

TECHNICAL OFFICERS'
WORKING PARTY REPORT

WYE VALLEY AONB
JOINT ADVISORY COMMITTEE
6th March 2017

INITIAL FEEDBACK FROM AONB PERCEPTIONS SURVEY

Purpose

To inform members of the initial findings from the AONB Perceptions Questionnaire.

FOR INFORMATION

Key Issues

- In 2011 a survey of AONB Partnership members was circulated about perceptions of the Wye Valley AONB, the Joint Advisory Committee (JAC) & the AONB Unit.
- A follow-up survey on AONB Perceptions has just been completed with a very positive response rate.
- The AONB Manager will give a brief presentation to the JAC on the interim results of the questionnaire.
- A full analysis of the data including a comparison with the 2011 survey will be presented to the next JAC in July.

Reasons

The questionnaire in 2011 of Perceptions about the AONB was part of the celebrations for the 40th Anniversary of the Wye Valley being designated an Area of Outstanding Natural Beauty. At the previous JAC meeting members agreed that a repeat of the 2011 survey would seem timely. In repeating the questionnaire in 2017 as many of the original questions as possible were kept the same. However, the opportunity was taken to expand some questions and also to ask some new ones. The questionnaire was published and distributed electronically via Survey Monkey to 620 people involved in the AONB Partnership or connected with various AONB projects. The survey launched on 7th February and closes on 1st March.

Implications

By 24th February 2017, 221 responses had been received. The AONB Manager will give a brief presentation to the JAC on the initial results of the questionnaire. Full analysis of the results will be undertaken by the AONB Unit and these will be reported back to the JAC in July, including a comparison with the 2011 survey, and any recommendations arising from the findings. A selection of the interim results is appended below for information.

Background

The Questionnaire in 2011 went to 450 partners and interested parties in the Wye Valley AONB. A total of 48 were returned giving a response rate of 10.7%.

Interim Results

Perceptions of the Wye Valley Area of Outstanding Natural beauty (AONB), the Joint Advisory Committee (JAC) & the AONB Unit

Q1. How long have you been associated with the Wye Valley AONB? *Interim Results*

	2011	2017
Less than 1 year	2%	3%
1-5 years	33%	28%
6-10 years	29%	24%
11-15 years	15%	18%
16-20 years	4%	11%
21-25 years	6%	2%
More than 25 years	10%	14%

Q2. Is your involvement with AONB predominantly through: *Interim Results*

	2011	2017
Private sector	4%	11%
Voluntary sector	35%	18%
Local community	17%	11%
Public sector	23%	42%
Private individual	21%	28%

AONB Unit:

Q4. How would you rate the achievements of the AONB Unit in the conservation and enhancement of the natural beauty of the AONB? *Interim Results*

	2011	2017
Very good	53%	54%
good	41%	33%
satisfactory	0%	7%
poor	2%	1%
very poor	0%	0%
don't know	4%	5%

Q6. Is there anything the AONB Unit could improve? *Interim Results*

	2011	2017
Yes	40%	24%
No	19%	20%
Don't Know	42%	56%

JAC:

Q11. Do you know what the Joint Advisory Committee is? *Interim Results*

	2011	2017
Yes	78%	65%
No	22%	35%

Q12. If yes do you know what function it has? *Interim Results*

	2011	2017
Yes	84%	81%
No	16%	19%

Q13a. The JAC has significantly influenced the conservation and enhancement of the natural beauty of the AONB. *Interim Results*

	2011	2017
Agree strongly	20%	8%
Agree	39%	41%
Neither agree nor disagree	16%	22%
Disagree	2%	1%
Disagree Strongly	2%	0%
Don't know	20%	29%

Q13b. The JAC should be more strongly involved in Planning decisions. *Interim Results*

	2011	2017
Agree strongly	21%	13%
Agree	42%	32%
Neither agree nor disagree	14%	22%
Disagree	5%	6%
Disagree Strongly	0%	1%
Don't know	19%	26%

Q13c. The JAC does not have any political influence. *Interim Results*

	2011	2017
Agree strongly	5%	1%
Agree	28%	15%
Neither agree nor disagree	26%	28%
Disagree	12%	24%
Disagree Strongly	2%	1%
Don't know	28%	31%

AONB Designation:

Q15a. The designation of the Wye Valley AONB has significantly helped conserve and enhance the natural beauty of the area. *Interim Results*

	2011	2017
Agree strongly	42%	50%
agree	48%	46%
Neither agree nor disagree	2%	3%
Disagree	4%	0%
Disagree Strongly	2%	1%
Don't know	2%	0%

Q15b. The statutory powers associated with the AONB are not sufficient to conserve the natural beauty of the Wye Valley. *Interim Results*

	2011	2017
Agree strongly	23%	10%
agree	32%	38%
Neither agree nor disagree	13%	26%
Disagree	17%	13%
Disagree Strongly	0%	2%
Don't know	15%	12%

Q15c. The Statutory AONB Management Plan is a key tool in the conservation and enhancement of the natural beauty of the AONB. *Interim Results*

	2011	2017
Agree strongly	25%	24%
agree	58%	50%
Neither agree nor disagree	8%	15%
Disagree	2%	1%
Disagree Strongly	0%	1%
Don't know	6%	10%

General:

Q18. Do you think more training &/or information on the different functions of the AONB, JAC and AONB Unit would be useful? *Interim Results*

	2011	2017
Yes	83%	42%
No	0%	23%
Don't Know	17%	36%

Q19. Are you: *Interim Results*

	2011	2017
Male	71%	55%
Female	29%	45%

Q20. Age Band: *Interim Results*

	2011	2017
16-35	0%	2%
36-45	4%	11%
46-55	15%	32%
56-65	46%	32%
66-75	27%	18%
75 & above	8%	5%

Q21. Do you live in the AONB? *Interim Results*

	2011	2017
Yes	47%	34%
No	51%	66%
Don't know	2%	0%