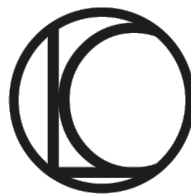




Gloucestershire

Mission Pine Marten Community Engagement & Consultation Report



LITCHFIELD
COMMS

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1 Introduction

The aim of Mission Pine Marten Project is to establish a stable population of pine martens (*Martes martes*) in the Forest of Dean and Wye Valley, with overall benefits for both wildlife and people.

The pine marten is the UK's second rarest carnivore. In 2015, the population in England and Wales was deemed to be too small to recover. Fifty-one animals were translocated from Scotland to central Wales to establish a population there. Although currently thriving, this single population is small and vulnerable, and the creation of a second population is now essential to ensure its long term survival.

A feasibility study into whether the Forest of Dean and Wye Valley is an appropriate location for a second translocation has recently been completed. The area has abundant suitable habitat and is just 100km away from the Welsh population. A reintroduction project to the area would involve the translocation of 60 animals over 3 years.

1.1 The project

A five-year project in partnership with the Forestry Commission will deliver pine marten reintroduction, monitor the success of the population, assess ecological impact, undertake adaptive conflict management and engage local communities.

Community engagement as part of the project's feasibility study has already determined strong public support for the project. Seventy-one per cent of local people were in favour of the reintroduction. Effective monitoring, stakeholder involvement, and ongoing communications and engagement were important themes that came through from the previous consultation. People wanted information they could share, to be part of decision-making, have positive impacts explained and concerns addressed. The full report into stakeholder and public attitudes is available at www.gloucestershirewildlifetrust.co.uk

In order to develop the Mission Pine Marten Project further, GWT commissioned a more detailed study to understand how people would like to be involved.

1.2 Community Engagement

This phase of community engagement was developed from 9 questions:

1. How will Mission Pine Marten engage our key audiences in learning and participation activities?
2. How do communities want to be connected with Mission Pine Marten?
3. What are the barriers to involving communities? How can these be overcome?
4. What is the most effective way of reaching communities?

5. What pilot activities can be run to assess interest, impact and practicalities?
6. What will sustain the interest and active participation of communities beyond the funded life of the project?
7. What is the best way to ensure longer-term financial viability of community engagement activities, whilst also ensuring finances are not a barrier to enabling community participation?
8. What knowledge and skills does the project and partnership need in order to deliver the community engagement aims and inform appropriate job descriptions for key delivery staff?
9. What volunteering opportunities are of most interest to the local community and how will this support project delivery across ecological, practical conservation or people engagement activities?

A 3-month engagement programme was designed, running from November 2018 to January 2019 to fit with the wider project timeline. The programme's objectives were to:

- aim to gather and report views from 800 engagements;
- contact 20 groups from the Forest of Dean;
- include four community workshops;
- produce an engagement report; and,
- develop a stakeholder directory.

The biggest challenge was achieving the level of engagement desired over a short period during the winter, including the Christmas and new year holiday. The festive break would see many people focusing on time away from work and their usual routines, enjoying time with family and friends. The Forest of Dean and Wye Valley are also vulnerable to severe winter weather, which could restrict people's mobility to attend any engagement events.

2 Method

The engagement programme was designed to offer opportunities to gather both quantitative and qualitative feedback. It used a range of techniques:

- Online survey
- Local roadshow
- Workshops/meetings
- Stakeholder promotion
- Social media promotion
- National and local media promotion
- Incentive

2.1 Online survey

An online survey was considered the most effective way to reach as many people as possible in the time available. The survey explored some of the main issues by asking 13 questions, with a variety of response options including multiple choice and free text comment boxes. It was anonymous but requested some demographic data, including the first part of the respondents' local postcode.

Two online platforms were considered to host the survey: Survey Monkey and Google Forms. Survey Monkey was chosen because its interface was the most simple and easy to use for those completing the survey.

The survey was available for 6 weeks, from 20th November to 31st December 2018.

2.2 Local roadshows

In order to not exclude those who preferred face-to-face engagement, the programme also needed to include opportunities for local people to learn about the project, ask questions and provide feedback in person.

Roadshows are a well-established technique for this style of engagement and are most effective when sited in areas with large foot-fall. Covered shopping centres are ideal providing shelter during winter weather and are visited by a range of people from different age groups with a variety of interests and views.

However, many of the Forest of Dean's urban centres are configured around a pedestrianised central square or marketplace. Others have a single high street that does not feature a communal pedestrianised area. The potential for winter weather also meant that it might be difficult for some people to visit town centres. In addition, expected foot-fall could not be relied upon due to changing habits caused by the holiday period.

To mitigate these issues, existing well-attended local events were identified as potential venues for the roadshows. Organisers were contacted and most were willing for the project to have a presence.

The roadshow consisted of display boards featuring a summary of the project and information about pine martens, a pine marten stuffed toy, paper copies of the online survey, a small table, chair, and lighting. This was housed under a waterproof gazebo.

The roadshow also included an interactive element. Visitors were asked to select their preferences by placing stickers against 12 potential activities provided on a large board. An adapted paper version of the online survey was also available.

In total, the roadshow visited 8 different locations/events:

- | | |
|--|--------------------------------|
| • Lydney Christmas Lights Switch-On | 24 th November 2018 |
| • Forest High School Careers Evening, Cinderford | 27 th November 2018 |
| • Cinderford Christmas Lights Switch-On | 1 st December 2018 |
| • Newent Market Hall | 8 th December 2018 |
| • Foresters' Forest Volunteer Gathering, Parkend | 12 th December 2018 |
| • Forest Explorers, Coleford | 15 th December 2018 |
| • Taurus Crafts Christmas Market, Lydney | 16 th December 2018 |
| • Coleford Clock Tower | 22 nd December 2018 |

2.3 Workshops/meetings

Alongside responses gathered from the online survey and the roadshows, the programme also wanted to explore some issues in more detail. Focus groups were considered, however recruitment would be difficult due to the time of year.

Instead, existing local conservation groups with planned meetings during the consultation period were identified and offered a workshop to explore their views. Town and parish councils for the urban centres (Cinderford, Coleford, Lydney and Newent) were also asked if they would like a representative to attend their next meeting to provide a project update and gather any feedback.

Four workshops/meetings were arranged:

- | | |
|----------------------------|--------------------------------|
| • Newent Town Council | 10 th December 2018 |
| • GWT Forest of Dean Group | 14 th December 2018 |
| • Wye Valley Youth Rangers | 15 th December 2018 |
| • Dean Green Team | 18 th December 2018 |

The sessions featured an initial presentation including the project's background, on purpose and aspirations: migration modelling; impact analysis on grey and red squirrels in Scotland; and details of the previous public and stakeholder attitudes. Most groups were then presented with a series of questions similar in theme to those included in the online survey to initiate discussion. Depending on the size of the group, members were asked to note their views on cards provided or share them for wider discussion. Time permitting, those shared were ranked according to preference or importance by the whole group. An exception was Newent Town Council meeting, where time restrictions only allowed for a brief presentation followed by a short question and answer session.

2.4 Stakeholder promotion

In order to extend the reach of the engagement to a wide range of stakeholders, 147 community representatives, groups and organisations were identified and contacted. They were encouraged to share details of the engagement, as well as provide their own feedback via the online survey, visiting a roadshow or attending a workshop/meeting.

GWT and Forestry Commission members, employees and volunteers were also made aware of the engagement by an article in the December e-newsletters, with a total circulation of xxxx.

2.5 Social media promotion

The engagement was promoted using GWT and partner social media channels. Organic and paid-for posts promoting the online survey and roadshow locations was published on Twitter and Facebook, reaching 55,464 people.

2.6 National and local media promotion

Details of the engagement were issued to national and local media. Online and print articles appeared in the following:

- | | |
|-----------------------------|-------------|
| • Gloucestershire Echo | 21 November |
| • The Times | 21 November |
| • The Guardian | 24 November |
| • Bristol Live | 24 November |
| • Forest of Dean Review | 28 November |
| • The Forester | 28 November |
| • Forest of Dean Review | 30 November |
| • BBC One West Breakfast | 13 December |
| • Points West | 13 December |
| • BBC Radio Gloucestershire | 13 December |

2.7 Incentives

It is common practice to incentivise engagement, although these should always be in line with the organisation's vision and values. Respondents were offered entry to a prize draw to win a pine marten tracking day with Dr Andrew Stringer.

284 competition entries were received. The draw will take place on xxxx.

2.8 Severe weather contingency

Whilst this was not necessary, it was agreed that in the event of severe weather restricting travel and mobility, all resources would be reassigned to supporting the online survey.

3 Engagement

The previous stakeholder and public attitudes report featured responses from 265 people via an on-street survey and 19 face to face interviews.

This phase of engagement wanted to build on this further and set itself an ambition aim of 800 engagements – almost three times as many as previously achieved.

Over the 6 week period, the engagement programme achieved 1,222 engagements – exceeding the aim by 52%.

The total engagements are broken down by method below:

Method	Engagements
Online survey	757
Roadshows	342
Workshops/meetings	123
TOTAL	1,222

This level of engagement for a special-interest project targeting a specific local community would be considered high at any time of year. It is especially encouraging over such a short period covering the Christmas season. It demonstrates the strong community interest in the project and the willingness of local people to be involved.

Social media was an integral part to the programme's success, growing the previous consultation online reach of approximately 15,000 to 55,464. Boosting posts with paid-for promotion helped to maintain response rates through the Christmas week.

Locating roadshows as part of existing local events helped to mitigate the time of year. By attending existing events, local people were not being asked to commit additional time or energy. The project went to them.

The roadshows also provided an opportunity to hear from people who would not normally engage in wildlife conservation issues, plus age groups that are often difficult to engage with, such as younger people and 35 to 44-year olds.

Of the 342 roadshow visitors, 172 completed a paper copy of the survey.

The interactive element was particularly popular with young children, giving them the opportunity to share their views directly in an age appropriate way.

Attending existing meetings of local groups worked well for similar reasons to the roadshow: by limiting the need to ask local groups to change or add to their calendars. Whilst all but one had a wildlife conservation focus, this was balanced by the roadshows broadening the range of respondents' interests.

Group organisers and members were very supportive of the engagement. Many expressed their willingness to be involved longer-term and an expectation to be kept informed.

National and local media support helped to raise awareness, with many visitors to the roadshow reporting that their visit was prompted by media coverage.

4 Results

An online survey made up of 13 questions was available from 20th November 2018 to 31st December 2018. It was promoted via social media, national and local media, as well as community, GWT, and partner channels. An incentive to be entered into a prize draw for a pine marten tracking day was available for every respondent.

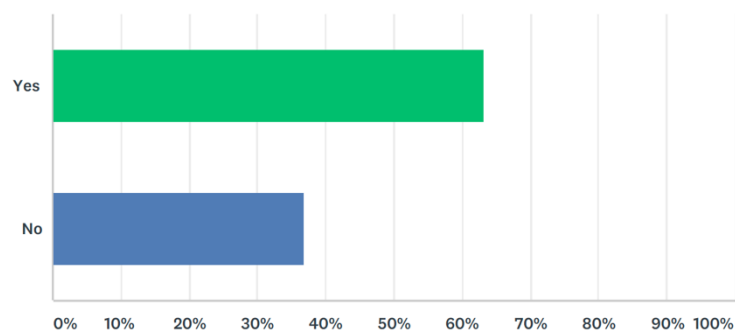
757 responses were received in total.

The results for questions 1 to 11 are set out in the following section. Contact details provided in response to question 12 are not included to protect individuals' personal data.

4.1 Online survey

Q1 Do you live in the Forest of Dean or Wye Valley?

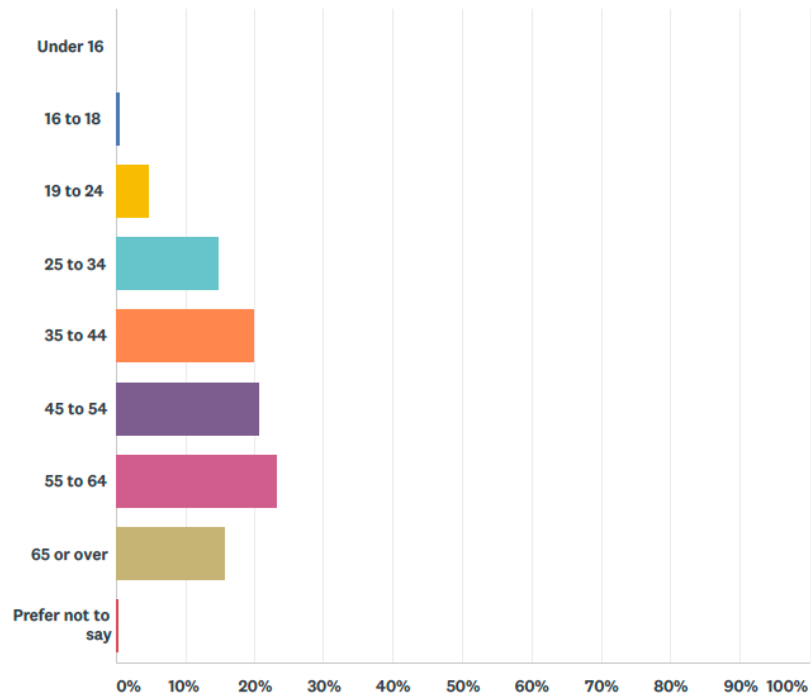
Answered: 757 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	63.14%	478
No	36.86%	279
TOTAL		757

Q2 How old are you?

