

**SUPPORTING INFORMATION – SURVEY FOR
RESPONDENTS WHO DECLARED THEY HAD
NOT CREATED NEW WOODLAND SINCE THEY
STARTED MANAGING THEIR LANDHOLDING**

**Greyed out questions were not asked to respondents who declared they had not created new woodland since they started managing their landholding.*

Drivers of Native Woodland Creation Survey

Welcome to the Drivers of Native Woodland Creation survey

This survey is part of the “To plant or not to plant? Drivers of native woodland creation in the United Kingdom” study which aims to examine the factors influencing landholders' decisions to either create new native woodlands or not in the UK.

This study is led by Dr. Morena Mills who is the principal investigator and her co-investigator Alvaro Roel Bellot. We are both affiliated to the Centre for Environmental Policy at Imperial College London (UK).

We want to understand the perspectives of people that have and have not created woodland on the land they manage, as well as those of people that plan and do not plan to engage in woodland creation in the future. All these perspectives are important to researchers and decision makers designing policies for new native woodlands in the UK.

In this survey we will ask you questions in reference to a piece of land. **Please answer the questions below to confirm that you are a suitable participant:**

a) I am involved in the management of the land I will refer to in my response.

☐ Yes

☐ No

b) I am involved in decision-making processes that lead to changes in the use of that land, including decisions on new woodland creation.

☐ Yes

☐ No

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BLOCK 0

Do you consent to participate in this study?

Completing the survey takes about 30 minutes.

Participation is voluntary. If you decide to take part, you are still free to withdraw from the study at any time without giving a reason. You can leave questions unanswered if you do not feel confident or comfortable sharing your answer.

You can win a prize by participating! There are ten GiftPay online vouchers up for grabs: six £10 vouchers, two £20 vouchers, a £50 voucher and a top prize of £100.

We collect the following personal data via this survey: full name, email and postcode. We will keep your personal data separate from the rest of your response and will never share it with anyone outside the research team. We require personal data to contact raffle winners, send a copy of our results and/or share the details of a parallel research project we are running if you show interest in participating via the survey. Your personal data will be stored securely and will only be used for this project.

The rest of your response will be fully anonymous, meaning that we will ensure individual institutions and individuals themselves cannot be identified from it by anyone, not even ourselves. We will use this data in our analysis. When we publish our results, we will share a copy of the anonymised responses database via an online open access repository to ensure our results are fully transparent. If you withdraw from the study after we anonymise response data, we will be able to delete your personal data but not the rest of your response, since we won't be able to tell who submitted what after anonymisation. Unsubmitted responses will be fully deleted and won't be stored.

If this research leads to an invention and/or the development of a new product or service, you won't personally benefit financially from it. This study has been given approval by the Head of Department and the Research Governance and Integrity Team (RGIT) at Imperial College London.

You can read the full details of ethics and security on the study's Participant Information Sheet.

If you have any questions about ethics or the study in general, please contact Alvaro Roel Bellot (alvaro.roel-bellot@imperial.ac.uk) or Morena Mills (m.mills@imperial.ac.uk).

By clicking “Accept” on this page you are confirming that you have read and understood the information on this page and the study's Participant Information Sheet, and that you consent to take part in this study.

☐ Accept.

BLOCK 1

1. What type of landholding do you represent?

- ☐ Estate
- ☐ Farm
- ☐ Croft
- ☐ Nature Reserve
- ☐ *Do not know*
- ☐ *Other, please specify:*

2. What is your current land tenure? Please select all options that apply to you/your organisation.

- ☐ Landowner directly managing the landholding
- ☐ Tenant
- ☐ Landlord
- ☐ Licensor
- ☐ Licensee
- ☐ Crofter
- ☐ *Do not know*
- ☐ *Other, please specify:*

