Residents' Survey 2018

Final Report

Yorkshire Dales National Park Authority

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1. Executive Summary

1.1 Introduction

This report presents the findings from the Residents' Survey 2018 conducted on behalf of the Yorkshire Dales National Park Authority by independent research agency Enventure Research. The Residents' Survey plays an important role in capturing local people's views and perceptions of the Yorkshire Dales National Park, their awareness of the Yorkshire Dales National Park Authority and perceptions of it and the services it provides. This is the fifth Residents' Survey, having previously been conducted in 1999, 2004, 2009 and 2014.

1.2 Methodology overview

The survey was conducted by telephone in November 2018 with a representative sample of 1,000 Yorkshire Dales National Park residents.

1.3 Respondent profile overview

Quotas were set on gender and area of the Yorkshire Dales National Park to ensure a representative sample was achieved. The returned sample was then weighted to ensure the data was as close to the demographic profile of the Yorkshire Dales National Park population as possible in terms of age groups.

The majority of respondents (82%) had lived in the Yorkshire Dales National Park for more than 10 years, with only 2% of respondents having moved to the National Park in the last year.

More than half of respondents (52%) were in paid employment, 2% in full-time education and 45% were in neither, primarily because they were retired.

1.4 Key findings

Threats to and pressures on the area

Almost half of respondents (46%) felt that there were significant threats to and pressures on the area, which is a decrease since the 2014 survey (60%).

When asked to spontaneously identify perceived threats and pressures, a lack of housing development was most commonly mentioned (18%) and 8% of the additional comments at the end of the survey suggested the Yorkshire Dales National Park Authority could provide more help with affordable housing and social housing. When asked if they thought a lack of housing development was a threat, 45% said they thought it was a significant threat or pressure.

In terms of spontaneously identifying perceived threats, a lack of housing development was followed by too much traffic (15%) and young people moving out of the area (14%).

However, when respondents were read a list of threats and pressures, the loss of local services saw the largest proportion (76%) say it was a significant threat. This was followed by young people moving out of the area (74%), the growth in the number of second homes (67%) and an ageing population (66%).

Awareness of the Yorkshire Dales National Park Authority

The vast majority of respondents (98%) said they were aware of the National Park Authority before they had taken part in the survey. This is a slight increase since the survey in 2014 (96%).

Role of the Yorkshire Dales National Park Authority

When asked what they understood the role of the National Park Authority to be in an unprompted question, conserving the landscape was the most popular response provided by 58% of respondents, comparable to 2014 (60%). This was followed by conserving the villages and buildings (27%) and development planning control (26%), both of which were lower than in 2014 (30% and 35% respectively).

All roles read out to respondents were considered important by the majority, with all roles seeing 65% or more saying they were important. However, the role of maintaining Public Rights of Way saw the largest proportion say it was important (87%). This was also seen as the most important in 2014 by 89% of respondents. In this year's survey, in terms of importance this was followed by the role of providing car parks and toilets (85%), and helping farmers and landowners to conserve the landscape, wildlife and woodland (84%).

Yorkshire Dales National Park Authority services

Respondents had come into contact with many services provided by the Yorkshire Dales National Park Authority – only 16% said they had not come into contact with any in the last five years. However, for each service, a smaller proportion of respondents reported using it or coming into contact with it this year in comparison to the previous survey.

This year, respondents were most likely to say that that they had used Authority car parks in the last five years in comparison to other services (49%). Although this was a smaller proportion than in 2014, where Authority car parks was also the most used service aspect (69%).

This year, many respondents had visited National Park Information Centres (40%), had come into contact with planning advice and applications (39%) and come into contact with National Park Rangers (38%) in the last five years.

Amongst users of specific services, in each case a larger proportion reported they were satisfied than dissatisfied. Satisfaction this year was highest for the Dales Countryside Museum (92%), which was also the most highly rated in 2014 (88%). This year nine in ten (91%) were also satisfied with the National Park Information Centres and the National Park Rangers. Satisfaction was also high for volunteers (88%), walks, talks, events and activities (84%) and the Authority website(s) (82%).

Although no service saw a larger proportion of respondents saying they were dissatisfied than satisfied with it, dissatisfaction was highest with planning advice and applications (27%) as it was in 2014 (also 27%). Better management and consistency with planning was also mentioned by 9% of respondents when asked if they had any suggestions for what the Yorkshire Dales National Park Authority could do for residents in the next few years.

In terms of dissatisfaction with services, 15% said they were dissatisfied with advice and support for farmers and landowners and 13% with consultations, and advice and support to tourism businesses (13%).

Statutory purposes and duties

Respondents were read the two statutory purposes of the Yorkshire Dales National Park Authority as defined by Parliament and asked how effective it was in meeting these. Three quarters (76%) thought it was effective in meeting its purpose of conserving and enhancing the natural beauty, wildlife and cultural heritage of the National Park and 70% thought it was effective in promoting opportunities for the understanding and enjoyment of the special qualities of the area by the public.

When asked to what extent they felt the Yorkshire Dales National Park Authority was effective in carrying out its duty in seeking to look after the economic and social well-being of local communities, 41% said it was effective. Although a smaller proportion, almost a fifth (18%) thought it was not effective.

Perception of the Yorkshire Dales National Park Authority

Almost half (47%) of respondents agreed that the Yorkshire Dales National Park Authority gives support to local communities, which was a larger proportion than disagreed (19%). A further 44% agreed it gives good advice (12% disagreed).

Respondents were less complimentary about whether the Authority is in touch with and understands the needs of local people, with 29% saying they disagreed. However, this is still a smaller proportion than those who agreed (41%).

Four in ten (41%) agreed that the Authority responds in a timely way when contacted. One in five (19%) neither agreed nor disagreed and 27% said they did not know, suggesting there is a large proportion of residents who do not contact the Authority on a regular basis.

Respondents were most negative about planning decisions, with 32% disagreeing that the Authority makes reasonable planning decisions. Overall 36% agreed, which was a smaller proportion than for the other statements.

Overall satisfaction with the Yorkshire Dales National Park Authority

The majority were satisfied with the way the Authority does its job (63%). This is slightly higher than in 2014, when 60% said they were satisfied. One in eight (12%) said they were dissatisfied this year.

Electing Members

There is appetite for change in the way National Park Authority Members are appointed from the constituent Local Authorities, with 73% of respondents saying they thought residents should be able to elect them directly, rather than them being appointed by local councils.

Communication with residents

Respondents generally felt as informed as they need to be about the work of the Yorkshire Dales National Park Authority, with 65% agreeing that they were. This is an increase since 2014 when 61% agreed. However, the proportion who disagreed has also increased from 12% in 2014 to 17% this year, indicating that there is room for improvement. At the end of the survey when asked if they had any suggestions for what the Authority could do for residents over the next few years, 9% said the Authority could listen to local residents and communicate more.

1.5 Conclusions

The following conclusions are based on Enventure Research's interpretation of the research findings. They do not necessarily reflect the view of the Yorkshire Dales National Park Authority.

Many residents believe there are threats to and pressures on the Yorkshire Dales National Park, with a perceived lack of housing development and affordable housing at the forefront of residents' minds, exacerbated by the growth in the number of second homes

Almost half of respondents (46%) thought that there were significant threats to and pressures on the Yorkshire Dales National Park. When asked what they thought these were, a lack of housing development was most mentioned by 18%. Furthermore, 45% said this was a significant threat or pressure when asked.

At the end of the survey, when asked for their comments about what the Yorkshire Dales National Authority could do for residents in the next few years, 8% suggested it could provide more help with affordable housing and social housing.

Two thirds of respondents (67%) thought that the growth in the number of second homes was a significant threat or pressure, which is linked back to the affordability and availability of property in the area.

Many perceive that the loss of local services and young people moving out of the area are significant threats and pressures

The most significant threat identified by respondents was the loss of local services, suggested by three quarters (76%) and a similar proportion (74%) thought the same about young people moving out of the area. Unprompted, 12% and 14% respectively said these were threats and pressures, indicating that these are significant worries for residents.

Some believe that there is too much traffic in the Yorkshire Dales National Park and this is a threat

When asked what they thought the threats and pressures were, 15% spontaneously said there was too much traffic, indicating that it is at the forefront of some people's minds. Four in ten (40%) said they believed it was a significant threat or pressure. However, this was a smaller proportion when compared to the majority of other threats and pressures, indicating that although it might be a problem, it is not seen as important as some others.

Awareness of the Yorkshire Dales National Park Authority remains high

The vast majority of respondents (98%) said they were aware of the Yorkshire Dales National Park Authority, which is a slight increase since the last survey in 2014 (96%).

Residents are most aware of the Yorkshire Dales National Park Authority's conservation and planning control roles

When asked what they understood the Yorkshire Dales National Park Authority's role to be, 58% said they believed it to be conserving the landscape, which was comparable to 2014 (60%). A further 27% said they believed it to be conserving villages and buildings and 26% development planning control.

All of the Yorkshire Dales National Park Authority's roles are considered to be important, with the roles of maintaining Public Rights of Way and providing car parks and toilets seen as most important

All of the roles read out to respondents were considered to be important by 65% of respondents or more. Respondents attached the most importance to the role of maintaining Public Rights of Way (87%), which was also seen as the most important in 2014 (89%). The role of providing car parks and toilets was seen as important by 85% of respondents.
Amongst users of these services satisfaction was generally high, with 76% saying they were satisfied with the maintenance of Public Rights of Way and 74% with the Authority car parks.

Residents think that helping farmers, landowners and local people with conservation is also important

The majority of respondents thought that the roles of helping farmers and landowners to conserve the landscape, wildlife and woodland (84%) and to conserve field barns, drystone walls and other landscape features (81%) were important, as well as helping local people to conserve listed buildings, monuments and other historical features (78%).

Many residents come into regular contact with Yorkshire Dales National Park Authority services, with car parks and National Park Information Centres being used by many who have a general high level satisfaction with them

Only 16% of respondents said they had not come into contact with any of the services listed in the last five years, indicating that many have experience of them. Half (49%) of respondents said they had used Authority car parks and 40% had visited National Park Information Centres.

Nine in ten (91%) users of National Park Information Centres said they were satisfied with them and 74% of Authority car park users were satisfied.

Although many had experience of planning advice and applications, there is a significant level of dissatisfaction with them

Four in ten (39%) respondents said they had come into contact with planning advice and applications in the last five years. However, 27% of these respondents were dissatisfied with them, which was the same in 2014. This dissatisfaction was also reflected in the additional comments at the end of the survey, where 9% said they wanted to see better management and consistency with planning.

A third (32%) of all respondents also disagreed that the Yorkshire Dales National Park Authority makes reasonable planning decisions, indicating that in some quarters there is a high level of dissatisfaction with decisions.

Despite a very high level of satisfaction with it, many had not visited the Dales Countryside Museum and some did not see it as a key role of the Yorkshire Dales National Park Authority

Amongst those who had visited the Dales Countryside Museum in the last five years, 92% were satisfied with it. However, in the survey only 30% said they had visited the museum in the last five years and 65% thought the Yorkshire Dales National Park Authority's role of running the museum was important, which was the lowest level of importance attached to any of the roles read out to respondents.

The majority think that the Yorkshire Dales National Park Authority is effective in meeting its statutory purposes, however for some there is perceived room for improvement in effectively carrying out its duty of seeking to look after the economic and social well-being of local communities

Three quarters (76%) of respondents thought that the Yorkshire Dales National Park Authority was effective in meeting its purpose of conserving and enhancing the natural beauty, wildlife and cultural heritage of the National Park and 70% thought the same in regards to promoting opportunities for the understanding and enjoyment of the special qualities of the area by the public.

However, when asked to what extent they felt the Yorkshire Dales National Park Authority was effective in carrying out its duty in seeking to look after the economic and social well-being of local communities, almost a fifth (18%) thought it was not effective in regards to this, indicating that some believe that the Authority can improve in this area.

There is appetite for change in the way that local Councillors are appointed Yorkshire Dales National Park Members, with the majority thinking they should be elected by residents directly

Almost three quarters (73%) thought that residents should be able to elect Yorkshire Dales National Park Authority Councillors directly, rather than them being appointed by local councils, which indicates that many want to see change in this regard.

Many continue to have a generally positive view of the Yorkshire Dales National Park Authority, but there is room for improvement in the way that it consults with residents, involves them in decisions and communicates with them

Almost half (47%) of respondents agreed that the Yorkshire Dales National Park Authority gives support to local communities and the level of satisfaction with the way the Authority does its job has increased from 60% in 2014 to 63% this year.

However, in regards to being in touch with and understanding the needs of local people, three in ten (29%) disagreed that the Yorkshire Dales National Park Authority did this well. One in eleven (9%) felt that the Authority could listen to local residents and communicate with them more, when asked if they had any additional suggestions for what the Authority could do for residents in the next five years. One in eight (13%) of those who had come into contact with consultations in the last five years also expressed dissatisfaction with these.

Despite an overall majority (65%) agreeing that they generally felt informed as they needed to be about the work of the Yorkshire Dales National Park Authority, 17% disagreed, which indicates that there is perhaps room for improvement in regards to the way the Authority communicates with local people.

2. Research Programme

2.1 Introduction

The Yorkshire Dales National Park Authority carries out a survey of residents of the National Park every few years to understand their perceptions of the National Park and to find out their attitudes towards it and towards the Yorkshire Dales National Park Authority. This provides the Authority with evidence to review the effectiveness of the services and support future service planning.

This report presents the findings from the Residents' Survey 2018 conducted for the Yorkshire Dales National Park Authority by independent research agency Enventure Research.

This is the fifth time the Residents' Survey has been undertaken. Findings for this year's survey are compared to results from the 2014 survey, where applicable, to show trends and changes over time. However, it should be noted that since 2014 the area of the Yorkshire Dales National Park has grown substantially and now covers the area of Eden.

2.2 Research objectives

The main objective of the research was to undertake primary research with a statistical representation of Yorkshire Dales National Park residents to gain an up-to-date understanding of their attitudes towards the National Park and the Authority, and perceptions of the services provided.

Within this objective, the key aims of the research were to:

- Conduct robust research into the views and opinions of people who live in the Yorkshire Dales National Park
- Achieve a representative sample of the Yorkshire Dales National Park population
- Measure awareness of the Yorkshire Dales National Park Authority and its roles, responsibilities and duties
- Assess attitudes towards the services provided by the Yorkshire Dales National Park Authority
- Identify perceived threats to and pressures on the Yorkshire Dales National Park amongst residents
- Develop a suitable questionnaire, using some questions from previous surveys for benchmarking purposes
- Thoroughly analyse survey results, drawing out key findings and conclusions from the research
- Provide a final comprehensive report, with survey findings illustrated by commentary, charts and tables.

2.3 Detailed methodology and sample

The research was conducted via a telephone survey in order to collect data quickly from a defined population and to meet specified quotas. Quotas were set on gender, age, and postcode area in which respondents lived according to the most up to date population data. A sample of 1,000 was achieved, with the fieldwork period starting on 3 November 2018 and finishing on 29 November 2018.

Interviewer shifts took place at different times, on both weekdays and weekends (including peak times), to ensure that all segments of the community had an equal opportunity to participate.

A questionnaire was designed by Enventure Research and the Yorkshire Dales National Park Authority, which took respondents around 12 minutes to complete. The questionnaire included a number of questions from previous residents' surveys, so the results can be used to identify trends and differences over time. For reference, a copy of the questionnaire can be found in the **Appendix**.

Mid-2017 population estimates indicate that 19,843 adults aged 18+ live within the Yorkshire Dales National Park. These population statistics were used to devise appropriate quotas on age, gender and postcode area in order to achieve a broadly representative sample of residents.

At the beginning of each interview, respondents were asked if they lived in the Yorkshire Dales National Park. Those who said they did not were thanked and the interview was closed. This ensured that the survey was undertaken with only those who live within the boundaries of the Yorkshire Dales National Park.

Weights were applied to the returned data to ensure that certain subgroups were not over or under represented and that the data was as close to the demographic profile of the Yorkshire Dales National Park population as possible in terms of age groups. Weighting adjusts the proportions of certain groups within a sample to match more closely to the proportions in the target population.

