors National Park
Date	1999
Authors/ commissioners	P.C.L. White and J.C. Lovett. Environment Dept. York University. Published in the Journal of Environmental Management, 55, 1-13.
Country and Location	North York Moors National Park
Methodology	The purpose of this work was to use an environmental economics framework to estimate public preferences for different habitats within the North York Moors National Park and the economic value associated with National Parks in the UK. Methods used to obtain the results were interviews and postal questionnaires.
Headline Results and Issues	<p>Both heather moorland and semi-natural broadleaved woodland were highly valued by visitors to the Park, moorland primarily for recreation and woodland primarily for nature conservation.</p> <p>Contingent valuation revealed that whilst some people thought that increased revenue for the National Park should be raised by the Park itself by making more productive use of the land, a significant majority of visitors said they would be prepared to contribute additional revenue towards nature conservation in the National Park.</p> <p>A postal questionnaire revealed that this amounted to a mean value of £3.10 per individual per year. This compared with £119 per individual per year for all eleven National Parks obtained from an interview questionnaire.</p>
Lessons and Wider Applicability of Results	Nature conservation is a key value attributed to special landscapes such as National Parks, which members of the public would be willing to pay towards.
Lessons and Wider Applicability of Methodology	None

Study Title	Countryside in and around towns – North East Greenspace
Date	2005
Authors/ commissioners	Wood Holmes Group for Countryside Agency
Country and Location	UK, north east England
Methodology	<p>Objective to identify the public's view about outdoor open spaces across the North East, to inform policy, design and management of countryside in and around towns.</p> <p>Survey methods:</p> <p>4 focus groups ('anecdote circles') in different locations, to understand the values and perceptions of greenspace</p> <p>Survey of 750 residents. Sample weighted to reflect NE population.</p>

Study Title	Countryside in and around towns – North East Greenspace
Headline Results and Issues	<p>Local greenspace and the countryside are largely associated with the same positive values, including: inexpensive; romance; family time/quality time</p> <p>Key preferences for use are: child appeal, scenery, accessibility, appeal for walking and exercise.</p> <p>One key distinction between greenspace and countryside: open spaces can engender fear of crime, but the countryside 'feels safe'.</p> <p>Most frequently cited key words associated with the countryside:</p> <ul style="list-style-type: none"> - Nature/birds/wildlife/birdsong - Rivers/streams/lakes/ponds/water <p>Key decisions on choosing where to go are weather & accessibility</p> <p>Key barriers to use are:</p> <ul style="list-style-type: none"> presence of dirt/litter/rubbish parking difficulties dogs lack of amenities
Lessons and Wider Applicability of Results	<p>This is a key reference for its breadth and depth of coverage, and for identifying distinctions in different categories of response:</p> <p>It identifies:</p> <ul style="list-style-type: none"> The values linked to different types of greenspace/countryside, showing why some values apply to certain greenspace/countryside types more than others The preferences of different groups when visiting greenspace/countryside
Lessons and Wider Applicability of Methodology	<p>Since the detailed methodology was not stated, it's difficult to judge, particularly in terms of the techniques used to guide the focus groups.</p>

Study Title	Wrexham LANDMAP
Date	March 2003 (Consultation Draft)
Authors/ commissioners	Wrexham County Borough Council and the Countryside Council for Wales
Country and Location	Wrexham County Borough, Wales
Methodology	<p>Public perception studies were carried out in Spring 2002 by Alister Scott from the Welsh Institute of Rural Studies, Aberystwyth and by Wrexham County Borough Council (WCBC) and Opinion Research Services from the University of Swansea. These focused on eight Character Areas representing eight of the typical Landscape Character Types in Wrexham.</p> <p>Use of six focus groups representing key social groups (but not the general public), with the use of photographs and a set list of questions for each. 250 questionnaires with the same questions and photographs were returned by members of Wrexham's Citizens Panel.</p> <p>Selected information was mapped in GIS - to look at differences in perception of landscape between rural and urban dwellers, between those who come originally from Wrexham and those who have moved into the area etc</p>
Headline Results and Issues	<p>There was a tendency to use words such as 'natural', 'wild', 'forest' etc. in what could be seen as rather 'tame' contexts such as farmed uplands, rather than using terms which recognised that man has a considerable influence even over the remoter areas. There is therefore an apparent need for the idea of 'wilderness'.</p> <p>Contrasting colours were a particular feature of the Limestone Uplands landscape which was appreciated.</p>
Lessons and Wider Applicability of Results	<p>This study showed that people often do not understand or appreciate the effect human activity has had on the landscape – in the case of the uplands which are shaped by farming, these were viewed as 'natural' and 'wild', with no reference to the impact of farming / land management.</p>
Lessons and Wider Applicability of Methodology	<p>The study used photographs to describe local landscape types, with questions posed about likes/dislikes, desired conservation and desired change. The success of the research isn't described, but it would seem that a number of misperceptions arose.</p> <p>As with other studies, it would seem that photographs were used in isolation.</p>

