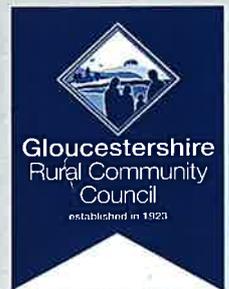
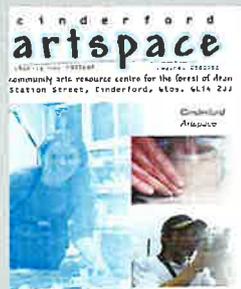
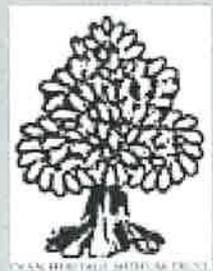


Royal Forest of Dean

DBD Phase 2

Final Report Extended Evaluation & Feedback

BY
DEFINITION



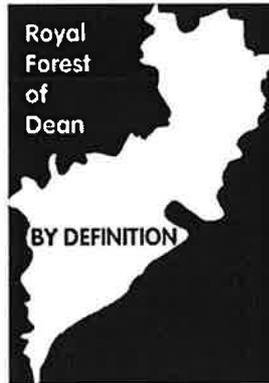
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Final Report

Dean By Definition 2

Extended Analysis and Feedback

Introduction

The second phase of the Dean By Definition project comprises 3 elements:

A. Celebrate

Feedback the outputs of the first stage of the Dean By Definition project to the communities who provided input.

B. Support

Begin work on ways of using the Dean By Definition approach as an example of good practice in building social capital in rural areas.

C. Inform

Use the Dean By Definition material to inform a range of work related to the IRD project, especially work that relates to the key output of safeguarding the special aspects of the Dean's landscape and heritage.

A. Celebrate

The principle means for the 'Celebrate' element of the project was a series of exhibitions. The exhibitions were geographically spread to cover the whole of the District and also to reflect the division by North, Centre and South.

The location and venues chosen were Newent Memorial Hall, Cinderford Council Chamber and Offa's Mead Primary School in Sedbury. The venues were selected to reflect good community access and to utilise community resources. Timings for opening included evenings and weekends to allow a good cross-section of the community to attend. The dates were amended in line with availability of the well-used community venues and to allow for the visit by Alun Michael, Minister of Rural Affairs. All took place between 5th and 23rd March 2003.

An Exhibition Team was formed which included representation from sections of the original Definition Team, including Team members from Forest 41, the Parish photography project, Video, CD presentation and co-ordination members. In addition both the Forest Education Business Partnership and the Gloucester Rural Community Council were represented and formed part of the Team.

The Team decided to produce an interactive display, which would encompass as much as possible of the original project. The exhibition was both visual and aural. The primary visual input was provided by utilising display boards which were A0 in size each carrying 2 x A1, with each printed board containing either written explanation or visual images. In total there were 59 XA1 panels, 1XA0 panel. See appendix for example. A plan was produced as a master layout with an agreed flow and content See appendix. It is proposed that these panels will ultimately form part of the submission to the Dean Heritage Centre.

In addition to the visual, the exhibitions were interactive in the form of the CD, which accompanied the original report. The CD was customised so that the narrative could be seen and heard on one laptop computer and the appendices could be seen and heard on another laptop.

The photography section was also enhanced by upgrades, which enabled the photographs to be enlarged to full screen with an explanation. This proved to be very successful with visitors spending a considerable amount of time reviewing photographs and listening to tracks available. Some individuals were pleasantly surprised to see themselves included on the photographs!

For the Video element the 3 tapes were edited into one long play version. The video was then played throughout the exhibition. Many people took the time to sit and listen for some time to the videos. The comments of younger people were of particular interest to various observers.

Whilst carrying out interviews during phase 1 of By Definition interviewees were asked if they would wish to be informed of future feed back exhibitions. A database was produced with the help of the Countryside Agency. This was used to invite those who expressed an interest. An individual letter was sent to each person, amounting to over 500 letters. In addition email invitations were circulated. In support of this, local newspapers were contacted, adverts submitted and editorial produced. BBC Radio Gloucestershire ran a feature on the exhibition and included information in their What's On programming. Forest of Dean Radio covered the Minister's visit including a specially recorded interview with Alun Michael and interviews with By Definition team members and exhibition visitors.

We were delighted to be able to host a visit by Alun Michael, the Minister of Rural Affairs. This was facilitated by the GRCC and the office of Diana Organ MP. (See appendix for itinerary). The Minister was particularly impressed by the depth of the study and the success with which the vast wealth of information had been collated into a manageable format. It was pleasing to have so many of the By Definition team at the meeting with the Minister and once again demonstrated the team spirit of the group. After the introduction and presentation, the chaired discussion allowed for questions and answers. A full recording of this was produced and broadcast by Forest of Dean Community Radio. The Minister was presented with a copy of the presentation CD and he has since requested additional copies.

Through GRCC, the team was provided with an additional opportunity to share the By Definition findings with three DEFRA representatives; the Head of Rural Economies and Communities Developments, Director of DEFRA in GOSW and manager of Capacity Building and Government Sector COMPACT. They were accompanied by John Hazlewood, Chairman and Stephen Wright, Director of GRCC. This meeting included a CD presentation by Ros and Rich with informal discussion, questions and answers.

All parish and town councils were invited to a preview of the exhibition in Cinderford in advance of the Minister's visit. This included a chaired forum to submit opinions and queries to the Minister. Disappointingly this specially arranged session was attended by only four councillors. However those who attended participated enthusiastically, contributing to the content of

discussions with the Minister and team. Interestingly the subsequent exhibitions were well attended by parish, town and district councillors.

It is particularly gratifying to see how well the multimedia approach worked. All ages attending the exhibitions made good use of the video presentations and interactive CDs. The three exhibitions were hosted by at least two By Definition team members at all times, giving the opportunity to talk to visitors and help with accessing the information where required. A number of short training sessions were given on use of a mouse to access the photography, video and audio annexes. The ownership factor was evident, especially with the Forest 41 project. Visitors were delighted to see their own input reflected, such as completed beer mats or quotes used in the presentation.

In response to feedback, refinements have been made to the CD annexes with dedicated time used to create thousands more links so that each photograph can be viewed with its caption at full screen size, rather than only thumbnail. This was considered vital given the interest shown in the photography by so many different viewers. The website is being updated again too. Now this exhibition phase is complete, copies of the presentation CD Rom will be distributed to all schools in the district and copies of both their own parish/town photos and the presentation CD will be distributed to each parish/town council.

Written comments were collected from visitors to the exhibitions plus some recorded responses. Please see appendix for examples. This was overwhelmingly positive with many interested in the next steps to take the work forward.

Since these exhibitions, a presentation to the FODDC Executive has been carried out in mid April and an exhibition and presentation to the full Council will take place after the imminent elections.

An evaluation report on the Forest of Dean IRD programme has been published by the University of Gloucestershire. Dean By Definition is recognised as a successful contribution with many possibilities for future community benefit. (See appendix)

B. Support

A working group was formed to collate a case study on Dean By Definition. Key contributors to this are Gloucestershire Rural Community Council, Dean Heritage Centre, Forest Education Business Partnership, Forest of Dean Community Radio and Forest of Dean Adult Consortium.

A meeting has been held with Owen Davies and Gary Woodman from Regeneration Services at the Forest of Dean District Council to explore links into developing the Local Strategic Plan and community planning in general. It was agreed that a first step would be to test out the Forest Strategic Partnership's priorities against the community responses in Dean By Definition. This will need to be an ongoing dialogue and Dean By Definition should be seen as a working document on which to build for the future.

No other such in-depth qualitative research has been undertaken with residents throughout the Forest of Dean district. It was agreed that it is vital to make the most of this valuable resource, whilst respecting the contributors' trust. Ways to balance the need to access the information and respect individuals trust were discussed and this will need to be further explored.

Initial links were made with the Environmental Task Group and an invitation to their next meeting was received for 30th April, the last day of DBD2's contract. Unfortunately the environmental Task Group meeting was cancelled due to reorganisation and formation of the Forest of Dean Partnership.

Each member of the working group on "Support" has submitted comment. Where the observations have a common theme they have been amalgamated. In addition to the lessons learned and direct outcomes of Dean By Definition 1, it has acted as a catalyst for new developments. These have been included as specific paragraphs.

Locally Owned Projects - Investing in People

There was a most fundamental lesson to be learned on building Social Capital agreed by the whole Dean By Definition team. By awarding the contract to a local consortium, this in itself was a catalyst for building Social Capital. All too often contracts are let to organisations in distant locations and as one put it, "They get paid, we contribute for free"

The Countryside Agency took the first steps towards building this Social Capital by enabling the "Dean by Definition" project to happen, within the Forest of Dean Integrated Rural Development Programme. What is Social Capital? It is the investment in people that enables them to have the ability to not only make decisions for themselves, but to enable the process that leads to those decisions being made. Social Capital is as important and valuable to the local community as is financial capital. Indeed it could be argued that the latter will be that much more difficult to obtain, without the former.

Investing in a locally owned project simplistically means that the investment is spent locally. This investment goes in equipping local people with skills, knowledge, and experience to apply and be transferable to other projects. At the same time the original project is completed. Furthermore, where this valuable knowledge is actively disseminated to other groups and interested parties, the investment grows instead of dying.

A well-worn but still vital observation is:

"No involvement, no commitment"

How much more could a community be involved than in doing things for themselves?

Investing in Social Capital normally gives a greater return than the cost to the Exchequer through the added value contribution of community input. In addition, the long-term benefit of a 'competent' cohort within a community, increasingly saves expense.

Time Implications – Take Time

A common theme was taking time. The project was spread over a period of time, which allowed for seasonal changes. Not only was this important in terms of photography but also the changes and perceptions of what's special over the range of seasons. An example may be bluebells or daffodils in season.

DbD was innovative, exciting and engaging. The emergent project was cut back by about 50% from the initial proposal, as being too expensive. The resultant secondary project to learn some lessons has restored an additional 25% of that original budget, proving in one sense that the innovative fresh concept initially proposed was not too wide of the mark. What has been 'masked' in the delivery of phase one however, is the enormous added value of the approach adopted. This is important to recognise and must be detailed. The added hours ('contributed' by the team and not charged to the project), if costed at the now nationally agreed rate of £6.50 an hour, would have added at least a further 25% –30% to the 'invoice'.

Because the By Definition was rooted in the Forest then it has taken the time to ask questions. The question has been asked without going for "sound bite" solutions or tick box answers. If an interview took 20 minutes or more then so be it. The writing down of replies to questions takes time. However taking the time was essential so that the way people expressed themselves could be captured in a way specific to the locality.

Information is part of consultation. The interview preamble and structure of the questions supported by supplementary questions takes time. Time well spent, as the result was a better understanding by the interviewee and a reaching into the fine detail of what makes somewhere special. This important point applied equally well to the Forest 41 photography project. Explanatory sessions were held at Parish Council meetings for example, helping to breakdown pre conceptions of what could be photographed. Before the meetings many thought that only buildings warranted attention. With time taken to explain, a much greater depth of what's special in our Parishes was the result. Examples included people, social events, animals, history and heritage as well as landscape featured in photographs.

Taking time tapped into a wealth of pride and identity, which might not normally be expressed.

Take time. Time to plan, engage, explain, listen, analyse, report, celebrate, support and inform.

Trust

Government, its Departments and its Agents must learn to trust Communities. To quote a senior Government Official (without attribution as it would otherwise be unfair), "Government has got to recognise that the institutions of Government, be they national or local, are not necessarily the only people who can be trusted to deliver. For too long we have only looked to Local Authorities, or their offshoots, to engage in delivering contracts"

Trust is important at all levels. Trust is high within the DbD team. This extends to the engagement with local people. The trust given by the people they are consulting should not be underestimated. There is an instant decision to be made by the individual from whom information is asked, "Do I trust the person or group asking me to respond?" Once the information has been supplied, trust is invested that information will not subsequently be exploited. This is a long-term approach to successful consultation. People when consulted are often sceptical that they will hear of the project ever again or that their contribution will have any influence or impact.

In establishing Dean by Definition, the partners involved agreed that the baseline must be local engagement, local trust and local feedback. To undertake 'consultation' is to embark upon a process that is two-way. The originators engage with people and groups within communities and by that 'engagement' create an element of expectation that engagement is taking place, must mean that something will happen. It is important therefore that once the engagement has ceased ... that it continues, with the originators of the process reporting back to those with whom they have engaged. Not to do so, renders the process as an expense rather than an investment.

Demonstration that trust has been well invested is a mutual need. Not only does it apply to commissioning parties but also to those that have invested their time and trust in speaking to the project Team and the team itself.

The 'Celebrate' phase is part of the fulfilment of the trust. Clear demonstration and communication of impact is the other prerequisite to maintaining trust in community consultation. This part of the challenge still remains.

Government and its Agencies, if they really do want to build Social Capital, must engage and trust local groups, organisations and partnerships. If they do not, then they will undercut and devalue the very Capital they are purporting to build. This is as applicable to local government as it is to national government. There are NO SHORT CUTS, and to try and make them is detrimental to the process and creation of Trust.

Value Added Opportunities

Local Knowledge

One of the great contributory features to the added value achieved in the project was the mix of the consortium that undertook the project. The very real connectivity of the local groups, and the broader awareness of the County-wide Partner, meant that there was a much greater and broader knowledge base from which to start. This had far wider additional benefit to the project, and therefore added value to the purchaser – the Countryside Agency – than if the Contract had been let purely to one body, and especially if that had been an outside consultant. The very fact of a feeling of ‘ownership’ of the project within the community greatly enhanced this added value.

Local knowledge makes a considerable contribution to a project. This was true at all levels for Dean By Definition; where to go, whom to contact in schools, businesses, councils, what events were happening and so forth. Local knowledge was also vitally important when people were describing special places, heritage and events. This was especially important during theming exercises, where detailed and very localised knowledge was required to “theme”. Place-names for example do not always tell what a place might be to those without a local perspective.

The network of local contacts also improved value for money by identifying synergistic opportunities for cross project working enhancing the projects beyond the scope achievable if delivered separately. To illustrate this, where FEBP workshops were being held on felt making, the theme of the workshop was focused on expressing what was special about the Forest of Dean. The workshop benefited from additional focus and extra funding for artist input and materials. The Dean by Definition project benefited by access and output, which it would not have known about, much less gained from without this local knowledge. The Artspace Engage project working with young people provided access for the DBD video project. Normally those young people would not necessarily have had the confidence to express themselves, but the weeks of time already invested through Engage allowed for the addition of the Dean By Definition work.

The DBD delivery team being part of the community lead to the work being seen as an investment in the community rather than simply for commercial gain. This raises the question of Community as opposed to Commerciality. The Community has a vested interest in what it is doing for itself

Local groups, have the ability to get to where the people are, wherever they are, all of the community including the young and the elderly. Generally external consultants are inclined to go to where they feel comfortable!

Forest Media

Directly as a result of Dean By Definition acting as a catalyst, a new group has been formed in the Forest of Dean, Forest Media, bringing together 3 existing organisations. With regard to social capital this is a prime example of what could happen in other areas.

The primary contributors to the new group all worked together on the By Definition project. Whilst working together the synergy and practical ability for a community group was realised.

The new group will be an amalgam of Forest of Dean Radio- Broadcasting, Forest Artworks- writing and publishing, Third Screen- film and photography.

Forest Media will make technology and skills available to all, all ages and generations. The principle will be that people will make programmes, broadcast, write and publish and make films for themselves rather than have them made for them by others. Social capital.

People will be able to enter at any level be it

- training in new skills,
- production of films and programmes,
- distribution via broadcasting and showing films.

There will be a Forest Media Showcase in the Autumn 2003. This will take the form of a rural media conference and have a national profile. The conference will include:

- Talks, discussions and debates
- Exhibitions
- Workshops

Included in the programme will be The Dean Heritage Centre Archive Project, Forest of Dean Radio and Dean By Definition. The objective will be to share the experience of these projects with others, so that they can do it for themselves.

Farsighted initiatives such as Dean By Definition, investing in the community can provide the catalyst and inspiration for new ideas and projects based on the ethos of Social Capital.

Transferable Knowledge and Skills

One of the most basic areas for the development of social capital is the transfer of knowledge and skills within the community. The DBD project started with this as one of its aims and where ever possible invested in training for the benefit of the group. There are several examples of this.

Equipment training was designed to encompass a wide range of potential users. Training was shared on the use of video equipment and used a video camera, which is available for loan to voluntary organisations. Skills can now be shared and the equipment more fully utilized. This was also applied to the digital camera, presentation equipment and public address systems.

Training in skills can also be shared. The group benefited from research and interview training skills supplied by the University of Gloucestershire. The seminar was held as a training for trainers event. This has proved particularly useful to The Dean Heritage Centre (DHC) who plan to use these new found skills at the Centre. The use of Compact Disc as a means of presentation has been shared and the DHC staff have already produced their own interactive CD on Creative Workshops run at the centre. Plans are also in place to use the beermat idea to collect customer responses in the DHC Cafeteria

Knowledge and experience are also transferable. For example, experience of talking to people is transferable to everyday life and a valuable skill for those who have little experience of doing so or have low confidence levels. The more interviews you carry out the more you learn about interaction with people. Learning from doing and application. This is learning by doing and application. It is not sufficient to attend an event; you have to interact with the people. This is a skill, which can be learned, a skill retained. Interaction is more successful when you make the effort to sit next to people and engage with them. Do not expect people to come to you.

The Forest of Dean Adult Consortium (FODAC) has commented that DBD is still at the forefront of members' minds. FODAC want to nominate the DBD team for the Outstanding Adult Learners Award due to the enormous amount of work and unpaid time they have committed to the project, the amount of learning that has happened directly and indirectly as a consequence of the project and willingness to share lessons learned.

Start with the intention of sharing and developing Social Capital. Identify the synergistic opportunities in the widest sense including equipment, skills and knowledge.

Cultural Input and Community Archiving

All the outputs and collected material from the By Definition Project will ultimately be deposited with the Dean Heritage Museum Trust.

The material will represent a unique snapshot of the Forest of Dean District from a dated period encompassing all of the district in a variety of media and from a cross section of the population. Normally an undertaking would have taken a huge amount of planning and funding.

As the Project will become part of the Dean Heritage Museum Trust collection it will be available for research purposes under the terms of the Museum collection.

Completed Projects can still provide Social Capital by becoming an accessible resource for future research and ultimately historically valuable records.

Access and Engagement

In order to build Social Capital the community has to be accessed. The more diverse the approach used, the wider the potential for involvement. The utilisation of innovative methods can provide access for people of all ages and abilities.

