



Residents Survey Report  
for  
Exmoor National Park Authority

March 2010

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## Introduction

This report shows the key findings from the research undertaken by CN Research during December to February 2009. The aim of the research was to understand local residents' knowledge of the National Park and their opinions on the Exmoor National Park Authority.

This report provides the background to the project, the aims and objectives of the research, methodology, summary of findings and key findings of the survey.

## 1.0 Background

Exmoor was designated as a National Park in 1954. Since then the co-ordination of work to achieve National Park purposes in the area has been undertaken by local government, first by the county councils and since 1997 by a free standing authority. The authority decides what measures can be taken to achieve the purposes for which National Parks are designated, which are:

- To conserve and enhance the natural beauty, wildlife and cultural heritage of the national park, and
- To promote opportunities for the understanding and enjoyment of the special qualities of the park by the public.

Like other public authorities the national park authority has a range of statutory duties and one of these is to seek to foster the social and economic well being of the local community whilst achieving National Park purposes.

## 2.0 Aims & Objectives

The overall aim of the project was to:

*'Understand local residents' knowledge of the National Park and their opinions on the Exmoor National Park Authority'.*

In particular the research looked to investigate the following:

- Awareness of the Exmoor National Park Authority.
- Use of and satisfaction with services provided by the Exmoor National Park Authority.
- Opinions on authority planning decisions, listening to local views and information provision
- Preferred consultation methods with the Exmoor National Park Authority.
- Opinions on what the Exmoor National Park Authority should do more or less of.

### 3.0 Methodology

A combination of telephone and postal methodology was used in order to secure at least 1000 interviews with residents, visitors and businesses within the boundaries of the Exmoor National Park. The reason for a mixed methodology approach was to maximise response rates from an area with only ~5500 households and 1693 contactable telephone numbers. So telephone approach alone would not have secured 1000 interviews.

From the 1693 telephone numbers the following outcomes were elicited:

• Refused	208
• No reply/answerphone (after at least 3 calls)	842
• Out of interview area	5
• Telephone number not recognised	8
• Interview	630 interviews

This gives a telephone response rate of 37%.

3724 postal questionnaires were sent out to residents and 388 were received, giving a response rate of 10%.

In total, the sample comprises of 1018 interviews, which gives a confidence interval of plus or minus 3% at the 95% confidence level.

The fieldwork was carried out between 7 December 2009 and 23 February 2010.

The sample reflects the population of the wards and local authorities constituting the National Park area. The telephone numbers were sourced from ADMAR, our professional data supplier.

Please note:

- There is some item non response in the postal questionnaires so not all base figures will sum to 1018.
- Results may sum to less or more than 100% due to rounding.

## 4.0 Executive Summary

### **Awareness of the Exmoor National Park Authority**

Awareness of the Exmoor National Park Authority is extensive, with 98.5% having heard of it.

### **You and the national park**

- The majority of the sample are residents of the National Park (98.5%) and around half have lived in the area for over 20 years.
- Only 15 people have not heard of the Exmoor National Park Authority

### **Use of and satisfaction with the services provided by the authority**

- Half the sample has had contact with the Exmoor National Park Authority Planning Service, four out of ten has had contact with the Exmoor National Park Centres; just under four out of ten has had contact with the Authority regarding footpaths and other rights of way and access issues, walks, events talks and activities.

Satisfaction with the different Exmoor National Park Authority services is generally high and ranges from 62% that were satisfied with planning services to 94% satisfaction with the walks, events, talks and activities.

- 62% were satisfied with the planning service and 24% were dissatisfied
- 71% were satisfied with the advice/support for tourism businesses and 14% were dissatisfied
- 71% were satisfied with the advice/support to farmers and landowners and 11% were dissatisfied
- 77% were satisfied with conservation advice and 9% were dissatisfied
- 82% were satisfied with footpaths and other rights of way and access issues and 8% were dissatisfied
- 87% were satisfied with the general enquiries service and 5% were dissatisfied
- 87% were satisfied with the ranger service and 4% were dissatisfied
- 90% were satisfied with the Exmoor National Park Centres and 1% were dissatisfied
- 91% were satisfied with the education service and 1% were dissatisfied
  
- Seven out of ten are very satisfied or satisfied with the services provided by the Exmoor National Park Authority. A quarter is neither satisfied nor dissatisfied and only 6% showed some level of dissatisfaction with the services.

### **Opinions on authority planning decisions, listening to local views and information provision**

- Four out of ten agree that the Authority makes reasonable planning decisions. A fifth disagree that the Authority makes reasonable planning decisions.
  
- Of the fifth that disagree that the Authority makes reasonable planning decisions, the main criticisms are a lack of consideration of the needs

of local people and a planning process which is too restrictive and inconsistent.

- Around half the sample agrees that the Authority listens to local views and opinions. A third neither agree nor disagree and a fifth disagree that the Authority listens to local views and opinions.
- Of those that disagree that the Exmoor National Park Authority listens to local views and opinions, most say the Authority does not listen to local views or the Authority does what they want regardless of public opinion.
- 58% agree that the Authority provides sufficient information about what it is doing. 15% disagree that the Authority provides sufficient information.
- Of those that disagree that the Exmoor National Park Authority provides sufficient information, the main objection is they do not receive enough information or they receive it too late.

