

A summary report on Land Management Plan consultation 4 – ‘Your Views’

Spring 2014

Why consult?

Malvern Hills Conservators are currently writing an updated management plan for the land under MHC jurisdiction. A key part of the writing of this plan is to consult with stakeholders. Because the Conservators are publically funded and because sound management of the land will take account of the views of all stakeholders, the fourth consultation is dedicated to receiving the public’s views on the most important features of the Hills and Commons and what their top issues are too.



How did it work?

At this early stage it was felt that obtaining people’s views on these two topics would work well. As people’s answers could be readily identified and described in a few words a short and punchy consultation strategy was selected – this would also help receive replies from those who might not read lengthy draft versions of the management plan but still wish to be involved.

In 2011 the newly created South Downs National Park Authority ran the consultation ‘Postcards for the Future’ providing specially designed postcards to the public to capture what they wanted the South Downs to be like in 20 years’ time. Postcards were freeposted back to the NPA. The exercise did very well.

It was decided to run the ‘Your Views’ consultation in a very similar fashion...

- 3000 postcards were printed.
- Postcards were made available to the public from 14 March to 30 April, a total of 47 days.
- They were located in 10 sites around the MHC holding; Malvern & Ledbury TICs, the Bush Pub at Callow End, The Swan Pub at Newland, MHC offices, Colwall and Welland Post Offices, the Wyche Innovation Centre, The Chase Inn and Elim Café West Malvern. At all these sites the postcards were accompanied by an A4 poster that advertised the consultation and gave more information.
- An online version was available on the MHC website over the same period.
- Invites to take part in the consultation were sent to all on the consultation list.
- 2 articles were done in the Malvern Gazette and 1 in the Malvern Observer, Worcester News and Ledbury Reporter newspapers.
- 4 Facebook articles were put out.
- 2 articles were done on the MHC website ‘latest news’ section and it has been on the front page throughout.
- Invites to take part online or hardcopy postcards were also sent to: Beacon Camera Club, Malvern Arts and Crafts Guild and Worcs Archaeological Society.
- A week of staff time (summed) was spent handing out postcards to people on our land.
- MHC ran a stall at the Malvern Outdoor Elements Adventure Fair.
- A postcard session was held at Malvern 2nd scouts, explorers and Network’s April meeting.
- Postcards were handed to all who came to MHC reception over the period.
- Postcards were sent to a random 50 people from the list of car park badge holders.

What were the Results?

On 1 May MHC had received 400 Your Views postcards and 61 e-postcards giving a total of 461. This meant a return of over 15% which was excellent (South Downs NPA's return rate was 11%).

The postcard requested three responses for both questions but some people wrote more than three responses and some gave fewer.

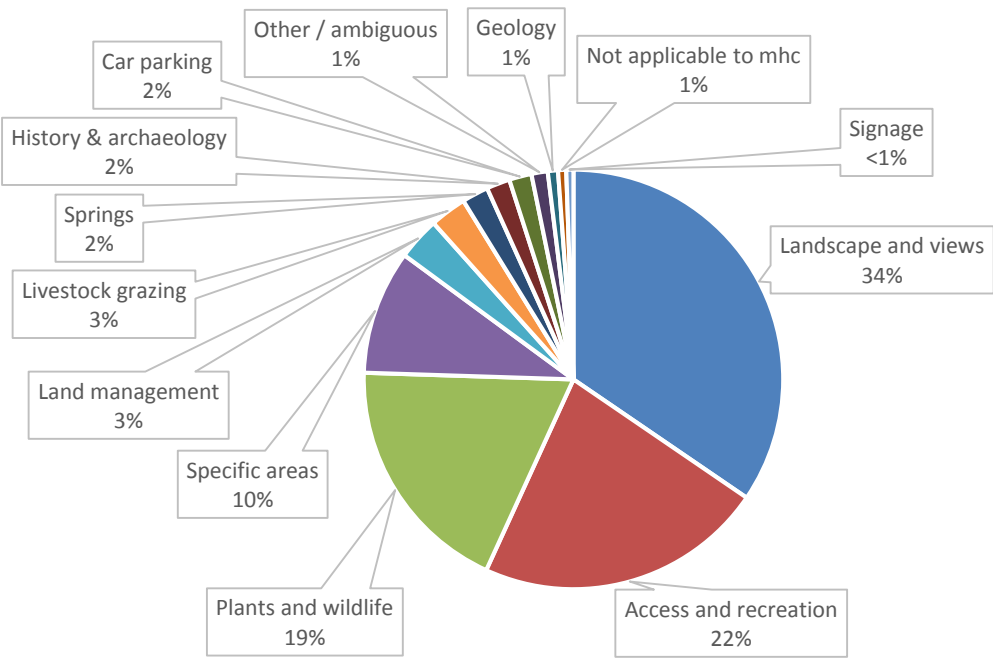
Please let us know your top three important features of the Hills and Commons – 1420 responses written

