Derry City Council Biodiversity Awareness Survey Report



July 2010









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Glossary

DDBP	Derry and District Biodiversity Partnership
FWAG	Farming and Wildlife Advisory Group
LBAP	Local Biodiversity Action Plan
NIBG	Northern Ireland Biodiversity Group
NISRA	Northern Ireland Statistics and Research Agency
RAPID	Rural Area Partnership in Derry
UK BAP	United Kingdom Biodiversity Action Plan

Acknowledgements

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1.0 Executive Summary

This Biodiversity Awareness Survey has been commissioned by Derry City Council, on behalf of the Derry and District Biodiversity Partnership (DDBP), to meet the Local Biodiversity Action Plan's (LBAP) 1.2 objective, 'to provide biodiversity information: by conducting Biodiversity Awareness Surveys every two years' (Derry City Council, 2008). It will measure the change in the district's awareness, knowledge and activity associated with biodiversity, since the baseline survey was conducted in 2008 (FWAG, 2008).

This survey shows that 68% of respondents were aware of the term 'biodiversity', compared to 34% in 2008 (FWAG, 2008), which represents a 200% increase in awareness over a two year period. The level of awareness in the Derry City Council district is 31% above the current regional level of awareness (NISRA, 2010).

The results highlight that 38% of respondents understood the term, in comparison to 12% in 2008 (FWAG, 2008), which represents over a 300% increase in the understanding of the term.

A total of 76% of respondents were able to relate biodiversity to their quality of life and were concerned about the decline of biodiversity in Northern Ireland. Many demonstrated a willingness and enthusiasm to take actions that will benefit biodiversity, although this was predominately for feeding the birds in winter 74% and wildlife friendly gardening 67%.

The survey findings indicate that the level of awareness of communications relating to biodiversity have increased significantly from 30% in 2008 (FWAG, 2008), to 69% in 2010. This represents over a 200% increase in awareness of communications, with local newspaper articles providing the most effective form of raising awareness and understanding.

There has been an increase in awareness of where to find a park or green space that is perceived to be good for local biodiversity, with an increase from 44% in 2008 (FWAG, 2008), to 100% in 2010. 41% of respondents selected St Columb's Park and 18% recommended Bay Road Park as a good green space for biodiversity.

A total of 48% of respondents identified that food supply, flood control, water quality, health and education were related to biodiversity. 73% of respondents identified a local priority species, with 20% selecting red squirrels and 18% proposing bees. Invasive species awareness has increased from 24% in 2008 (FWAG, 2008), to 47% in 2010, with 33% identifying grey squirrels and 17% selecting Japanese knotweed as invasive species.

It is anticipated that with the continuation of the strong publicity campaign, park signage strategy, events and workshops, Council can reach a wider portion of the general public.

2.0 Introduction

The 'Northern Ireland Biodiversity Strategy' highlighted the need to raise biodiversity awareness, knowledge and activity amongst the general public, facilitated by the Local Biodiversity Action Plan (LBAP) process (Annett and Spouncer, 2004). One of the main aims of Derry's LBAP is 'to raise awareness and knowledge of biodiversity issues' (Derry City Council, 2008).

This Biodiversity Awareness Survey has been commissioned by Derry City Council, on behalf of the Derry and District Biodiversity Partnership (DDBP), to meet the LBAP's 1.2 objective, 'to provide biodiversity information, by conducting Biodiversity Awareness Surveys every two years' (Derry City Council, 2008). It will quantitatively measure the biodiversity awareness, knowledge and activity in the Derry City Council district, since the baseline survey was conducted in 2008 (FWAG, 2008).

The LBAP process originated from the Rio Earth Summit in 1992, which introduced the term Biological Diversity or Biodiversity (the variety of life on earth). Over 150 countries, including the UK, signed the Convention on Biological Diversity. This convention commits these countries to safeguarding all biodiversity on earth for future generations, by halting the loss of biodiversity by 2010, the International Year of Biodiversity, which aims to raise awareness and the importance of biodiversity.

