

**COTSWOLD AONB SURVEY 2002: YOUR IDEAS,  
CONCERNS AND ASPIRATIONS**

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# COTSWOLD AONB SURVEY 2002: YOUR IDEAS, CONCERNS AND ASPIRATIONS

## EXECUTIVE SUMMARY

1. In the Spring and Summer of 2002 a short questionnaire was included in the Cotswold Lion paper which readers were asked to fill in and return to the Countryside and Community Research Unit. The response rate was significantly higher than anticipated with a total of 1,641 usable returns. The data from the questionnaire is both quantitative where people responded to itemised statements about the Cotswolds, and qualitative, where they were asked to write about their own feelings and opinions.
2. The sample of respondents is slightly biased with a higher percentage of female respondents than male respondents. The sample is fairly evenly split between visitors and residents but does reveal an age bias with only a small percentage of the sample in the under-30 year age group. To a certain extent this does reflect the pattern in visitor and resident populations though the lack of younger cohorts is significant.
3. Key items that people mention when asked to think about the Cotswolds are both the natural and built environments though if anything it is the built environment aspects that appear to dominate responses. Nearly three-quarters of the sample, for example, mentioned 'Cotswold Stone buildings' while only 42.2% mentioned 'rolling hills and valleys'.
4. When asked to comment on items they liked respondents mentioned both the natural and built environments along with comments about peace and quiet and tranquillity of the area. When asked to comment on dislikes many of the references were to transport related issues such as the sheer volume of traffic, congestion, parking, speeding motorists, and the lack of public transport. Other issues of concern were the negative aspects of tourism and development that was out of character.
5. These findings were reinforced when respondents were asked to list three items of concern about the future of the Cotswolds. Wildlife conservation, development issues, litter (i.e. the aftermath of tourist visits), traffic congestion, and loss of services were all indicated as concerns by over 80% of the sample. Items of least concern were related to provision of visitor information (both residents and visitors appeared to think there was enough and the number of big quarries in the area).
6. When asked what they would like to see happen in the next 10 years development issues were of most concern with over one third of the sample in each case indicating they would like to 'protect villages from inappropriate development', 'ensure that all new development is in keeping with the Cotswolds' and a desire for villages to be 'living communities'. Issues such as better conservation of the landscape, more people walking and cycling and more locally provided food were also of concern by around one quarter of the sample in each case.

7. There are relatively few differences between new residents and long-term residents, between age groups, or between visitors and residents. There is a remarkable uniformity in the opinions expressed by the different sub-groups in the sample. This suggests that the key issues that need to be addressed in the near future within the AONB are:
  - a. Development issues
  - b. Landscape protection
  - c. Traffic and congestion
  - d. Impacts of tourism at specific sites.

# COTSWOLD AONB SURVEY 2002: YOUR IDEAS, CONCERNS AND ASPIRATIONS

## 1. Introduction

In the Spring and Summer of 2002 a short questionnaire was included in the Cotswold Lion paper which readers were asked to fill in and return to the Countryside and Community Research Unit. The response rate was significantly higher than anticipated with a total of 1,641 usable returns. In general there did not appear to be any difficulty in filling in the questionnaire with the exception of Question 4 that involved a long list of boxes to tick. There were some respondents who did not complete this question fully and left some of the boxes for some items blank.

The data is presented below in terms of quality of response, basic socio-economic characteristics of the sample, responses to the questions and then comparisons between sub-groups within the sample.

### Summary of Quality of Information Returned

The vast majority of questionnaires have been filled out correctly, and the quality of written responses to open-ended questions or invitations for further comment has been generally good, with a wide variety of issues being brought up. The following sections address issues with specific questions.

#### Question 1

Some respondents ticked too many boxes, though the question makes it clear that only three are asked for. A similar problem occurs in Question 5, though few respondents made the same mistake twice. Most popular images of those given are the Cotswold stone walls and buildings, rolling hills and valleys, pretty villages and small towns, and it being a place to unwind (Responses 1, 11, 6, 8 and 10 respectively), with the stone features in particular in the ascendancy. Other options taken up are the neat and tidy landscape, traffic, a place to walk and explore, and tourists and visitors (Responses 7,5,12 and 4).

#### Question 2 *What I really like about the Cotswolds is.....*

Nearly everyone responded to this question, and quite a few at length. Two of the problems in entering data were that they were either over-eloquent in their enthusiasm for aspects of the Cotswolds, often using emotional language (that often obscured the point that they were trying to make), or that they used the space to make a 'list' of all the things they found agreeable about the region.

#### Question 3 *What I really dislike about the Cotswolds is.....*

There were more instances of this box being left blank than in Question 2, with many writing 'nothing' or 'can't think of anything'. Where there were replies however (given the large data set, still a large number), some strong patterns emerged. Traffic was seen as the number one spoiling factor in the well-being of the area, and associated problems such as speeding, traffic jams, and inadequate parking facilities (a distinction between motorists and non motorists). The most dominant factor in responses to this question were a criticism of the over-commercialisation of many of the tourist 'honeypots', such as Bourton-on-the-Water,

Winchcombe, Stow on the Wold, and Cirencester. Bourton was singled out in particular for taking tourism one step too far, ruining the locality and being a nightmare to visit in the summer months. Coach parties were often seen as the main offenders. Issues relating to the environment were (surprisingly?) lacking, though a few (10-15) did make reference to fly tipping, and litter in the areas with heavy visitor numbers. Other responses worth mentioning were the high prices of some attractions in the region, and a lack of affordable, extensive public transport in the region-though this was seen as a blessing by people enthusing about the remoteness of the region.

#### **Question 4**

*There were more problems with this question than any other in the survey, not least due to its length.*

Perhaps 20-30% of all questionnaires had at least one mistake in this question, missed boxes or double ticked entries being the most common problems. Visitors seemed very reluctant to mark the 'don't know' box and it could be suggested that they often stated opinions on things they could have no knowledge about through a casual visit. Residents in the area generally seemed to fill this section out with more care. Some respondents ticked only a handful of boxes, reflecting what they considered to be of especial importance, rather than ticking a box for each factor. Another problem related to the length of the question, with a significant number of people answering the first 'half' of the boxes with irregular patterns of response, followed by a line of ticks in the second half that looked like 'space fillers' rather than serious responses. It is probably fair to say this question is too long, and some factors repeat themselves (e.g. references to numbers of tourists). Also discussed, and raised by several individuals, was what the column 'not concerned' actually meant. Did it refer to a lack of concern for that factor, or concern but satisfaction that the issue was being addressed?

The 'other comment' section was generally not filled in (unlike after Question 5), though there was a wide variety in responses, some quite imaginative and/or unrealistic. One strong thread running through a lot of the responses was the preservation of the Cotswolds in its current state, and not allowing new developments in housing and business to be damaging to it (new housing estates being targeted in particular by many respondents). Most of the comments in this section, in fact, were to do with the phrasing of the question itself. As well as highlighting some of the problems mentioned above, a few people criticised the negativity of the way the question was set out, inviting a negative response and automatically labelling all of the issues addressed as 'problems' in the first instance.

#### **Question 5**

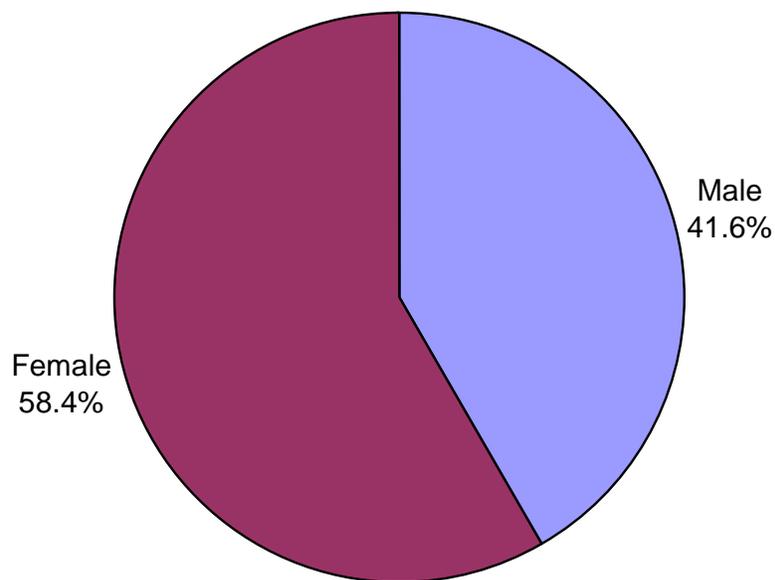
As in Q1, some people misread the question and ticked all of the options available, although it was still generally well answered. There was a more even spread of responses across the 12 options given than in the first question, with nearly all the categories picking up some support. 'More low cost housing' was the most highlighted issue in general, provoking the most 'other comments' within the same question at the same time, for ways in which to rectify the situation. Controls over further development (represented by three of the options) were also picked out in particular, reinforcing the sizeable number that had advocated preservation policies previously. Linking the two most popular types of responses, it seems the problem being viewed is not so much further development in itself, but what form that development takes, with local community-based initiatives preferred. The 'other comments' section here was a rich source of qualitative data in the questionnaire, filled out in a high percentage of cases and with a varied and articulate response. Place specificity was strong in this response, highlighting a particular local issues (e.g. the cost of RAF Fairford to the local economy, and the traffic system and 'poor planning' in Stroud).

## 2. Basic Socio-Economic Information on Respondents

The sample reveals significantly more female respondents than male (Table 1 shows the split is almost 60:40). This may reflect the structure of either visitors and/or residents and requires some exploration. It may well be a reasonable representation of the age grouping of the sample, however, which tends to have a larger proportion of older people than young people.

<b>Gender</b>	<b>Number</b>	<b>Valid %</b>
Male	678	41.6
Female	951	58.4
<b>Total</b>	<b>1629</b>	<b>100</b>
Missing	12	
Total	1641	

**Figure 1. Gender of respondents**



The age structure of the sample (see Table 2) is biased towards those over 30 years old. Given the sampling regime and the readership of the Cotswold Lion, this is not surprising. There needs to be some consideration of whether the sample is truly representative of Cotswold visitors and residents given that those under the age of 31 years make up only 3% of the sample. The 31-60 year and over 60-year age cohorts are well represented. It is interesting to note that 6.2% of total returns (or 102 people) did not indicate their age.

<b>Age structure</b>	<b>Number</b>	<b>Valid %</b>
Under 18 years	2	0.1
18 – 30 years	47	3.1
31- 60 years	870	56.5
over 60 years	620	40.3
Total	1539	100
Missing	102	
Total	1641	

**Figure 2. Age of respondents**

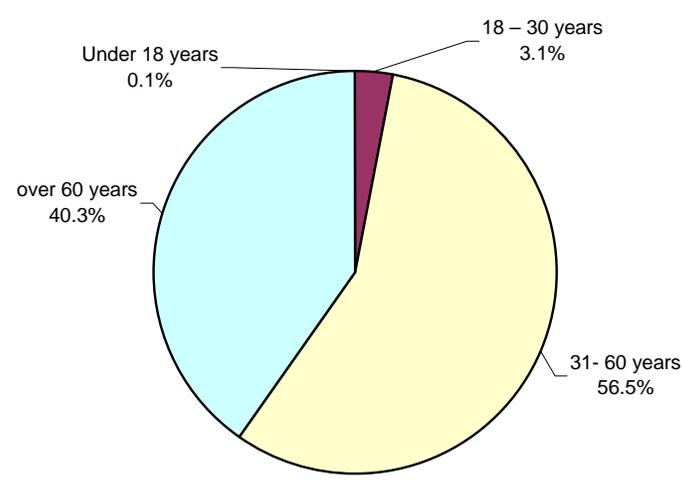
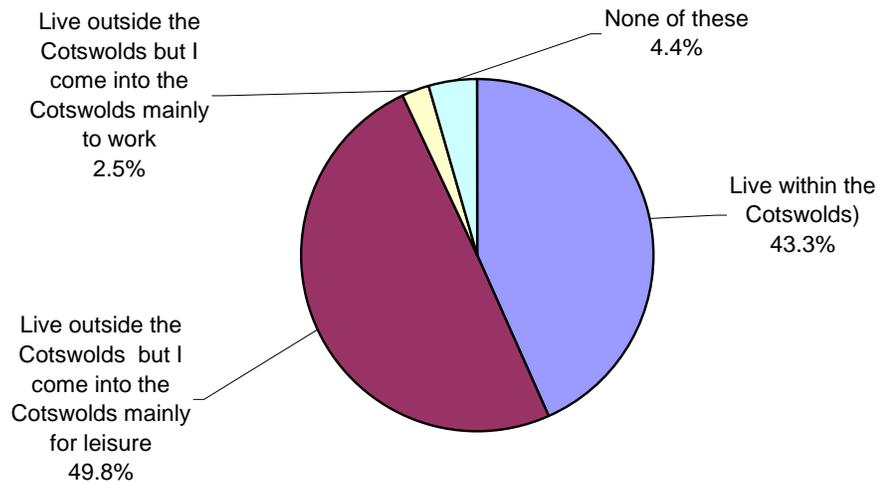


Table 3 indicates that the vast majority of the sample either live within the Cotswolds (43.3%) or visit for leisure (49.8%). This is probably a reasonable reflection of the population although those visiting the Cotswolds for work are probably underrepresented. Again this is likely to be caused by the mode of questionnaire distribution than anything else.

<b>Place of Residence</b>	<b>Number</b>	<b>Valid %</b>
Live within the Cotswolds)	711	43.3
Live outside the Cotswolds but I come into the Cotswolds mainly for leisure	817	49.8
Live outside the Cotswolds but I come into the Cotswolds mainly to work	41	2.5
None of these	72	4.4
<b>Total</b>	<b>1641</b>	<b>100</b>

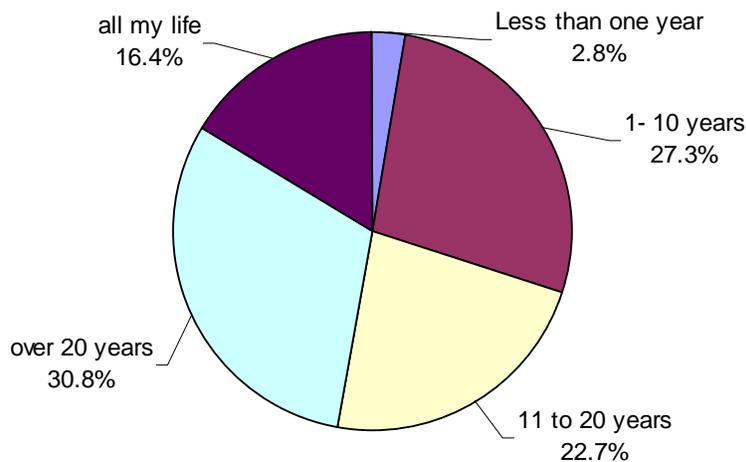
**Figure 3. Place of residence of respondents**



Slightly less than half the sample (43.2%) indicated they lived in the Cotswolds for varying periods of time. Table 4 reveals that only 16.4% of the residents in the sample have lived in the Cotswolds all their lives although nearly one third (30.8%) have lived there for over 20 years. It is worth noting that just over one quarter of residents in the sample have lived there for 1 – 10 years and the proportion of lifetime residents is quite low at 16.4%. Around half the residents have lived in the Cotswolds from 1 – 20 years and fewer than 3% have been there for less than one year. This suggests a fairly steady flow of people into the Cotswolds over the last two decades of around 2.5% per year.