2.4 Interpretation of the findings

This report contains tables and charts. In some instances, the responses may not add up to 100%. There are several reasons why this might happen:

- The question may have allowed each respondent to give more than one answer
- Only the most common responses may be shown in the table or chart
- Individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%
- A response of between 0% and 0.5% will be shown as 0%.

As the survey was undertaken by a sample of people who live in the Yorkshire Dales National Park, all results are subject to sampling tolerances. For example, when interpreting the results to a survey question which all respondents answered, there is a 95% chance that this result would not vary by more than +/- 3 percentage points had the result been obtained from the entire adult population of the National Park.

Subgroup analysis has been undertaken to explore the results provided by different groups, such as postcode area, gender, age group, and length of residency (established residents have been defined as those who have lived in the Yorkshire Dales National Park for 10 years or more and recent residents as living in the National Park for less than 10 years). This analysis has only been carried out where the sample size is seen to be sufficient for comment. Where sample sizes were not large enough, subgroups have been combined to create a larger group. This report only describes differences that are 'significant'. By this we mean that we can say with 95% confidence that we would see a difference if all people in the group took part in the survey.

For the analysis of some questions, some response options have been grouped together to provide a level of agreement or satisfaction. For example, 'Strongly agree' and 'Agree' have been grouped and shown as 'Agree'.

Furthermore, some questions have been analysed in the report using a mean score. To calculate these, each response option from a five point scale is assigned a score. For a five point scale, this varies from 1 for the most negative response (i.e. 'not at all' or 'not at all important') to 5 for the most positive response (i.e. 'very much so' or 'very important'). The mean of all the responses to a question is then calculated to provide the score. 'Don't know' responses are not included when calculating these scores. These mean scores are displayed in chart format within the report.

2.5 Detailed respondent profile

The table below presents the weighted survey respondent profile.

Figure 1 – Respondent Profile (weighted)
Base: All respondents (1,000)

Characteristic	Count	Percentage
Gender		
Male	484	48%
Female	516	52%
Age group		
18 - 24	60	6%
25 - 34	90	9%
35 - 44	100	10%
45 - 54	180	18%
55 - 64	200	20%
65+	370	37%
Area of the Yorkshire Dales National Park		
Craven	374	37%
Eden	108	11%
Richmondshire	275	27%
South Lakeland	243	24%
Length of residency in the Yorkshire Dales National Park		
Less than a year	20	2%
Over 1 year but less than 3 years	68	7%
Over 3 years but less than 5 years	70	7%
Over 5 years but less than 10 years	22	2%
Over 10 years but less than 20 years	156	16%
Over 20 years	656	66%
Don't know	4	0%
Prefer not to say	4	0%
Principal residence		
Yes	977	98%
No	17	2%
Prefer not to say	6	1%
Employment and education		
Paid employment	524	52%
Full time education	17	2%
Neither	452	45%
Prefer not to say	7	1%
Place of work or study (those in paid employment or full time education)		
Inside Yorkshire Dales National Park	381	70%
Outside Yorkshire Dales National Park	138	25%
Don't know	21	4%
Prefer not to say	2	0%

2.6 Acknowledgments

Enventure Research would like to thank Richard Payne from the Yorkshire Dales National Park Authority for his help and cooperation on this project, and to express gratitude to everyone who took part in the survey.

3. Detailed Research Findings

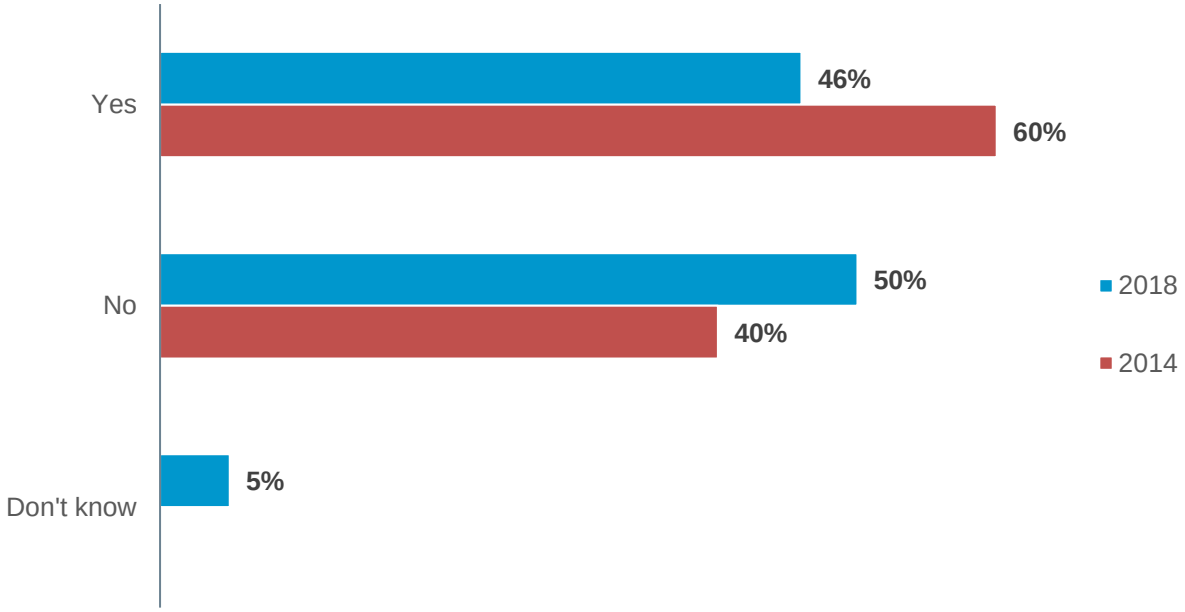
3.1 Threats to and pressures on the area

Survey respondents were first asked whether they thought there were any significant threats to or pressures on the Yorkshire National Park as an area.

Almost half of respondents (46%) indicated that they thought there were significant threats and pressures. This is significantly lower than the proportion reporting the same in 2014 (60%).

Half (50%) this year thought there were no significant threats and pressures, higher than in 2014 (40%).

Figure 2 – Do you think there are any significant threats to or pressures on the Yorkshire Dales National Park as an area?
Base: All respondents (2018 - 1,000; 2014 - 800)



Subgroup analysis

Subgroups more likely to think **there were threats to and pressures** on the area (46%) included those who:

- Were aged 45-64 (50%) and 65+ (47%), particularly compared to those aged 25-44 (36%)
- Were from the Craven area of the National Park (54%), particularly compared to those from the Eden area (35%) and the South Lakeland area (35%).

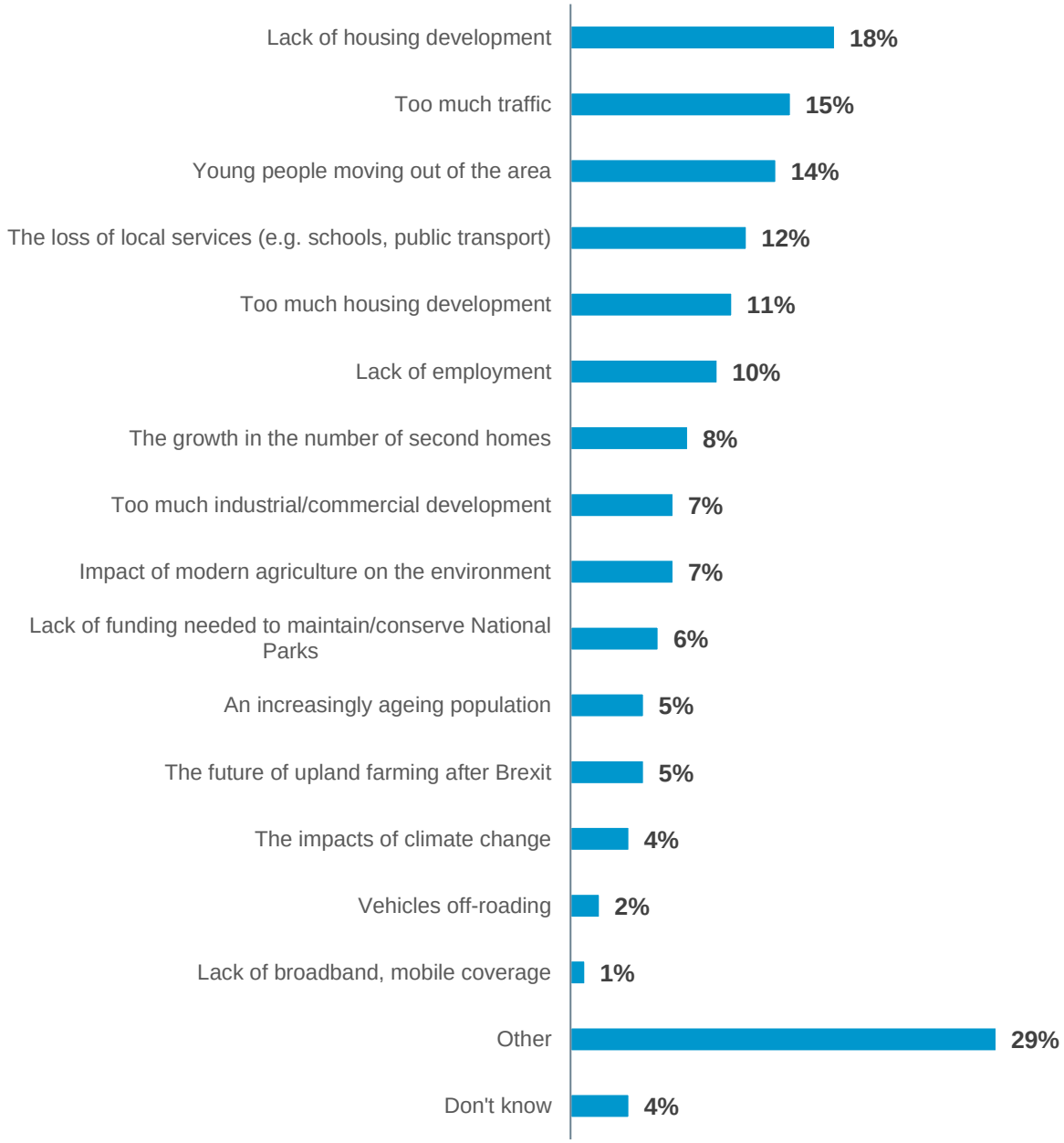
Subgroups more likely to think there were **no threats to and pressures** on the area (50%) included those who:

- Were aged 18-24 (62%), particularly compared to those aged 45-64 (46%) and 65+ (47%)
- Were from the Eden area of the National Park (61%) and the South Lakeland area (58%), particularly compared to those from the Richmondshire area (48%) and the Craven area (42%).

Respondents who thought there were threats to or pressures on the area were asked to identify these in an unprompted question. These comments were assigned to pre-populated codes in the survey.

The top perceived threat was a lack of housing development, identified by 18% of respondents. This was followed by too much traffic (15%) and young people moving out of the area (14%). A further 12% cited the loss of local services (e.g. schools, public transport) and 11% thought there was too much housing development. One in ten (10%) said there was a lack of employment.

***Figure 3* – What do you think these significant threats and pressures are?**
Base: All respondents (1,000)



Three in ten (29%) mentioned a threat or pressure that was not in the pre-coded list. This included pressure from tourism, lack of affordable homes, too many cyclists and difficult planning procedures, amongst others.

In 2014, 23% thought a lack of affordable housing development was a threat and the same proportion said building more housing.

Survey respondents were read a series of potential threats and pressures and asked the extent to which they considered them to be threats and pressures.

Despite a lack of housing development and too much traffic being the most mentioned threats when unprompted, the loss of local services saw the largest proportion of respondents who considered it to be a significant threat or pressure (76%).

Three quarters (74%) of respondents thought that young people moving out of the area was a significant threat or pressure. This was followed by 67% saying the growth in the number of second homes was a significant threat or pressure and 66% felt the same about an increasingly ageing population. Over half (54%) felt a lack of employment was a significant threat.

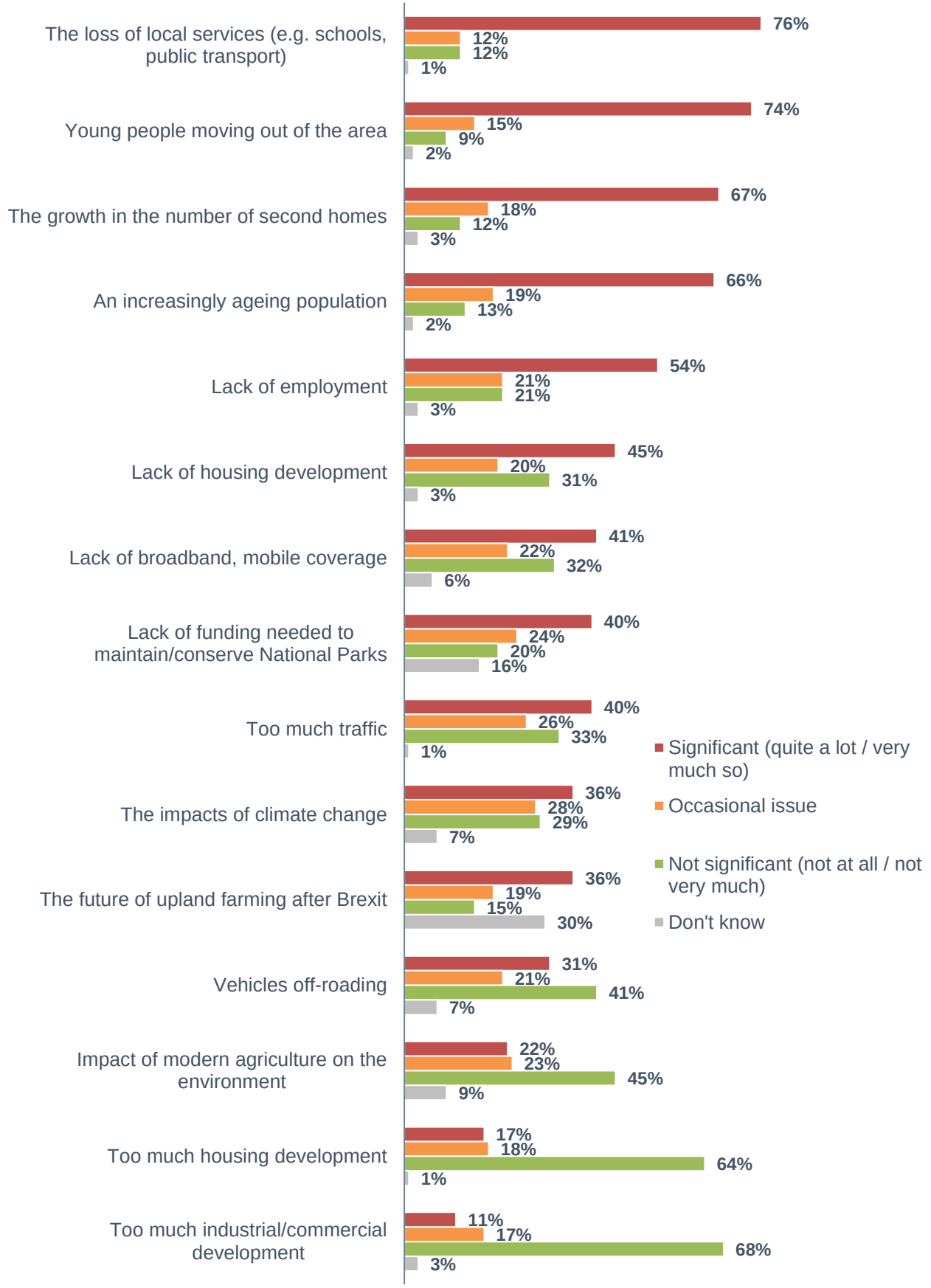
Whilst a lack of housing development was the most mentioned threat when unprompted, only just over four in ten (45%) thought it was a significant threat when asked. A further four in ten (41%) thought the same about the lack of broadband and mobile coverage. A similar proportion (40%) felt that a lack of funding needed to maintain / conserve National Parks was a significant threat or pressure.

Despite 15% saying too much traffic was a threat unprompted (second most mentioned), only 40% thought it was significant when asked (ninth most significant). Just over a third (36%) said the same about the impacts of climate change. The same proportion thought the future of upland farming after Brexit was a significant threat or pressure, but 30% said they did not know whether it was or not.

