

Landscape: social and cultural

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Aims of the Landscape work

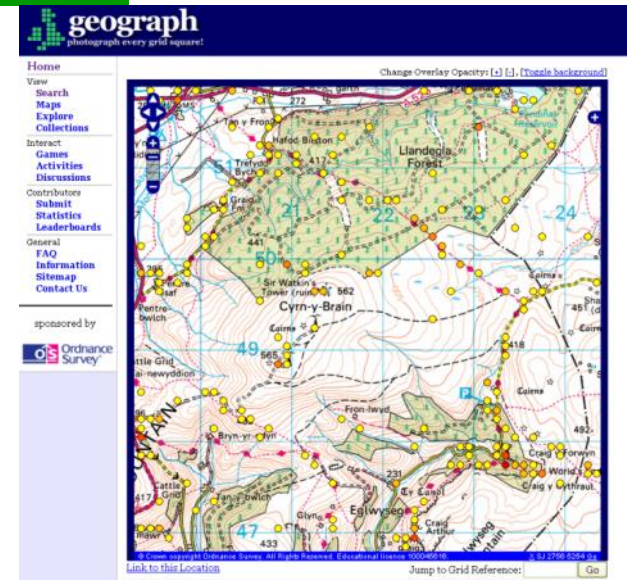
➡ To assess landscape quality:

➡ To quantify the visual accessibility

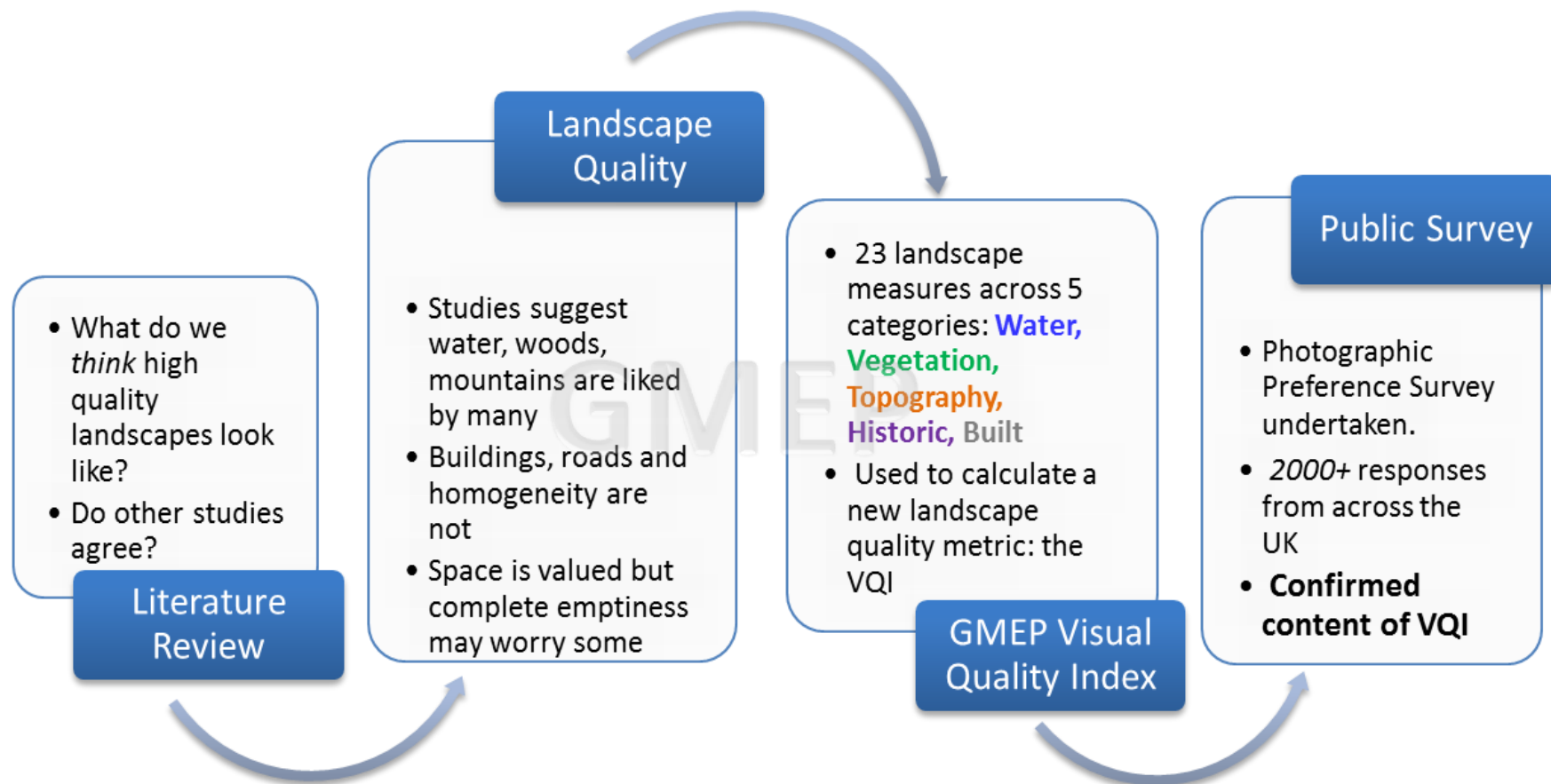
From the RoW network taking account of topography, vegetation and built features.

➡ To quantify the condition of historic assets.

