

Effects of Information on Perceptions of Local Area

Welcome!

Perceptions of local issues and impressions of the area in which we live are influenced by our everyday experiences and our interpretations of information from a wide range of sources. In this study we are aiming to understand the effects of different information on people's perceptions of the area in which they live. You will be asked to read information on two different topics of local interest then complete a short questionnaire. The full study will take around 10 minutes to complete.

If you feel uncomfortable answering any of the questions, you may leave the question blank. If you wish to withdraw from the questionnaire, simply close your browser.

Your responses will be stored in an anonymous form and quantitatively analysed together with similar information which has been collected from other respondents.

Having completed the survey, you will be given the option to enter a prize draw to win £30 worth of Amazon Vouchers. At this stage you will be asked for your name and email address so that we can contact the winner. Such information will be separated from the survey data prior to the analysis to protect your anonymity.

If you would like to participate in the study, feel that you have enough information about the study to proceed and consent for your data to be used as described above please agree to the statements below. If you disagree with any statement your participation in the survey will be terminated and no data will be collected from you. If you have any further questions please email lead researcher Victoria Wright at bop12vnw@sheffield.ac.uk.

1. I confirm that I have read and understand the above information explaining the purpose of the research project for which my survey responses will be used.

2. I understand that my participation is voluntary and that I am free to withdraw at any time before I have submitted my responses.

3. I understand that my responses will be kept strictly confidential and in an anonymised format. Only the lead researcher and her supervisors will have access to my responses.

4. I agree that the data collected from me may be used in future research on the same topic. In such cases they will be made available to other researchers in an anonymised form and I will not be identifiable in the report or reports which result from the research.

* 1. Do you agree with the above statements? (Please note that disagreement at this stage will prevent you from participating in the study.)

Agree

Disagree

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Sheffield Football Club was founded in 1857 by Nathaniel Creswick and William Prest. It is officially recognised by FIFA and the FA as the world's first football club. Football has a long history and predecessors to the modern game were played in Ancient, China, Greece and Rome. By the mid 19th century games were also played in various public schools and universities in England. However, Creswick and Prest pioneered the writing of an internationally accepted set of rules. The so called "Sheffield Rules" played a key role in the formation of the FA. The first inter-city match was played on boxing day in 1860 between Sheffield Football Club and Hallam Football Club.

The Sheffield Football Club Ladies First Team did not form until 2003, 34 years after the formation of the Women's FA. However, they have been very successful. In 2011 they became a member of the FA Women's Premier League. They have won five league titles in the last seven seasons.

Both the Sheffield United Community Foundation and the Sheffield Wednesday Community Programme are committed to improving the health, wellbeing and educational attainment of young people in Sheffield, particularly of those who are marginalised in society. Both teams provide opportunities for children of all abilities to engage with the sport. They also deliver vocational education programmes in sports coaching. They also provide broader educational opportunities including reading mentoring and National Citizen Service programmes. This gives young people the opportunity to develop their leadership, teamwork and communication skills.

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The River Don is a major river in South Yorkshire. It has its headwaters in the Peak District, flows through Penistone, Sheffield, Rotherham and Doncaster before joining the River Ouse at Goole and ultimately flowing into the Humber Estuary.

In the early 20th century water was abstracted from the river by heavily water-dependent industries, particularly the steel industry. In June 1912 the works along the Sheffield section of the river were valued at £173,000, nearly £10 million in today's money.

Regrettably industry and the growth of the urban population took degraded the river. By the early 20th century the river was described as an "open sewer". However, in 1911 the Sheffield Corporation extended Blackburn Meadows Sewage Works in north east Sheffield to ensure that unfiltered sewage would not be discharged into the river during periods of dry weather.

Surprisingly, despite the severe pollution, children enjoyed playing on the river banks and floating sticks down the river. Sadly a number of children fell into the river and drowned. One of the youngest fatalities was Alec Carter aged 6 who was reported in the Sheffield Daily Telegraph to have drowned in June 1911.

To the detriment of local communities the river also formed a physical barrier. Unfortunately the construction of bridges was expensive. For example, the new Weedon Street Bridge which connects Tinsley to Brightside in north east Sheffield was opened in 1905 having cost £12,500 (more than £1.3 million in today's money) to construct.



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At the beginning of the 20th century boats were increasingly used on the river to transport bulk resources such as coal and limestone from Goole to Tinsley in north east Sheffield where the river joins the Sheffield-Tinsley Canal. Recreational boating was also popular at scenic locations and rowing boats could be hired for the day from Hexthorpe, a village downstream of Doncaster. However, the modification of the river channel for navigation may have reduced the habitat quality and thus the biodiversity of the river.