Answered: 757 Skipped: 0



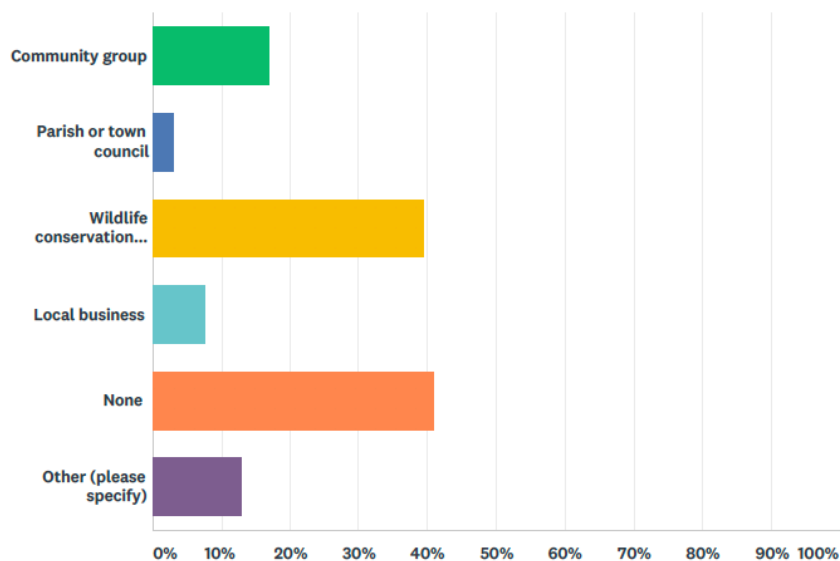
ANSWER CHOICES	RESPONSES	
Under 16	0.13%	1
16 to 18	0.53%	4
19 to 24	4.89%	37
25 to 34	14.80%	112
35 to 44	19.82%	150
45 to 54	20.74%	157
55 to 64	23.12%	175
65 or over	15.59%	118
Prefer not to say	0.40%	3
TOTAL		757

Q3 Please tell us the first part of your postcode

Area	No of responses	Area	No of responses	Area	No of responses
GL15	117	B71	1	KT13	1
GL16	93	BA1	1	KY14	1
GL14	63	BH25	1	LD8	1
GL17	58	BL6	1	LE16	1
NP16	50	BR3	1	LS7	1
GL18	34	BR8	1	NP19	1
NP25	29	BS	1	NP234	1
GL2	23	BS	1	NP4	1
GL51	17	BS11	1	NR29	1
HR9	16	BS15	1	OX10	1
GL4	15	BS16	1	OX15	1
GL52	15	BS2	1	OX29	1
GL3	14	BS20	1	OX3	1
GL1	13	BS23	1	RG	1
GL5	13	BS24	1	RH13	1
GL7	13	BS25	1	SN	1
GL50	10	BS34	1	SN13	1
GL54	10	BS40	1	SN14	1
GL6	8	BS5	1	SN2	1
GL19	7	BS6	1	TA1	1
GL20	7	BS7	1	TA3	1
GL11	4	CF11	1	TA5	1
GL12	4	CM6	1	TF4	1
GL8	4	CT10	1	TQ9	1
WR14	4	CV37	1	TS25	1
BS37	3	CW1	1	WR1	1
GL13	3	DH8	1	Wr10	1
NP26	3	DY11	1	WR12	1
SN6	3	DY12	1	WR5	1
BS35	2	DY6	1	WR9	1
BS36	2	DY9	1	WS2	1
GL	2	E17	1	WV1	1
GL10	2	EX1	1	WV6	1
GL53	2	EX2	1		
HR1	2	FK13	1		
SN15	2	GL56	1		
SN16	2	GU15	1		
WR11	2	HR2	1		
AB11	1	HR6	1		
B61	1	HU5	1		
B63	1	IP14	1		

Q4 Do you belong to any local groups or organisations? Please select one or more answers.

Answered: 757 Skipped: 0



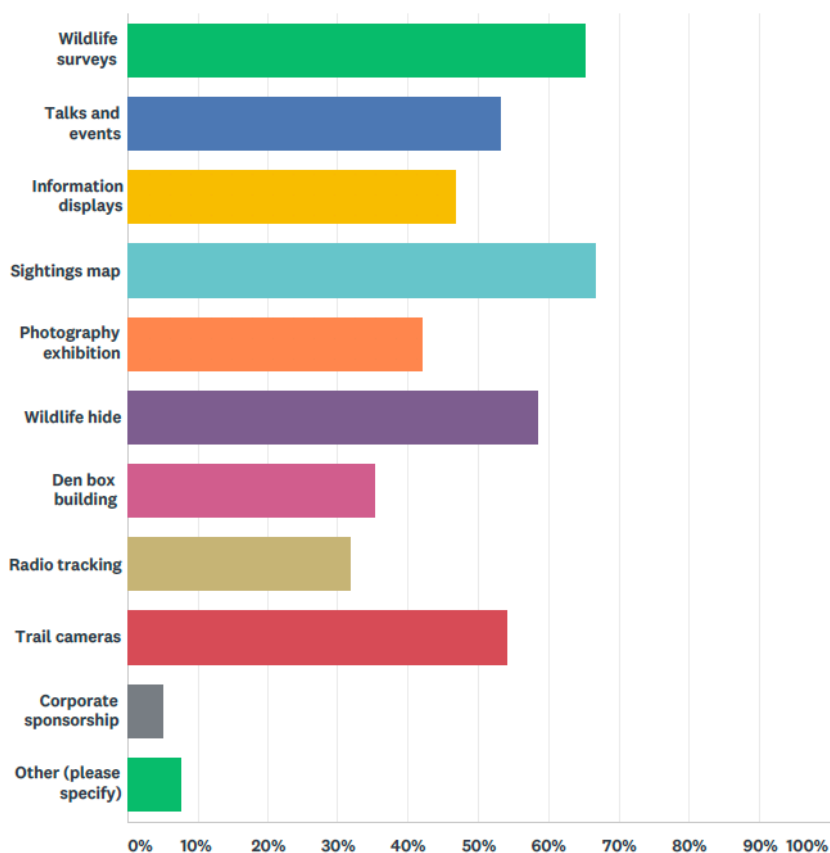
ANSWER CHOICES	RESPONSES	
Community group	16.91%	128
Parish or town council	3.04%	23
Wildlife conservation group	39.50%	299
Local business	7.79%	59
None	41.08%	311
Other (please specify)	12.95%	98
Total Respondents: 757		

‘Other’ is summarised below to protect individuals’ personal data:

Church	Animal welfare	Gardening	Conservation
Sports	Political party	Charity	Guides/Scouts

Q5 Which activities would interest you as part of the reintroduction?
Please select one or more answers.

Answered: 757 Skipped: 0



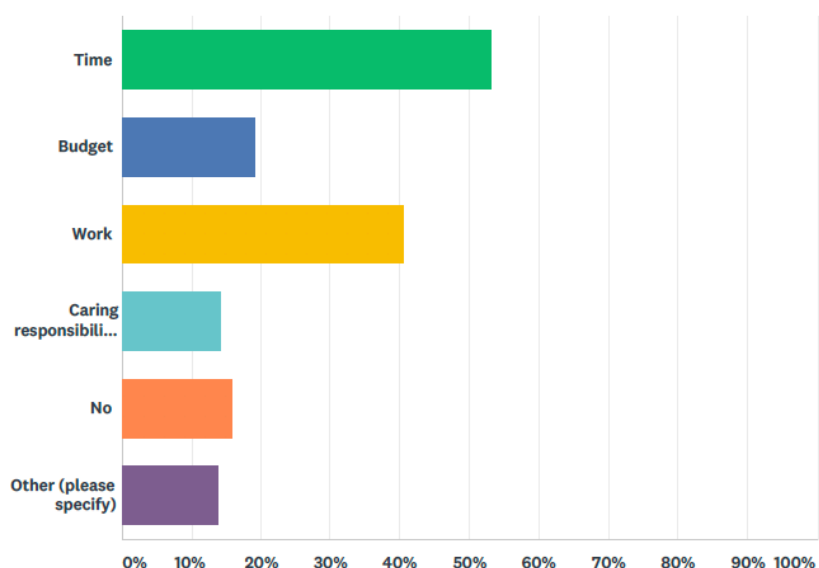
ANSWER CHOICES	RESPONSES	
Wildlife surveys	65.26%	494
Talks and events	53.10%	402
Information displays	46.90%	355
Sightings map	66.71%	505
Photography exhibition	42.14%	319
Wildlife hide	58.65%	444
Den box building	35.40%	268
Radio tracking	31.84%	241
Trail cameras	54.16%	410
Corporate sponsorship	5.02%	38
Other (please specify)	7.79%	59
Total Respondents: 757		

'Other' is summarised below to protect individuals' personal data:

Physical workshops	School studies/ assemblies/outreach	Volunteering	Webcams
Academic studies available to public	Facebook	Report impact on grey squirrels	Impact data collection
Mitigation activities to avoid conflict	Developing ID profiled from scats & bibs	Home education learning events	Regular blogs

Q6 Is there anything that would prevent you from being involved?
Please select one or more answers.

Answered: 750 Skipped: 7



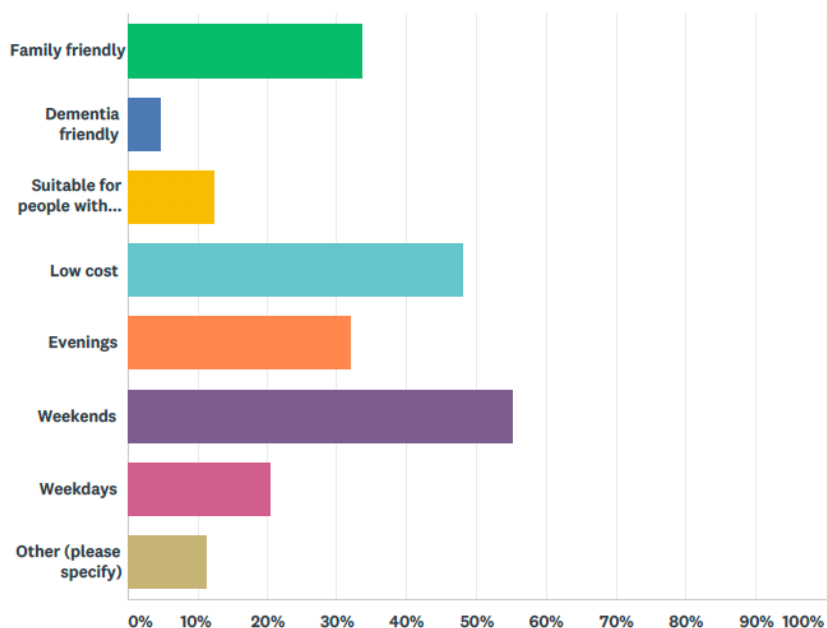
ANSWER CHOICES	RESPONSES	
Time	53.20%	399
Budget	19.33%	145
Work	40.53%	304
Caring responsibilities	14.27%	107
No	16.00%	120
Other (please specify)	13.73%	103
Total Respondents: 750		

'Other' is summarised below to protect individuals' personal data:

Fitness/health/mobility	Other commitments	Travel/distance	Study
Already volunteer	Do not support reintroduction	Unavailable during working week	Childcare

Q7 Would it help if activities were...Please select one or more answers.

Answered: 757 Skipped: 0



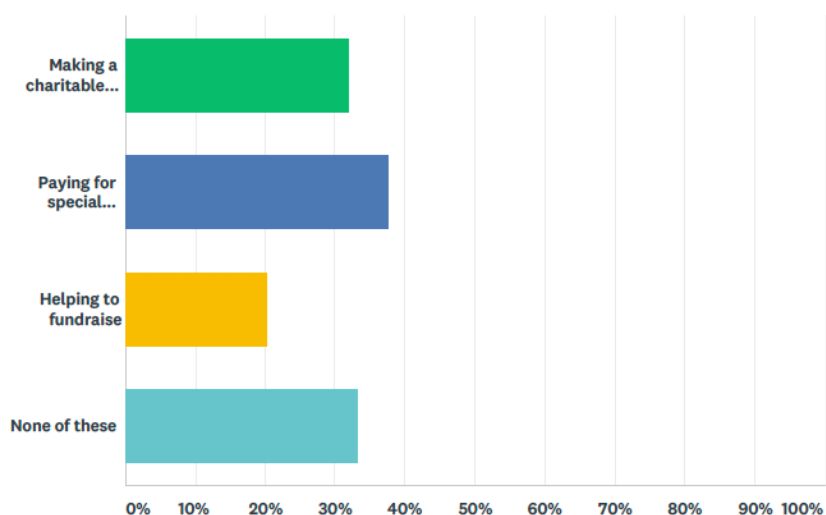
ANSWER CHOICES	RESPONSES	
Family friendly	33.69%	255
Dementia friendly	4.76%	36
Suitable for people with disabilities	12.42%	94
Low cost	48.08%	364
Evenings	31.97%	242
Weekends	55.22%	418
Weekdays	20.48%	155
Other (please specify)	11.23%	85
Total Respondents: 757		

Other is summarised below to protect individuals' personal data:

ASD friendly	Nearby/local	Dog friendly	Assessible via public transport or transport provided
Afternoons	Sundays	During school holidays	Display boards at Park & Poors Allotments
Different times (range)	Regular	Fridays	Autism friendly

Q8 Would you consider...Please select one or more answers.