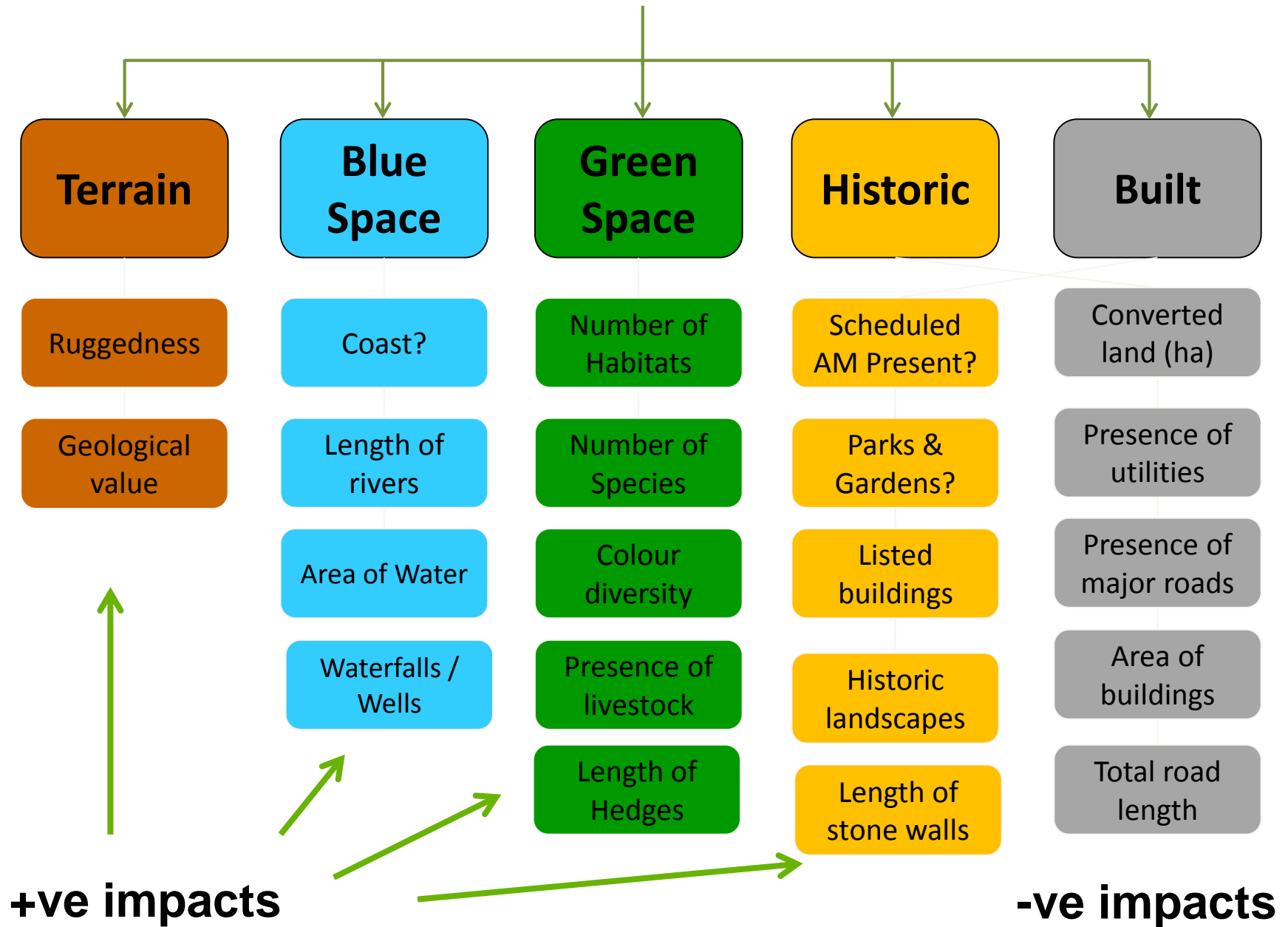
➡ To quantify the impact of change to these landscapes under the targeted elements of the Glastir scheme.