Study Title	Dean by Definition
Date	2002
Authors/ commissioners	Forest Education Business Partnership for the Countryside Agency, Forest of Dean District Council.
Country and Location	England, Forest of Dean, Gloucestershire
Methodology	<p>A partnership project to collate views from people and communities across the Forest of Dean on what makes the area special. The project contributed to the experimental programme on Integrated Rural Development to consider the area's special status. The work was also used to inform the Community Strategy for the district.</p> <p>Techniques included:</p> <ul style="list-style-type: none"> • Parish councils in the district were requested to send in photographs showing 'what made their area special' • 1,256 individual questionnaires were completed and the results analysed • A video box was used to capture people's comments in various venues across the district • Children at local primary schools were involved in developing acoustic views of the area. • Children at Newent Community School made a 30 minute film about their area. • Beer mats incorporating a short survey were circulated to local pubs and the responses from customers were analysed. • Forest of Dean Radio was widely used to promote local awareness of the study. • Song writing, poetry and recipe competitions were held.

<p>Headline Results and Issues</p>	<p>Factors cited as making the area feel special included the scenery, heritage, distinctive past, rights, tranquillity, freedom, access, wildlife, and named places. In overall terms, it was a combination of 'place and people'.</p> <p>People living in the central and southern parts of the district council area were more likely to feel part of the Forest of Dean.</p>
<p>Lessons and Wider Applicability of Results</p>	<p>Feedback on the benefits associated with the landscape echo factors expressed in other areas with special landscape qualities. In addition, the strong associations of industrial history, and the 'open access' situation of much of the area's woodland, came across strongly in the results.</p> <p>"The success of Dean by Definition in engaging the community shows what is possible when people are given the opportunity to operate and contribute to a participatory exercise, but also shows that momentum can be lost when people are consulted but do not see immediate steps to build on the findings." Countryside Agency 2005</p>
<p>Lessons and Wider Applicability of Methodology</p>	<p>The project included use of some creative techniques (eg. Voice Boxes, beer mat questionnaire, and a school film) to engage a wide section of people and groups, including those that are often under-represented, such as young people and less vocal socio-economic groups.</p> <p>The range of techniques used were coordinated and well branded. The whole process led to interest, discussion and celebration of the area's identity and distinctiveness. In retrospect, some key tangible messages needed to be extracted for policy making and for dissemination to local organisations, the media, and the participants.</p> <p>There was a lack of tangible follow up action to apply the results in a way that was visible to policy makers and to people who had participated.</p>

Study Title	WHAT ABOUT US? Diversity Review Challenging perceptions: under represented visitor needs
Date	2005
Authors/ commissioners	Ethnos consultants for Countryside Agency, Forestry Commission, Rural Development Service and English Nature
Country and Location	England: sampling in London, Birmingham and Bradford and selected Country Park visits.
Methodology	<p>Qualitative research to explore the needs and perceptions of under-represented groups in accessing outdoor recreation and the countryside. Three group-types were addressed:</p> <ul style="list-style-type: none"> - People from black and ethnic minorities: Indian, Pakistani, and Black-Caribbean; - Disabled people: wheelchair users, blind or visually impaired, and people with diagnosed mental health problems; - Young people: 14-16 year old boys and girls and 17-20 year-old young men and women. <p>The 300 participants were selected from inner city areas of London, Birmingham and Bradford. The research combined a literature review, 15 interviews with experts on countryside use amongst under-represented groups and 32 individual interviews with countryside 'non-users'. There were 24 focus groups with countryside 'non-users' and 8 focus groups with countryside 'users'. In addition, there were 14 escorted visits to Country Parks with 'non-user' families</p>