The methods should include "vehicles" on which to carry the objective of the project. As an example Art breaks down barriers and involves some who would not normally contribute to consultation. Families can take part, young people who potentially find questionnaires boring as well as those who might wish to express themselves through the written word and speech. An added advantage can also be the capture of dialect both written and spoken.

It is important to use the chosen media of the group, which you wish to reach. Today, this varies greatly across generations. The more elderly are generally comfortable with the questionnaire format, young people less so. Young people relate easily to "modern" technology and enjoy contributing via mediums such as video, and text messaging.

"Go to where people are" was often repeated as a rule by the project Team during the DBD project. It is a principle when entering into community consultation and may seem obvious, but the difficult challenges must be overcome. Who is your target? How will you reach them?. Examples are interviews in the work place and the "beer mat" initiative. Both of these initiatives stemmed from the knowledge that some parts of the community needed to be reached more effectively. The challenges were not easy but these 2 initiatives produced fascinating and useful results. In fact the conclusion was that there is untapped potential in using Public Houses as a source of community access.

Community access and involvement are a prerequisite to building Social Capital.

Being Rigorous

Rigour is important, but, it can also be stifling! Indeed 'rigor mortis' is rather a dead-end concept. In seeking 'rigour' those commissioning a process of engagement must recognise that there are methods of consultation that do not fit neatly within an Academic framework. In this instance, the academic Institution consulted from the outset, provided sound methodological advice on how to obtain rigour. This was enabled by Gloucestershire Rural Community Council having the knowledge to point the original bid in the 'right direction'; thereby contributing to the building of Social Capital within local competencies.

Rigour for 'rigour's sake', which all too often precludes innovative local community approaches, is not an acceptable option.

Finding Uses for Different Information that Varies in Type and Topic

The one thing that can be guaranteed when engaging with people the responses received are not always what you expect. This is especially so when there is opportunity for free flow answers. The value of this is that a greater breadth of information is made available, the downside is, it is harder to quantify. The very nature of the free-flow answers in Dean by Definition, has gone to underline the real feeling of heritage in the Forest. You cannot separate the landscape from the culture, the people from the trees; there is an integration that is inseparable, and this informs the debate and underpins the call for some new kind of status for the Forest of Dean which is not just about Landscape protection.

Through the valuable process of theming, steered by the University of Gloucestershire, the project has in fact been able to identify common factors from these free-flowing responses, again the aggregated information is of great value.

C. INFORM

Introduction

During Dean By Definition in 2002, researchers completed one-to-one questionnaires with 1256 people. In line with the contract with the Countryside Agency, all those interviewed lived and/or worked in the Forest of Dean District. 1206 of the participants were resident in the Forest of Dean District and the other 50 resided elsewhere but worked in the District.

The following pages summarise the analysis undertaken to date and refer to Tables 1 to 5, Map 1 and Charts A to N in the Appendices. For this phase of the project, DBD2, we have focused on the 1206 Forest of Dean residents' responses to the Dean By Definition questionnaire.

The Dean By Definition sample was representative of the Forest of Dean population in terms of age and gender as shown in Tables 1 and 3. The 2001 Census gender information for Gloucestershire has been used as the comparator for gender statistics. Population estimates for 2000 from Gloucestershire County Council have been used as the comparator for Forest of Dean population by age and area. 2001 Census data from National Statistics Online has been used for comparison by age with data for the Forest of Dean, SW England and England & Wales.

The good participation rates of young people in DBD were due to the range of interview situations and venues included and the excellent cross-section of interviewers within the research team. Involving young male and female researchers helped involve their peer group.

Looking at the data by area, the Central area sample was proportionately high based on the comparator statistics from Gloucestershire County Council for estimated Forest of Dean parish populations for 2000. Please refer to Table 2 and Map 1 in the Appendices. In terms of actual numbers of the 1206 Forest of Dean residents' sample for Dean By Definition, 150 of those interviewed reside in the North, 845 in the Centre and 211 in the South. The samples are still numerically significant and represent 1.2%, 1.8% and 1.1% respectively of the North, Centre and South total 2000 population estimates used.

The variation in participation rates is partly due to the fact that many residents from the Central area attended events and activities in the South, giving a lower than anticipated number for the South and higher number for the Centre. In the South of the Forest of Dean District, the team were unable to reach large numbers through large events and community activities unlike the other two areas. To reach the proportion achieved for the South took considerable additional and focused effort reflecting issues of engaging with the local residents in that area.

There are three recognised ways for grouping people using National Statistics – Socio-Economic Classifications (NS – SEC). For Dean By Definition, the 5-group version was used. Please see Table 4A in the Appendices to see how the 8-, 5- and 3- group versions interrelate. In the 2001 Census, the 8-group version was used. Tables 4 Bi, 4Bii and 4C show how the DBD sample compares with 2001 Census NS-SEC data for Gloucestershire and the Forest of Dean.

As advised by the University of Gloucestershire, it was decided to minimise the number of participants recorded as ‘Not classified’ in the Dean By Definition research. It seemed inappropriate to have the high proportions of ‘Not classified’ seen in the 2001 Census. To overcome this issue as far as possible, those in fulltime education were classified by their parent’s or partner’s occupation; those retired or unemployed were classified by their last employment; housewives/husbands were classified by their partner’s occupations. This accounts for the higher percentages seen in some categories in the Dean By Definition sample as the ‘Other/Not classified’ percentages were kept to a minimum.

The percentage of participants classified as ‘Small employers and own account workers’ was noticeably high in the DBD sample relative to the 2001 Census comparators. This group may be due to over-representation of these people in the ‘Not classified’ respondents to the 2001 Census, where as they have been classified in Dean by Definition data.

As expected, many participants have lived in the area for much or all of their lives with almost 50% of the sample having lived in the district for over 20 years. For full details of the DBD sample in terms of Length of Residency by gender and age, please see Table 5 in the Appendices. Comparator information is not available for this from the Census or other standard statistics.

In summary, the sample of 1206 Forest of Dean residents used in Dean By Definition is sound, representative and reliable when compared with data from the 2001 Census taken from National Statistics Online and the Gloucestershire County Council Population Estimates for 2000. Dean By Definition is the largest qualitative research project of this kind undertaken in the Forest of Dean and provides both a ‘snapshot’ for 2002 as well as valuable information on which to act.

Summary of Dean By Definition Questionnaire Responses

The questionnaire contained seven main questions:

Question 1 - When you talk about the Forest of Dean, what do you mean?

- A) The Forest of Dean Local Government District?**
- B) The Statutory Forest (managed by Forest Enterprise)?**
- C) Something else and if so what and where?**

A map was used for interviewees' reference for Question 1.

Question 2 – Do you feel part of the Forest of Dean?

- A) Yes**
- B) No**

Please tell us why.

Question 3 – What makes the Forest of Dean your Forest of Dean?

For the purposes of Questions 4 to 7, researchers clarified with interviewees that 'Forest of Dean' referred to the whole Forest of Dean District Council area for the purposes of the project and a map was used to help with this.

Question 4 - What do you think is special about the Forest of Dean?

Question 5 – Please give details of particular sites, places, seasons, events, things or ways of life you think make the Forest of Dean special.

The order of the list was varied by the researchers.

Question 6 – Following on from what is special or precious to you about the Forest of Dean, please tell us what you dislike about the Forest of Dean?

Question 7 – Still on the theme of what is special about the Forest of Dean, if you had a magic wand what one thing would you change?

Questions 1, 2 and 3

Questions 1 to 3 were included to set the context and clarify what the words 'Forest of Dean' mean to the people who live and work in the district. In DBD Phase 1, the answers were analysed by North, Centre and South area, with significant differences for the North as described in the Dean By Definition Phase 1 report. No further analysis of these first three questions has been included for Phase 2 of Dean By Definition, though this might provide useful information particularly for bodies such as the Forest of Dean District Council.

During the original research phase, once questions 1 to 3 were completed interviewers clarified that 'Forest of Dean' referred to the whole district for the purposes of Questions 4 to 7. A map of the district was used to help with this. During DBD Phase 1, all responses to the questionnaires were themed and for DBD2 the data has been analysed by four additional variables; the respondents' age, length of residency in the Forest of Dean District area, gender and socio-economic classification.

Bar charts for this data are in the Appendices in Charts A to N and the original charts by area from DBD Phase 1 have been included for comparison.

Question 4 - What do you think is special about the Forest of Dean?

A sense of place featured very strongly throughout the Dean By Definition project's many and varied activities. From the questionnaire responses, 70% of responses included 'Place' in combination with other factors. A massive 84% of all questionnaire responses included either 'Place' or 'People' in combination with other factors, compared with 10% for 'Place' only and 5% for 'People' only. This reinforces the fact that it is the combination of factors that make the Forest of Dean special to its residents. It is the mix that matters.

We split the answers themed as 'Place' into three sub-themes of 'General', 'Features' and 'Specific'. 'General' includes answers such as wildlife, scenery; 'Features' includes answers such as rivers, trees; 'Specific' includes named places, flora and fauna such as oaks, Dymock, bluebells, deer. The other themes for answers were 'People', 'Process' which included activities such as walking, sport and music, 'Past/heritage/rights', 'Presence/abstract' such as tranquillity and the pace of life and 'Access/freedom/space'

Using these themes, overall the approximate percentage of FOD residents' giving these answers were:

Place	70%
People	40%
Process/Activities	20%
Past/Heritage/Rights	30%
Presence/Abstract	30%
Access/Freedom/Space	15%

Age

'Place' is highly important to all age groups with approximately 70% of each group giving responses in this theme. 'People', 'Access/freedom/space' and 'Past/heritage/rights' are less important to the young than other age groups whereas 'Process/activities' are most important when Under 25s define what makes the Forest of Dean special. The 45 to Retired age group were almost twice as likely as the Under 25s to mention 'Past/Heritage/Rights'. Less than a fifth of the Under 25 year olds gave this type of response to 'What makes the Forest of Dean special?' compared with over a third of the 45 to Retired age group.

'People' were most relevant to the 25-44 year olds with almost half of them including this theme in their response to 'What makes the Forest of Dean special?'

Length of Residency in the Forest of Dean District

'People' and 'Access/freedom/space' are most important to those who have lived in the district for over 20 years, with 'Process/activities' becoming less important the longer the residency.

Gender

'Place' and 'Access/freedom/space' are more important to females than males, whereas 'Past/heritage/rights' are more important to males than females. The variation is slight for all other factors.

Socio-Economic Classification

'Past/heritage/rights' are more important to those in managerial, professional or intermediate professions. 'Process/activities' are more important to those in manual or routine occupations than the other groups. 'People' are more important to the intermediate professions than the other classifications, whilst managerial and professional respondents were the most likely group to give answers themed as 'Past/heritage/rights', 'Presence/Abstract' such as quality of life or tranquillity or 'Access/freedom/space'.

Top Responses to Question 4

Beauty/scenery/views/picturesque	28%
Trees/woodland/forest itself	28%
History/heritage (general or specific)	17%
The people/foresters/locals (general)	16%
Walks	13%
Friendly	11%
Country/rural	11%
Peace/quiet/tranquil	10%
Wildlife/animals/fauna (general)	9%
Mining	8%
Sheep	7%
Unique/different	7%
Natural	7%
Unspoilt/untouched	6%
Landscape/geography	6%
Industry	6%
People are unique/different/special/characters	5%
Villages/communities	5%
Community spirit/sense of community/cameraderie	5%
Rights of access/freedom to roam etc.	4%
Language/dialect/accent	4%
Pace of life/slower way of life/relaxed/laid back	4%
Close knit/close community/everyone knows everyone else	3%
Rivers (e.g. between 2 rivers)	3%
Lakes/ponds	3%

Question 5 - Please give details of particular sites, places, seasons, events, things or ways of life you think make the Forest of Dean special

Particular 'Features' and 'Places' become increasingly relevant with age to what people think makes the Forest of Dean special. The same is true for 'Ways of life'. Conversely 'Events' become less significant with age and 'Events' are the most important factor of all for the Under 25s. 65% of retired residents mentioned specific places as special to them, the highest response rate for any age group and of all the themes for Question 5.

Particular 'Features' and 'Places' become increasingly relevant with length of residence in the Forest of Dean District.

'Sites/attractions' are more relevant to females than males, as are specific places, events and seasons. 'Ways of life' are the second highest factor for males but are ranked as fourth priority for females.

Events are of equal significance irrespective of occupation. For approximately half of those participants in routine and manual occupations, 'Sites/attractions', 'Particular places' and 'Events' are of similar note.

Some of the top answers for Question 5

Coleford Music Festival	18%
Beauty/scenery/views	15%
Sculpture Trail	14%
Bluebells	14%
Symonds Yat	14%
Woods/trees (general)	14%
Cannop pond	11%
Walks (general)	10%
Heritage Centre/Dean Heritage Centre	7%
Mining sites/heritage	7%
History	7%
Relaxed/laid back	6%
Carnivals (general)	5%
Sheep	5%
Puzzle wood	5%
Clearwell	5%
Onion Fayre	5%
Flowers (general)	5%

Top 10 places mentioned for Question 5

(N.B. many other villages were named, too numerous to list)

Speech House	20%
Beechenhurst	19%
Cannop	16%
Mallards Pike	10%
Soudley	7%
Coleford (except festival)	5%
Lydbrook	4%
Wenchford	3%
Newent (except Onion Fayre)	3%
Ruardean	2%

Question 6 - Following on from what is special or precious to you about the Forest of Dean, please tell us what you dislike about the Forest of Dean?

For DBD2, Questions 4,5 and 7 were prioritised so this set of responses has not been looked at in the same detail. Again, this would be a useful exercise to inform community planning and other issues. Some clear trends emerged particularly for the Under 25s.

Nearly 50% of Under 25s expressed concern about 'Facilities'. A similar percentage of their answers came in the theme 'Social Issues/Behaviours'. These two themes were by far the main dislikes for this age group. They were also the least likely age group to say they had no dislikes. These trends link with the responses seen in Question 7. As anticipated, 'Planning/ development' is not so relevant to Under 25s who may not yet be directly involved.

There was very little differentiation in the answers to Question 6 by gender except for the theme 'Facilities'. About a third of females gave this response compared with a quarter of males. This needs further analysis and may be because facilities for women are inadequate or that they are more concerned about facilities available in general.

'Social issues/behaviours are an issue for all residents surveyed in the district and the most significant factor for all age groups. Again this is reflected in responses to Question 7.

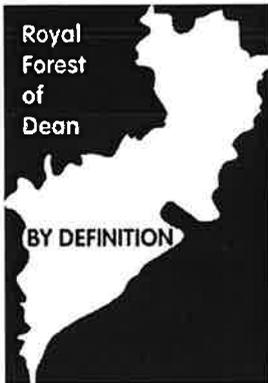
Question 7 - If you had a magic wand, what one thing would you change about the Forest of Dean?

Answers ranged from pure fantasy to gritty reality. Even with a magic wand, nearly 10% of all participants would change nothing about the Forest of Dean.

Approximately 60% of all answers came under the theme of 'Regeneration / Improvement' with the content a mix of 'For' and 'Against'. As most of the answers to Question 7 were themed under 'Regeneration/Improvement', detailed sub-theming was completed as part of DBD Phase 2. The top 15 response categories are shown. Facilities were the main concern for all age groups with respondents of all ages wishing for improved facilities and opportunities for young people. The older age groups highlighted the need for a hospice and other care/medical facilities in the area.

The answers here fit with the trends seen in previous questions.

<u>Top 15 Issues for Change</u> <u>In Answers to Question 7 by % of Total Survey Sample</u>	
Facilities/Activities	15%
Transport/Public Services	10%
Nothing	9%
Traffic/Roads/Signage	9%
Towns	7%
Jobs/Earnings	7%
Attitudes	5%
Tidier/Litter/Less tatty	5%
Housing	5%
Shops	5%
Drugs	5%
Council/Government	5%
Sheep	4%
Tourism/Incomers	4%
Accessibility	4%



Royal Forest of Dean BY DEFINITION Phase 2

Extended Analysis and Feedback Final Report

Appendices

Extract from Evaluation
of
Forest of Dean
Integrated Rural Development
Programme

An Evaluation of the Forest of Dean Integrated Rural Development (FODIRD)
Programme¹ – 2000 to 2003
Final Report March 2003 (with minor revisions April 2003)

Countryside and Community Research Unit,
University of Gloucestershire
Written by Malcolm Moseley,
Professor of Rural Community Development

With an appendix by Paul Selman
Professor of Environmental Planning

Extract from main body of report

'Dean by Definition'

This was an innovative project, run to a parallel timetable (it too was completed in November 2002) and undertaken by a consortium of local organisations led by the Forest Business Education Partnership. Its aim was to establish what it is that local people consider to be special about the Forest of Dean. It was launched in a climate of some scepticism – 'what good will it do?' – but its product is now widely admired as a valuable collation of local perceptions and concerns about the local culture and environment and as a brave attempt to crystallise the essence of the area's 'special-ness'.

It employed a variety of tools – questionnaire surveys (over 1,200 people interviewed on a one-to-one basis), photography and video, artistic and writing projects, a presence at some 50 local events and meetings, a web-site, and the (celebrated!) persuasion of pub-goers to record their views on beer-mats. The project tried hard, and with some success, to reach out to those social groups which are usually underrepresented in such research.

The output is a report that is rather richer in detail than in the considered extraction of underlying messages (but see Paul Selman's paper in annex which itself extracts a good deal in that respect). Much is made of local people's valuation of 'people' and 'place' – and of the area's distinctive past, heritage, rights, tranquillity, access, freedom etc.

Again, as with the Landscape Character Assessment, the report provides valuable contextual material to inform the Special Status debate, without of itself providing unambiguous guidance. But it would be a pity if it were only examined in that connection. There seems much of value here to inform the preparation of the district's Community Strategy and other district wide planning documents, including in due course the 'Local Development Framework'. Also, where locality-specific information exists, this can feed into parish and market town plans. Moreover resource management agencies, notably Forest Enterprise, may find material of help to them. In short, we see considerable scope for a further winnowing of the Dean by Definition report and database, and its focused dissemination. Some further work is in hand in that respect.

¹ Throughout we refer to the FODIRD **programme**, reserving the terms '**project**' for the individual initiatives that have comprised the programme, and '**mini-project**' for the specific actions that comprise elements of some of those projects, notably SRB6 and the Local Grants Scheme.