Overall GMEP approach



Developing a Visual Quality Index



VQI – Results by year

Equal Weighting

All 3 years

Min = 0.296

Mean = 0.461 ± 0.06

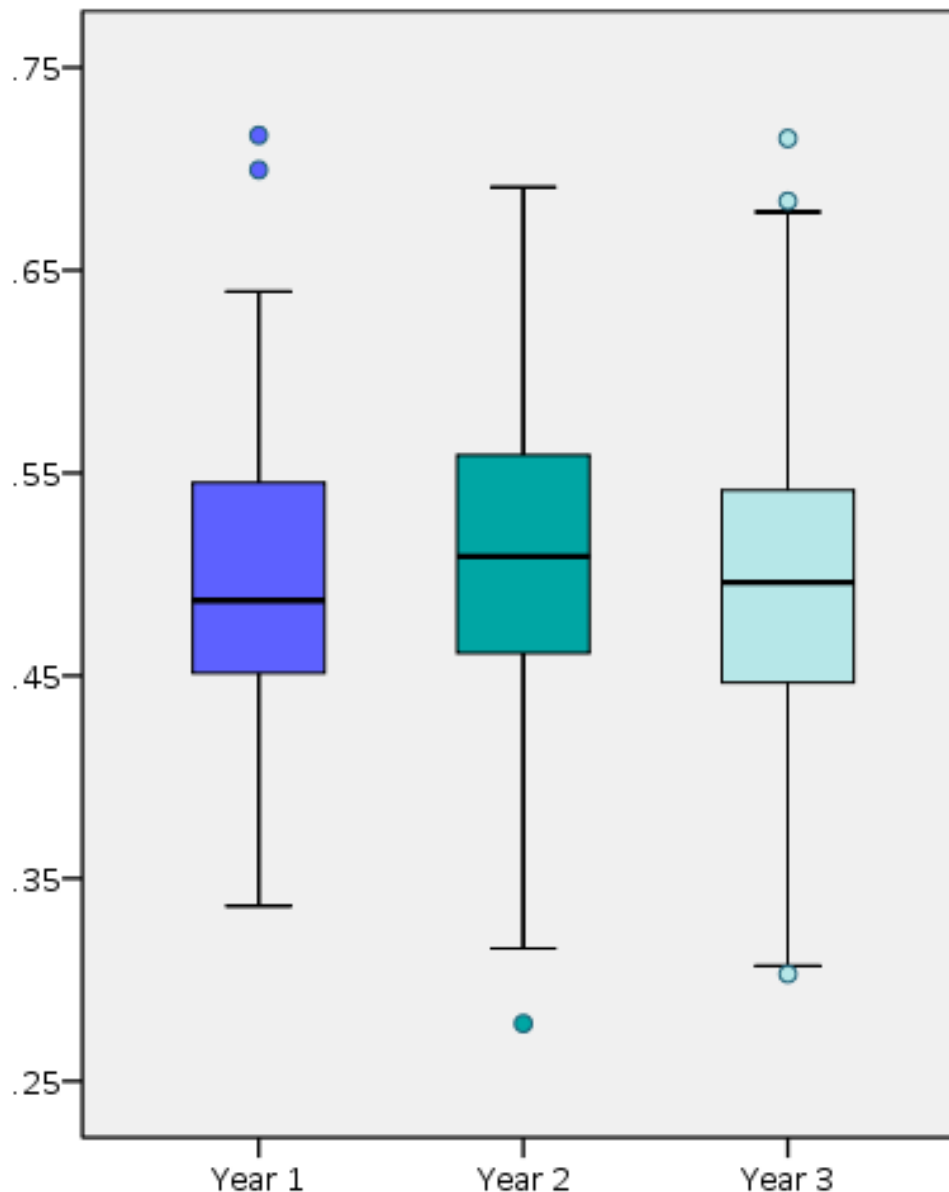
Max = 0.681

Physical & vegetation favoured

Min = 0.294

Mean = 0.488 ± 0.07

Max = 0.701



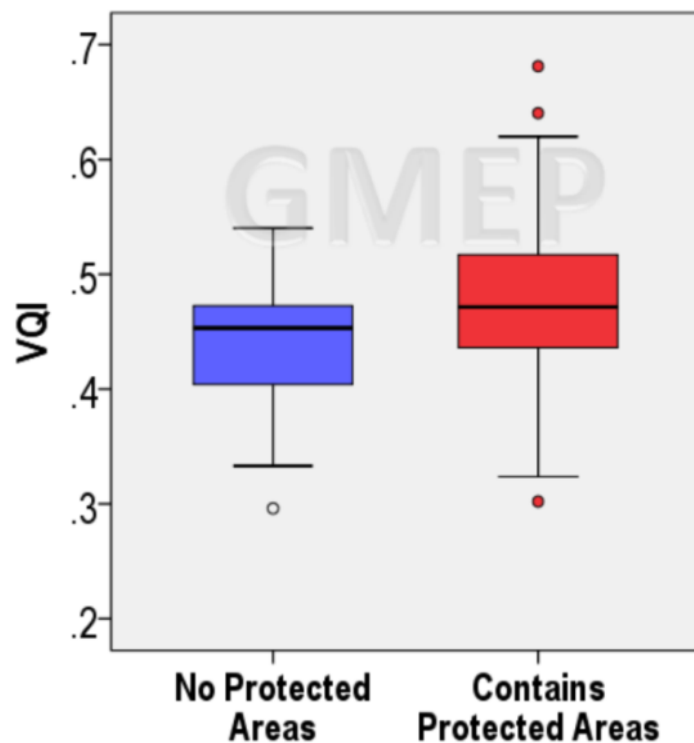
Year 1 = 60 sites

Year 2 = 90 sites

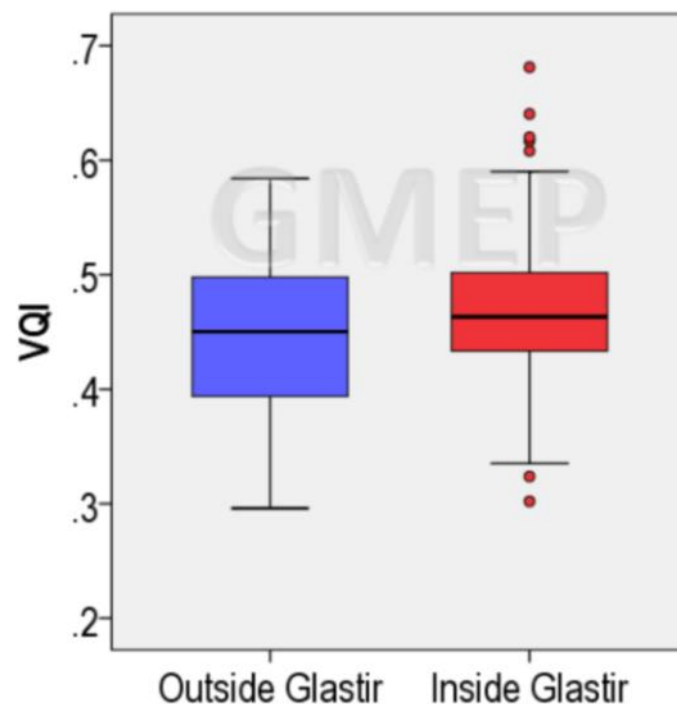
Year 3 = 75 sites

How does the VQI vary?

Inside and outside Welsh protected areas?

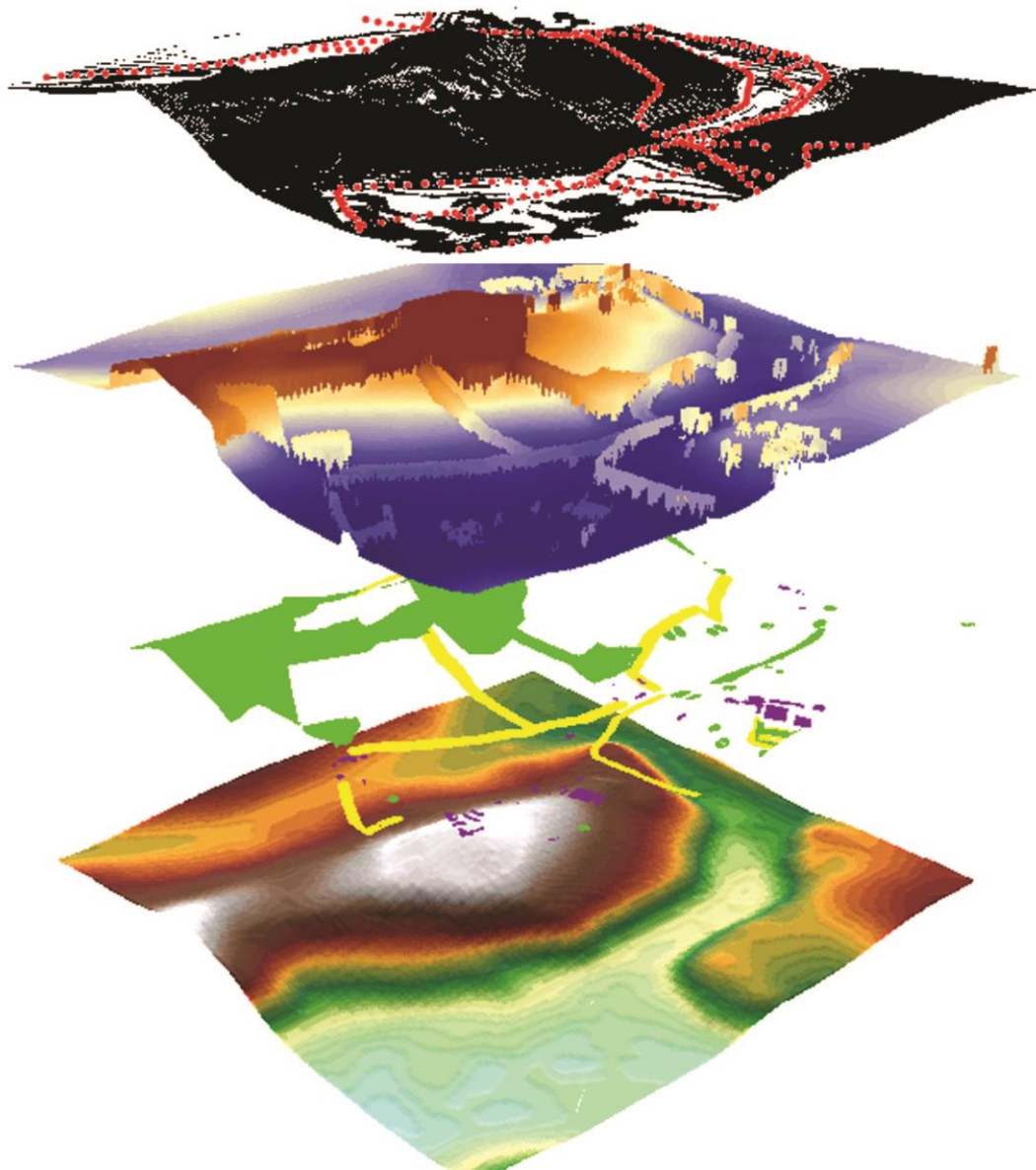


Inside and outside Glastir?