It is difficult to measure human impact on wildlife in the early 20th century as biological records are very sporadic. The most recorded species were probably fish and there are records of brown trout in the upper sections of the River Don in 1905.

The river adversely affected people as well as wildlife. In March 1913 it was reported in the Yorkshire Evening Post that the stench of the river exacerbated the poor quality of living conditions for those who had been temporarily housed adjacent to the River to allow for improvement works in Doncaster.

Flood damage could also be costly. For example, in 1906 the river bank upstream of Goole burst and flooded scores of acres of land.



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In the early 20th century the river was so polluted that it was frequently described as an “open sewer”. The effects of the chemical pollution were exacerbated by the hot water which was released into the river having been used as a coolant in the manufacturing industry. Improvements of the sewage works at Blackburn Meadows in north east Sheffield which enabled fish to return to the lower reaches of the river.

Despite the pollution, people enjoyed the recreational opportunities the river afforded including bathing, particularly in the lower sections which would have been somewhat less polluted but also at Kilnhurst which was only about 5 miles downstream of Rotherham’s heavy industrial works. Water from the river was also used to extinguish fires which were a common occurrence in the steel industry.

Unfortunately, the river was a barrier to local people. The only way to cross the river between Mexborough and Old Denaby, downstream of Doncaster, was by ferry. If people missed the last ferry at 10pm they had to make a several mile detour home. Where bridges were constructed they were expensive to maintain and it was not always clear who had responsibility. In some instances assigning responsibility was a matter for the courts.



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In the early 20th century the river facilitated industrial growth and provided work for many families who moved to the city. Manufacturing plants such as those used to produce steel and paper were powered by the river. Due to the rapid population expansion and lack of housing some employers, such as The Sheffield Corporation, provided housing for their employees.

However, the river also adversely affected local people and small businesses in the agricultural sector. In August 1904 the Yorkshire Post and Leeds Intelligencer reported that New Bridge, downstream of Doncaster, which carried the main road between Selby and Bawtry, was in such disrepair that local farmers were forced to take detours of several miles.

Unfortunately accidental deaths were not uncommon. One particularly tragic incident involved a horse-drawn trap falling down the river bank near the village of Stainforth between Doncaster and Goole, resulting in the death of three adults and one five year old child.

People and wildlife were adversely affected by severe industrial and domestic pollution in the river. The situation was somewhat rectified by the improvement of sewage works at Blackburn Meadows in north east Sheffield in 1911. The reduced pollution facilitated the local recovery of fish populations.



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At the start of the 20th century there were many heavily water-dependent industries in the Don Valley which abstracted large quantities of water from the River Don. The availability of cheap water from the river was often used to market industrial premises in north east Sheffield in newspaper property listings. Navigation was dangerous, particularly in foggy conditions which were frequent at the beginning of the 20th century due to smoke from domestic and industrial chimneys. The removal of vegetation from the river to aid navigation further reduced habitat quality for fish and other species. Despite the industrial usage of the river brown trout remained present.

The river also provided educational opportunities for local communities. For example, in 1904 members of the Yorkshire Geologica and Polytechnic Society made an excursion to the place where the Rivers Don and Porter meet near the Peak District, admiring the striking series of grit escarpments along the Don valley.

Few crimes on the river were reported in local newspapers at the start of the 20th century and the crimes which were reported were rather unusual. For example: a dog with mange was drowned, a tramp stole clothes from a boat and a homing pigeon was shot.



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At the start of the 20th century the river was highly valued by industry as it was a source of water and energy and provided a cost effective way of transporting heavy materials. Works along the Sheffield section of the river employed 30,000 workmen. One of the first industries to benefit from the river was corn milling which continued well into the 20th century.

However, the growth of industry and the urban population led to severe pollution and the construction of weirs which reduced the habitat quality of river for fish and many other species. To rectify the problem somewhat the Sheffield Corporation improved their sewage works at Blackburn Meadows in north east Sheffield in 1911. Fish temporarily returned to the section of the river immediately downstream of Sheffield as a result.

Industry also restricted access to the river. For example, for one mile downstream of Norfolk Bridge in east Sheffield the River was completely inaccessible due to factories and cliffs. Furthermore, the construction of infrastructure to enable people to cross the river was expensive. For example, the new Weedon Street Bridge in north east Sheffield which connects Tinsley to Brightside was opened in 1905 having cost £12,500 (approximately £1.3 million in today's money).



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The river is a haven for wildlife including fish, birds and mammals. It is also of great benefit to industry and local people. Local people participate in recreational activities such as boating whilst corporate industries benefit from an attractive place to locate their offices. In 2012 city development manager, Simon Ogden, told the Sheffield Telegraph that "We now have some of the city's biggest corporate employers down here by the river". Employees of these businesses enjoy participating in the annual raft race on the river in central Sheffield to raise money for charity.