	<b>Number</b>	<b>%</b>	<b>Valid %</b>
Less than one year	20	1.2	2.8
1- 10 years	191	11.8	27.3
11 to 20 years	159	9.8	22.7
over 20 years	216	13.3	30.8
all my life	115	7.1	16.4
<b>Total resident</b>	<b>701</b>		<b>100</b>
Not applicable	921	56.8	
<b>Total</b>	<b>1622</b>	<b>100</b>	
Missing	19		
Total	1641		

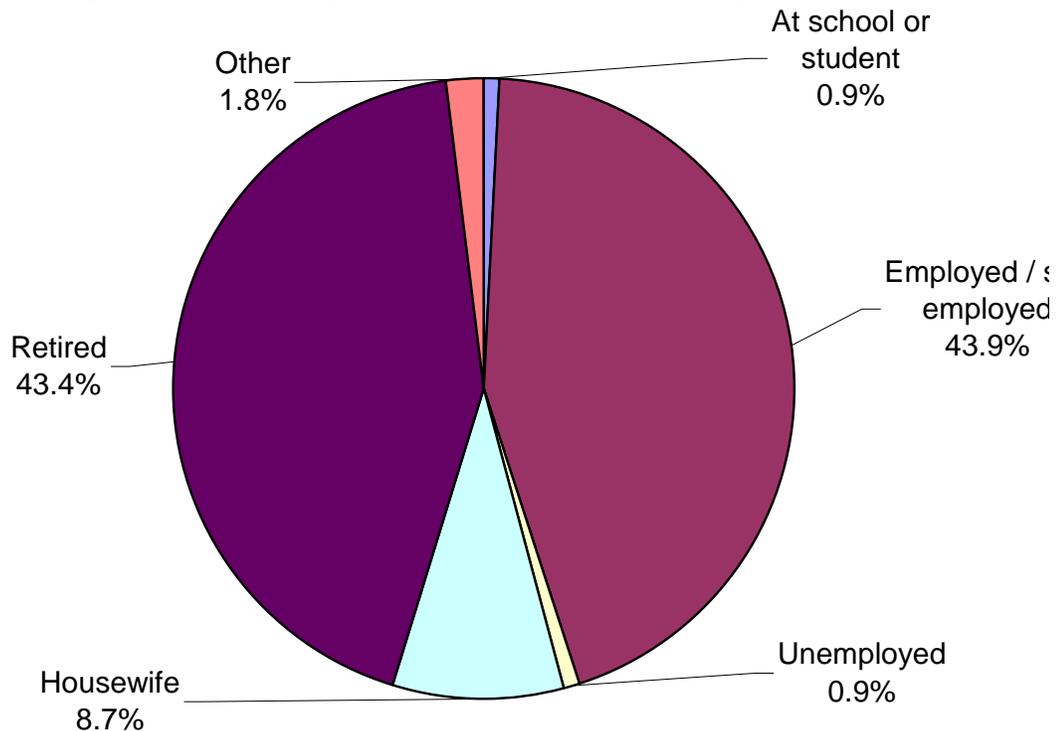
**Figure 4. Length of Residence**



The occupational status (Table 5) below indicates that there are three main groups of respondent in the sample: those employed, those retired, and homemakers. The employed and the retired are the largest groups represented at around 43% each.

<b>Occupational Status</b>	<b>Number</b>	<b>Valid %</b>
At school or student	14	0.9
Employed / self employed	713	43.9
Unemployed	14	0.9
Housewife / home-maker	141	8.7
Retired	712	43.4
Other	30	1.8
<b>Total</b>	<b>1624</b>	<b>100</b>
Missing data	17	
Total	1641	

**Figure 5. Occupational status of respondents**



The table below examines the differences in occupational status between residents and visitors a little more closely. The main differences between the two groups lies in those employed and retired. 48.1% of the visitor group is employed compared to only 37.9% of the residents and 50% of the residents are retired compared to only 39.9% of visitors. This would suggest that visitors are also younger which might explain some of the differences in attitudes found in other questions.

**Occupational Status vs Resident/Visitor**

			RESIDENT		Total
			Resident	Visitor	
Q7. Group	At school or student	Count	5	7	12
		% within RESIDENT	.7%	.8%	.8%
	employed/self-employed	Count	267	408	675
		% within RESIDENT	37.9%	48.1%	43.5%
	unemployed	Count	4	7	11
		% within RESIDENT	.6%	.8%	.7%
	housewife/homemaker	Count	66	70	136
		% within RESIDENT	9.4%	8.2%	8.8%
	retired	Count	352	339	691
		% within RESIDENT	50.0%	39.9%	44.5%
	other	Count	10	18	28
		% within RESIDENT	1.4%	2.1%	1.8%
Total		Count	704	849	1553
		% within RESIDENT	100.0%	100.0%	100.0%

### 3. Questions on Attitudes Towards the Cotswolds

#### 3.1 What comes to mind when you think of the ‘Cotswolds’?

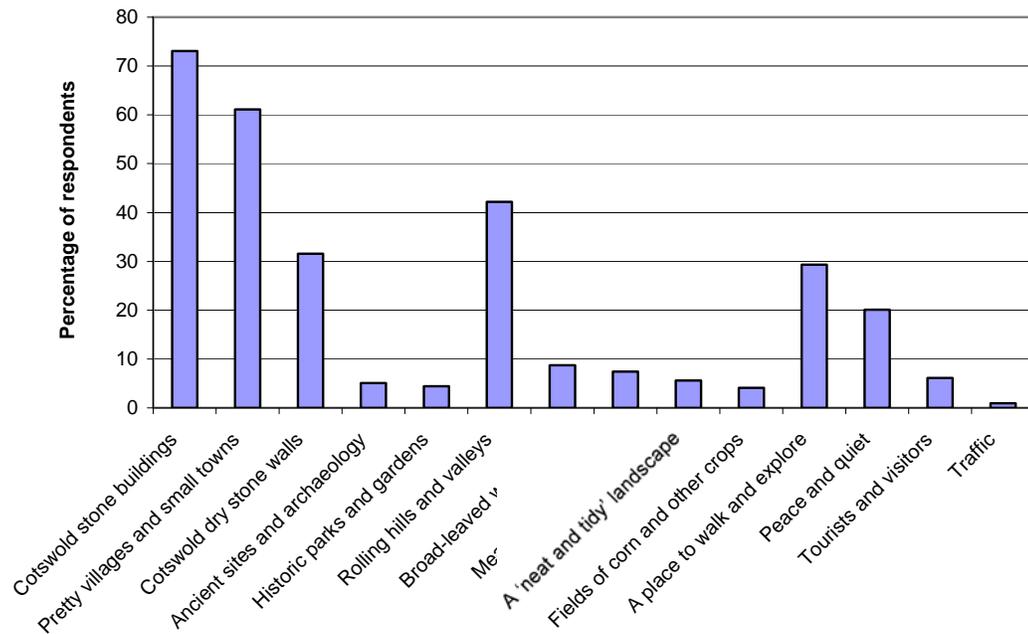
Most people answered this question although not everyone ticked three boxes and some ticked more than three. The table below reveals that the two most popular items were the Cotswold stone buildings, and the pretty village and towns with 73% and 61% of respondents indicating the importance of these items in their view of the Cotswolds. Table 6 indicates the proportion of the sample indicating each item and it is clear that the built environment is what most people think about when asked to describe the Cotswold. It is the architecture, the villages and the stone walls.

The natural environment (in the form of ‘rolling hills and valleys’) is the third most popular item, mentioned by 42% of respondents. Other elements of the landscape such as woodland and meadow are mentioned much less often.

The other aspects of the Cotswolds mentioned by significant numbers of respondents are the opportunity for walking and exploring and for ‘peace and quiet’. Almost one third mentioned the Cotswolds as a place for walking and one fifth noted peace and quiet. Tourists, and traffic are mentioned in a negative sense suggesting that at least a small proportion of the sample do visualise some negative aspects of the Cotswolds when prompted.

<b>Item</b>	<b>Percentage of the sample with a positive response (N=1629)</b>	<b>Rank Order</b>
<i>Built Environment</i>		
Cotswold stone buildings – churches, farm buildings, houses etc	73.1	1
Pretty villages and small towns	61.1	2
Cotswold dry stone walls	31.6	4
Ancient sites and archaeology	5.1	11
Historic parks and gardens	4.4	12
<i>Landscape</i>		
Rolling hills and valleys	42.2	3
Broad-leaved woodland (i.e. beech trees, oak)	8.7	7
Meadows and pasture for sheep and cows	7.4	8
A ‘neat and tidy’ landscape	5.6	10
Fields of corn and other crops	4.1	13
<i>Ambience</i>		
A place to walk and explore	29.3	5
Peace and quiet – a chance to unwind	20.1	6
Tourists and visitors	6.1	9
Traffic	0.9	14

**Figure 6. What comes to mind when you think of the ‘Cotswolds’**



### 3.2 What I really like about the Cotswolds is...

A huge range of qualitative information was provided in questions 2 and 3. These have been summarised into a small number of categories in the table below which indicates which category of ‘likes’ respondents comments fall into. These are interesting questions as the responses are entirely unprompted, i.e. people actually provide information that they think is important rather than respond to a list of items. As can be seen the landscape and the built environment are the two categories that stand out supporting the information presented in Question 1. In fact many respondents indicated that both of these were important for them, it was the combination of the two together that created the attraction to the area for them. Table 7 shows that ‘landscape and scenery’ appear to be the most important draw for visitors and residents alike with over 30% of respondents indicating this as the thing they like about the area. Typical comments made were:

*“beautiful unspoilt scenery”*

*“The fantastic scenery, beautiful villages and places of interest”*

*“Scenery, stone buildings”*

*“rolling landscape, stone buildings”*

*“blend of beautiful landscapes with lovely villages and small towns”*

*“rolling hills, dry stone walls, pretty villages, landscape in general”*

*“the integration of the buildings with landscape-and the wonderful views”*

The built environment is also clearly important as 27.5% of respondents indicated some element of the built environment that attracted them to the area. Typical of the comments received are:

*“pretty Cotswold stone villages, some thatched, tucked away off the 'beaten track”*

*“interesting towns and villages with peaceful churches and shops to browse in”*

*“unspoilt villages; arts and crafts style shops and workshops”*

*“Cotswolds stone, resistance to development”*

*“its beautiful stone buildings”*

A significant number of respondents (just under one-fifth) mentioned the tranquillity of the Cotswolds and indicated it was a place to slow down the pace of life and find peace and quiet. This is very similar to the response rate in Question 1 suggesting that the responses are reliable measures of attitudes towards the area. Typical quotes from the questionnaires are:

*“unspoilt, relaxing, beautiful, one of the best places to unwind and relax in Britain”*

*“the peace and tranquillity that they offer”*

*“its tranquillity and beautiful landscape, welcoming region”*

*“peace and tranquillity and the opportunity to observe nature”*

*“peace and tranquillity that can be found on country footpaths, only a short distance from the 'honeypots”*

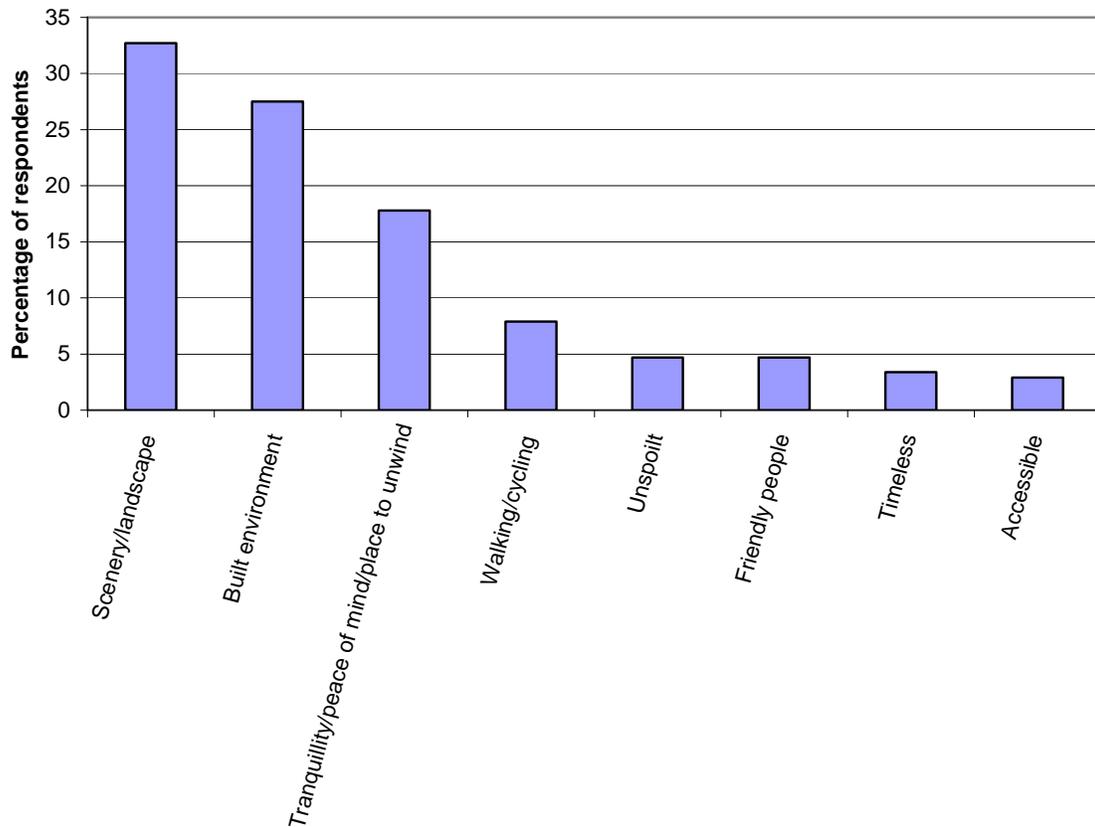
Less than one tenth of respondents indicated that active recreation was a main reason for their liking the area although those that indicated walking as a ‘like’ tended to be enthusiastic in their support. A smaller group (3.4%) refer to the timeless nature of the area in terms of the villages, the scenery and the way of life. Just under 5% stated that they liked the friendly and welcoming people while a smaller proportion indicated that the area was liked because of its accessibility (2.9%) both in terms of its accessibility from urban areas and in terms of the countryside being accessible by footpaths. Other likes mentioned were the ‘Englishness’ of the area and the fact that for many it typified the English countryside; the shopping, and the fact that the area was ‘unspoilt’ (4.7%). People mentioned the *“unspoilt natural beauty”* and the *“unspoilt openness of the countryside”*. A small proportion (3.8%) did not respond to this question, leaving the space blank.

**Table 7 Unprompted Responses Based on Question 2: What I really like about the Cotswolds is...**

<b>Category of 'likes'</b>	<b>% of sample (N=1579)</b>
Scenery/landscape	32.7
Built environment	27.5
Tranquillity/peace of mind/place to unwind	17.8
Walking/cycling	7.9
Unspoilt	4.7
Friendly people	4.7
Timeless	3.4
Accessible	2.9

Note: Percentages will not sum to 100% as some respondents indicated aspects of the Cotswolds that fit into more than one category.

**Figure 7. What I really like about the Cotswolds is.....**



### 3.3 What I really dislike about the Cotswolds is ...

Table 8 below categorises the comments respondents made about dislikes in the Cotswolds. First it is worth noting that 8% of the sample did not respond to this question – suggesting either that they could not be bothered or that they had no specific dislikes. A further 10.2% of those who did respond indicated ‘nothing’ on their questionnaire suggesting they had no dislikes.

Responses to these questions on likes and dislikes are important as they are ‘unprompted’. In other words – these are the issues that are uppermost in people’s minds when asked to fill out the questionnaire. Rather than reveal a level of concern in response to a list of statements these questions tell the ‘interviewer’ what really bothers people (or, in the case of the previous question, what they really like).