#### **Preferred consultation methods**

- Half of the sample would like to be consulted by direct mailing (letter through the post) or through the local newspaper.
- Three quarters of the sample say the main influence on opinions about the Exmoor National Park Authority come from local knowledge/living in the area. Three out of ten say word of mouth has influenced their opinion; a quarter said the planning application process and a fifth said local media.

#### **What should the authority do more or less of?**

- 11% could not think of anything else that the Authority should do more of and 9% felt it was fine as it is and nothing more should be done. 8.5% felt the Authority should listen to the views of local residents and 11% felt that the Authority could communicate more by providing more information.
- 18% could not think of anything else that the Exmoor National Park Authority should do less of and 14% felt it was fine as it is and nothing less should be done.

#### **Pressures facing Exmoor National Park**

- Housing related issues were the most mentioned pressures facing the Exmoor National Park. 15.5% mentioned lack of affordable housing for young people and the demand for housing, whilst 6% said there are too many second home owners, which increase house prices for locals. 14% felt the Exmoor National Park is facing financial/economic pressures.

## 5.0 Key Findings

### 5.1 You and the National Park

The majority of the sample is made up by residents of the National Park (98.5%) and around half have lived in the area for over 20 years, see Appendix 2 for more details.

Only 15 people had not heard of the Exmoor National Park Authority and all 15 are residents.

**Table 1**

	Total	First of all can I ask if you are....				
		Resident	Visitor	Second Home ...	Small Business	None of the ab...
<b>Base</b>	1006	991	5	2	8	-
<b>Have you heard of the Exmoor National Park Authority?</b>						
Yes	991 98.5%	976 98.5%	5 100.0%	2 100.0%	8 100.0%	-
No	15 1.5%	15 1.5%	-	-	-	-

## 5.2 Services provided by the Authority

### ***Have you ever had any contact with the following services provided by the National Park Authority?***

Around half the sample (49%) has had contact with the Exmoor National Park Authority planning service, four out of ten has had contact with the Exmoor National Park Centres; just under four out of ten has had contact with the Authority regarding footpaths and other rights of way and access issues, walks, events talks and activities. See Table 2. More male than female respondents have had conservation advice and had contact with the planning and ranger services, see Tables 3, 4 and 5.

**Table 2**

	Total	Yes	No
<b>Base</b>	8916	2510 28.2%	6406 71.8%
Conservation advice (wildlife, moorlands, woodlands, habitats, archaeology, buildings)	907	212 23.4%	695 76.6%
National Park Centres	910	386 42.4%	524 57.6%
Walks, events talks and activities	899	317 35.3%	582 64.7%
Footpaths and other rights of way and access issues	896	336 37.5%	560 62.5%
Education Service (including Pinkery Centre)	866	122 14.1%	744 85.9%
Planning Service	941	460 48.9%	481 51.1%
Ranger Service	873	198 22.7%	675 77.3%
Advice / support to farmers and landowners	860	89 10.3%	771 89.7%
Advice / support for tourism businesses	861	121 14.1%	740 85.9%
General enquiries service	903	269 29.8%	634 70.2%

**Table 3**

	Total	Gender: (Do not ask)	
		Male	Female
<b>Base</b>	895	390	505
<b>Conservation advice (wildlife, moorlands, woodlands, habitats, archaeology, buildings)</b>			
Yes	208 23.2%	121 31.0%	87 17.2%
No	687 76.8%	269 69.0%	418 82.8%

**Table 4**

	Total	Gender: (Do not ask)	
		Male	Female
<b>Base</b>	926	413	513
<b>Planning Service</b>			
Yes	449 48.5%	239 57.9%	210 40.9%
No	477 51.5%	174 42.1%	303 59.1%

**Table 5**

	Total	Gender: (Do not ask)	
		Male	Female
<b>Base</b>	862	379	483
<b>Ranger Service</b>			
Yes	195 22.6%	111 29.3%	84 17.4%
No	667 77.4%	268 70.7%	399 82.6%

**How satisfied were you with the services?**

Satisfaction with the different Exmoor National Park Authority services ranges from 62% that were satisfied with the planning service to 94% satisfaction with the walks, events, talks and activities.

- 71% were satisfied with the advice/support for tourism businesses and 14% dissatisfied
- 71% were satisfied with the advice/support to farmers and landowners and 11% dissatisfied
- 77% were satisfied with conservation advice and 9% dissatisfied
- 82% were satisfied with footpaths and other rights of way and access issues and 8% dissatisfied
- 87% were satisfied with the general enquiries service and 5% dissatisfied
- 87% were satisfied with the ranger service and 4% dissatisfied
- 90% were satisfied with the Exmoor National Park Centres and 1% dissatisfied
- 91% were satisfied with the education service and 1% dissatisfied

