

Aberystwyth University

Trade-offs between the natural environment and recreational infrastructure

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Published in:

Land Use Policy

DOI:

[10.1016/j.landusepol.2022.106401](https://doi.org/10.1016/j.landusepol.2022.106401)

Publication date:

2022

Citation for published version (APA):

Martino, S., Kenter, J. O., Albers, N., Whittingham, M. J., Young, D. M., Pearce-Higgins, J. W., Martin-Ortega, J., Glenk, K., & Reed, M. S. (2022). Trade-offs between the natural environment and recreational infrastructure: A case study about peatlands under different management scenarios. *Land Use Policy*, 123, Article 106401.

<https://doi.org/10.1016/j.landusepol.2022.106401>

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SUPPLEMENTARY MATERIAL 1

Questionnaire on recreational activities in the Peatland of North Pennines AONB

To be completed by interviewer

ID of questionnaire:

ID of choice task set:

Location where data are collected:

Date:

Duration of interview:

Introduction

My name is [____], working at [____]. I am doing a survey on behalf of the University of York. We would like to interview you to consider how possible changes in the moorlands of the North Pennines Area of Outstanding Natural Beauty may affect your interests in practicing the recreational activity you are engaged in now. You will be facing some cards, showing a number of different moorland landscapes and their characteristics such as plants and animals. You will then be asked about what type of landscapes and locations you prefer for recreation.

The questionnaire will take around 10 minutes of your time and is anonymous. There are no right or wrong answers; we are just interested to hear your opinion. You can refuse to answer any question and end your participation at any time. Information collected will only be used for scientific publications and to inform policy makers on how different ways of managing the landscape are perceived by people like yourself.

Section 1: Recreational data and travel expenditure

1.1 What recreational activity are you doing in this trip?

- a. walking
- b. bird watching
- c. cycling
- d. fishing
- e. grouse shooting
- f. other (If the reply is "other" the survey terminates here)

1.2 How often have you done this recreational activity in the last 12 months?

[Ask as open question, then pick the nearest answer]

Annually

2-3 times per year

4-5 times per year

Every two months

Every month

Every two weeks

Every week

Two or three times per week

Daily

1.3 How often within the area of the North Pennines Area of Outstanding Natural Beauty?

[Show map]

[Ask as open question, then pick the nearest answer]

Annually

2-3 times per year

4-5 times per year

Every two months

Every month

Every two weeks

Every week

Two or three times per week

Daily

1.4 How many adults are in your travel group (including yourself)? _____

1.5 Are you an Overnight visitor or a Day visitor? O/D_____ [Note: second/summer home travellers should be marked as day visitors unless they are on an overnight trip away from their second home]

1.6 Overnight visitors only: how many nights are you staying on your current trip including your travel time from your normal place of residence?_____

1.7 Where do you normally live: If UK post code (only the first part) _____; otherwise: country _____

1.8 What was the main mode of transport system to travel here from your home: (PLANE/CAR/BUS/TRAIN/FERRY/BICYCLE/FOOT/OTHER)_____

1.9 How many miles have you travelled to get here from [non plane travellers:] where you live? [plane/ferry travellers:] from the UK (air)port where you landed? _____ (note: for second/summer home owners this is the distance from their second home).

1.10 How important was undertaking your current activity in the North Pennines AONB for taking this trip?

Essential: 100%_____

Very Important: 75%_____

Important: 50%_____

Somewhat important: 25%_____

Not important: 0%_____

1.11 How important is the type of landscape within the North Pennines AONB (for example the way it looks and the plants and animals that you might find there) when you chose the location where you do recreation?

Essential: 100%_____

Very Important: 75%_____

Important: 50%_____

Somewhat important: 25%_____

Not important: 0%_____

Section 2: choice experiment

Introduction: Now I am going to show you a number of hypothetical moorlands characterised by specific landscape and vegetation, wildlife, water quality and facilities. I want you to imagine that the next five opportunities to go [state only the activity they are engaged in] within the next year, you can only choose between three options: A, B, and C. A and B involve two landscapes that you can recreate in. They differ in terms of travel distance and thus travel cost, various characteristics of the landscape and recreational facilities. Option C is to stay at home instead of travel, so there is no cost. You can allocate your five opportunities however you want (for example 3 to A, 1 to B and 1 to C).