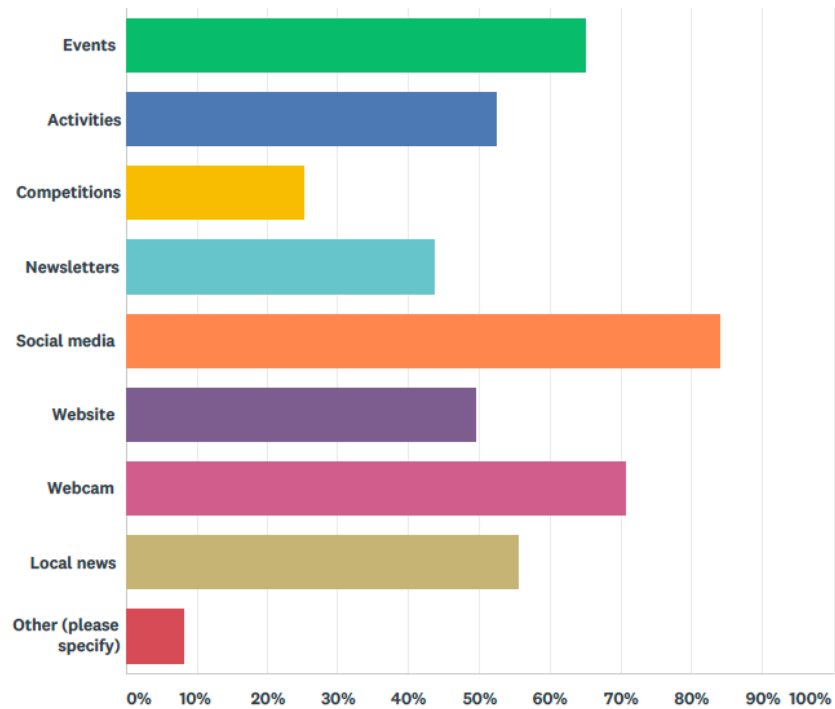
Answered: 757 Skipped: 0



ANSWER CHOICES	RESPONSES	
Making a charitable donation	31.97%	242
Paying for special activities	37.65%	285
Helping to fundraise	20.34%	154
None of these	33.29%	252
Total Respondents: 757		

Q9 How do you think we can keep people interested in the reintroduction? Please select one or more answers.

Answered: 757 Skipped: 0



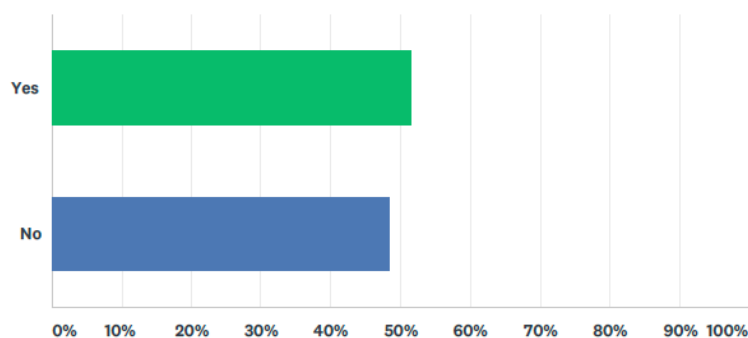
ANSWER CHOICES	RESPONSES	
Events	64.99%	492
Activities	52.58%	398
Competitions	25.23%	191
Newsletters	43.73%	331
Social media	84.15%	637
Website	49.54%	375
Webcam	70.81%	536
Local news	55.61%	421
Other (please specify)	8.06%	61
Total Respondents: 757		

'Other' is summarised below to protect individuals' personal data:

Education in schools	Public notices for those without internet access	#martenmonday	Proper science on likely impacts on other species and European sites
Newspaper	Pine marten watching sessions	Use Foresters to manage the forest	Show impact on grey & red squirrels
Involve a local celebrity	Info boards at popular sites like Beechen Hurst	TV	Regular updates
Target negative perception of farmers	Keep it secret	Against reintroduction	Work with The International School

Q10 Would you consider being a volunteer or part of a local group that helps advise on the reintroduction?

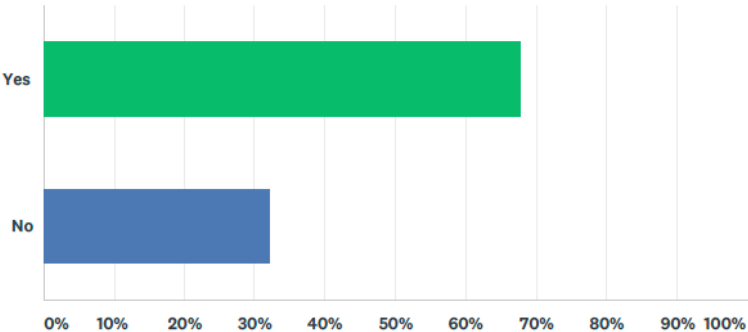
Answered: 757 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	51.52%	390
No	48.48%	367
TOTAL		757

Q11 Would you like to be entered into our prize draw to win a pine marten tracking day?

Answered: 752 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	67.82%	510
No	32.18%	242
TOTAL		752

Q13 Please let us know any other comments you may have

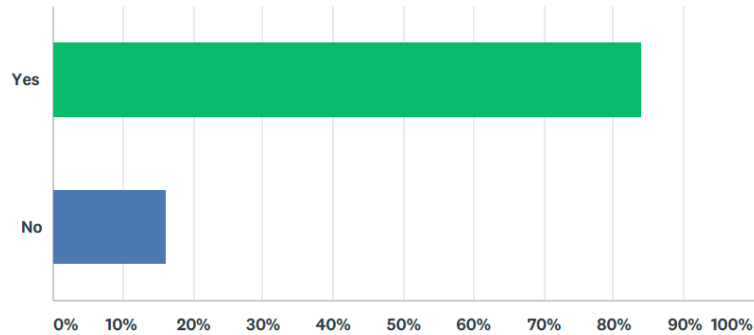
Comments are summarised below to protect individuals’ personal data:

General support	Desire to be involved	Do not support	Reporting sightings
Smallholder concern	Support for the boar	Do not support the boar	Partner criticism
Offer of services	Offer of land	Concern for bats	Tourism boost
Fundraising through Forest Warrior/Severn Mud Run			

4.2 Roadshow survey

Q1 Do you live in the Forest of Dean or Wye Valley?

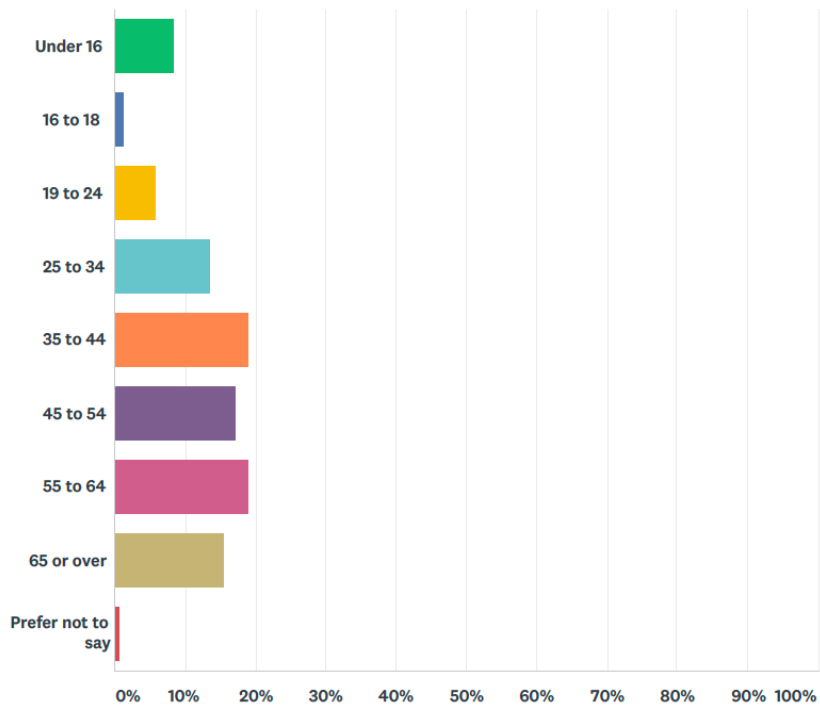
Answered: 168 Skipped: 4



ANSWER CHOICES		RESPONSES	
Yes		83.93%	141
No		16.07%	27
TOTAL			168

Q2 How old are you?

Answered: 169 Skipped: 3



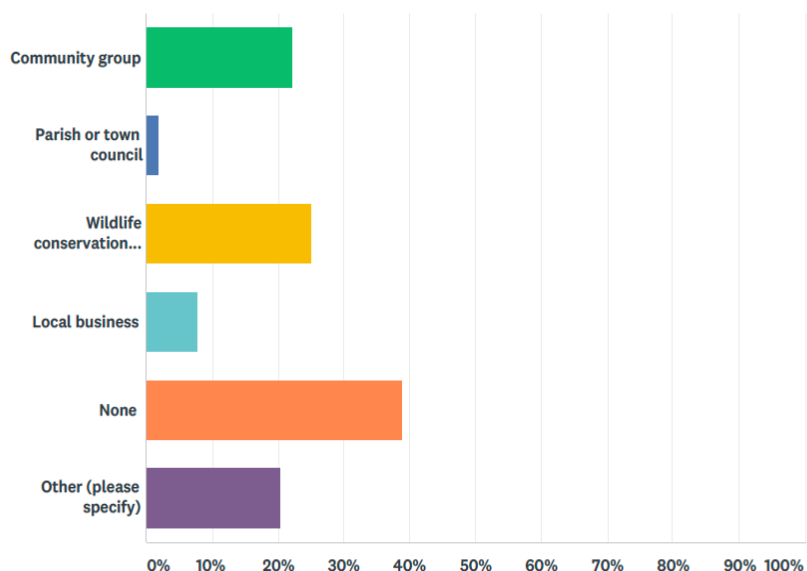
ANSWER CHOICES	RESPONSES	
Under 16	8.28%	14
16 to 18	1.18%	2
19 to 24	5.92%	10
25 to 34	13.61%	23
35 to 44	18.93%	32
45 to 54	17.16%	29
55 to 64	18.93%	32
65 or over	15.38%	26
Prefer not to say	0.59%	1
TOTAL		169

Q3. Please tell us the first part of your postcode

Postcode area	No of responses	Postcode area	No of responses	Postcode area	No of responses
GL15	33	BS36	1	GL4	1
GL16	25	BS6	1	HR2	1
GL14	24	BS9	1	HR8	1
GL18	15	CB1	1	HR9	1
GL17	12	CU37	1	NF15	1
GL2	5	EX	1	NP25	1
BS7	2	EX2	2	OX2	1
EX2	2	GL	1	TQ11	1
NP16	2	GL19	1	USA 90035	1
BN6	1	GL3	1		

Q4 Do you belong to any local groups or organisations? Please select one or more answers.

Answered: 167 Skipped: 5



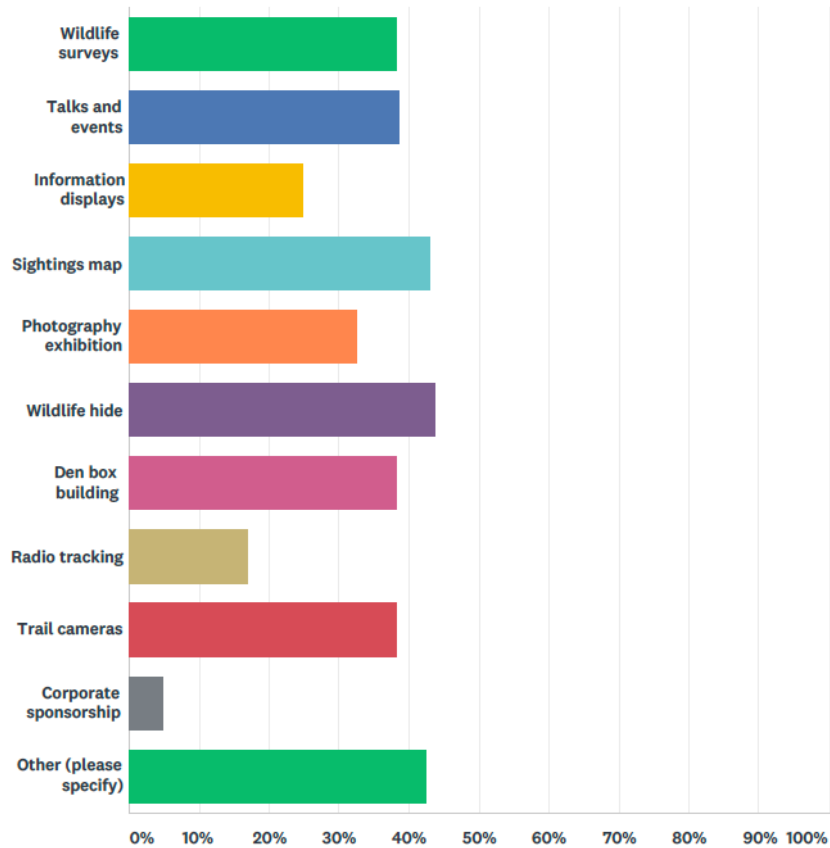
ANSWER CHOICES	RESPONSES	
Community group	22.16%	37
Parish or town council	1.80%	3
Wildlife conservation group	25.15%	42
Local business	7.78%	13
None	38.92%	65
Other (please specify)	20.36%	34
Total Respondents: 167		

'Other' is summarised below to protect individuals' personal data:

Cubs	Church	Gardening	Conservation
Sports	Dog walking	Emergency services	Political party
History	Climate action	Regeneration	

Q5 Which activities would interest you as part of the reintroduction?
Please select one or more answers.