**Table 6**

	Total					
		Very satisfied	Fairly satisfied	Neither satisfied nor di...	Fairly dissatisfied	Very dissatisfied
<b>Base</b>	2459	1114 45.3%	882 35.9%	253 10.3%	140 5.7%	70 2.8%
Conservation advice (wildlife, moorlands, woodlands, habitats, archaeology, buildings)	204	87 42.6%	71 34.8%	27 13.2%	12 5.9%	7 3.4%
National Park Centres	382	186 48.7%	157 41.1%	34 8.9%	5 1.3%	- -
Walks, events talks and activities	311	200 64.3%	93 29.9%	15 4.8%	3 1.0%	- -
Footpaths and other rights of way and access issues	328	139 42.4%	129 39.3%	33 10.1%	22 6.7%	5 1.5%
Education Service (including Pinkery Centre)	120	73 60.8%	36 30.0%	10 8.3%	1 0.8%	- -
Planning Service	455	122 26.8%	161 35.4%	63 13.8%	64 14.1%	45 9.9%
Ranger Service	196	106 54.1%	65 33.2%	17 8.7%	7 3.6%	1 0.5%
Advice / support to farmers and landowners	85	32 37.6%	28 32.9%	16 18.8%	5 5.9%	4 4.7%
Advice / support for tourism businesses	119	42 35.3%	43 36.1%	17 14.3%	12 10.1%	5 4.2%
General enquiries service	259	127 49.0%	99 38.2%	21 8.1%	9 3.5%	3 1.2%

***Do you have any other comments you would like to make about the services provided by Exmoor National Park Authority?***

The majority of respondents (57%) made no other comments on the services provided by the authority. 16% of the sample said they were happy with the Authority and the services it provides. 7% said they were dissatisfied with the Authority and services provided, some mentioned the need to conserve/maintain the area and to communicate and listen to the views of local residents, see Table 7 for a full summary of responses and the literal report for a complete list of responses given.

**Table 7**

	<b>Count</b>	<b>% of sample</b>
Happy with the Authority and services provided	161	16%
Do not use services / I have had little contact / Don't know much about Authority	52	5%
Dissatisfied with Planning Service (Inconsistent, too restrictive, too slow)	52	5%
Dissatisfied with the Authority and services provided	22	2%
The Authority needs to conserve/maintain the area	22	2%
The Authority should listen to the views of local residents	19	2%
The Authority needs to provide more information/communicate more	15	1.5%
Keep footpaths/Bridleways clear	13	1%
The Authority should not waste money	10	1%
Need more affordable housing for young people	9	1%
Retain National Park Centres	7	0.7%
Rangers need to be more visible/contactable	6	0.6%
The Authority should consult people before making decisions	6	0.6%
Do not alter buildings/build new buildings	6	0.6%
Restricting activities that damage the area	5	0.5%
The Authority should employ local staff with local knowledge	5	0.5%
Would like it to be easier to contact the Authority	4	0.4%
It is important for the Authority to encourage green issues/renewable energy sources	4	0.4%
The authority needs to promote themselves/activities more	3	0.3%
There is too much bureaucracy	3	0.3%
Enforce hunting ban	2	0.2%
Meetings and forums are great	2	0.2%
Authority website is difficult to navigate	1	0.1%
Provide a feeding programme for the wild goats	1	0.1%
The local people (particularly youths) need more public transport	1	0.1%
<b>Total</b>	<b>431</b>	<b>42%</b>

**Overall, how satisfied are you with the services provided by the National Park Authority?**

Seven out of ten (69%) are very satisfied or satisfied with the services provided by the Exmoor National Park Authority. Just 6% showed some overall level of dissatisfaction with the services, see Table 8.

**Table 8**

<b>Base</b>	991 100.0%
<b>Overall, how satisfied are you with the services provided...</b>	
<i>Very satisfied</i>	233 23.5%
<i>Satisfied</i>	452 45.6%
<i>Neither satisfied nor dissatisfied</i>	245 24.7%
<i>Dissatisfied</i>	46 4.6%
<i>Very dissatisfied</i>	15 1.5%

**5.3 Opinions on authority planning decisions listening to local views and information provision**

Over four out of ten (44%) agree that the Authority makes reasonable planning decisions. Two out of ten disagree that the Authority makes reasonable planning decisions and over three out of ten neither agree nor disagree, see Table 9.

**Table 9**

<b>Base</b>	1003 100.0%
<b>The National Park Authority is the planning authority for...</b>	
<i>Strongly agree</i>	63 6.3%
<i>Agree</i>	379 37.8%
<i>Neither agree nor disagree</i>	352 35.1%
<i>Disagree</i>	150 15.0%
<i>Strongly disagree</i>	59 5.9%

***If you disagree that the Exmoor National Park Authority makes reasonable planning decisions, why is this?***

Of the two in ten that disagree that the Exmoor National Park Authority makes reasonable planning decisions, the main criticisms are a lack of consideration of the needs of local people and a planning process which is too restrictive and inconsistent; see Table 10 for a summary of responses and the literal report for a full list of comments made.

**Table 10**

	Count	% of sample
Authority doesn't consult/consider needs of local people	52	5%
Planning process should be less restrictive	50	5%
Authority makes inconsistent planning decisions	37	4%
Need a sensible planning process	20	2%
Need affordable housing for local young people	17	2%
Too many ugly/out of character buildings approved	15	1.5%
Too many houses being built in the area	10	1%
Authority is slow at making decisions	4	0.4%
<b>Total</b>	<b>205</b>	<b>21%</b>

***Do you agree or disagree that the Authority listens to local views and opinions?***

Around half (48%) the sample agree that the Authority listens to local views and opinions. A third (33.5%) neither agree nor disagree and 19% disagree that the Authority listens to local views and opinions.