Vehicles off-roading was seen as a significant threat by only 31%; four in ten (41%) thought it was not. Just over a fifth (22%) thought that the impact of modern agriculture on the environment was a significant threat and 45% thought it was not.

Almost two thirds (64%) thought that too much housing development was not a significant threat or pressure (17% thought it was) and 68% thought industrial / commercial development was not a significant threat (11% thought it was).

Figure 4 – On a scale of 1 to 5 with 1 being not at all and 5 very much so, to what extent do you think the following are threats or pressures to the Yorkshire Dales National Park? Base: All respondents (1,000)



Subgroup analysis

Subgroups more likely to say that they thought **young people moving out of the area was a significant threat or pressure** (74% overall) included those who:

- Were aged 45-64 (82%) compared to other age groups (69-71%)
- Were from the Richmondshire area of the National Park (82%) compared to the other areas (66-74%).

Subgroups more likely to say that they thought **the growth in the number of second homes was a significant threat or pressure** (67% overall) included those who were aged 25-44 (70%), 45-64 (68%) and 65+ (68%) compared to those aged 18-24 (46%).

Subgroups more likely to say that they thought **an increasingly ageing population was a significant threat or pressure** (66% overall) included those who:

- Were aged 18-24 (77%), particularly compared to those aged 25-44 (61%)
- Were from the Richmondshire area of the National Park (71%), particularly compared to those from the Eden area (60%) and South Lakeland area (60%).

Subgroups more likely to say that they thought **lack of employment was a significant threat or pressure** (54% overall) included those who were aged 45-64 (57%) and 65+ (55%), particularly compared to those aged 25-44 (45%).

Subgroups more likely to say that they thought **a lack of housing development was a significant threat or pressure** (45% overall) included those who:

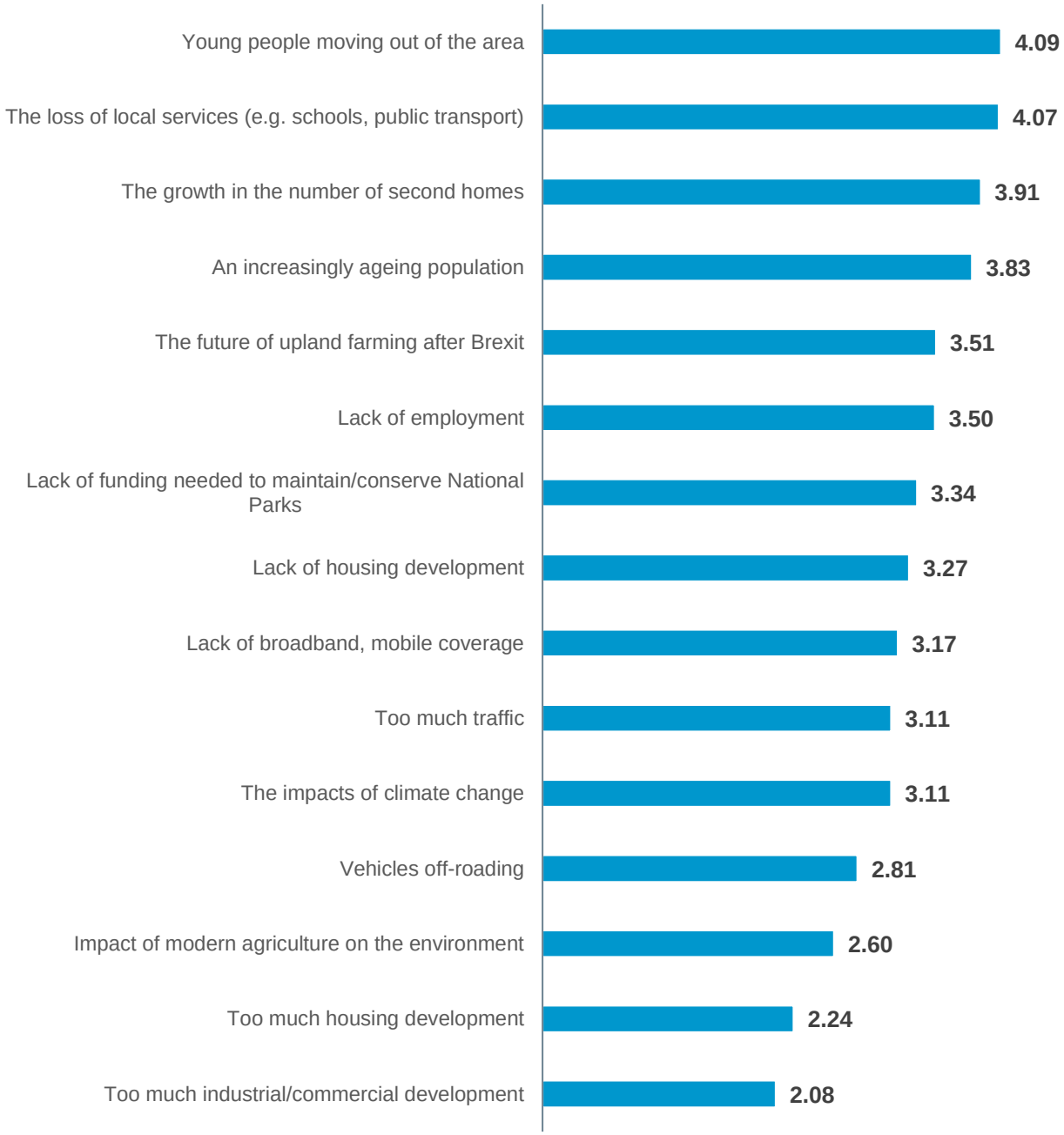
- Were aged 25-44 (56%), particularly compared to those aged 18-24 (38%) and 65+ (38%)
- Were from the Richmondshire area of the National Park (54%) compared to all of the other areas (35-45%).

Subgroups more likely to say that they thought **a lack of broadband and mobile coverage was a significant threat or pressure** (41% overall) included those who:

- Were aged 45-64 (47%), particularly compared to those aged 65+ (35%)
- Were from the Eden area of the National Park (57%) and Richmondshire area (51%) compared to the Craven area (37%) and the South Lakeland area (30%).

Scoring the question from 1 for not at all to 5 for very much so shows that young people moving out of the area scored the highest mean score (4.09), very closely followed by the loss of local services (4.07). These were followed by the growth in the number of second homes (3.91) and an increasingly ageing population (3.83).

Figure 5 – On a scale of 1 to 5 with 1 being not at all and 5 very much so, to what extent do you think the following are threats or pressures to the Yorkshire Dales National Park? By mean score
Base: All respondents (1,000)

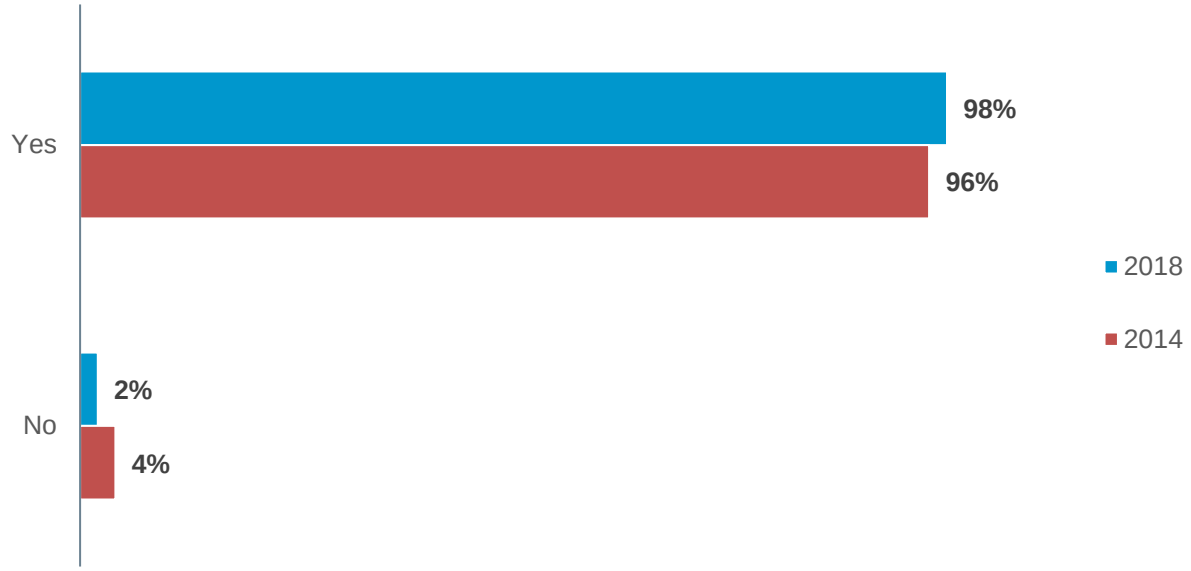


3.2 Awareness of the Yorkshire Dales National Park Authority

Respondents were asked if they had heard of the Yorkshire Dales National Park Authority before they were interviewed.

The proportion of respondents who were aware of the National Park Authority was very high, at 98%. This is just slightly higher than in the 2014 survey (96%).

***Figure 6* – Before this interview today, had you ever heard of the Yorkshire Dales National Park Authority?**
Base: All respondents (2018 - 1,000; 2014 - 800)



Subgroup analysis

Subgroups more likely to say that they **were aware** of the Yorkshire Dales National Park Authority (98%) included those who:

- Were male (99%) compared to female (97%)
- Were from the Craven area of the National Park (99%) and Richmondshire area (98%), particularly compared to those from the South Lakeland area (95%)
- Were an established resident (99%) compared to a recent resident (93%).

Subgroups more likely to say that they **were not aware** of the Yorkshire Dales National Park Authority (2%) included those who:

- Were aged 18-24 (15%) compared to all other age groups (1-2%)
- Were a recent resident (7%) compared to an established resident (1%).

3.3 Role of the Yorkshire Dales National Park Authority

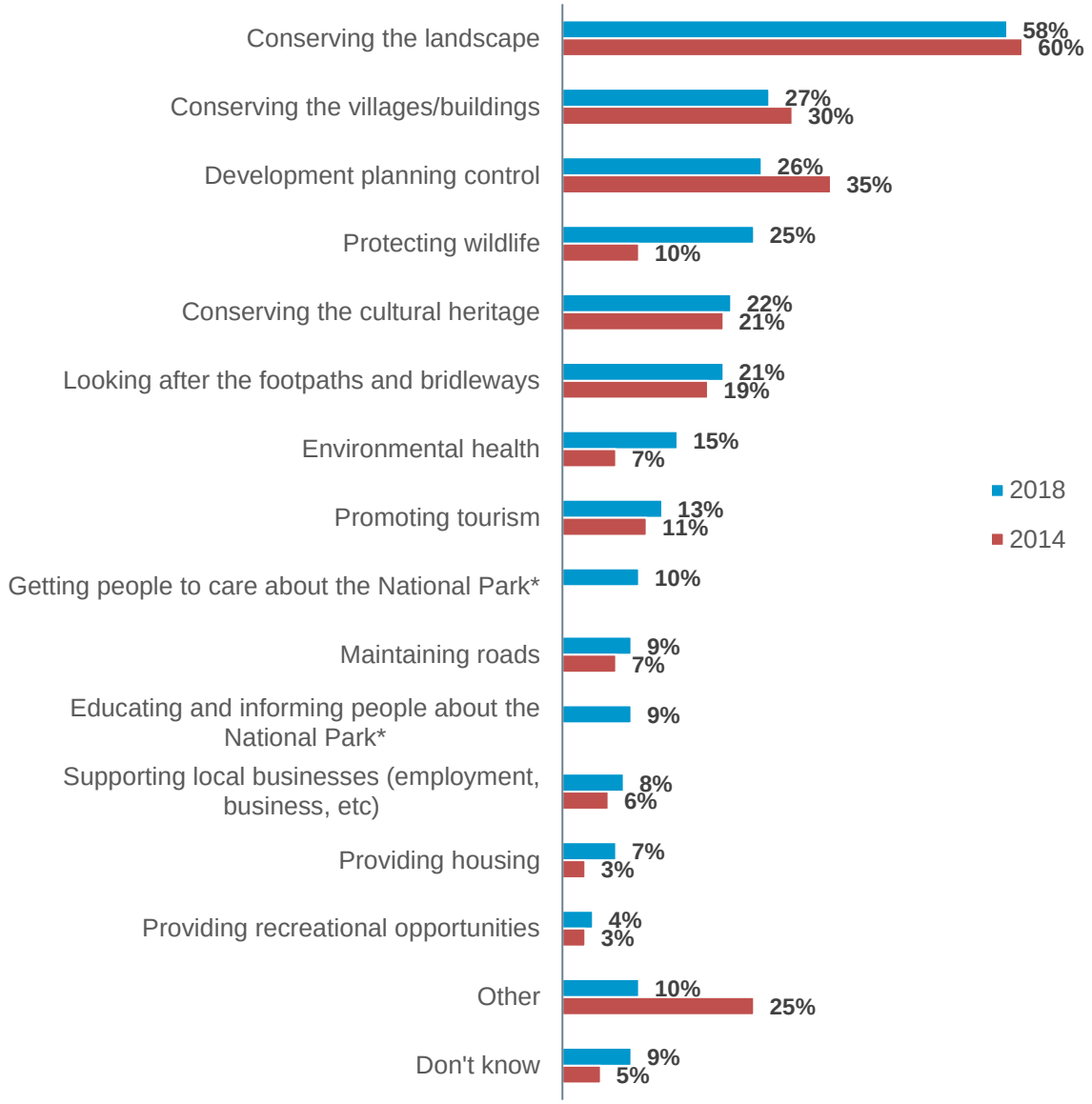
Respondents were asked what they thought the role of the Yorkshire Dales National Park Authority was in an unprompted question. These comments were assigned to pre-populated codes in the survey.

This question was also asked in the 2014 survey. Some of the responses are different in this year's survey, but where responses are the same they have been compared in the chart below.

As in 2014, this year the most cited response was conserving the landscape, mentioned by 58% of respondents, a similar proportion to 2014 (60%). This reflects the fact that the Authority's first statutory purpose is to conserve and enhance the natural beauty.

Just over a quarter (27%) mentioned conserving the villages / buildings, which was slightly lower than in 2014 (30%). A further 26% cited development planning control (35% in 2014) and a quarter (25%) thought its role was to protect wildlife, which is a far bigger proportion than in 2014 (10%).

***Figure 7* – What do you understand is the role of the Yorkshire Dales National Park Authority?**
Base: All respondents (2018 - 1,000; 2014 - 800)



*Not given in the 2014 survey.

Subgroup analysis

Subgroups more likely to cite **conserving the landscape** as a role of the Yorkshire Dales National Park Authority (58%) included those who:

- Were aged 45-64 (63%) and 65+ (61%) compared to those aged 18-24 (46%) and 25-44 (49%)
- Were from the Craven area of the National Park (65%), particularly compared to the Richmondshire area (53%) and the South Lakeland area (54%).

Subgroups more likely to cite **conserving the villages / buildings** as a role of the Yorkshire Dales National Park Authority (27%) included those who:

- Were aged 45-64 (32%) and 65+ (31%) compared to those aged 18-24 (8%) and 25-44 (14%)
- Were from the Craven area of the National Park (31%), particularly compared to the Eden area (20%).

Subgroups more likely to cite **development planning control** as a role of the Yorkshire Dales National Park Authority (25%) included those who were aged 25-44 (27%), 45-64 (31%) and 65+ (24%) compared to those aged 18-24 (8%).

Subgroups more likely to cite **protecting wildlife** as a role of the Yorkshire Dales National Park Authority (25%) included those who were aged 25-44 (28%), 45-64 (26%) and 65+ (28%) compared to those aged 18-24, where no respondents in this age group cited this.

Subgroups more likely to cite **conserving the cultural heritage** as a role of the Yorkshire Dales National Park Authority (22%) included those who:

- Were aged 18-24 (31%), particularly compared to those aged 25-44 (14%)
- Were from the Richmondshire area of the National Park (26%), particularly compared to those from the Eden area (15%).

Subgroups more likely to cite **looking after the footpaths and bridleways** as a role of the Yorkshire Dales National Park Authority (21%) included those who were aged 25-44 (20%), 45-64 (22%) and 65+ (23%) compared to those aged 18-24 (0%), where no respondents in this age group cited this.