4 Royal Forest of Dean by Definition: What makes the Forest of Dean Special?

This study encapsulates the views of stakeholders and community groups across the FoD district, obtained from a variety of imaginative participatory processes. The report 'presents', but deliberately does not 'interpret', these views. Perhaps the most striking observation is the way in which respondents combined 'people and place': 84% of respondents gave statements indicating that both were special, whereas only 10% referred just to 'place' and 5% solely to 'people'. As with the Landscape Character Assessment, the study covered the whole of FoD District, not just the 'Forest' core. In this respect, it is notable that less than 20% of survey respondents considered the two to be equivalent, with a steady increase from north to south in the percentage seeing the statutory 'Forest' as definitional rather than the local government district. However, the proportion of residents stating that they felt 'part of the Forest of Dean' was highest in the centre (86%), followed by the south (67%) and north (29%). As a very broad generalisation, there was a modest but significant degree to which respondents from the 'centre' identified the Forest in 'people' terms, whereas the north and south saw it more as a 'place'.

The consultation involved a diverse mix of participants, namely:

- 1256 individuals (survey questionnaires)
- 39 parish councils
- 10 primary schools ('That's what we think' sound sculpture)
- 5 secondary schools (Recipe production)
- 2 primary schools (Song writing)
- 17 Public houses (Beer mat project)
- 2 Visitor attractions (Beer mat project)
- 3 Primary and 1 secondary schools (Textile workshops)
- Listeners of FoD Radio
- 2 residential homes for the elderly
- 1 centre for the visually impaired
- 3 drop-in Art events.

These were undertaken at a wide range of events (e.g. carnivals) and venues (e.g. farmers' markets). It is noteworthy that the survey questionnaire was generally based on interview rather than self-completion, resulting in a high response rate and probably a more socially representative sample.

As noted above, most people felt that 'special-ness' was defined by a combination of 'people' and 'place': key ideas were 'past, heritage and rights', 'presence' (e.g. peacefulness, tranquillity, safety), 'process' (e.g. walking, cycling, fishing), and 'access and freedom'. 51% of respondents attached significance to 'events', including both traditional carnivals and fetes, and innovations such as festivals of music and transport. Sites and attractions, ways of life, and the changing seasons were all deemed important in making the area 'special'. Reasons for 'sense of belonging' seemed to be much more variable, for example, working in the area, feeling accepted by locals after settling in the area, and being born at the 'Dilke'. Interestingly, the types of response did not appear to vary materially according to

the geographical location of the respondent, except that 'south' Forest people made more references to 'sites and attractions' and to the effects of seasonality.

Particular 'place qualities' included:

- distinctive geographical unit, separating other identifiable units such as Malverns and Wye Valley (and even England and Wales);
- good access and countryside, despite some unattractive towns;
- contrasts between eyesores and beauty spots, industrial and market towns – the 'robust' rather than 'quaint' character of the Forest was generally viewed positively;
- being able to get away from main roads and constant discovery of unexplored corners;
- long distance views and sunsets;
- trees and their changing colours ('natural' rather than 'regimented' forest was preferred), as well as the associated wildlife;
- being set 'between the rivers' giving it an 'island' feel.

With regard to the first of these bullet points, some respondents from outside the statutory Forest seemed equally to identify with the special-ness of their own locality, such as the Wye Valley. Identification with place varied considerably between individuals – one Dymock resident felt 'inside' whereas a Blaisdon respondent felt very definitely 'outside'. One person succinctly noted that the Forest of Dean was down the A40 from Huntley and turn left.

'People' qualities included:

- strong kinship and friendship networks;
- sense of independence (including having no truck with fashionable ideas), 'old-worldliness' (in a complimentary way), humour, community spirit, caring, mutual respect, 'real people going about real lives' (unlike the Cotswolds!), social organisations (rugby, silver band, etc.);
- 'anti-authority' attitudes, 'free spirits', haphazard buildings (a 'beer mat' response), accepted on own merits.

The tendency towards 'independence', though, seemed to be balanced by a feeling of structure and stability. More controversially, there was a suggestion that centuries of inbreeding had led to social/intellectual sorting, which resulted in people being more at ease in their particular cohort! However, contrary to what might perhaps have been predicted, there were favourable comments from relative newcomers about feeling quickly 'accepted'.

'Process' (activity) qualities were mainly related to types of environment which afforded specific opportunities, such as:

- waymarked and relatively uncrowded paths;
- Lydney Docks – peaceful, bird-watching, viewing ships going into Sharpness;
- beauty and solitude for walking and cycling;
- the music scene.

The convenience of easy access, giving a sense of freedom and lack of restriction for both locals and visitors, was reported in response to several questions, and not only those related to recreation.

In relation to 'heritage', there was a mix of the 'natural' and the 'social':

- ancient trees, trackways, tramways;
- brought up in Forest ways;
- traditions, such as carnivals, silver bands;
- generations in the same industry, especially mining, often resulting in distinctive skills;
- churches and their congregations.

One telling comment referred to a sense that 'the whole land has been burrowed, tipped, mined, quarried and used'.

More abstract ideas related to the Forest's uniqueness (could not be compared with anywhere else), a magical/mysterious quality (one 'beermat' response suggested there were fairies everywhere!), and a feeling of being 'in' the Forest (as an integral part of a living organism). In terms of 'aesthetic' and 'abstract' qualities, there were fulsome appreciations of seasonal effects (bluebells, foliage – both the colour and the scents – and lambs), beauty spots (including a sense of mystery, e.g. at Puzzle Wood), pubs, markets, fetes, local foods – as well as the more mundane, such as farming and recreation.

The question about 'likes and dislikes' seemed to have a surprisingly critical quality (given the general affection for the area). 'Grotty' towns, traffic, drugs, litter, dissatisfied incomers, sporadic housing development, poor public transport, lack of things for young people to do, poor condition of roads, inconsiderate motorists – even the sheep! Admittedly, one respondent did not dislike anything – 'there's places I enjoy more than others but there's nowhere I dislike'. Perhaps predictably, respondents from the more rural and agricultural 'north' were less critical than those from the centre and south. When invited to wave a magic wand and make one improvement, responses seemed in keeping with the above 'gripes'. It is also notable that, towards the end of the DbyD report, the authors draw strong attention to the presence of poverty in the Forest – not just low income and poor housing, but poor access to services and information, poor communications (including mobile phone and television reception), and poor public transport. There was no attempt to glamorise or prettify the Forest, despite a deep affection for it.

None of the other consultative methods produced such rich responses as the questionnaire, albeit they were important in embracing a wide range of constituencies. The photographs appeared to highlight:

- buildings and monuments seen to relate to history/heritage;
- special places – walks, bluebell woods, heaths;
- significant boundaries and landmarks;
- community buildings (schools, village halls, and churches – one was 'always open');
- industrial sites – sources of employment;
- socialising ('people have time for each other').

Children's poems emphasised nature, seasons (sometimes harsh) and 'hard knocks'. Writers-in-residence echoed a number of the positive and negative features noted elsewhere and, whilst some places were 'wicked', there was a hankering after more money, more fashionable shops, and more venues for active leisure pursuits. Some of the writings – both from adults and children – were unsentimental about former 'hard times', and this came across as part of the area's richness. One of the local writers drew attention – perhaps this deserved wider acclaim – to the Forest dialect, accepted by some as 'the closest form to Anglo-Saxon'. Yet this, too, had mixed affections: a treasure to some, but an impediment to the 'global village generation'. Some striking new poems were specially written for the DbyD exercise, and these too reflected: the topography, with distinct contrast between ridge, scarp, vale and river; silence (but not lack of sound) and the ephemeral (e.g. fleeting sunlight); nature (at times personified) which was commonplace whilst charged with meaning; a 'place' that was in the fibres of 'people'; social history, daily life and dialect; and a mixture of softness and harshness in both community and environment.

Other important consultative media were the production of three videos, the distribution of beer mats (asking people what was special, and what they would change), a website, arts projects (e.g. murals, pavement drawings, textiles), photography, music-making, sponsored walks, and Forest food in schools. These exercises, however, were probably more effective in awareness-raising, commitment-building, and ascending a learning curve in community-based research, than in producing specific additional information about distinctiveness. However, the 'beer mats' produced some interestingly polarised views about the merits of development and tourism, and strongly held concerns about drugs and urban scruffiness. There were regular comments about the need for better 'eateries', and a sadness at the culling of so many sheep, though in general there was a strong (even fierce) sense of independence as well as great affection for the openness, accessibility, timelessness, beauty, and sights and sounds of the Forest.

Data Analysis Of Questionnaire Responses

Tables, Map and Charts

TABLE 1

Royal Forest of Dean By Definition 2002

Total of 1256 questionnaires completed

1206 Residents of the Forest of Dean District & 50 Resident elsewhere but work in Forest of Dean District

% Forest of Dean Populations by Age and Gender

<u>Age</u>	<u>Forest of Dean 2000</u>	DBD Sample of 1206 FOD Residents 2001-2		
	<u>Estimated Population by Age</u>	<u>% by Gender</u>		
	Reference Glos County Council	Male	Female	All
5 to 24	23.2%	10.7%	11.4%	22.1%
25-44	28.8%	11.7%	16.7%	28.4%
45 to retired	29.5%	17.1%	15.6%	32.7%
Retired +	18.5%	8.1%	8.5%	16.6%
Not recorded		0.2%	0.2%	0.3%
	100.0%	47.8%	52.2%	100.0%
Census 2001 - Gloucestershire				
% Population by Gender		48.8%	51.2%	100.0%

TABLE 2

% Population by Area* of Forest of Dean District				
	Glos County Council 2000 Estimates	DBD Samples of FOD Residents 2002		
Area*	ALL	Male	Female	ALL
North	15.4%	5.1%	7.4%	12.5%
Centre	60.6%	33.5%	36.4%	69.9%
South	24.0%	9.0%	8.5%	17.5%

***North – Bromesberrow, Corse, Dymock, Hartpury, Gorsley and Kilcot, Kempley, Newent, Oxenhall, Pauntley, Redmarley D'Arbitot, Rudford, Staunton (North), Taynton, Tibberton, Upleadon**

***Centre – Awre, Blaisdon, Churcham, Cinderford, Coleford, Drybrook, English Bicknor, Huntley, Littledean, Longhope, Lydbrook, Mitcheldean, Newnham, Ruardean, Ruspidge, Staunton (Coleford), West Dean, Westbury-on-Severn**

***South – Alvington, Aylburton, Hewelsfield, Lydney, Newland, St Briavels, Tiddenham, Woolaston**

TABLE 3

Population by Age from 2001 Census				Dean By Definition Sample of 1206 Forest of Dean Residents			
% Population by Age and Region England and Wales				% Sample by age			
	SW England	Forest of Dean		% Female	% Male	% All	
	52,041,919	4,928,434	79,982				
Age	%	%	%				
0-4	6.0	5.5	5.7	Not Given	0.1	0.0	0.1
5 to 24	25.1	23.6	23.4	0 to 4	0.0	0.0	0.0
25-44	29.2	27.0	26.1	5 to 24	11.4	10.7	22.1
45-59	18.9	19.9	21.8	25-44	16.8	11.7	28.5
60+	20.8	23.9	23.0	45-Retired	15.6	17.1	32.7
Totals	100.0	100.0	100.0	Retired +	8.5	8.2	16.7
				Totals	52.3	47.7	100.0

% Population by Area Compared with Glos County Council Estimates in 2000					Dean by Definition Sample % FoD Residents by Age and Area				
Age	% North	% Centre	% South	% Overall	Age	% North	% Centre	% South	% FOD Sample
5 to 24	24%	23%	23%	23%	5 to 24	20%	23%	19%	22.0%
25-44	26%	30%	29%	29%	25-44	28%	28%	29%	28.4%
45-R	31%	29%	29%	29%	45-R	31%	34%	29%	32.8%
R+	19%	18%	19%	18%	R+	21%	14%	23%	16.7%
	100%	100%	100%	100%		100%	100%	100%	100%

NS – Social Economic Classifications

TABLE 4A

National Statistics – Socio-Economic Classifications (Reference National Statistics Online)

<i>8 classes</i>	<i>5 classes</i>	<i>3 classes</i>
1 Higher managerial and professional occupations	1 Managerial and professional occupations	1 Managerial and professional occupations
1.1 Large employers and higher managerial occupations		
1.2 Higher professional occupations		
2 Lower managerial and professional occupations		
3 Intermediate occupations	2 Intermediate occupations	2 Intermediate occupations
4 Small employers and own account workers	3 Small employers and own account workers	
5 Lower supervisory and technical occupations	4 Lower supervisory and technical occupations	3 Routine and manual occupations
6 Semi-routine occupations	5 Semi-routine and routine occupations	
7 Routine occupations		
8 Never worked and long-term unemployed	Never worked and long-term unemployed	Never worked and long-term unemployed

NS – SEC

TABLE 4Bi

Females	2001 Census	Gloucestershire			Forest of Dean			Dean By Definition Sample			
		Number	%	%	Number	%	%		Class	No.	%
8 Main Classifications	Class	204300	8 classes	5 classes	29181	8 classes	5 classes	5 Main Classifications			
Large Emps and Higher managerial occupations	1.1	3695	1.8%		400	1.4%					
Higher professional occupations	1.2	5333	2.6%	24.8%	573	2.0%	20.9%	Managerial and professional occupations	1	163	25.9%
Lower managerial and professional occupations	2	41554	20.3%		5123	17.6%					
Intermediate occupations	3	29197	14.3%	14.3%	3562	12.2%	12.2%	Intermediate Occupations	2	103	16.3%
Small employers and own account workers	4	9991	4.9%	4.9%	1670	5.7%	5.7%	Small employers and own account workers	3	114	18.1%
Lower Supervisory and technical occupations	5	8751	4.3%	4.3%	1325	4.5%	4.5%	Lower Supervisory and technical occupations	4	24	3.8%
Semi-routine occupations	6	31400	15.4%	22.5%	4830	16.6%	25.5%	Semi routine and routine occupations	5	182	28.9%
Routine occupations	7	14598	7.1%		2621	9.0%					
Never worked Longterm	8	4055	2.0%	29.3%	644	2.2%	31.1%	Other/ not classified	6	44	7.0%
Unemployed	9	1260	0.6%		232	0.8%					
F/t students	10	12585	6.2%		1806	6.2%					
Not classified	11	41881	20.5%		6395	21.9%					
	Total number	204300	100.0%	100.0%	29181	100.0%	100.0%			630	100.0%

NS – SEC

TABLE 4Bii

<u>Males</u>	<u>2001</u>	<u>Gloucestershire</u>			<u>Forest of Dean</u>			<u>Dean By Definition Sample</u>				
	<u>Census</u>	Number	%	%	Number	%	%		Class	No.	%	
8 Main Classifications	Class	200399	8 classes	5 classes	28547	8 classes	5 classes	5 Main Classifications				
Large Emps and Higher managerial occupations	1.1	10923	5.5%		1276	4.5%		Managerial and professional occupations	1	183	31.8%	
Higher professional occupations	1.2	15441	7.7%	33.2%	1662	5.8%	27.3%					
Lower managerial and professional occupations	2	40094	20.0%		4860	17.0%		Intermediate Occupations	2	32	5.6%	
Intermediate occupations	3	9144	4.6%	4.6%	1155	4.0%	4.0%					
Small employers and own account workers	4	22961	11.5%	11.5%	4017	14.1%	14.1%	Small employers and own account workers	3	134	23.3%	
Lower Supervisory and technical occupations	5	21878	10.9%	10.9%	3451	12.1%	12.1%	Lower Supervisory and technical occupations	4	48	8.3%	
Semi-routine occupations	6	18149	9.1%	19.3%	2591	9.1%	21.7%	Semi routine and routine occupations	5	159	27.6%	
Routine occupations	7	20435	10.2%		3616	12.7%						
Never worked	8	2143	1.1%	20.6%	374	1.3%	20.7%	Other/ not classified	6	20	3.5%	
Longterm Unemployed	9	1701	0.8%		255	0.9%						
F/t students	10	11307	5.6%		1255	4.4%						
Not classified	11	26223	13.1%		4035	14.1%						
	Total number	200399	100.0%	100.0%	28547	100.0%	100.0%			576	100.0%	

NS – SEC

TABLE 4C

<u>Dean By Definition</u> FOD Residents	FEMALES				MALES		TOTAL		Dean By Definition FOD Residents	Class	Number	%
	5 Main Classifications	Class	Number	%	Number	%	Number	%				
Managerial and professional occupations	1	163	25.9%	183	31.8%	346	28.7%	Managerial and professional occupations	1	346	28.7%	
Intermediate Occupations	2	103	16.3%	32	5.6%	135	11.2%	Intermediate Occupations	2	383	31.8%	
Small employers and own account workers	3	114	18.1%	134	23.3%	248	20.6%					
Lower Supervisory and technical occupations	4	24	3.8%	48	8.3%	72	6.0%	Routine and Manual Occupations	3	413	34.2%	
Semi routine and routine occupations	5	182	28.9%	159	27.6%	341	28.3%					
Other/ not classified	6	44	7.0%	20	3.5%	64	5.3%	Other/not classified		64	5.3%	
Totals		630	100.0%	576	100.0%	1206	100.0%			1206	100.0%	

TABLE 5

Dean By Definition - Length of Residence in the Forest of Dean District
By Gender and Age as % of Total FOD Residents' Sample (1206)

Male						
Males -Yrs Resident in FOD	5-24 years	25-44 years	Aged 45-Retired	Retired +	Not given	Subtotals
Less than 5 years	1.0	2.9	2.2	0.7		6.9
5-10 years	2.2	1.0	1.7	0.1		5.1
11-20 years	6.6	1.6	2.3	0.7		11.2
More than 20 years	0.7	6.2	10.4	6.6	0.2	24.1
Blank	0.2	0.0	0.3	0.0		0.5
Subtotals	10.7	11.7	17.1	8.1	0.2	47.8
Female						
Females-Yrs Resident in FOD	5-24 years	25-44 years	Aged 45-Retired	Retired +	Not given	Subtotals
Less than 5 years	1.7	3.2	1.2	0.3		6.4
5-10 years	1.5	3.1	2.1	0.7		7.3
11-20 years	7.2	1.9	2.9	1.1	0.1	13.2
More than 20 years	0.9	8.5	9.4	6.4	0.1	25.2
Blank	0.0	0.1	0.1	0.0		0.2
Subtotals	11.4	16.7	15.6	8.5	0.2	52.2
ALL						
All-Yrs Resident in FOD	5-24 years	25-44 years	Aged 45-Retired	Retired +	Not given	% FOD Responses
Less than 5 years	2.7	6.1	3.4	1.1	0.0	13.3%
5-10 years	3.7	4.1	3.8	0.7	0.0	12.4%
11-20 years	13.8	3.5	5.2	1.8	0.1	24.4%
More than 20 years	1.7	14.7	19.8	12.9	0.2	49.3%
Blank	0.2	0.1	0.4	0.0	0.0	0.7%
Subtotals	22.1	28.4	32.7	16.6	0.3	100.0%