Answered: 165 Skipped: 7



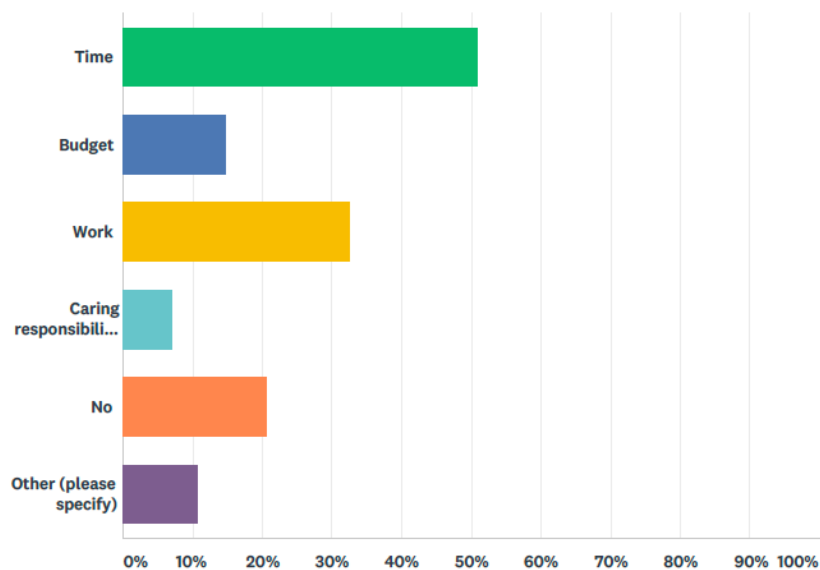
ANSWER CHOICES	RESPONSES	
Wildlife surveys	38.18%	63
Talks and events	38.79%	64
Information displays	24.85%	41
Sightings map	43.03%	71
Photography exhibition	32.73%	54
Wildlife hide	43.64%	72
Den box building	38.18%	63
Radio tracking	16.97%	28
Trail cameras	38.18%	63
Corporate sponsorship	4.85%	8
Other (please specify)	42.42%	70
Total Respondents: 165		

‘Other’ is summarised below to protect individuals’ personal data:

Webcams	Adopt a pine marten & identify it	Observing	Schools
Grey squirrel control	Offer of land	Donation	

Q6 Is there anything that would prevent you from being involved?
Please select one or more answers.

Answered: 169 Skipped: 3



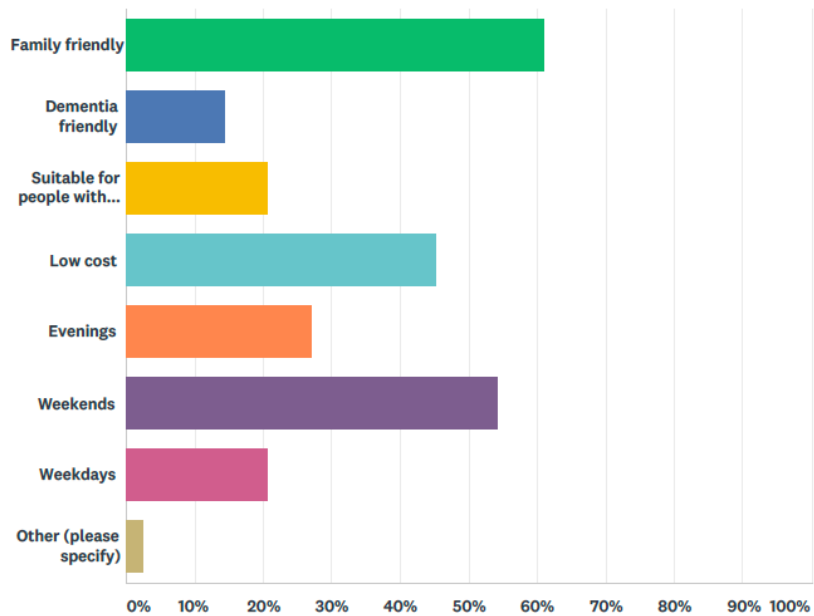
ANSWER CHOICES		RESPONSES	
Time		50.89%	86
Budget		14.79%	25
Work		32.54%	55
Caring responsibilities		7.10%	12
No		20.71%	35
Other (please specify)		10.65%	18
Total Respondents: 169			

'Other' is summarised below to protect individuals' personal data:

Fitness/health/mobility	Already volunteering	Dog	Childcare	Travel/distance
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Q7 Would it help if activities were...Please select one or more answers.

Answered: 159 Skipped: 13

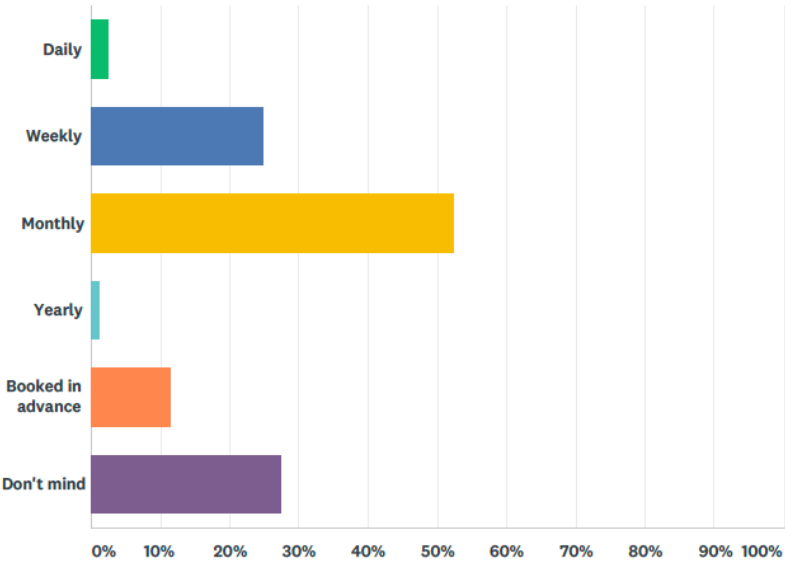


ANSWER CHOICES	RESPONSES	
Family friendly	61.01%	97
Dementia friendly	14.47%	23
Suitable for people with disabilities	20.75%	33
Low cost	45.28%	72
Evenings	27.04%	43
Weekends	54.09%	86
Weekdays	20.75%	33
Other (please specify)	2.52%	4
Total Respondents: 159		

'Other' includes no reportable data.

Q8 Would you prefer activities to be...

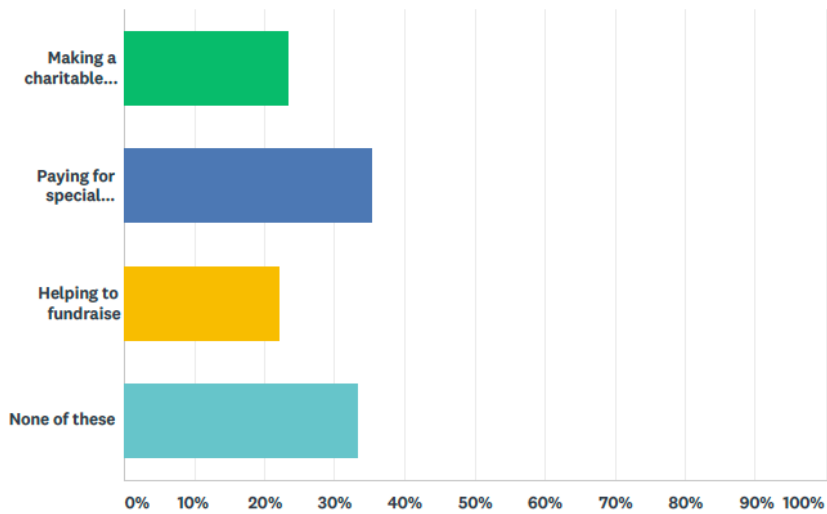
Answered: 157 Skipped: 15



ANSWER CHOICES	RESPONSES	
Daily	2.55%	4
Weekly	24.84%	39
Monthly	52.23%	82
Yearly	1.27%	2
Booked in advance	11.46%	18
Don't mind	27.39%	43
Total Respondents: 157		

Q9 Would you consider...Please select one or more answers.

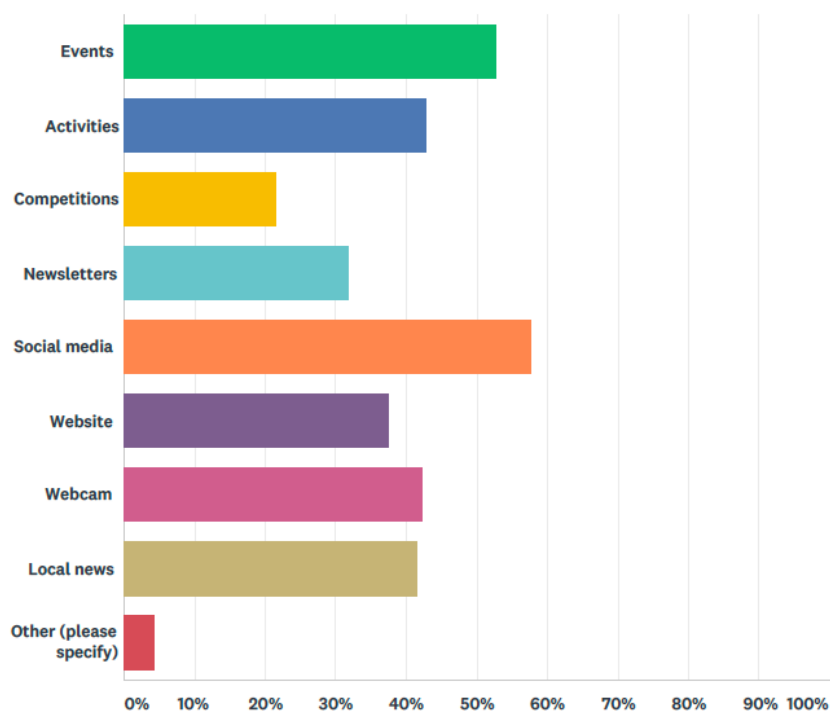
Answered: 153 Skipped: 19



ANSWER CHOICES		RESPONSES	
Making a charitable donation		23.53%	36
Paying for special activities		35.29%	54
Helping to fundraise		22.22%	34
None of these		33.33%	51
Total Respondents: 153			

Q10 How do you think we can keep people interested in the reintroduction? Please select one or more answers.

Answered: 163 Skipped: 9



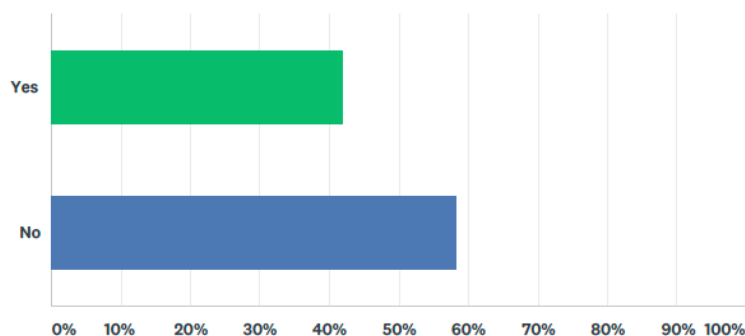
ANSWER CHOICES	RESPONSES	
Events	52.76%	86
Activities	42.94%	70
Competitions	21.47%	35
Newsletters	31.90%	52
Social media	57.67%	94
Website	37.42%	61
Webcam	42.33%	69
Local news	41.72%	68
Other (please specify)	4.29%	7
Total Respondents: 163		

'Other' is summarised below to protect individuals' personal data:

Progress reports	Tourism boost	Posters	Sightings map
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Q11 Would you consider being a volunteer or part of a local group that helps advise on the reintroduction?

Answered: 153 Skipped: 19



ANSWER CHOICES	RESPONSES	
Yes	41.83%	64
No	58.17%	89
TOTAL		153

Q13 Please let us know any other comments you may have

Comments are summarised below to protect individuals' personal data:

General support	Desire to be involved	Do not support the boar	Offer of land	Introduce European bison
Bat concern	Biodiversity concern	Public baby naming	No barbed wire	

4.3 Roadshow Activity

Visitors to the roadshow were invited to select preferences from a range of activities suggested. This was particularly popular with younger children.