However, there are occasional incidents of pollutants entering the river in large quantities. For example, in July 2014 thousands of litres of kerosene were spilled into the river in the Kelham Island area to the north west of Sheffield city centre, when Frogson Waste Management caught fire. Unfortunately, the river facilitates the spread of Japanese knotweed which is possibly the most economically damaging invasive species in the UK.

Sadly criminal activity, such as the theft of metal from the Five Weirs Walk bridges in Sheffield city centre in 2009, as well as the rubbish thrown into the river by others affect people's enjoyment of the river.



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The attractive riverine environment attracts businesses to the area and thus facilitates the sustainable growth of Sheffield's economy. In an article published in the Sheffield Telegraph in 2012 city development manager, Simon Ogden, said that "We now have some of the city's biggest corporate employers down here by the river".

The river is valuable to wildlife hosting a number of nature reserves and Sites of Special Scientific Interest (SSSIs) along its length. Sprotbrough Flash Nature Reserve SSSI, downstream of Doncaster, provides reed bed habitat for bitterns, one of the UK's most threatened bird species due to loss of habitat nationwide.

However, sadly the river's natural environment is adversely affected by fly tipping and sewage pollution. The combined sewage overflow systems are unable to cope with today's demand and thus frequently discharge untreated sewage into the river, particularly during heavy rain following dry periods.

Furthermore, when the River Don floods, repairing the damage can be highly costly. Following the floods in 2007, they are estimated to have caused £13 million worth of damage in the Doncaster borough alone. The risk of future flooding has been substantially reduced by the construction of a 2m high flood wall at Newton Farm, downstream of Doncaster, by the Environment Agency.



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Today the river is largely valued by local people for its wildlife and heritage. Centenary Riverside Nature Reserve on the floodplain of the river in Rotherham has a group of sculptures which are collectively called 'Steel Henge' to commemorate the site's industrial heritage. The site was formerly occupied by one of the largest steel foundries in the area. Today it is home to sand martins, kingfishers and lapwings which require wetland habitat. The river is also important for local economies as businesses abstract water from it for use in industrial and agricultural processes.

However, the river is a powerful force of nature and as such is expensive to contain. Following the severe 2007 floods £14 million has been spent on flood defence in Rotherham alone. A further £700,000 was spent at Newton Farm in Doncaster. This included the construction of a 2m high flood wall.

Unfortunately the river is frequently subjected to littering and vandalism. Metal was stolen from a bridge on the Five Weirs Walk in central Sheffield before it was even open, rendering it unsafe and hindering the progress of the project. Furthermore, infrastructure, such as lampposts and signposts on the river bank are often subject to graffiti.



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The beautiful landscape, consisting of the river and its surroundings is highly valued by local people, businesses and wildlife alike. It is a popular place for recreational walkers. The construction of the Five Weirs Walk from enables Sheffield residents and visitors to walk along the river from the city centre to Meadowhall shopping centre. The scenic river attracts businesses to the area, contributing to Sheffield's sustainable economic growth. In 2012 city development manager, Simon Ogden, told the Sheffield Telegraph that "We now have some of the city's biggest corporate employers down here by the river". The river now supports at least 25 fish species including: salmon, trout, pike and eels. However, local conservation groups believe that the recovery of self-sustaining salmon populations is prevented by weirs which prevent them from migrating further upstream to suitable spawning grounds.

Whilst the river is valuable to local people it also poses a significant threat to them. Although severe flooding on the river is relatively rare, management of this risk is expensive. Following the severe floods in 2007 defences have been greatly reinforced. £14 million have been spent on flood defences in Rotherham alone. Unfortunately death by drowning still occurs too frequently through accidents often linked to alcohol consumption.



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The river and its adjacent land provides good quality habitat for bats and there is even evidence to indicate the presence of otters. The scenic environment also attracts businesses to the area. In 2012 City development manager, Simon Ogden, told the Sheffield Telegraph that "We now have some of the city's biggest corporate employers down here by the River".

In addition, the River Don provides valuable research opportunities. For example, an interdisciplinary team conducted a £2.5 million research project to develop our understanding of rivers and the ways in which they benefit local communities, using the River Don as a case study.

Unfortunately the river has been invaded by non-native species which adversely affect both people and wildlife. For example, a collection of racing pigeons in Oughtibridge, upstream of Sheffield, was killed by mink, whilst signal crayfish displace native crayfish and predate fish eggs. This may hinder the recovery of fish populations and thus adversely affect other wildlife such as otters which rely on fish as a food source.

