

Malvern Hills Conservators Visitor Survey 2007

Edited version for land management committee

Analysis of Results

October 2008

For more information contact:

Chris Baker

Research Officer

Research and Intelligence Unit, Worcestershire County Council

Email: cbaker1@worcestershire.gov.uk

Tel: 01905 768333

ANALYSIS

A paper survey was available to fill in and a total of 178 surveys were completed.

Q1: Including yourself, how many people are there in your party and what gender and age group do they fall into?

The average size of parties visiting the Malvern Hills is 2.36. One and two person parties are the most common visitors, with a larger proportion of these parties being male.

Q2: Including today, how many times have you visited the Malvern Hills in the past 12 months?

Most respondents commented they have visited the Malvern Hills between 1 and 4 times in the last 12 months. Almost a quarter of respondents have visited the hills 50+ times in the last year or more than once a week.

Just 3.7% of the visitors who completed the survey had never visited the hills on a previous occasion.

Q3: Can you tell me where you live?

Over half of respondents (52.8%) live in Worcestershire, followed by 14.0% in neighbouring Herefordshire. Respondents have come from all over the UK and from as far as Kent and Devon.

Q4: How long did it take you to travel to the Malvern Hills today?

The vast majority of respondents travelled for less than an hour to get to the Malvern Hills from where they live (92.3%), of which 29.6% took less than 10 minutes, 42.0% between 11 minutes and half an hour and 20.7% between 31 minutes and an hour.

Q6: What single MAIN type of transport did you use to travel to the Malvern Hills?

Table 3

Type of Transport	Number	% of Total Respondents
Car	151	85.8
Van/Minibus	3	1.7
Motorcycle	3	1.7

Train	1	0.6
Public Bus	0	0.0
Hills Hopper Bus	1	0.6
Tour Coach	0	0.0
Bicycle	6	3.4
Camper Van/Caravanette	1	0.6
Walked	10	5.7
Other	0	0.0

Most respondents travelled to the Malvern Hills using their car followed by local residents who are able to walk (5.7%).

Q7: Have you heard of the Malvern Hills Conservators?

Almost three quarters of respondents (74.2%) have heard of the Malvern Hills Conservators.

Q8: What do you think the Malvern Hills Conservators do?

The majority of respondents think the Malvern Hills Conservators manage the Malvern Hills, with 65.9% stating this. This is followed by 20.2% and 13.9% who think they advise the District Council on the management of the hills and own and manage the Malvern Hills respectively.

Q9: Do you know where the funding for the Conservators comes from?

A number of different responses were received and the most common were:

- Car Parking fees
- Public donations
- Government grants and Local Authority donations
- Council Tax

Q10: Are you aware that you can purchase an annual pass for the car parks from the Malvern Hills Conservators office?

Similar proportions of respondents are both aware and not aware they can purchase annual passes for the car parks from the Malvern Hills Conservators office. 11.4% of respondents stated they currently have a car park pass.

Q11: Would you like to receive more information about the Malvern Hills Conservators?

22.2% of respondents said they would like to receive more information.

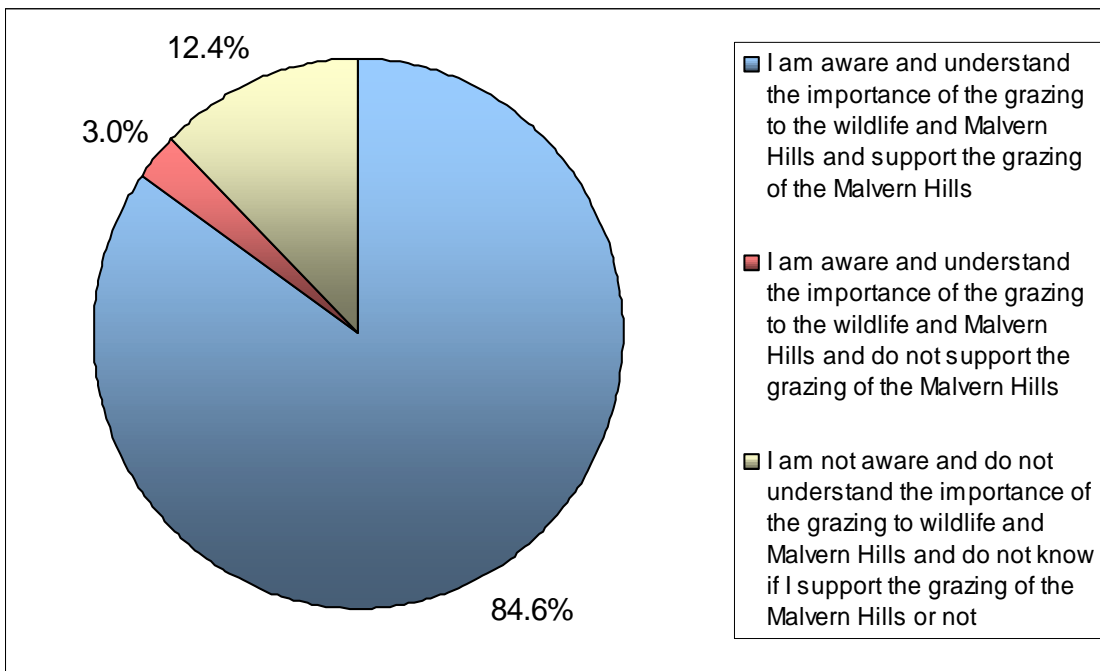
Q12: How would you like to receive this information?