**Table 11**

<b>Base</b>	1004 100.0%
<b>Do you agree or disagree that the National Park Authority...</b>	
<i>Strongly agree</i>	52 5.2%
<i>Agree</i>	428 42.6%
<i>Neither agree nor disagree</i>	336 33.5%
<i>Disagree</i>	150 14.9%
<i>Strongly disagree</i>	38 3.8%

***If you disagree that the Exmoor National Park Authority listens to local views and opinions, why is this?***

Of those that disagree that the ENPA listens to local views and opinions, most say the Authority does not listen to local views or the Authority does what they want regardless of public opinion, see Table 12 for a summary.

**Table 12**

	<b>Count</b>	<b>% of sample</b>
The Authority does not listen to local views & opinion	55	5%
The Authority does what they want regardless of public opinion/Decisions are already made/Authority has their own agenda	40	4%
Authority doesn't consider the needs of local people	18	2%
Authority staff are not from the area so have no local knowledge	12	1%
The Authority needs to provide more information/communicate more	12	1%
The Authority doesn't consider local needs when making planning decisions	11	1%
Need affordable housing for local young people	6	0.6%
Listen to views outsiders to the area more than that of locals	5	0.5%
The Authority has a 'non-elected' board/panel	4	0.4%
The Authority is influenced by certain groups	3	0.3%
Too set in their ways/Old fashioned	3	0.3%
The Authority is influenced by large groups	2	0.2%
<b>Total</b>	<b>171</b>	<b>16%</b>

***Do you agree or disagree that the National Park Authority provides sufficient information about what it is doing?***

58% agree that the Authority provides sufficient information about what it is doing. 15% disagree that the Authority provides sufficient information.

**Table 13**

<b>Base</b>	999 100.0%
<b>Do you agree or disagree that the National Park Authority...</b>	
<i>Strongly agree</i>	71 7.1%
<i>Agree</i>	509 51.0%
<i>Neither agree nor disagree</i>	266 26.6%
<i>Disagree</i>	133 13.3%
<i>Strongly disagree</i>	20 2.0%

Of those that disagree the Authority provides sufficient information, the main objection is they do not receive enough information or they receive it too late. Some respondents offered suggestions for how they would like information to be provided, such as in the local newspaper; in a newsletter; direct mail or email, see Table 14 for a summary and the literal report for a full list of responses.

**Table 14**

	<b>Count</b>	<b>% of sample</b>
Provide more information / I do not receive any/enough information / Information provided too late	62	6%
Local newspaper	26	2.5%
Regular newsletter	15	1.5%
Letter / Post / Direct Mail	13	1%
Via email	12	1%
Leaflet	11	1%
Public meetings	7	0.7%
Internet	7	0.7%
Through Parish Councils	4	0.4%
The Authority lacks sufficient knowledge to be able to communicate	2	0.2%
Television	2	0.2%
Telephone	2	0.2%
Radio	2	0.2%
Local notice boards	2	0.2%
Tourist Information Centre	1	0.2%
Local magazines	1	0.2%
Local events / carnivals / fates	1	0.2%
<b>Total</b>	<b>170</b>	<b>16%</b>

## 5.4 Preferred method of consultation

### ***How would you prefer to be consulted by the Exmoor National Park Authority?***

Half the sample would like to be consulted by direct mailing (letter through the post) or through the local newspaper. Only 13% preferred to be consulted through the television and just 7% said they would prefer to be consulted via the telephone, see Table 15

**Table 15**

Base	1004
<b>How would you prefer to be consulted by the National Park...</b>	
<i>Direct Mailing (Letter / Through the post)</i>	505 50.3%
<i>Local Newspaper</i>	495 49.3%
<i>Publications</i>	233 23.2%
<i>Local Forums</i>	169 16.8%
<i>Parish Council meetings</i>	157 15.6%
<i>Email</i>	156 15.5%
<i>Local TV</i>	133 13.2%
<i>Via the Internet</i>	113 11.3%
<i>Questionnaires</i>	108 10.8%
<i>Local Radio</i>	107 10.7%
<i>National Park Centres</i>	102 10.2%
<i>Other meetings (Authority / Committee)</i>	75 7.5%
<i>Telephone</i>	67 6.7%
<i>Other</i>	35 3.5%

**Other:**

**Table 16**

	<b>Count</b>	<b>% of sample</b>
Do not want to be contacted by the Authority	11	1%
The Exmoor National Park leaflet	2	0.2%
Via Council	2	0.2%
Cheapest option	2	0.2%
Public places (Town Hall/Library)	2	0.2%
In person/face to face	2	0.2%
Don't know	1	0.1%
Any way	1	0.1%
Exmoor Park Life	1	0.1%
In less devious ways	1	0.1%
I get information from friends/family	1	0.1%
Tourist Information Centre	1	0.1%
Church Magazine	1	0.1%
Via National Trust properties	1	0.1%
Posters on Village notice boards	1	0.1%
National Park newspaper	1	0.1%
Leaflets for events	1	0.1%
Focus Groups	1	0.1%
5 yearly consultation days with each Parish	1	0.1%
Tea and talks	1	0.1%
<b>Total</b>	<b>35</b>	<b>3%</b>