In order to fulfil this commitment, the UK Biodiversity Action Plan (UKBAP) was launched in 1994. Regional strategies were formulated from the UK BAP. In 2002, Northern Ireland's Biodiversity Strategy was adopted and is overseen by the Northern Ireland Biodiversity Group (NIBG). This strategy highlighted the need to raise biodiversity awareness, knowledge and activity amongst the general public, facilitated by the LBAP process (NIBG, 2002). LBAPs address the local threats to wildlife and the opportunities to protect and enhance the natural environment in the district. It helps to co-ordinate the work being undertaken by all responsible, interested organisations and provides a mechanism for local people to become involved in projects.

Based on these recommendations and legislation, Derry City Council is the lead partner in the creation and implementation of the Derry LBAP and habitat and species action plans, thus providing civic regional leadership as outlined in its Corporate Plan (Derry City Council, 2005). Derry City Council is further meeting its corporate objectives by protecting and enhancing biodiversity in its rural and urban areas, by providing a clean, diverse, accessible and sustainable environment for people to enjoy, while also looking after the health and well being of its communities.

In 2007, Derry City Council in partnership with Rural Area Partnership in Derry (RAPID), secured funding to employ a Biodiversity Officer, to initiate the LBAP process and develop biodiversity projects, in both the rural and urban environments. The DDBP was established and comprises a range of stakeholders and interest groups, to deliver the three main aims of the LBAP:

- 1. To raise awareness and knowledge of biodiversity issues:
- 2. To conserve priority habitat and species; and
- 3. To work in partnership to address threats to biodiversity.

The review of the Wildlife Order (NI) 1985, with the introduction of the Wildlife and Natural Environment (NI) Bill 2010, places a statutory duty upon all public bodies, in exercising any functions, to further the conservation of biodiversity. This duty also requires public bodies, to have regard to any government designated biodiversity strategies. In particular, the Northern Ireland Biodiversity Strategy highlighted the need to raise biodiversity awareness, knowledge and activity amongst the general public, facilitated by the LBAP process (NIBG, 2002). The Biodiversity Awareness Survey findings and recommendations will be used to inform the DDBP and help to identify and develop biodiversity actions. This survey will build upon the baseline of the awareness, knowledge and activity, within the general public in the Derry City Council district.

3.0 Research Aim

This survey aims to quantitatively measure the biodiversity awareness, knowledge and activities of the residents within the Derry City Council district, since the baseline Biodiversity Awareness Survey was conducted in 2008 (FWAG, 2008).

3.1 Objectives

This survey has the following objectives:

- To identify the gender, age group and demography of the respondents;
- To determine the respondents' awareness and understanding of the term 'biodiversity';
- To rate the importance of biodiversity to respondents' daily lives, their concern for the loss and threats to biodiversity;
- To establish respondents' awareness of communications regarding biodiversity;
- To ascertain which parks and green spaces were perceived by respondents to be good for biodiversity;
- To determine what actions respondents were willing to take, to enhance biodiversity within the Derry City Council district;
- To identify which factors respondents thought were related to biodiversity;
- To determine if respondents could identify local priority and invasive species; and
- To establish if respondents were willing to record wildlife and attend events.

4.0 Methodology

A representative sample size of 200 respondents within the Derry City Council district was targeted. In order to obtain a representative sample, several locations were identified, to encounter the general public, so that results would not be biased to any particular social, cultural or age group. Only residents within the Derry City Council district were included in the survey.

A stratified random sample was undertaken, by dividing by gender, age group and demography. As a general public survey, the strata did not have predetermined sample sizes. The survey data shows that a higher number of females (54%) and urban (61%) respondents were surveyed.

The survey designed for the baseline Biodiversity Awareness Survey in 2008, was utilised to quantitatively measure changes since the baseline survey (Appendix 1). The surveys were conducted at the Foyle Days Event, which attracted over 10,000 participants, representing 10% of the district population. The surveys involved conducting face-to-face interviews with members of the public. Each interview involved completing a questionnaire. Questions were read out verbally and the respondents' responses were recorded. The survey was conducted over a 48 hour period on 12th and 13th June 2010.