Respondents were read a list of roles of the Yorkshire Dales National Park Authority and were asked how important they thought each one was. These roles varied from maintenance roles (such as the maintenance of Public Rights of Way) to management roles (such as managing visitors and their impact) and support roles (such as helping farmers and landowners in their conservation efforts).

There were no roles where a larger proportion of respondents thought they were not important than important, suggesting that all of the roles of the National Park are important to residents.

Almost nine in ten (87%) thought the role of maintaining Public Rights of Way was important, the highest of any role. This was also highest in 2014 (89%). This was closely followed by 85% saying the role of providing car parks and toilets was important (87% in 2014). A similar proportion (84%) thought helping farmers and landowners to conserve the landscape, wildlife and woodland was important.

Eight in ten (81%) thought that the role of managing visitors and their impact was important and the same proportion (81%) said helping farmers and landowners to conserve field barns, drystone walls and other landscape features was important. Eight in ten (81%) also thought providing opportunities for volunteers and apprentices in the National Park was important.

A further 78% felt that helping people to conserve listed buildings, monuments and other historical features was important and the same proportion (78%) thought the same about promoting the National Park as a visitor destination and supporting tourism businesses. A similar proportion (77%) thought that the role of funding local projects that assist in the sustainable development of the area was important.

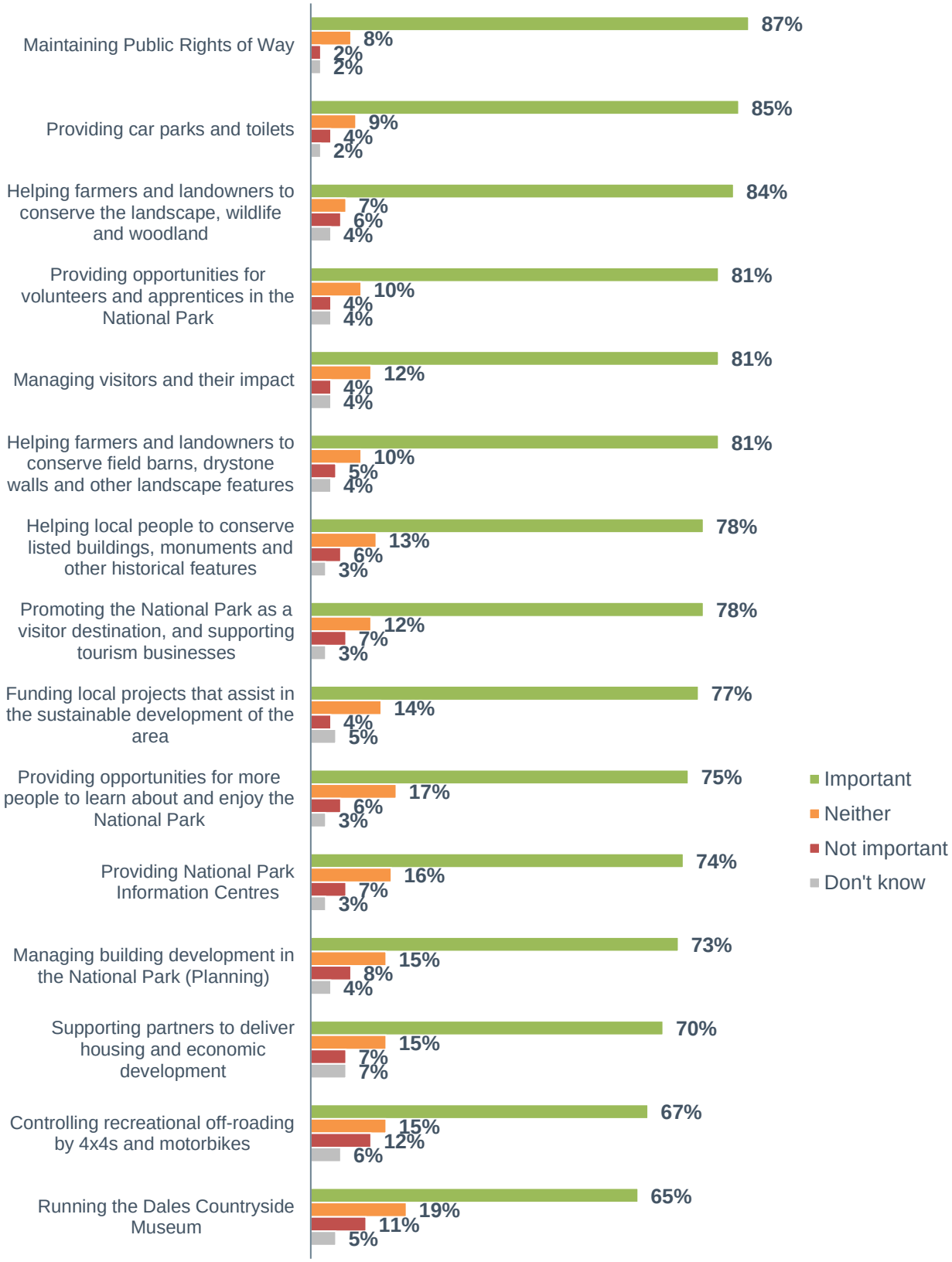
Three quarters (75%) thought that providing opportunities for more people to learn about and enjoy the National Park was important.

Almost three quarters of respondents (74%) agreed that the role of providing National Park Information Centres was important and a similar proportion (73%) thought the same about managing building development in the National Park. A further seven in ten (70%) said that supporting partners to deliver housing and economic development was important.

A smaller proportion (67%) thought that controlling recreational off-roading by 4x4s and motorbikes was important. However, this was still relatively high and much larger than the proportion who thought this role was not important (12%).

Despite respondents reporting the highest level of satisfaction with the Dales Countryside Museum in the previous question, running the museum saw the smallest proportion thinking it was important (65%), however this was still relatively high. Only 11% thought it was not important.

Figure 8 – On a scale of 1 to 5, with 1 being not at all important and 5 being very important, how important is it that the Authority undertakes these roles?
Base: All respondents (1,000)



Subgroup analysis

Subgroups more likely to say that they thought the role of **maintaining Public Rights of Way** was important (87% overall) included those who:

- Were aged 25-44 (91%) and 65+ (88%), particularly compared to those aged 16-24 (77%)
- Were from the Craven area of the National Park (90%), particularly compared to those from the South Lakeland area (84%).

Subgroups more likely to say that they thought **providing car parks and toilets** was important (85% overall) included those who were from the Craven area of the National Park (90%) compared to all other areas (81-83%).

Subgroups more likely to say that they thought the role of **helping farmers and landowners to conserve the landscape, wildlife and woodland** was important (84% overall) included those who were from the Craven area of the National Park (89%), particularly compared to those from the Eden area (81%) and the South Lakeland area (79%).

Subgroups more likely to say that they thought the role of **providing opportunities for volunteers and apprentices in the National Park** was important (81% overall) included those who:

- Were aged 18-24 (92%), particularly compared to those aged 25-44 (79%) and 45-64 (81%)
- Were from the Craven area of the National Park (83%) and the Richmondshire area (84%), particularly compared to those from the Eden area (72%).

Subgroups more likely to say that they thought the role of **managing visitors and their impact** was important (81% overall) included those who:

- Were aged 25-44 (88%), particularly compared to those aged 65+ (77%)
- Were female (85%) compared to male (77%)
- Were from the Craven area of the National Park (85%), particularly compared to those from the Eden area (71%) and the Richmondshire area (78%)
- Were an established resident (82%) compared to a recent resident (75%).

Subgroups more likely to say that they thought the role of **helping farmers and landowners to conserve field barns, drystone walls and other landscape features** was important (81% overall) included those who:

- Were aged 45-64 (83%) and 65+ (82%), particularly compared to those aged 18-24 (69%)
- Were from the Craven area of the National Park (83%) and the Richmondshire area (84%), particularly compared to those from the South Lakeland area (74%).

Scoring the question from 1 for not at all important to 5 for very important shows that the role of maintaining Public Rights of Way was seen as most important with a mean score of 4.48. This was closely followed by providing car parks and toilets (4.40) and helping farmers and landowners to conserve the landscape, wildlife and woodland (4.40). However, there was little difference in the scores in general, with all but one role receiving a score of higher than 4 out of 5. The role of running the Dales Countryside Museum received the lowest mean score (3.88), indicating that it was seen as less important than the others.

Figure 9 – On a scale of 1 to 5, with 1 being not at all important and 5 being very important, how important is it that the Authority undertakes these roles? By importance score
Base: All respondents (1,000)



3.4 Yorkshire Dales National Park Authority services

Respondents were read a list of services provided by the Yorkshire Dales National Park Authority and asked to identify which they had used or come into contact with within the last five years.

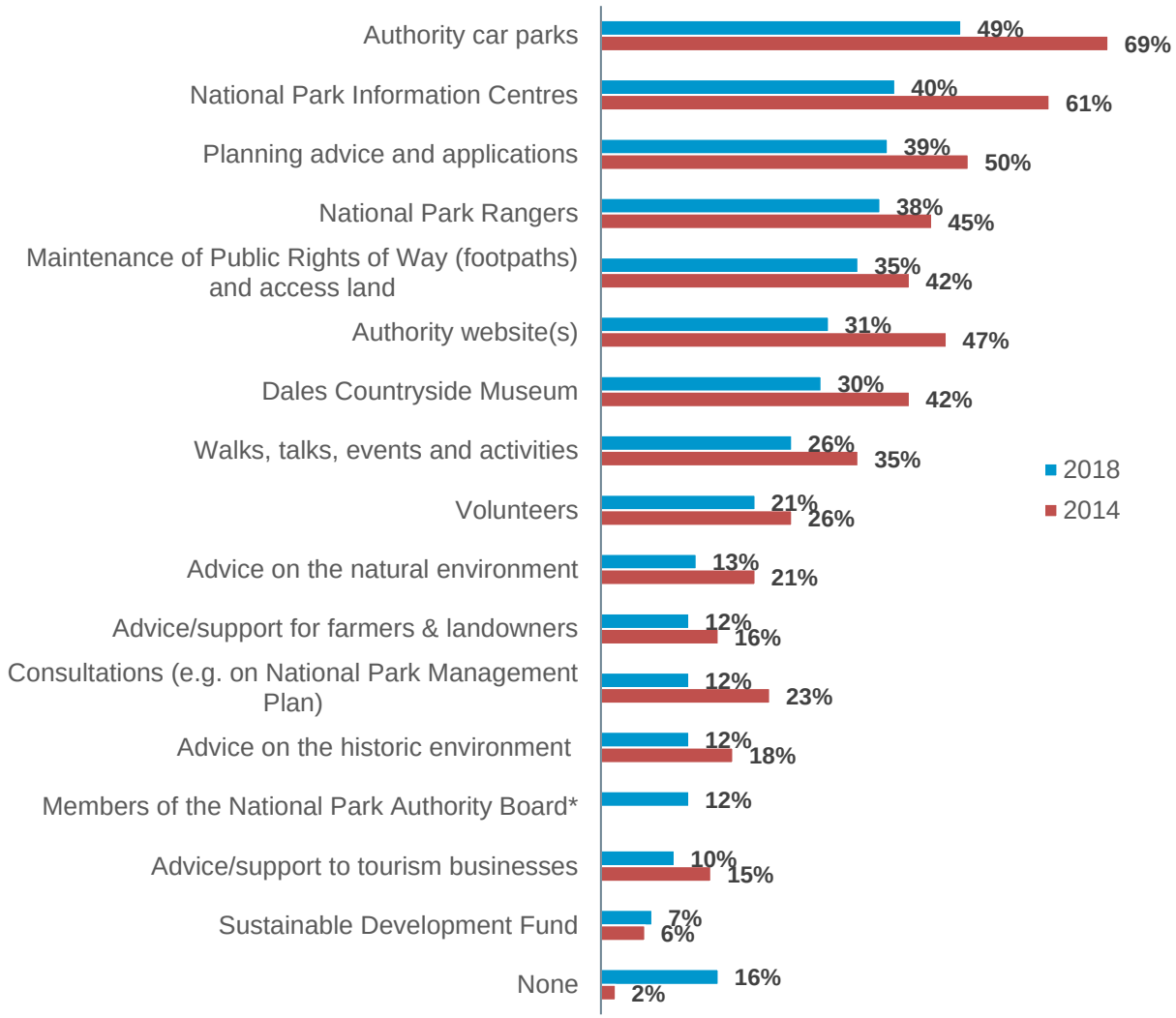
This question was also asked in the 2014 survey. Some of the services listed are different in this year's survey, but where the same services have been asked about, they have been compared in the chart below.

Half of respondents (49%) had used Authority car parks within the last five years. This was a lot lower than in 2014, when 69% said they had used them. A further 40% said they had used National Park Information Centres, which again was lower than in 2014 (61%).

Four in ten (39%) said they had come into contact with planning advice and applications (50% in 2014) and 38% had come into contact with National Park Rangers (45% in 2014).

Respondents were also more likely this year to say that they had come into contact with none of the listed services (16%) than in 2014 (2%). However, a larger proportion of respondents from postcodes that were not included in the boundaries of the National Park in the last survey (22%) had not used any of the services or come into contact with them, compared to those from other postcodes (14%).

Figure 10 – Which of the following services provided by the National Park Authority, have you used or come into contact with during the last five years?
Base: All respondents (2018 - 1,000; 2014 - 800)



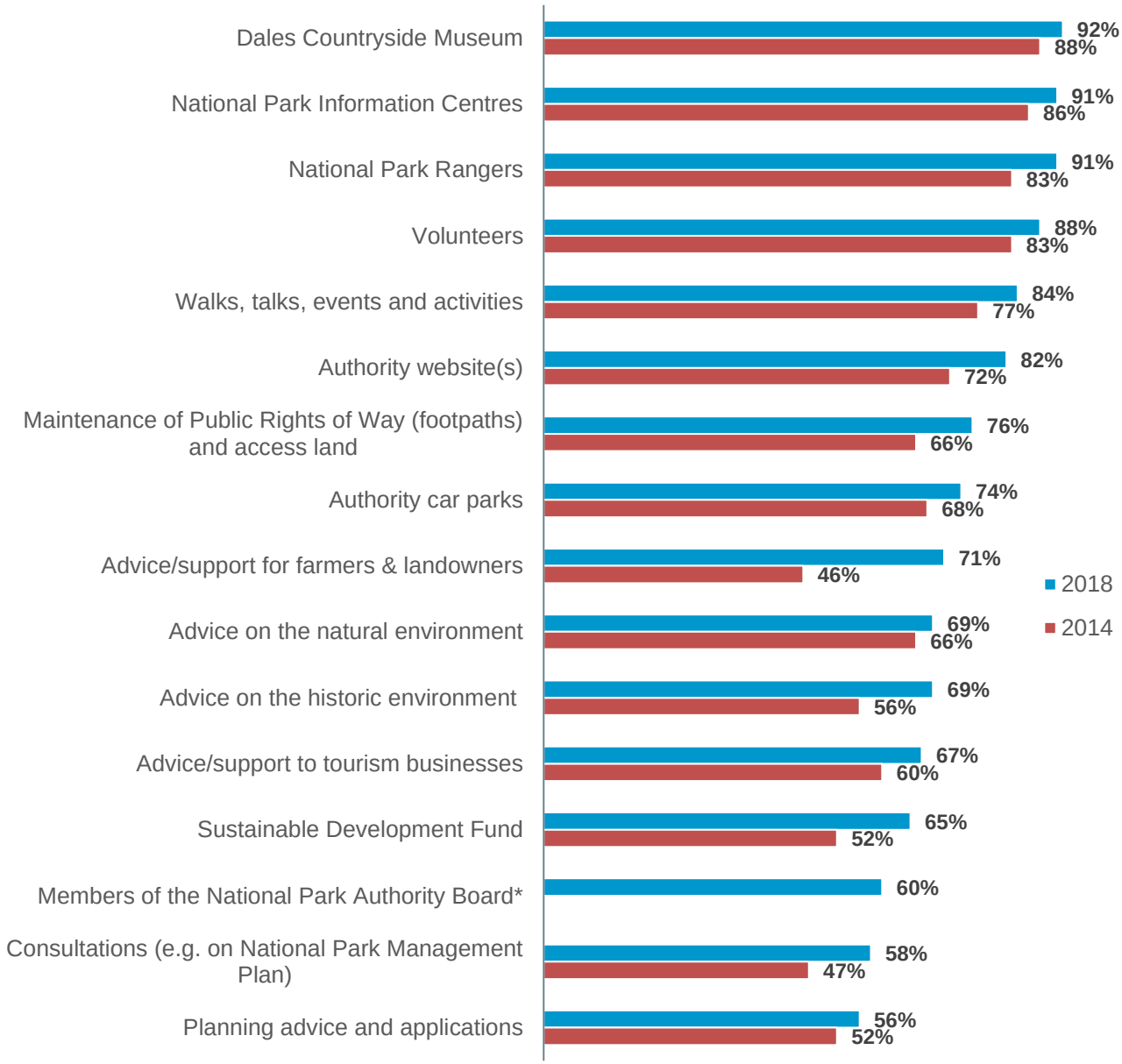
*Not asked in the 2014 survey.