Please let us know your top three issues of the Hills and Commons – 1122 responses written

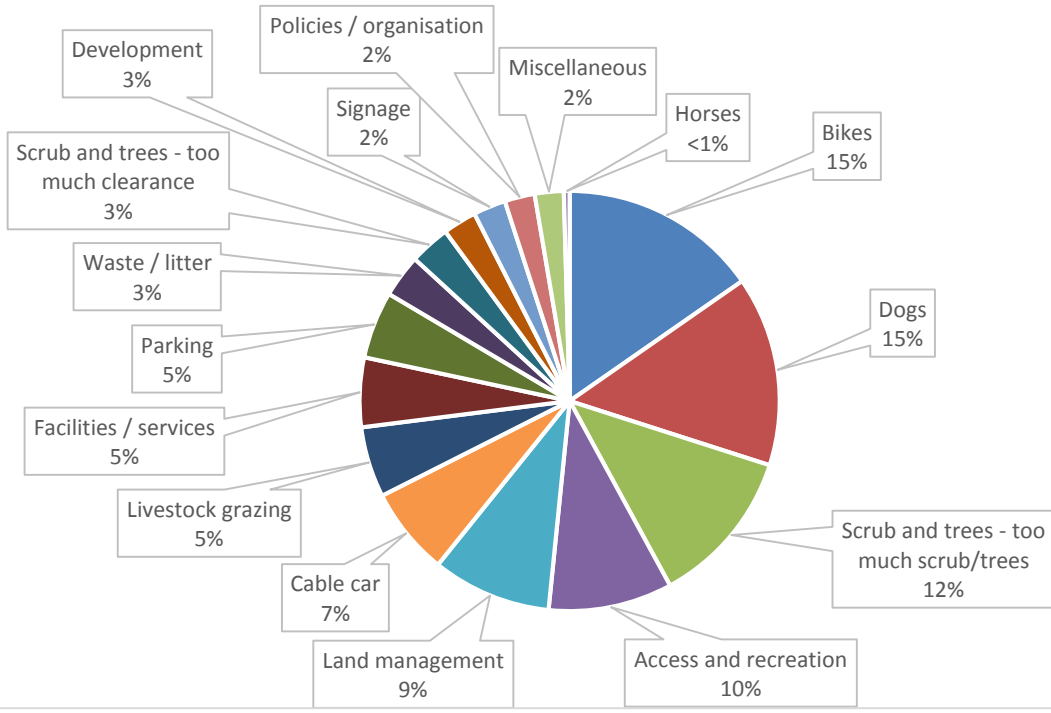
The postcards themselves are held at MHC offices. The aggregated results (tallied by an independent party) are presented below as pie charts.

The results will be analysed and feed into the new Land Management Plan which will guide our work over the next five years.

Important features of the Malvern Hills and Commons



Top three issues on the Malvern Hills and Commons



END