**What, if anything, has influenced your opinion about the Exmoor National Park Authority?**

Three quarters of the sample say the main influence on opinions about the Exmoor National Park Authority come from local knowledge/living in the area. Three out of ten say word of mouth has influenced their opinion; a quarter said the planning application process and a fifth said local media, see Table 17

**Table 17**

Base	989
<b>What, if anything, has influenced your opinion about the ...</b>	
<i>Local knowledge/I live here</i>	759 76.7%
<i>Word of mouth</i>	294 29.7%
<i>Planning application process</i>	245 24.8%
<i>Local Media (Local press, local TV, local magazines, adverts)</i>	219 22.1%
<i>Contact with National Park Authority Staff Rangers</i>	182 18.4%
<i>Newsletter</i>	125 12.6%
<i>Exmoor National Park leaflets</i>	111 11.2%
<i>Other</i>	79 8.0%
<i>National Park Information Centre</i>	78 7.9%
<i>Internet</i>	25 2.5%
<i>National Media (National press, national TV, national magazines, adverts)</i>	22 2.2%

**Other:**

**Table 18**

	<b>Count</b>	<b>% of sample</b>
Nothing has influenced my opinion	25	2.5%
Do not know anything about Authority/I have had not contact with the authority	10	1%
Parish Council	7	0.7%
Contact with Planning Service	5	0.5%
Direct contact with the Authority	5	0.5%
Work	4	0.4%
Previous work for the Authority	4	0.4%
Attended meeting/forum	3	0.3%
Lack of information provided	2	0.2%
Contact with mineral line	1	0.1%
Too many people doing one persons job due to health & safety regulations	1	0.1%
Involvement with County Council	1	0.1%
Love of Exmoor	1	0.1%
National Trust Tenants Association	1	0.1%
Authority spend money foolishly	1	0.1%
Member of the National Park Authority	1	0.1%
The clash of different bodies i.e. West Somerset versus National Park	1	0.1%
National Park events	1	0.1%
Exmoor Society	1	0.1%
The Authority does not listen	1	0.1%
Exmoor uprising meetings	1	0.1%
Archaeology forums	1	0.1%
They seem as an entity not to be liked	1	0.1%
<b>Total</b>	<b>79</b>	<b>8%</b>

**5.5 What should the authority do more or less of?**

***What do you think the Exmoor National Park Authority should do more of?***

11% of the sample could not think of anything else the ENPA should do more of and 9% felt it was fine as it is and nothing more should be done. 13% felt the Authority should listen to the views of local residents and support local people, businesses and farmers. 11% felt that the Authority could communicate more by providing more information, see Table 19 for a summary of responses and the literal report for a list of all comments.

**Table 19**

	<b>Count</b>	<b>% of sample</b>
Can't think of anything/Don't know	116	11%
More communication/Information	109	11%
Nothing/Fine as it is	95	9%
Listen to the views of local residents	86	8.5%
Conserve/Maintain the area	76	7.5%
Encourage tourism/More publicity	52	5%
More affordable housing	43	4%
Support local people	25	2.5%
Keep footpaths clear	25	2.5%
Employ local people	18	2%
Consistent/Sensible planning process	16	1.5%
Support farmers	12	1%
The Authority should be more approachable	11	1%
Support local businesses	11	1%
More planning restrictions	10	1%
Enforce hunting ban	9	0.9%
Restrict tourist activities that will damage the area	9	0.9%
Educate people about the area	8	0.8%
More renewable energy sources	8	0.8%
More action/Act quicker	8	0.8%
Less planning restrictions	7	0.7%
Reduce the number of second homes in the area	7	0.7%
Build flood defences	5	0.5%
Reduce the number of Authority staff	5	0.5%
The Authority should work closely with other organisations	5	0.5%
Rights of Way should be clearly defined	4	0.4%
Control wild animals in the park	3	0.3%
More Tourist Information Centres	3	0.3%
More car parks	3	0.3%
Speed up planning process	2	0.2%
Allow hunting	2	0.2%
Sort TV signal	2	0.2%
Retain current Authority staff	2	0.2%
More public transport	2	0.2%
Empower rangers	2	0.2%
Protect wildlife	1	0.1%
More petrol stations	1	0.1%
Provide more public toilets	1	0.1%
Put pressure on Southwest Water top get the bills down	1	0.1%
Read DEFRA guidance notes on duties of authorities in National Parks and 'Sandford' principle and Seehon 11A (2) of 1949 Act	1	0.1%
<b>Total</b>	<b>806</b>	<b>79%</b>

**What do you think the Exmoor National Park Authority should do less of?**

18% could not think of anything else the ENPA should do less of and 14% felt it was fine as it is and nothing less should be done. 6% felt the Authority should do less bureaucracy, see Table 20 for a summary of responses and the literal report for a list of all comments.