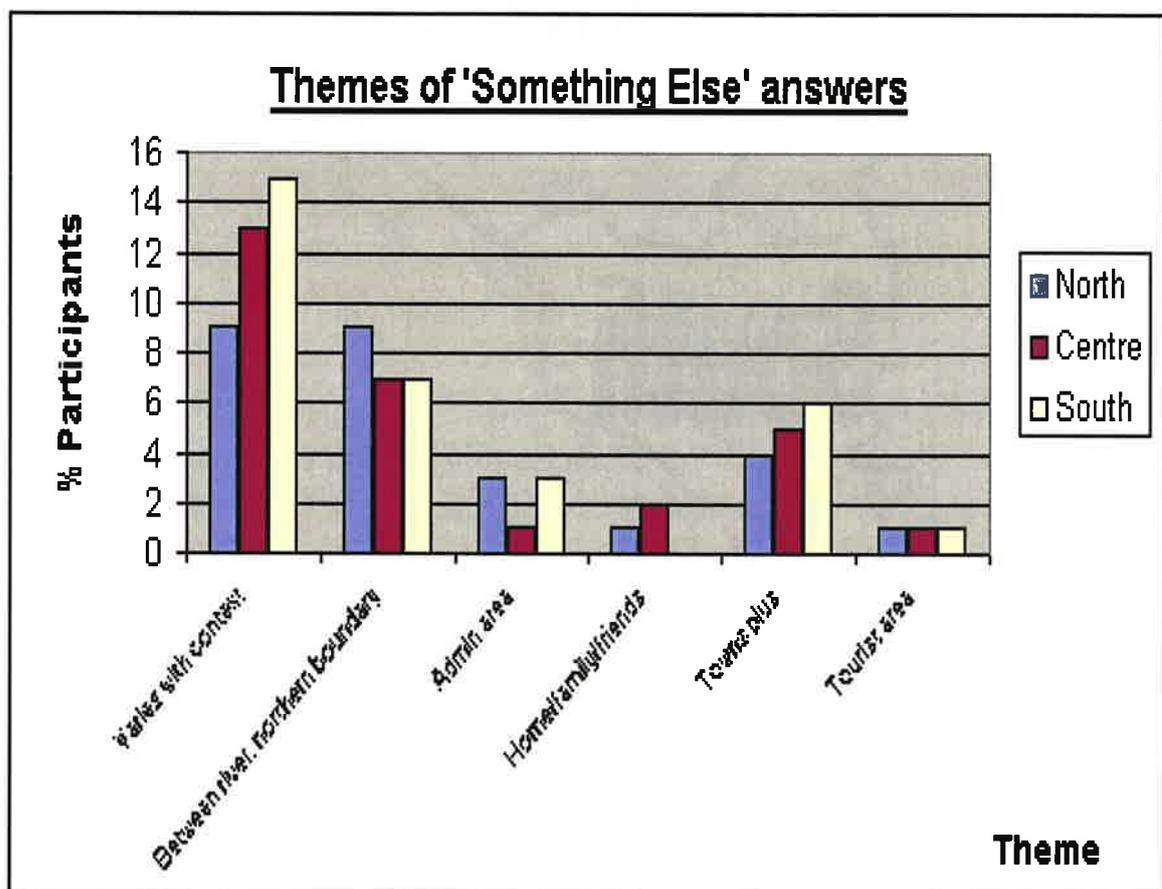
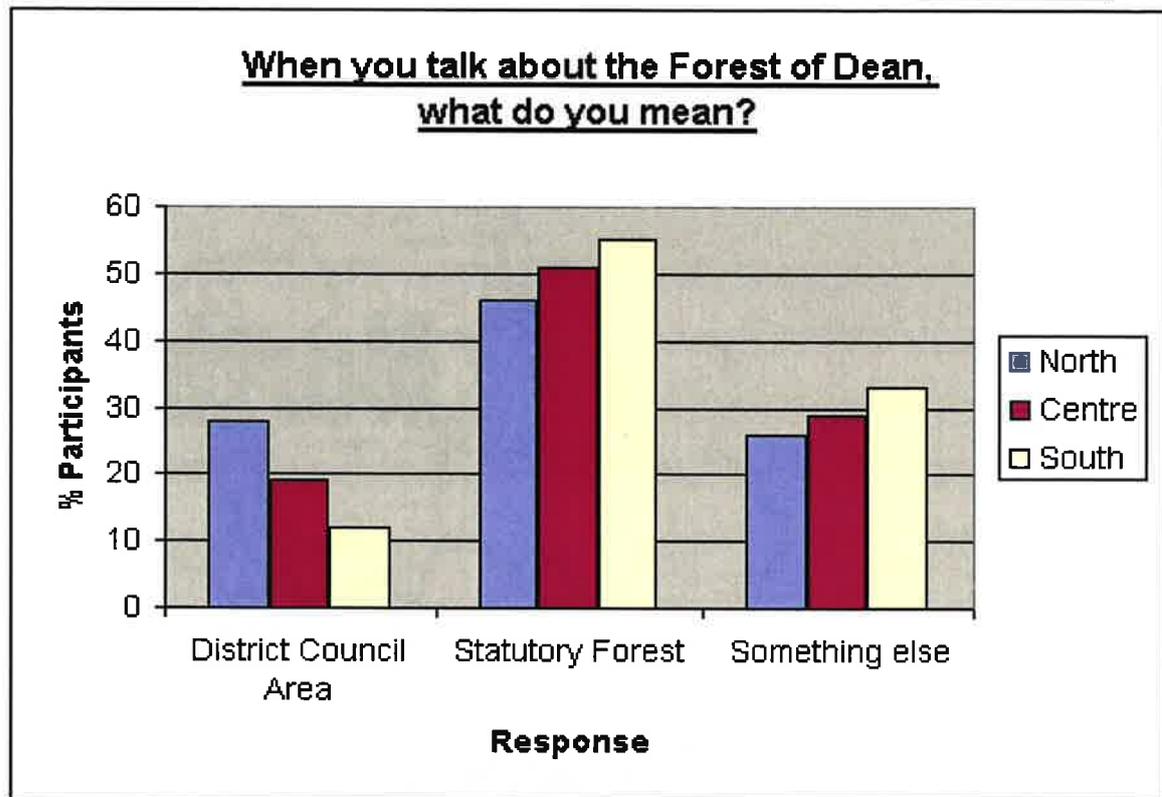
MAP 1

Forest of Dean District Council
Parish Boundaries.



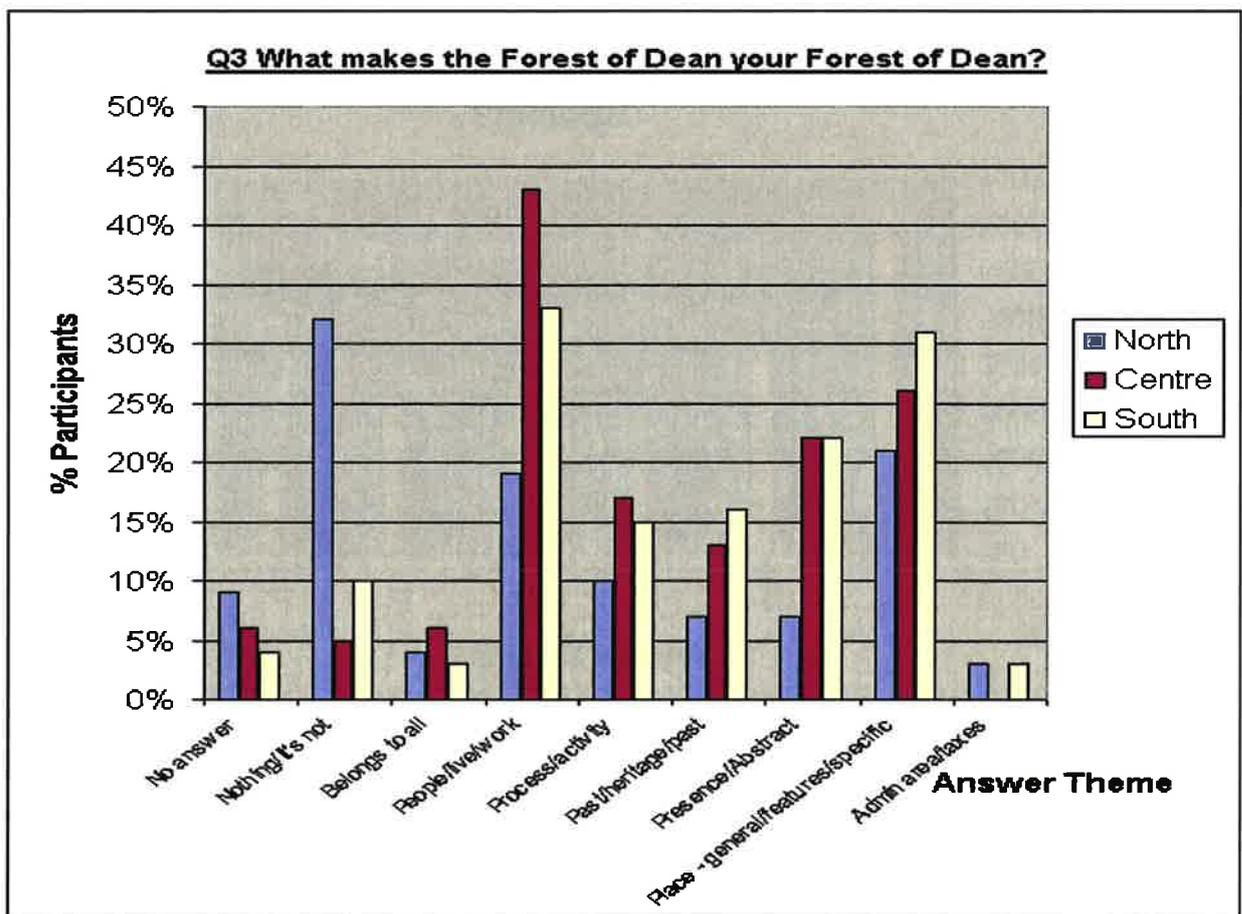
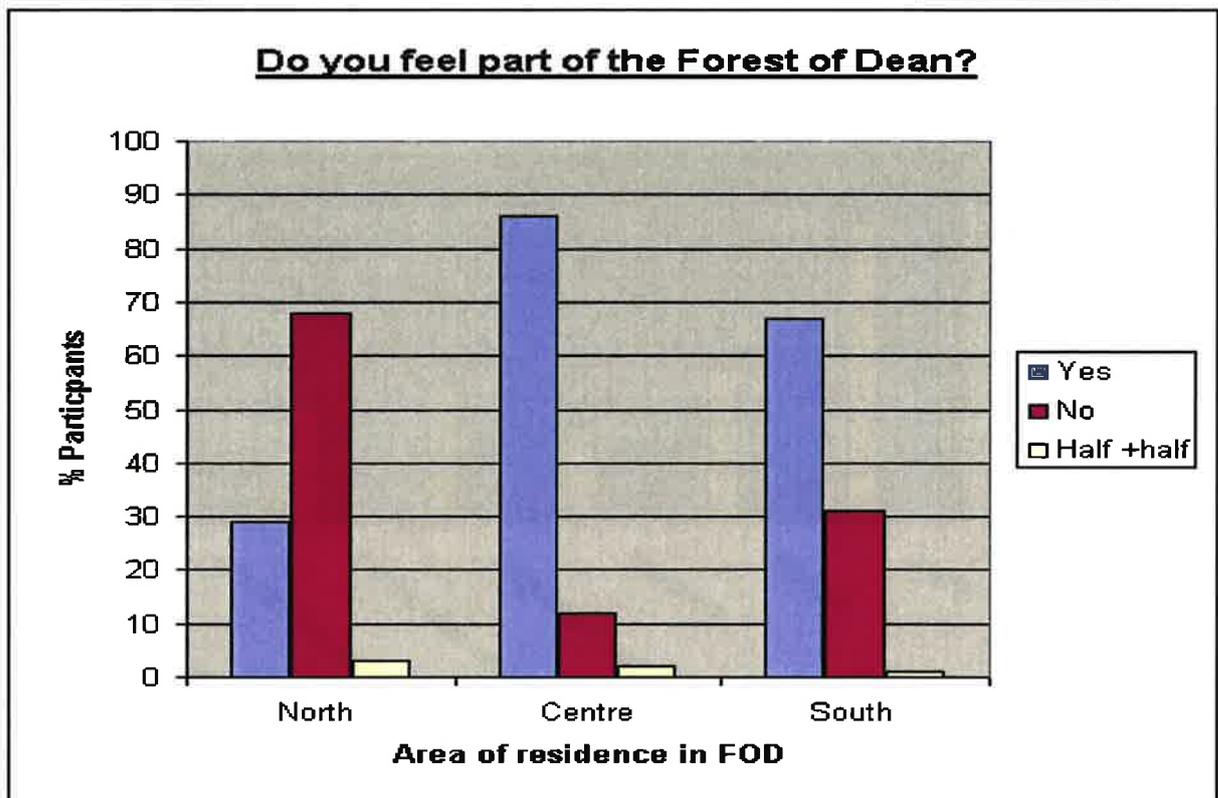
Question 1

CHARTS A



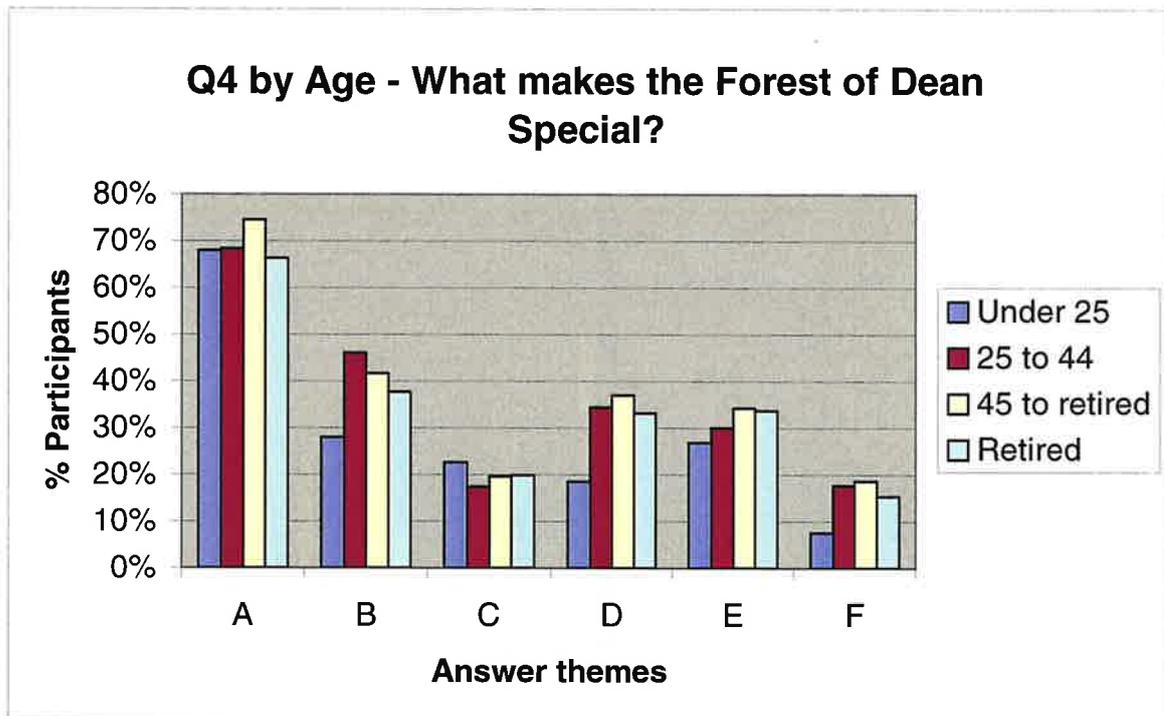
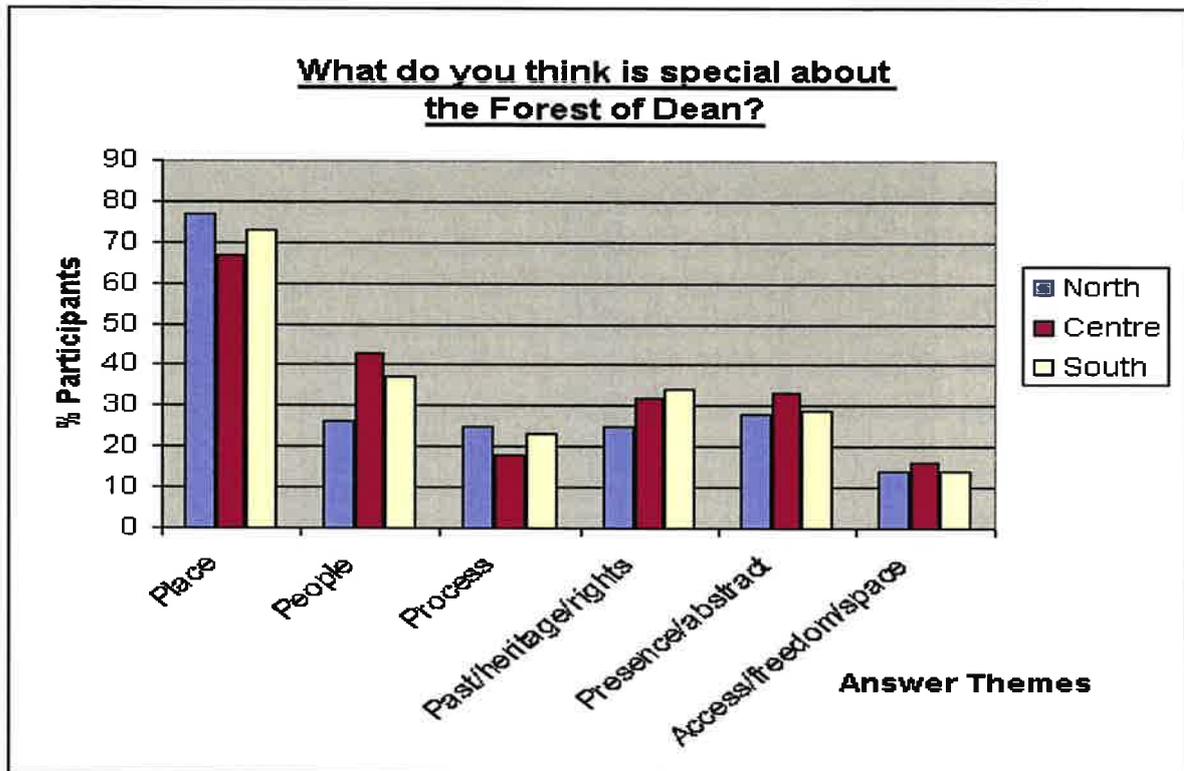
Question 2