Furthermore the river forces local economies to pay for the construction of expensive infrastructure, such as, the pedestrian Cobweb Bridge under the Wicker Viaduct which cost £1 million, funded by Sheffield City Council.



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Despite the occasional flood, the river and its surrounding landscape is valuable to wildlife, local communities and local businesses. Dragonflies and red admiral butterflies which are attracted to the River's banks by buddleia are an attractive sight in Summer. Sheffield's Hindu community celebrate their annual Ganesh festival on the river banks. This involves submerging a Ganesh statue in the water and much singing and dancing. Water is abstracted from the River Don for manufacturing processes and agricultural irrigation.

Unfortunately the river's wildlife may be threatened by climate change. Ian Rotherham, Professor of Environmental Geography at Sheffield Hallam University, told Sheffield Star in 2010 that the very low temperatures which had caused difficulty for ducks hunting for food was indicative of climate change.

Although severe flooding on the River Don is rare, the floods in 2007 were devastating. Two people died, hundreds of houses were flooded and 14,000 people were stranded and had to be rescued in Sheffield. Much damage was also done to Kelham Island Museum, to the north west of Sheffield city centre, which had only just been refurbished and Blackburn Meadows sewage works. Improving defences to reduce the future risk of flooding has been expensive with £14 million being spent in Rotherham alone.



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2. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Sheffield footballers are good role models for young people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheffield women's football teams compete successfully at a national level.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheffield football clubs significantly increase the academic attainment of local school children.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheffield capitalises effectively on its football legacy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fans of Sheffield football clubs increase the risk of violence within the city.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheffield football clubs significantly increase the employability of local young people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheffield football clubs significantly reduce unemployment within the city.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheffield men's football teams compete successfully at a national level.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sheffield football teams provide equal opportunities for men and women to pursue football careers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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3. To what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The River Don poses a threat to local people and their property through flooding.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don harms local wildlife.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don benefits the local economy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don harms the local economy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workers who have a view of the River Don from their office windows are generally more productive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don provides good opportunities to engage with local heritage.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don poses a threat to local businesses through flooding.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don and it's immediate environment e.g. bridges and footpaths are more costly to maintain than they're worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generally the quality of habitat which is provided by the River Don is high.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don attracts service sector businesses (e.g. those in the administrative, retail and leisure, tourism and hospitality industries) to South Yorkshire.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pollution prevents wildlife from thriving on, in or beside the River Don.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Physical degradation prevents wildlife from thriving on, in or beside the River Don.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don provides good opportunities for leisure and recreation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don is physically attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who walk along the banks of the River Don are likely to see some exciting wildlife.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antisocial behaviour occurs frequently on the banks of the River Don.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don is an asset to local communities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don is a threat to local people and communities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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4. Thinking about how you expect the River Don to be in 25 years time, to what extent do you agree with the following statements?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The River Don will provide better quality habitats for local wildlife than it does today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will be less physically attractive than it is today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who walk along the banks of the River Don will have a greater change of seeing some exciting wildlife than they do today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On balance the River Don will be more detrimental to local wildlife than it is today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will be more polluted than it is today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will be more physically degraded than it is today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will be of greater benefit to the local economy than it is today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will have a greater positive impact on the productivity of workers with a view of it from their office window than it does today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The River Don will attract fewer service sector businesses (e.g. those in administration, retail and leisure, tourism and hospitality industries) to South Yorkshire than it does today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will cause less harm to the local economy than it is today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will pose a greater threat to local businesses through flooding than it does today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The maintenance of the River Don and its immediate environment e.g. bridges and footpaths will become more costly than it is today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will provide fewer good opportunities for leisure activities than it does today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will provide fewer good opportunities to engage with local heritage than it does today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will be a greater asset to local communities than it is today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The River Don will pose a greater threat to local people and their property through flooding than it does today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Antisocial behaviour will occur more frequently on the banks of the River Don than it does today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The River Don will be a greater threat to local people and communities than it is today.

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

5. How frequently do you visit the River Don?

- At least weekly
- At least monthly
- At least a few times a year.
- At least once in my lifetime
- Never

6. After reading the information provided at the beginning of the survey to what extent are you more or less likely to visit the River Don in the future?

- I will visit much more frequently.
- I will visit somewhat more frequently.
- I will visit with the same frequency.
- I will visit somewhat less frequently.
- I will visit much less frequently.

7. Thank you for completing this survey. If you would like to enter the prize draw to have the opportunity to win £30 worth of Amazon vouchers please enter your email address below. To submit your survey responses please ensure that you click done below before closing your browser.