Two categories stand out from the others, traffic and the negative aspects of tourism. ‘Traffic’ includes comments relating to congestion, heavy goods vehicles, and speed of drivers. Clearly some people were more concerned about a perceived increase in heavy freight traffic, others in summer queues and congestion in villages, yet others in local people speeding along narrow country lanes. The negative aspects of tourism include comments relating to commercialisation, numbers of tourists, crowded sites, the number of souvenir shops, and the way tourists are catered to by the business community. Typical comments relating to these issues are:

*“Commercialisation of ‘prettied up’ villages like Broadway and Bourton”*

*“modern infringement in the towns and villages-gaudy signs and shop fronts”*

*“the crowded nature of the ‘honeypot’ commercial centres, such as Bourton”*

*“some towns being spoilt with chip shops, take-aways, etc.”*

*“that many village shops have closed and that tacky tourism pervades some villages “*

*“overcrowded tourist towns with too many twee attractions and merchandise”*

*“every time I visit, the crowds of visitors and tourists”*

*“the tourist towns and villages with all the quaint antique shops”*

*“growing commercialism - high cost of accommodation, and tacky gift shops”*

*“over-abundance of tourists - although I am one!”*

For each of these two main categories about one fifth of respondents in each case indicated it was a cause for disliking the area.

Transport in general, however, is a wider cause for concern as there were also comments relating to the high costs of public transport and parking, lack of public transport, poor quality of roads, and lack of directional signs. If one includes all four traffic related issues in the table under the general heading of ‘Transport’ then it is clear that this is a major cause for concern with 32.9% of respondents indicating a dislike of the Cotswolds due to some transport related issue. Typical comments recorded are:

*“too many summer tourists: congestion in villages and towns”*

*“too many different bus timetables (disorganised public transport)”*

*“speeding on minor roads (mostly from locals)”*

*“people who visit and locals who complain bitterly about a problem and then contribute to it, e.g. Traffic”*

*“growing amount of traffic and road features to accommodate it not in keeping with Cotswold ambience”*

*“too many tourists, too much traffic congestion in towns”*

*“badly maintained roads littered with too many signs”*

*“the increase in HGVs”*

*“nowhere to park cars most of the time”*

*“difficulty in finding parking space, and public transport inadequate”*

Local housing (including comments on poor quality of new housing and high costs) is of concern to just over 6% of respondents; and buildings and development that is not in character with the area is a dislike for a further 4.3%. Thus housing and development issues are a cause for disliking the area for 10.8% of respondents. Typical comments from the questionnaire are below:

*“development of 'executive housing' when more low cost housing would have been of benefit to villagers”*

*“too many new houses being built just because it is fashionable to live in the Cotswolds”*

*“the influx of wealthy moving from the city, causing high property prices. Decline of local services”*

*“people (from London) having weekend houses in the area and ruining village life”*

*“'cancerous growth' of unsightly housing developments”*

*“increasing housing and business developments”*

*“modern buildings changing the landscape”*

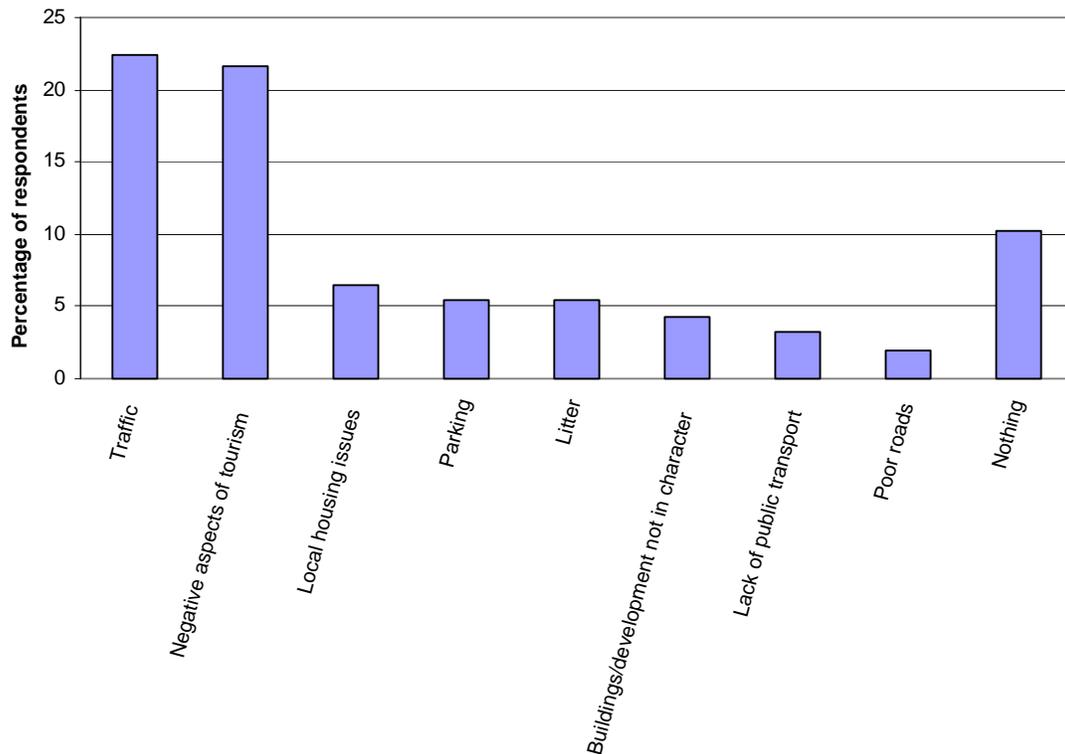
*“modern developments not in keeping with the area”*

**Table 8 Unprompted Responses Based on Question 3: What I really dislike about the Cotswolds is...**

<b>Category of 'dislikes'</b>	<b>% of sample (N=1508)</b>
Traffic	22.4
Negative aspects of tourism	21.6
Local housing issues	6.5
Parking	5.4
Litter	5.4
Buildings/development not in character	4.3
Lack of public transport	3.2
Poor roads	1.9
Nothing	10.2

Note: Percentages will not sum to 100% as some respondents indicated aspects of the Cotswolds that fit into more than one category.

**Figure 8. What I really dislike about the Cotswolds is...**



In order to determine possible differences over transport issues between residents and visitors, a quick word search was completed in ACCESS using the key words listed in the table below. This suggests that there are some differences with more residents showing concern over speeding motorists and public transport while visitors seem more bothered by heavy traffic in general, congestion and parking. Parking seems to be a particularly important issue with 51 visitors stating a dislike for the parking situation compared to only 15 residents. ‘Congestion’ is also mentioned more often by visitors than by residents (24 compared to 11). Both of these may be the result of visitors tending to be in the Cotswolds during the busiest period. On the other hand, residents appear more concerned about speed and speeding than visitors (24 to 13) and about the inadequacies of public transport (17 to 7). Litter is also seen to be more of a concern by residents, who perhaps have longer to view the aftermath of busy days, than visitors (39 to 14).

It must be noted that these responses are indicative, they are only the subject of particular word searches and do not capture all references to these issues. If a resident mentioned problem with traffic queues, for example, without using the word congestion, then it has not been captured here.

#### Term search results for Question 3

Term	Resident	Visitor	Total
Traffic	121	138	259
Congestion	11	24	35
Parking	15	51	66
Speed	15	8	23
Speeding	7	6	13
Public Transport	17	7	24
Litter	39	14	53
TOTAL	648*	771*	1419*

\*n value = 1419 (gave a text response to Q3 AND are a resident OR visitor (i.e. does not include “none of the above” responses for Q6c (resident/visitor)

### 3.4 Concerns about the future of the Cotswolds,

The table below presents the percentage of respondents indicating their concern over different activities in the landscape. These are prompted answers in the sense that respondents were provided with a list of statements to react to. The data are presented to show the items with the highest level of concern and the items with the lowest level of concern.

The table indicates that the highest level of concern is first of all with regard to litter and dumping of refuse with almost 95% of the sample stating they were concerned or very concerned about this issue. This is interesting as litter was an issue mentioned by only 5.4% of respondents when asked about dislikes (particularly residents). What is interesting here is the high number of people stating a level of concern. This is closely matched by concern with regard to wildlife, both terrestrial and aquatic. Again over 90% of the sample indicated they were concerned or very concerned over loss of wildlife, 88% concerned over loss of hedgerows, and 87% indicated a concern over streams and ponds drying up. The statements that do correlate well with the previous question on dislikes are the ones on 'traffic congestion in villages and small towns' where 87.7% of the sample indicate a high level of concern; having 'too many tourists at the same time in the same place' which two thirds of respondents were concerned about; and 'too many tourists' which just over half (51.5%) of respondents were concerned about. This suggests the issue of visitor concentration is of concern to larger numbers of people than just the sheer number of visitors.

Development issues were also of concern. The statement about, new housing...' concerns 89% of respondents; 'the countryside becoming more suburban in appearance' concerns 84.5% of respondents and conversion of farm buildings concerns just under half of the sample (48.2%). This suggests that farm-building conversions are seen as more acceptable perhaps than new building that is 'out of character' somehow. Loss of village facilities also had well over 80% of the sample showing a high level of concern. Thus both the natural and built environments appear to be of concern to respondents in the sample which supports the information found in the previous question on what people really like about the Cotswolds, which is the combination of both the natural and built environments. In terms of the natural environments it is loss of particular landscape elements that people are concerned about, with the built environment it appears to be the loss of 'character' of the Cotswolds through creeping conversion of old buildings, new housing, traffic and congestion.

The item of least concern was over information to visitors, where fewer than one third of all respondents indicated they had any concern. This suggests that respondents feel visitors are getting adequate information. Quarries (55.8% had no concern or did not know), wind turbines (41.9% concerned), and access to the countryside also did not appear to excite a great deal of concern with less than half of respondents indicating concern. There were more respondents indicating a lack of knowledge in the items that received low scores with up to one quarter of respondents indicating 'Don't know' for the items.

**Table 9**      **Concerns about the future of the Cotswolds**

	% of Respondents		
	<i>Not Concerned</i>	<i>Concerned or Very Concerned</i>	<i>Don't Know</i>
<b>Items of most concern</b>			
Litter and dumping of refuse	2.2	94.9	3.0
Loss of wildlife (birds, mammals etc.)	3.4	92.9	3.7
Loss of/damage to dry stone walls	4.0	90.5	5.7
New housing and other building that doesn't look right	5.3	89.0	5.6
Loss/neglect of hedgerows	5.8	88.1	6.1
Traffic congestion in the villages and small towns	8.5	87.7	3.8
Lower river levels and dried up streams and ponds	4.8	87.0	8.2
Loss of village services and facilities	5.8	84.7	9.4
The countryside becoming more 'suburban' in appearance	8.7	84.5	6.7
Too much traffic on minor roads	12.0	83.3	4.6
Cotswolds losing its special character	11.0	81.0	8.0
A rise in crime	7.5	76.0	16.3
Note enough public transport	16.9	69.5	13.6
Too many tourists at the same time in the same place	24.0	66.2	9.8
<b>Items of least concern</b>			
Not enough local jobs	21.6	62.5	15.9
Woodland not being well managed	19.5	61.2	19.4
Too many road signs and advertising Signs	32.1	55.5	12.4
Too many tourists	40.4	51.5	8.1
New crops such as oilseed rape and linseed	36.1	50.7	13.2
Conversion of farm buildings for commercial or residential use.	39.9	48.2	12.0
Not enough access into the countryside for walkers	39.3	48.0	12.7
Too many big quarries	31.7	44.2	24.1
Erection of wind turbines	45.3	41.9	12.8
Not enough information for visitors / tourists	54.4	31.4	14.2

### 3.5 What would you most like to see happen in the next 10 years?

Table 10 summarises the results of Question 5 in which respondents were asked to select 3 items from a list to indicate what changes they would like to see in the Cotswolds. The table reveals a concern with development control with both statements about new development receiving the highest number of responses (35.5% and 35.3%). The other major areas where people would like to see action are in conservation of the Cotswold landscape (31.2%) and 'helping village to be living communities' (33.3%).

Around one quarter of respondents indicated a desire for improved services (24.6%), and their appeared to be a desire for providing more food from local sources (26.7%) although this has not been expressed in the unprompted questions about likes and dislikes. Almost one quarter of responses indicated a desire to see more people using public transport, walking and cycling (24.3%). The area of least concern appeared to be the need for more job opportunities in the area (8.4%) but with over 40% of the sample made up of retired people and the under 30 age group barely represented, this is not surprising. Wildlife conservation and traffic reduction, both rated very highly in earlier questions only seems to be on the wish list of around one fifth of respondents. What is interesting about the responses to question 5 is that no one issue stands out as commanding the attention of large numbers of respondents. Even 'Better conservation of wildlife', which Question 4 revealed as a major area of concern, is only an action that one fifth of the sample (20.5%) would like to see happen in the next ten years.

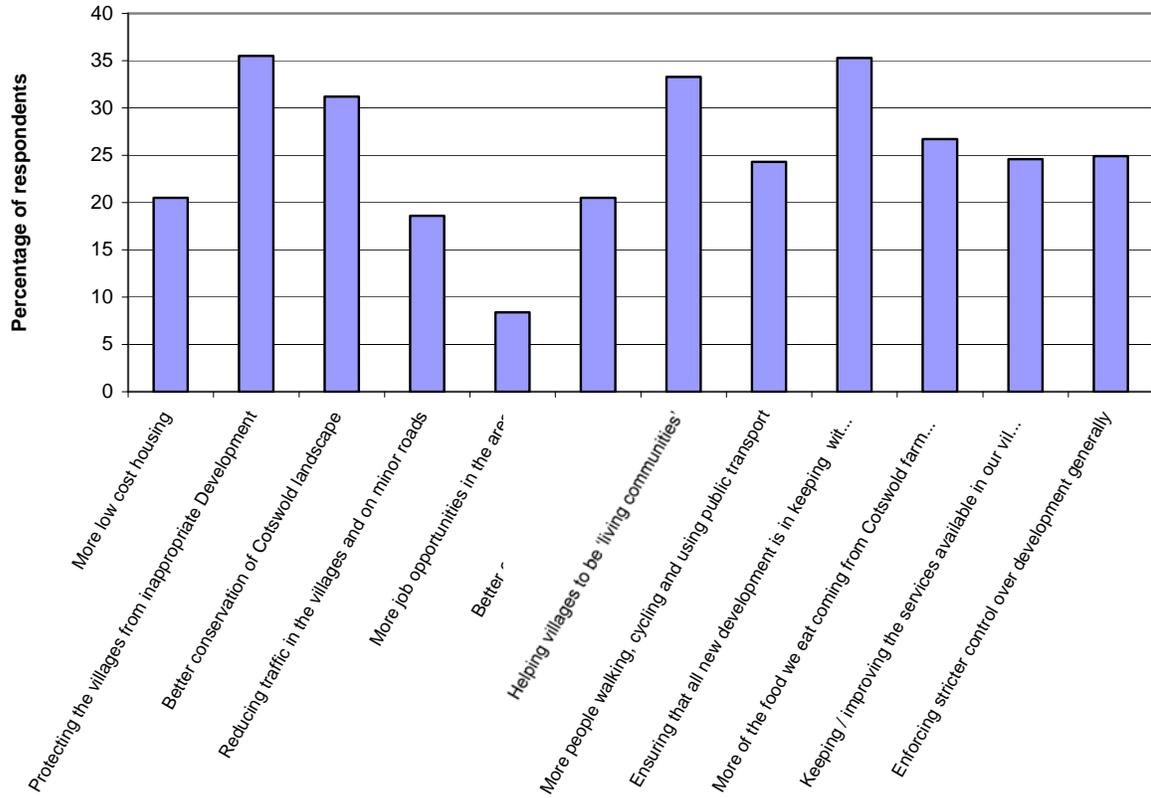
There is thus some discrepancy in the answers to questions 1 to 5 depending on whether respondents are prompted by a list of statements or asked for their personal views without any prompting. It is clear that it is the integration of the built and natural environments that creates the valued landscape for both residents and visitors. When asked to express 'likes' a whole range of issues to do with the combination of the two is provided. When asked to express 'dislikes' traffic and development related issues come to the fore.