CHARTS B



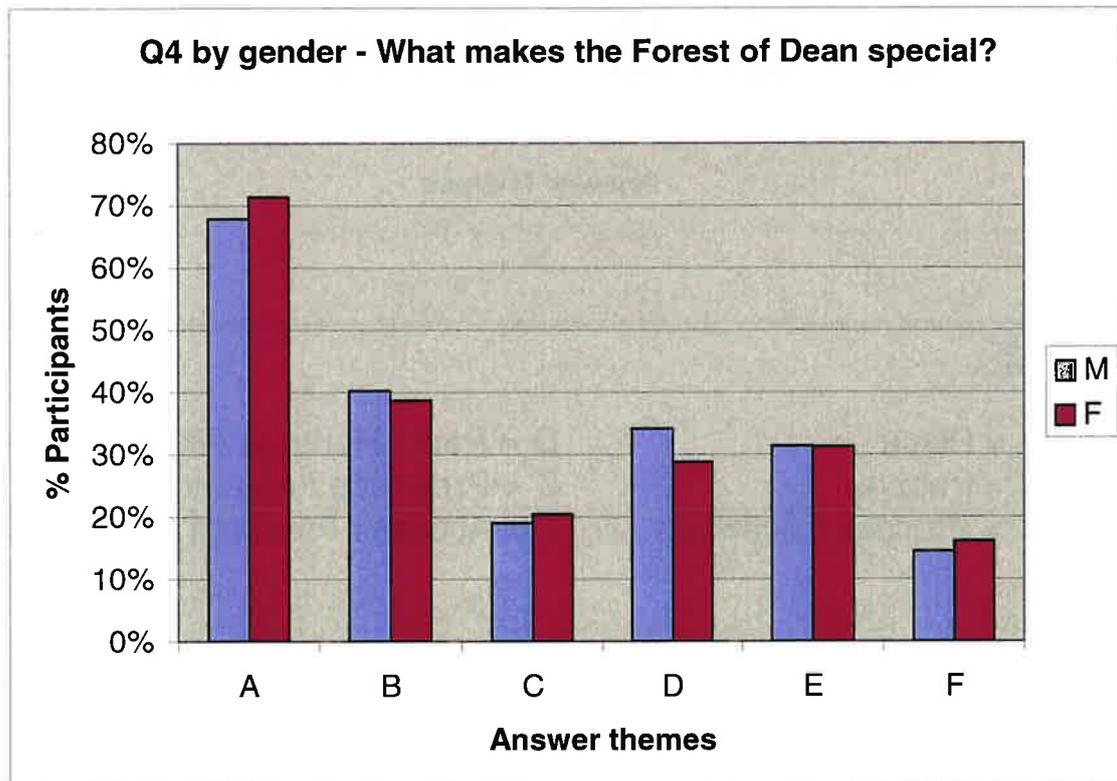
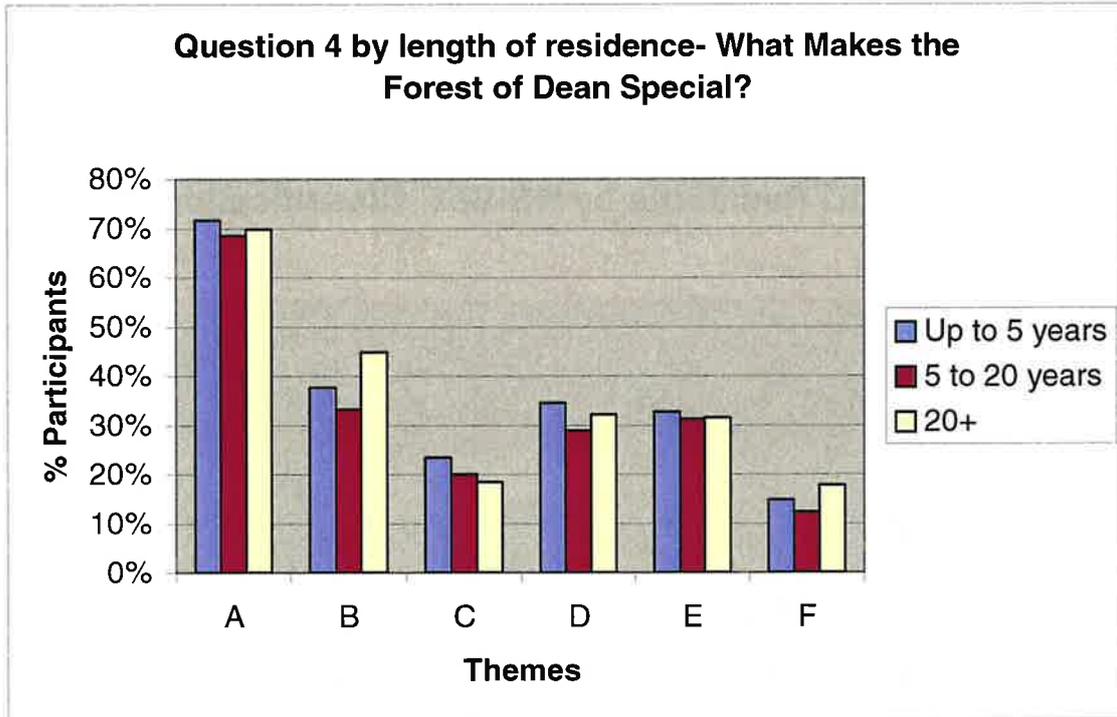
Question 4

CHARTS C



A = Place	D = Past / Heritage / Rights
B = People	E = Presence / Abstract
C = Process	F = Access / Freedom / Space

CHARTS D

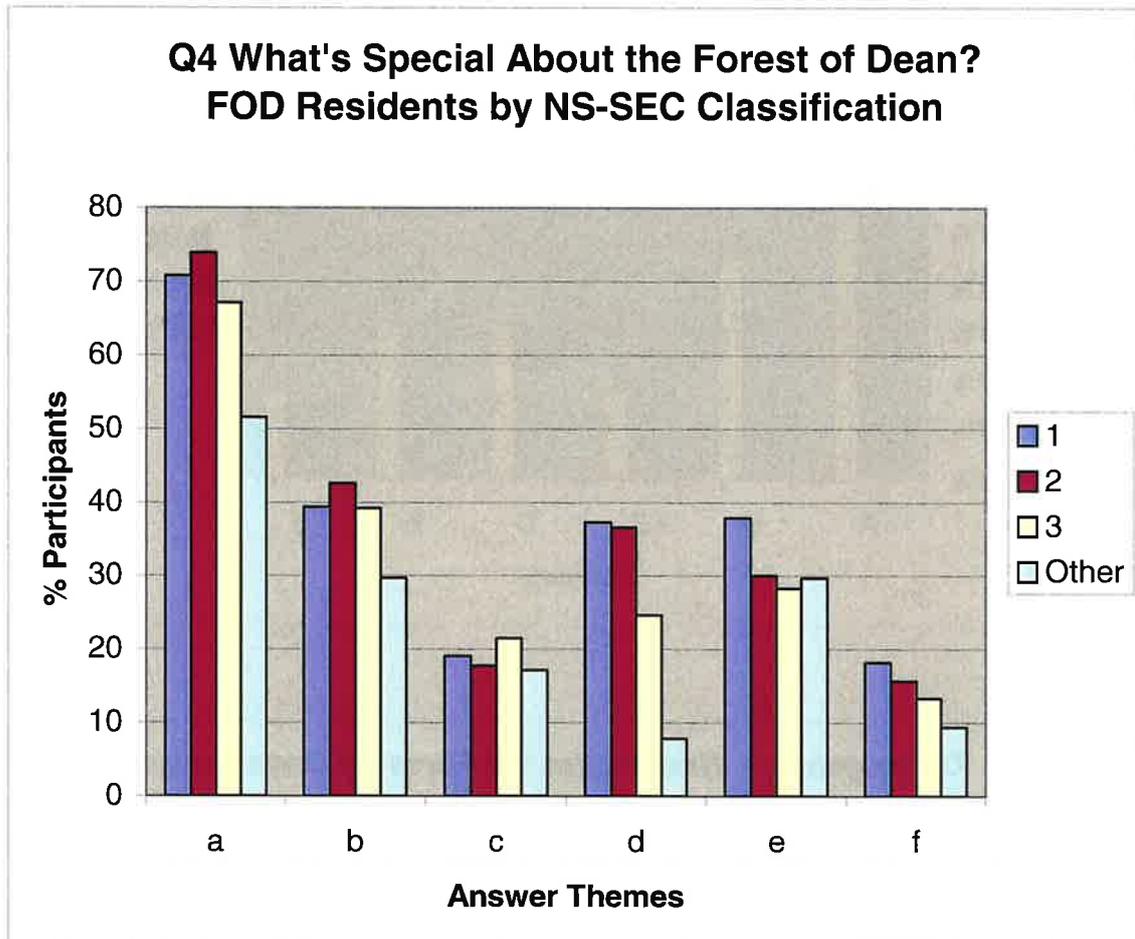


A = Place	D = Past / Heritage / Rights
B = People	E = Presence / Abstract
C = Process/activities	F = Access / Freedom / Space

Feedback

April 2003 Final Report

CHART E



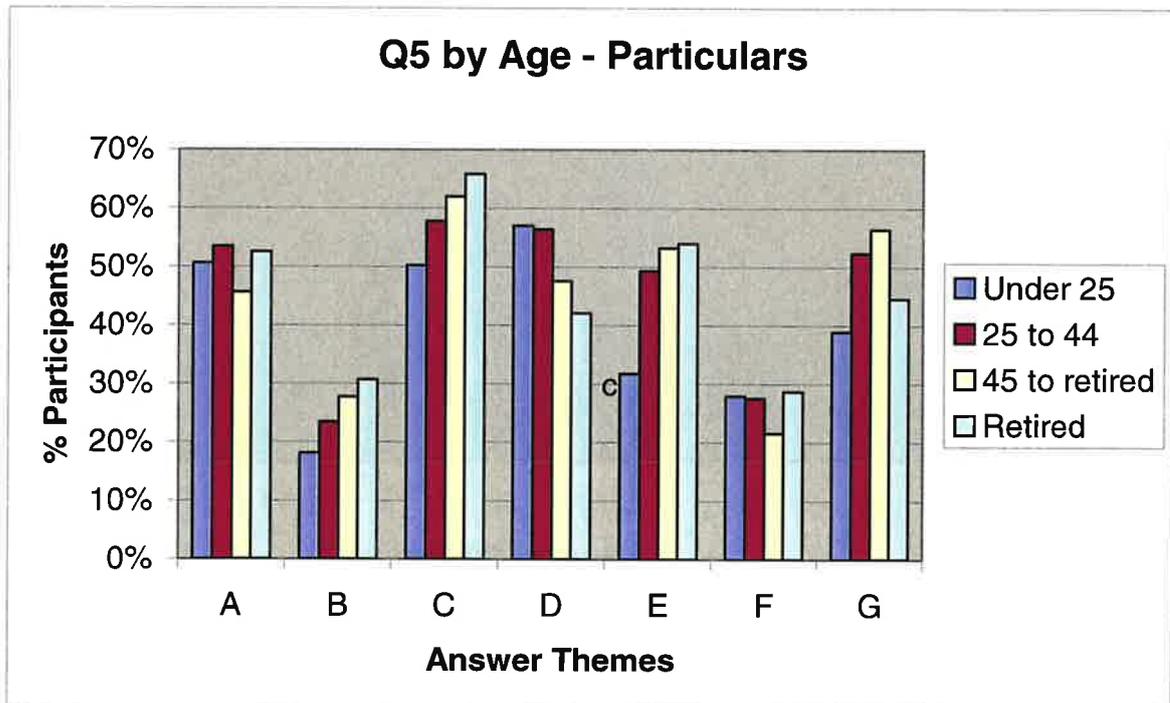
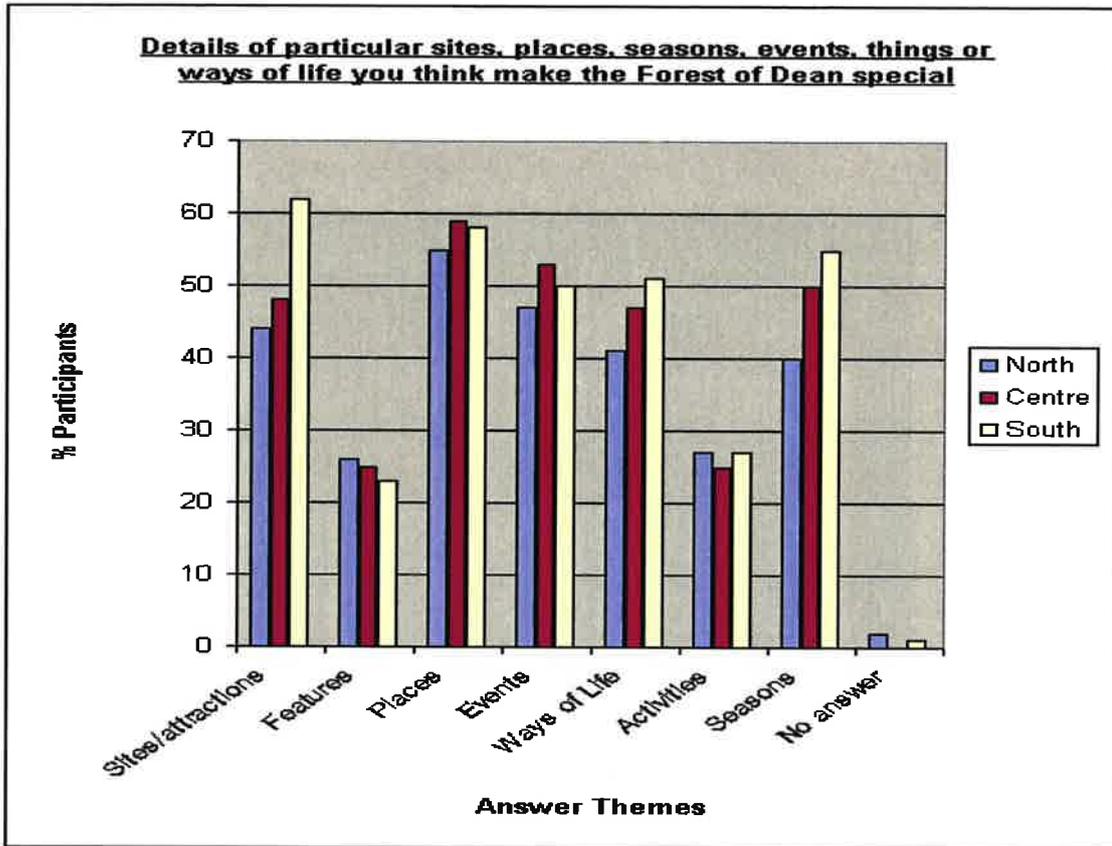
KEY

A = Place	D = Past / Heritage / Rights
B = People	E = Presence / Abstract
C = Process / Activities	F = Access / Freedom / Space

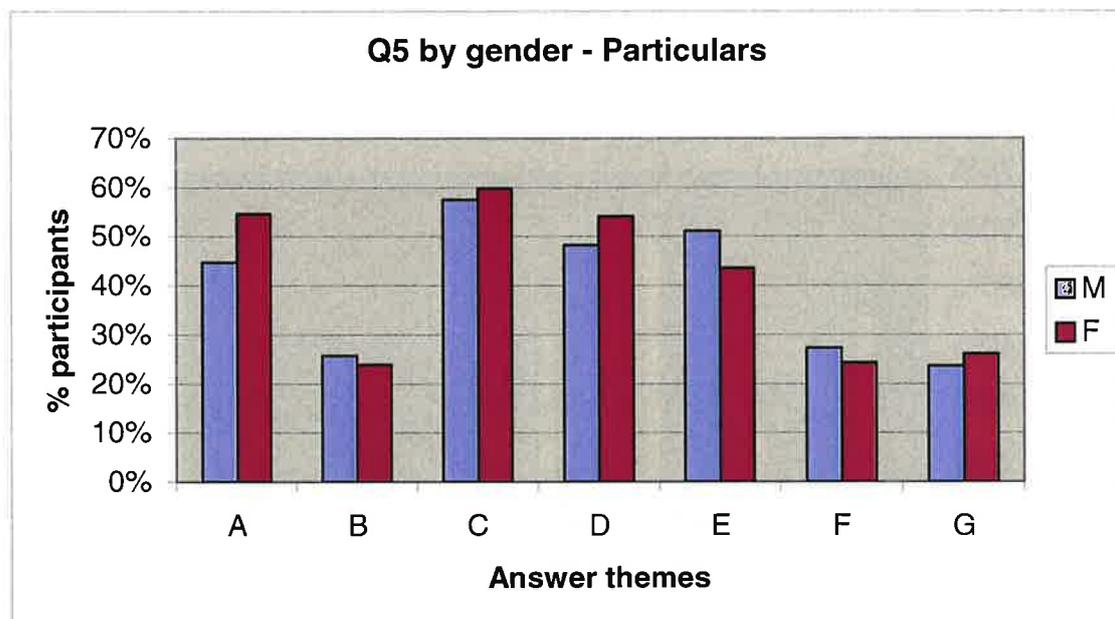
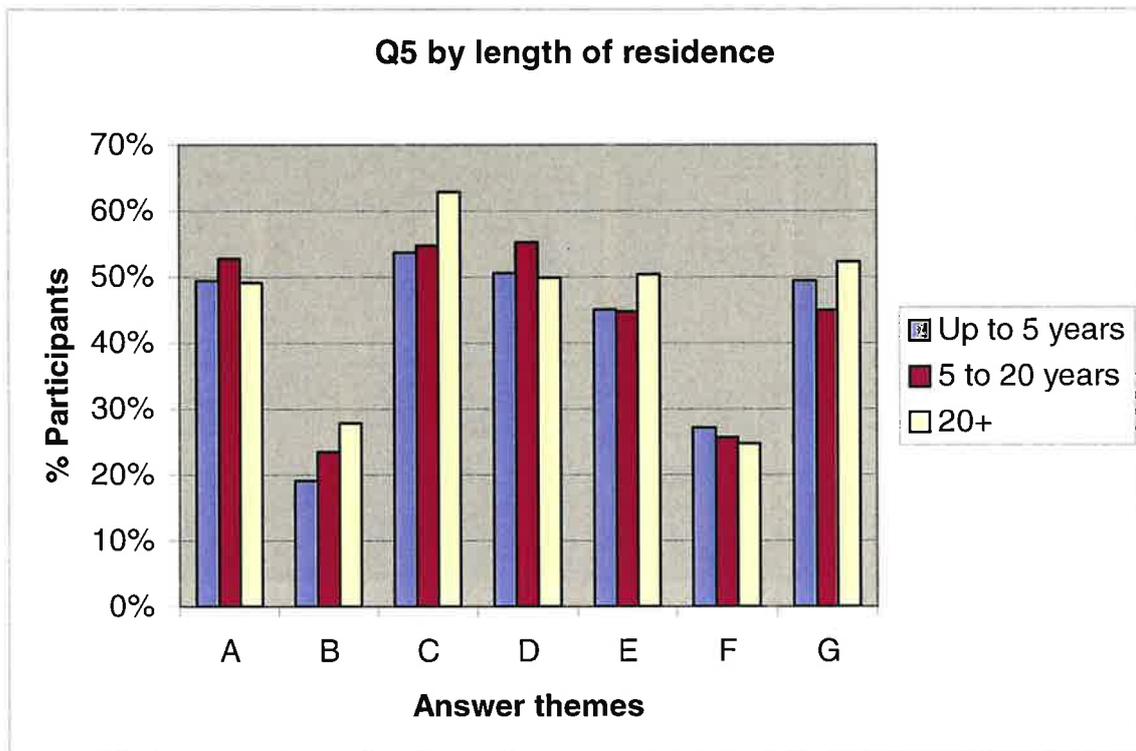
1 = Managerial and professional occupations
 2 = Intermediate occupations
 3 = Routine and manual occupations
 Other = Never employed/ Not classified