Of those respondents who would like to receive more information, the following lists the formats in order of preference:

- Website (50.0%)
- Quarterly Newsletter (39.5%)
- Monthly Newsletter (26.3%)
- Flyers (7.9%)

Q13: Which of the following statements are you in agreement with?

Graph 2



An overwhelming majority of respondents (84.6%) are aware and understand the important of the grazing to the wildlife and Malvern Hills and support the grazing of the Malvern Hills. Only small proportions of respondents don't support the grazing (3.0%) or are unaware of the importance of the grazing (12.4%).

Q14: What do you think is the best form of management to maintain the wildlife value of the grassland?

Most respondents, 72.8%, think grazing is the best form of management to maintaining wildlife value of the grassland.

43.0% of respondents disagree that the Malvern Hills are becoming too overgrown compared to 21.5% that agree. Finally, 85.5% agree that the use of livestock is better than using machinery.

Exactly three quarters of visitors stated it would be very useful to see before and after photos in order to judge the effectiveness of the grazing scheme.

The majority of respondents are unaware that the bird population has been increasing and even more respondents stated they are not aware that the whereabouts of livestock is published in the local newspaper each week.

Q15: Are you aware that you are allowed in the electric fence compartments?

40.1% of respondents are aware they are allowed within electric fence compartments compared to 52.3% who are unaware. 7.6% said they don't know.

Q16: Do you think the electric fences impede your access routes?

A larger proportion of respondents stated they disagree electric fences impede access routes (39.5%). Conversely, 18.2% of respondents think they do impede access routes and 42.4% are neutral.

Q17: Do you think that the information in the newspaper helps dog walkers to avoid livestock if they wish to?

82.1% think the information in the newspaper helps dog walkers to avoid livestock if they wish.

Q18: Do you feel there is anything more that the Malvern Hills Conservators could do to help dog walkers on the hills in relation to livestock?

There are a number of mixed comments relating to dog walkers and the main suggestions to help dog owners are more dog bins, forcing owners to keep their dogs on a lead and either erecting signs or having leaflets reminding dog owners of their responsibilities when on the hills.

Q19: What recreational activities do you take part in on the hills?

Over 90% of respondents use the hills for walking, with almost a quarter walking their dogs. 11.8% commented they go mountain biking and 1.7% hang gliding/paragliding. Other activities specified by respondents include climbing, running, painting and bird watching.

Q20: Do you have problems with other recreational users on the hills?

15.9% of visitors stated they do have problems with other recreational users on the hills, whereas 84.1% said they don't.

Of those respondents who said yes, nearly all stated they have problems with mountain bikers and also dog mess.

Q21: How well do you think the Malvern Hills footpaths are signed/way-marked?

57.0% of respondents consider the footpaths are well signed/way-marked, whereas 19.1% don't.

Q22: Would you like to see more signposts on the Malvern Hills to mark paths?

31.4% of respondents said they didn't think lots of signposts would look out of place in Q29 and this is supported here by 31.0% of respondents commented they would like to see more signposts. However, 55.5% would not like to see more signposts to mark paths.

Q23: Are you satisfied with the state of the paths on the Malvern Hills?

The majority of visitors (90.1%) stated that they are satisfied with the state of the paths on the Malvern Hills. Just 4.7% said they weren't satisfied.

APPENDIX 1

Q9: Do you know where the funding for the Conservators comes from?

- GOVERNMENT GRANT
- COUNCIL TAX
- VARIOUS SOURCES INCLUDING DISTRICT COUNCILS PARISH COUNCILS AND THROUGH PROJECTS
- YES IN THE RATES INFORMATION
- COMMUNITY CHARGE
- PARTLY FROM PAYING COUNCIL TAX GOVERNMENT FUND
- OUR POCKETS
- COUNCIL TAX
- COUNCIL TAX
- LOCAL TAX PAYERS
- DISTRICT COUNCIL VOLUNTARY DONATIONS
- MH USERS CAR PARK FEES DONATIONS
- THINK SO
- COUNCIL TAX AND GOVERNMENT GRANTS
- COUNCIL TAX
- COUNCIL TAX
- EU AND LOTTERY GRANTS
- COUNCIL TAX
- PARKING FEES
- CENTRAL GOVERNMENT I THINK
- GOVERNMENT
- LOCAL COUNCIL AND DONATIONS COUNCIL REVENUE IE CAR PARKS
- TAXES
- COUNCIL TAX
- COUNCIL TAX AND CAR PARKING FEES
- FROM COUNCIL TAX
- LOCAL COUNCIL
- COUNCIL
- GOVERNMENT FUNDING COUNCIL TAX
- RATES AND PARKING CHARGES DONATIONS CHARITY
- FUND RAISING CAR PARKING & CHARITY
- CAR PARKING
- SUBSCRIPTIONS AND CAR PARK FEES