Providing respondents with lists of items to express concern over the future reveals some new concerns in the form of wildlife and litter, along with specific elements of the landscape such as stone walls and more general concerns over development and traffic. Asking respondents to indicate from a list of statements what future changes they would like to see suggests that development control is the major concern although wildlife conservation, service provision and traffic reduction are the concerns of a significant minority. Overall what comes across is the major concern with development and maintaining the appearance of both natural and built environments.

**Table 10**      **What Respondents would like to see in the Future**

<b>Item</b>	<b>Percentage of the sample with a positive response (N=1629)</b>
Protecting the villages from inappropriate Development	35.5
Ensuring that all new development is in keeping with the Cotswolds	35.3
Helping villages to be 'living communities'	33.3
Better conservation of Cotswold landscape	31.2
More of the food we eat coming from Cotswold farmers and growers	26.7
Enforcing stricter control over development generally	24.9
Keeping / improving the services available in our villages and small towns	24.6
More people walking, cycling and using public transport	24.3
Better conservation of wildlife	20.5
More low cost housing	20.5
Reducing traffic in the villages and on minor roads	18.6
More job opportunities in the area	8.4

Figure 9. What respondents would like to see happen over the next 10 years



## 4. Comparison Between Groups in the Sample: Residents vs. Visitors

The sample was split into visitors and residents based on identified location of main residence. Those living within the AONB boundary are considered as residents, those outside are considered as visitors. Group sizes are approximately equal with 711 respondents living within the AONB and 817 being visitors. There were no significant differences between the two groups in terms of age, gender or socio-economic status.

### 4.1 Questions on attitudes towards the Cotswolds

The remarkable point to note in response to Question 1 are the similarities between the two groups. Visitors and residents express a similar set of images which they relate to the concept of the 'Cotswolds'. The highest scores are reserved for the 'Cotswold stone buildings', 'pretty villages/small towns' and 'rolling hills and valleys'.

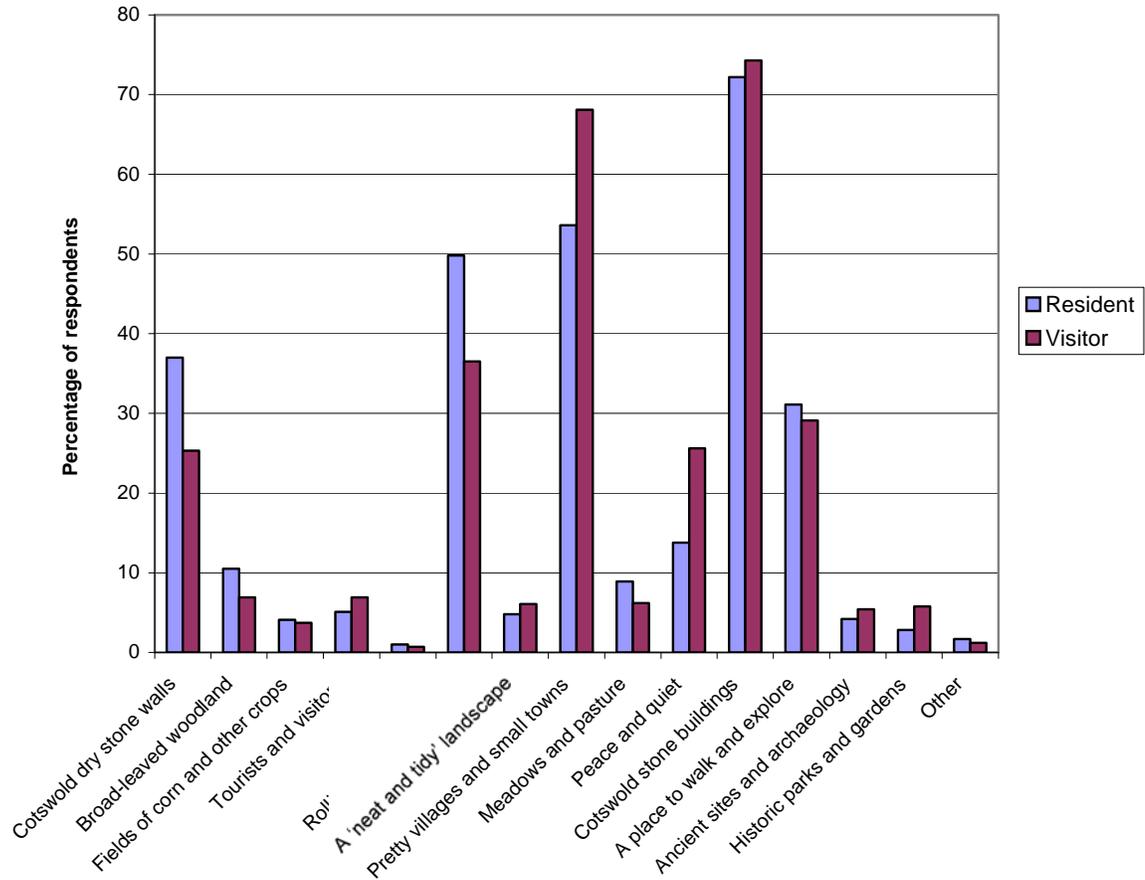
There are some differences between the groups in that residents seem to link stone walls and rolling hills/valleys more to an image of the Cotswolds than do visitors. Visitors on the other hand appear to think of the Cotswolds more in terms of 'pretty villages' and 'peace and quiet' than do residents. In fact just over twice as many visitors (n=209) as residents (n=98) indicated 'peace and quiet' when asked to answer Question 1. This suggests that it is the villages themselves and the stone architecture that are highly important to visitors together with a perceived 'slower pace of life'.

**Table 11 Question 1: Comparison of Residents and Visitors**

(What comes to mind when you think of the 'Cotswolds'. Tick the three boxes that best describe 'the Cotswolds' for you.)

Item	Percentage of the sample with positive response (N=1629)	
	Residents	Visitors
Cotswold stone buildings – churches, farm buildings, houses etc	72.2	74.3
Pretty villages and small towns	53.6	68.1
Rolling hills and valleys	49.8	36.5
Cotswold dry stone walls	37.0	25.3
A place to walk and explore	31.1	29.1
Peace and quiet – a chance to unwind	13.8	25.6
Broad-leaved woodland	10.5	6.9
Meadows and pasture for sheep and cows	8.9	6.2
Tourists and visitors	5.1	6.9
A 'neat and tidy' landscape	4.8	6.1
Ancient sites and archaeology	4.2	5.4
Fields of corn and other crops	4.1	3.7
Historic parks and gardens	2.8	5.8
Traffic	1.0	0.7
Other	1.7	1.2

**Figure 10. What comes to mind when you think of the 'Cotswolds' (Residents vs Visitors)**



#### 4.2 Concerns about the future of the Cotswolds

Table 12 below only presents information from sample respondents that indicated they were 'Very concerned' with the item. As with the breakdown of the full sample earlier in this report the table indicates that the highest level of concern is first of all with regard to litter and dumping of refuse with around two thirds both residents and visitors stating they were very concerned about this issue. Residents are only slightly more concerned than visitors. This is closely matched by concern with regard to wildlife, both terrestrial and aquatic. Slightly fewer residents than visitors indicated that were very concerned over loss of wildlife, and a similar pattern is seen for the level of concern over streams and ponds drying up.

On the other hand, when it comes to new housing and buildings that 'do not look right' it is the residents that show a slightly higher level of concern than the visitors. But again the

difference is not that great – only around 5% of the sample. Both residents and visitors seem to have an equal level of concern regarding the ‘suburban’ appearance of the countryside.

The major differences between the two groups tend to be over public transport, loss of village services and a rise in crime. As would be expected the residents show a higher level of concern than visitors over all of these issues. In the case of public transport only 13% of residents indicated it was not a concern; for the item on ‘rise in crime’ only 8.5% visitors indicated it was of no concern; for loss of village services only 5% indicated the issue was of no concern. Thus for each of these items more than 85% of the resident respondents indicated some level of concern.

There is also some concern by both groups that the Cotswolds might be ‘losing its special character’ and it is the visitors that indicate a higher level of concern (47.4% show a high level of concern and only 8.2% say they are not concerned). There is thus some suggestion that over 90% of visitors have some concern over loss of character of the area.

**Table 12: Comparison of Residents and Visitors on Question 4**  
(Concerns about the future of the Cotswolds)

	Percentage of Respondents	
	Residents <i>Very Concerned</i>	Visitors <i>Very Concerned</i>
<b>Items of most concern</b>		
Litter and dumping of refuse	68.9	66.4
Loss of wildlife (birds, mammals etc.)	62.8	67.1
New housing and other building that doesn't look right	58.2	53.3
Lower river levels and dried up streams and ponds	55.3	58.4
Loss of village services and facilities	53.2	35.1
A rise in crime	49.4	36.5
Traffic congestion in the villages and small towns	44.9	42.4
The countryside becoming more 'suburban' in appearance	44.1	45.0
Loss of/damage to dry stone walls	43.2	41.7
The loss/neglect of hedgerows	40.5	38.4
Not enough public transport	40.2	24.3
Loss of pasture and meadow land	38.0	36.5
Cotswolds losing its special character	36.5	47.4
<b>Items of least concern</b>		
Too many tourists at the same time in the same place	25.9	30.4
New crops such as oilseed rape and linseed	24.7	22.5
Too many road signs and advertising Signs	21.7	16.5
Too many tourists	18.1	19.6
Erection of wind turbines	18.9	22.0
Conversion of farm buildings for commercial or residential use.	15.6	15.6
Too many big quarries	11.0	13.3
Not enough access into the countryside for walkers	9.8	13.4
Not enough information for visitors/tourists	6.0	7.7

Among items of least concern both groups are agreed that the 'lack of information for tourists' is not an issue. It is reassuring to see that the sample of visitors also places this very low on their list of concerns suggesting that information sources are adequate. In fact, 51.6% of visitors stated they were not concerned about this item and only 25.6% indicated some concern. In a similar manner both visitors and residents indicated a low level of concern over the number of tourists ('Too many tourists') visiting the Cotswolds. Residents are less concerned than visitors and 49.9% of residents stated they were not concerned about the number of tourists compared to 32.4% for visitors. This suggests that visitors themselves are more concerned about total tourist numbers than Residents. More concern was expressed by both groups about the number of tourists in the same place at the same time and again it is the Visitors that express a higher level of concern. Only 18.6% of Visitors said this was not a concern (compared to 30.2% of residents). This suggests that over 80% of visitors (and 70% of residents) have some concerns over the numbers of tourists in the same place at the same time. This may indicate the need for alternative ways of managing visitors once they arrive within the AONB area and perhaps an expansion of the places they visit.

Only relatively small numbers of respondents in both groups (n=68 for Residents; n=107 for Visitors) indicated that access to the countryside was an issue. In addition 48% of Residents indicated they were not concerned with this as an issue compared to only 32% of visitors. Thus two-thirds of visitors express some level of concern over lack of access to the countryside.

In regard to the item on road signs and advertising signs around 30-33% of each group indicated that this was not an issue suggesting that for two thirds of both residents and visitors there was some level of concern expressed about this issue.

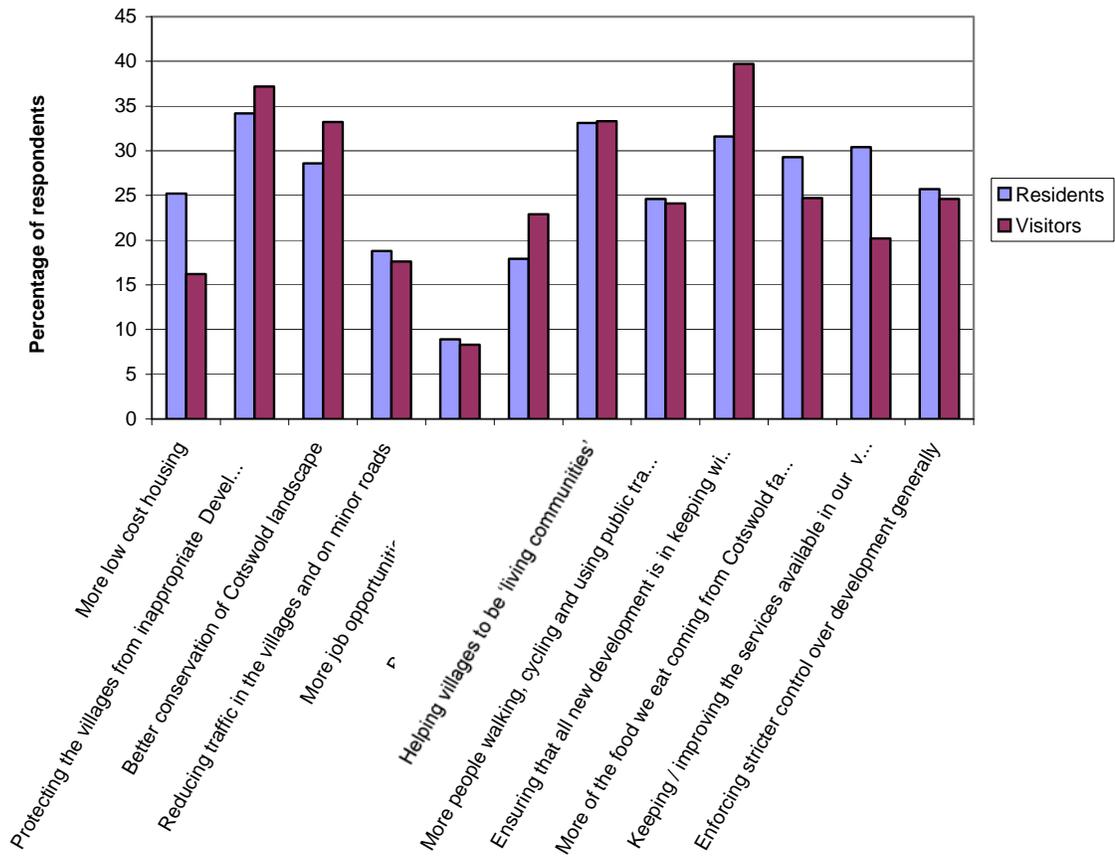
### **4.3 What would you most like to see happen in the next 10 years?**

Question 5 reveals a remarkably consistent set of wishes for both residents and visitors in terms of what they would like to see in 10 years time. In many cases the percentage of respondents indicating the item is very close. The only real differences are for items such as 'More low cost housing', and 'improving the service available' where residents appear to be more in favour; and for 'better conservation of Cotswold landscape', 'ensuring new development is in keeping with the Cotswolds' and 'better conservation of wildlife' where visitors appear to be more in favour. In addition more residents than visitors would like to see more food being produced locally. None of the difference between the two groups is very large and development issues appear to dominate people's concerns.

**Table 13: comparison of Residents and Visitors on Question 5**  
 (What would you most like to see happen in the next 10 yrs. Please tick up to three things that you'd most like to see happen.)

Item	Percentage of the sample with positive response (N=1629)	
	Residents	Visitors
Protecting the villages from inappropriate Development	34.2	37.2
Helping villages to be 'living communities'	33.1	33.3
Ensuring that all new development is in keeping with the Cotswolds	31.6	39.7
Keeping / improving the services available in our villages and small towns	30.4	20.2
More of the food we eat coming from Cotswold farmers and growers	29.3	24.7
Better conservation of Cotswold landscape	28.6	33.2
Enforcing stricter control over development generally	25.7	24.6
More low cost housing	25.2	16.2
More people walking, cycling and using public transport	24.6	24.1
Reducing traffic in the villages and on minor roads	18.8	17.6
More job opportunities in the area	8.9	8.3
Better conservation of wildlife	17.9	22.9

Figure 11. What would you most like to see happen in the next 10 yrs (Residents vs Visitors)



**APPENDIX 1**

**THE QUESTIONNAIRE**

**1** First, we would like you to tell us what comes to mind when you think of the Cotswolds. So please look down this list of things that are often mentioned and tick the three boxes that best describe “the Cotswolds” for you:

- Cotswold dry stone walls
- Broad-leaved woodland (i.e. beech trees, oak, ash etc)
- Fields of corn and other crops
- Tourists and visitors
- Traffic
- Rolling hills and valleys
- A “neat and tidy” landscape
- Pretty villages and small towns
- Meadows and pasture for sheep and cows
- Peace and quiet – a chance to unwind
- Cotswold stone buildings – churches, farm buildings, houses etc
- A place to walk and explore
- Ancient sites and archaeology Historic parks and gardens
- Other (please specify) .....