Question 5

CHARTS F



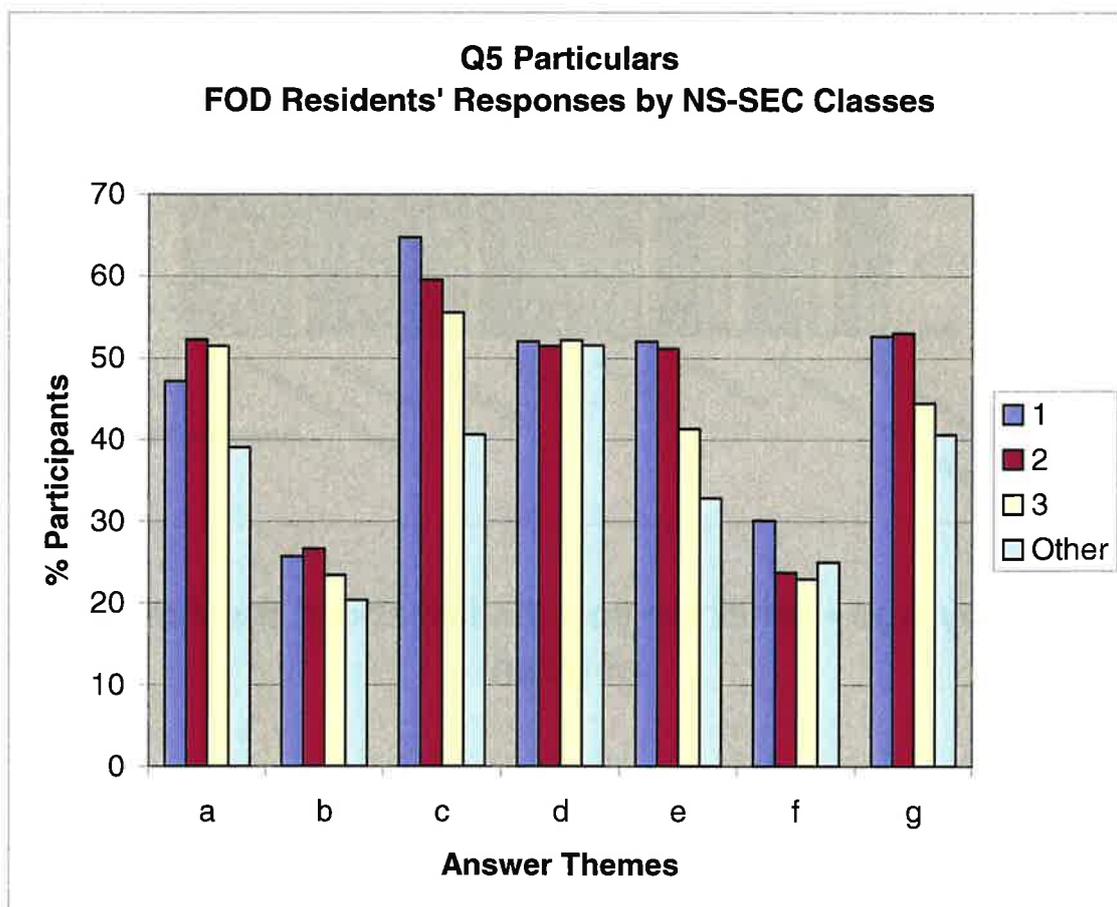
CHARTS G



A = Sites / Attractions
 B = Features
 C = Places
 D = Events

E = Ways of Life
 F = Activities
 G = Seasons
 H = No answer

CHART H



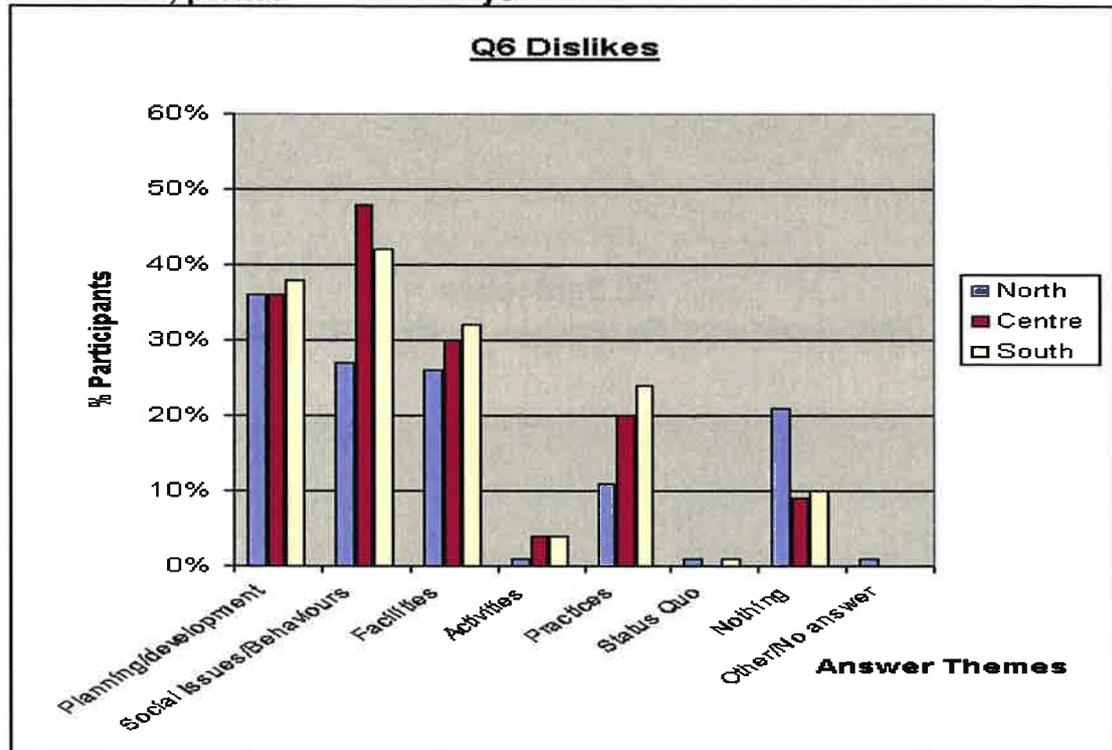
KEY

A = Sites / Attractions	1 = Managerial and professional occupations
B = Features	2 = Intermediate occupations
C = Places	3 = Routine and manual occupations
D = Events	Other = Never employed/ Not classified
E = Ways of Life	
F = Activities	
G = Seasons	
H = No answer	

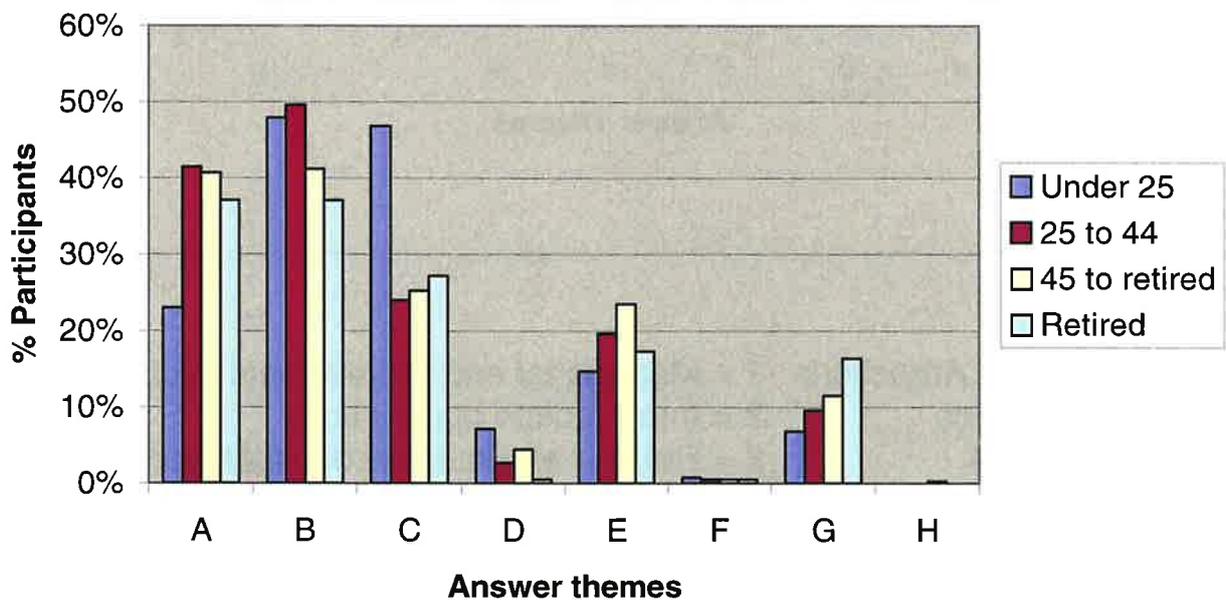
CHARTS I

Question 6

Following on from what is special or precious to you about the Forest of Dean, please tell us what you dislike about the Forest of Dean.



Q6 by Age - What do you dislike about the Forest of Dean



Question 6

CHARTS J

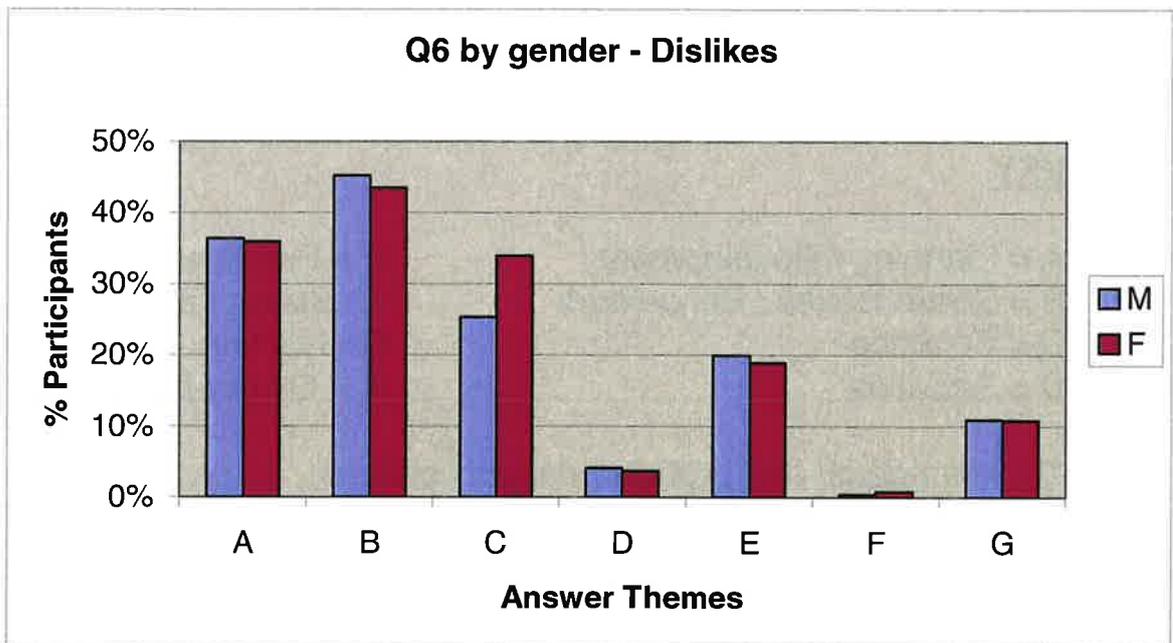
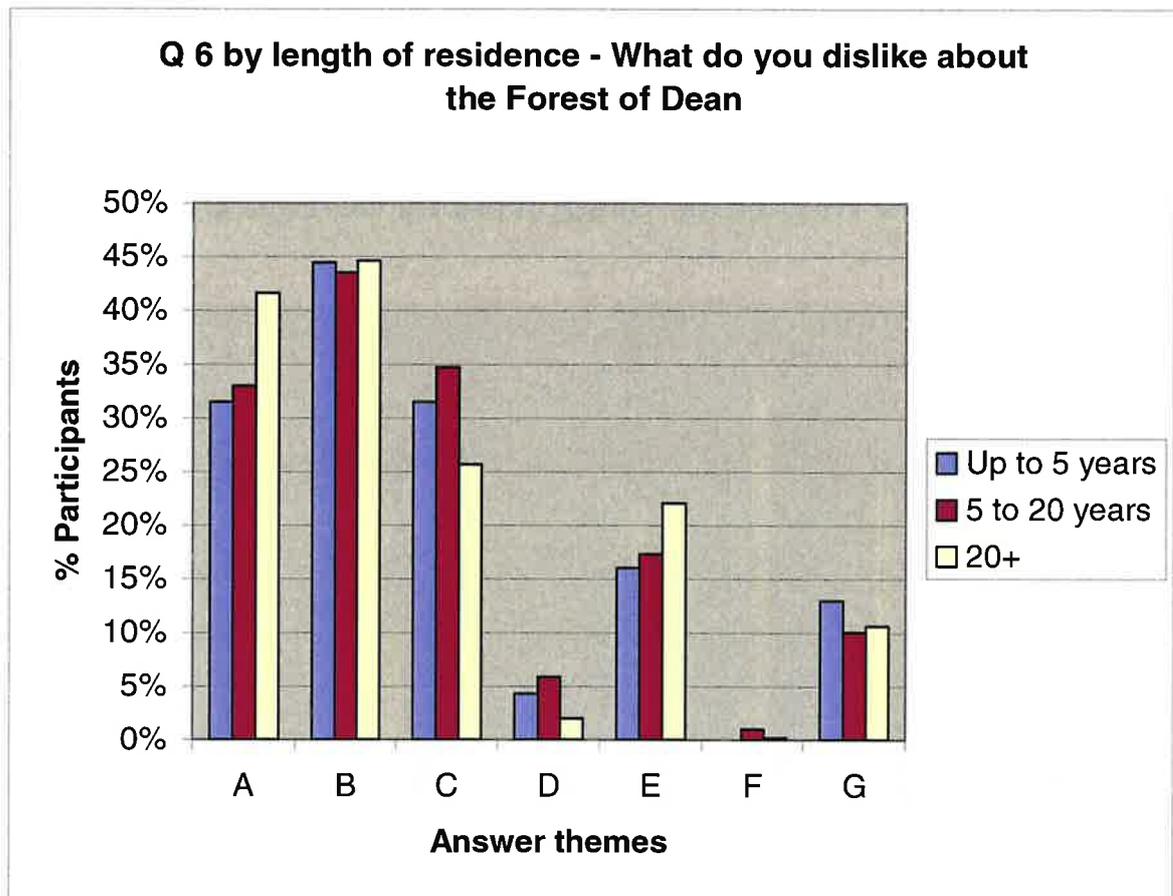
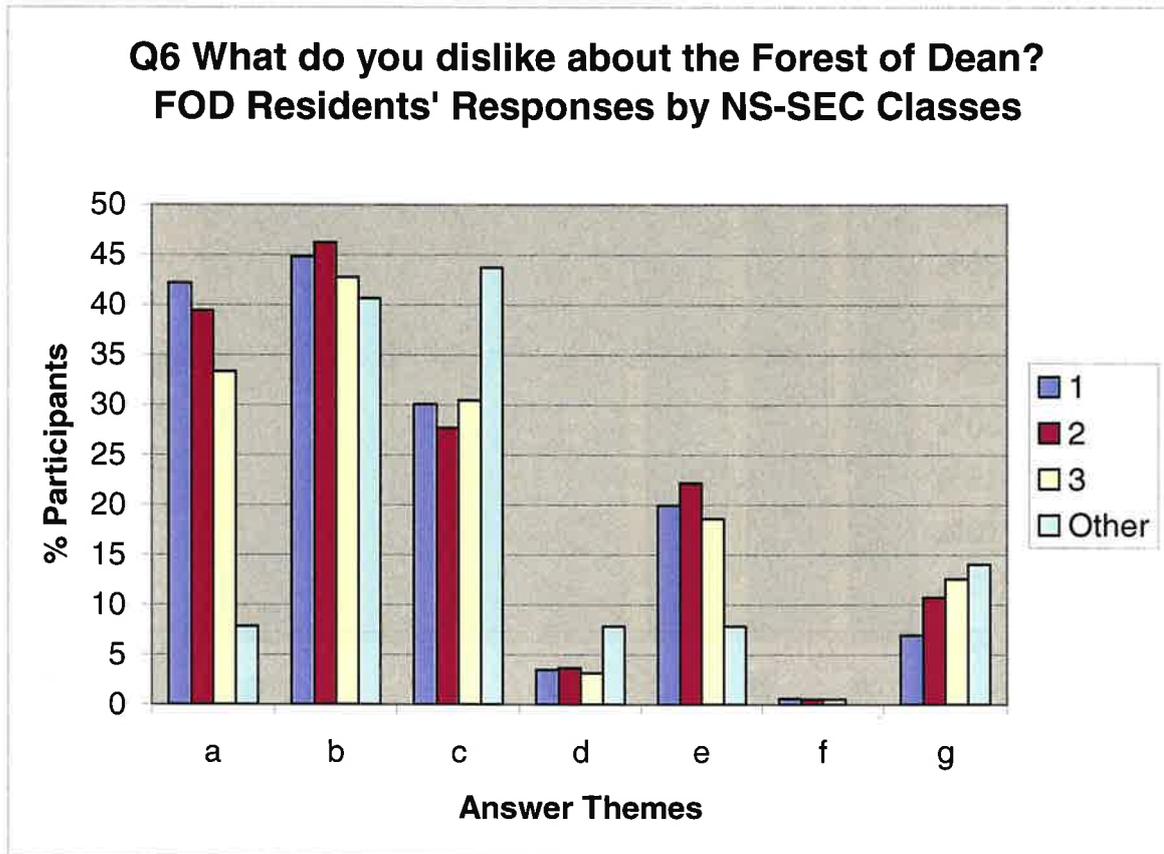