**Table 20**

	Count	% of sample
Can't think of anything/Don't know	187	18%
Nothing/Fine as it is	144	14%
Less bureaucracy	63	6%
The Authority should not waste money	43	4%
Less planning restrictions	28	3%
Need a sensible planning process	20	2%
Listen less to tourists and more to local residents	20	2%
Less decision making without consulting people	18	2%
Less buildings/Less buildings that are not in keeping with the area	16	1.5%
Less advertising	14	1%
Less unnecessary communication	12	1%
Should have fewer Authority employees	9	0.9%
Less preservation/improvement of area	9	0.9%
Do not allow second home owners	8	0.8%
Listen less to farmers	6	0.6%
Presuming people are aware of information	6	0.6%
Less heavy machinery used to cut hedges & trees/Less pruning of hedges & trees	4	0.4%
Less restriction for local businesses	3	0.3%
No more car parking	3	0.3%
Less sitting on the fence	3	0.3%
Saying they're going to do something, when they are not doing it	2	0.2%
More restricting of tourist activities that will damage the area	2	0.2%
Less criticism of modern technology	1	0.1%
Do not deter	1	0.1%
Less education centres	1	0.1%
Less staff from outside the National Park	1	0.1%
Keep cows off the Moor	1	0.1%
Less carbon footprint	1	0.1%
Do not support hunting	1	0.1%
<b>Total</b>	<b>627</b>	<b>61%</b>

## 5.6 Pressures facing the National Park

### *What threats or pressures do you think the Exmoor National Park is facing?*

Housing related issues were the most mentioned pressures facing the Exmoor National Park. 15.5% mentioned lack of affordable housing for young people and the demand for housing, whilst 6% said there are too many second home owners, which increase house prices for locals. 14% felt the Exmoor National Park is facing financial/economic pressures. See Table 21 for a summary of responses and the literal report for a list of all comments.

**Table 21**

	Count	% of sample
Financial/Economic pressures	146	14%
Can't think of anything/Don't know	108	11%
Lack of affordable housing for young people	98	10%
Environmental/Conservation issues	72	7%
Area becoming over developed	70	7%
Too many second home owners, which increase house prices for locals and destroys communities	63	6%
Demand for housing	57	5.5%
The Exmoor National Park is not facing any threats or pressures	52	5%
Wind farms	52	5%
Too many tourists	45	4%
Lack of employment for young people	38	4%
Climate change/Global Warming	32	3%
People damaging/not respecting the area	26	2.5%
Political pressure/Pressure from central and local government	24	2%
Demise of farming	20	2%
Loss of local businesses	19	2%
Striking a balance between all interested parties	14	1%
Ageing population	13	1%
Threats to wildlife	13	1%
People pressure	13	1%
Lack of tourist	12	1%
Hunting	11	1%
Too much bureaucracy	8	0.8%
Renewable energy	7	0.7%
Costal erosion	6	0.6%
Flooding	6	0.6%
Lack of communication by the Authority	6	0.6%
The National Park Authority itself	5	0.5%
Making decisions without consulting people	4	0.4%
Pollution	4	0.4%
<b>Total</b>	<b>1044</b>	<b>100%</b>

## 5.7 Demographics

### Gender:

**Table 22**

<b>Base</b>	998
<b>Gender: (Do not ask)</b>	
<i>Male</i>	441 44.2%
<i>Female</i>	557 55.8%

### Age Group:

**Table 23**

<b>Base</b>	1018
<b>What age group are you in?</b>	
<i>16 - 24 years</i>	12 1.2%
<i>25 - 34 years</i>	36 3.5%
<i>35 - 44 years</i>	76 7.5%
<i>45 - 54 years</i>	160 15.7%
<i>55 - 64 years</i>	234 23.0%
<i>65 + years</i>	484 47.5%
<i>Refused</i>	16 1.6%

### Do you consider yourself to have a disability or long-term illness?

**Table 24**

<b>Base</b>	996
<b>Do you consider yourself to have a disability or long-term...</b>	
<i>Yes</i>	136 13.7%
<i>No</i>	860 86.3%

***Do you consider yourself to be a member of a minority ethnic community?***

**Table 25**

<b>Base</b>	988
<b>Do you consider yourself to be a member of a minority ethnic...</b>	
Yes	25 2.5%
No	963 97.5%

***Is your place of work or study inside or outside the National Park?***

**Table 26**

<b>Base</b>	1001
<b>Is your place of work or study inside or outside the Nati...</b>	
<i>Inside the National Park</i>	328 32.8%
<i>Outside the National Park</i>	150 15.0%
<i>Do not work</i>	523 52.2%