**2** Now please write a few words to finish this sentence:

What I really like about the Cotswolds is: .....

**3** And please write few words to finish this sentence:

What I really dislike about the Cotswolds is:.....

**4**

People often express concerns about the future of the Cotswolds, but do you share these concerns? Please tick the appropriate box:

	<i>Not concerned</i>	<i>Concerned</i>	<i>Very concerned</i>	<i>Don't know</i>
The loss of/neglect of hedgerows				
The building of new roads and bypasses				
Litter and the dumping of refuse				
Too much traffic on the minor roads				
Not enough low-cost housing				
Not enough access into the countryside for walkers				
Too many big quarries				
Woodland not being well-managed				
Loss of pasture and meadowland				
Loss of/damage to dry stone walls				
Farming being “too intensive”				
New crops such as oilseed rape and linseed				
Too many tourists				
Not enough public transport				
A loss of a “sense of community”				
Too many tourists at the same time in the same place				
New building/development outside the small towns and main villages				
New housing and other building that doesn't look right				
Traffic congestion in the villages and small towns				
Not enough information for visitors/tourists				

Loss of village services and facilities  
 Not enough local jobs  
 Conversion of farm buildings for commercial or residential use  
 Not enough local produce and products  
 Too many road signs and advertising signs  
 Shortage of locally-based workforce  
 A rise in crime  
 Erection of wind turbines  
 Installation of telecommunication masts  
 Cotswolds losing its special character  
 The countryside becoming more "suburban" in appearance  
 Loss of wildlife (birds, mammals etc)  
 Lower river levels and dried-up streams and ponds  
 Any other comments? .  
 .....

## 5

**Now we would like you to look ahead 10 years or so. Tell us what you would most like to see happen by then. Please tick up to three things that you would most like to see happen:**

More low-cost housing  
 Protecting the villages from inappropriate development  
 Better conservation of Cotswold landscape  
 Reducing traffic in the villages and on minor roads  
 More job opportunities in the area  
 Better conservation of wildlife  
 Helping villages to be "living communities"  
 More people walking, cycling and using public transport  
 Ensuring that all new development is in keeping with the Cotswolds  
 More of the food we eat coming from Cotswold farmers and growers  
 Keeping/improving the services available  
 Enforcing stricter control over development in our villages and small towns generally  
 If you have **any suggestions of other particular things you would like to see happen in the Cotswolds**, please write down your ideas here:  
 .....  
 .....

## 6

**Finally, we need to be able to check whether certain kinds of people tend to have similar opinions or not. So please tell us a few things about yourself. Tick the relevant box:**

a) Are you... male female  
 b) What age group do you come into?  
 Under 18 years 18-30 years 31-60 years over 60 years  
 c) Do you live (i.e. is your main residence):  
 within the Cotswolds  
 outside the Cotswolds, but I come into the  
 (as shown on the map on the cover) Cotswolds mainly to work  
 outside the Cotswolds, but I come into the Cotswolds mainly for leisure  
 none of these (please briefly explain in the space below)  
 .....  
 .....

## 7

**If you live (i.e. your main residence) in the Cotswolds, how long have you lived here?**

less than one year  
 1-10 years  
 11-20 years  
 over 20 years

all my life  
Not applicable

**8** Finally, of these groups, which one best applies to you?

- at school or student
- employed/self-employed
- unemployed
- housewife/home-maker
- retired
- other – please specify below  
.....

*THANK YOU! Would you like to enter our prize draw? If so, please write your name, address and/or phone number below. We will only use this information for the purpose of the prize draw. The information in the questionnaire will be treated in confidence and be used only for drawing up statistical tables.*

**Name:**.....**Address:** .....  
.....  
.....**Phone number:** .....

*Now, please fold and post this form back to us (no stamp required)...  
Spring/Summer 2002 This question is continued at the top of the facing page...*

# Cotswolds AONB: Your ideas, concerns and aspirations

*The Partnership will be preparing a new Management Plan for the Cotswolds AONB. Before putting pen to paper, we would like to have your thoughts and ideas. The Management Strategy is due to be published in Spring 2004 and a draft plan issued for comments in spring/summer next year.*

## **APPENDIX 2**

### **QUESTION 4: TOTAL SAMPLE, ALL STATEMENTS**

## Q4 - Concerns about the future of the Cotswolds

		Count	Col %
Q4. The loss/neglect of hedgerows	Not concerned	93	5.8%
	Concerned	788	48.8%
	Very concerned	635	39.3%
	Don't know	99	6.1%
Total		1615	100.0%
Q4. The building of new roads and bypasses	Not concerned	208	12.9%
	Concerned	664	41.2%
	Very concerned	644	40.0%
	Don't know	94	5.8%
Total		1610	100.0%
Q4. Litter and dumping of refuse	Not concerned	35	2.2%
	Concerned	451	27.8%
	Very concerned	1088	67.1%
	Don't know	48	3.0%
Total		1622	100.0%
Q4. Too much traffic on minor roads	Not concerned	194	12.0%
	Concerned	721	44.6%
	Very concerned	625	38.7%
	Don't know	75	4.6%
Total		1615	100.0%
Q4. Not enough low cost housing	Not concerned	282	17.5%
	Concerned	618	38.3%
	Very concerned	474	29.3%
	Don't know	241	14.9%
Total		1615	100.0%
Q4. Not enough access to the countryside for walkers	Not concerned	633	39.4%
	Concerned	586	36.5%
	Very concerned	183	11.4%
	Don't know	203	12.6%
Total		1605	100.0%
Q4. Too many big quarries	Not concerned	508	31.7%
	Concerned	518	32.3%
	Very concerned	191	11.9%
	Don't know	386	24.1%
Total		1603	100.0%
Q4. Woodland not being well managed	Not concerned	312	19.5%
	Concerned	741	46.3%
	Very concerned	238	14.9%
	Don't know	311	19.4%
Total		1602	100.0%
Q4. Loss of pasture and meadow land	Not concerned	118	7.3%
	Concerned	722	44.9%
	Very concerned	602	37.4%
	Don't know	167	10.4%
Total		1609	100.0%
Q4. Loss of/damage to dry stone walls	Not concerned	65	4.0%
	Concerned	768	47.5%
	Very concerned	691	42.8%
	Don't know	92	5.7%
Total		1616	100.0%

		Count	Col %
Q4. Farming being too intensive	Not concerned	258	16.1%
	Concerned	536	33.4%
	Very concerned	540	33.6%
	Don't know	273	17.0%
Total		1607	100.0%
Q4. New crops such as oilseed rape and linseed	Not concerned	579	36.1%
	Concerned	439	27.4%
	Very concerned	373	23.3%
	Don't know	212	13.2%
Total		1603	100.0%
Q4. Too many tourists	Not concerned	650	40.4%
	Concerned	524	32.6%
	Very concerned	304	18.9%
	Don't know	130	8.1%
Total		1608	100.0%
Q4. Not enough public transport	Not concerned	273	16.9%
	Concerned	613	38.0%
	Very concerned	507	31.5%
	Don't know	219	13.6%
Total		1612	100.0%
Q4. Loss of a sense of community	Not concerned	241	15.0%
	Concerned	637	39.7%
	Very concerned	419	26.1%
	Don't know	308	19.2%
Total		1605	100.0%
Q4. Too many tourists at the same time in the same place	Not concerned	385	24.0%
	Concerned	609	38.0%
	Very concerned	452	28.2%
	Don't know	157	9.8%
Total		1603	100.0%
Q4. New building/development outside the small towns and main villages	Not concerned	271	16.9%
	Concerned	638	39.8%
	Very concerned	504	31.4%
	Don't know	192	12.0%
Total		1605	100.0%
Q4. New housing and other building that doesnt look right	Not concerned	86	5.3%
	Concerned	543	33.7%
	Very concerned	891	55.3%
	Don't know	90	5.6%
Total		1610	100.0%
Q4. Traffic and congestion in the villages and small towns	Not concerned	136	8.4%
	Concerned	718	44.5%
	Very concerned	697	43.2%
	Don't know	62	3.8%
Total		1613	100.0%
Q4. Not enough information for visitors/tourists	Not concerned	871	54.4%
	Concerned	392	24.5%
	Very concerned	110	6.9%
	Don't know	227	14.2%
Total		1600	100.0%

		Count	Col %
Q4. Loss of village services and facilities	Not concerned	96	6.0%
	Concerned	663	41.3%
	Very concerned	696	43.4%
	Don't know	150	9.3%
Total		1605	100.0%
Q4. Not enough local jobs	Not concerned	179	11.2%
	Concerned	611	38.1%
	Very concerned	506	31.5%
	Don't know	309	19.3%
Total		1605	100.0%
Q4. Conversion of farm buildings for commercial or residential use	Not concerned	642	40.0%
	Concerned	520	32.4%
	Very concerned	252	15.7%
	Don't know	193	12.0%
Total		1607	100.0%
Q4. Not enough local jobs	Not concerned	347	21.6%
	Concerned	693	43.2%
	Very concerned	309	19.3%
	Don't know	255	15.9%
Total		1604	100.0%
Q4. Too many road signs and advertising signs	Not concerned	514	32.1%
	Concerned	580	36.2%
	Very concerned	309	19.3%
	Don't know	199	12.4%
Total		1602	100.0%
Q4. Shortage of locally based workforce	Not concerned	312	19.5%
	Concerned	634	39.7%
	Very concerned	205	12.8%
	Don't know	447	28.0%
Total		1598	100.0%
Q4. A rise in crime	Not concerned	121	7.5%
	Concerned	553	34.2%
	Very concerned	679	42.0%
	Don't know	264	16.3%
Total		1617	100.0%
Q4. Erection of wind turbines	Not concerned	728	45.3%
	Concerned	351	21.9%
	Very concerned	322	20.0%
	Don't know	205	12.8%
Total		1606	100.0%
Q4. Installation of telecommunication masts	Not concerned	260	16.1%
	Concerned	590	36.6%
	Very concerned	631	39.2%
	Don't know	130	8.1%
Total		1611	100.0%
Q4. Cotswolds losing its special character	Not concerned	177	11.0%
	Concerned	618	38.3%
	Very concerned	689	42.7%
	Don't know	128	7.9%
Total		1612	100.0%
Q4. The countryside becoming more suburban in appearance	Not concerned	139	8.7%
	Concerned	644	40.1%
	Very concerned	715	44.5%
	Don't know	107	6.7%
Total		1605	100.0%
Q4. Loss of wildlife	Not concerned	55	3.4%
	Concerned	448	27.7%
	Very concerned	1056	65.2%
	Don't know	61	3.8%
Total		1620	100.0%
Q4. Lower river levels and dried up streams and ponds	Not concerned	77	4.8%
	Concerned	482	30.1%
	Very concerned	913	57.0%
	Don't know	131	8.2%
Total		1603	100.0%

**APPENDIX 3**

**QUESTION 4: OTHER COMMENTS**

qu_ID	Q4 – Any other comments?
463	Very concerned about reduction in the number of youth hostels in the Cotswolds, necessary to talk to the Youth Hostel Association and climbing and walking bodies to introduce an action plan for the Cotswolds in this respect
468	Spends a lot of time walking in the Cotswolds, so 'not concerned' should not be interpreted negatively (consider the points to be satisfactory)
474	Concerns about the high prices of cottages and houses which makes it impossible for young people to live there
479	places for wildlife, and not enough for young people to do
484	the above questions very difficult to answer as a visitor, not a resident of, the Cotswolds
485	'honey pot' tourist sites bring money into the area and leave other areas unspoilt
1	Too many second homes have changed the area in the thirty years we have been visiting it
2	I would be concerned about noise pollution as I want my holiday to be peaceful
3	Please avoid urban sprawl
9	The spiralling costs involved in maintaining the character of Cotswold buildings is a concern
12	Reduce number of private motorists, establish compulsory park and ride schemes outside towns
15	Countryside free of future development
17	Gets the impression that current management of the region is good
19	More events that communities can join in
20	Should address the LOSS of skills and heritage over the preservation of existing attractions
21	Not enough police, even in Cotswold towns
27	Public toilets unclean (cites Bibury)
39	Regarding Q4: column saying 'satisfactory' would have helped rather than 'not concerned'
41	The Cotswolds are very pretty and need to be kept that way
45	Integrate upland and lowland river catchment water management schemes, increase oak, beech, ash tree numbers in upland areas, willow/alder in lowland areas
53	Government grants needed for hedge laying and rebuilding stone walls
54	Activities for younger people (eg:in Cirencester)
56	Specifically, loss of village post offices/stores a concern
61	property being bought up by wealthy, no low cost housing for locals
62	Keep Cotswolds 'as natural as possible'
66	Address the above to maintain the physical beauty of the Cotswolds
69	Regarding Q4: assuming 'not concerned' means that one considers things are ok, not that they are not issues at all
74	Poor toilet facilities in tourist hotspot of Bourton-on -the-Water
75	Reliance on tourists in the local economy
76	More facilities for young people; acceptance of need for farms to diversify in the area
77	Accommodation required for younger people within their local communities. Also, better use
81	Preservation of existing tranquillity
82	Concern over road widening schemes in the region
88	Adaptation to modern needs without compromising its traditional nature
93	Incomers might mean well but they change things for the worse
98	Damage to road verges on minor roads by heavy traffic
100	tourism has too great an influence on the locality
104	A compromise of conservation and preservation with the needs of a working environment
105	More trees planted, hedges laid, pastoral over arable farming
109	Cotswold region-particularly clean and tidy
112	Preservation over progress and development
116	preservation of paramount importance
129	Considers that too many points have been brought up in the above question
131	too much gravel extraction in Cirencester-degradation of the environment
140	Failure of farmers to clear up after trimming hedgerows-a hazard to cyclists etc. in country lanes
148	non-intrusion of supermarket chains into the Cotswolds
159	too many houses on weekend lets
163	Q: Does oilseed rape and linseed mean GM crops?
165	Affordable housing for local people-especially the young, their longer-term return to the community vital
166	Encouragement of small firms to locate in the area for long-term viability
169	environmentally friendly farming would be beneficiary to all
170	Considers the Cotswolds to be 'another world' from her home
175	limited new development, esp. In terms of property; preservation most important
181	Development should be well controlled and local 'arts' encouraged
183	government pressure to act on these issues weighing heavy on local councillors