Respondents who said they had used services or had come into contact with them in the previous question were asked how satisfied they were with them. As with the previous question, this was also asked in 2014.

For all services respondents reported higher levels of satisfaction this year compared to 2014.

As in 2014, respondents reported the highest level of satisfaction with the Dales Countryside Museum (92% this year, 88% in 2014). This was followed by National Park Information Centres and National Park Rangers, both of which 91% were satisfied with. Volunteers, walks, talks events and activities, and the Authority website(s) all saw over eight in ten saying they were satisfied with them (88%, 84% and 82% respectively). The largest increase in satisfaction was for advice/support for farmers and landowners, which had increased from 46% in 2014 to 71% this year.

Figure 11 – How satisfied are you with each of the services you have used or come into contact with (that you mentioned)? By level of satisfaction
Base: Service users (2018 - varies; 2014 - varies)

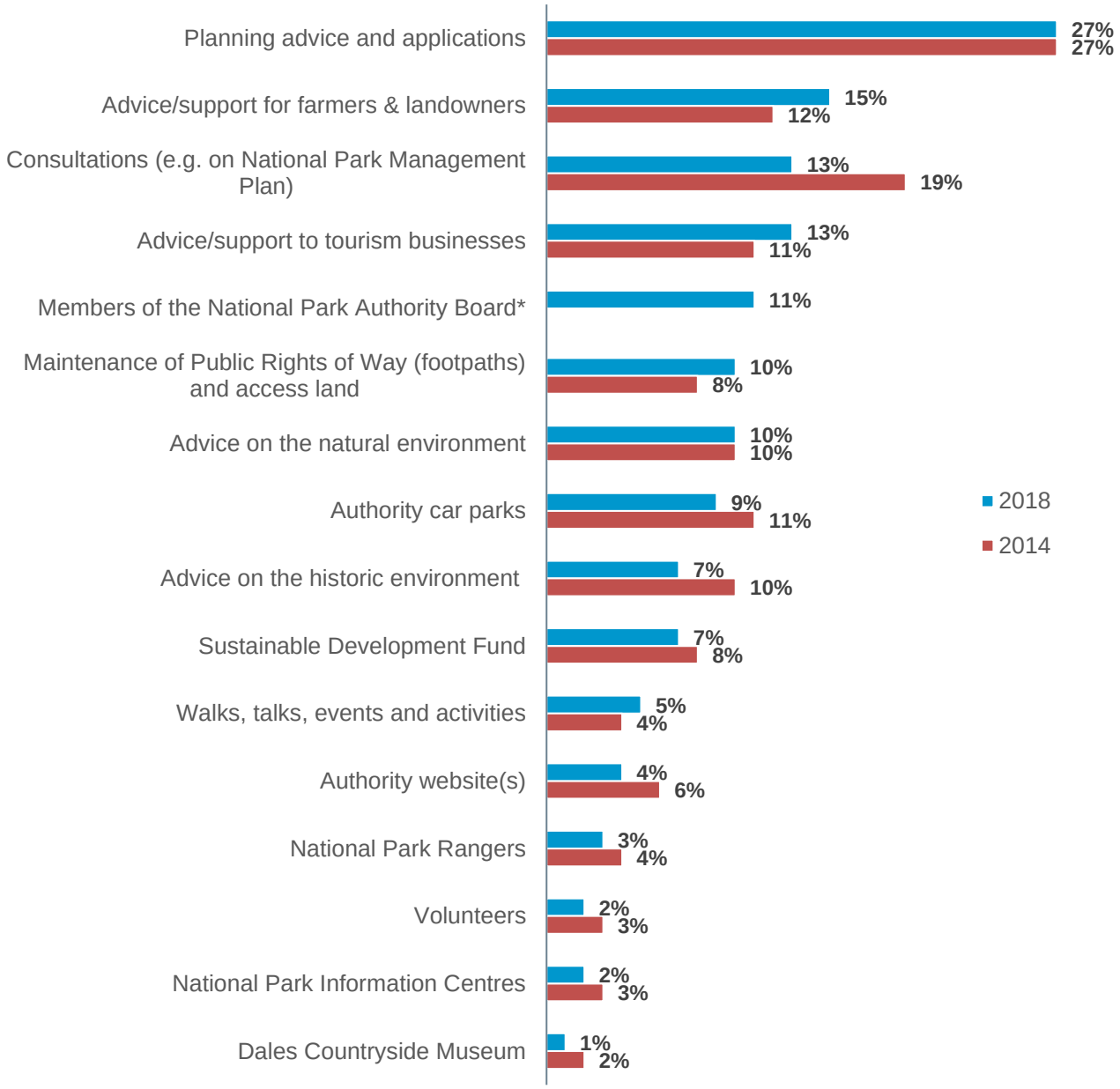


*Not asked in the 2014 survey.

As in 2014, respondents reported the highest dissatisfaction with planning advice and applications (27% both years). This year, this was followed by advice and support for farmers and landowners (15%).

Dissatisfaction with consultations has fallen from 19% in 2014 to 13% in 2018. For the other services the levels of dissatisfaction remain comparable.

Figure 12 – How satisfied are you with each of the services you have used or come into contact with (that you mentioned)? By level of dissatisfaction
Base: Service users (2018 - varies; 2014 - varies)



*Not asked in the 2014 survey.

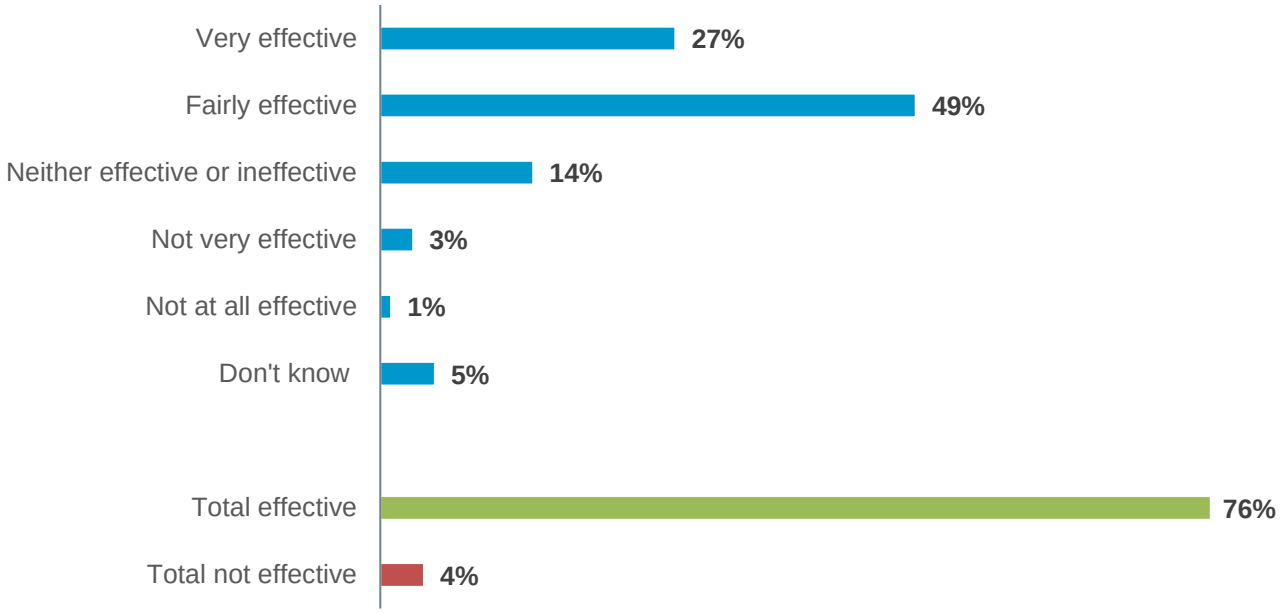
3.5 Statutory purposes and duties

The Yorkshire Dales National Park Authority has two statutory purposes, defined by Parliament. These purposes were read out to respondents and they were asked the extent to which they thought the Authority was effective in meeting them.

First purpose: To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park

Three quarters (76%) felt that the Yorkshire Dales National Park Authority effectively meets its purpose of conserving and enhancing the natural beauty, wildlife and cultural heritage of the National Park (27% very effective, 49% fairly effective). Only 4% felt it was not effective in meeting this purpose (1% not at all effective, 3% not very effective). One in seven (14%) felt it was neither effective nor ineffective.

Figure 13 – How effective do you think the Authority is in meeting the purpose: To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park?
Base: All respondents (1,000)



Subgroup analysis

Subgroups more likely to think the Yorkshire Dales National Park Authority was **effective in meeting this purpose** (76% overall) included those who:

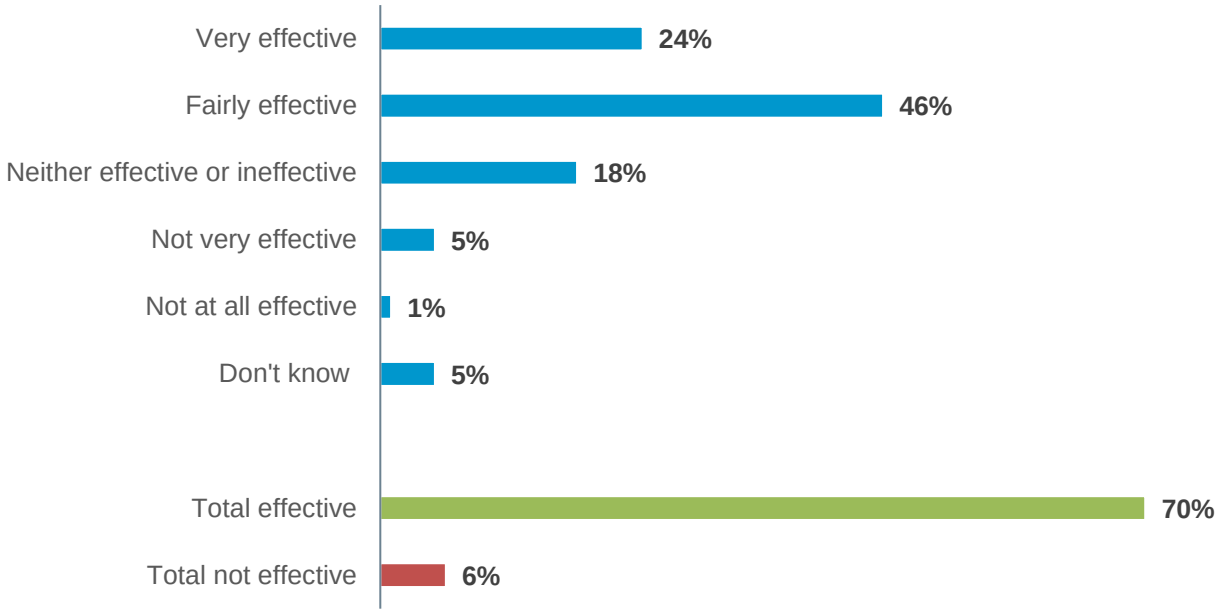
- Were female (79%) compared to male (73%)
- Were from the Craven area of the National Park (80%), particularly compared to those from the Richmondshire area (73%).

Subgroups more likely to think the Yorkshire Dales National Park Authority was **not effective in meeting this purpose** (4% overall) included those who were aged 45-64 (6%), particularly compared to those aged 25-44 (2%).

Second purpose: To promote opportunities for the understanding and enjoyment of the special qualities of the area by the public

Seven in ten (70%) felt that the Yorkshire Dales National Park Authority effectively meets its purpose of promoting opportunities for the understanding and enjoyment of the special qualities of the area by the public (24% very effective, 46% fairly effective). This is a smaller proportion than those who thought the Authority was effective in meeting its first purpose. However, only 6% said they thought it was not effective in meeting this second purpose (1% not at all effective, 5% not very effective), which is very similar to the first purpose (4%). A further 18% thought the Authority was neither effective nor ineffective in meeting its second purpose.

Figure 14 – How effective do you think the Authority is in meeting the purpose: To promote opportunities for the understanding and enjoyment of the special qualities of the area by the public?
Base: All respondents (1,000)



Subgroup analysis

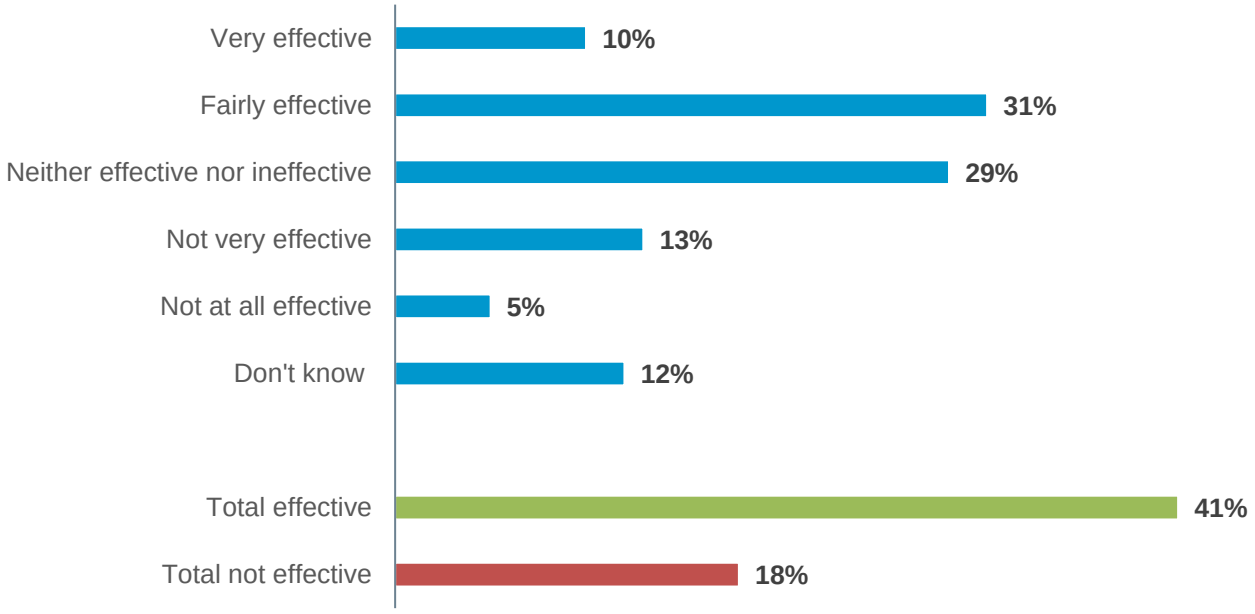
Subgroups more likely to think the Yorkshire Dales National Park Authority was **effective in meeting this purpose** (70% overall) included those who were aged 25-44 (75%) and 65+ (73%), particularly compared to those aged 45-64 (65%).

Subgroups more likely to think the Yorkshire Dales National Park Authority was **not effective in meeting this purpose** (6% overall) included those who were male (8%) compared to female (5%).

In pursuing these statutory purposes, the Yorkshire Dales National Park Authority is required to seek to look after the economic and social well-being of local communities. Respondents were asked to what extent they felt the Authority was effective in carrying out this duty.

A larger proportion (41% - 10% very effective, 31% fairly effective) thought the Yorkshire Dales National Park Authority was effective in carrying out this duty than the proportion of those who thought it was not (18% - 5% not at all effective, 13% not very effective). A further 29% said it was neither effective nor ineffective and 12% said they did not know.