3. How big is the landholding you represent?

- ☐ Less than 50 acres
- ☐ 50 acres or more, but less than 250 acres
- ☐ 250 acres or more, but less than 1,250 acres
- ☐ 1,250 acres or more, but less than 2,500 acres
- ☐ 2,500 acres or more, but less than 5,000 acres
- ☐ 5,000 acres or more, but less than 7,500 acres
- ☐ 7,500 acres or more, but less than 10,000 acres
- ☐ 10,000 acres or more, but less than 15,000 acres
- ☐ 15,000 acres or more, but less than 20,000 acres
- ☐ 20,000 acres or more, but less than 35,000 acres
- ☐ 35,000 acres or more, but less than 50,000 acres
- ☐ 50,000 acres or more
- ☐ *Do not know*
- ☐ *Other, please specify:*

4. What type of organisation do you represent?

- ☐ Family organisation
- ☐ Non-family organisation
- ☐ *Other, please specify:*

5. What are the financial aims of your organisation?

- ☐ For profit
- ☐ Not for profit
- ☐ *Other, please specify:*

6. How many people are part of the organisation you represent?

- ☐ Less than 5 members
- ☐ 5 to 9 members
- ☐ 10 to 29 members
- ☐ 30 to 49 members
- ☐ 50 member or more
- ☐ *Do not know*
- ☐ *Other, please specify:*

7. How long has the landholding been under your/your organisation's management?

- ☐ Under 1 year
- ☐ 1 to 4 years
- ☐ 5 to 9 years
- ☐ 10 years or more
- ☐ *Do not know*
- ☐ *Other, please specify:*

8. What is the main use of the landholding you represent? Please select all that apply if you practice a mix of uses and one does not predominate over the rest.

- ☐ Farming
- ☐ Forestry
- ☐ Game/Hunting
- ☐ Wildlife conservation
- ☐ Public recreation
- ☐ Private enjoyment
- ☐ *Do not know*
- ☐ *Other, please specify:*

BLOCK 2

9. Have any new woodlands been created on the landholding you represent since you or your organisation manage it? Please don't consider restocking (replanting of woodland that has been felled) as woodland creation.

- ☐ Yes
- ☐ No

10. Has more than one new woodland been created on the landholding you represent since you or your organisation manage it?

- ☐ Yes
- ☐ No

11. How was the new woodland(s) created? Please select all options that apply to you/your organisation ☐ Tree planting

- ☐ Natural regeneration
- ☐ *Do not know*
- ☐ *Other, please specify:*

12. Did you receive any external funding to create the woodland? Please select all options that apply to you/your organisation.

- ☐ Yes, government funding
- ☐ Yes, non-government funding
- ☐ Yes, a bank loan we need to repay
- ☐ No
- ☐ *Do not know*
- ☐ *Other, please specify:*

**Greyed out questions were not asked to respondents who declared they had not created new woodland since they started managing their landholding.*

13. What type of tree species were used when creating the new woodland(s)? Please select all options that apply if more than one woodland has been created on the landholding you represent since you or your organisation manage it.

- ☐ Native — One species only
- ☐ Non-Native — One species only
- ☐ Native — Mix of species
- ☐ Non-Native — Mix of species
- ☐ Mixed (native and non-native) — Predominantly Native
- ☐ Mixed (native and non-native) — Predominantly Non-native
- ☐ Mixed (native and non-native) — Even split between natives and non-native trees.
- ☐ Do not know
- ☐ Other, please specify:

14. How many acres of new woodland have been created on the landholding you represent since you/your organisation manage it?

