

KEY FINDINGS FROM THE PEOPLES' SURVEY



Between November 2021 and January 2022 we distributed a survey to find out how people perceived CNL and the work we do. We also hoped to discover more about barriers people experience when accessing the countryside.

RESPONSES

The survey was distributed on social media, and via email to as many different community groups, contacts, and stakeholders as possible.

830 people responded to the survey.



OUR KEY FINDING



The consistent result throughout the survey was an approximate 80/20 split - or 1 in 5.:

- 1 in 5 people said they had a physical disability
- 1 in 5 people said they had a mental health condition
- 1 in 5 people said they experienced barriers to accessing the countryside.

IMPORTANT FEEDBACK



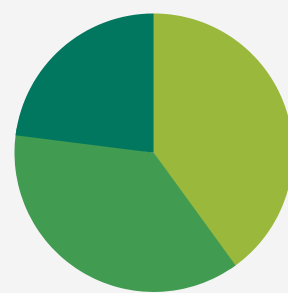
When describing the barriers they face, people included: not feeling safe alone in the countryside, being unable to navigate/map read, poor signage, confusion over access and permissions, fear of dogs, limited public transport, unwelcoming attitudes towards ethnic minorities, and disabled access (or lack of access). There are over 2.4m people living in urban communities within the vicinity of the Cotswolds National Landscape: based on our survey findings, that would equate to around half a million people experiencing barriers to accessing the Cotswolds countryside.

HOW CAN WE BETTER ENGAGE WITH THE 1 IN 5?

The Cotswold Voluntary Wardens are the stars of the show!

63% of participants were vaguely or very aware of the wardens and what they do. In addition, awareness of the walks programme and the work parties was also high. **Continuing to support the work of the wardens to reach new audiences will be essential.**

Vaguely aware
23%



Yes
40%

No
37%

WHAT IDEAS CAN WE FOCUS ON AND TAKE FORWARD?



- Use existing walks on wheels routes as guided walks for those with disabilities
- Women only walks (creating safe spaces)
- Walk & Talks - guided walks with special, expert guests to add content and reach new audiences
- Walks for beginners - covering basic knowledge during the walk (maps, safety etc)
- More promotion of accessible routes
- Seek support from CNL's Health, Wellbeing and Social Inclusion working group to develop better working relationships with healthcare providers and practitioners to promote 'wellbeing' walking