Activity	Preference
Den box building	22
Photo exhibition	20
Wildlife hides	19
Webcams	18
Radio tracking	17
Events	16
Trail cameras	16
Sightings map	13
Info displays	12
Corporate sponsorships	12
Talks	10
Wildlife surveys	8

4.4 Workshops/meetings

4.4.1 Newent Town Council

Queries focused on grey squirrel predation and the potential positive impacts; whether pine martens were likely to feed on other species; the potential negative impacts; longer term self-sufficiency of the project; the potential impact on residential areas; and the pine martens protected status.

4.4.2 GWT Forest of Dean Group

Activities supported or suggested by the group are listed below. Figures in brackets reflect the number of comments on this activity.

- Trail cameras (7)
- Radio tracking (6)
- Sightings maps (5)
- Webcams (4)
- Talks (4)
- Events (4)
- Building dens boxes (4)
- Monitoring (3)
- Wildlife hides (3)
- Effective mitigation (2)

- Surveying (2)
- Volunteering (2)
- Visitor centre (1)
- Live pictures & tracking (1)
- Organised watching/walks (1)
- Involving local schools in tracking & monitoring in-line with GCSE/Alevels (1)
- Photography (1)
- Maintenance (1)
- Tracking (1)

The group felt the main barriers that might prevent people being involved were time, work, disabled access for wheelchair users, caring responsibilities, other GWT involvement, and school.

It was suggested that evening and weekend opportunities might help overcome these barriers, as well as family friendly activities. Low cost options at different times of the day were also suggested. Individual activities were mentioned as a preference by one group member. Another commented that they would have to fit it around existing commitments.

Group members were asked if they preferred activities to be organised in a particular format. Preferences are listed below with figures in brackets reflecting the number of comments:

- Monthly (6)
- Turn up (6)
- Group (5)
- Booked in advance (4)
- Weekly (3)

Comments on how to ensure financial viability of the project without making cost a barrier included fundraising, grants, co-ordinating all local wildlife visits, charitable events, range of activities with some free, charitable donations, paying for special activities (but not the GWT usual rate), lottery funding, sponsorship, and free local events.

When asked how the project could keep people interested, social media, enewsletters,/newsletters, website, monitoring meetings, advisory group, local radio, webcams, events, activities, posters, emails, and special access to an online forum were all suggested or supported.

Twelve members of the group were interested in either volunteering or becoming part of an advisory group.

Concern about the impact on bats was raised, and one member felt strongly that there needed to be greater transparency around risks and mitigation.

4.4.3 Wye Valley Youth Rangers

The group were asked to rate their answers to a series of questions in order of preference:

What activities would interest you as part of the reintroduction?

1. Contact with pine martens
2. Den box building, tests/watching pine martens problem solve
3. Radio tracking, involvement in monitoring
4. Small group talks
5. Assemblies in primary and secondary schools carried out by the youth rangers

Of particular interest to the group were using different skills, being involved in the whole journey and developing real observation skills.

Pine marten parodies on social media were suggested. 'This pine marten can' in the style of 'This girl can' was one example.

Activities that tap into the mindful agenda were also suggested.

Is there anything that would prevent you from taking part?

1. Peer pressure not to/that it won't make a difference
2. Location (travel)/exams
3. Conflicting with extra curriculum activities

How could we help overcome this?

1. Communication (posters & more)/social media
2. Different times of year/advance notice/different times of day
3. Bookable in advance/lift shares

Other comments included the importance of being able to plan in advance and using social media as the group felt some people find this easier to share information, views and ideas. Instagram was favoured over Facebook and Twitter by the group.

Using as many ways of communication as possible was stressed.

There was a general consensus that monthly activities were preferred.

How do we ensure financial viability of the project without making cost a barrier?

1. Fundraising events/donations via school like non-uniform days
2. Shopping bag tokens, bag packing
3. Bequests

How do we keep people interested?

1. Merchandise/keeping in contact with people who showed interest via web & social media/pine marten safari/commercial sponsorships big & small
2. Adopt a pine marten/events through the year/media/Spring Watch/Autumn Watch/Youtube videos
3. Young people doing talks in schools

4.4.4 Dean Green Team

The team gave the following responses to a series of questions:

What activities would interest you as part of the reintroduction?

- Web cam and trail cameras with meetings to show footage
- Commission a film of the Scottish and Welsh populations and about the local re-introduction showing the life cycle (David Attenborough style). Potential to pay for it or maybe a production company might be willing to do it anyway
- A sighting map or info from the radio tracking, with a delay to make sure there isn't any interference
- Sponsor or adopt a pine martin
- Hotline to report injured pine marten
- Name them after local town and villages

Is there anything that would prevent you from taking part?

- Time
- Flexibility
- Not everybody can appear on the same day at the same time.
- Some felt if interested you will make time. Others, said that depends on whether you're a working person

How could we help overcome this?

- Family friendly, accessible for all, accessible for disabled and special needs
- Screens in doctors' waiting rooms to tell people about the project, that pine martins are a good thing, information about how their thriving.
- Work with schools to build deb boxes build boxes. Could work as a targeted project for any specific group, like the Man Shed. Bring people in that wouldn't normally think of this kind of project.
- Observation work that suited people with disabilities.
- An educational unit or pack for schools that supports a curriculum.
- Specially commissioned pine marten fluffy toy.
- A range of things that you commit to in advance or just turn up to do on the day.

How do we ensure financial viability of the project without making cost a barrier?

One group member commented that if the project doesn't charge for activities, then somebody else will. Another felt strongly that people were being charged to do activities volunteers have been doing for many years. This felt cynical and that people shouldn't be stopped having access because they can't afford it.

Activities discounted for local people, sponsored a den box and once a year have a report published on each box, and offering people a tangible connection with pine martens were also raised.

How do we keep people interested?

- Webcams
- Build up a forum that people can go onto so that people are interested can keep up with the latest news
- Local radio and television
- Provide updates on a regular basis
- Before release, is there a chance for people to see them?
- One member asked why people need to be so involved. They suggested the pine martens could be released quietly with some information somewhere for people who are really interested
- Concern people will be disappointed if they don't see them
- Social media, webcams and activities that keep the public once removed

Other general comments and queries were around release logistics; monitoring; inbreeding; impact on towns, smallholders and other rare species; grey squirrel control; woodland connectivity; project self-sufficiency; size of territories; potential damage to homes; and restoring the natural balance.

“Their predatory nature will help things balance out. If they take the squirrels, the squirrels will take less eggs and chicks, so there will be a balance.”

“If you don't charge for activities, then somebody else will.”

“Donations through schools, events or non-uniform days when everyone gives a pound.”

“Will they impact on residential areas such as Cinderford, Coleford and Lydney?”

“We don't want all the exciting events at the same time as exams.”

“Some people think it isn't cool to be doing things outdoors, whereas I think it is. Using social media as some people find it easier to share their ideas using that.”

“It's such a rare thing - a reintroduction opportunity in a way that you don't normally have with British wildlife.”

“Would their locations be on a web site map anywhere? A sighting map or info from the radio tracking, with a delay to make sure there isn't any interference. We don't want people feeding them.”

“Why do you want people to be so involved, do you need them to be involved? Why don't you just release them and keep it quiet and watch them?”

“Have you any indication whether after the 5-year introduction they would be self-sustaining?”

“Small groups at a time. Large groups might mean you are scared to speak up and take part and might not ask questions.”

“You can be talking about it all the time, but you'll still get people who say I never heard of that, so you have to use as many different ways as possible. Posters, social media, everything you