CHART K



KEY

A = Planning / Development

B = Social Issues / Behaviours

C = Facilities

D = Activities

E = Practices

F = Status Quo

G = Nothing

H = Other / No answer

1 = Managerial and professional occupations

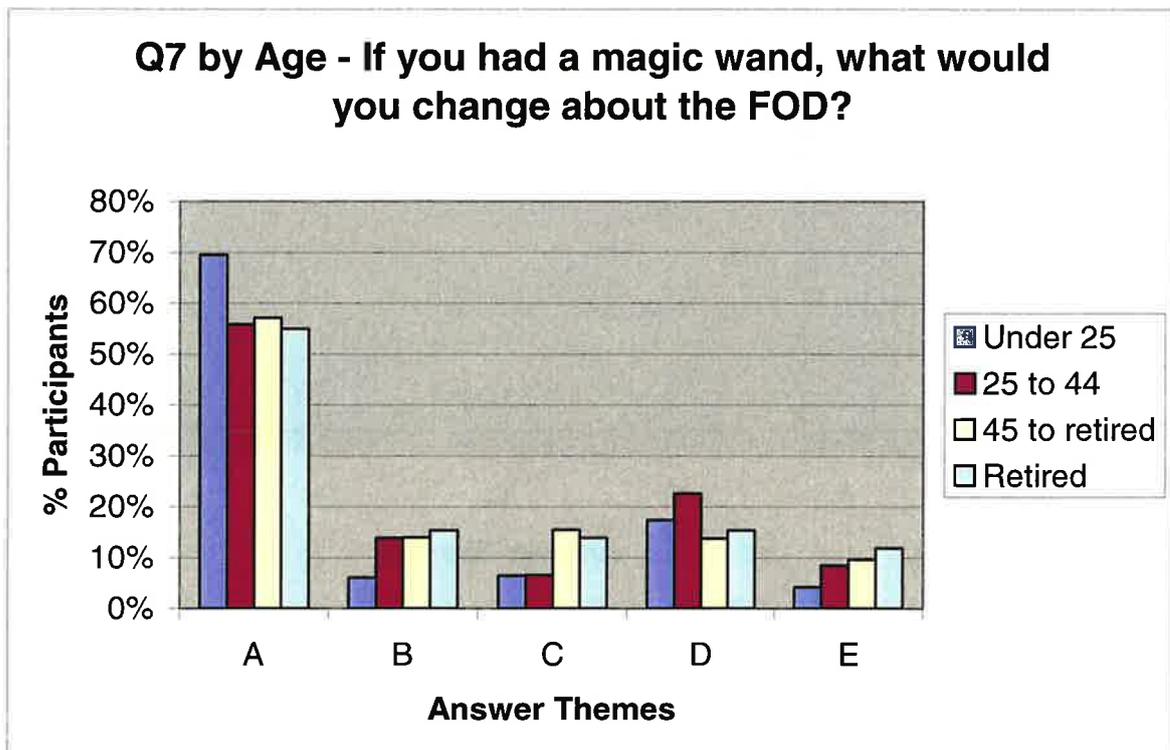
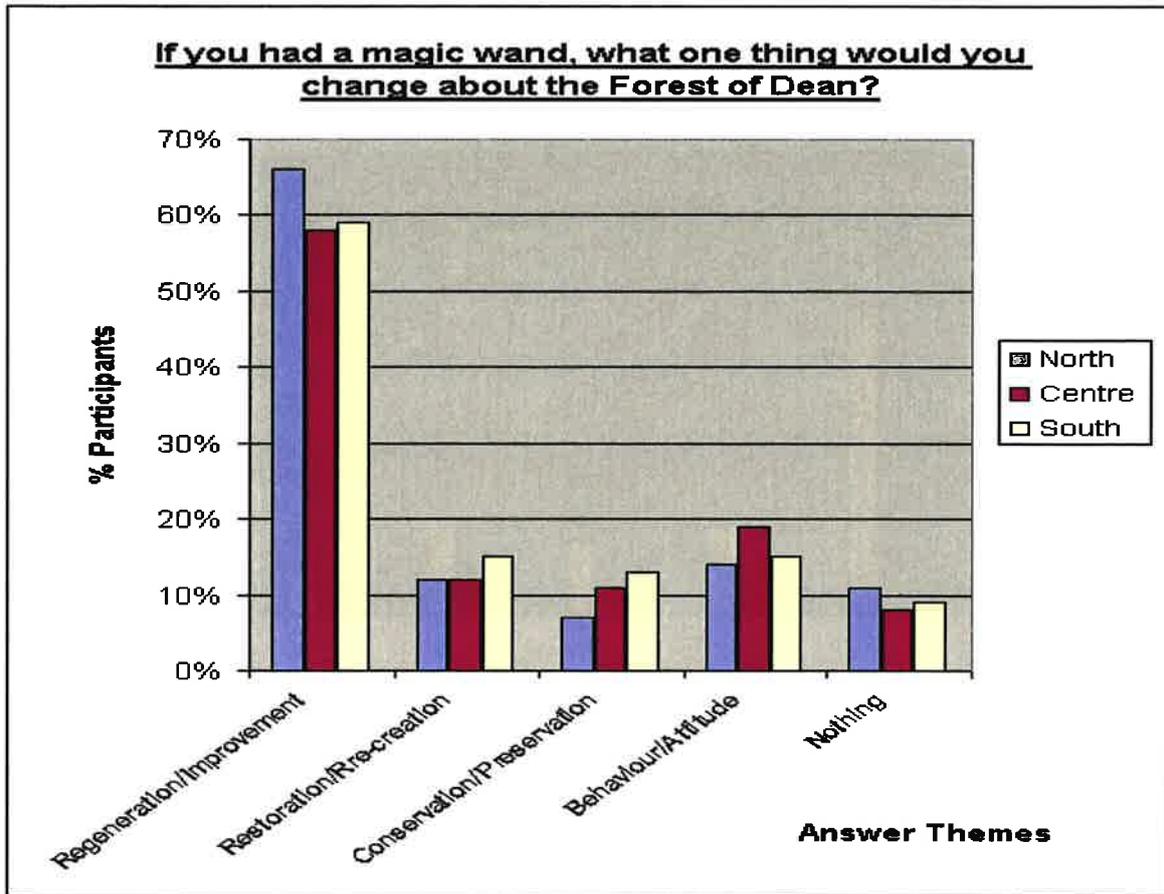
2 = Intermediate occupations

3 = Routine and manual occupations

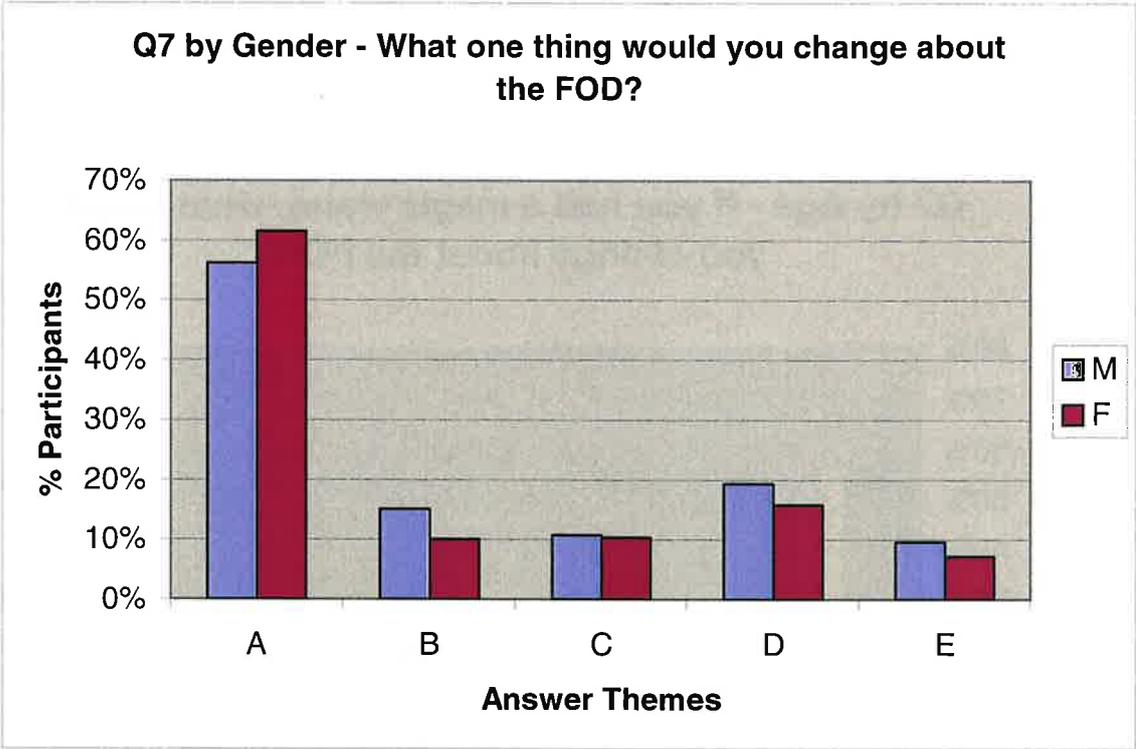
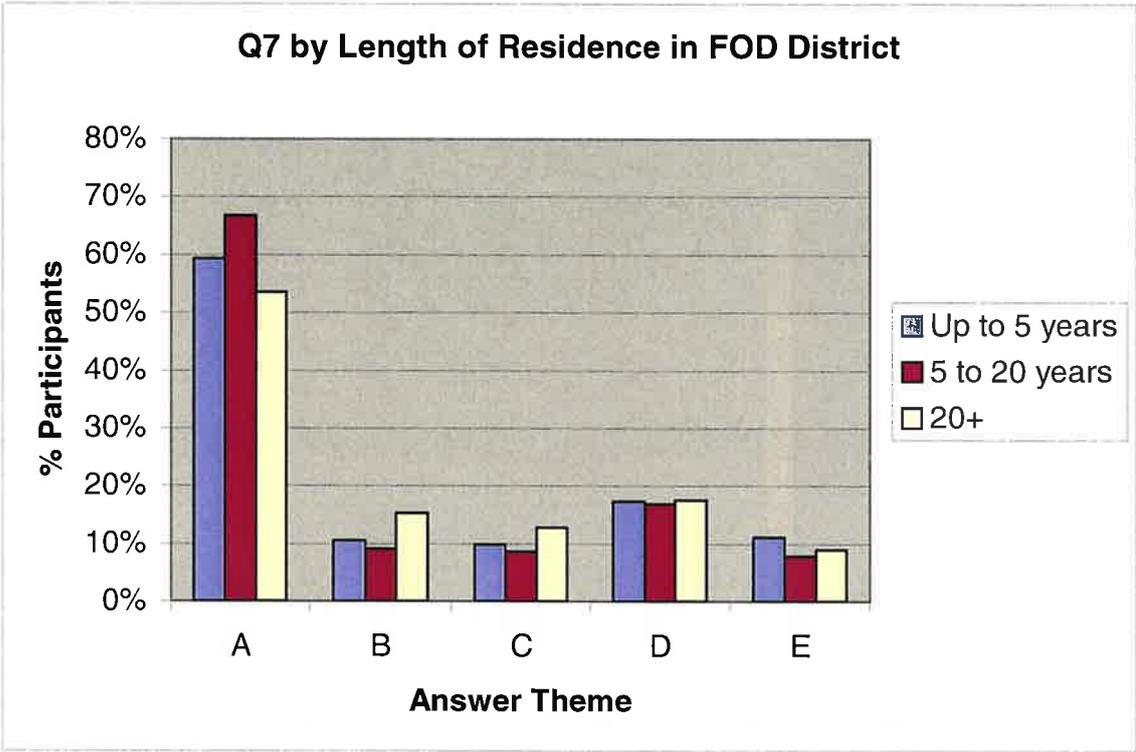
Other = Never employed/ Not classified

Question 7

CHARTS L

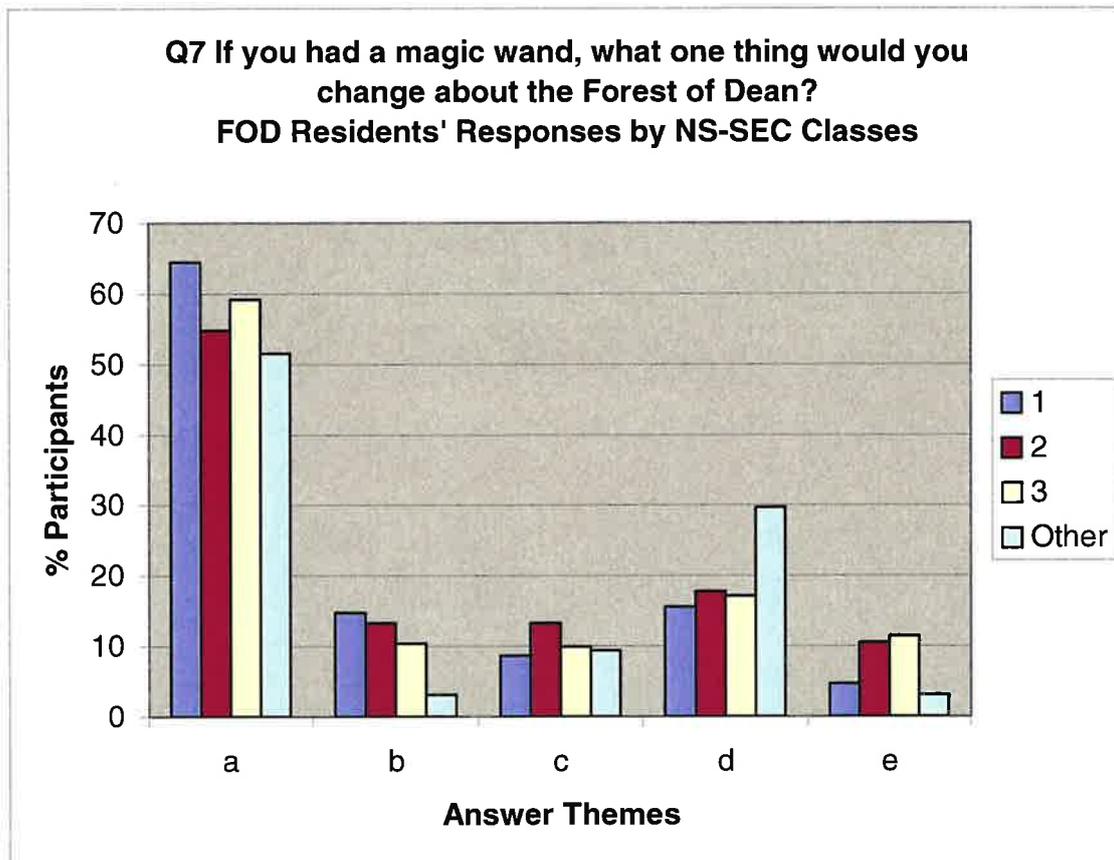


CHARTS M



KEY
 A = Regeneration/Improvement
 B = Restoration/Re-creation
 C = Conservation//Preservation
 D = Behaviour/Attitude
 E = Nothing

CHART N

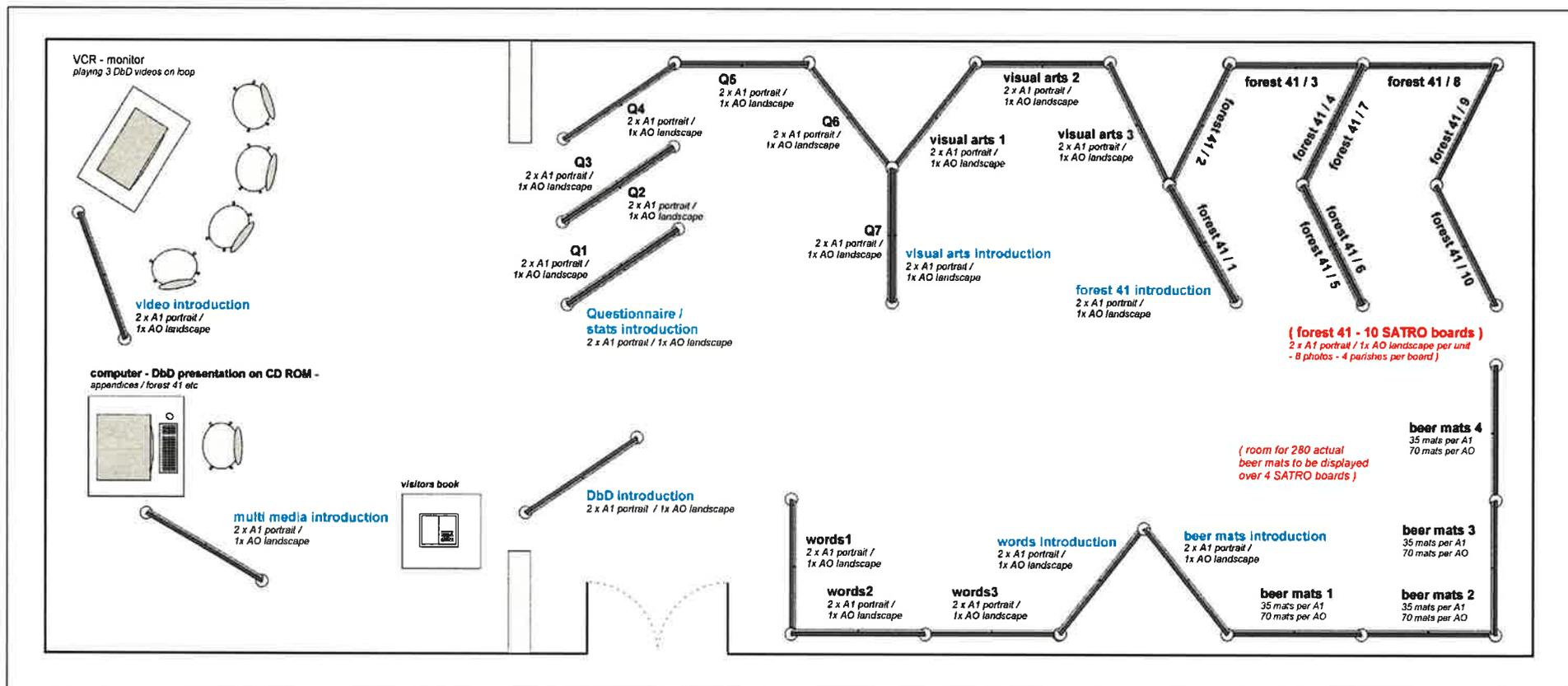


KEY

A = Regeneration/Improvement
 B = Restoration/Re-creation
 C = Conservation//Preservation
 D = Behaviour/Attitude
 E = Nothing

1 = Managerial and professional occupations
 2 = Intermediate occupations
 3 = Routine and manual occupations
 Other = Never employed/ Not classified

Examples of Exhibition Displays



Forest of Deans

By Definition beer mats

The Forest of Deans initiative was developed from the objective of "providing a large proportion of the supply of beer mats to the community". Whilst working to achieve this, we have also provided a "green" 50% rebate to the people who use the mats.