Completed questionnaires of the respondents were stratified according to gender, age group and demography. These divisions formed twelve distinct sub-groups, for example, (male, < 20, urban). Responses were collated for each question, analysed and compared with the baseline results from 2008.

A series of recommendations are outlined to increase the public's awareness and understanding of biodiversity. This survey will be repeated in 2012, to measure the progress in raising biodiversity awareness, understanding and action levels in the Derry City Council district.

5.0 Results

5.1 Composition of respondents

The respondents were classified according to age group (<20, 20 to 40 and > 40), with 13% under the age of 20, 49% were aged 20 - 40 and 38% were aged over 40. A total of 54% of the respondents were female and 46% were male. The respondents were also divided according to residence (rural or urban areas), with 39% living in rural areas and 61% living in urban areas. The age, gender and residency composition of the respondents are demonstrated in Figure 1.

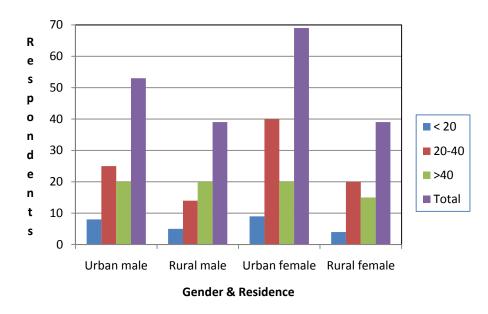


Figure 1 Age, gender and residence of respondents.

5.2 Terminology

A total of 68% of respondents were aware of the term 'biodiversity, with a higher number of rural respondents (76%) aware of the term, compared with 63% of the urban respondents. Respondents over the age of 20 had a higher awareness of the term (71%), in comparison to the under 20 age group (46%), which represent only 13% of the total respondents. Respondents in rural areas aged over 40 and female respondents aged 20 to 40 in rural areas, showed the highest (80%) awareness of the term biodiversity.

5.3 Understanding

A total of 38% of respondents could explain the term 'biodiversity' in their own words. The most common responses provided were 'wildlife', 'the variety of plants & animals' and 'biological diversity'. A higher number of rural respondents (42%) understood the term, compared to 35% of urban respondents. Respondents over the age of 40 were able to define

'biodiversity' (41%), in contrast to under 40s (36%). Rural respondents over the age of 20 showed a higher understanding of the term (50%), compared with other stratified groups. Figure 2 shows the awareness and understanding of the term 'biodiversity'.

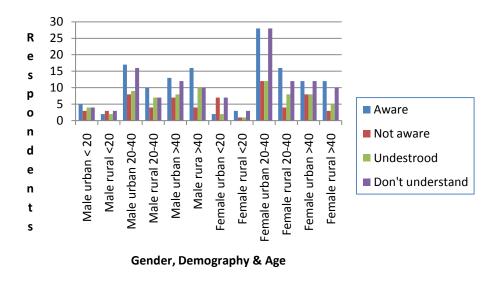


Figure 2 Awareness and understanding of the term 'biodiversity'.

5.4 Importance to daily life

Overall, 76% of respondents indicated that biodiversity was important in their daily life, with only 10% stating it was not important or irrelevant (Figure 3). Respondents aged over 20 rated the importance of biodiversity to their daily life (77%), compared with 65% of respondents under the age of 20. Over 80% of males in urban areas aged 20-40 and females aged over 40 living in rural areas, ranked biodiversity as an important factor in their daily lives.

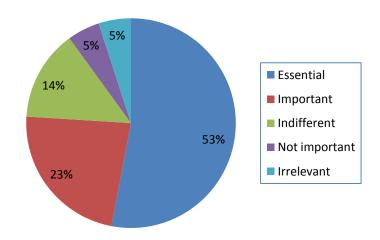


Figure 3 Importance of biodiversity to respondents' daily lives.