In these kinds of questionnaires, we often find that people can be optimistic about how often and how far they might be willing to travel compared to real life. It is very important for us to get an accurate picture, so please try to be as realistic as possible and carefully consider your household budget and free time available for recreation.

[Emphasise] Choosing options with a high travel distance means a higher cost, so you would need to make sure you can and wish to afford this.

[Show the card with the landscape characteristics and provide an explanation. Then show the first choice card and ask respondent to allocate their five opportunities].

2.1 Task 1:

- a. Option A
- b. Option B
- c. Option C: Stay at home

2.2-2.2.4 Task n (repeat the CE 3 times - 4 total)

2.3 Which statement best describes how you made your choices? (Choose one)

1. I chose randomly
2. I usually or always chose 'stay at home' because I have a limited budget
3. I usually or always chose 'stay at home' because I would not like to recreate in the landscapes proposed
4. I picked one or two characteristics and based my choices on those
5. I chose the options that I liked most independent of the travel distance
6. I chose the options that seemed the best relative to how far they were to travel

Section 3: Socio-demographic information

3.1 What is your age?

1. 16-25

2. 26-35
3. 36-45
4. 46-55
5. 56-65
6. Over 65

3.2 Sex: male/female/other/ prefer not to say

3.3 Are you a member of any environmental or nature conservation organization or (for example RSPB, WWF)? YES/NO

4 Have you got a university qualification?

1. No university qualification
2. Undergraduate
3. Postgraduate

3.5 What is your total household income before tax in £/ year, including any benefits?



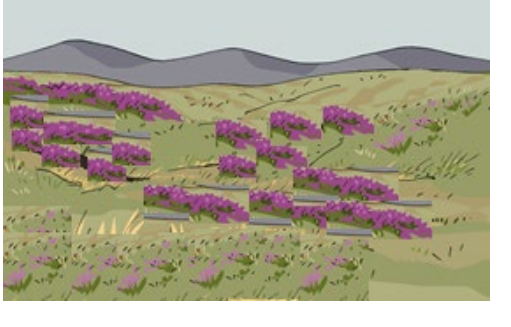

1. Up to £20,000
2. £20,000 to £35,000
3. £35,000 to £50,000
4. £50,000 to £80,000
5. More than £80,000
6. Prefer not to say

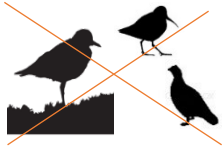
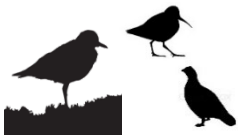





Section 4. Workshop



4.1 Next year, we will organise some workshops to discuss moorland management into more depth, based on the results of this project. Would you be interested in participating? If so, can we take your email address? This will be stored on a secure server, we will not use this for any other purpose, and all record of it will be deleted after the workshop (at the latest by 1 June, 2019).

SUPPLEMENTARY MATERIAL 2

Choice experiment attributes

Attribute	Level	Graphic	
Vegetation and landscape	moorland dominated by mossy bogs, with visible surface water		
	moorland dominated by rough grasses		
	moorland dominated by heather		
	moorland dominated by areas of bare and eroding peat		

wildlife	Very limited, almost unnoticeable presence of wading birds		
	Limited, difficult to notice presence of wading birds, such as curlew, dunlin, golden plover and short-eared owls		
	Noticeable presence of wading birds, such as curlew, dunlin, golden plover and short-eared owls		
Water quality	DOC <20mg/l (good quality water with light brown colour)		
	DOC >60 mg/l (poor quality water with dark brown colour)		
Facilities (for walking, birdwatching, cycling)	No facilities Car parks and toilets	  Toilets	

	<p>Car parks and toilets, sign posted trails</p> <p>Car parks and toilets, sign posted trails and paved or gravel paths</p>	 	
<p>Facilities (only for fishing)</p>	<p>No facilities</p> <p>Car parks and toilets</p> <p>Car parks and toilets and equipment rental</p> <p>Car parks and toilets, equipment rental and optional instruction lessons available (at additional cost)</p>	