qu_ID	Q4 – Any other comments?
184	more investment in street maintenance services (litter, potholes)
211	some alterations and changes to the traditional landscape inevitable, e.g.: wind turbines, but natural beauty should still be preserved
217	no more large house or business developments. More development originating within the area on a smaller scale, for local people
220	We cannot live in the past but future development should bear the past in mind
225	Better public transport-esp. to railway stations
229	Keep the 'rural atmosphere'
232	All of the above a product of general changes that have always gone on in one form or another
234	A more effective use of disused buildings in all Cotswold town centres, cheap rates for locally based businesses and ventures
235	Much depends on how well change in managed; development can be accommodated if properly handled
241	replacement of 'locals' with rich incomers, forcing up the prices of property
254	Wind turbines are an eyesore in the countryside, esp. in the Stroud area, where they can be seen for several miles
258	The Cotswolds should remember that is dependent on tourists for survival
259	not all of the listed points, in the respondents view, are 'true' at all, and are not concerns
264	Recognition between the 'possible' objectives and the 'desirable'
270	Desire to keep the local character intact
280	More residential car parking to avoid too much street parking in villages
281	Stroud-a disaster-bad planning and frequent changes to the road system
284	farmers seen as 'custodian of the land'. As farming methods change due to falling profits, so will the landscape
287	Villages becoming 'townified' due to the measures mentioned previously
288	some footpaths overgrown
291	growing rabbit population becoming a garden pest
298	coach trip to beauty spots should be limited
303	concerned about the deserted feel of villages esp. at weekends, and those without a shop
308	Explore small scale business development which use old buildings as office space,(rather than new developments)
309	Better car parking facilities, in carefully chosen locations (for the benefit of walkers, etc.)
311	issues not ticked meaning that they are not noticeable to a visitor
312	there are all negative questions, be positive! Safeguard footpaths, praise wardens
313	At present the balance seems fine...do those that LIVE in the Cotswolds look after the habitat?
318	Publicity is adequate...signs for tourists can be lacking...wind turbines as good/bad as pylons...Cotswolds character will remain indefinitely
319	Doesn't disapprove of tourists, rather the increase in prices to take advantage of them that affects everyone
322	So many people love the Cotswolds it is going to get more and more crowded with time
323	Sees some of the above as unavoidable and a price to pay for commercialisation and being so popular
338	Surprised at how well the Cotswolds are standing up to the 'onslaught' of modern living
344	Poor planning concerning the siting of new houses
347	To see a pub and village store/post office kept in every village
356	Lack of affordable housing for local youth, leads to a lack of a local workforce
361	Big housing estates that are not in keeping with the area (such as Bussage, Stroud) should never have been built. No heart, sense of community. Should be a low quota of houses for each area.
364	rat infestations need to be addressed
371	too many decisions being imposed by people and groups not involved in rural affairs
374	Owens a farm in the AONB. With farm incomes dramatically declining, the upkeep of the area will inevitably decline in accordance with this
379	traffic is a modern way of life, more roads shall make more traffic but time shall solve it (reference to 'timelessness')
383	A desperate need to preserve this part of the country immediately
387	many pubs serve a mediocre standard of food
391	Very concerned about too many Londoners with second homes using the Cotswolds as a playground
393	Some concerns expressed above are possibilities which may not happen if precautions are taken
403	wind turbines and other natural energy sources are really good, it will not take long to get used to them in the landscape
404	would support new industries (and sites) for working people if in keeping with areas of natural beauty
422	Compared to many other areas the Cotswolds have retained their character amazingly well
426	oil seed rape is not a new crop. Linseed, etc. should be encouraged
429	There is no loss of wildlife, nor are streams and rivers dried up
433	Over development is becoming a problem together with the over commercialisation of many tourist spots
434	wind turbines are environmentally better. Tourists are needed more out of season-needs to be addressed to lesson high season impact
442	put car parks or bus parking on the edge of town (park and ride), at a low charge or for free (Stow on The Wold)
446	new crops- particularly concerned
449	not many traditional village pubs. High prices even for snacks such as soup or sandwiches
454	Really the issue is how to conserve the Englishness of such places (their character, peace and appropriateness)
455	villages which have started to sprawl, losing their character and definition

qu_ID	Q4 – Any other comments?
491	flooding of low level areas
498	More thought put into styles of new shops, factories and schools
505	Too many people in too small a space in summer, ruining what they have come to see.
506	Recently moved to the area from Australia-finds the area and its way of life wonderful
507	Very concerned about superstores undermining small shops and businesses and local produce
2603	many of these concerns are relatively unimportant
2611	too many rural pubs closed at lunchtimes in the week
2613	change is necessary but it needs to be directed and controlled with a 'firm hand'
2616	installation of vivid road signs and increase of road signs
2618	its lovely to see the canals being cleaned and used more
3242	Lower speed levels on roads in the Cotswolds.
3254	Woodland not profitable. - Establish wood mainly to support field sports. - Who will maintain woods if field sports banned.
3255	More public transport.
511	Increase of crime and drugs, yet you rarely see police about the place. Public transport needs to be greatly improved
514	Real concern is that a centralised development agency might try to impose some kind of uniformity on an extremely diverse region
517	Acceptance of some change in the face of modern developments
519	Are there any restrictions to the number of golf courses in the area?
530	the rise of drug and alcohol abuse amongst local youths and over subscription at village schools
532	many of the factors above are interrelated and require more wide ranging consultations and policies
537	Traffic and parking congestion is getting out of hand, esp. in the villages, would a tourist only park and ride ticket system help?
538	Progress (developments) cannot be prevented (housing, etc.), but please keep the villages in their original state
542	noise and pollution from roads and farms
546	appreciates the importance of car access, esp. to elderly people. Some bypasses and car parks need to be accommodated if the Cotswolds is to maintain its tourist industry
549	the Cotswolds is one of the beautiful natural areas of the country and should not be spoiled
558	transport question 'too vague'
564	Keep village stores and post offices
570	Second homes should become less available or should be taxed more harshly
571	Protection to retain its unique character
572	Belief that the traditional countryside scene in the Cotswolds should be preserved
584	Farmers will need to diversify further-both arable and livestock; abandoned farm buildings could provide small scale local employment
589	Better lighting needed, more car parking spaces, help for the disabled
591	bad hedge management due to the use of awkward machines, and a lack of ditch clearance
592	believe that any developments should be environmentally sustainable
594	continued impact of foot and mouth on local business, esp. tourism
606	heavy traffic, such as large lorries going through small villages instead of around them
619	if I lived in the area I would be much more concerned
622	have not noticed anything to the Cotswolds detriment
623	Petrol being expensive in rural garages
629	Hedges which are damaged by years of machine trimming, ancient trees left covered in ivy. (Maintenance of the Cotswold landscape)
630	there should be the means for local people to live and work locally, not so many 'rich' moving in
631	too much heavy through traffic not heeding local people such as children on narrow pavements, walkers, horse riders, farm vehicles
633	new buildings tend to be unimaginative and dull-just because a house is made from Cotswold stone doesn't automatically make it appropriate
634	The creep of urbanisation with new buildings, industrial sites etc.-now also being noticed by visitors
638	'concerned' does not mean thinking it is a problem...
643	'a lot depends on antiques shops bringing in visitors'
648	the cost of housing-teenagers returning from university will not be able to live in the area
650	what of the future of the rural population?- jobs, farming enterprises and skills development
658	increase in crime is a particular concern
659	worry that too many villages will be peopled by 'weekenders'
669	'don't know' doesn't mean 'don't care' - just 'no information'
673	A retiree, also a tourist coach driver (private journeys)-goes to Broadway in particular
674	'too many criminals in the countryside'
675	More clear road signs needed in the country, rather than advertising
677	This respondent has made many, many comments, some of them sensible-please see questionnaire
678	Does not see too many road signs as a bad thing, esp. for cyclists. However, pleased to see on this visit that the Cotswolds does not appear to have succumbed to some of the problems above
685	do not know the area well enough as a tourist to be able to pass comment, though interested in the area

qu_ID	Q4 – Any other comments?
687	to encourage farmers to keep access open for ramblers and re-establish all paths after sowing crops
691	cites some of the causes of these problems, as common issues- expanding population, high levels of car ownership, cheaper mass food retailing, TV advertising, computer culture
696	The Cotswolds do not need new housing estates just beyond its boundaries; it encourages the (presence of) the 'riff raff' of society
698	the main roads in Gloucestershire are in an appalling condition
701	Tourism is an important source of jobs and economic health, but local people must come first
709	harness new technology to give the countryside an equal chance in commercial opportunities
712	think the Cotswolds shouldn't get overpopulated
713	wishes there was more attention to the footpaths, many being impassable
715	development is needed, but care taken also. Public transport is poor
722	Try to improve the situation for residents and wildlife
2000	PLENTY OF INOF AVAILABLE - SHOULD BE MORE IN PUBS
2002	parish councils should have more 'teeth' to stop some of the above
2010	it's a national treasure and should be protected
2041	has to be some development but there is too much agricultural 'sprawl'
2047	you have to accept tourism as local employer
2063	more traffic on canals instead of on roads
2065	low cost housing doesn't equate with a shortage of locally based workforce
2067	I visit the Cotswolds as a tourist so must be considered part of the problem
2084	lack of bird life due to farming techniques
2102	there must be strong planning regs put in place & abided by
2103	concerns over a lack of, or damaged finger posts
2104	a balance between income from tourism and sustainable management of the tourist trade needs to be thought out
2108	we are advised by experts what more can we do - just pray they are correct
2112	tourists are attracted to the natural beauty
2114	concerned about high water levels and blocked up ditches
2117	its beauty is becoming its destruction
2120	concerned about the number of house built on flood plains
2121	farmers selling direct to the public
2122	don't feel safe cycling, and mustn't allow wind turbines
2124	most new houses are in keeping, but too expensive for youngsters
2126	poor rural policing, and loss of local shops
2127	need less large housing developments to help keep farmers farming
2128	the increase in roadside trees due to lack of maintenance of verges in the Stroud villages
2130	no more wind turbines
2131	main changes are over-enlargement of small cottages, housing estates and increased car ownership
2140	please could local Cotswold churches be advertised for their historical importance as less people inhabit the villages due to cost
2141	as a visitor I do not know if any of the above are becoming a problem or just speculation
2143	plethora of signs except road traffic signs
2148	the Cotswolds still appears to retain its old charm and character
2151	local and tourists think that the Cotswolds is Bourton on the Water
2152	concerned that in time the Cotswolds will totally lose its identity
2153	lack of rural parking
2156	light rail system linking major tourist towns
2158	a decline in off road parking, public toilets, and playing fields
2161	house prices too high for local people
2167	district council policies for protecting landscape and character are effective - people often overstate the tourism and traffic problems. Need more services for local people
2169	old farm buildings should be used, but if a new steel building is to be built instead of an old one being used, the steel building should not be built
2170	to keep the Cotswolds as one of the best tourists attractions
2180	if all footpaths were open and maintained further access is not necessary
2184	too much planning control can make housing too expensive for 1st time buyers. BUT industry has to be encouraged to provide jobs for these people
2196	make low cost housing available to locals only and encourage them to stay and cut down on holiday cottages which remain empty for a lot of the year
2204	what is 'intensive farming?' In my opinion there is none in the Cotswolds
2208	tourism is the main income of these special interest parts
2212	stop building modern looking houses etc
2216	tourism is a big earner for the Cotswolds so they have to be catered for. We are tourists also but would like to think we have respect for the places we visit and in a way help to maintain their special attraction
2217	needs not to be decided by popular opinion but serious correct educated individuals

qu_ID	Q4 – Any other comments?
2218	youths destroying the stone walls for pleasure? The state of Gloucestershire roads
2222	too few volunteers - probably because local parishes are not really interested
2229	I don't live in the Cotswolds so am unaware of some points
2233	we must not lose sight of the need of farmers to farm and manage their own lands lives
2235	there is no point preserving the landscape if an areas culture and heritage are destroyed
2236	slow response time from police, fire and ambulance
2240	litter especially plastics - strewn by visitors and farmers
2248	have responded don the basis that I would be concerned if it were the case - generally I see few problems
2249	wind turbines should be banned from the Cotswolds - they are dreadful
2256	concerned over communities disappearing due to rich incomers/part timers opposed to tourism. Any community is only as good as the opportunities it offers to its young people - jobs/houses
2263	lack of police
2271	cars and lorries should be banned from parking on and churning up the grass verges
2275	concerns about local people being driven out by unemployment lack of low cost housing and poor transport links to main employment areas
2278	You have a dilemma - need to maintain towns and villages services, bring tourists to provide income but preserve beauty
2281	poor maintenance of verges and roads
2288	Cotswolds needs to protect its identity - similar problems in the FoD
2289	not enough thought sometimes given to planning
2294	the last is seasonal surely?
2295	more local/original involvement
2303	keep away from Bourton at weekends and bank holidays
2305	public transport needs better co-ordination and publicity
2306	use of pesticides is dangerous - cancer, pollution of water etc soil erosion
2313	lack of facilities for young people
2320	usually only go to pubs that can be reached on foot, bus or rail
2322	too much fast traffic on local roads makes walking very dangerous
2328	too many second homes driving out born and bred residents
2331	the loss of an areas identity to pre-packaged visitor centred focus - to the point of destruction
2334	prices often too high
2343	please try to find a way to keep heavy commercial traffic off the narrow country lanes and out of the villages
2348	not enough information given from TIC about walking in the area
2361	Cotswold wardens and national trust and farmers all do brilliant jobs
2381	the Cotswolds has to move forward in line with the rest of the south east - but done sensitively
2383	Don't like road signs with advertisements - road signs good; adverts bad
2385	lack of police presence - especially at night
2396	it is difficult to keep a balance between local and visitor interests
2397	concerned that the Cotswolds will be turned into a museum and will die
2403	the Cotswolds will change and has to in order to sustain a viable economy
2418	people who come to visit and new residents seem to be the only ones who value what is here
2419	The countryside is being spoiled by my houses and walkers
2422	more flood defences needed - river levels are too high, too much damage from flooding
2429	tourism is a necessary evil - what would help is better local services to cope
2431	I feel the survey could have been set out in a manner where one could pass an opinion
2432	like to see better access/provision for safer cycling
2438	Was impressed with how clean and well preserved the area is. But it is not a museum for tourists - they are 'living places'
2444	progress has to take place so we must expect things to change
2445	some development inevitable - needs to be in keeping
2446	some things are already good and do not need cause for concern
2447	the Cotswolds are a very special area with a unique atmosphere and every effort needs to be made to preserve this.
2455	a pet hate - 4x4 owners in green wellies with no mud on them
2457	in general the Cotswold area seems to be well managed in maintaining the scenic beauty
2461	the environment needs to be protected, farming to be organic and hedgerows restored
2462	some choices may be different if I was a resident
2476	flood plains have been built on for many years
2486	tourists have destroyed the magic of the Cotswolds we knew 30 years ago
2491	disregard by local government for tradition and local people's views
2494	would like special consideration for the birds/mammals and more conservation volunteer opportunities for locals
2504	aeroplanes seem to be able to practice over the AONB without any of the constraints of other regulatory body. They are changing our valley and we don't seem to be able to do anything about it
2511	we need to protect the countryside generally - an inheritance to pass onto future generations
2512	poor condition of meadow land

qu_ID	Q4 – Any other comments?
2520	too many historic farm buildings being demolished for housing
2523	agri-business / mono-culture-prairie farming and routine use of herbicides and pesticides
2528	need to keep locals and 'townies' informed of the value of rural areas to all
2532	don't let chipping campden get like some other villages
2536	I share a concern over all of the above matters. It must be difficult balancing priorities
2541	some people, especially young locals, seem to drive too fast on narrow roads
2543	from overseas and have come to see the history of England, therefore the preservation of the area is very important to us
2544	NOT ENOUGH PROTECTION FOR THE ENVIRONMENT
2549	advertisement hoardings; loss of true country pubs, no jukeboxes
2552	oxford canal should have neater edges and be trimmed and weeded more often
2572	stop large houses being built for people who live in them for no more than a few weekends a year
2573	local people need to be able to live and work in their area while co-existing with sustainable tourism
2579	feel questions are badly worded
2584	greater clarification of public footpaths by appropriate way markers is needed with access unobstructed
2586	rubbish is a big problem in towns
2590	not concerned about having too many tourists in the same place at any one time - leaves more space available for the rest of us
2593	should be kept that very special place it has always been
2594	character is being destroyed by affluence - too many 4x4s / large properties / up market pubs
2595	needs to stay as natural as is possible
3004	You can't live in a bubble, but any new construction must show respect for heritage/look of area.
3005	As long as we have intensive farming we will lose more wildlife.
3006	I don't live here, but think all visitors (which I am one) should be concerned, at its our heritage!
3008	Too much commercialisation in a few villages.
3009	we need to encourage our young people to value what they have. Gloucestershire; the Cotswolds, the most beautiful part of England. Teach them pride in their County.
3010	"Not concerned" means all is well currently - in my opinion.
3016	Keep as is, but be sympathetic to residents wishes - spread the tourist season.
3017	In some areas, there is a reputation of being backward and uncaring, especially in the young. We need to promote the Cotswolds!
3021	The fact that my town, Cheltenham, does not have a bypass so that all the heavy traffic on the A40 has to pass through the town centre.
3023	Very concerned at increasing traffic over commons.
3025	Many of my concerns can be eradicated by good planning and overall sympathetic control.
3029	Good farming community and good village shops help maintain character.
3031	The AONB status, does not in practice offer much protection from development pressures.
3032	The area must not become a fossil living in the past. It must accept and integrate the inevitable economic change which all the developed world experiences.
3033	Rural communities dissolving. Influx of 'holiday home' purchases. Wildlife populations - more money/effort needed.
3034	Too many rich "townies" buying houses (usually second or third houses) and having no care for the country life around them - farmers, animals etc.
3036	More strategic planning initiatives for rural areas and Gloucester.
3037	More power for parish councils.
3041	it is very hard to get around when one has had to give up driving a car after fifty years.
3044	Pollutants in rivers and streams.
3048	I feel particularly concerned regarding affordable private housing for poorer local people, and see the area becoming a dormitory for the weekend wealthy.
3057	No mention of hunting in the survey. My view is to stop hunting with dogs, and organise culling by gun instead. Especially for deer, as they are now causing a lot of damage in gardens and small holdings.
3058	second home purchase is a threat.
3059	The Cotswolds cannot be preserved as they are but development should be cautious and not 'green' land.
3069	Frankly, but with little hope. I would like to see the Cotswolds as they looked in the 1950's.
3076	Too many 'second homes' - result ghost villages. Loss of community spirit.
3077	More wind turbines please - these are wonderful architectural objects. Would people prefer nuclear power stations on their doorsteps!
3079	Encourage people to walk to stay healthy.
3093	Destruction of footpaths across new roads (e.g. A417 - footpath crossings no longer safe).
3097	Appearance of casual 'travellers' camps at key locations such as Coaley Peak.
3099	Not only using "Bradsons" etc for building but light pollution from too many lights.
3100	My main priority would be to improve local bus services to villages and rural areas.
3103	Perhaps I should have put more 'don't knows', as I don't live in the area.
3105	Major concern with over-development in areas of outstanding beauty. Do we really need this amount of housing in Gloucestershire?
3113	Concern re - loss of greenfield sites for development/government plans to "townscape" the countryside.