Headline Results and Issues	<p>People from ethnic minority backgrounds perceived benefits of countryside use in relation to:</p> <p><i>physical health</i> (fresh air, light exercise);</p> <p><i>psychological health and emotional wellbeing</i> (escaping everyday stress, reconnecting with nature, finding inner peace, and recreating with family and friends);</p> <p><i>personal identity</i> (reminiscing about life 'back home', establishing psychological continuity in their personal life); and</p> <p><i>social inclusion and civic participation</i> (meeting people from other social and cultural backgrounds, learning about English society, and feeling integrated, respected, and empowered as ethnic minorities)</p> <p><i>Negative associations:</i> People from ethnic minority backgrounds expected to feel excluded and conspicuous in what they perceived as a solely English environment.</p>
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<p>Headline Results and Issues</p>	<p>Disabled people perceived benefits of countryside use in relation to:</p> <p><i>physical health</i> (fresh air, light exercise);</p> <p><i>psychological health and emotional wellbeing</i> (escaping everyday stress, reconnecting with nature, having new and varied sensory experiences, finding inner peace, and spending time with other people);</p> <p><i>personal identity</i> (establishing psychological continuity between their non-disabled and disabled days, having a sense of achievement);</p> <p><i>social inclusion and civic participation</i> (meeting non-disabled people, and feeling integrated, respected, and empowered as disabled people).</p> <p>Negative associations: Disabled people felt vulnerable in the countryside because of the inherent unpredictability of the landscape.</p> <p>Young people perceived benefits of countryside use in relation to:</p> <p><i>physical health</i> (fresh air, light exercise, doing sports and challenging physical activities);</p> <p><i>psychological health and emotional wellbeing</i> (escaping social pressures of work, school, family and peers; finding inner peace, and spending time with friends);</p> <p><i>personal identity</i> (establishing psychological continuity between their childhood and early adulthood, exploring new identities, developing new skills).</p> <p>Negative associations: Young people felt the countryside lacked excitement and was slow, elderly, and conservative.</p>
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Lessons and Wider Applicability of Results	<p>A robust study providing important insights on the perceptions of excluded and minority groups.</p> <p>Provides information on personal and psychological benefits to compare with similar results from other studies. For example, issues of inner peace, escape from stress, quality social time, feelings of continuity in life, and connectedness with nature all come through strongly, and are also expressed in the north east Green Spaces and in the Magical Place studies.</p>
Lessons and Wider Applicability of Methodology	<p>The qualitative methodology appears well resourced, robust and is fully explained. Parts of it provide pointers for this study.</p> <p>In analysing the methodology and the results, care needs to be taken in distinguishing participants' feedback in relation to the countryside as a place and the countryside's people and population. The report's messages sometimes mix and conflate these two separate factors.</p>

Study Title	Magical Place People's experience of woodlands in NW and SE England
Date	2004
Authors/ commissioners	Liz O'Brien for Forestry Commission and Forest Research
Country and Location	NW and SE England
Methodology	<p>Report of consultations and interviews in 2002 to provide greater understanding of values and meanings people associate with trees, and identify any difference between urban and rural respondents. The study also explored the views of forestry and environmental organisations about people's interactions with woodlands (results of this latter study objective are less relevant and so not summarised here).</p> <p>NW study areas were Ambleside (remote rural) and Liverpool & Knowsley (metropolitan)</p> <p>SE study areas were Heathfield (accessible rural) and Southampton (urban).</p> <p>In depth discussion groups were held with a mix of people with varying socio-economic backgrounds in each of the above four locations. They included regular and occasional visitors of woodland. A topic guide was used to direct the discussion. One to one in depth interviews were also used.</p> <p>123 members of the public were involved.</p>