Figure 15 – How effective do you think the Authority is in carrying out its duty to look after the economic and social well-being of local communities?
Base: All respondents (1,000)



Subgroup analysis

Subgroups more likely to think the Yorkshire Dales National Park Authority was **effective in carrying out its duty** (41% overall) included those who:

- Were aged 25-44 (45%) and 65+ (46%), particularly compared to those aged 45-64 (34%)
- Were from the South Lakeland area of the National Park (50%) compared to all of the other areas (36-39%).

Subgroups more likely to think the Yorkshire Dales National Park Authority was **not effective in carrying out its duty** (18% overall) included those who:

- Were aged 25-44 (24%) and 45-64 (22%) compared to those aged 18-24 (8%) and 65+ (13%)
- Were from the Richmondshire area of the National Park (22%), particularly compared to those who were from the South Lakeland area (14%).

3.6 Perceptions of the Yorkshire Dales National Park Authority

Respondents were asked to what extent they agreed or disagreed with a range of different statements about the Yorkshire Dales National Authority.

Almost half (47%) agreed that the Authority gives support to local communities. One in five (19%) said they disagreed to some extent and a further 25% said they neither agreed nor disagreed.

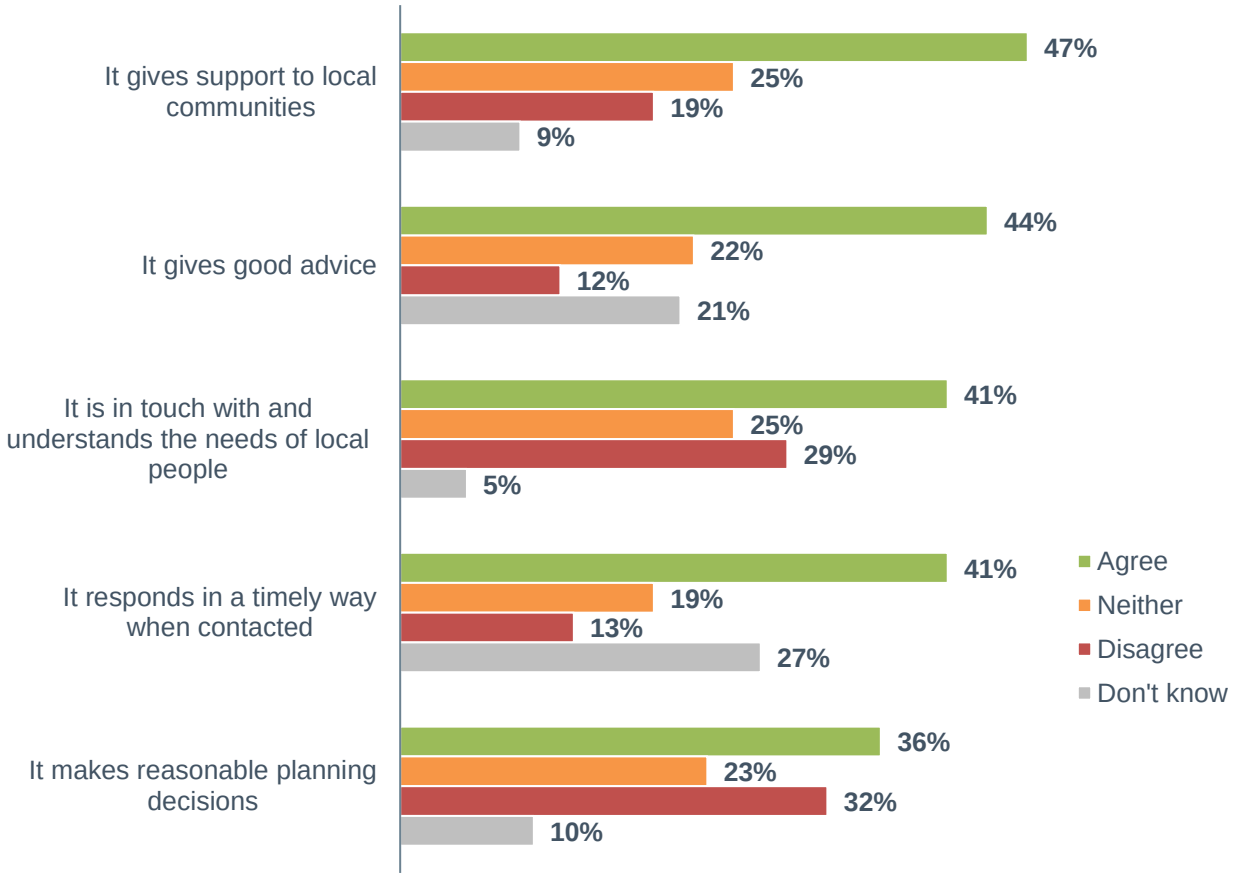
A further 44% agreed that the Authority gives good advice. One in eight (12%) disagreed with this statement to some degree. Over two in ten (22%) neither agreed nor disagreed.

Four in ten (41%) agreed that the Authority is in touch with and understands the needs of local people and a further quarter (25%) said they neither agreed nor disagreed. Three in ten (29%) disagreed with the statement.

Four in ten (41%) also agreed that the Authority responds in a timely way when contacted. Only 13% disagreed with this statement and 19% neither agreed nor disagreed. However, 27% said they did not know, suggesting that there is a large proportion of residents who did not contact the Authority very often.

In regards to agreement that the Authority makes reasonable planning decisions, a smaller proportion agreed than with the other statements (36%). A further 23% neither agreed nor disagreed. A third (32%) of respondents disagreed. Amongst those who said they were dissatisfied with planning advice and applications previously in the survey, 75% said they disagreed that the Authority makes reasonable planning decisions.

Figure 16 – To what extent do you agree or disagree with the following statements relating to the Yorkshire Dales National Park Authority?
Base: All respondents (1,000)



Subgroup analysis

Subgroups more likely to **agree that the Yorkshire Dales National Park Authority gives support to local communities** (47% overall) included those who were aged 18-24 (69%) compared to all other age groups (40-51%).

Subgroups more likely to **agree that the Yorkshire Dales National Park Authority gives good advice** (44% overall) included those who:

- Were aged 65+ (50%), particularly compared to those aged 25-44 (40%) and 45-64 (42%)
- Were female (48%) compared to male (41%).

Subgroups more likely to **agree that the Yorkshire Dales National Park Authority responds in a timely way when contacted** (41% overall) included those who were aged 65+ (45%), particularly compared to those aged 45-64 (37%).

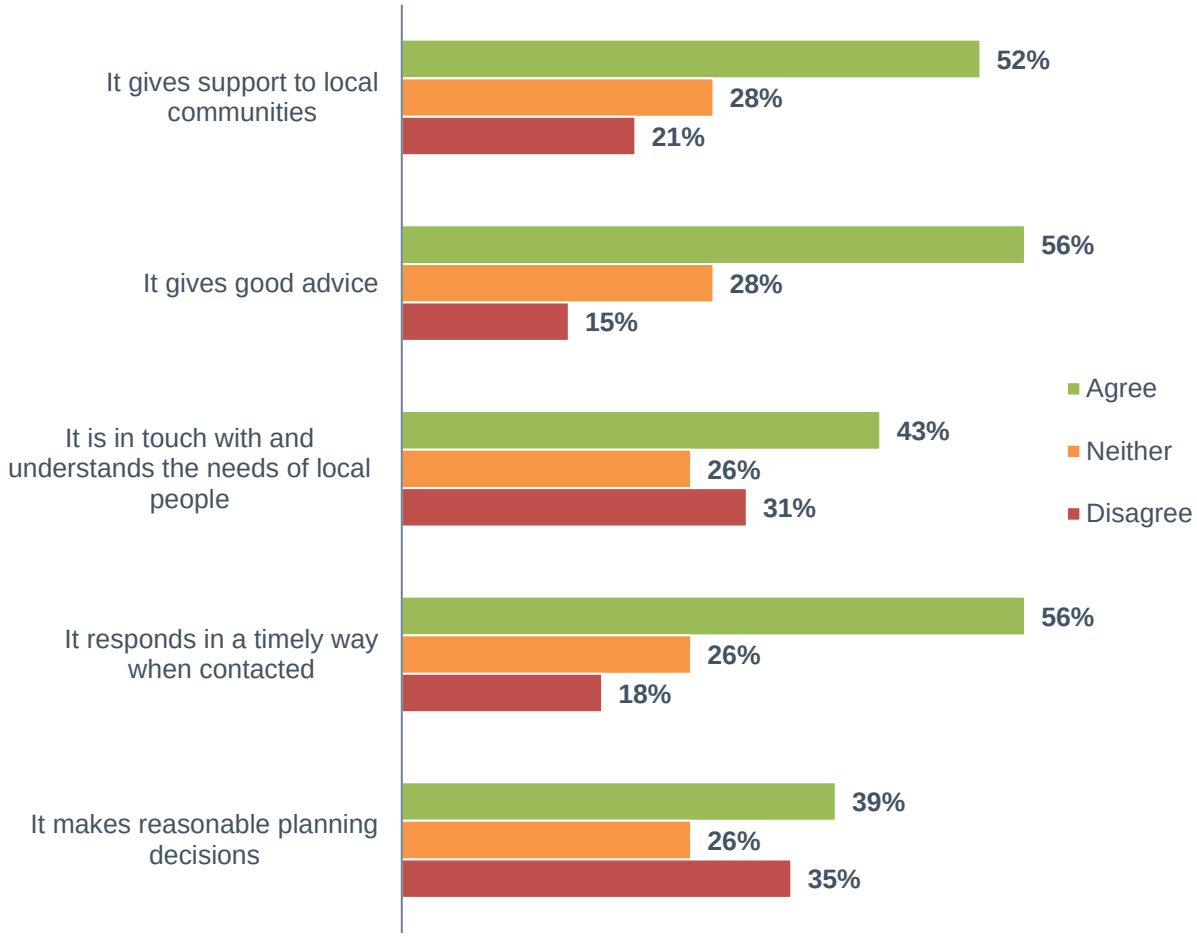
Subgroups more likely to **disagree that the Yorkshire Dales National Park Authority is in touch with and understands the needs of local people** (29% overall) included those who were:

- Were aged 25-44 (34%) and 45-64 (35%), particularly compared to those aged 65+ (20%)
- Were from the Richmondshire area of the National Park (39%) compared to all the other areas (23-26%).

Subgroups more likely to **disagree that the Yorkshire Dales National Park Authority makes reasonable planning decisions** (32% overall) included those who were aged 25-44 (38%) and 45-64 (36%), particularly compared to those aged 18-24 (15%).

The figure below shows the same statements with the "Don't know" responses removed from the bases. Over half agreed that the Authority gives support to local communities (52%), gives good advice (56%) and responds in a timely way when contacted (56%). However, smaller proportions agreed that it is in touch with and understands the needs of local people (43%) and makes reasonable planning decisions (39%). More than a third (35%) disagreed that the Authority makes reasonable planning decisions and three in ten (31%) disagreed that it is in touch with and understands the needs of local people.

Figure 17 – To what extent do you agree or disagree with the following statements relating to the Yorkshire Dales National Park Authority?
Base: Respondents who did not answer "don't know" (varies)

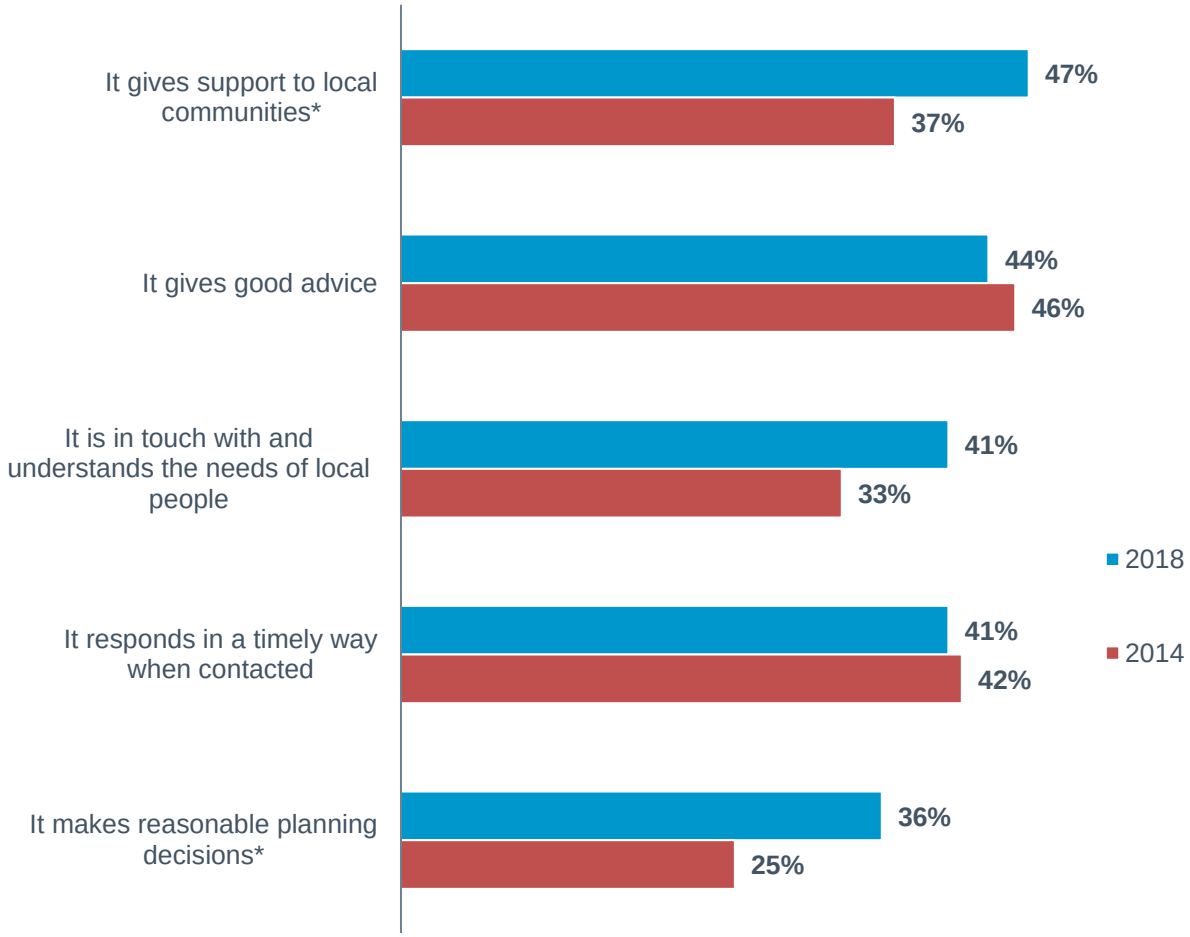


As shown below[1], the level of agreement has increased since 2014 in regards to the way the Yorkshire Dales National Park Authority gives support to local communities (an increase of 10%). However, in the 2014 survey the statement included the word "good", whereas this year it didn't, which may account for the difference in the level of agreement.

The proportion who agreed that the Authority is in touch with and understands the needs of local people has also increased (an increase of 8%), as it has in regards to making reasonable planning decisions (an increase of 11%). However, it should be noted that there was also a wording change for the latter – from "good planning decisions" in 2014 to "reasonable planning decisions" in 2018.

However, in regards to giving good advice, the proportion who agreed has decreased slightly from 46% in 2014 to 44% this year and the way the Authority responds in a timely way when contacted is comparable to 2014.

