



Member Survey - December 2025

The Countryside Management Association (CMA) is in the process of preparing a bid to the National Lottery Heritage Fund (NLHF).

If successful, it would allow the CMA to contract a full time Development Officer and a part time Communications Officer for two years.



Development Officer (not an exhaustive list):

- prepare a 5/10 year business plan for the CMA, including financial planning and fundraising
- collate data on the countryside/greenspace sector eg. numbers employed, job roles
- develop policies/Position Statements on the many vital issues within the industry to assist in advocacy work and responses to consultations
- increase membership numbers; review member categories and benefits
- review the governance structure of the CMA including the regions
- develop targeted training options for members
- increase collaboration/partnership working with employers and like-minded sector organisations (CIEEM, IPRoW etc)

Communications Officer (not an exhaustive list):

- prepare and implement a Communications Strategy
- ensure the CMA has a much improved profile nationally
- review web site, social media, publications, events
- alongside the Development Officer, increase promotion of the accreditation offer

The CMA Board has high ambitions for the future of the CMA however the volunteer nature of Board roles means the capacity to undertake much of the required work is limited.

The CMA has every intention of changing that, but we need your help by completing this survey.



The National Heritage Lottery Fund has several criteria that have to be met in any bid for funding.

Critically, it needs to know:

- which natural, historic and cultural heritage assets members currently look after
- that this heritage will be better conserved, protected and enhanced, if the bid is successful
- the level of engagement with visitors, groups, schools, volunteers etc
- the CMA membership profile - job titles and roles
- how improved benefits for members eg. training, networking, exchange of best practice, will actually benefit heritage.

Hedgelaying at the
Grand Western Canal
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Part A of the survey asks basic questions about where you work.

Part B will provide the key evidence on natural, historic and cultural heritage the NLHF requires, together with evidence on access and visitor/volunteer engagement.

In Part C, the Board would also welcome your views on the training you require or would welcome.

Part D asks for your views on what additional services or benefits the CMA could consider providing if it had the additional staff resources.

You can remain anonymous if you wish; adding your name simply allows us to contact you should we need additional information.

Do not be concerned if you do not know exact designations or areas covered; we need as good a picture as possible of the work you are involved in and hence the influence you have over heritage and/or visitors.

We thank you in advance for the following information and look forward to receiving your completed survey. The survey should take approximately 20-30 minutes to complete; if you do not know the answers to any questions, just leave blank.

If you are employed by one of our corporate members, please continue to complete this survey as an individual. Corporate organisations are receiving a slightly different survey.

All those completing the survey will be entered into a draw to win free membership of the CMA for a year (from their subscription renewal date). In addition, for every survey completed £5 will be donated to the UK Squirrel Accord, which is working to protect our native Red Squirrels.

Pond dipping
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Part A - General information

1. Name: (optional)

2. Membership no: (optional)

2A. Membership Category Student (studying at college/university) Student (undertaking apprenticeship)

Supporter Member Accredited Member – Associate Accredited Member – Practitioner

Accredited Member – Principal Accredited Member – Fellow

3. Employer:

4. How long have you worked for this employer? years months

5. Do you manage staff? Yes No *If yes, how many staff do you manage?*

5A. Do you manage volunteers? Yes No *If yes, how many volunteers do you manage?*

Any idea of overall volunteer hours per year (roughly) hrs pa

6. How many years have you worked in countryside/greenspace management in total?

7. Which CMA region are you part of: (please select one only)

East Midlands

Scotland

East of England

South East England

Greater London

South West England

North East England

Wales

Northern Ireland

West Midlands

North West England

Yorkshire & Humberside

8. What do you value the most about your CMA membership? (Please tick all that apply)

- Networking
- e-bulletins
- Ranger magazine
- Training/study days
- Conference
- Other:

8A. Is your membership good value? Yes No About right

Feel free to comment:

8B. Would you be prepared to pay more for additional benefits? Yes No

8C. Which additional benefits would you want?

9. Are you a member of any other sector organisations (optional) Eg CIEEM, IPRoW, ISEP etc Yes No

10. Are you an Accredited CMA member? Yes (*If yes, go to Q11*) No

10A. If not, are you aware of the CMA Accreditation system? Yes No

10B. If yes, but not accredited - why? No need for it Too costly Lack of confidence Lack of time

11. Are you site(s) based or area/landscape based?

Site(s) (*If site(s) based go to Q12*)

Area/landscape (*If area/landscape based go to Q13*)

If both, please answer Q12 and Q13

12 If site(s) based please name of site(s)/park(s)/property(ies):

12A. Total size of site(s) in hectares (if known)

13. If area/landscape based what is your area known as? eg SW Lakes, Northern Somerset, Dartmoor - Haytor

13A. Total size in hectares (if known)

Part B - Your management of natural, historic and cultural heritage, visitors and access

14. What are the main habitat types you manage or advise on? Using the circles on the left of the answers please tick all that apply, then use the boxes to the right of each of your answers to indicate their order in terms of coverage, one being the most prolific.

