

You are being invited to take part in a research study. Before you decide, it is important for you to understand why the research is being done and what it will involve. Take time to read the following information carefully and decide whether you wish to participate.

What is the purpose of the project? This study explores how people value and engage with rural landscapes, and how different ways of using land might affect the benefits people get from the countryside. The study focuses on inland landscapes of Norfolk as a case study.

Who is this survey aimed for? We want to understand the views of all those who have a stake in Norfolk's countryside, including visitors, farmers, community members, conservationists, and others.

What do I have to do? If you agree to take part, you will answer a set of questions about your preferences for different landscapes and activities such as farming or conservation, and recreation in the countryside. You will also answer some background and demographic questions. This questionnaire will take approximately 15 minutes.

What are the possible benefits of taking part? Whilst there are no immediate benefits to you for taking part, we hope that this work will help decision makers understand the different ways people value landscapes, and to include this in their policies.

Do I have to take part? No, participation is completely voluntary. It is up to you to decide whether to take part. At the bottom of this page, you will be asked if you consent to taking part in the study. If you decide not to participate, simply select the option 'I do not consent. I do not wish to participate' below, and the click on the 'Next' button, which will take you to a final thank you page.

If you do want to participate, select the option 'I consent to participating in this study', and the questionnaire will start on the next page. You can decide to withdraw from the study at any point of the survey. Withdrawal following completion of the survey is not possible.

How will my data be stored, and what will happen to the results of the study? The storage and use of your answers to this questionnaire will comply with the Data Protection Act 2018, the General Data Protection Regulation and the Human Rights Act, and the University of Leeds Code of Practice on Data Protection (<https://dataprotection.leeds.ac.uk/>). Names, addresses or other contact information will not be recorded through the questionnaire, and all attempts will be made to ensure that no respondent can be identified by their responses. Full anonymisation of data is unlikely for the research team involved in the study.

Who is organising/ funding the research? This study is conducted as part of the PhD project of the lead researcher, Luis Gerardo Sanchez Soto at the University of Leeds. It is funded by the Economic and Social Research Council through the White Rose Social Science Doctoral Training Partnership and by the Royal Society for the Protection of Birds (RSPB).

<i>Project title</i>	<i>Document type</i>	<i>Version #</i>	<i>Date</i>
<i>Norfolk's landscape preferences survey</i>	Information sheet	2	17/02/2025

Contact information. Should you have additional questions or concerns about the contents of this document, your consent to participating, or this study in general, please reach out to:

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Thank you for taking the time to read this information sheet.

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