

response cards



Response Cards are a form of informal survey that engages a self-selected section of the population. The purpose of Response Cards is to receive information on the public's views and their preferences concerning plans for the forest or woodland. Response Cards are normally return forms that are attached to information sheets, newsletters or other public mailings. Alternatively, they can be handed out in public meetings or provided in conjunction with a newspaper insert or a feedback box in a public place. When sending Response Cards by mail the postage should be paid in advance to ensure a better response rate. It is advisable to include a section where interested respondents can add their name to a mailing list for further information on the planning process.

Resources & requirements

Skills

- Good written skills are necessary to ensure that Response Cards are well structured and understandable.
- Knowledge is needed on how to analyse the results of the survey.

Equipment

- Standard writing and printing facilities are required to produce the cards and analyse the responses.

Time

- The planning phase requires a moderate amount of time.
- Time needed for sorting and analysis of responses depends on the size of the survey.

Useful sources of information

Books

- Participatory approach to natural resource management: a guide book. T. Loikkanen (1999). Forest and Park Service, Finland.
- Reference manual for public involvement, 2nd edn. J. Barker *et al.* (1999). Lambeth, Southwark and Lewisham Health Authority, London.

Web

- The International Association for Public Participation: www.iap2.org/index.html

LEVEL OF INVOLVEMENT

INFORMING: .

CONSULTING: ★

INVOLVING:

PARTNERSHIP:

STRENGTHS

- This type of survey is likely to engage people who would not otherwise participate in the process.
- When anonymity is preserved, people who do not usually speak in public meetings can contribute easily.
- The survey offers a possibility to expand the mailing list.
- Results can be documented as part of a public involvement record.

WEAKNESSES

- The results of a Response Card survey are not statistically valid and can be easily skewed.
- Written responses are typically less forthcoming than verbal responses.
- The technique is not very helpful in creating new contacts with stakeholders.
- Careful planning is required to fulfil its purpose.

This toolbox is designed to assist Forestry Commission staff when they are considering which tools they could use to involve the public in the forest and woodland planning process. For more information please visit the website at:

www.forestry.gov.uk/toolbox

What kind of woodland would you like to see in your area?

These exciting changes will be happening soon, but before any trees are planted we want to hear your views and offer you the opportunity to influence the design of this woodland. Please take a few minutes to read the following questions and mark your ideas on the accompanying map. Send your comments back to us at the adjacent address, or call in at the Delamere Visitor Centre before the 18th September 2000.

Questionnaire

Use the spaces provided, a separate sheet or the map overleaf to mark any ideas or comments.

How do you envisage using this area?

What would make your visit to this new site more enjoyable?

Where do you think the key access points should be located? What type of entrances do you prefer? (Kissing gate/stile/other)

The Forestry Commission has a policy of open access (freedom to roam). However, where do you think the main routes should go?

Are there any views that you wish could be retained or screened?

Would you like to locate a bench anywhere?

Try to draw on the map the location and area of open space/woodland you would like to see?

A considerable history is associated with this site. Do you have any local knowledge we might not be aware of, i.e. place names?

Can you think of a name for this woodland?

Any other comments?

Guided walks of the site will take place on Sunday 17th September starting at 10.30am from the Visitor Centre.

Your ideas will be used to prepare a draft proposal, which will be on display at the Visitor Centre on the evening of Wed. 27th Sept. These draft ideas will then be worked up into detailed proposals, which will be available for viewing at the Visitor Centre during the afternoon and evening of Wed. 11th October.

This is only the start of a much bigger project throughout the Mersey Forest area. If you would like to be kept informed of woodlands being created near you, please give your name and address to our Community Liaison Officer.

Name.....
Address.....
Telephone.....

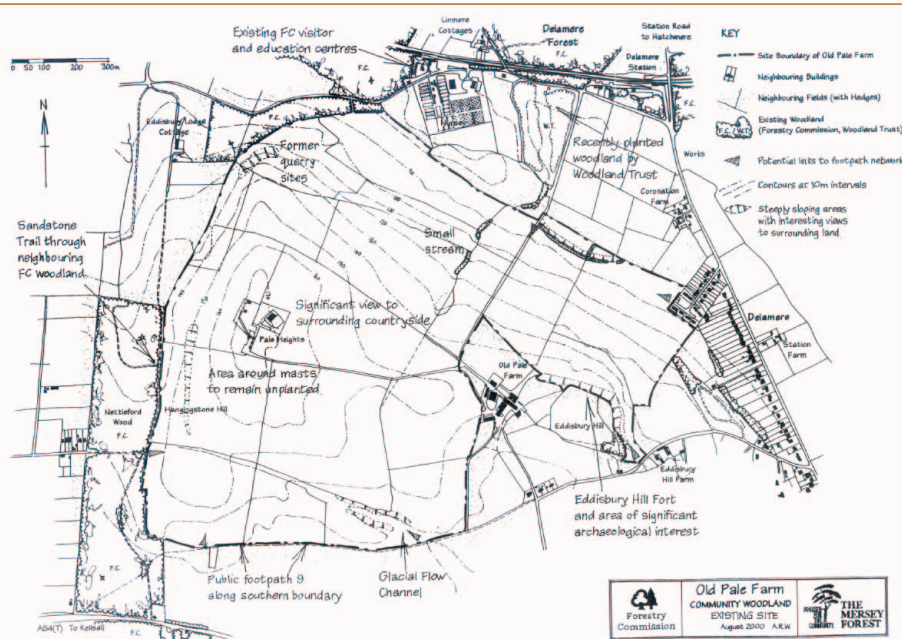
Forest Enterprise, Delamere, Northwich, Cheshire. CW8 2JD. Tel 01606 882167



OLD PALE FARM

Mersey Forest is working with the Forestry Commission to create new community woodlands in your area. The first of these is going to be Old Pale Farm, adjacent to Delamere Forest. It is hoped that this area will be transformed into mixed woodland with open space that people can enjoy.

Your new woodland



A response leaflet combining a questionnaire and site plan for suggestions on a new wood (The Mersey Forest).

Contact

Max Hislop
Social Research Unit
Forest Research
Northern Research Station
Roslin EH25 9SY

T: 0131 445 6955
F: 0131 445 5124
E: max.hislop@forestry.gsi.gov.uk