5.5 Decline in biodiversity within Northern Ireland

The NI Biodiversity Strategy identified an alarming decline in biodiversity within Northern Ireland (Annett and Spouncer, 2004). 77% of respondents expressed concern for the decline of biodiversity, while 12% expressed no concern (Figure 4). Overall, urban respondents (75%) were more concerned with a decline in biodiversity than rural respondents (68%). Respondents aged 20 to 40 expressed the highest level of concern with a decline in biodiversity (81%), compared with other age groups. Females were most concerned with a decline (80%) than males (72%). Rural females aged over 40 and respondents aged 20 to 40, show the highest level of concern for a loss of biodiversity in Northern Ireland (80%).

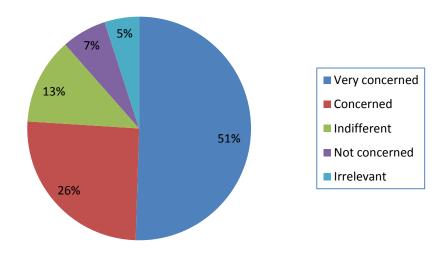


Figure 4 Concern for a decline in biodiversity within Northern Ireland.

5.6 Threats to biodiversity

Respondents expressed their level of concern regarding threats to biodiversity, to include loss of habitat, invasive species, climate change, excessive building developments, farming methods and pollution. Pollution and climate change were the two main threats that most respondents expressed high levels of concern (Figure 5).

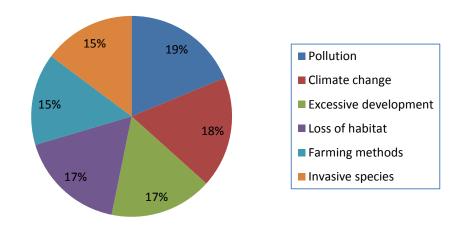


Figure 5 Concern for threats to biodiversity.

5.7 Awareness of biodiversity communications

A total of 69% of respondents were aware of communications relating to biodiversity. The most effective form of communication was television programmes (45%), with 35% of respondents informed by local newspapers. Also, posters, leaflets, radio, internet and email were effective in communicating biodiversity information to 24% of respondents. Urban respondents (71%) were more aware of biodiversity communication, compared to their rural counterparts (65%). The age of the respondents was directly related to awareness, with 50% of under 20s aware of communications, increasing to 67% for 20 to 40 year olds and peaking at 79% for over 40s. Females were more aware of communications (72%), compared to 65% of male respondents. The stratified groups highlighted that biodiversity communications were effective in targeting over 70% of respondents aged over 40 and urban respondents aged 20 to 40 (Figure 6).

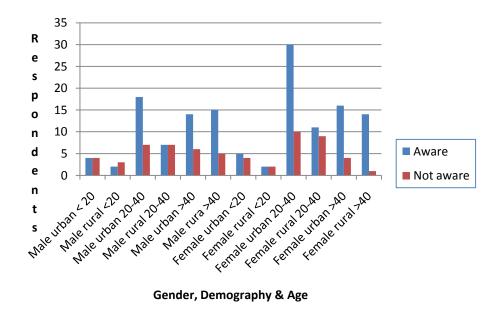


Figure 6 Awareness of communications in relation to biodiversity.

5.8 Green spaces for biodiversity

The majority of respondents stated that biodiversity in the local parks and green spaces have a positive effect on their quality of life (96%). All respondents could identify a local green space for biodiversity. Figure 7 shows that St Columbs Park and Bay Road Park were perceived to have good biodiversity. Other Council parks included Brooke Park and Ballyarnet Park.

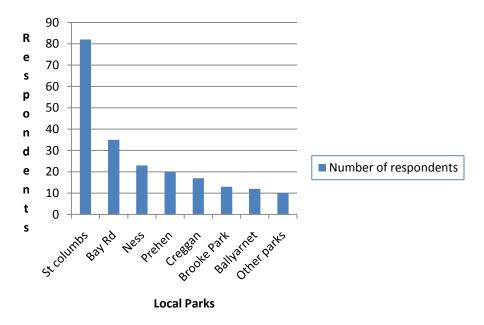


Figure 7 Green spaces for biodiversity.