<p>Headline Results and Issues</p>	<p>General messages included:</p> <p>Trees woods and forests were mostly perceived as linked to other environments and parts of the countryside and not a separate environment.</p> <p>Because of their scale and age, continuity and longevity was associated with trees in some people's minds.</p> <p>There was a tendency for urban respondents to prefer more managed environments.</p> <p>Local accessible places was an important factor for urban respondents.</p> <p>Increased use of an area often leads to emotional attachment to it.</p> <p>Responses by typology of users</p> <p><i>Families and lone-parent families preferred:</i> facilities cafes, info centres, events; safe spaces; presence of rangers/wardens; somewhere for children to let off steam; inexpensive activities.</p> <p><i>Young adults preferred:</i> A place to escape authority and parents, be with friends; space to hang out and not be disturbed; including for what some people would view as anti-social behaviour such as drinking and rowdiness.</p> <p><i>Middle aged preferred:</i> social walks with friends; contact with nature; observing nature; escape from stress of work.</p> <p><i>Older generation preferred:</i> Easy and accessible paths; quiet and peaceful recreation; safe and secure space.</p>
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Lessons and Wider Applicability of Results	<p>Many factors influencing people's response are not based on urban-rural distinctions.</p> <p>The study and the report is important in expressing:</p> <p>People's personal and collective feelings about the locations.</p> <p>The links to wellbeing, memories and emotions amongst people's responses.</p>
Lessons and Wider Applicability of Methodology	<p>A robust methodology using qualitative and quantitative samples, with well defined sample structure.</p> <p>The sample comprised groups of people actually involved and engaged in visiting and managing woodlands in the sample areas. Hence the results are informed by a significant informed audience amongst the sample.</p> <p>Typology of user/visitor types (as above) is an interesting one to compare with those of other studies.</p>

Appendix E
Survey Methods and Forms of Question



Study Methods

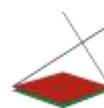
Listed below are the main types of survey and interview methods used across the studies covered in the review.

- On site questionnaire: gauging views of people visiting the location.
- Verify professional judgements: respondents asked to discuss and verify or amend a professional view of the landscape that has already been produced.
- Repeat survey questions: to same or different sample of people at time intervals.
- Facilitated focus groups: used in several examples, both with open ended and with more-expert led discussion. Some have been supplemented with quantitative methods.
- Return questionnaire in newsletter: inviting a voluntary response to a questionnaire in a newsletter or newspaper.
- Citizen's panel: use of a council's existing citizen's panel members to respond to questionnaire on landscape.
- Stakeholder distinction: telephone interviews with specific stakeholder types (eg. residents, farmers).
- Local and distant stakeholders: contrasting views of local residents and of visitors.

Forms of Question

Listed below is a brief description of the main types of questions used to prompt feedback from respondents amongst the studies covered in this review.

- Preference ranking of features: respondents asked to rank the area's landscape features.
- Listing and ranking: respondents asked to list features in the landscape and then state importance they attach to them.
- Compare one feature with another: respondents asked to state preference for one landscape type over another.
- Preference statements about quality: respondents asked what is the quality of the landscape feature they most value.
- State the benefits of features: respondents asked what benefits this landscape feature gives to them.
- Distinguish whole and parts: respondents asked why they value area's landscape as a whole, and why certain landscapes are more important to them.



- Identify characteristics: Use of photos to ask respondents to define the landscape's characteristics.
- Identify attributes and facilities: respondents asked what aspects and management practices of the area help or hinder their use and/or enjoyment of it.
- Verify or build upon professional judgement: respondents invited to support or amend existing expert description of the landscape.
- Probe reactions to a key character type eg wildness: respondents asked to state which areas they perceive to be wild.
- Impacts of change: respondents asked for their view on the impacts of change, for example by showing photographs of different effects of change and development on landscape character.
- What would you miss most? respondents asked what would they miss most about the area's landscape if they left the area.
- Describe in your words: respondents asked for the descriptive word(s) they would use for the area's landscape.
- Draw the landscape: respondents asked to draw key features of the landscape that have meaning to them.
- Graffiti wall: a way of all respondents in a group exercise having a canvass to express their feelings on the landscape in words or pictures.
- Web site: people enabled to contribute words, photos, videos, stories, verse, to a growing web site collecting such contributions. Use of forums can allow for discussion eg. Placebook Scotland.
- Artist impressions: illustrations used (by artists or computer generated) to suggest landscape scenarios and to prompt respondents' feedback, preferences, or discussion.
- Photographs: photographs used of the area's landscape to prompt respondents' feedback, preferences or discussion.
- Photograph sorting: respondents asked to sort photographs to identify their landscape preferences, or to identify which photos are most typical of the area's character.
- Photograph submissions: respondents asked to submit photograph(s) of their local landscape or of their favourite place.
- Use of creative arts as warm up: creative exercises (such as a play) used as a warm up to seeking respondents' feedback or discussion on the area's landscape.