Figure 18 – To what extent do you agree or disagree with the following statements relating to the Yorkshire Dales National Park Authority? By level of agreement
Base: All respondents (1,000)

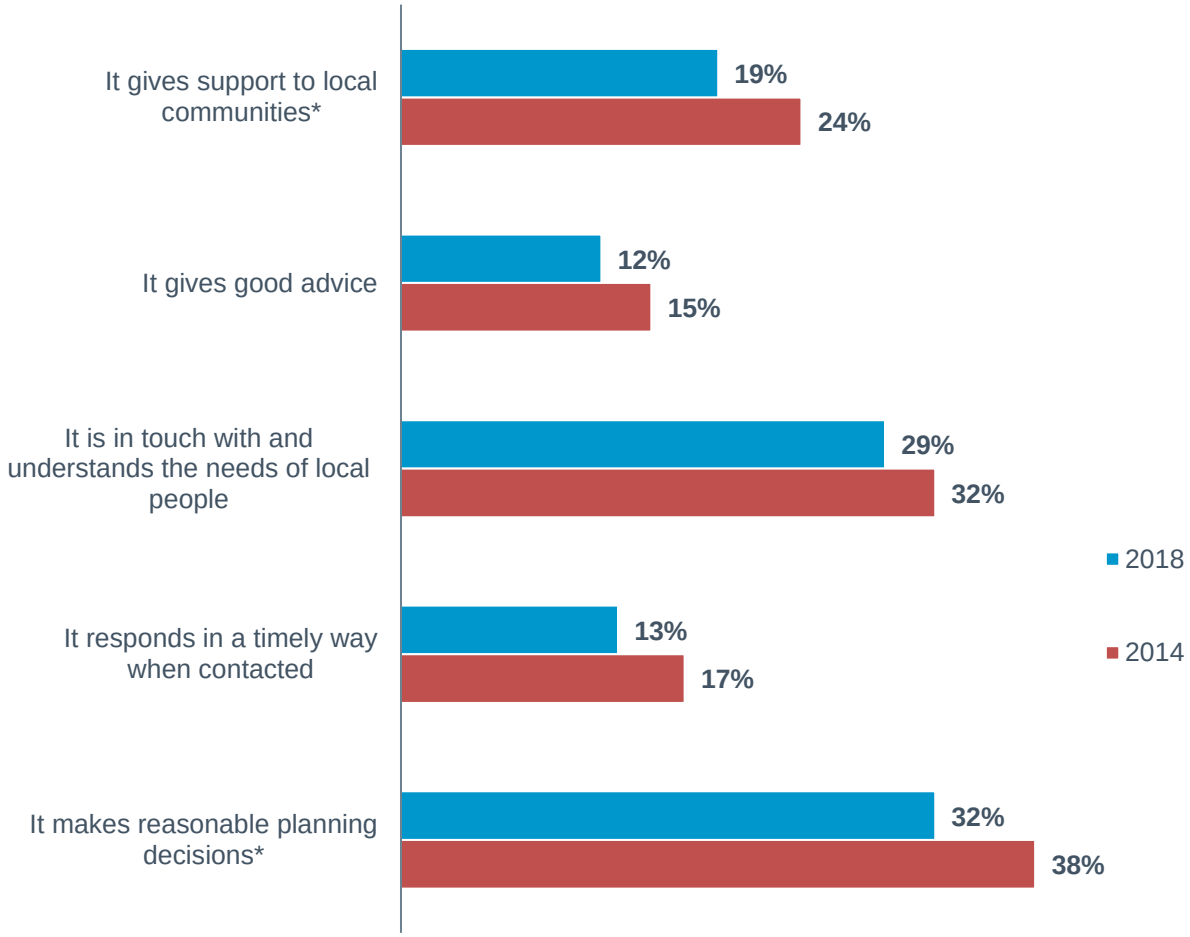


*Wording changes from the 2014 survey.

[1] Please note that the figures in the chart include "Don't know" in the base sizes.

As shown below[2], the level of disagreement is lower this year for each of the statements in comparison to 2014. The largest difference was in relation to making reasonable planning decisions (a decrease of 6%), however it should be noted that there was a change in the wording between the two surveys. There was also a 5% decrease in the level of disagreement in relation to the way the Authority gives support to local communities, however again there was a wording change in the statement which may account for the difference.

Figure 19 – To what extent do you agree or disagree with the following statements relating to the Yorkshire Dales National Park Authority? By level of disagreement
Base: All respondents (1,000)



*Wording changes from the 2014 survey.

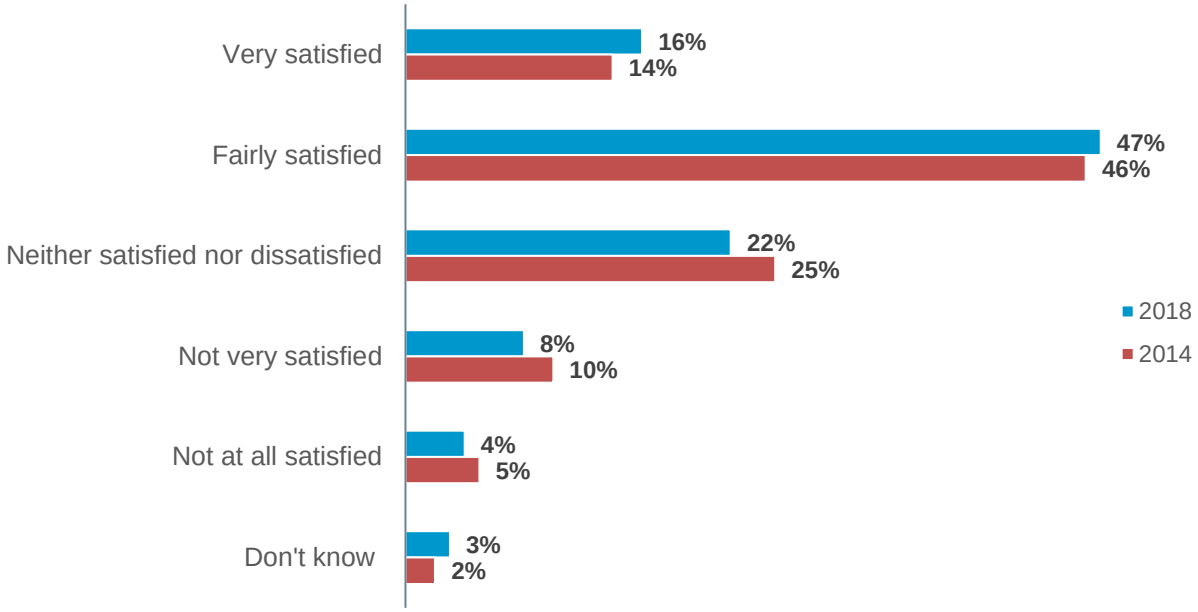
[2] Please note that the figures in the chart include "Don't know" in the base sizes.

3.7 Overall satisfaction with the Yorkshire Dales National Park Authority

Survey respondents were asked how satisfied or dissatisfied they were with the way the Yorkshire Dales National Park Authority does its job. The purpose of this question is to monitor overall attitudes and is generally considered the key perceptual indicator of how well regarded the Authority is by residents.

Although some respondents did not agree with some of the statements about the Authority in the previous question, the overall majority (63%) were satisfied with the way the Yorkshire Dales National Park Authority does its job (16% very satisfied, 47% fairly satisfied). This is slightly higher than in 2014 (60% satisfied). This year only one in eight (12%) were dissatisfied (4% very dissatisfied, 8% fairly dissatisfied), which is lower than in 2014 (15%).

Figure 20 – Overall, how satisfied are you with the way the National Park Authority does its job?
Base: All respondents (2018 - 1,000; 2014 - 800)



Subgroup analysis

Subgroups more likely to be **satisfied with the way the Yorkshire Dales National Park Authority does its job** (63% overall) included those who:

- Were aged 65+ (72%), particularly compared to those aged 25-44 (58%) and 45-64 (56%)
- Were female (68%) compared to those who were male (59%).

Subgroups more likely to be **dissatisfied with the way the Yorkshire Dales National Park Authority does its job** (12% overall) included those who:

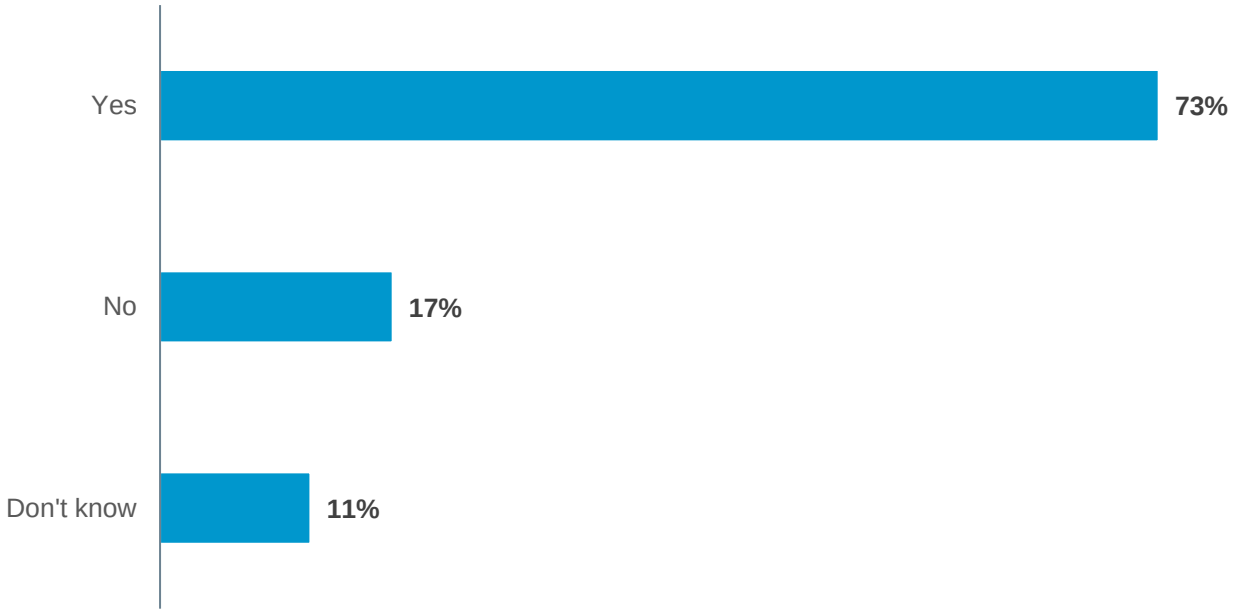
- Were aged 25-44 (15%) and 45-64 (15%), particularly compared to those aged 18-24 (no respondents) and 65+ (9%)
- Were male (16%) compared to female (8%)
- Were from the Eden area of the National Park (17%), particularly compared to those from the South Lakeland area (8%).

Electing Members

The Yorkshire Dales National Park Authority has 25 unpaid Members. Ten are appointed by the Secretary of State, and 15 by the local County and District Councils from amongst their Councillors. The role of the Members is to provide leadership, scrutiny and direction for the Authority. Respondents were asked in the survey if they thought residents should be able to elect Members from amongst their County and District Councillors instead of them being appointed by the councils.

Almost three quarters (73%) of respondents thought residents should be able to elect Members directly, showing there is appetite for change amongst residents in the way Members are selected. One in six (17%) said No and a further 11% said they did not know.

Figure 21 – Do you think residents should be able to elect Councillors directly to the National Park Authority, rather than have them appointed by local councils?
Base: All respondents (1,000)



Subgroup analysis

Subgroups more likely to think **residents should be able to elect Councillors directly** (73%) included those who:

- Were aged 18-24 (85%), particularly compared to those aged 65+ (71%)
- Were from the Craven area of the National Park (73%) and the Richmondshire area (77%), particularly compared to the South Lakeland area (65%).

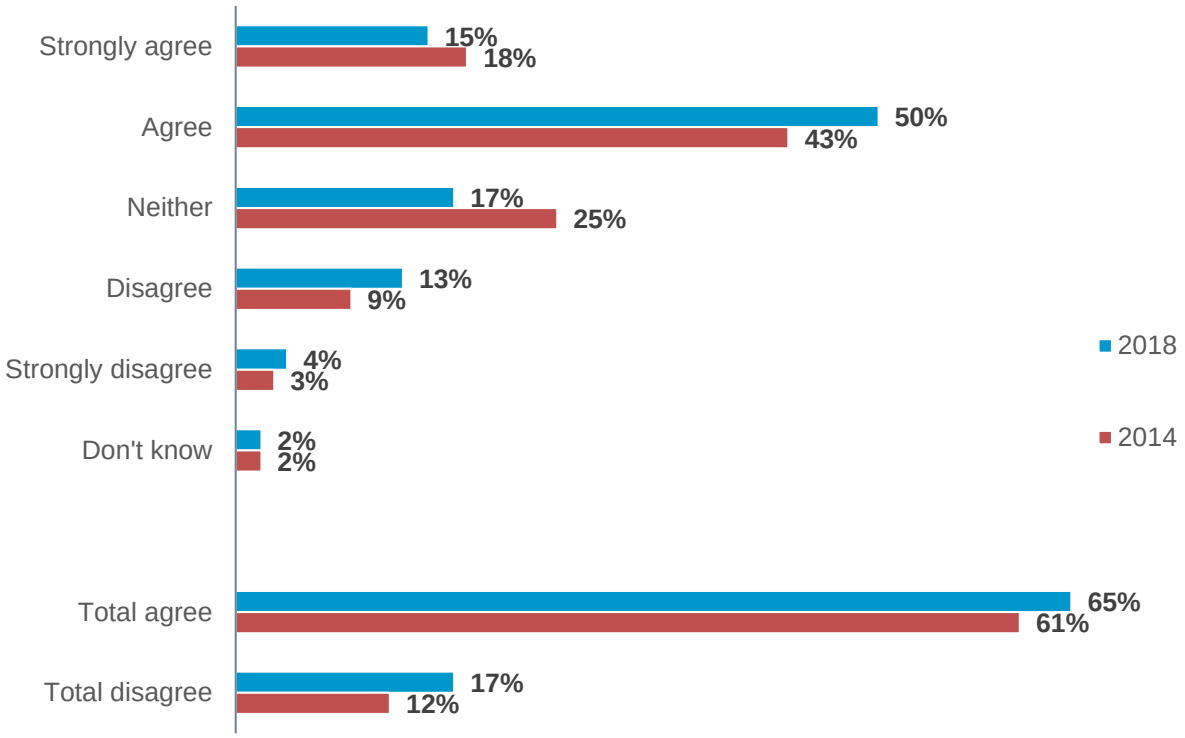
Subgroups more likely to think **residents should not be able to elect Councillors directly** (17% overall) included those who were from the South Lakeland area of the National Park (23%), particularly compared to those from the Richmondshire area (11%).

3.8 Communication with residents

Good information and communications are important elements of service delivery, and there is a strong relationship between how informed residents feel they are kept by the Yorkshire Dales National Park Authority and their perceptions of its performance. For example, those who were satisfied with the way the Authority does its job were more likely to agree (80%) with the statement than those who were dissatisfied (31%). Understanding residents' views on this is therefore important both as an indicator of the effectiveness of Authority communications and as one of the most important drivers of reputation among local residents.

Almost two thirds (65%) agreed to some degree with the statement "I generally feel as informed as I need to be about the work of the Yorkshire Dales National Park Authority" (15% strongly agreed, 50% agreed). This is slightly higher than in 2014 (61%). However, one in six (17%) disagreed to some extent (4% strongly disagree, 13% disagree), indicating perhaps that there is room for improvement. By contrast, in 2014 12% said they disagreed.

Figure 22 – To what extent do you agree with the statement "I generally feel as informed as I need to be about the work of the Yorkshire Dales National Park Authority"?
Base: All respondents (2018 - 1,000; 2014 - 800)



Subgroup analysis

Subgroups more likely to **agree with the statement** (65% overall) included those who:

- Were aged 65+ (71%), particularly compared to those aged 25-44 (63%) and 45-64 (60%)
- Were from the Richmondshire area of the National Park (67%) or the South Lakeland area (70%), particularly compared to those from the Eden area (54%).

Subgroups more likely to **disagree with the statement** (17% overall) included those who:

- Were from the Eden area of the National Park (24%), particularly compared to those from the Richmondshire area (14%).

3.9 Additional comments

Respondents were asked if there was there anything else they would like the Yorkshire Dales National Park Authority to do for residents over the next few years or any other responsibilities they would like the National Park Authority to take on from other bodies, in the form of an open-end verbatim question. Respondents' comments have been grouped together and thematically coded for analysis.

As shown in the table overleaf, almost half (46%) said they had nothing to add. A further 9% suggested they would like to see better management and consistency with planning, which would perhaps help with the perceived affordable housing issues. Example verbatim responses are provided below.

