

# Prestow Wood - uncovering its historical past

## Report on Consultation. December 2023

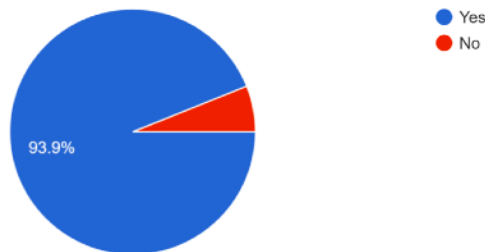
A consultation/survey on the Prestow Wood project was run from 20 November to 10 December 2023. Details of the survey are given in document D9 submitted to Enover as part of the funding application.

99 responses were made by the closure date. Approximately 30% were hard copy with 70% submitted online.

### **1. Awareness of Prestow Wood**

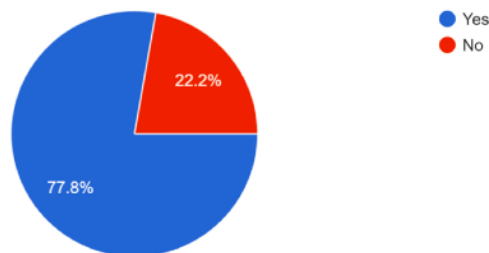
Do you know where Prestow Wood is?

99 responses



Have you ever visited Prestow Wood Nature Reserve?

99 responses



We are pleased that 99 local residents took the time to respond to the survey and that at least 77 of them had visited the site. The number who have visited the site could be a reasonable benchmark for future surveys as we would hope that both attendance and awareness would improve. We can use this benchmark for future year surveys to gauge the success of the project in increasing the number of visitors to Prestow Wood (see page 22 of the main Enover application).

## 2. How often do you go there?

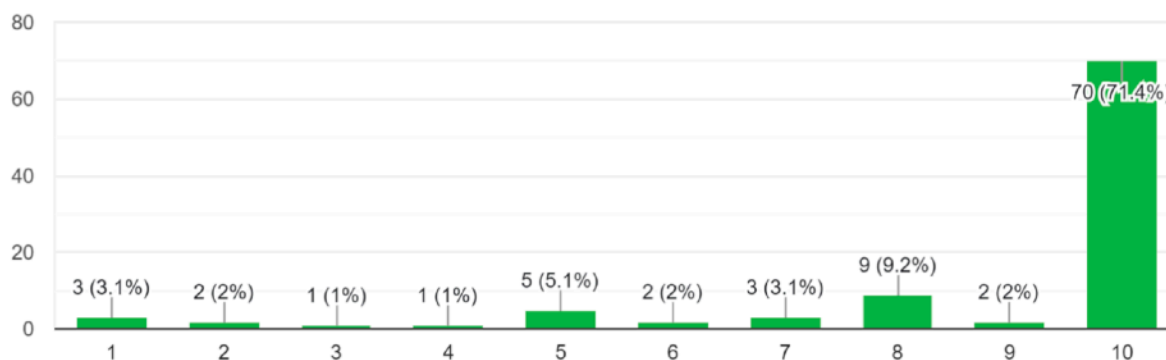
Frequency	Number using woods with this frequency
Weekly (once or more per week)	17
Monthly (once or more per month)	13
Occasionally (less than once a month but a number of times per year)	24
Rarely (only a few times ever)	12
Never	9
N/A or no reply	4
<b>Total responses</b>	<b>79</b>

This table gives some interesting information. Even though a high 78% of respondents say they have visited Prestow Wood, the frequency of visits is very low with only 17 visiting weekly or more. This highlights the team’s statement that Prestow Wood and its limekilns have become too overgrown to make visiting a pleasurable experience. The project has been designed to create features that will encourage visiting.

## 3. Should we apply for a grant to restore the limekilns?

What is your view about obtaining grant money to pay for all this work (tick a box):

98 responses



(1 = strongly oppose; 10 = strongly support)

71% of respondents strongly support this project; this is a very strong level of support.

A recognised method to assess the overall level of support is to use the Net Promoter Score. In order to come up with this score, one segments responses into three groups:

- **Detractors.** These respondents give rankings in the 0 to 6 range. These are the people who don't support the project, in fact, they might be downright hostile to the project.
- **Passives.** Rankings in the 7 to 8 range put respondents in this category. They are not worried either way.
- **Promoters.** Scores of 9 to 10 turn respondents into supporters. They're loyal supporters, they're active and may well be willing to help.

A Net Promoter Score definition, in simplest terms, is the percentage of detractors subtracted from the percentage of promoters.

$$(\text{Number of Promoters} - \text{Number of Detractors}) / (\text{Number of Respondents}) \times 100$$

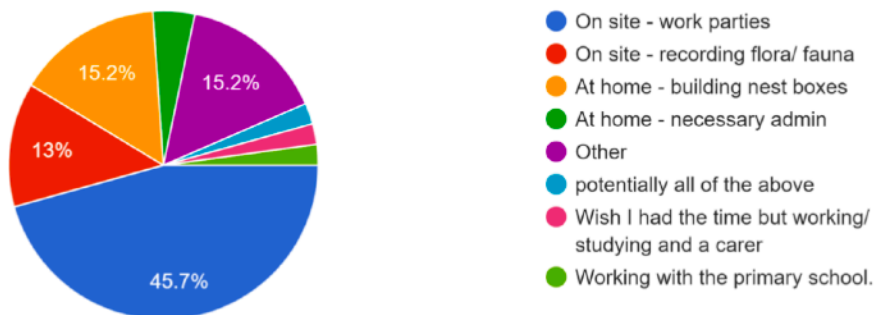
ie 73.4% - 14.3% = **59% This is a high level of support**