- ☐ Less than 12 acres
- ☐ 12 acres or more, but less than 25 acres
- ☐ 25 acres or more, but less than 125 acres
- ☐ 125 acres or more, but less than 250 acres
- ☐ 250 acres or more, but less than 500 acres
- ☐ 500 acres or more, but less than 1,000 acres
- ☐ 1,000 acres or more, but less than 2,000 acres
- ☐ 2,000 acres or more, but less than 4,000 acres
- ☐ 4,000 acres or more, but less than 8,000 acres
- ☐ 8,000 acres or more
- ☐ Do not know
- ☐ Other, please specify: —

15. How would the decision to create a new woodland be made?

- ☐ By a single individual
- ☐ Collectively, by all members of the organisation
- ☐ By a select group of individuals within the organisation
- ☐ Do not know
- ☐ Other, please specify:

16. How well would you say you/your organisation are managing financially?

- ☐ Very well
- ☐ Well
- ☐ Just about getting by
- ☐ Finding it quite difficult
- ☐ Finding it very difficult
- ☐ Do not know
- ☐ Other, please specify:

17. Why did you decide to create new woodland?

BLOCK 3

18. Is there any existing woodland on the landholding you represent?

- ☐ Yes
- ☐ No

19. If yes, what type of woodland? Please select all options that apply to the landholding you represent if there was more than one type of woodland within it.

- ☐ Native — One species only
- ☐ Non-Native — One species only
- ☐ Native — Mix of species
- ☐ Non-Native — Mix of species
- ☐ Mixed (native and non-native) - Predominantly Native
- ☐ Mixed (native and non-native) - Predominantly Non-native
- ☐ Mixed (native and non-native) - Even split between natives and non-native trees
- ☐ Do not know
- ☐ Other, please specify:

20. How many acres of woodland are there on the landholding you represent?

- ☐ Less than 12 acres
- ☐ 12 acres or more, but less than 25 acres
- ☐ 25 acres or more, but less than 125 acres
- ☐ 125 acres or more, but less than 250 acres
- ☐ 250 acres or more, but less than 500 acres
- ☐ 500 acres or more, but less than 1,000 acres
- ☐ 1,000 acres or more, but less than 2,000 acres
- ☐ 2,000 acres or more, but less than 4,000 acres
- ☐ 4,000 acres or more, but less than 8,000 acres
- ☐ 8,000 acres or more
- ☐ Do not know
- ☐ Other, please specify:

21. Is the existing woodland managed? Please select all options that apply to the landholding you represent if it contains more than one existing woodland, and you manage each differently.

- ☐ Yes, managed for wood production: coppice system.
- ☐ Yes, managed for wood production: even aged woodland harvested through clear felling.
- ☐ Yes, managed for wood production: unevenly aged woodland harvested through regular or irregular felling.
- ☐ Yes, managed for game/hunting: The woodland is managed to provide habitat for game species such as pheasants.
- ☐ Yes, actively managed for wildlife. The woodland is managed to improve its wildlife value through actions such as thinning to improve age structure, felling to create openings or ring barking trees to increase the amount of dead wood.
- ☐ Yes, passively managed for wildlife. The woodland is managed through a no intervention approach letting it develop on its own terms.
- ☐ Not managed at all.
- ☐ Do not know
- ☐ Other, please specify:

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BLOCK 4

22. To what degree do you agree or disagree with the following statements:

Statement	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I am committed to creating woodland in the next 5 years.	☐	☐	☐	☐	☐
I feel a moral obligation to contribute to woodland expansion efforts.	☐	☐	☐	☐	☐
I feel a moral obligation to manage land in a way that contributes to the fight against climate change.	☐	☐	☐	☐	☐
I feel a personal responsibility to manage land in a way that allows wildlife to thrive.	☐	☐	☐	☐	☐
I feel it is my responsibility to manage land in a way that protects soil and water, preventing floods.	☐	☐	☐	☐	☐
I feel that circumstances complicate the creation of woodland on the landholding I represent.	☐	☐	☐	☐	☐
I feel that creating woodland on the landholding I represent depends more on me than others.	☐	☐	☐	☐	☐

BLOCK 5

23. To what degree are the following aspects suitable for woodland creation in the landholding you represent:

Aspect	Very unsuitable	Unsuitable	Neither suitable nor unsuitable	Suitable	Very suitable	Do not know
Temperature	☐	☐	☐	☐	☐	☐
Soil quality	☐	☐	☐	☐	☐	☐
Windiness	☐	☐	☐	☐	☐	☐