5.9 Actions for biodiversity

Respondents stated that they take small actions to help protect local biodiversity. These included:

- 76% of respondents take their litter home with them;
- 74% feed the birds in their gardens;
- 67% encourage wildlife into their gardens;
- 52% buy locally farmed produce;
- 48% plant native trees;
- 40% buy peat free products;
- 38% buy organic produce;
- 26% volunteer for conservation groups; and
- 18% are members of environmental NGOs.

Respondents over the age of 20 participated in at least four of the above actions for biodiversity.

5.10 Biodiversity factors

The results show that 48% of respondents were aware that food supply, flood control, water quality, health and education were all related to biodiversity. A total of 41% of respondents were surprised that these five factors were related to biodiversity, with the majority of these respondents linking biodiversity to food supply (33%) and water quality (23%).

5.11 Agricultural biodiversity

The majority of respondents associated agricultural practices, with negative impacts on land, water and air (Figure 8).

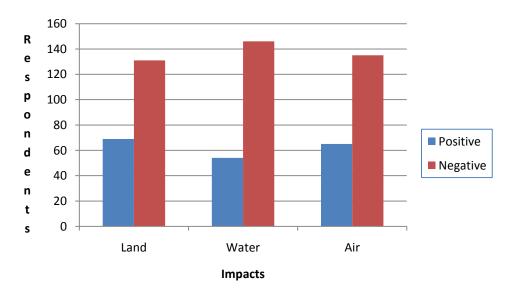


Figure 8 The impact of agricultural practices on land, water and air.

5.12 Priority habitats and species

The majority of respondents (75%) were aware of a local priority species or habitats. Figure 9 shows that 20% of respondents identified red squirrel, 18% recognised bees and 7% associated salmon as a priority species. Woodlands and the River Foyle were identified as priority habitats by 10% and 6% of the respondents respectively.

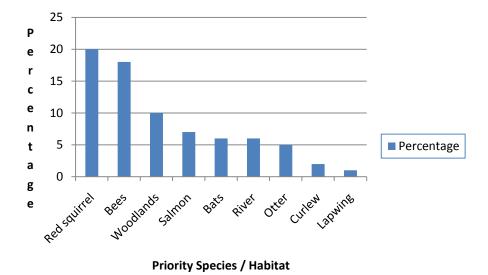
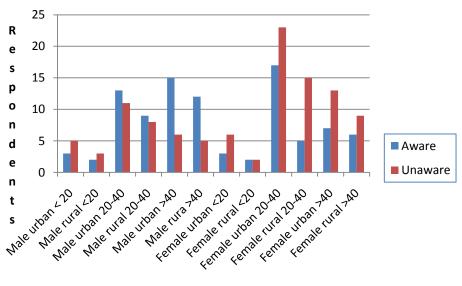


Figure 9 Awareness of local priority species and habitats.

5.13 Invasive species

A total of 47% of respondents were aware of an invasive species. Grey squirrels and Japanese knotweed were the most prevalent, with lower levels of Rhododendron and Giant Hogweed knowledge. Overall, 59% of males and only 37% of female respondents were able to identify an invasive species. Awareness was correlated with age, as 38% of under 20s were able to identify a species. This increased to 43% for 20 to 40 year olds and peaked to 53% for over 40 year olds. Over 50% of male respondents, over the age of 20 were aware of an invasive species (Figure 10).



Gender, Demography & Age

Figure 10 Awareness of invasive species.

5.14 Wildlife Recording

The majority of respondents (52%) expressed an interest in recording wildlife and 53% would like to attend biodiversity related events.

6.0 Comparisons with previous studies

Over the past 18 years, since the term 'biodiversity' was first introduced at the Rio Summit in 1992, there have been several surveys associated with the awareness of biodiversity. This section compares the findings of this study, with previous surveys of the Northern Ireland population.

6.1 Terminology

This survey found that 68% of respondents in the Derry City Council district were aware of the term 'biodiversity'. This has increased from 34% in 2008 (FWAG, 2008), which represents a 200% increase in awareness over a two year period. The Northern Ireland Statistics and Research Agency (NISRA) conducted Continuous Household Surveys on an annual basis from 2003 to present. The surveys show that in 2003, 28% of respondents in Northern Ireland were aware of the term 'biodiversity'. The level of awareness has gradually increased to 37% in 2010 (NISRA, 2010). This survey shows that the level of awareness in the Derry City Council district is 31% above the current regional level of awareness.