*"The creators of the NPS metric, Bain & Company, say that although an NPS score above 0 is good, above 20 is great and **above 50 is amazing.**"*

#### **4. Level of support for volunteering.**

Would you like to help with the project? If so, please let us know how to contact you:

46 responses

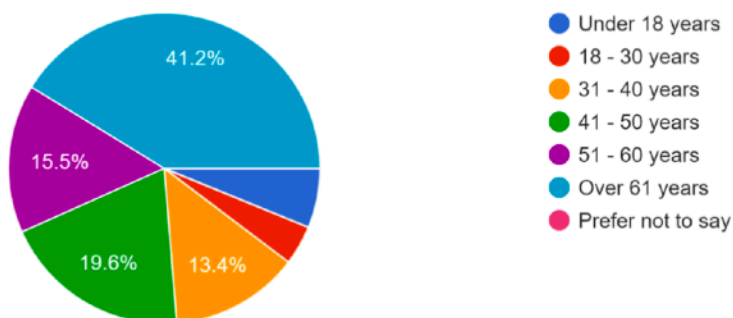


This is an encouraging level of support to assist with volunteering activities and those that have indicated they will support the project in this way will be contacted.

## 5. Age of respondents

What age group are you?

97 responses



This information indicates that the older generations are more engaged in the community and the wood. A core part of our strategy is to encourage younger people to become engaged and access the facilities (see funding application question 21) and this is clearly validated by the survey.

**5. What's the best thing about Prestow Woods Nature Reserve?...** some responses included comments that address more than one comment category

Comment category	Number making comment
Being in a natural and wild environment	28
The woodland and plants	18
The peace and quiet	18
The paths and new steps	13
The invertebrates and other animals	10
Access to the lime kilns	7
No response or NA	5
Proximity to people living nearby	4
The pretty clearing	3
Access to local history	3
Education/learning potential	2
Would rather it is left alone	2

Comment category	Number making comment
Natural playground	2
The beautiful views	2
The freedom	1
It is a free amenity	1
Access to the quarry site	1
Traffic free	1
<b>Total</b>	<b>121</b>

Three trends become clear on analysing the data:

- **Connection to Unspoiled Nature:** Across age groups, there's a common appreciation for Prestow Wood as a place connected to unspoiled nature, providing a sense of wildness and tranquility.
- **Community Access and Social Value:** Respondents of all ages appreciate community access, social spaces like fire pits, and Prestow Wood's value as a shared resource.
- **Educational Opportunities:** The potential for learning experiences in the natural world is recognised, with mentions of educational opportunities and Prestow Wood's historical and industrial heritage.

**6. My experience would be better if...** some responses included comments that address more than one comment category

Comment category	Number making comment
Improve paths and make them more accessible	14
Provision of seating	12
Conservation/restoration of lime kilns	7
Provision of a shelter	7
More paths to explore further in to woods and upper levels	7
Make the area safer to be used and expose	6
Provision of information boards	4
Increase biodiversity	4
More paths	3
Keep site it as wild as possible	3
Leave the site alone	3

Comment category	Number making comment
People clear up their litter and keep it tidy	2
Removal of glass, pottery and bricks	2
Removal of brambles and overgrowth	2
Provision of clear boundaries to the site	2
Ivy to be left on lime kilns to conserve them as they are	2
Provision of a toilet	1
Provide more space to run around	1
Provide bat and bird boxes	1
Provision of a picnic table	1
Provision of rubbish bins	1
Make the PWNR site bigger	1
Provision of cycle tracks	1

**Younger Respondents (Under 18):** Two themes come through on analysis of the data:

- **Recreational Amenities:** Focus on additional benches and more open space for running around.
- **Nature Connection:** Appreciation for a wild and natural and historical environment, emphasising the importance of not overdeveloping.

**Older Respondents (61+ Years Old).** Two themes came through:

- **Accessibility and Safety:** A strong emphasis on the need for more wheelchair accessible pathways, defined walkable paths and safety measures like handrails on steeper areas.
- **Preservation of Historical Features:** A desire to preserve historical features like limekilns and a cautious approach to interfering too much with natural surroundings.

**Common Themes across all ages:**

- **Benches and Seating:** All age groups express a desire for seating areas, indicating the importance of comfortable spaces for relaxation.
- **Preservation Efforts:** All respondents express a shared interest in preserving the natural and historical features of the reserve.
- **Educational Information:** Older respondents suggest general information boards, while younger respondents mention the desire for more signage about local flora and fauna.
- **Recreational Activities:** All groups express interest in recreational activities, with younger respondents suggesting space to explore and older respondents mentioning the fire pit and open spaces.

## 7. How does the Project meet the communities aspirations, and what changes to the project should be considered?

- A. Of the 99 responses, only two are opposed to restoration of the limekilns. It is pleasing to see this overwhelming support for the plans to restore the limekilns. **No Change to project**
- B. The desire for more paths with suitable accessibility provision and safety is a core part of the project. It is pleasing to see this supported by so many of all ages. **No Change to project**
- C. There is significant interest in more seating and perhaps picnic tables being installed. The project has a single bench proposed. This seems to fall short of the desire for more seating. **Develop project to include more seating and seek additional funding for this.**
- D. Signage and information boards are being encouraged. These are included in the project. **No Change to project**
- E. Increasing the biodiversity of Prestow Wood, which is a key part of the project, is supported strongly. **No Change to project**
- F. The fire pit and clearings are clearly liked and form a key part of our plans. **No Change to project**
- G. Seven respondents would like a shelter built in the area, to be used in the event of bad weather. **We will discuss this with the planning authority and other project partners prior to deciding on a response.**

This report to be made available on the Wrington Parish Council website and a summary report, also signposting the full report, will be issued in the monthly Village Journal and on social media.