5 Analysis

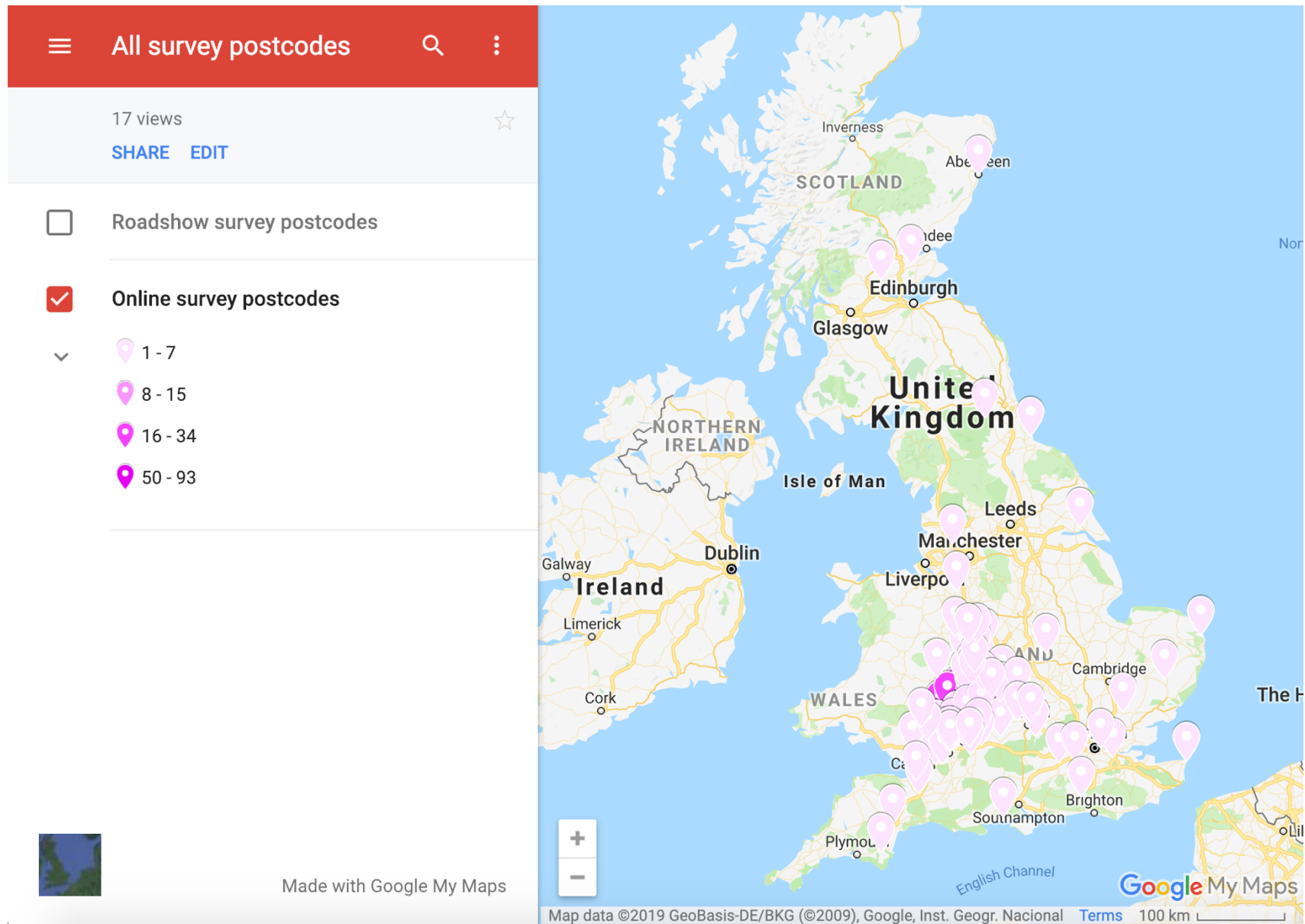
5.1 Demographics

5.1.1 Location

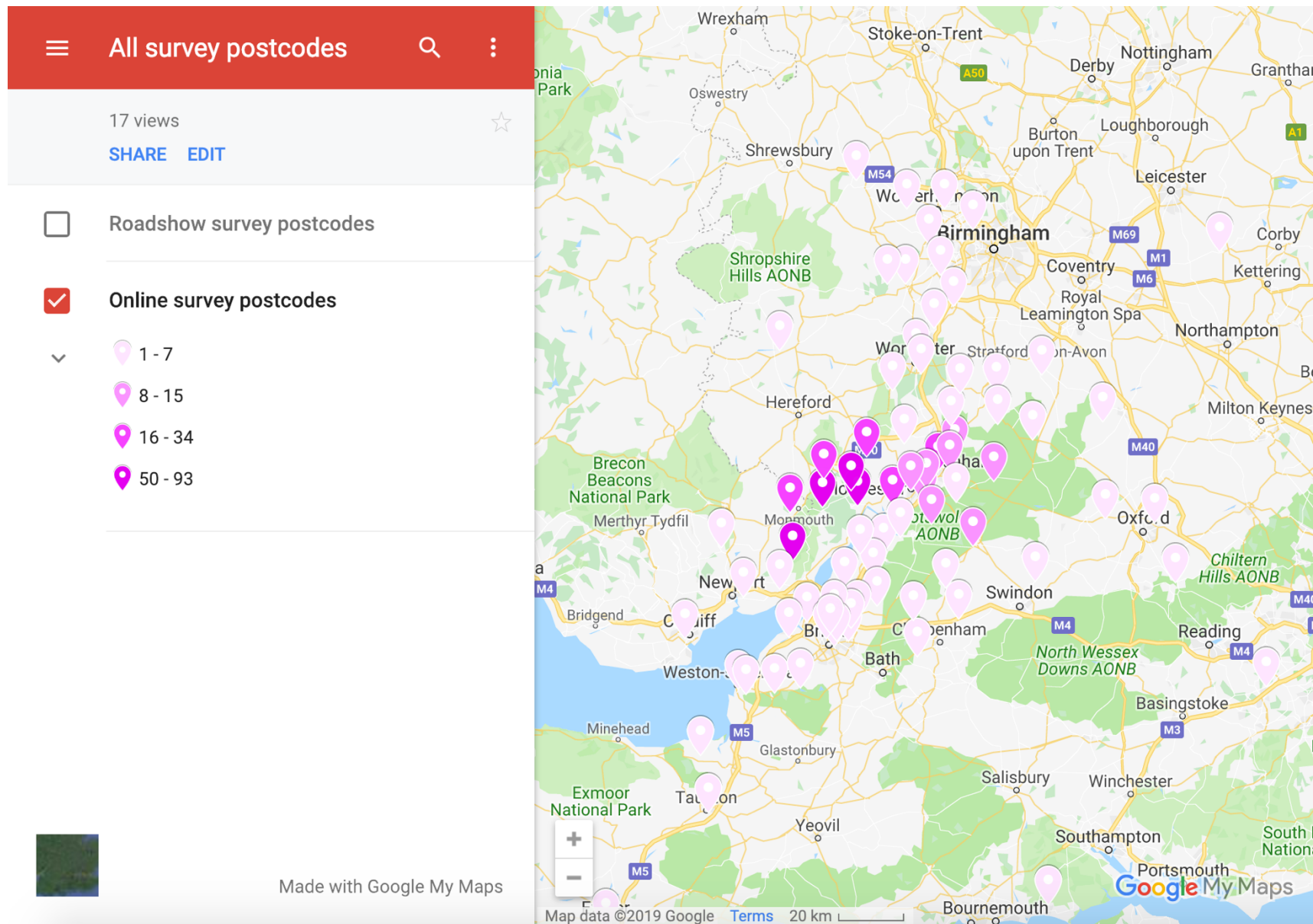
The majority of responses from the online survey were received from people living in from Forest of Dean or Wye Valley (63.1%), which is to be expected due to the local channels used to promote the survey and targeted social media advertising.

When broken down by postcode areas, most responses were from GL15 Lydney/Blakeney area (15.6%), then GL16 Coleford (12.4%), then GL14 Cinderford/Newnham/Westbury on Severn (8.4%), then GL17 Drybrook/Longhope/Mitcheldean/Ruardean 7(.8%) and NP16 Chepstow/Sedbury/Beachley (6.7%). This corresponds to urban towns, rural towns and their fringes with higher populations.

Map: online survey postcode areas



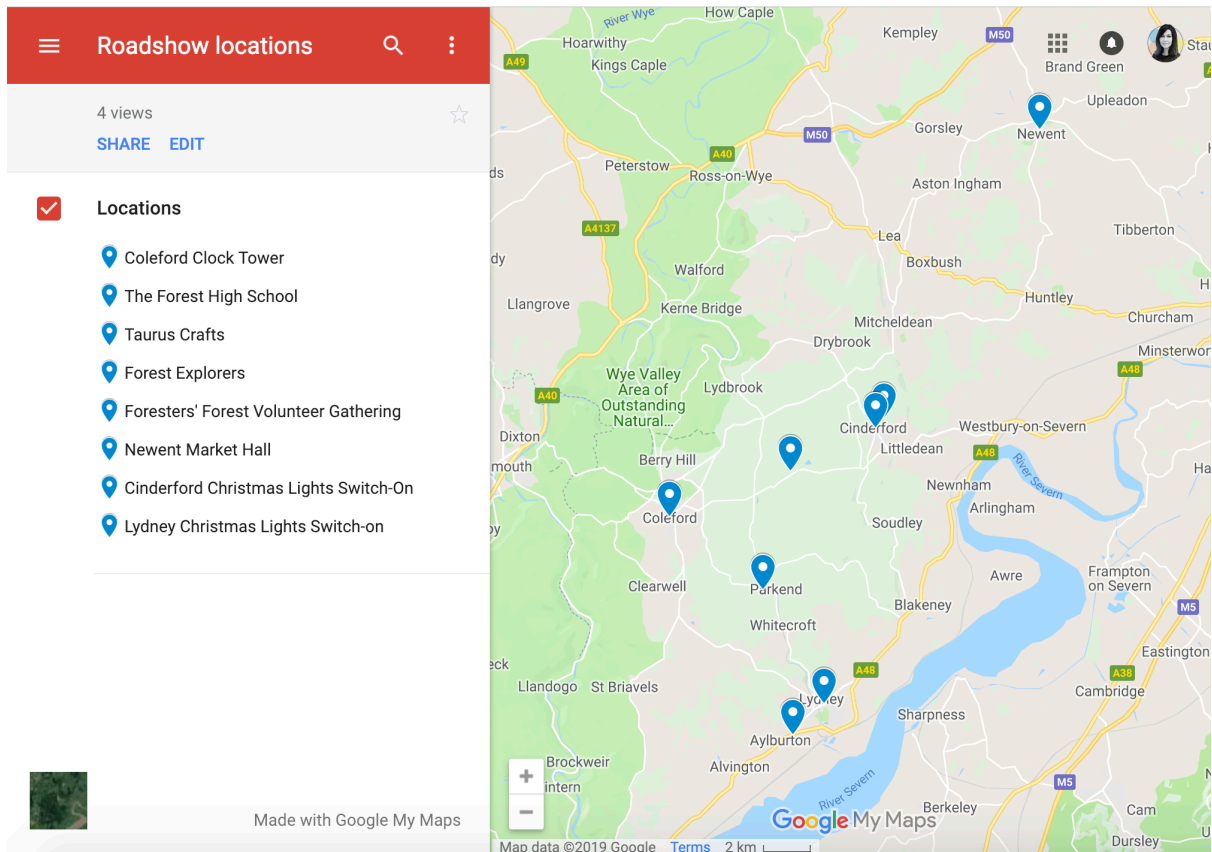
Map: online survey postcode areas Forest of Dean and Wye Valley



Compared to the online survey, there was a higher proportion of people completing the paper version of the survey available at the roadshows who stated they were from the Forest of Dean or Wye Valley (83.9%).

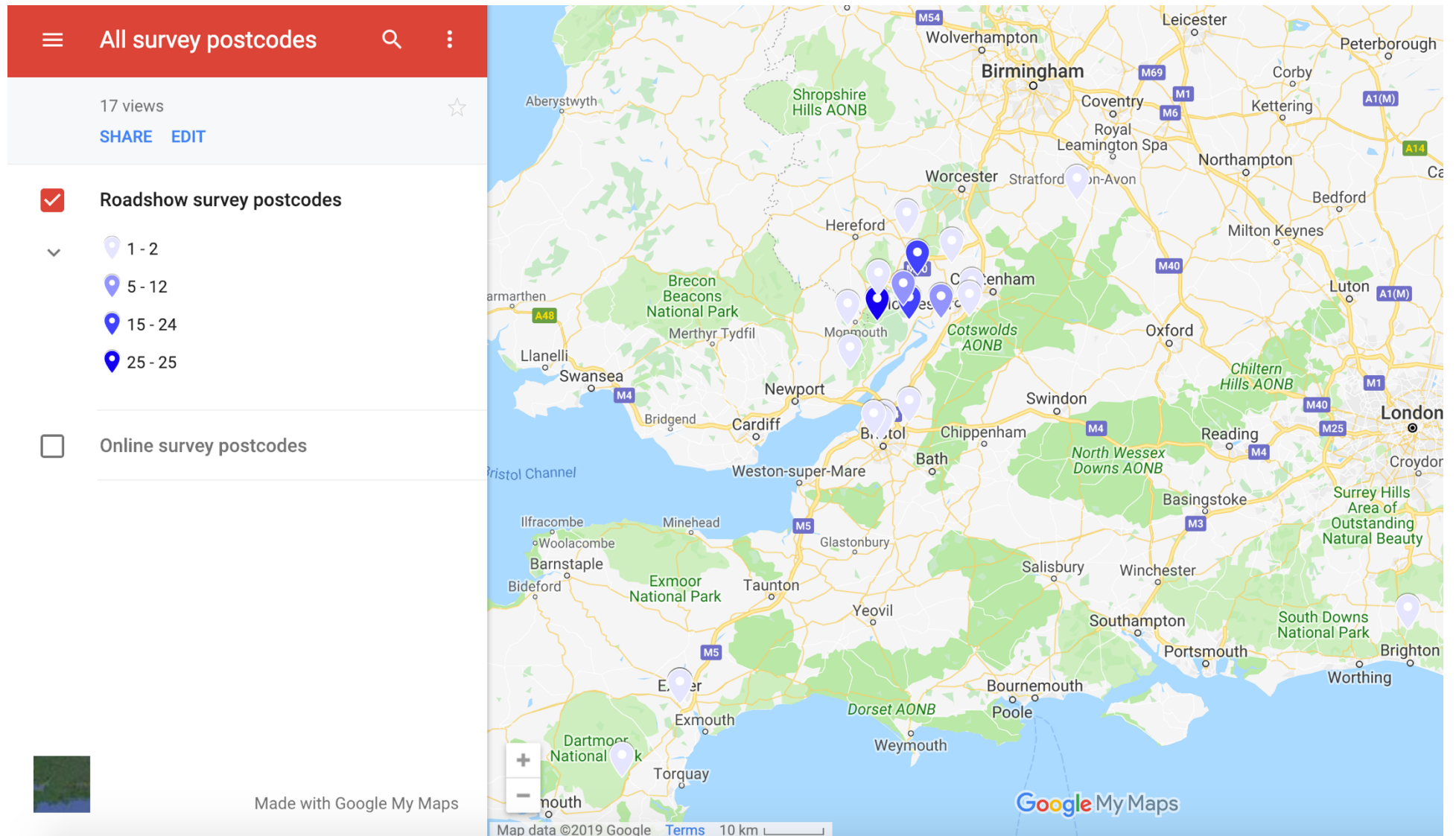
This is most likely to be a direct result of the roadshow visiting existing local events popular with local communities, such as Christmas lights switch-on, careers fair and Christmas market.

Map: roadshow locations



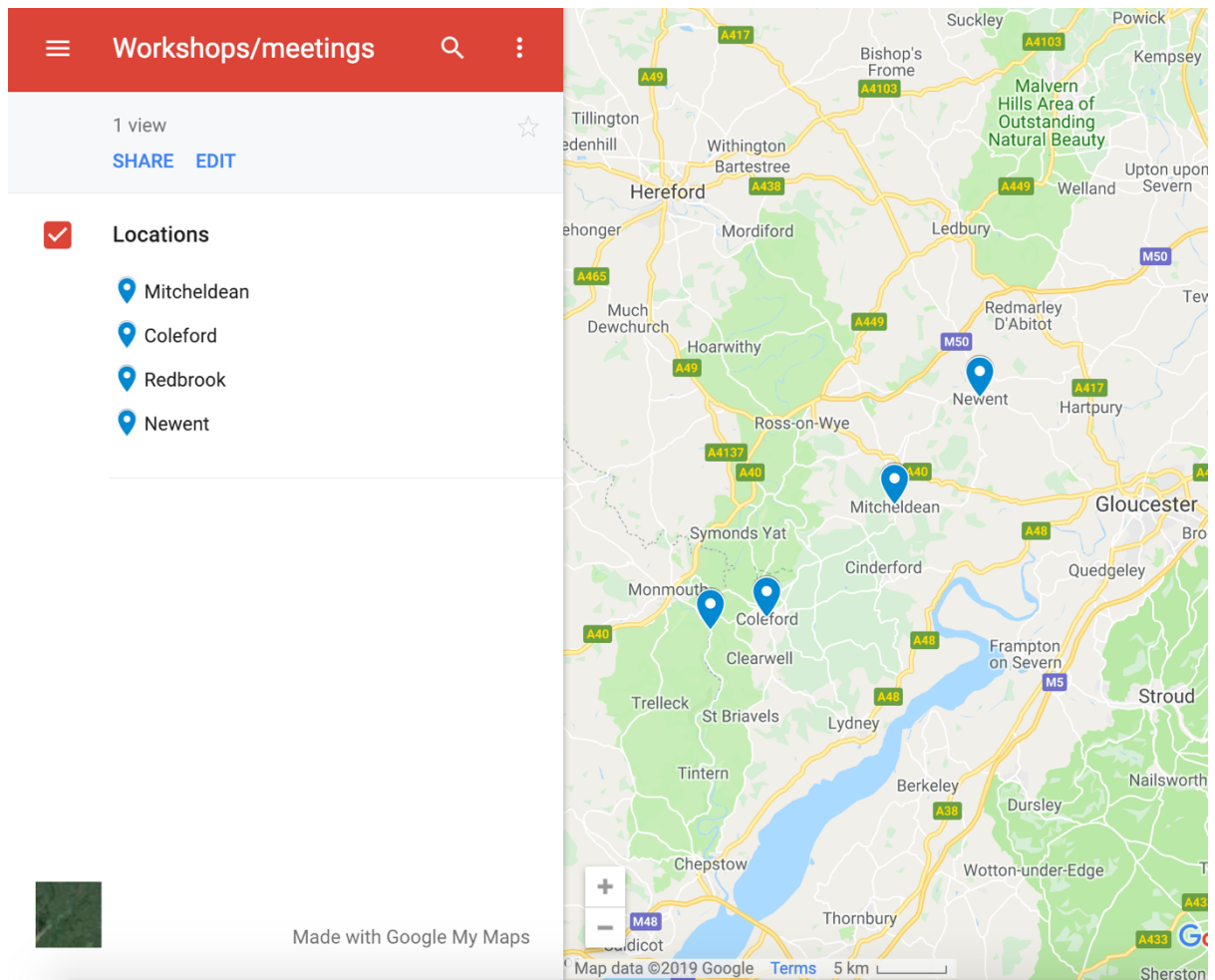
When broken down by postcode areas, most responses to the roadshow survey were from GL15 Lydney/Blakeney (23.7%), then GL16 Coleford (18%), then GL14 Cinderford/Newnham/Westbury on Severn (17.3%), then GL18 Dymock/Newent (10.8%) and GL17 Drybrook/Longhope/Mitcheldean/Ruardean. (8.6%). This mirrors the online survey.