24. Consider how browsing by deer, livestock, rabbits, hares, and/or voles might affect the survival of tree saplings. A high abundance of herbivores might be unsuitable to woodland creation hindering the establishment of most trees without protective measures (i.e. culling, fencing, tree guards...). Please rate how suitable the herbivore abundance in the landholding you represent is for woodland creation:

Aspect	Very unsuitable	Unsuitable	Neither suitable nor unsuitable	Suitable	Very suitable	Do not know
Herbivore abundance	☐	☐	☐	☐	☐	☐

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BLOCK 6

25. To what degree do you agree or disagree with the following statements:

Statement	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
We are able to create woodland in a way that suits our objectives.	☐	☐	☐	☐	☐
If we create woodland, we can easily return the land to its previous use.	☐	☐	☐	☐	☐
The initial monetary investment required to create woodland is very high.	☐	☐	☐	☐	☐
The time required to first create woodland is very high.	☐	☐	☐	☐	☐
We have enough money to create woodland without external support (i.e. grant...)	☐	☐	☐	☐	☐
We have enough time to create woodland without external support (i.e. volunteers, more staff...).	☐	☐	☐	☐	☐
We have the knowledge and skills needed to create new woodlands.	☐	☐	☐	☐	☐
Creating woodland is risky.	☐	☐	☐	☐	☐
We will wait until we have enough information about woodland creation and its consequences before implementing it.	☐	☐	☐	☐	☐
We will wait until we are comfortable with the risks posed by woodland creation before implementing it.	☐	☐	☐	☐	☐
Government policies make it easier for us to create woodland.	☐	☐	☐	☐	☐
Our decision-making processes are very formal, when deciding to create woodland we have to consider our own rules and procedures.	☐	☐	☐	☐	☐
Making the decision to create woodland is easy.	☐	☐	☐	☐	☐

BLOCK 7

26. How difficult or easy is it to understand the following aspects of woodland creation according to your experience:

	Very difficult	Difficult	Neither easy nor difficult	Easy	Very easy	Do not know
The paperwork required to access funding for woodland creation (from government or others).	☐	☐	☐	☐	☐	☐
The paperwork needed to create woodland.	☐	☐	☐	☐	☐	☐
Ground preparations needed before planting new woodland (i.e. mounding, clearing scrub...).	☐	☐	☐	☐	☐	☐
Interventions to protect new woodland from herbivore damage (i.e. fencing, using tree guards...).	☐	☐	☐	☐	☐	☐
Creating/planting the woodland.	☐	☐	☐	☐	☐	☐

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27. How difficult or easy is it to **actually do** the following aspects of woodland creation according to your experience:

	Very difficult	Difficult	Neither easy nor difficult	Easy	Very easy	<i>Do not know</i>
The paperwork required to access funding for woodland creation (from government or others).	☐	☐	☐	☐	☐	☐
The paperwork needed to create woodland.	☐	☐	☐	☐	☐	☐
Ground preparations needed before planting new woodland (i.e. mounding, clearing scrub...).	☐	☐	☐	☐	☐	☐
Interventions to protect new woodland from herbivore damage (i.e. fencing, using tree guards...).	☐	☐	☐	☐	☐	☐
Creating/planting the woodland	☐	☐	☐	☐	☐	☐

BLOCK 8

28. The following table shows aspects of the landholding you represent that may change after woodland creation. Please go through the table and indicate how much you expect these aspects to change and how long do you think it will take you to realise the changes.