6.2 Understanding

Over one third (38%) of respondents were able to define the term 'biodiversity'. This represents over a 300% increase in understanding of the term since 2008, when only 12% of the respondents could define the term (FWAG, 2008). The Northern Ireland Biodiversity Strategy recommends an awareness and understanding target level of one third for the general public (Annett and Spouncer, 2004). Therefore, the Derry City Council district has attained this level within a two year period.

6.3 Importance to daily life

The findings show that 76% of the respondents indicated that biodiversity was important in their daily life, which is similar to the 2008 survey (76%) (FWAG, 2008). Annett and Spouncer (2004) produced a framework for biodiversity awareness. They found that residents outside of Belfast, were more like to view biodiversity as an important factor in their daily lives. This may support the higher proportion of respondents in this current survey, ranking biodiversity as an important daily factor. Derry City Council has a mixture of urban and rural green space, providing a variety of habitats within the district, allowing local residents to make the connection between biodiversity and their everyday life.

6.4 Decline in biodiversity within Northern Ireland

The results show that 76% of respondents expressed concern regarding the decline of biodiversity within Northern Ireland. This represents an increase in

concern from the baseline survey conducted by FWAG in 2008 (52%). The level of concern may be correlated with the respondents' ability to link biodiversity with their daily life. The Continuous Household Survey shows that 76% of respondents are concerned with the decline in biodiversity (NISRA, 2010), which is similar to the results of this study.

6.5 Threats to biodiversity

The findings highlight that the majority of respondents are mostly concerned with pollution and climate change. This is similar to the findings of the FWAG (2008) survey and the Continuous Household Survey (NIRSA, 2010). The recent large-scale publicity campaign regarding climate change and changes associated with traditional seasons, may be attributed to the increase in concern towards climate change.

6.6 Awareness of biodiversity communications

The survey indicates that 69% of respondents were aware of communications in relation to biodiversity. This represents over a 200% increase from the baseline survey in 2008 (FWAG, 2008), when 31% of respondents were aware of communications. The most common form of communication was television (45%), an increase from 20% in 2008. The most effective form of local communication was local newspapers (35%), an increase from 5% in 2008 (FWAG, 2008). Also, 24% of respondents were informed by posters, leaflets, radio, internet and email. The recent increase in television programmes, to include the BBC's Spring Watch and Autumn Watch has increased the public's interest in biodiversity. Also, the Council's increased publicity campaign, which includes press releases, radio interviews, website updates, emails, events, posters and leaflets have aided to increase the public's awareness of biodiversity. In addition, a two year pilot 'Wildlife and Wellbeing' project commenced in 2008, which aims to raise awareness and 'biodiversity', understanding of the term through school education programmes and community engagement via volunteer training. This may have assisted in increasing awareness of biodiversity communications.

6.7 Green spaces for biodiversity

All respondents were able to identify at least one green space that would be good for wildlife. This highlights an increase of over 200%, from 44% of respondents in 2008 (FWAG, 2008). St Columbs Park and Bay Road Park were the two main green spaces recommended for biodiversity. These two sites are owned and managed by Derry City Council and have been subject to an intensive publicity campaign over the past two years, to raise awareness of these green spaces and biodiversity. This has involved hosting events, volunteer training workshops as well as issuing press releases, radio interviews, posters, leaflets, website updates and emails of the sites. The results highlight the importance of communications to raise the public's awareness of green spaces and biodiversity issues.

6.8 Actions for biodiversity

The results show that the three main actions that respondents take to help protect biodiversity are take litter home (76%), feed birds in their garden (74%) and encourage wildlife into their gardens (67%). This represents an increase from the baseline survey in 2008, when 62% feed birds in their garden, 53% encouraged wildlife into their garden and 45% take their litter home (FWAG, 2008). The Continuous Household Survey shows that only 30% of respondents took action to protect wildlife (NISRA, 2010). There was a marked local interest in purchasing organic food (38%) compared to the Northern Ireland average (20%) (NISRA, 2010). This maybe attributed to the success of the monthly Walled City Market, which sells local and organic produce. In the Derry City Council district, there is a high level of activity for biodiversity, highlighting an increase in waste management and action to protect wildlife. This reflects Council's successful publicity campaign to raise awareness of waste management and to encourage people to 'Do One Thing' for nature.