Year 1 & 2 data

Calculating Visual Accessibility



Calculate what can be seen
from public rights of way



Combine to produce
detailed landscape model

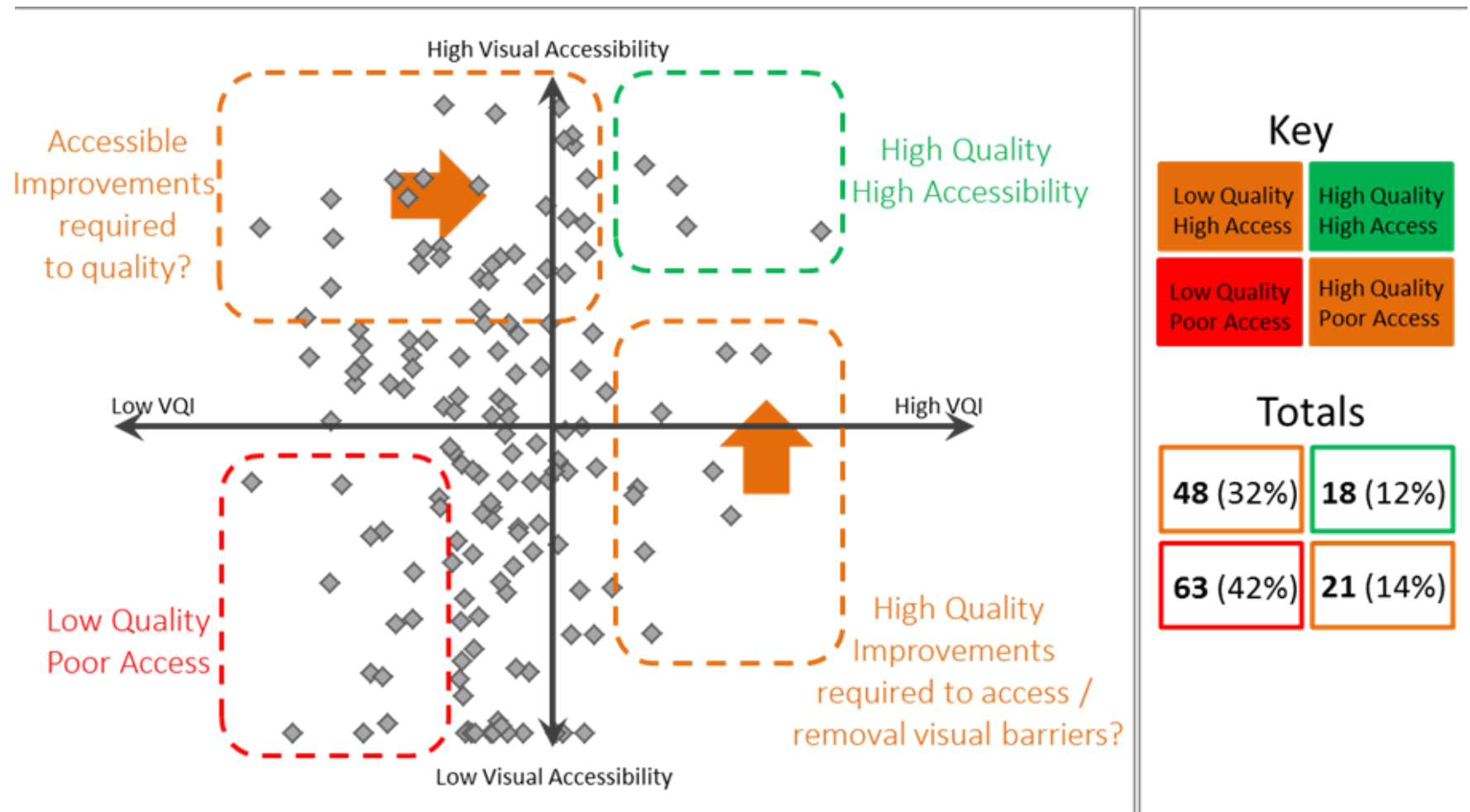


Add “visual barriers” such
as woodland / buildings



Start with the underlying
terrain

Landscape Quality vs Visual Access



Social inputs

Welcome to the survey page for the Glastir Monitoring and Evaluation Programme: Valuing Welsh Landscapes

Valuing Welsh Landscapes - NEW SURVEY!

Do you enjoy walking in the deep shade of a forest or
would you prefer the open vistas of heather moorland?

How we value and enjoy our natural environment is essentially a

Participate in survey (English)

Participate in survey (Cymraeg)

About the survey – Phase 1

When:

- September 2014 – July 2015

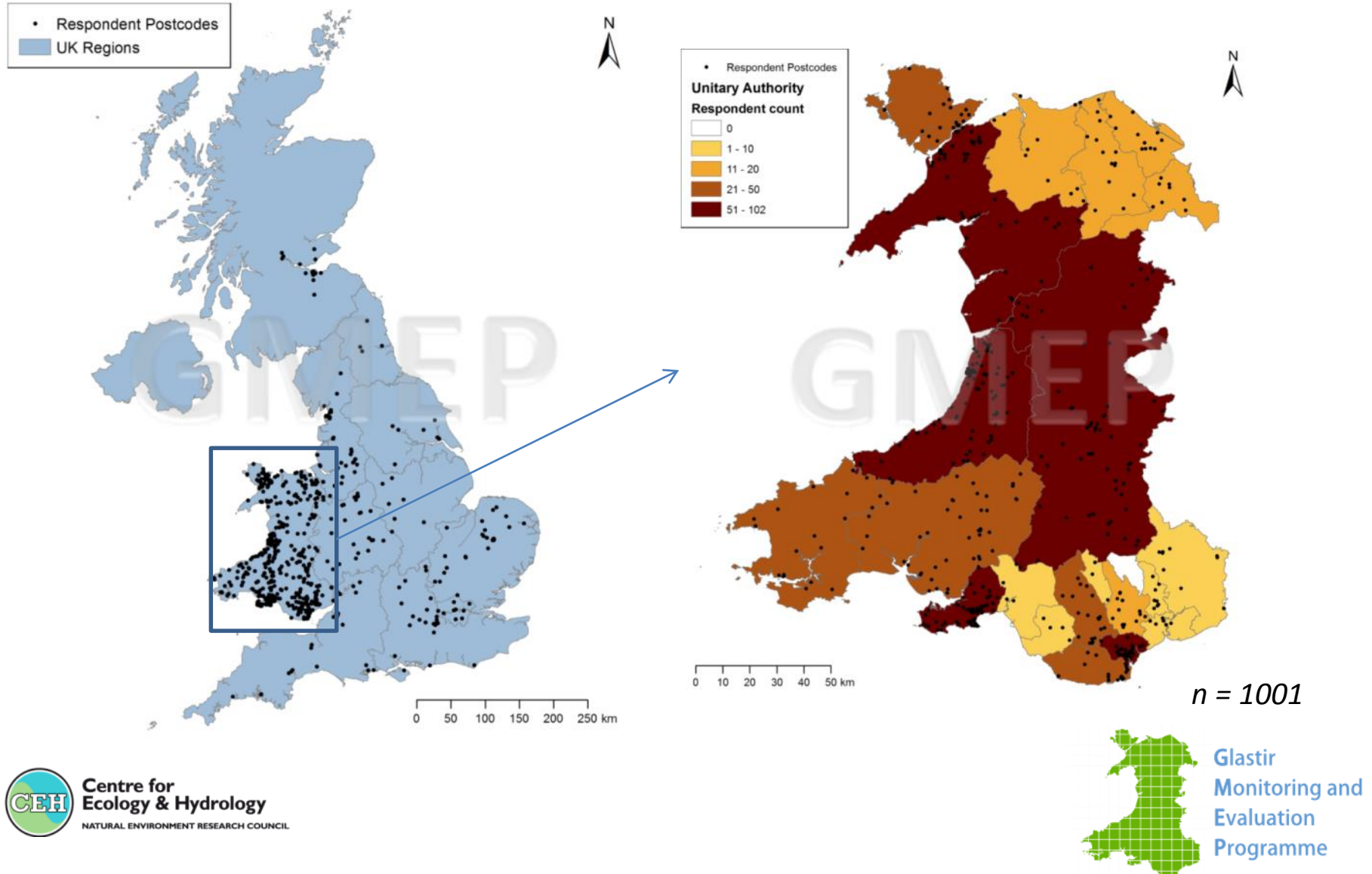
Who:

- GMEP partner and steering group networks.
- WG networks
- Welsh University Student Union, OAPs groups, WIs, Welsh societies, CLIC online websites, residents associations, outdoor forums

How many:

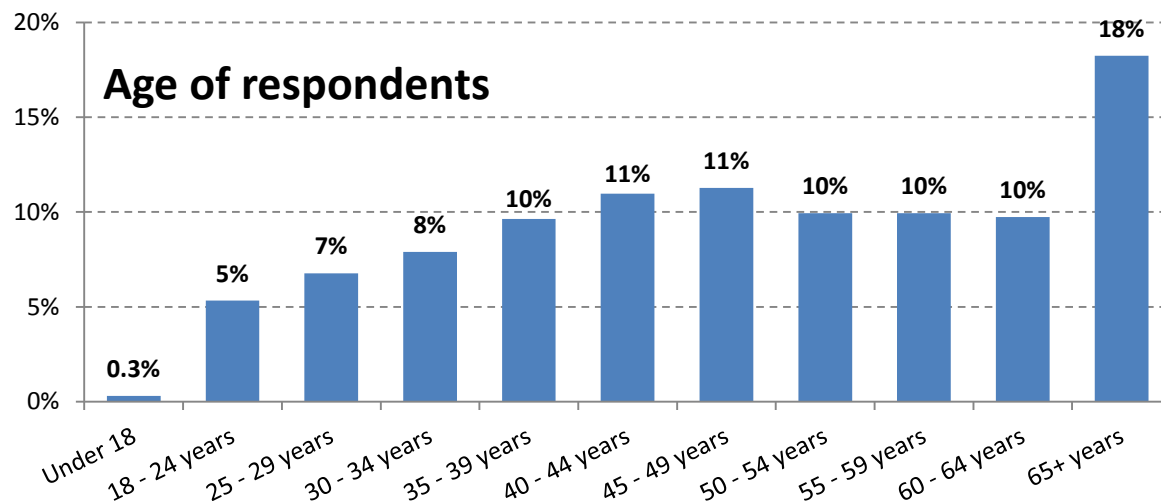
- 2263 people took part -
 - 2093 completed the survey in full (92%)
 - 89.5% in English
 - 10.5% in Welsh

Location of survey respondents

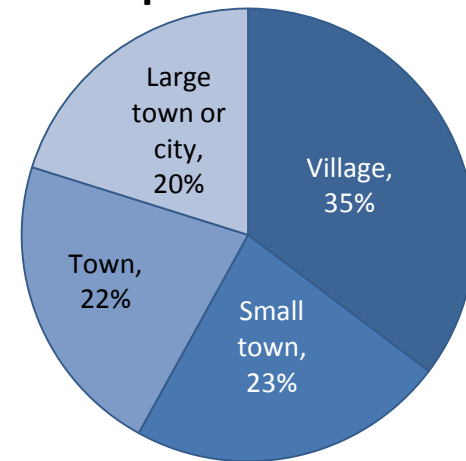


Demographics

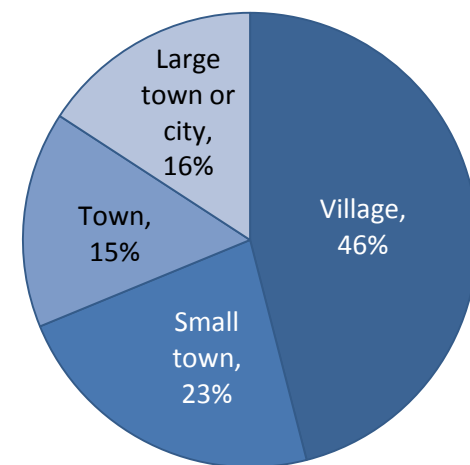
- 48% female / 52% male (1st 1000)
- 36% female / 63% male (overall)



Grew up in:

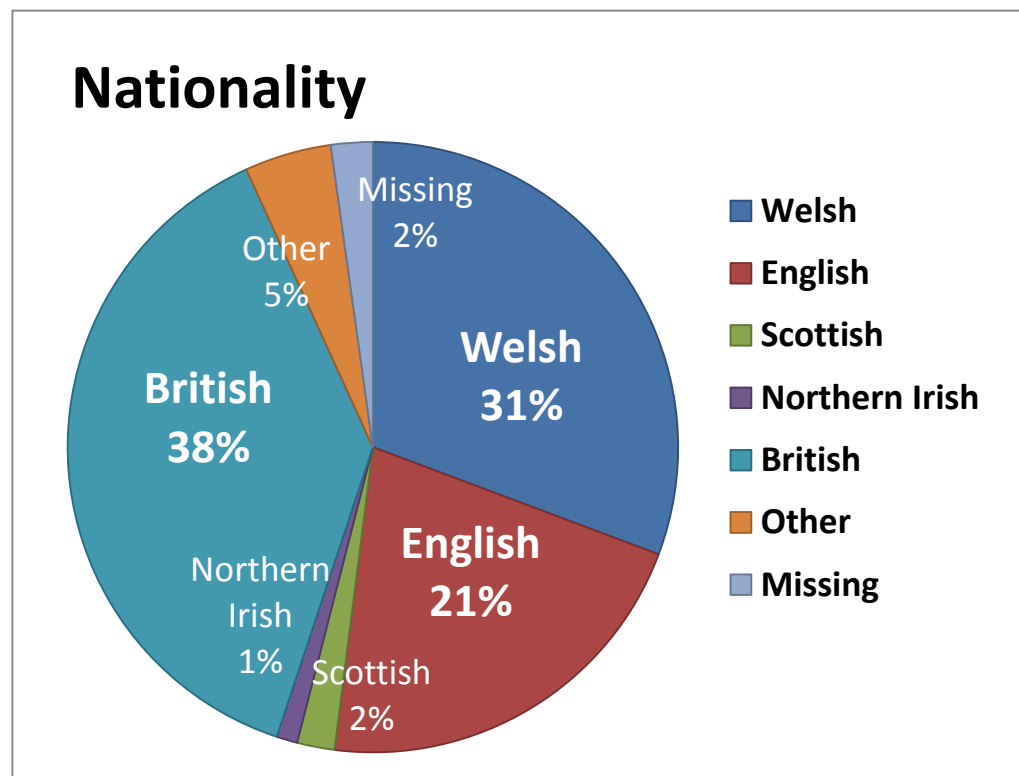


Currently live in:



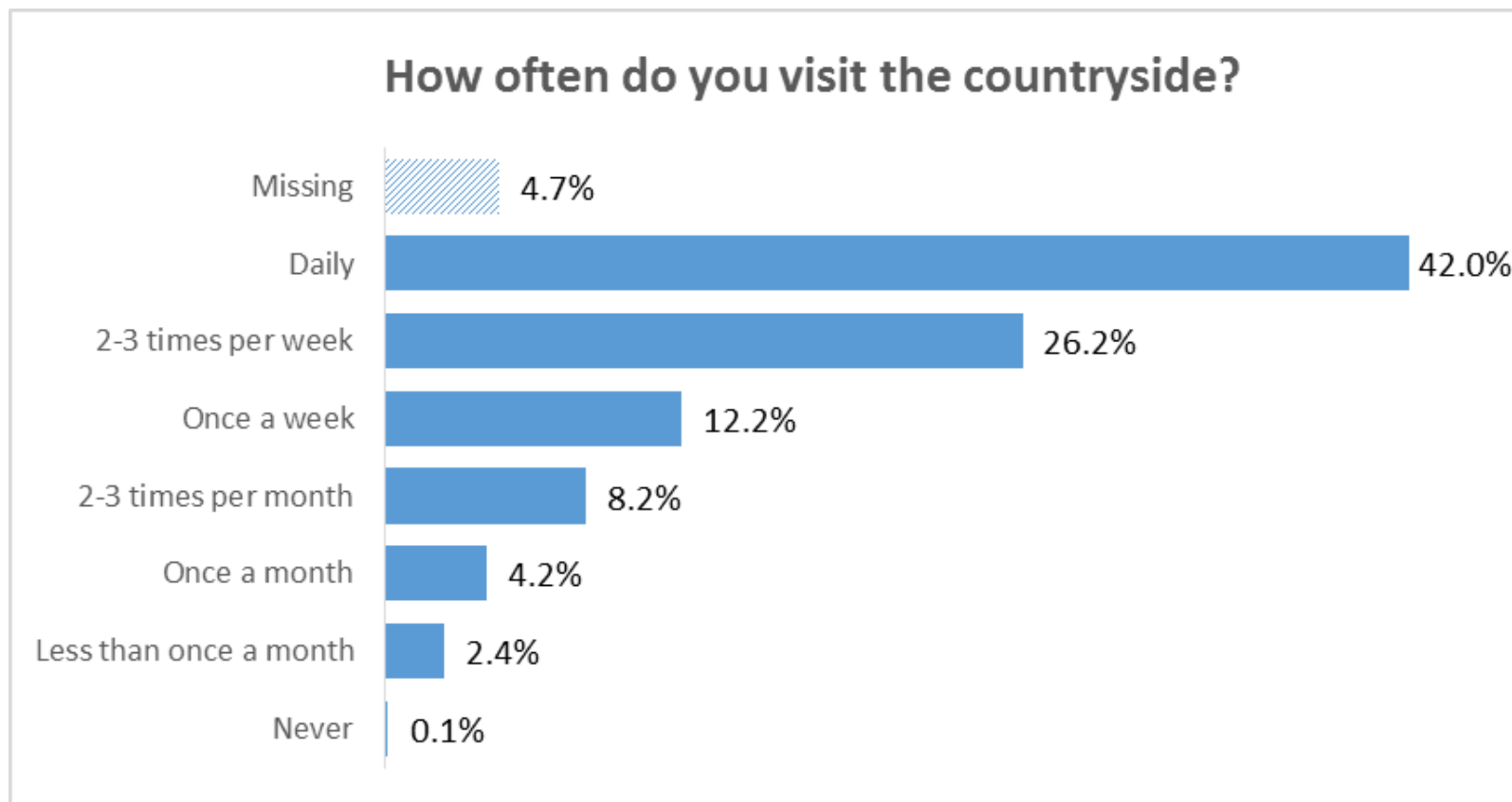
Demographics

- Occupation:
 - 66% employed
 - 25% retired
 - 3% FT education
 - 6% other



n = 2263

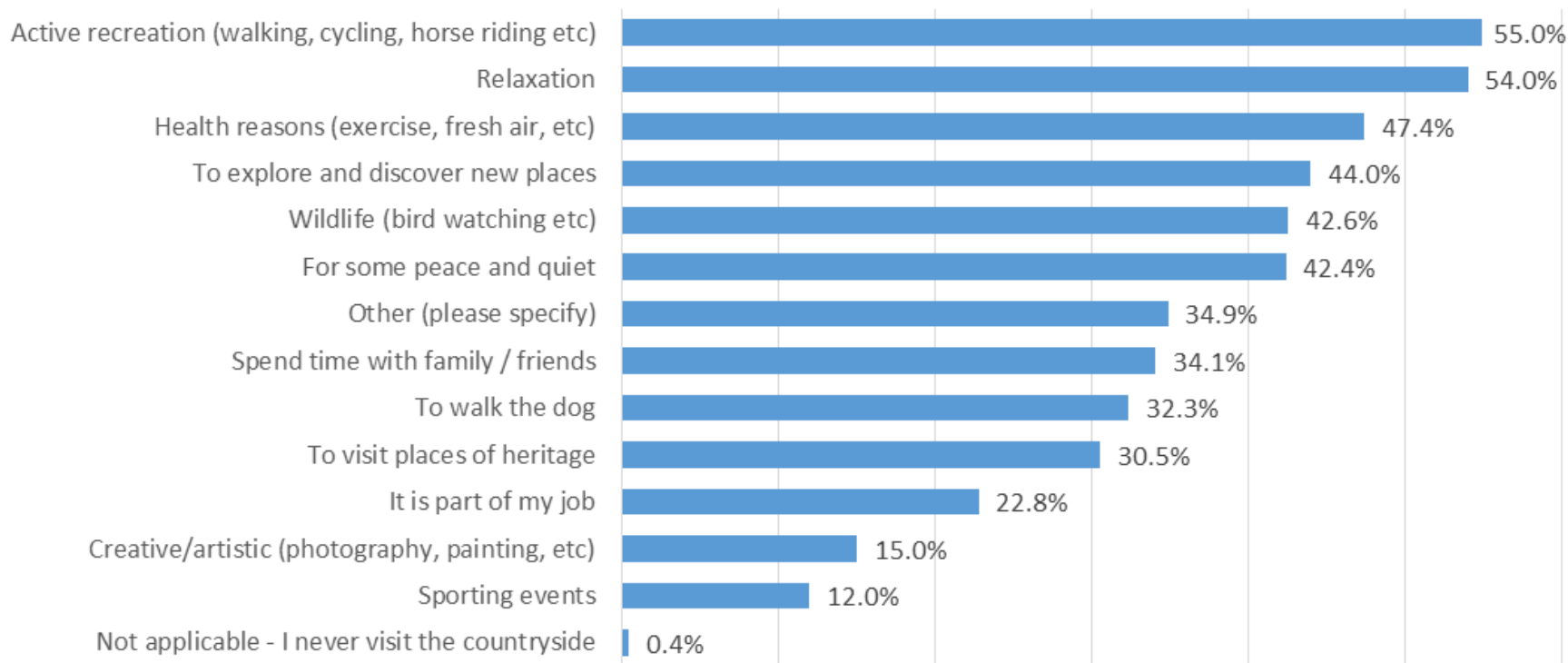
Countryside visiting habits



n = 2263

Countryside visiting habits

Reasons for visit



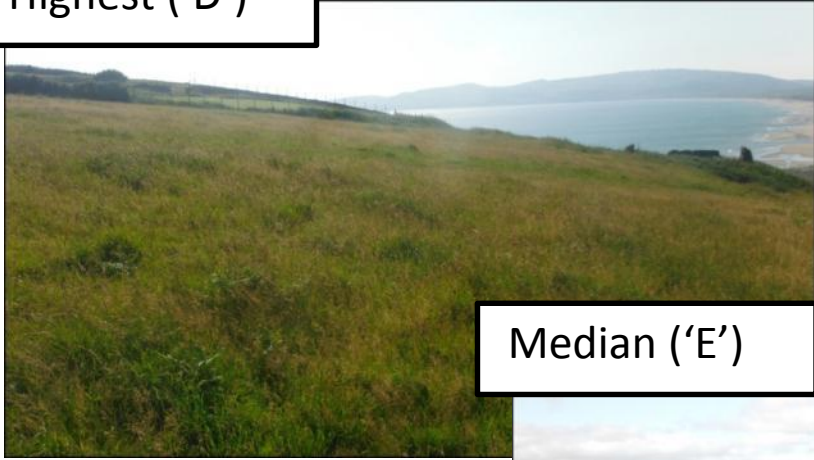
n = 2263

Landscape preferences

- Landscape images were selected using the VQI range
- Landscape preference investigated using:
 1. Overall 'attractiveness' (**Likert scale**)
 2. Area liked the most (**'Heatmap'**)
 3. Like / dislike of landscape feature (**'Hotspot'**)