Be more lenient when people want to turn barns into residential homes. Housing is a big issue here.
Richmondshire resident

They should start to consider planning decisions further to make the future decisions more logical for residents.
South Lakeland resident

I would like them to be more consistent with their planning regulations because they always change what you can and can't do. I also think barn conversions should be allowed because most of them are falling apart and I think it would be a cheap and easy way to create more housing for local people.
Craven resident

A further 9% suggested that the Authority could listen to local residents more and communicate better, providing more help and support to them. Example verbatim responses are provided below.

Listen to the communities' needs and what they want to happen rather than guessing what they would like to happen.
Craven resident

They need to inform us more.
Richmondshire resident

They should inform the residents about their plans and intentions.
Eden resident

One in twelve (8%) comments suggested the Authority could provide help with more affordable housing and social housing. Example verbatim responses are provided below.

They should make housing more affordable for residents.
South Lakeland resident

Increase housing development and have more affordable housing.
Eden resident

Figure 23 – Is there anything else you would like the National Park Authority to do for residents over the next few years or any other responsibilities you would like the National Park Authority to take on from other bodies?
Base: Those who provided a response (1,000)

Theme	%
Nothing	46%
Better management and be more consistent with planning	9%
Listen to local residents & communicate more – offer more help & support	9%
Help with more affordable housing/social housing	8%
Already doing a good job so just keep doing what they are doing now	6%
More help/facilities/local employment for the younger generation	5%
Improve the amount of local transport available	3%
Restrict the amount of second homes	3%
To encourage more tourists they need to protect/maintain environment we have now	3%
More car parks for residents/more parking generally	3%
Need more support to keep the local services/schools open	3%
Keep the footpaths up to standard for safety reasons	2%
Try and control the amount of cyclists coming to the area	2%
Help farmers with the impact of Brexit and help them to keep the farms clean in the area	2%
Need to encourage more new businesses to the area	1%
A greater control on the volume of traffic to the area	1%
Better signage of footpaths	1%
Should try and help to improve the broadband/mobile coverage	1%
Open meetings	1%
More road maintenance	1%
Elect more local councillors and for them to take on more responsibilities	1%
Help with river management/flooding/drains/climate change	1%
Educate/inform children about the national parks	1%
If they could change the old railway lines into footpaths/bridleways	1%
Too many tourists – needs controlling and monitoring	1%
More protection for wildlife/nature	1%
Don't expand anymore should cut down as spreading themselves too thinly	1%
Take a step back and stop trying to control everything and getting too involved	1%
More litter bins - encourage more litter collection	1%
Have more cycle paths so as to keep the cyclists off the roads	1%
Have more for the elderly residents i.e. a day centre	1%
Bigger fund for the planting of trees/hedges	1%
They should try and get more funding	1%
To spend their money/funding more wisely	0%
Don't let tourism interrupt with farming	0%
Impose greater restrictions on grouse shooting	0%
More public toilets needed/baby changing facilities	0%
More user friendly website with more relevant information	0%
Improve disabled access within the park	0%
Those breaking law to be given more info about their actions and be punished accordingly	0%
Would like more control over my own land	0%
Other	0%

Appendix - Questionnaire

Yorkshire Dales National Park Residents Survey 2018

INTERVIEWER NOTE

1. Speak to residents aged 18 or over according to your given quota
2. Read the introductory text ñREAD OUTòwhere it is provided, before asking the questions
3. Do not read out the ódonôt knowôor 'Prefer not to say' categories in questions

READ OUT: Good morning / afternoon / evening my name is _____ and I am calling from Enventure Research on behalf of the Yorkshire Dales National Park Authority, who have asked us to carry out a survey to help them understand the views and opinions of residents living within the National Park.

The interview should take around 12 minutes to complete. All your answers will be anonymous and confidential and will only be used to help improve the services offered by the Authority.

All information provided will be analysed by Enventure Research, an independent research agency, and treated in accordance with General Data Protection Regulations and the Market Research Society Code of Conduct. Enventure Research will only use information you provide to inform the research. Enventure Research is registered with the Data Controller and is a Market Research Society Company Partner. For our privacy notice, please refer to our website.

Would you have time to take part in the survey?

The call may be recorded for quality purposes. Is that ok?

BOOK APPOINTMENT IF NECESSARY.

If resident seems unsure...

All the information you give us will only be seen by Enventure Research team and nobody at the Yorkshire Dales National Park Authority will know what you have said as our reporting to them is anonymised. You do not have to answer any questions if you donôt want to, and you can end the interview at any time. Are you happy to proceed?

S1 **Can I check, do you live within the Yorkshire Dales National Park? *SINGLE-CODE***

- ○ Yes
- ○ No - THANK AND CLOSE
- ○ Don't know - THANK AND CLOSE

S2 **So we can achieve a suitable mix of residents can you tell me which of the following age bands you fall into? *SINGLE-CODE***

- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55-64
- ◯ 65+

READ OUT IF RELEVANT: It's important we speak to a representative number of age groups. At the moment we are very short of people between [age range]. May I ask is there anyone in the household between these ages who may be able to take part?

S3 **[DO NOT READ] Record gender *SINGLE-CODE***

- ◯ Male
- ◯ Female

READ OUT IF RELEVANT: It's important we speak to an equal number of males and females. At the moment we are very short of [gender]. May I ask is there anyone in the household who is [gender] and may be able to take part?

S4 **Please can I check your postcode with you? I have it as..... Is that correct? *INTERVIEWER ENTER POSTCODE BELOW***

S5 **Interviewer: CODE POSTCODE AREA (DO NOT READ OUT)**

- ◯ Craven - BD postcodes
- ◯ Eden - CA postcodes
- ◯ Richmondshire - DL postcodes
- ◯ South Lakeland - LA postcodes

About the National Park

Q1 **Do you think there are any significant threats to or pressures on the Yorkshire Dales National Park as an area? *SINGLE-CODE***

- ◯ Yes
- ◯ No
- ◯ Don't know [DO NOT READ OUT]

Q2 **[ASK IF YES TO Q2] What do you think these significant threats and pressures are?** ***DO NOT PROMPT / READ - MULTI-CODE***

- ☐ Too much industrial/commercial development
- ☐ Impact of modern agriculture on the environment
- ☐ Lack of housing development
- ☐ Too much housing development
- ☐ The impacts of climate change
- ☐ Too much traffic
- ☐ Lack of funding needed to maintain/conserve National Parks
- ☐ Lack of employment
- ☐ Vehicles off-roading
- ☐ The growth in the number of second homes
- ☐ The future of upland farming after Brexit
- ☐ The loss of local services (e.g. schools, public transport)
- ☐ An increasingly ageing population
- ☐ Lack of broadband, mobile coverage
- ☐ Young people moving out of the area
- ☐ Other (specify)
- ☐ Don't know

Q3 **On a scale of 1 to 5 with 1 being not at all and 5 very much so, to what extent do you think the following are threats or pressures to the Yorkshire Dales National Park?** ***SINGLE CODE FOR EACH***

	1 - Not at all	2 - Not very much	3 - Occasional issue	4 - Quite a lot	5 - Very much so	Don't know [DO NOT READ OUT]
Too much industrial/commercial development	○	○	○	○	○	○
Impact of modern agriculture on the environment	○	○	○	○	○	○
Lack of housing development	○	○	○	○	○	○
Too much housing development	○	○	○	○	○	○
The impacts of climate change	○	○	○	○	○	○
Too much traffic	○	○	○	○	○	○
Lack of funding needed to maintain/conserve National Parks	○	○	○	○	○	○
Lack of employment	○	○	○	○	○	○
Vehicles off-roading	○	○	○	○	○	○
The growth in the number of second homes	○	○	○	○	○	○
The future of upland farming after Brexit	○	○	○	○	○	○
The loss of local services (e.g. schools, public transport)	○	○	○	○	○	○
An increasingly ageing population	○	○	○	○	○	○
Lack of broadband, mobile coverage	○	○	○	○	○	○
Young people moving out of the area	○	○	○	○	○	○

The National Park Authority and its Services

Q4 **Before this interview today, had you ever heard of the Yorkshire Dales National Park Authority?** ***SINGLE-CODE***

- ◯ Yes
- ◯ No

Q5 **What do you understand is the role of the Yorkshire Dales National Park Authority?** ***DO NOT PROMPT - MULTI-CODE***

- ☐ Conserving the landscape
- ☐ Conserving the villages/buildings
- ☐ Looking after the footpaths and bridleways
- ☐ Conserving the cultural heritage
- ☐ Development planning control
- ☐ Protecting wildlife
- ☐ Promoting tourism
- ☐ Providing recreational opportunities
- ☐ Maintaining roads
- ☐ Environmental health
- ☐ Supporting local businesses (employment, business, etc)
- ☐ Providing housing
- ☐ Educating and informing people about the National Park
- ☐ Getting people to care about the National Park
- ☐ Other (specify)
- ☐ Don't know

Q6 **Which of the following services provided by the National Park Authority, have you used or come into contact with during the last five years?** ***READ OUT - MULTI-CODE***

- ☐ National Park Rangers
- ☐ Sustainable Development Fund
- ☐ Planning advice and applications
- ☐ Advice/support for farmers & landowners
- ☐ Advice/support to tourism businesses
- ☐ Advice on the natural environment (biodiversity, trees and woodlands)
- ☐ Advice on the historic environment (archaeology, listed buildings, Historic Environment Record)
- ☐ Maintenance of Public Rights of Way (footpaths) and access land
- ☐ Walks, talks, events and activities
- ☐ National Park Information Centres
- ☐ Dales Countryside Museum
- ☐ Authority car parks
- ☐ Authority website(s)
- ☐ Volunteers
- ☐ Consultations (e.g. on National Park Management Plan)
- ☐ Members of the National Park Authority Board
- ☐ Other (specify)
- ☐ None of the above [DO NOT READ OUT]

Q7 **How satisfied are you with each of the services you have used or come into contact with (that you mentioned)? *SINGLE CODE FOR EACH***

	Very dissatisfied	Fairly dissatisfied	Neither satisfied nor dissatisfied	Fairly satisfied	Very satisfied	Don't know [DO NOT READ OUT]
National Park Rangers	○	○	○	○	○	○
Sustainable Development Fund	○	○	○	○	○	○
Planning advice and applications	○	○	○	○	○	○
Advice/support for farmers & landowners	○	○	○	○	○	○
Advice/support to tourism businesses	○	○	○	○	○	○
Advice on the natural environment (biodiversity, trees and woodlands)	○	○	○	○	○	○
Advice on the historic environment (archaeology, listed buildings, Historic Environment Record)	○	○	○	○	○	○
Maintenance of Public Rights of Way (footpaths) and access land	○	○	○	○	○	○
Walks, talks, events and activities	○	○	○	○	○	○
National Park Information Centres	○	○	○	○	○	○
Dales Countryside Museum	○	○	○	○	○	○
Authority car parks	○	○	○	○	○	○
Authority website(s)	○	○	○	○	○	○
Volunteers	○	○	○	○	○	○
Consultations (e.g. on National Park Management Plan)	○	○	○	○	○	○
Members of the National Park Authority Board	○	○	○	○	○	○
Other	○	○	○	○	○	○

Q8 **On a scale of 1 to 5, with 1 being not at all important and 5 being very important, how important is it that the Authority undertakes these roles?** ***SINGLE CODE FOR EACH***

	1 - Not at all important	2 - Not very important	3 - Neither important nor unimportant	4 - Fairly important	5 - Very important	Don't know [DO NOT READ OUT]
Providing opportunities for more people to learn about and enjoy the National Park	○	○	○	○	○	○
Managing building development in the National Park (Planning)	○	○	○	○	○	○
Helping farmers and landowners to conserve the landscape, wildlife and woodland	○	○	○	○	○	○
Promoting the National Park as a visitor destination, and supporting tourism businesses	○	○	○	○	○	○
Managing visitors and their impact	○	○	○	○	○	○
Controlling recreational off-roading by 4x4s and motorbikes	○	○	○	○	○	○
Maintaining Public Rights of Way	○	○	○	○	○	○
Helping local people to conserve listed buildings, monuments and other historical features	○	○	○	○	○	○
Providing National Park Information Centres	○	○	○	○	○	○
Running the Dales Countryside Museum	○	○	○	○	○	○
Providing car parks and toilets	○	○	○	○	○	○
Helping farmers and landowners to conserve field barns, drystone walls and other landscape features	○	○	○	○	○	○
Supporting partners to deliver housing and economic development	○	○	○	○	○	○
Providing opportunities for volunteers and apprentices in the National Park	○	○	○	○	○	○
Funding local projects that assist in the sustainable development of the area	○	○	○	○	○	○

Q9 **The Yorkshire Dales National Park Authority has two statutory purposes, defined by Parliament. How effective do you think the Authority is in meeting these purposes:** ***SINGLE CODE FOR EACH***

	Not at all effective	Not very effective	Neither effective or ineffective	Fairly effective	Very effective	Don't know [DO NOT READ OUT]
First purpose: To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park	○	○	○	○	○	○
Second purpose: To promote opportunities for the understanding and enjoyment of the special qualities of the area by the public	○	○	○	○	○	○

Q10 **In pursuing these purposes, the National Park Authority is required to seek to look after the economic and social well-being of local communities. How effective do you think the Authority is in carrying out this duty?** ***SINGLE CODE***

- ○ Not at all effective
- ○ Not very effective
- ○ Neither effective or ineffective
- ○ Fairly effective
- ○ Very effective
- ○ Don't know [DO NOT READ OUT]

Q11 **To what extent do you agree or disagree with the following statements relating to the Yorkshire Dales National Park Authority?** ***SINGLE CODE FOR EACH***

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know [DO NOT READ OUT]
It is in touch with and understands the needs of local people	○	○	○	○	○	○
It gives support to local communities	○	○	○	○	○	○
It responds in a timely way when contacted	○	○	○	○	○	○
It gives good advice	○	○	○	○	○	○
It makes reasonable planning decisions	○	○	○	○	○	○

Q12 **Overall, how satisfied are you with the way the National Park Authority does its job? *SINGLE CODE***

- ○ Very dissatisfied
- ○ Fairly dissatisfied
- ○ Neither satisfied nor dissatisfied
- ○ Fairly satisfied
- ○ Very satisfied
- ○ Don't know [DO NOT READ OUT]

Q13 **Do you think residents should be able to elect Councillors directly to the National Park Authority, rather than have them appointed by local councils? *SINGLE CODE***

- ○ Yes
- ○ No
- ○ Don't know [DO NOT READ OUT]

Q14 **To what extent do you agree with the statement "I generally feel as informed as I need to be about the work of the Yorkshire Dales National Park Authority"? *SINGLE CODE***

- ○ Strongly disagree
- ○ Disagree
- ○ Neither agree nor disagree
- ○ Agree
- ○ Strongly agree
- ○ Don't know [DO NOT READ OUT]

Q15 **Is there anything else you would like the National Park Authority to do for residents over the next few years or any other responsibilities you would like the National Park Authority to take on from other bodies?**

About You

READ OUT: The following questions ask for information about you, such as about where you live and your working status. These questions are voluntary and if you do not wish to answer them, you can select Prefer not to say. Your answers will only be used so we can analyse differing views, opinions and attitudes and make sure that we hear from a cross-section of people. They will not be used for any other purpose.

Q16 **How long have you lived in the National Park?** ***SINGLE CODE***

- ○ Less than 1 year
- ○ Over 1 year but less than 3 years
- ○ Over 3 years but less than 5 years
- ○ Over 10 years but less than 20 years
- ○ Over 20 years
- ○ Don't know [DO NOT READ OUT]
- ○ Prefer not to say [DO NOT READ OUT]
- ○ Over 5 years but less than 10 years

Q17 **Is this your principal residence?** ***SINGLE CODE***

- ○ Yes
- ○ No
- ○ Prefer not to say [DO NOT READ OUT]

Q18 **Are you currently in either paid employment or full time education?** ***SINGLE CODE***

- ○ Yes, paid employment
- ○ Yes, full time education
- ○ No, neither
- ○ Prefer not to say [DO NOT READ OUT]

Q19 **Is your place of work or study within the National Park or outside it?** ***SINGLE CODE***

- ○ Inside the National Park
- ○ Outside the National Park
- ○ Don't know [DO NOT READ OUT]
- ○ Prefer not to say [DO NOT READ OUT]

Thank you and close.