6.9 Biodiversity factors

The results show that 48% of respondents were aware that food supply, flood control, water quality, health and education were related to biodiversity. This reflects an increase in awareness of biodiversity factors from 33% in 2008 (FWAG, 2008), to 48% in 2010. This maybe attributed to the pilot 'Wildlife and Wellbeing' project, which highlights these links to schools and community groups.

6.10 Agricultural biodiversity

The survey highlights that the majority of respondents associated agricultural practices with negative impacts on biodiversity. This reflects a change in respondents' views on agricultural practices since 2008, when most of the respondents indicated that agricultural practices had a positive impact on land and a negligible effect to air (FWAG, 2008). The shift in opinion may be related to an increased awareness of the factors that contribute to climate change.

6.11 Priority habitats and species

The majority of respondents (75%) were aware of a local priority species or habitat. This indicates an increase in awareness since 2008, when the majority of respondents were unable to identify a local priority species or habitat (FWAG, 2008). This could be attributed to workshops and events, which highlight priority species. This highlights Council's effective preparation for the introduction of the Wildlife and Natural Environment Bill (NI) 2010, to conserve priority species and habitats.

6.12 Invasive species

The results show a 100% increase in awareness of invasive species, with 47% of respondents able to identify an invasive species, compared to 24% in 2008. The increase in awareness maybe attributed to an increase in press releases, radio interviews and workshops.

6.13 Wildlife recording

The majority of respondents (52%) expressed an interest in recording wildlife and 53% would like to attend biodiversity related events. This represents a small, but insignificant decline in willing to record wildlife from 58% in 2008 (FWAG, 2008).

7.0 Conclusions

- The Derry City Council district has a relatively high level of awareness (68%) and understanding (38%) of the term 'biodiversity'. The success of the Council's publicity campaign to achieve the LBAP aim, 'to raise awareness and knowledge of biodiversity issues' has been highlighted, with a 200% increase in awareness and 300% increase in understanding the term 'biodiversity' over a two year period. As a result, Council has attained the Northern Ireland Biodiversity Strategy target level of 33% of the public are aware of and understand the term 'biodiversity' (Annett and Spouncer, 2004).
- A total of 75% of respondents were aware of a local priority species or habitat and 47% of respondents could identify an invasive species, which highlights the success of the LBAP's aim, 'to raise awareness and knowledge of biodiversity issues'.
- The majority of respondents (69%) were aware of communications in relation to biodiversity, which represents over a 200% increase from the baseline survey in 2008 (FWAG, 2008), when 31% of respondents were aware of communications. Local newspapers were the most effective form of local communication (35%), with an increase from 5% in 2008 (FWAG, 2008).
- There is a high level of activity for biodiversity within the Derry City Council district. The three main actions that respondents take to help protect biodiversity are take litter home (76%), feed birds in their garden (74%) and encourage wildlife into their gardens (67%). This highlights an increase in waste management and action to protect wildlife, which shows the success of the Council's publicity campaign to promote waste management and 'Do one thing' for nature.
- All respondents could identify at least one green space that would be good for wildlife, which represents over a 200% increase, from 44% in 2008 (FWAG, 2008). St Columbs Park and Bay Road Park were the two main green spaces recommended for biodiversity, which highlight the success of Council's publicity campaign, to utilise these sites as flagships to raise awareness of green spaces and biodiversity.
- There is an increase in awareness from 33% in 2008 (FWAG, 2008), to 48% in 2010 that food supply, flood control, water quality, health and education are related to biodiversity. This highlights the success of the Council's publicity campaign to raise awareness of biodiversity.
- The majority of respondents indicated that:

- biodiversity is important in their daily life and are concerned with the decline of biodiversity within Northern Ireland, which is similar to the Continuous Household Survey (76%); and
- they are concerned with pollution and climate change, which is similar to the findings of the FWAG (2008) survey and the Continuous Household Survey (NISRA, 2010).