Checking the VQI ordering

Highest ('D')



Upper Quartile ('B')



Median ('E')



Lower Quartile ('A')



Lowest ('C')

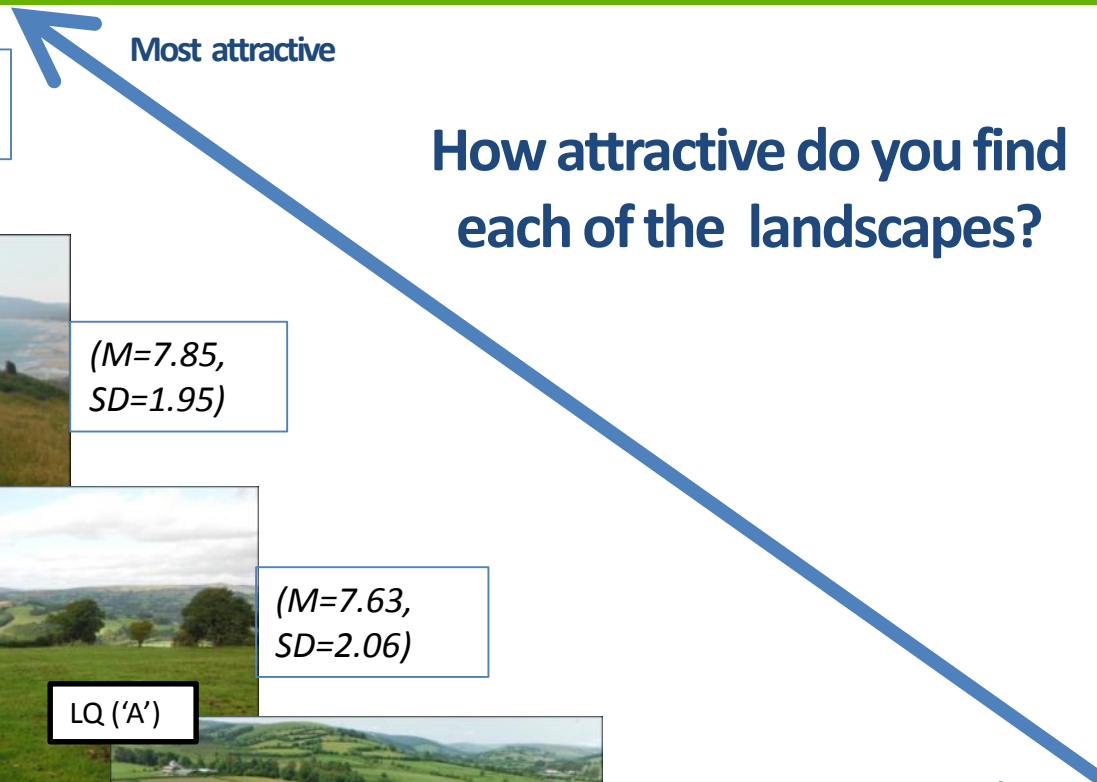


Overall attractiveness

How attractive do you find each of the landscapes?

Most attractive

Least attractive



($M=8.1$,
 $SD=1.87$)

Highest ('D')

($M=7.85$,
 $SD=1.95$)

Median ('E')

($M=7.63$,
 $SD=2.06$)

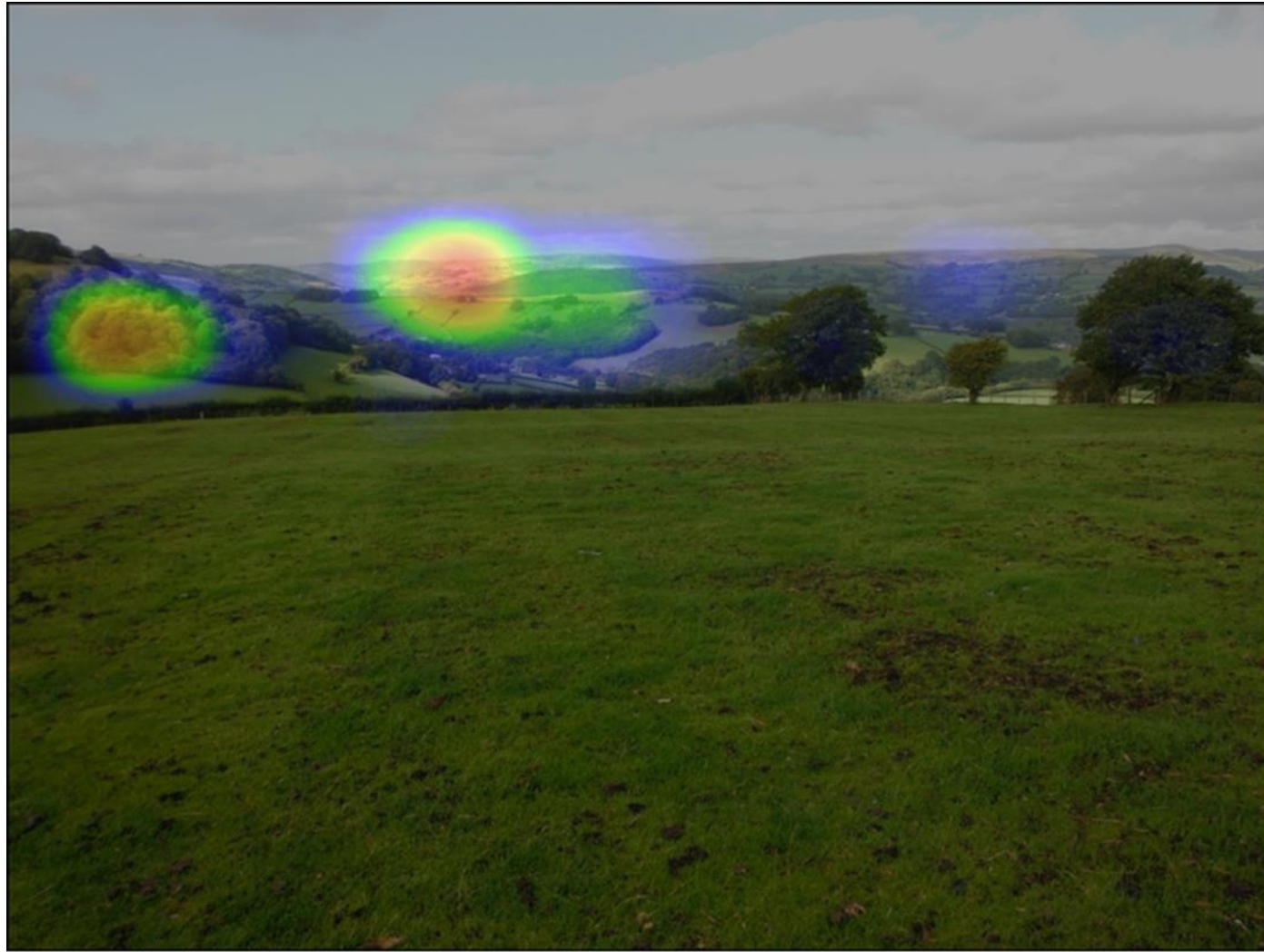
LQ ('A')