## 6.0 Appendices

### 6.1 Appendix 1 – Questionnaire

Exmoor National Park Authority Residents Survey December 2009		
<p><b>Good morning/afternoon/evening, my name is ..... and I am calling from CN Research on behalf of Exmoor National Park Authority. We are conducting a survey amongst Exmoor residents on their knowledge of the National Park and opinions on the National Park Authority. Could you spare some time to answer some questions please?</b></p>		
Q1	Interviewer Initials:	<input type="text"/>
Q2	Telephone number: (From telephone sheet for checking purposes)	<input type="text"/>
Q3	<b>First of all can I ask if you are....</b>	
	Resident.....	<input type="checkbox"/> 1      Go to Q4
	Visitor.....	<input type="checkbox"/> 2      Go to Q4
	Second Home Owner.....	<input type="checkbox"/> 3      Go to Q4
	Small Business.....	<input type="checkbox"/> 4      Go to Q4
	None of the above.....	<input type="checkbox"/> 5      Thank and end survey
Q4	<b>In which Parish do you live?</b>	
	Brayford.....	<input type="checkbox"/> 01      Exton.....
	Brendon.....	<input type="checkbox"/> 02      Kentisbury.....
	Brompton Regis.....	<input type="checkbox"/> 03      Luccombe.....
	Brushford.....	<input type="checkbox"/> 04      Luxborough.....
	Carhampton.....	<input type="checkbox"/> 05      Lynton & Lynmouth.....
	Challacombe.....	<input type="checkbox"/> 06      Martinhoe.....
	Combe Martin.....	<input type="checkbox"/> 07      Minehead Without.....
	Countisbury.....	<input type="checkbox"/> 08      Molland.....
	Cutcombe.....	<input type="checkbox"/> 09      Monksilver.....
	Dulverton.....	<input type="checkbox"/> 10      Nettlecombe.....
	Dunster.....	<input type="checkbox"/> 11      North Molton.....
	East Anstey.....	<input type="checkbox"/> 12      Oare.....
	Elworthy.....	<input type="checkbox"/> 13      Old Cleeve.....
	Exford.....	<input type="checkbox"/> 14      Parracombe.....
	Exmoor.....	<input type="checkbox"/> 15      Porlock.....
		<input type="checkbox"/> 16      Selworthy.....
		<input type="checkbox"/> 17      Skilgate.....
		<input type="checkbox"/> 18      Stogumber.....
		<input type="checkbox"/> 19      Timberscombe.....
		<input type="checkbox"/> 20      Treborough.....
		<input type="checkbox"/> 21      Trentishoe.....
		<input type="checkbox"/> 22      Twitchen.....
		<input type="checkbox"/> 23      Upton.....
		<input type="checkbox"/> 24      West Anstey.....
		<input type="checkbox"/> 25      Winsford.....
		<input type="checkbox"/> 26      Withycombe.....
		<input type="checkbox"/> 27      Withypool & Hawkridge.....
		<input type="checkbox"/> 28      Wootton Courtenay.....
		<input type="checkbox"/> 29      Don't Know.....
		<input type="checkbox"/> 30      Visitor.....
		<input type="checkbox"/> 31
		<input type="checkbox"/> 32
		<input type="checkbox"/> 33
		<input type="checkbox"/> 34
		<input type="checkbox"/> 35
		<input type="checkbox"/> 36
		<input type="checkbox"/> 37
		<input type="checkbox"/> 38
		<input type="checkbox"/> 39
		<input type="checkbox"/> 40
		<input type="checkbox"/> 41
		<input type="checkbox"/> 42
		<input type="checkbox"/> 43
		<input type="checkbox"/> 44
		<input type="checkbox"/> 45
Q5	<b>How long have you lived in the area?</b>	
	Less than 5 years.....	<input type="checkbox"/> 1
	5 - 10 years.....	<input type="checkbox"/> 2
	10 - 20 years.....	<input type="checkbox"/> 3
	Over 20 years.....	<input type="checkbox"/> 4
Q6	<b>Have you heard of the Exmoor National Park Authority?</b>	
	Yes.....	<input type="checkbox"/> 1
	No.....	<input type="checkbox"/> 2

**Q7** Have you ever had any contact with the following services provided by the National Park Authority?

	Yes		No	
Conservation advice (wildlife, moorlands, woodlands, habitats, archaeology, buildings)	<input type="checkbox"/>	1	<input type="checkbox"/>	2
National Park Centres	<input type="checkbox"/>	1	<input type="checkbox"/>	2
Walks, events talks and activities	<input type="checkbox"/>	1	<input type="checkbox"/>	2
Footpaths and other rights of way and access issues	<input type="checkbox"/>	1	<input type="checkbox"/>	2
Education Service (including Pinkery Centre)	<input type="checkbox"/>	1	<input type="checkbox"/>	2
Planning Service	<input type="checkbox"/>	1	<input type="checkbox"/>	2
Ranger Service	<input type="checkbox"/>	1	<input type="checkbox"/>	2
Advice / support to farmers and landowners	<input type="checkbox"/>	1	<input type="checkbox"/>	2
Advice / support for tourism businesses	<input type="checkbox"/>	1	<input type="checkbox"/>	2
General enquiries service	<input type="checkbox"/>	1	<input type="checkbox"/>	2

**Q8** How satisfied were you with the service?

	Very satisfied		Fairly satisfied		Neither satisfied nor dissatisfied		Fairly dissatisfied		Very dissatisfied	
Conservation advice (wildlife, moorlands, woodlands, habitats, archaeology, buildings)	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5
National Park Centres	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5
Walks, events talks and activities	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5
Footpaths and other rights of way and access issues	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5
Education Service (including Pinkery Centre)	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5
Planning Service	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5
Ranger Service	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5
Advice / support to farmers and landowners	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5
Advice / support for tourism businesses	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5
General enquiries service	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5

**Q9** Do you have any other comments you would like to make about the services provided by Exmoor National Park Authority?