qu_ID	Q4 – Any other comments?
3114	More needs to be done to ensure the Cotswolds don't become commuter country and can sustain a way of life independently.
3115	It is so difficult to reconcile number of tourists with the needs of rural amenities, therefore an ongoing problem.
3116	In general there is very good management and support for this area but we must be careful not to alienate the locals with too many outsiders doing all the 'pushing'.
3117	Inadequate transport options. Rather have reduced taxes for poorer people than have subsidies for public transport.
3118	I'm concerned about the needs of tourists being a bigger priority than the needs of the residents in Bath.
3120	We need a newspaper that brings the villages together - many of whom must have common interests and problems, but no way of sharing these to mutual advantage.
3123	As regular walkers we are very appreciative for all the enjoyment the Cotswolds give to us.
3124	Maintenance of footpaths and rights of way.
3127	New housing in rural areas - often no attempt is made to design buildings in harmony with local material or surroundings.
3130	Too much notice taken of urban controlled politically motivated groups i.e. RSPB, RSPCA, National Trust, etc, etc.
3138	I am very concerned about the plans which are passed by councils which are very poor designs and materials. Special training for councillors necessary!
3140	The need to balance new 'ring roads' spoiling rural areas and the need to move heavy traffic away from town/village centres.
3141	The danger of the Cotswolds being gradually and slowly spoilt by man, innumerable small changes.
3143	You cannot expect us to be a museum but new things must fit in.
3146	Some change inevitable. You cannot build low-cost homes without some new development.
3151	The attraction of the area is reduced by the influx of urban residents and visitors.
3154	Concerns regarding too much use of pesticides and other chemicals, destroying wild habitats.
3166	Well marked cycle tracks.
3176	Prefer to see natural energy from wind turbines to that of nuclear monstrosities.
3177	The loss of local craftsmen, like dry-stone wallers.
3179	The area is becoming rather 'twee' and very manicured.
3180	Building new roads and by-passes - my concern is not enough thought goes into their location.
3183	Would like to see modern but sympathetic developments. Not pseudo-old designs.
3187	Not enough public conveniences.
3189	Need for public transport and post-offices for the elderly.
3194	Not all these are apparent.
3199	This area needs to be kept as natural as possible, for as long as possible.
3206	lack of information in public domain of policies and initiatives to safeguard character of Cotswolds.
3207	Lack of low-cost housing forces families into towns. Those who can afford to live in the smaller villages send their children to private schools and village schools suffer.
3213	Would like more locals to become involved in conservation of the area.
3214	The traffic congestion needs to be managed in order to make more areas attractive to the tourists and visitors who bring money and business into the area.
3225	I am pleased that 'The Cotswold Lion' paper brings most common concerns to the fore.
3227	There should be greater concern from the government for the countryside. Diversification into other areas is not always a viable option. We don't want the countryside turned into a theme park.
3229	The need for 'sensitive' car-parks.
3232	Needs to be a thriving community for young people - jobs, housing, transport (not a rest home for retired ABC's).
3256	New development frequently a low design standard.
3258	Difficult choices - danger of turning Cotswolds into a museum, in the name of aesthetic values. This would not be desirable, therefore some quaintness may have to be sacrificed.
3260	Didn't feel in a position to comment as only visiting on holiday.
3264	Leniency and insensitivity of district council planning departments. Lack of control.
3268	I'm concerned about the state of some minor roads.
3271	There needs to be a balance between visitors and residents in the villages. We need affordable housing in all villages.
3272	Dog muck.
3280	unsightly planning at district level and not listening to local advice.
3283	A great many people do not respect the countryside and use it as a rubbish tip.
3289	Local people need to know about, "own" and want to sell The Cotswolds. One way of doing this is by increasing "Cotswolds and local (e.g. Broadway, Bourton, Stroud etc.) branding.
3296	Not enough credence given to the work of the countryside wardens.

## **APPENDIX 5**

### **QUESTION 5: SUGGESTIONS OF THINGS I WOULD LIKE TO SEE HAPPEN IN THE COTSWOLDS**

qu_ID	Q5 – Suggestions of particular things you would like to see happen in the Cotswolds
459	better transport and more schemes for park and ride , even in the smaller towns and villages
478	return of the village policeman if at all feasible, to address security worries
479	no (more closing down of local post offices; being disabled, this person considers it vital
482	further restrictions of golf, motor bikes, and wireless masts
484	making sure that footpaths are well signposted and left open (quotes an example outside Hillesley)
487	control over walkers and hikers' vehicles, which are often left in inappropriate places
1	Higher taxes for second homes owners who do not use local shops but buy food from supermarkets
4	Better bus services
9	I would like to see the Cotswolds as the 'mother hen' to all its communities
12	more 'camping barns' and Youth Hostel -type accommodation
13	Hard to prioritise-all of the above are important/valid
15	Avoid government infliction of 'urban values' on the Cotswolds
19	Events for younger people (suggests cross country running, cycling events)
20	More community group facilities
30	More (low cost) public transport
34	Poor access to the area from the south eastern edge
45	Consider 'shuttle bus' services so walkers can pick up the service along set routes
46	Address late buses
49	Upkeep of ancient and archaeological sites
51	Villages should have a greater say in the planning process; not everything should be decided at district council level
53	continuity of local hunt
54	more marked circular walking routes
57	Special parking bays for motor homes (along French lines)
59	Encourage newcomers to the area to join in village events
61	Opening up Cotswold canals-tourism and jobs
66	Retention of the 'country life' the Cotswolds provide
69	Allow limited development, otherwise well-being of villages at risk
76	Highlighting age gap-interesting for older generations but dull for younger people, should this be the case?
77	Local newspapers dedicating a page a week to the information of the Cotswold Lion'
80	Wheelie bins; collection of garden waste
81	More local small businesses, esp. organic foods. Also better public transport
91	Higher prices/penalties for second/holiday homes
93	Close down RAF Fairford; distorts the local economy
96	Coordinated public transport policy for walkers
98	Abandon 50% discount on Council Tax for 2nd homes
103	Cheltenham bypass (presumably on east side)
108	improve rail services
109	Low cost housing to stop influx on middle class 'yuppies'
117	More accommodation for visitors; visitor attractions for younger people
119	to take through traffic away from villages and town centres and improve central facilities for people
124	Preservation of existing Cotswold environment
131	More control of farm building development
132	Better parking-perhaps on the edge of villages
134	Retention of the peace and tranquillity of the region
140	People need jobs to keep them in the area; so avoid villages becoming 'museum pieces'
145	Priority criteria needs to be established for the purchasing of property (locals first)
149	Better schools, cleaner/less expensive public transport
162	Door to door recycling programme
165	Somewhere set aside for travellers to park
166	Use churches and the church more as community focal points
167	Preserve the important features
169	A centre fro organic produce-too much produce from abroad currently
175	Restrict the number of visitors, esp. in coaches. No 'tacky' tourist shops
180	more access and better signposting for walkers
183	need to address the access of HGVs, large buses etc. on the areas' road system
195	Not enough public transport. Should be subsidised; volunteer car services are not effective enough
198	Organic foods for the local community rather than for the wider market, and more interaction between the people who live there
206	Improve, then widely publicise, innovative public transport links into the AONB (such as from Bath)
207	Diffusion of tourists around the whole of the Cotswolds, as opposed to a few key attractions
214	stop a proliferation of road signs and road painting (red, green etc.)

qu_ID	Q5 – Suggestions of particular things you would like to see happen in the Cotswolds
215	Improved facilities for walkers, cyclists and horse riders
217	Heavy penalties for the destruction of preserved properties, features etc., and confiscation of any resulting financial profit
223	More disabled parking generally; better and more frequent public transport to the small villages in particular
225	Vehicle weight restrictions on the A44, proper motorway signposting for lorries to bypass the area
233	more recycling and more regular collections, including plastics
234	more support for local farmers markets, esp. to address a decline in local/specialised shops
235	Better understanding of the multi-functional nature of the countryside, and a more integrated approach to managing change within it
238	More Park and Ride schemes for tourists in towns
241	Some way of keeping young people in the area with more employment opportunities
246	Ban fox and hare hunting. Prevent developers from buying up small cottages for second homes.
248	Some facilities for youth (clubs, swimming)
251	play areas for children
254	connection between low-cost housing-families moving in-needing local schools-better quality of village life
258	Integration between tourists and locals, as opposed to segregation
259	Particular reference made to public transport
262	If bypasses have to be built to keep essential traffic away from towns and villages they should be built in an as environmentally sensitive way as possible
263	Cutting back of hedgerows which obscure road signs
264	More power and responsibility lying with the local authorities
265	more community arts workshops, and sports facilities for young people in towns and villages
270	development of canals, and more use of the railways
280	small, unmanned information kiosks in all sizeable villages
281	Control of traffic on Minchinhampton Common to avoid accidents with cows
284	a tourist surcharge, to go to farmers, to maintain their farms and the existing Cotswold landscape.
287	Networks of bridle paths, also of cycle paths
288	Better connections for mobiles, often no signal
291	A Cotswold Warden scheme to promote the spirit of the Cotswolds
300	affordable housing to allow local people to remain in the area
303	Better identity and promotion of Stroud area for visitors and tourists
308	The revival of traditional craft and design practices...ornaments, stone cutting, ironwork, to ensure that skills are passed on
310	Low cost housing for local residents to remain in the community (not second/holiday homes)
313	Preserve what is good there now
319	large supermarkets stocking local produce
325	park and ride for tourists
329	More Cotswolds Wardens, because they do a good job
338	Reducing the number of underused 'second homes'
344	better upkeep of existing public areas
346	Park and ride schemes at the most popular tourist villages, such as Broadway and Bibury
347	NHS dentists in the towns
348	Stop the countryside being used as a 'rat run' for impatient motorists
351	large trucks put back onto motorways or goods on an improved rail network
356	more low cost housing, specifically for locals
361	Canals to be restored, people restricted from buying 'second' homes and hardly ever using them (more council tax for them?)
364	horse drawn tourist transport, no GM crops (council to exert authority or issue compensation)
370	low cost housing for Glos/Oxon families who have grown up in the area
373	reopening, where possible, old railways links across the area
374	Strongly believes that if farm incomes continue to fall, then the Cotswold landscape will suffer too; 'the signs are already there'
379	Uniformed Cotswold wardens ready to talk, answer questions, and monitor the whole countryside area
387	al ist of pub food, restaurants, cafes etc., especially in high quality local produce graded by an independent body
389	carnivals and fetes, etc.
393	information regarding management decisions needs to be widely disseminated to local parish councils
395	see above; much more emphasis on public transport rather than on cars
396	low cost housing for the village people to live in
397	Keep it beautiful and peaceful
403	Difficult to restrict to just the three points above for the ten years ahead
411	bypasses where possible through the villages
416	return of local policemen on 24 hour patrol
420	Support for jobs created to be home based, i.e. IT or commercial companies being purely mail based
422	Keep the rivers clean and prevent the runoff of fertilisers and pesticides
423	none
427	promotional films at cinemas and events high profile of pressures and benefits of Cotswold AONB

qu_ID	Q5 – Suggestions of particular things you would like to see happen in the Cotswolds
433	ways to keep the community spirit alive in the small towns and villages. Encourage more local arts and crafts
434	Continue to strongly promote local traditions and products
440	More support for old fashioned businesses who compete against large chains (better business rates, grants, publicity)
442	Shiny metal farm buildings and grain silos need to be painted dark green, less obtrusive
444	Although problems have to be tackled, I hope that any change does not affect the true 'essence' of the area
447	an integration of walking facilities and public transport for tourists
454	Appropriate tourist activities-exhibitions, photography, cultural events, not popularised or over modernised
505	better public transport, affordable housing as needed, not built at random
507	More railways? Housing should be more environmentally friendly and community minded, to help younger people stay in the Cotswolds. More organic farms, preferably family or community based.
2604	ensure good maintenance to roads, remove unnecessary signposts and improve such directions where necessary
2613	the vision to see the Cotswolds in 1000years time reflecting what we see and know so well with the control of change being strictly adhered to over the intervening years
2616	better bus services, better library facilities
2618	the odd seat even if its only an old tree at various beauty spots
3241	An enlightened planning belief with regard to attractions encouraging visitors and thus benefiting the economy.
3249	Better incentives to farmers to protect important sites.
3251	More local G.P's. Improved bus services.
3254	Double council tax for second homers - the income to subsidise affordable housing for local youngsters.
511	Increase in long term nursing care at realistic costs to the community
514	vehicle width restrictions on minor roads to stop 'rat running'
530	Alternate places for teenagers to congregate, especially for night time socialising, such as cafes
537	More park and ride facilities with revenue put back 'into sustaining the area'
538	building of bypasses around villages, as long as this does not lead to a sense of isolation
542	encouraging provision of attractive public transport options. Less damaging farming methods
543	speed bumps on the roads
545	More local train branch lines needed, and funding to maintain public transport
547	more entertainment in local buildings for teenagers, discos/below 18 clubs etc. Also skateboards, though location needs to be carefully looked at
558	Generally stricter control over development
578	Traffic needs slowing down, as speed limit notices are not working
584	Low cost housing to maintain a healthy demographic mix other than second home owners, commuters and the elderly. Perhaps an infrastructure similar to the one in the Highlands and Islands (work locally, reduce traffic)
589	Easy access into new houses and public buildings
606	bring back village schools and reduce the amount of transport ferrying youngsters to school (elsewhere)
609	Make the A40 into a dual carriageway, and more cycle paths (in general)
616	more infill housing in villages rather than large new developments
623	low cost, eco-friendly homes
629	farmers cannot be expected to be unpaid 'guardians of the landscape'. They should be backed up by professional contractors, volunteer groups and community service labour
630	public transport throughout all the villages and towns, and a park and ride scheme to keep cars out of tourist areas
631	considers that all of the above are important
633	more organic food being grown, produced and sold in the Cotswolds
634	Sensitive planning hand in hand with conservation; considers the current range of development totally inappropriate for an AONB. Landscape needs 'proper and systematic protection'
644	There is a severe shortage of skilled craftsmen-plumbers, gas, builders etc. -the encouragement of apprenticeships and housing
648	lost opportunities, such as a water park area, and a good cycle path infrastructure
650	Promote countryside and its population. Also skilled jobs, and try to keep the Cotswolds farming
654	would like to see restoration of the canals speeded up
657	bypasses for small towns and better public transport, more use of GM crops to reduce spraying of crops
658	crackdown on crime
665	More advertisement of the fact that this area is an AONB; leaflets such as the 'Cotswold Lion' on wider display
675	In all towns-good IT and library facilities, better leisure centres (low admission, indoor pools, long opening periods).Also offering of more college courses outside of the urban centres
677	park and rides with paths along the same routes, better public transport in the region
678	More tearooms, bistros etc remaining open until late in the summer
682	More information on accommodation, walking trails, cycles for hire and camping
684	make sure that pathways are kept clear and signposted for everyone to enjoy
685	some conifer lined smaller roads need attention
687	more village shops
696	ban fox hunting and use the hunt dogs for other means, such as hunting criminals (!)
698	more nature reserves
699	don't lose village post offices