8.0 Recommendations

8.1 Audience development

- Define the term 'biodiversity' in all forms of communications, to further increase the level of awareness and understanding.
- Produce press releases linked to the LBAP on a monthly basis and host at least six events / annum to raise awareness of planting native tree species, peat free products, invasive species, priority habitats and species.
- Increase awareness of communications and the number of events in rural areas, to reach a wider portion of the general public.
- Increase awareness of communications among the under 20s, by examining alternative forms of communications, for example, include a 'Facebook' page for biodiversity initiatives and events.
- Increase awareness of local parks by implementing Council's park signage strategy, the creation of leaflets for local parks and host events at parks with low awareness levels.

8.2 Wildlife and Wellbeing' Project

This project currently delivers biodiversity education programmes within schools in the Ballynashallog Ward. This should be extended to all schools throughout the district, to increase biodiversity awareness, understanding and action.

8.3 Biodiversity Awareness Survey

A biodiversity awareness survey should be conducted in 2012, to measure changes in awareness, understanding and activity since 2010.

9.0 References

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Appendix 1

Biodiversity Awareness Survey 2010

Gender: Female Male

Age: < 20 20 - 40 40+

Live: **Urban** Rural

1. Have you heard of the term "biodiversity"? Yes No

2. As far as you are aware, what is meant by the term "biodiversity"?

	Extrem	ely		Not con	cerned
3. Biodiversity is 'the variety of all living things and where they live'. How important do you feel biodiversity is to your every day life?	1	2	3	4	5
4. There is evidence that biodiversity in Northern Ireland has been declining. How concerned are you about this?	1	2	3	4	5
5. Which, if any, of the following issues relating to Biodiversity are you concerned about?					
a. Loss of habitat	1	2	3	4	5
b. Invasive species	1	2	3	4	5
c. Effects of climate change	1	2	3	4	5
d. Excessive building developments	1	2	3	4	5
e. Countryside Management e.g. farming methods	1	2	3	4	5
f. Pollution	1	2	3	4	5
g. Not concerned with any of these					

6.	. Over the past year, have you seen any communications about biodiversity, wildlife or green areas such as 'Breathing Places'							
	Yes	/ No						
	TV	Radio	Local	newspaper	r	National	newspap	er
	Interi	net Post	ers	Leaflets	0	ther		
7.	How	does biodivers	sity in par	rks & green	space	s affect o	ur quality	of life?
	Posit	ively / Nega	tively					
8.		the map, can City Council a		w areas that	are g	ood for w	ildlife in th	е
	Sites:							
		versity info:						
9.		actions would ern Ireland?	I you be v	willing to tak	e to h	elp proted	ct biodivers	sity in
	a.	Encourage w	ildlife in	your garden				
	b.	Buy peat free	compos	st				
	C.	Take your litt	er home					
	d.	Buy locally fa	rmed pro	oduce				
	e.	Buy organic t	oods					
	f.	Plant native t	rees					
	g.	Volunteer for	conserv	ation work				
	h.	Feed the bird	ls in your	garden				

i. Become a member of RSPB / Wildlife Trust / other

environmental organisations

a. Food supply
b. Flood control
c. Water quality
d. Health
e. Education
Would you be surprise if we told you all of the above? Yes / No
11. How do our farmers affect biodiversity on our:
Land: positive / negative
Water: positive / negative
Air: positive / negative
12.Can you suggest any species / habitats within Derry that should be a conservation priority?
Species
Habitats
13. Invasive species are harming our biodiversity. Can you name one?
14. Do you take an interest in wildlife when you are out and about, either by identifying them, looking at them more closely, for example, through binoculars or by recording what you see? Yes / No
15. Would you be willing to help by recording wildlife you see and returning recording cards? Yes / No – if yes, provide recording cards.
Name:
Address:
Telephone / email:

10. Which of the following do you think that biodiversity has a factor in?