**Q10** Overall, how satisfied are you with the services provided by the National Park Authority?

Very satisfied .....	<input type="checkbox"/>	1
Satisfied .....	<input type="checkbox"/>	2
Neither satisfied nor dissatisfied .....	<input type="checkbox"/>	3
Dissatisfied.....	<input type="checkbox"/>	4
Very dissatisfied.....	<input type="checkbox"/>	5

**Q11** The National Park Authority is the planning authority for Exmoor. Do you agree or disagree that the Authority makes reasonable planning decisions?

Strongly agree .....  1

Agree .....  2

Neither agree nor disagree .....  3

Disagree .....  4

Strongly disagree .....  5

**Q12** If you disagree that the National Park Authority makes reasonable planning decisions, why is this?

**Q13** Do you agree or disagree that the National Park Authority listens to local views and opinions?

Strongly agree .....  1

Agree .....  2

Neither agree nor disagree .....  3

Disagree .....  4

Strongly disagree .....  5

**Q14** If you disagree that the National Park Authority listens to local views and opinions, why is this?

**Q15** Do you agree or disagree that the National Park Authority provides sufficient information about what it is doing?

Strongly agree .....  1

Agree .....  2

Neither agree nor disagree .....  3

Disagree .....  4

Strongly disagree .....  5

**Q16** If you disagree that the National Park Authority provides sufficient information about what it is doing, how would you suggest that it keeps you informed?

**Q17** How would you prefer to be consulted by the National Park Authority? (Tick all that apply)

Local TV .....  01

Local Radio .....  02

Local Newspaper .....  03

Email .....  04

Via the Internet .....  05

Direct Mailing (Letter / Through the post) .....  06

Parish Council meetings .....  07

Local Forums .....  08

Other meetings (Authority / Committee) .....  09

Publications .....  10

Questionnaires .....  11

National Park Centres .....  12

Telephone .....  13

Other .....  14

If other, please state:

**Q18** What, if anything, has influenced your opinion about the National Park Authority? (Tick all that apply)

Word of mouth .....	<input type="checkbox"/>	01
Contact with National Park Authority Staff Rangers.....	<input type="checkbox"/>	02
Local knowledge/I live here.....	<input type="checkbox"/>	03
Planning application process .....	<input type="checkbox"/>	04
Exmoor National Park leaflets.....	<input type="checkbox"/>	05
Internet.....	<input type="checkbox"/>	06
Local Media (Local press, local TV, local magazines, adverts) .....	<input type="checkbox"/>	07
National Media (National press, national TV, national magazines, adverts).....	<input type="checkbox"/>	08
Newsletter .....	<input type="checkbox"/>	09
National Park Information Centre.....	<input type="checkbox"/>	10
Other.....	<input type="checkbox"/>	11

If other, please state:

**Q19** What do you think the National Park Authority should do more of?

**Q20** What do you think the National Park Authority should do less of?

**Thank you for your views on the work of the National Park Authority. Before we finish the questionnaire, it would assist the Authority to know what you think are the greatest threats or pressures that the National Park area and local communities are likely to face in the next five to ten years.**

**Q21** What threats or pressures do you think the Exmoor National Park area is facing?

**Demographics**

**Q22** Gender: (Do not ask)

Male .....  1      Female .....  2

**Q23** What age group are you in?

16 - 24 years .....	<input type="checkbox"/> 1	55 - 64 years .....	<input type="checkbox"/> 5
25 - 34 years .....	<input type="checkbox"/> 2	65 + years .....	<input type="checkbox"/> 6
35 - 44 years .....	<input type="checkbox"/> 3	Refused.....	<input type="checkbox"/> 7
45 - 54 years .....	<input type="checkbox"/> 4		

**Q24** Do you consider yourself to have a disability or long-term illness?

Yes.....  1      No.....  2

**Q25** Do you consider yourself to be a member of a minority ethnic community?

Yes.....  1      No.....  2

**Q26** Is your place of work or study inside or outside the National Park?

Inside the National Park.....	<input type="checkbox"/> 1	Do not work.....	<input type="checkbox"/> 3
Outside the National Park.....	<input type="checkbox"/> 2		

**Q27** Postcode: (For analysis purposes only)

**Thank you for taking part in this survey**

## 6.2 Appendix 2 – Respondent status and length of residence

**Table 27**

<b>Base</b>	1018
<b>First of all can I ask if you are....</b>	
<i>Resident</i>	1003 98.5%
<i>Visitor</i>	5 0.5%
<i>Second Home Owner</i>	2 0.2%
<i>Small Business</i>	8 0.8%
<i>None of the above</i>	- -

**Table 28**

<b>Base</b>	1016
<b>How long have you lived in the area?</b>	
<i>Less than 5 years</i>	133 13.1%
<i>5 - 10 years</i>	177 17.4%
<i>10 - 20 years</i>	213 21.0%
<i>Over 20 years</i>	493 48.5%



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