qu_ID	Q5 – Suggestions of particular things you would like to see happen in the Cotswolds
701	park and ride schemes, with traffic banned in the most heavily congested tourist centres
711	All of the above are very important if a sustainable future is to be achieved
715	Improvement in the supply of low cost public transport
718	more broad leaved rather than coniferous woodland
722	Integrate agriculture with tourism
2000	at present things are just about right - strict control must be exercised for the future
2001	car parking in towns and villages, traffic is a problem but a part of life today
2002	more funding in county council footpath work and more rapid response from them
2010	nothing should be allowed to spoil it
2013	revitalised railways - opening up of canals
2014	easier access to include more villages to share the spread and benefit from tourism
2018	We obviously want ALL of the above
2023	100% organic farming and the loss of all fast-food outlets
2025	grass verges cut back to make roads less dangerous
2037	more use of public transport - park and ride schemes
2038	implementation of 'by-roads' restricted to cyclists and walkers as in Wilts
2048	development of 2nd homes and holiday cottages should be subject to control
2058	reinstatement of uncultivated area next to hedgerows (as against EU directive) to protect birds and wildlife
2059	major features in planning should be sustainability and architectural merit
2060	more small scale development of a low cost housing for local people but in keeping with local heritage
2065	encouraging small professionally based industries to our smaller towns
2092	development only on brown field sites
2103	a greater amount of production, slaughter and distribution of local foods
2104	safer main roads and their crossings - rural policing improved and funded
2108	progress without spoiling the beauty of the place
2114	more public and cheaper transport
2120	better use of local skills and more village shops/PO
2122	encourage small organic farmers and discourage intensive agri-business
2124	keep farmers in business to keep our countryside as we love it
2126	local councils - manned by people with at least 15 years full time living in the area they could serve
2127	ensure farmers can afford to work the land
2128	better maintenance of footpaths
2130	close Minchinhampton
2131	review of land use in hilly areas - encourage grazing
2134	keep tourists down to a reasonable level, particularly day-trippers, more should come by public transport
2139	preservation of village pubs and shops - more low cost housing available
2143	diversion of heavy traffic away from towns and villages
2146	short well signed nature walks suitable for kids, sculpture trails, off road cycle paths - such things to introduce kids to the outdoors
2151	train costs reduced, park and ride schemes used more
2153	better public transport, protection for the village shops and post office
2155	more advertising of local produce, not just hotels etc
2158	more resources for maintenance and larking of footpaths, and rights of way
2161	more public transport to cut car use
2167	greater public participation by local communities in local decision making
2169	people could sponsor a wall in memory of a loved one
2171	people with drive and local knowledge should be responsible for pioneering change
2175	a better rural transport network
2183	affordable housing for local people, more free 'limited time' parking
2184	more rural based police officers on the beat. More leisure facilities for the large population of retired residents
2185	partnership approach for policy implementation
2186	more support for local enterprise. Special concessions for innovative local and appropriate development
2195	maintain small quarries for local use. Restrict large quarrying for distant delivery
2196	subsidised public transport to encourage its use and provision of adequate car parking in small towns
2199	far better policing of fly tipping and other dumping of rubbish (or clearing it up quickly)
2208	better parking in villages to encourage tourists
2217	be an example of how it should be done - no development if possible
2218	Councils owning houses - to rent to local young people unable to buy
2221	shop / PO / café / pub become a village meeting place encouraging its council
2222	better roads, and very narrow roads signposted to that effect
2229	I do want relatively easy access as I walk regularly over the Cotswolds
2232	4x4s banned from ridge way and by roads

qu_ID	Q5 – Suggestions of particular things you would like to see happen in the Cotswolds
2233	minimum govt interference in local matters
2236	more attention by planning depts to the local people's requirements in their villages
2240	more tree planting - not conifers
2249	more way marked nature trails
2260	more cycle ways
2262	sign posts to be cleaned occasionally - many are almost useless from build up of moss/lichens and general grime
2271	more action taken to reduce crime
2273	greater emphasis on light industry/manufacturing/IT etc
2275	more co-operatives being set up e.g. with regard to village shops to ensure lower prices and continuity
2278	bring back flax fields - acres of them
2289	encourage farmers etc to open more local produce markets
2293	improved rural education; better facilities for youth activities
2295	lees weekend only occupation
2302	barn conversions used for country crafts etc.
2305	increased funding to help young people enjoy life in the Cotswolds; community based activities all automatically attract tourists
2306	more trees are needed to stop soil erosion
2310	try to maintain old charm of buildings so that any new developments are screened accordingly
2318	Cotswold Lion walks should be a pull-out supplement - have a more prominent heading for programme on the front
2321	better traffic control in popular areas
2322	all of the above are of equal importance
2326	some access to the countryside but owners privacy respected
2331	integrated transport system - simple to use; clear information; easily understood
2332	pounce on litter bugs
2337	affordable housing for those cannot afford to buy and are denied the pleasure of living in a beautiful place
2343	be as restrictive as possible with regard to new development. Don't let the developers destroy the rural character of this unique area. Offer tax incentives for restoration of old buildings and penalise those who let them crumble away
2345	regular checks of water flow and quality in rivers streams and brooks
2353	I would like to see some of the 'lost' footpaths re-appear and the canals cleared and restored
2355	well marked information centres
2361	more designated car parks - existing overflow in summer
2376	advising the population to protect their environment by decreasing their use of chemicals, less use of cars and not spreading litter
2380	safe cycle routes / family facilities
2383	More Youth Hostels
2385	creation of 'quiet lanes' in the area with 40mph limits, banning of all large HGVs from minor roads and villages
2386	welcome the new while preserving the old
2388	information for people who have skills to benefit the Cotswolds, but cannot afford to buy property here
2397	there will be financial assistance for owners of listed buildings and the so-called planners will have gone away
2400	stopping inappropriate development
2402	coach parking away from village/towns - setting down only
2403	too many controls will turn the area into a rich mans domain
2410	restrict unsightly development
2418	local councils setting an example in maintaining cleanliness and good repair
2420	better parking facilities, by passes around villages
2423	less emphasis on public transport - develop electric cars and build underground car parks. Less planning control on reasonable housing, greater control on inappropriate development
2429	I think the core of our local community will survive, we need to encourage it
2439	make sure new developments are below the skyline and reduce light pollution
2448	trim overgrown hedgerows so that road signage is clearly visible at night
2451	organic farming to help with the shortfall in organic food
2454	tourist information centres not turning off their fax and answering machines at night - their way of limiting their workload perhaps???
2455	I'm all for sympathetically considered planning applications regarding non-executive type work places and houses
2461	no building on greenfield sites, water companies not to extract so much water
2476	like to see local produce on sale in small villages as in Bourton
2480	better disabled parking
2482	parking can be difficult - more free car parks
2483	re-instatement of grubbed out hedgerows of the 60s & 70s
2490	more and cheaper public transport
2491	put a leaflet about public transport in every householder's box - need to know about any new services
2492	less street parking in tourist villages - provide free off street parking
2512	more trains stopping locally; revival of disused railway lines using electric trams
2519	encourage local produce and products

qu_ID	Q5 – Suggestions of particular things you would like to see happen in the Cotswolds
2520	expansion of the village shop and post office scheme
2521	A46 through Nailsworth needs relief at time of congestion on M5
2522	integrated public transport information
2523	energy conservation / recycling / re-use of redundant agricultural buildings other than for upmarket domestic residences
2528	keep down speed on all roads and more animals on farms
2529	restrict levels of new build estate - do not let them do an 'abbey meads' on you
2544	all new buildings to be built using local stone, and more suitable playgrounds for under 12s
2549	possibility of converting old farm buildings for reasonably priced family accommodation
2553	a crack down on litter dropped by visitors and cyclists, and thrown out of cars. Where are the notices in parking areas that inform of the fines that can be imposed
2564	encourage farmers markets, WI's help keep village halls etc
2572	The AONB committee having more influence over local planning authorities
2574	more education about our Cotswolds and what's there
2582	following successful trips to the Netherlands with small children I would like to see residential streets surfaced and children having priority in the road
2584	encouragement and assistance in producing village design statements and community plans throughout the areas
2585	bypass removing heavy traffic from Bretforton and less Indian restaurants in Evesham
2590	all new buildings to be built or faced with local stone
2591	Conversion of farm buildings for other use than farming
2592	reduce road noise from a417 - especially concrete sections - support local businesses and jobs
2594	network of quiet lanes as in Norfolk for walking, cycling etc
2597	ban large coaches
2599	people to be able to enjoy the Cotswold countryside but not destroy it
2602	more small woods of native trees
3000	The extension of the AONB to include the Glyme Valley.
3008	Restriction on new housing developments and curtailment on new road building.
3009	Low cost housing would be a major encouragement to keep people in our villages. Utilise the Churches more and encourage a sense of community.
3010	Cheltenham Boro' Council does not recycle PLASTIC milk bottles etc.
3014	If you are to prevent the Cotswolds becoming exclusively a "holiday village" you need policies which retain people who were born there to provide living communities, not just holiday homes.
3016	Spread tourist season - less peaks.
3017	Shops that people want to buy from. Not cheap £1.00p shops that you get in the cities. Quality shops.
3023	Restricting through traffic on Minchinhampton Common.
3025	If the Cotswolds are well conserved and controlled, some of the other items can be accepted.
3031	Link the AONB status very firmly to specific measures to retain its meaning.
3032	More electric transport, especially public transport. Especially buses linked to Park and Ride schemes based on the edge of the AONB.
3033	Have some sort of control over villages/hamlets being turned into 'holiday homes'.
3037	Less development.
3041	More power for parish and town councils to regulate, with less interference. LOCAL concerns.
3044	Encourage development of local co-operatives, especially among the young and local community trusts to promote crafts, skills, talents and opportunities.
3048	I would always like to feel welcome and unhindered in my weekly visiting and walking and enjoying.
3057	To let retired countryside people give their past experience to the young in special centres. Set-up so that they can carry on knowing how the countryside works.
3058	These suggestions are all laudable but...
3059	Subsidised bus services paid for by parking in towns and on company premises.
3061	Clean-up the countryside.
3066	Enforcement of agreed planning conditions.
3067	Although an AONB, that planners do not automatically reject good modern architecture in favour of 'Olde Worlde' styles. We want a 'living' area, not a museum.
3069	Most of the really "minor" roads haven't too much traffic, but some villages get clogged up with parking.
3078	More cycle routes.
3081	Greater support and encouragement of landowners to manage their land in an environmentally sensitive manner.
3084	Easier parking.
3086	I have ticked three, but most of these points need looking into.
3093	Better public transport, more village shops, PO's and pubs.
3094	Wind turbines painted to blend in with the countryside.
3098	As above - allocated parking to avoid congestion and views being spoilt.
3099	Not to try and change it for the sake of change. It's perfect as it is.
3100	I think you have covered all the areas people are concerned about.
3105	Better bus services for rural communities plus improved amenities for the elderly.

qu_ID	Q5 – Suggestions of particular things you would like to see happen in the Cotswolds
3110	Every town and village should have a farmers market with local produce at least once a week.
3113	Development of railway network/rural stations. Reduction of large haulage vehicles on country roads.
3116	Less intensive farming combined with more interaction with farmers, landowners and visitors.
3117	More flexible transport options required e.g. shared taxis, part-buses. Need cheaper and greater availability of parking in town centres.
3119	Bring more use of canals, rivers and railways.
3120	A program to encourage and aid "community-owned" village shops, so that dis-used shops can be re-established.
3130	What public transport.
3133	Improvement of public transport.
3138	Every building development these days is all too cost conscious - couldn't quality have a priority.
3140	The development of 'Farmers Markets'.
3151	Support for the younger generation to stay - housing, services and job opportunities.
3155	Positive encouragement for tourists who don't use cars - walkers, cyclists etc. Public transport, youth hostels and campsites.
3157	Parish councils being empowered to act for themselves to help their communities.
3166	A 'Where to Eat Guide'.
3172	Funding for Voluntary Car Drivers Centre.
3173	Greater willingness to encourage light industry and local jobs e.g. Mid-Wales.
3177	More one-way routes through villages.
3179	More wildlife ponds and tree planting - smaller fields instead of prairies.
3187	Less 'incomers' buying up property and taking over parish and church councils.
3188	Services - particularly hospitals e.g. Cirencester hospital.
3190	a more positive approach to control of traffic growth (and road congestion) through the re-implementation of rail services on former Cotswold area railways e.g. the ex-Cheltenham to Honeybourne line.
3195	Job opportunities as long as they don't involve "industrial parks" in unsuitable places.
3197	Traffic free cycle paths.
3198	Less road construction.
3204	Farmers markets once a month are good - but a regular point where one could shop would be better.
3205	Less property being sold for second homes and being converted, with large iron security gates as town houses!
3206	All the above are important - therefore difficult to prioritise.
3207	Tightening up on people who blatantly defy planning procedures and spoil beautiful countryside by building or camping on meadowland.
3212	An extension to the Glos - Warwick's railway beyond the village of Winchcombe. The village is a great way out.
3213	Increase opportunities for individuals to undertake volunteering and to learn traditional skills of walling, hedge-laying etc.
3214	To make the network of village post offices into village shops, that are able to supply goods to the local community and tourist information to visitors.
3225	Representatives visiting schools to encourage young children living in the area, to nurture respect for the Cotswolds.
3227	Call a halt on development in the countryside.
3233	If it were possible (what a hope!) limitation, or at least a meaningful deterrent to non-residential purchase of properties, i.e. Holiday homes.
3235	More caravan sites in carefully screened areas.
3237	Better co-ordinated openings for N.T. or more openings. Something 'open' nearby on everyday of week, - staggered.
3256	More priority given to horse riders and less to walkers and cyclists.
3257	Would like to tick all these boxes!
3264	Traffic free villages/areas for non-residents.
3265	All the items mentioned are worthy of a tick. That would create utopia.
3268	Continuation of use of traditional local crafts and skills.
3271	We should not be afraid to develop redundant buildings for 'sympathetic' light industry. Must provide adequate off street parking.
3272	More dog bins.
3280	Listening to what local people.
3283	Less 'estate' type housing.
3289	Help local people become more knowledgeable about their area. Increase local information and history signs, and maps. I like the idea of Cotswold AONB signs on the main roads.
3291	More trees.
3292	Restriction of new housing. No second homes for the very rich.
3294	Post bus timetables in small communities.
3296	More information for the general public of dangers to the Cotswolds.