Map: roadshow survey postcode areas



Most workshop/meeting had the potential to draw members from a range of locations and was not necessarily limited to the community where the workshops/meetings were held. The exception was Newent Town Council, where councillors must live within 3 miles of the town, own land or work within the community.

Map: workshops/meetings



5.1.2 Age

When reviewing results across the various engagement methods, all age groups are represented, including those considered hard to reach: young people and working families.

This success can be attributed to the engagement programme's use of online, the selection of roadshow venues and attending existing workshops/meetings, which reduced the need for people to make specific journeys or change their routine to take part.

The online survey received the most responses from 55 to 64 year olds (23.1%), then 45 to 54 year olds (20.7%), and then 35 to 44 year olds (18.8%). The typically hard to reach group of people aged 25 to 34 are well represented (14.8%) and young people under 25 made up 5.5%.

The age groups with the highest response rate to the roadshows survey were to 44 and 55 to 64, each with 18.9%, then 45 to 54 with 17.2%, then 65 or over (15.4%). Young people under 25 made-up 15.4%.

Of the four workshop/meetings, Wye Valley Youth Rangers was made up of young people age 14 to 18. The others were open to all age groups, ranging from over 16 to over 65.

5.1.3 Membership of local groups or organisations

The majority of those responding to both the online and roadshow surveys belonged to a community group or organisation. The highest was wildlife conservation (39.5% online and 25.2% roadshow), followed by a community group at 16.9% online and 22.2% roadshow). Of those that stated 'other' groups (13% online and 20.3% roadshow) the majority were connected with the church, gardening and sport.

5.2 Activity preferences

The activities that were most popular across all respondents were those that provided opportunities for people to connect with pine martens directly or indirectly.

‘Seeing’ – either for real in local woodlands or one step removed through webcams, trail cameras or photography – was a consistent theme.

‘Supporting’ also came through strongly as another theme, with activities that provided information to support the re-introduction, such as surveys, den box building or sightings maps.

Most people responding via the online and roadshow surveys selected sightings maps as the top preference, with wildlife surveys, hides, trail cameras and webcams all being very popular.

Those participating in workshops/meetings suggested similar activities, with slightly more focus on those that would support monitoring.

Most popular activities selected by the majority of respondents through the online survey were sightings maps (66.7%), followed by wildlife surveys (65.3%), wildlife hides (58.7%), trail cameras (54.2%), and talks and events (53.1%).

The least popular activities were corporate sponsorship (5%), radio tracking (31.8%), den box building (35.4%), photo exhibition (42.1%) and info displays (46.9%).

‘Other’ made up 7.8% of responses, with most people suggested webcams, working with schools and activities that monitored the impact on grey squirrels. 11 comments out of a total of 192 stated that the respondent did not support the reintroduction.

The roadshow survey provided similar results, but not identical. Most popular activities supported by respondents were wildlife hides (43.6%), and sightings map (43%). ‘Other’ suggestions were the next highest preference, with webcams, working with schools and activities that monitored the impact on grey squirrels all mentioned.

Next were talks and events with 38.8%, followed by trail cameras, wildlife surveys and den box building next with 38.2% each.

Least popular was corporate sponsorship with 4.9%, followed by radio tracking (17%), info displays (24.9%) and photography exhibition (32.7%).

Of the total 183 preferences gathered through the roadshow activity, the most popular was den box building (12%), followed by photography exhibition (10.9%), wildlife hides (10.3%), webcams (9.8%), radio tracking (9.3%), and jointly events and trail cameras (8.7%).

The least popular were wildlife surveys (4.4%), followed by talks (5.5%), corporate sponsorship (6.6%), info displays (6.6%) and sightings map (7.1%).

These responses were mostly from young children aged between 3 and 12. Their preferences focused on activities where they could play an active role, and in most

cases, would support either direct contact with pine martens or engagement through photography, video or radio.

This was further supported through the workshops/meetings, where the top activity suggested by youth rangers was direct contact with pine martens. Den box building and watching pine martens problem-solve in their natural environment were also popular. Radio tracking and involvement in monitoring were the third preference.

The youth rangers were also very keen to take the lead on working with school pupils peer to peer, giving assemblies at primary and secondary schools.

Trail cameras were popular with GWT Forest of Dean Groups with 13.2% of comments. This was followed by radio tracking (11.3%), then sightings maps (9.4%). Webcams, talks, events or building dens boxes were the next most popular with 7.6%

Monitoring and wildlife hides (5.7%), plus effective mitigation, surveying and volunteering (3.8% each) were also included in comments.

Other suggestions were a visitor centre, live pictures & tracking, organised watching/walks, involving local schools in tracking & monitoring in-line with GCSE/A levels, photography, maintenance and tracking with 1.9% each.

The Dean Green Team also suggested webcams and trail cameras with meetings to show footage.

One suggestion was for a film to be commissioned documenting the re-introduction including the successful projects in Scotland and Wales.

A sighting map or information from the radio tracking was also put forward. Members were keen to limit any risk to the pine martens by ensuring there was a delay in information being available.

A scheme to sponsor or adopt a pine martin, a hotline to report injured pine marten and naming individual pine martens after local towns and villages were also raised.

Newent Town Council members were keen to understand more about the potential impact on residential areas and grey squirrel population.

5.3 Barriers & mitigation

Barriers to engagement were explored through the surveys and workshop/meetings.

Time was considered to be the biggest barrier for people, closely followed by work. These two issues naturally align as those in part or full-time work have restricted leisure time. A high proportion of those completing both the online and roadshow survey were of working age.

Time (53.2%) and work (40.5%) were highest for those responding via the online survey, followed by budget (19.3%) and caring responsibilities (14.2%).

Most 'other' comments focused on restricted mobility or health, childcare and travel. A small number of comments (4 out of 85) stated that they did not support the reintroduction.

Again, time (50.9%) and work (32.5%) were the biggest barriers for those completing the roadshow survey, followed by budget (14.8%) and caring responsibilities (7.1%). 'Other' focused on mobility/health and travel.

During the workshops/meetings, the GWT Forest of Dean Group discussed the main barriers that might prevent people being involved. Time and work were both highlighted. Disabled access was also raised, especially for wheelchair users, caring responsibilities, other GWT involvement or volunteering, and school or studies.

The Dean Green Team also named time as the main barrier, with further discussion on flexibility. Some people felt that any expectations for people to be available at the same time on the same day would be unrealistic; that a very rigid inflexible timetable of activities would exclude some people who would like to take part. In contrast, others felt that those with a real interest would make time but did acknowledge that would be more difficult for those who were working.

Time also featured in the discussion with Wye Valley Youth Rangers. They cited potential clashes with extra curriculum activities

Location and travel were also raised. Their reliance on public transport or lifts was felt to be an important consideration by the group. Even with time, if they were not able to get to the venue or location, they would not be able to take part. Considering this in the context of their preferred activities, which favour 'seeing' and 'supporting', anticipating and addressing transport needs of young people felt important to the group.

Exams were also raised. The group felt that activities that clashed with either GCSE and A Level exam timetables should be avoided.

However, the biggest barriers perceived by the group was apathy amongst young people due to either peer pressure not to take part. The discussion explored reasons behind this. It was felt that wildlife, conservation and outdoor activities were considered unfashionable in some social groups, or there was a belief that their contribution would not have any impact and was pointless.

The workshops/meetings also explored how these barriers could be overcome.

Communication, and in particular social media, was felt to be the most important for the youth rangers. They discussed how the project should use every channel available to make sure people knew about the opportunities available.

Social media was considered preferable to some young people who might find it a less intimidating introduction to the project. Instagram was favoured over Facebook and Twitter by the group.

The importance of social media using the right tone and having a sense of humour was highlighted, and there was a suggestion of pine marten parodies of other successful campaigns and projects, such as This Girl Can.

The youth rangers felt that having activities at different times of the year would be helpful, rather than clustered together. Activities at different times of the day was also popular, providing various options to work around any existing commitments. There was a general consensus that monthly activities were preferred.

Advanced notice and being able to book to provide some certainty over participation was also important.

The group felt that assistance to coordinate lift shares or other transport options would also make a difference.

The GWT Forest of Dean group were asked if they preferred activities to be organised in a particular format. Like the youth rangers, most members preferred monthly activities, with slight preference for not having to book compared to booking in advance. Weekly activities were slightly less popular than monthly but still favoured by some, and most comments suggested group activities rather than individual.

The group felt that evening and weekend opportunities might help overcome barriers, as well as family friendly options. Low cost and at different times of the day were also suggested. Individual activities were mentioned as a preference by one group member. Another commented that they would have to fit activities around existing commitments.

Family friendly was also a strong theme from the Dean Green Team. They felt activities should be accessible for all, including those with disabilities and additional needs. One member commented that observational work might be suitable for people with disabilities and this needed to be encouraged.

Their view was that there needed to be a range of activities available, which people could either commit to in advance or simply turn up on the day.

Other suggestions to overcome barriers included making use of screens in doctors' waiting rooms to tell people about the project and its' benefits. Working with schools was also raised, by involving pupils in building den boxes or by creating a set of education resources to support learning. A specially commissioned realistic pine marten stuffed toy was also raised.

It was also felt that activities could be offered to general interest groups to extend engagement's reach. For example, Man Shed members could help to build den

boxes, raising awareness of the project and wider wildlife conservation issues with groups that may not usually engage.

For those people who responded to the online survey, weekend activities were the most popular option to mitigate any barriers (55.2%), followed by low cost (48%) then family friendly (33.7%). Dementia friendly was the least popular (4.8%), then suitable for people with disabilities (12.4%), then week days (20.5%) and evenings (32%).

‘Other’ comments focused on accessibility via public transport and a range of different times including school holidays. ASD and autism friendly activities were also suggested.

Of the responses from those people completing the survey at the roadshows, family friendly activities were top of the preferences to overcome barriers with 61%, followed by weekend (54%) and low cost (45.3%). Least popular were dementia friendly 14.5%, weekdays (20.8%), or suitable for people with disabilities (20.8%).

There was a preference for activities to be monthly (52.2%), followed by weekly with 24.8%. 11.5% preferred booking in advance. Daily activities were only selected by 2.6% and yearly even less with 1.7%. However, 27.4% stated they did not have a preference.

5.4 Financial sustainability

Ensuring longer-term financial viability of community engagement activities, whilst also ensuring finances are not a barrier to enabling community participation is an important challenge for the project. Both the surveys and workshops/meetings addressed this issue.

The surveys asked directly if people would be willing to support the project through different funding options: making a charitable donation, paying for special activities, or helping to fundraise. The survey also gave people the option to select ‘none of these’. The workshops/meetings allowed a more detailed exploration of the how engagement could be funded longer-term.

For those people responding to either the online or roadshow survey, paying for special activities was the preferred option, followed by ‘none of these’, which could imply a preference for activities to be free, although this was not asked specifically.

The online survey results showed 37.7%, of people said they would be willing to pay for special activities, 32% would be willing to make a charitable donation and 20.3% would be willing to help to fundraise. 33.3% selected ‘none of these’.

The roadshow survey results were similar. Paying for special activities was most popular with 35.3%, followed by charitable donations with 23.6%, and then fundraising with 22.2%. 33.3% said ‘none of these’.

The GWT Forest of Dean Group suggesting that a balance could be struck. Various funding routes should be explored such as local fundraising, grants, charitable events, charitable donations, charging for special activities (but not the GWT usual rate), lottery funding and sponsorship.

It was suggested that co-ordinating all local wildlife visits might help reduce costs. In addition, that there should be some free local events available. Members felt there should be a range of activities with some free to ensure that engagement was accessible.

Discussion with the Dean Green Team suggested that there was an inevitability around some paid-for activities. One group member commented that if the project did not charge for activities, then somebody else will. Another felt strongly that people were being charged to do activities volunteers have been doing for many years. They commented that this felt cynical and that people should not be stopped having access because they could not afford it.

Members continued the themes of 'seeing' and 'supporting', proposing people could be offered tangible connections with pine martens.

The group also proposed that activities could be discounted for local people to encourage local engagement. Sponsored den boxes were also suggested, where individuals or organisations could see the benefits of their sponsorship through an annual report published on each box detailing pine marten activity.