- PRECEPT
- LOCAL RESIDENTS COUNCIL TAX AND VISITORS CAR PARKS AND OTHER GRANTS
- DONATIONS AND CAR PARK FEES
- DONATIONS GRANTS AND CAR PARKS
- PARTLY CAR PARKING
- CHARITY

- CAR PARK
- CAR PARKING
- POLL TAX
- CHARITY
- PUBLIC
- PUBLIC DONATIONS DISTRICT COUNCIL MAYBE
- COUNCIL TAX SUPPLEMENT CAR PARKS ETC
- GOVERNMENT
- DONATIONS
- CAR PARKING CHARGES
- CAR PARK FEES
- COUNCIL DONATIONS
- LOCAL COUNCIL & DONATIONS
- TAX
- CHARITY
- GOVERNMENT
- DONATIONS VISITOR REVENUE PUBLIC FUNDS NATURAL ENGLAND
- DONATIONS CAR PARKING FEES
- LOCAL GOVERNMENT
- CAR PARKS GOVERNMENT
- COUNCIL
- MALVERN DISTRICT COUNCIL
- COUNCIL TAX
- LOCAL AUTHORITY DONATIONS
- GRANT AND CAR PARKING AND LEASING LANDS
- PUBLIC DONATIONS
- TAXPAYERS AND NATURAL ENGLAND
- CHARITABLE DONATIONS
- DONATIONS GRANTS
- THE CAR PARKS
- DONATIONS
- COUNCIL TAX
- LOCAL TAXES
- COUNCIL TAX
- THE COUNCIL TAX PAYERS IN MALVERN
- GOVERNMENT LOCAL GOVERNMENT
- FROM MY COUNCIL TAX PLUS OTHER GRANTS ETC

APPENDIX 2

Q18: If you feel the grazing scheme is not effective, what would you suggest in order for it to become effective?

- IT IS USEFUL TO HAVE AN ELEMENT OF TEMPORARY FENCING TO FOCUS SOME GRAZING & COMBINE WITH OPEN
- MORE VOLUNTARY GROUPS TO ASSIST IN MAINTENANCE
- SHEEP AND PATIENCE
- LEAVE THE WILDLIFE AS IT IS
- LEAVE IT ALL ALONE
- CLEARLY NOT QUALIFIED TO ADVISE ANYONE ON GRAZING
- NO IDEA
- KEEP DOING IT
- MORE LIVESTOCK LARGER GRAZING AREAS
- I FEEL IT IS PROBABLY EFFECTIVE MAYBE MORE PUBLICITY
- MORE ANIMALS
- NOT KNOWLEDGEABLE ON THE SUBJECT
- EFFECTIVE

APPENDIX 3

Q23: Do you feel there is anything more that the Malvern Hills Conservators could do to help dog walkers on the hills in relation to livestock?

- DONT KNOW
- HAVE MORE BINS FOR DOG POO
- DOGS SHOULD BE ON LEADS
- ADVERTISE LOCAL SHEEPDOG TRIALS TO GET PEOPLE INTERESTED IN DOG BEHAVIOUR
- DOG OWNERS MUST TAKE RESPONSIBILITY FOR THEIR DOGS THERE ARE PLENTY OF PATHS TO TAKE
- BAN DOGS
- HAVE NOTICES ASKING DOG WALKERS TO RECALL DOGS ONTO LEADS WHEN APPROACHING GRAZING ANIMALS
- I AM NOT A DOG WALKER SO DONT KNOW
- DONT OWN A DOG THEREFORE I DONT KNOW
- AS A VISITOR TO THE AREA MORE USEFUL INFORMATION IN LOCAL TOURIST OFFICE
- LOTS OF PEOPLE ALLOW THEIR DOGS TO RUN FREE WHICH MY FAMILY SOMETIMES FIND UPSETTING
- DOGS MAKING MESS
- NEED A PUBLICITY CAMPAIGN & TRAINING SCHEMES SET UP BY PROFESSIONAL DOG HANDLERS
- SEPARATE FOOTPATHS
- I DONT KNOW
- NO OPINION
- KEEP DOGS ON LEADS REMOVE WASTE
- JUST KEEP TRAINING THE OWNERS
- GET GOOD OWNERS
- ENFORCE ALL DOG OWNERS TO KEEP THEM ON LEADS
- NO DOG WALKERS SHOULD BE ABLE TO CONTROL THEIR DOGS WE DO
- AVOID ELECTRIC FENCING
- KEEP ALL DOGS ON LEADS
- FORBID DOGS
- SHOOT DOGS
- DONT KNOW
- SHOOT BADLY BEHAVED DOGS
- TEMPORARY SIGNS WITH ALTERNATIVE ROUTES ON FENCES

- SIGNS BOOKLET EASILY AVAILABLE
- LITTER BIN
- YOU ARE SUGGESTING THERE IS A PROBLEM AT PRESENT
PERHAPS NOTICES SHOULD BE PLACED AT ALL ACCESS POINTS