Aspect	How would you expect this aspect to change after woodland creation?	When would you expect to realise this change after woodland creation?
Carbon storage (The land's capacity to capture and store CO2 from the air)	☐ Decrease greatly ☐ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised
Habitat for wildlife	☐ Decrease greatly ☐ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised
The diversity of plant and animal species	☐ Decrease greatly ☐ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly.	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised
Water quality	☐ Decrease greatly ☒ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised
Flooding prevention	☐ Decrease greatly ☐ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised
Soil quality	☐ Decrease greatly ☐ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised

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Aspect	How would you expect this aspect to change after woodland creation?	When would you expect to realise this change after woodland creation?
Money earned by the landholding	☐ Decrease greatly ☐ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly.	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised
Well-being of the people in your community	☐ Decrease greatly ☐ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised
Social recognition we receive from our community	☐ Decrease greatly ☐ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised
Number of jobs generated by the landholding	☐ Decrease greatly ☐ Decrease slightly ☐ No change ☐ Increase slightly ☐ Increase greatly	☐ Short term (0 to 5 years) ☐ Medium term (6 to 20 years) ☐ Long term (More than 20 years) ☐ Already realised

29. Would there be any other environmental or social changes to you or your local area resulting from creating woodland on the landholding you represent?

- ☐ Yes
☐ No

30. If yes, which ones?

BLOCK 9

31. To what degree do you agree or disagree with the following statements:

Statement	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
If we create woodland, the woodland will be visible to the rest of my community.	☐	☐	☐	☐	☐
The environmental and social consequences of woodland creation will be visible to the rest of my community.	☐	☐	☐	☐	☐
Creating new woodland matches our values and beliefs	☐	☐	☐	☐	☐
Creating woodland matches our needs.	☐	☐	☐	☐	☐
Creating woodland matches our land use practices.	☐	☐	☐	☐	☐

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BLOCK 10

32. How often do the people in the landholding you represent (including you) interact with other landholders or land managers?

- ☐ Never
- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Once in six months
- ☐ Yearly
- ☐ *Do not know*
- ☐ *Other, please specify:*

33. Are people in the landholding you represent (including you) part of any groups that discuss woodland management?

- ☐ Yes
- ☐ No

34. If, yes which?

BLOCK 11

35. To what degree do you agree or disagree with the following statements:

Statement	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The people in the landholding you represent (including you) are open to new ideas and practices about land management.	☐	☐	☐	☐	☐
There are individuals within our community (i.e. neighbours...) that actively promote woodland creation.	☐	☐	☐	☐	☐
There are organisations in our area (governmental and non-governmental) that could offer us useful support in the woodland creation process.	☐	☐	☐	☐	☐
I sense that most people that are important to me are in favour of woodland creation.	☐	☐	☐	☐	☐
I sense that most of the landholders in my community have or are planning to create woodlands on their properties.	☐	☐	☐	☐	☐
I sense that there are many people creating woodlands in my area.	☐	☐	☐	☐	☐
There is a lot of competition to access woodland creation resources (i.e. grants, tree saplings...).	☐	☐	☐	☐	☐
I sense that those dearest to me think I shouldn't plant more woodland.	☐	☐	☐	☐	☐

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BLOCK 12

36. Full name:
37. Email:
38. Year of Birth:
39. Postcode for the landholding subject of your response:
40. What is the highest level of formal education you have attained?
- ☐ Doctoral University Degree
 - ☐ Masters University Degree
 - ☐ Undergraduate University Degree
 - ☐ High (Secondary) School Graduate
 - ☐ Primary School Graduate
 - ☐ No formal education
 - ☐ *Refuse to answer*
 - ☐ *Other, please specify:*
41. Please indicate whether you would like to enter the study's raffle and/or receive a copy of its results when they are published.
- ☐ I would like to take part in the raffle to win a voucher for a value of up to £100.
 - ☐ I would like to receive a copy of the study's results when they are published.
42. We are running a parallel research project investigating the preferences of landholders towards different woodland creation interventions. It consists of a brief game where you will be asked to choose your favourite from a set of woodland creation interventions of varying characteristics. If you are interested in learning more about it and would consider participating, please tick the box below and we will send you more details.
- ☐ Yes, I am interested. Please send me more details about your parallel research project.

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