($M=7.21$,
 $SD=2.03$)

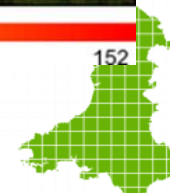
Lowest ('C')

($M=7.16$,
 $SD=2.02$)

Heatmaps



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Landscape features

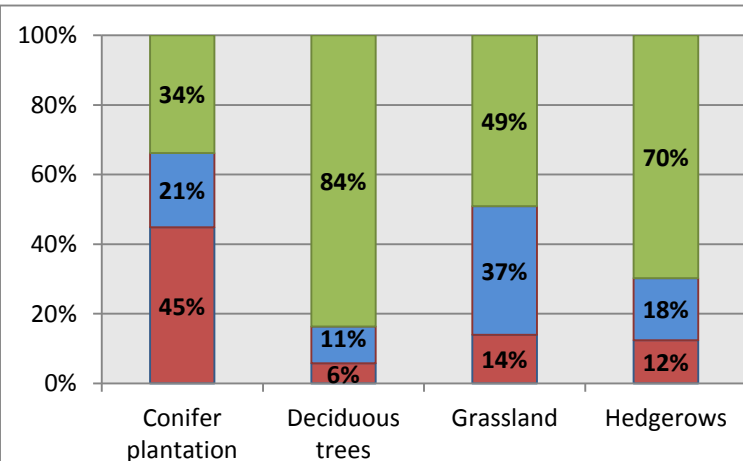
6 landscape photographs were selected with:

- Anthropological elements
- Water
- Physical variations
- Historic elements



L.3

- Like (%)
- Neutral (%)
- Dislike (%)



Key findings from the phase 1 survey

- The VQI is **measuring the right things** in the landscape.
- The **ordering** of landscapes **matched** peoples' preference.
- Very small gender effect (*women = higher ratings*)
- Age, nationality and language made no difference.
- Small effect of childhood home (*grew up in village = higher ratings*).
- Coast and mountains favoured by all
- Woodlands, rivers, hedgerows liked (*cows frighten some and conifer woodlands = mixed reviews!*)

Phase 2: Landscape survey

- 32 landscape images were modified (each landscape has 1-3 'alternatives')
- Modifications include adding/removing: water features, hedgerows, bracken, pastures and meadows, heather, walls and fences...
- **Aim: Investigate whether there is a preference towards landscapes with or without these features.**

Phase 2: Landscape Survey

- Survey piloted in July at the Royal Welsh Show
- The final English and Welsh versions are now online
- Using the same survey portal

(<http://www.glastir-mep-surveys.org.uk/>)



Valuing Welsh Landscapes - NEW SURVEY!

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Participate in survey (Cymraeg)

Phase 2: Survey approach

- Survey uses 10 landscape ‘pairs’ at a time.
 - These will be replaced with new landscape pairs every ~100 respondents
- *Analyse to see whether there is a consistency in the preference of landscapes with or without certain features.*

PS: working with Snowdonia National Park Authority who are interested in the Rhododendron dominated landscapes

A



B



Which of the two landscapes do
you find more attractive?

Landscape A



Landscape B



I like them equally



If you would like to make any comments about why you prefer Landscape A or B, please do so in the box below:



Which of the two landscapes do
you find more attractive?

Landscape A

☐

Landscape B

☐

I like them equally

☐

If you would like to make any comments about why you prefer Landscape A or B, please do so in the box below:

VQI – wider usage / links

Ecosystem service
maps of LUCI

Development of a simplified
Wales / UK-wide VQI

Application of Welsh method
to other EU landscapes

Linking IMD / health to VQI
and accessibility




Testing the effect of
education on landscape
appreciation

High VQI
Low VQI



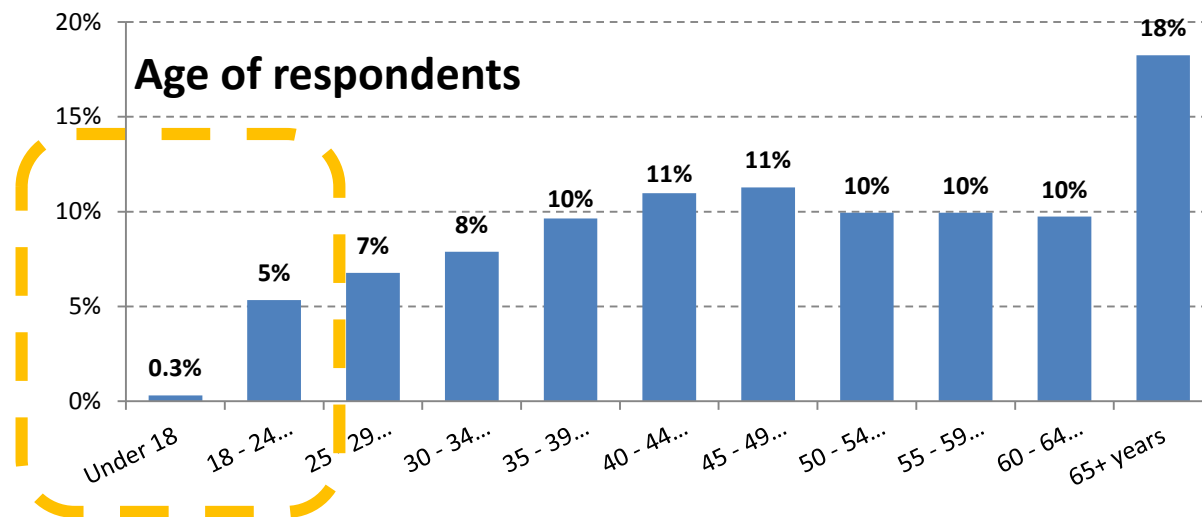
Not visible
Zone of
Visual Influence

Outputs

Completed	In Progress
Visual Accessibility 150 sites = 1350 viewsheds	Landscape Data Analysis  <ul style="list-style-type: none">• Preliminary analysis• Weighting of VQI• Visual & Physical Accessibility Year 3
Visual Quality Index (VQI) <ul style="list-style-type: none">• 23 landscape measures calculated for all 225 sites• VQI calculated, sensitivity analysis complete• Comparison with Landmap	Photographic Preference Survey (PPS)  <ul style="list-style-type: none">• Second phase now translated and live• Data Analysis of 1st phase
Social 2300+ landscape surveys completed	3D Landscape Visualisation <ul style="list-style-type: none">• Modelling of Welsh landscapes for online evaluation 

And finally ...

- Engaging young people – **how to tackle the lack of <18 yrs?**
- Unique GMEP “Welsh” landscape created
- Immersive gaming environment





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Please take our landscape survey
We would value your contribution

<http://www.glastir-mep-surveys.org.uk/>

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