The Wye Valley Youth Rangers embraced the idea of fundraising when this issue was discussed. They felt fundraising events and donations through schools, such as non-uniform days, could help support the project.

The group also suggested supermarket bag packing donations similar to local Scouts and other charities. They also felt the project was a good candidate for local community support from supermarkets as one of the causes people vote for with shopping bag tokens.

Bequests were also suggested.

5.5 Retain interest

Views about the most effective way to reach communities were explored through the various methods of engagement. In addition, the project was keen to understand community views regarding what would sustain the interest and active participation of communities beyond the funded life of the project

The surveys translated these issues into a simple question asking respondents how the project could keep people interested in the project. The workshops/meetings were able to explore this challenge in more detail

Social media was the most popular preference from those responding to both online (84.2%) and roadshow surveys (57.7%).

The majority of people responding via the online survey also selected webcams (70.8%), then events (65%), local new (55.6%) and activities (52.6%).

Of the responses to the roadshow survey, events were the next most popular after social media with 52.8%, then activities with 42.9%, and webcam with 42.3%.

The least popular option from respondents to both surveys was competitions (online 25.2% and roadshow 21.5%), then newsletter (online 43.7% and roadshow 31.9%), and website (online 49.5% and roadshow 37.4%). For those responding via the roadshow survey, local news was the least favoured option with 41.7%.

‘Other’ suggestions included working with schools; focus on the impact on the squirrel populations; public notices for those without internet; #martenmonday; keeping it secret, progress reports and sightings maps. Some used this question to state they were against the project (6 comments out of 65).

The GWT Forest of Dean Group was asked to suggest how interest in the reintroduction could be maintained. Social media was popular with members, as well as newsletters – digital and printed. There was some concern about effective distribution based on the groups experience of other digital newsletters, however it was still considered to be a useful channel to share information.

Several comments suggested either real or virtual groups, including monitoring meetings, an advisory group, and an online forum. There was a willingness and desire to join together to support the project and take on a role. This was consistent with the theme of ‘supporting’, which came through in other aspects of the engagement programme.

Webcams, local radio, website as well as activities, events were suggested. In addition to newsletters, emails and posters were also put forward as useful ways to engage and share information.

The Dean Green Team discussed the difficulties around maintaining an appropriate level of interest. They were keen to strike a balance between ensuring there was support for the project and so much public interest that it undermined the re-introduction’s success. One member challenged why people needed to be so involved or interested in the project. They questioned if local engagement was essential for the project as a funding stream or would any income simply cover the costs of running activities and, if so, how valuable was that? They suggested that it

might be in the best interested of the reintroduction for the pine martens to be released quietly, with some information available for people who are really interested.

Social media, webcams and activities that “kept the public one step removed” were popular with the group.

However, in keeping with the ‘seeing’ theme, the group also asked if it was possible for people to see the pine martens before they were released. There was also concerns that people would be disappointed if they could not see them due to their shy nature.

Providing regular updates was felt to be important, possibly through local radio and television, or a local forum where those who are interested can share information and latest news.

The Wye Valley Youth Rangers supported the use of social media. They were also keen to stress the importance of keeping in touch with people who have shown interest in the project previously to maintain their support.

The issue of contact with the pine martens came through again, with the suggestion of a pine marten safari.

The group was very keen for there to be some project merchandise available, including stuffed toys. They felt this would be especially popular with people who liked collecting. Members also suggested commercial sponsorship from both large and small organisations could be considered.

Adopt a pine marten scheme was put forward by the group. Also suggested were events throughout the year. Using local and national media was discussed, and the group felt working with programmes like Spring Watch and Autumn Watch could be explored. They also suggested that the project could make its own videos and post them on YouTube.

The youth rangers were keen to take on ambassador roles themselves. They discussed the potential for them to visit local schools, providing talks and information on the project. They felt that it might have more impact coming from them, encouraging more young people to follow their lead and get involved.

5.6 Volunteering and advisory group participation

Local people were asked about the potential for them to be involved in the project directly. This was through volunteering or joining an advisory group that would inform decision-making on the project.

Of those who responded to the online survey, 51.5% said they would be interested. 41.8% of people who responded via the roadshow survey also said yes. Respondents were prompted to provide their contact details if appropriate.

Of the GWT Forest of Dean group, 12 members stated they were interested in volunteering or the advisory group.

The Wye Valley Youth Rangers were very keen to be involved in the project.

The Dean Green Team is a group of existing volunteers working on a range of wildlife conservation projects. Whilst the group was not asked directly about active participation in the project, its remit and experience suggests members are well placed to be involved, time permitting.

GWT has been provided with contact details for those interested in volunteering and advisory group participation as part of a wider stakeholder directory.

5.7 Additional comments

The engagement programme provided an opportunity for people to make general comments, either through the surveys or the workshops/meetings.

208 comments were received through the online and roadshow surveys and covered similar themes to those addressed by the survey questions. The most consistent was general support for the project itself and a desire from local people to be involved. Comments reiterated people's willingness to work with project partners to overcome barriers to engagement and a genuine desire to see the project succeed. The potential boost to local tourism was also recognised.

Some used the opportunity to suggest activities, such as being able to report sightings or kit naming. Others were keen to offer the use of their land for the project or their services, and suggest fundraising through local events like the Forest Warrior or Severn Mud Run.

Other local issues were raised by some people, in particular regarding the boar. Opinion was split, with many supporting the boar, whilst others citing them as having a negative impact on the local area and community. One comment suggests that the re-introduction of the European bison should be considered for another project.

Concerns were raised by 15 people. This represents 1.4% of all those who responded to the online and roadshow surveys (1,099). In particular, some comments by smallholders raised worries about the risk pine martens may potentially pose. The impact on bat preservation was also mentioned as well wider

impacts on biodiversity in general. Some comments were critical of partners generally and one comment specifically requested no barbed wire should be used.

Whilst the majority of the GWT Forest of Dean Group were supportive of the reintroduction, concern about the impact on bats was raised. One member felt strongly that there needed to be greater transparency around risks and mitigation. The cost of the project (£600,000) was also felt to be high by some members.

The Dean Green Team were keen to understand more about the logistics of the release itself, the size of territories and further details on monitoring. One member questioned how the population in Wales and the reintroduction in Forest of Dean and Wye Valley could be encouraged to merge through and felt woodland connectivity was an important consideration.

The issue of inbreeding was raised and whether there was enough distance between the gene pools to prevent issues. The groups also discussed potential impact on towns, smallholders and other rare species, as well as how the project could eventually become self-sufficient.

However, the general feeling was that with the right mitigation, the benefits of restoring the natural balance(would benefit the local area, in particular the potential to control the grey squirrel population.



Q13 online survey responses word cloud

6 Conclusion

- There continues to be community support for the project amongst the people who responded.
- There is a strong mandate from the local community for the reintroduction project to provide a range of engagement opportunities.
- There remain some concerns in the local community regarding the impact of the reintroduction. There is an expectation that partners will continue to address this through ongoing community engagement
- Community engagement must support the project and not be to the detriment of the reintroduction's success.
- 'Seeing' and 'supporting' were consistent themes when analysing the types of activities that appealed to local people.
- Whilst preferences varied to some degree across the various engagement methods and groups, the most popular activities were sightings maps, wildlife surveys, wildlife hides, trail cameras, webcams, den box building, talks and events.
- Opportunities need to be accessible to those with limited time and who are working.
- Activities need to be available to all, with a range of costs including free.
- There is a preference for low cost activities, taking place monthly on weekends and/or evenings.
- There is support for family friendly activities and those suitable for people with disabilities.
- Social media is the most popular way to keep people interested in the project, followed by webcams, activities and events.
- Consideration needs to be given to transport, as well as school and extra curriculum commitments when planning activities.
- Any engagement focused on young people needs to address any apathy by using relevant channels and engaging content to encourage participation.
- There is potential for motivated and committed volunteer workforce to support the project.
- There is a willingness from community members to participate in a local advisory group.

7 Appendices

7.1 Roadshow survey



Gloucestershire Wildlife Trust - Mission Pine Marten Survey

Gloucestershire Wildlife Trust is asking local people how they would like to be involved if pine martens are brought back to the Forest of Dean.

The survey should only take 5 minutes and there's a chance to win a pine marten tracking day for everyone who responds.

A ground-breaking study took place in early 2018 into whether pine martens could be reintroduced to the Forest of Dean and Wye Valley. Over 71% of local people felt they should be.

Now we would like to hear from you about how you would like to be involved if the project goes ahead.

Q1. Do you live in the Forest of Dean or Wye Valley?

- ☐ Yes ☐ No

Q2. How old are you?

- ☐ Under 16 ☐ 16 - 18 ☐ 19 - 24 ☐ 25 - 34 ☐ 35 - 44
☐ 45 - 54 ☐ 55 - 64 ☐ Over 65 ☐ Prefer not to say

Q3. Please tell us the first part of your postcode. This cannot be used to identify you. It will help us understand what people think in different local areas.

Q4. Do you belong to any local groups or organisations? Please select one or more options

- ☐ Community group ☐ Parish or town council ☐ Wildlife conservation group ☐ Local business ☐ No
☐ Other - please give details

Q5. Which activities would interest you as part of the reintroduction? Please select one or more options

- ☐ Wildlife surveys ☐ Talks & events ☐ Information displays ☐ Sightings map ☐ Photography exhibition
☐ Wildlife hide ☐ Webcams ☐ Den box building ☐ Corporate sponsorship ☐ Radio tracking
☐ Trail cameras
☐ Other - please give details

Q6. Is there anything that would prevent you from being involved? Please select one or more options

- ☐ Time ☐ Budget ☐ Work ☐ Caring responsibilities ☐ No
☐ Other - please give details



Gloucestershire Wildlife Trust - Mission Pine Marten Survey

Q7. Would it help if activities were... Please select one or more options

- ☐ Family friendly ☐ Dementia friendly ☐ Low cost ☐ Suitable for people with disabilities ☐ Evenings
- ☐ Weekends ☐ Weekdays
- ☐ Other – please give details

Q8. Would you prefer activities to be... Please select one or more options

- ☐ Daily ☐ Weekly ☐ Monthly ☐ Yearly ☐ Booked in advance
- ☐ Don't mind

Q9. Would you consider... Please select one or more options

- ☐ Making a charitable donation ☐ Paying for special activities ☐ Helping to fundraise ☐ None of these

Q10. How do you think we could keep people interested in the reintroduction? Please select one or more options

- ☐ Events ☐ Activities ☐ Competitions ☐ Newsletters ☐ Social media
- ☐ Website ☐ Webcam ☐ Local news
- ☐ Other – please give details

Q11. Would you consider being a volunteer or part of a local group that helps advise on the reintroduction?

- ☐ Yes ☐ No

Q12. Would you like to be entered into our prize draw to win a pine marten tracking day?

- ☐ Yes ☐ No

If you answered yes to Q11 or Q12, please provide us with your name and contact details.

Your privacy is a priority. Gloucestershire Wildlife Trust will always store your personal details securely. We won't share your details with anyone else. We'll only use them to communicate with you about the pine marten project in the way(s) that you have agreed to.

Privacy policy: www.gloucestershirowildlifetrust.co.uk/privacy-policy

Please let us know any other comments you may have.

7.2 Roadshow displays

Have your say

Help bring pine martens back to the Forest of Dean and Wye Valley

Pine martens were once widespread, but a combination of woodland loss and hunting led to near extinction. Their numbers are on the rise in Scotland and Wales, but they remain rare in England.

Part of the weasel family, pine martens have dark reddish brown fur with a yellow chest and long bushy tails. They are about the size of a cat, and eat mainly small mammals, such as mice and voles.

Pine martens once lived in the forests near here. We can bring them back, and 71% of local people agree with our vision.

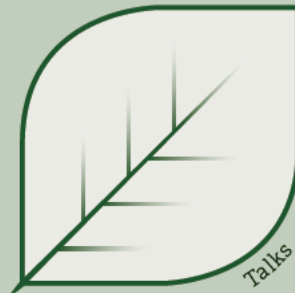
There are many benefits for local people. Pine martens are a joy to watch, help people connect with nature, and may also bring more tourists to the region.

We need your views on how local people could be involved.



How do you think local people could be involved with reintroducing pine martens?

Use our stickers to select as many options as you like



Top 10 facts about pine martens

- 1** Pine martens are native to the UK, but were nearly wiped out by a combination of Victorian gamekeepers and woodland loss.
- 2** They weigh up to 2 kilograms - the same as 2 bags of sugar.
- 3** Large claws for grip and bushy tails for balance make them great tree climbers.
- 4** They live for up to 10 years.
- 5** They have a broad and varied diet, including small mammals, squirrels, and berries.
- 6** They live alone within large territories, up to 10 square kilometres.
- 7** Baby pine martens are known as kits, born in litters of up to 5.
- 8** They live within woodlands, and dislike open areas due to the risks of being caught by foxes, their main predator.
- 9** Although shy and mostly nocturnal, they come out in the day during the summer.
- 10** If pine martens are reintroduced to this area, the project will be handled by local and national experts from a range of organisations, and local people will be involved throughout the project.



Photo credit: Karl Franz

 forestholidays

 WOODLAND
TRUST

 Forestry Commission
England

 VWT
Vincent Wildlife Trust

 wildlife
TRUSTS

 Gloucestershire