The beer mats were distributed to 17 Public Houses across the Forest of Deans. The Forest of Deans has been notified under section 100 of the Local Government Act 1972.

The marketing skills of the Forest were called upon to design a beer mat. The challenge was to design a mat that would capture the attention and imagination of the local community. In order to do this, we had to take into account the needs of the community, the needs of the project, and the needs of the Forest. The mats were designed to be both functional and aesthetically pleasing.

The Forest of Deans has been successful in its efforts to provide a large proportion of the supply of beer mats to the community. The Forest of Deans has been notified under section 100 of the Local Government Act 1972.

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The Forest of Deans has been successful in its efforts to provide a large proportion of the supply of beer mats to the community. The Forest of Deans has been notified under section 100 of the Local Government Act 1972.

Some of the responses are shown in the appendix of the CD-ROM in the multi-media section.



Forest of Dean By Definition forest 41

Forest 41 is a site-specific Forest 41 project. This project involves finding 41 Forest 41 sites in the Forest of Dean and then using the information to create a map of the Forest of Dean. The map will be used to identify the sites and to create a map of the Forest of Dean. The map will be used to identify the sites and to create a map of the Forest of Dean.

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Wooly Yudded Varest Ship

Thee's got more rights than I
Thee co'st wander where thees please
Where I must pass on by

Thee can't be 'alf as stupid
as you do vust appear
'Cause no one ever bothers thee
Or so it do appear

If thee da lie down in the road
An' 'ave theeself a kip
No one ever moves thee on
'Cause thee bist varest ship

Thee do'sn't work ta get thee bread
The do'sn't rise at seven
If I was free as thee be free
I'd think I was in 'eaven

Wooly yudded varest ship
I wish I was one too
Then I could wander through the woods
Side by side with you

Keith Morgan

Media Coverage And Exhibition Photos

Di's Diary

by Diana Organ
Forest MP



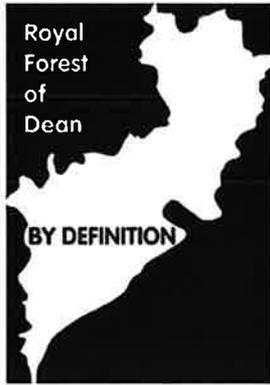
Minister impressed by unique survey

LAST week the Minister for Rural Affairs, The Rt Hon Alun Michael MP, visited the Forest of Dean again to consider the results of the Dean By Definition consultation.

He was impressed by this unique consultation exercise, which used so many new ways of getting in touch with grassroots opinion. Film, voicemail, arts and crafts, even beer mats were tools of this imaginative consultation.

This was very successful in getting views from many people who would not normally have thought of writing in. The outcome is very complex and the range of opinions makes it impossible to sum up in a few words. What did come across clearly is that the culture, history and community of the Forest are as important as the physical landscape to the people who live and work here.

The end of the consultation brings the question of where to go from here and work goes on to build an integrated development plan for the Forest of Dean, including an evaluation by the Land Use Consultants. The Countryside Agency is looking at all options, including the possibility of applying for Area of Outstanding Natural Beauty status for the Forest of Dean. This must be fully and rigorously considered before any decision is made.



Royal Forest of Dean
By Definition

Unit 6/7a
The MEWS
Mitcheldean
Glos GL17 0SL
Tel: 01594 544951
Fax: 01594 544510

Dear Diana and Patricia

Please find below the outline for Alun Michael's visit on Friday 7th March. The visit will be important to the second phase of Dean By Definition, which builds on the work last year. Thank you for helping with this.

The Dean By Definition team will host this private event in the Council Chambers, Belle Vue Centre, Cinderford. We are staging a public exhibition of Dean By Definition earlier that week.

12 midday	Arrival and introductions
12.10pm	CD presentation
12.30	Overview, issues and results
12.40	Lunch and exhibition
1.10pm	Roundtable discussion on 'timely and appropriate action' - Ways forward
1.45	Summary, feedback and actions
2pm	Thanks and close

Following the feedback session in December which Diana attended, this meeting is part of the next phase of Dean By Definition to

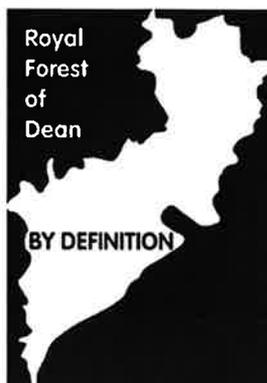
- celebrate the first stage of the Dean By Definition project
- support rural communities who are seeking to define and invest in their own social capital
- inform the Countryside Agency's ongoing Integrated Rural Development work in the Forest of Dean

Further work on the information collected in phase one will be part of the exhibition as well as lessons learned, links made and actions so far.

We will arrange lunch. Please let us know if there are any special requirements of which we should be aware, such as dietary needs. In the mean time, please let us know if you need any further information.

Yours sincerely

Ros Daniels



Royal Forest of Dean

By Definition

Unit 6/7a
The MEWS
Mitcheldean
Glos GL17 0SL
Tel: 01594 544951
Fax: 01594 544510
Email: rich@bydefinition.net

22 February 2003

Dear

I am writing to you on behalf of the By Definition Team, to invite you to the By Definition exhibition. Thank you to all people from across the district, who took part in answering the question:

What Makes the Forest of Dean Special?

The Exhibition is part of our commitment to feed back to you and the many individuals who took part, to show what everyone told us in words, pictures and other formats! 38 out of the 41 parishes in the Forest of Dean took part in the Forest 41 Photography Project using the disposable cameras provided. Our thanks go to Parish Councils for their help with that. In addition, over 1200 one-to-one questionnaires were completed and a host of other more unusual ways such as beer mats, were used to collect responses throughout the Forest of Dean district area.

There are chances to see the By Definition Exhibition at 3 venues during March.

Please help spread the word about the times and dates:

Cinderford Belle Vue Centre

4 – 7pm Friday 7th March 2003
10am – 4pm Saturday 8th March

Newent Memorial Hall

4 – 7pm Friday 14th March 2003
10am – 4pm Saturday 15th March

Sedbury Offa's Mead School Hall

10am – 4pm Saturday 22nd March 2003
12 – 3pm Sunday 23rd March

We look forward to seeing you, your family and friends at the events.

Yours sincerely

Rich Daniels
and the By Definition Team

Page 74 of 85



FOREST FRIENDS: Ruardean HBL. All photographs © By Definition not to be reproduced.



BLACK AND WHITE: Redmarley chose its distinctive black and white buildings.

This is what makes the Forest so special

by Colin Ricketts

Staff reporter
colinricketts@theforester.co.uk

By Definition asked Foresters to tell the Countryside Agency what was special about the place – now they are ready to tell you what you told them.

The survey was part of the agency's efforts to decide on a suitable policy for the Dean – some campaigners are pushing for Area of Outstanding Natural Beauty status to match the Wye Valley.

The project was the largest and widest survey of opinions of the people of an area ever carried out in Britain.

From infant and primary school children with painting their Forest onto school walls to video booth interviews at local

festivals, the team accepted a massive range of views.

At the heart of the exercise were over 1,000 questionnaires filled in by Foresters with help from the team.

By Definition even stocked Forest pubs with their own special survey beer mats.

The photographs on this page were taken by parish councillors as part of the Forest 41 arm of the survey. Disposable cameras were sent to 38 of the 41 parishes that make up the Forest with the simple instructions: 'show us what is special in your patch'.

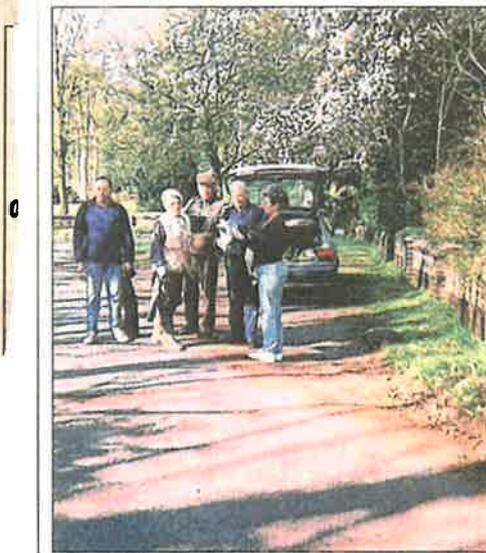
By Definition exhibitions are at Cinderford Belle Vue Centre Friday - 4 to 7pm, Saturday 10am to 4pm. Newent Memorial Hall March 14 - 15 and finally Offa's Mead School Sedbury March 22 - 23.



ABOVE: Ruspidge and Soudley chose these beautiful woodlands.

BELOW LEFT: The Longhope war memorial decorated for Poppy Day.

BOTTOM: Tibberton chose people as their special By Definition contribution.



A defining moment for the Minister

by George Henderson

Deputy Editor

georgehenderson@the-forester.co.uk

DEFRA Minister Alun Michael stopped off in Cinderford on Friday for a whistlestop tour of the Dean by Definition exhibition.

Mr Michael was welcomed by Forest MP Diana Organ and had talks with representatives of Dean by Definition and the Countryside Agency.

Ros Daniels, manager of the Forest Education Business Partnership, which co-ordinated the project, said: "He was very impressed, particularly with the way we'd managed to collate so much information.

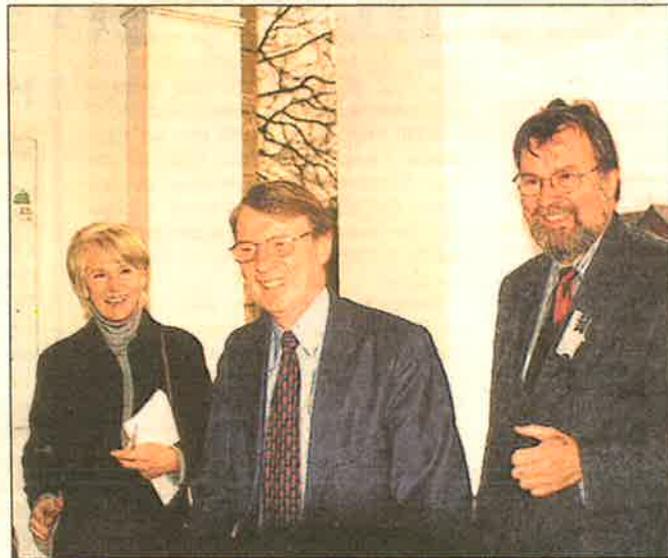
"He said he'd seen many such community projects, but never one so effective as this."

Diana Organ said: "I am delighted that the Minister has taken time in his busy schedule to come to see the exhibition and receive the feedback from this project.

"Those involved with the project had time with the Minister to give him an overview of the first phase and discuss with him the way forward for the next phase."

Dean by Definition was the largest and widest survey of opinions of the people of an area ever carried out in Britain.

It was set up by the Countryside Agency with the aim



WHISTLESTOP TOUR: DEFRA Minister Alun Michael visits the Dean by Definition exhibition at Cinderford's Belle Vue Centre with Forest MP Diana Organ and Steve Wright, chairman of the Gloucestershire Rural Community Council.

of getting Foresters themselves to describe the essence of their identity.

The survey was part of the agency's efforts to decide on a suitable policy for the Dean - some campaigners are pushing for Area of Outstanding Natural Beauty status to vie with the Wye Valley.

From infant and primary school children painting their Forest onto school walls, to video booth interviews at local festivals, the team accepted a massive range of views.

At the heart of the exercise were more than 1,000 questionnaires filled in by Foresters with help from the team.

By Definition even stocked Forest pubs with their own special survey beer mats.

Disposable cameras were sent to 38 of the 41 parishes that make up the Forest.

The exhibition will also visit Newent Memorial Hall tomorrow and Saturday and Offa's Mead School, Sedbury, on March 22-23.

THE DEAN BY DEFINITION PROJECT

Minister to visit exhibition

THE ground-breaking 'Dean by Definition' project will receive high approval this week when an exhibition showing off its achievements is visited by Mr Alun Michael, the Government's Minister of Rural Affairs.

The exhibition will be shown off at three venues, opening at Cinderford's Belle Vue Centre this Friday from 4pm to 7pm and on Saturday from 10am until 4pm.

The following Friday, March 14, it will be displayed at Newent Memorial Hall from 4-

7pm and on Saturday, March 15, from 10am until 4pm.

There will be a further opportunity to see the display at Sedbury's Offa's Mead School Hall on Saturday March 22 (10am-4pm) and Sunday March 23 (12noon-3pm).

The project was insti-

gated by The Countryside Agency who are charged with exploring possibilities of some form of "special status" for the Forest.

The aim was simply to collect the views of local people on what they believed made the Forest a special place.

This was achieved in a variety of ways. The Definition team carried out 1,200 one-to-one interviews, almost 40 parishes took part in a photography project, there were video interviews and responses were even collected on the beer mats.

Co-ordinator Rich Daniels said the project

had collected a huge range of opinion.

The information will be used in a 'Landscape Character Assessment' being drawn up by The Countryside Agency.

"We are using Dean by Definition as an example of good practice, that could be adapted and used elsewhere. The first phase of Dean by Definition was a novel and successful way of finding answers to the question 'What makes the Forest of Dean special?'. Now we have your answers, we are committed to making the very best use of them," said senior countryside officer, Val Kirby.



•Out in the field...students who used videos to carry out some interviews.





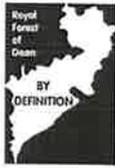
Examples of Comments from Visitors to DBD Exhibitions



Visitors List

Name	Organisation	Comment
Dev TURPIN-WEST.		Food for thought Now await the verdict
As Eves	WESTBURY on- SEVERN P.C. WILKIN	Very enjoyable
SMEVORS		Interesting, a great deal of work... I hope it produces AONIS for the district.
Leonie Suterne	Co-ordinator EDi	excellent presentation, an eye opener - very interesting and I felt some with great affection for the forester
David Clarke	Forest of Dean District Council	Interesting - important and very useful for all sorts of reasons all sorts of people..
DL		
Clare Aston	CINDERFORD ARTSPACE	WHAT AN INTERESTING AND EDUCATING PROJECT, FANTASTICALLY COLLATED AND EXHIBITED WITH
Dave Bradley	CINDERFORD RESIDENT.	EXCELLENT USE OF AUDIO VISUAL - BLACK + WHITE PHOTOGRAPHY - PEOPLES COMMENTS. QUESTION - WHY DOES EVERYONE HAVE A DIG AT CINDERFORD IN SOME PERVERSE WAY I AM PROUD OF IT!!
ELAINE BRADLEY	Cinderford dweller!	Very interesting - lovely to see children's (tourists) opinions included. Liked comment "what we have is what they come for." Sums it all up.
Blaise Bradley (8)		I liked the photographs and the singing! It was very good!

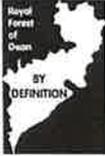
Examples of comments from exhibition at
Belle Vue Centre, Cinderford



Visitors List

Name	Organisation	Comment
John Hunt		EXCELLENT. KEEP UP THE GOOD, HARD WORK!
Dorothy PAVEY	SCOUTS	✓ GOOD INTERESTING
Leah Price	Resident	Very good, nice to see such a big contribution from the residents!
Hannah Reed	Resident	Wicked, very impressed to see everyone contributing. I wish we had a chance to get involved!
Linda Price	Resident	Excellent, very informative and interesting.
Minky Stuck	Resident	Keep up the good work people need to be involved
Christie Know	Resident	Very Very Good - lets have a full exhibition then publication?!
Scott Adams	Resident	Very good - includes many beauties of the forest
Janie Stanway	Resident	Exciting. Hope it brings regeneration funding to area! + worthwhile outcome.

Examples of comments from exhibition at Belle Vue Centre, Cinderford



Visitors List

Name	Organisation	Comment
Maureen Dix	Redmarley PC	A lot of fascinating information gathered. I hope it will be fed into the main project and "make a difference".
Silvia Wilton & Mike Wilton	Family	Enjoyed the graphics difference & information not already known.
Fred Pascoe	Newent TC	Very interesting and well organised.
Cindy Lewis	May Hill	Great idea would like to see it again - well done.
MICHAEL MINDFIELD		VERY WELL PUT TOGETHER. 5 STAR. SHOULD BE HERE LIKE IT.
Toni & Tracy Allen		Very good.
Tackle and Lynn Godwin		Very interesting, helpful and enjoyable and well organised.
Peter Thwait & Ann	Newent Barbar. & Nurse	Well presented. Seems to pick up on main issues but poses as many questions as it answers.
Colleen		Very interesting.
Paul Jones	Newent R.E.I.	Most informative.

Examples of comments from feedback exhibition
at Newent Memorial Hall in Newent town centre



Visitors List

Name	Organisation	Comment
Ruth Richards	Hydney TC	A very worthwhile exercise + splendid exhibition.
Linda Drown	Wyedean School	Most informative well presented + interesting
Chris Brown	Offa's Mead School	A good way to get people more aware and interested in their environment.
Alister Graham	Lytney Lane Council	Really it needed more time to take it all in - a worthwhile exercise I hope we see more of it.
Susan Peas	Sedbury Resident	very good exhibition the beer mats was a brilliant idea.
Colin Peas	Sedbury Resident	Beer mats + photos good Pity the photos enlarged were square not oblong! - distorted Also pity our parish not in year 05 map!
K Morgan	D.F.V.	INTERESTING
Liz Morgan	—	"
Arwel Peas	Sedbury Resident	Very interesting - I look forward to seeing it on the walls.
Liza Leigh Daniels	Forester	Great exhibition.

Sigrid Anderson, Visitor

Really engaging & interesting detail. Particularly enjoyed photos + beer mats!

Examples of comments from feedback exhibition at Offa's Mead School, Sedbury