Acid grassland.....	Lowland dry acid grassland
Amenity grassland.....	Lowland hay meadow
Amenity woodland	Lowland heathland
Ancient Woodland.....	Lowland raised bog
Ancient and/or species rich hedgerows.....	Lowland wood pastures and parkland.....
Arable.....	Maritime cliff and slope.....
Blanket bog.....	Mixed woodland.....
Boulders and rock above the high tide	Native pine woodland.....
Broadleaved and yew woodland	Offshore seabed
Calcareous grassland	Open coast.....
Canals.....	Orchards
Cereal field margins	Planted coniferous woodland.....
Chalk coasts (littoral and sublittoral).....	Purple moor grass and rush pasture
Chalk rivers	Raised bog.....
Coastal and floodplain grazing marsh	Reedbeds
Coastal saltmarsh	Rivers and streams.....
Coastal sand dune.....	Saline lagoons
Coastal strandline.....	Saltmarsh
Coastal vegetation shingle structure	Sand dune
Deep mud	Seagrass beds
Estuaries.....	Shingle above high tide mark
Eutrophic standing waters	Standing open water.....
Fens, carr, marsh, swamp and reedbed	Unimproved neutral grassland.....
Grazing marsh.....	Upland calcareous grassland
Ancient hedgerows	Upland hay meadow
Improved grassland.....	Upland heathland
Inlets and enclosed bays (including sea lochs)	Upland mixed ash woodland
Islands and archipelagos.....	Upland oakwood
Limestone pavements.....	Urban greenspace.....
Lowland beech	Wet woodland
Lowland calcareous grassland	

15. **Species: Please list up to 10 species of particular note** (European Protected Species/Sec 41/amber or red listed) on your site(s)/in your area? Again, we just need a sense of how important your site(s)/area/landscape is in terms of protected, important or notable species.

Here are links to European Protected Species Lists:

<https://www.legislation.gov.uk/ksi/1994/2716/schedule/2/made>

<https://www.legislation.gov.uk/ksi/1994/2716/schedule/3/made>

<https://www.legislation.gov.uk/ksi/1994/2716/schedule/4/made>

[Section 41 habitats and species of principal importance](#)

15A Does your work focus on the conservation of a particular species? Yes No

Which species?

Question 16 will be key in preparing the bid

16. This question is about environmental and historic/archaeological designations; we are aware these often overlap. Do you have any of the following designations on land that you manage or are responsible for? If yes, roughly how many hectares are covered by the designation?

16A. International designations (please tick all that apply)

Special Area of Conservation

Special Protection Area

Ramsar

World Heritage Site

Biosphere Reserve

UNESCO Global Geopark

Overall % of your site/area covered by one or more of these designations (roughly): %

16B. National designations (please tick all that apply)

National Nature Reserve

Site(s) of Special Scientific Interest

Marine Conservation Zone

National Trail

National Park

National Landscape

Another designation not listed? (please specify)

Overall % of your site/area covered by one or more of these designations (roughly)

%

16C. Local designations or 'declarations' (please tick all that apply)

Local Nature Reserve

LGS (Local geological/geomorphological site)

Site of Nature Conservation Interest (SNCI)/ Site of Interest for Nature Conservation (SINC)

Country Park

County Wildlife Site

Suitable Alternative Natural Greenspace (SANG) or other mitigation project

Another designation not listed? (please specify)

Overall % of your site/area covered by one or more of these designations (roughly)? %

16D. Non statutory designations (please tick all that apply)

Heritage Coast

Other? (please specify)

16E. National/Local Historic/Archaeological designations (please tick all that apply)

Scheduled Ancient Monuments (SAMs) How many?

Listed Building (1, 2*, 2) How many?

Registered Battlefield How many?

Registered Park or Garden How many?

Protected Wreck Site How many?

Heritage Highlight How many?

Conservation Area (buildings/village) How many?

16F. Any other designations we have omitted?

Name of designation or declaration: (eg Country Park)

Overall % of your site/area covered by this designation (roughly)? %

17. Are you or have you been involved in preparation of a Nature Recovery Plan of any sort? Yes No

Is it a:

Local Authority Local Nature Recovery Strategy (LNRS)

Site(s)/area based Nature Recovery Strategy

Utility Company Plan

Other employer-led/NGO Nature Recovery Strategy (eg the NT has launched a new strategy),

(please specify)

Question 18 would allow us to offer the NLHF the estimated number of communities/people/children you come into contact with.

18. Visitors/Organised Groups/Schools

18A. Does your site(s)/ area/trail receive visitors coming for:

General recreation (walking, cycling, bird watching, picnics etc)

Organised groups or schools that book for a visit?

Do groups/schools book for:

A talk

A ranger led activity

Self led activity

Sports activity

Guided walk

Other

18B. Are you personally involved in the visitor management/visit? Yes No

18C. Any idea of the annual number of:

18D. Do you have visitor facilities and do you or others manage/look after them? (please tick all that apply)

Visitor Centre	Yes	No	You manage	Others manage
Separate visitor toilets.....	Yes	No	You manage	Others manage
Play equipment	Yes	No	You manage	Others manage
Property open to visitors.....	Yes	No	You manage	Others manage
Self guided trails.....	Yes	No	You manage	Others manage
Café.....	Yes	No	You manage	Others manage
Shop	Yes	No	You manage	Others manage
Interpretative panels.....	Yes	No	You manage	Others manage
Other			You manage	Others manage

Question 19 would allow the CMA to emphasise the extent to which rangers work with land managers

19. Is part of your role to liaise with/advise farmers, landowners? Yes No (If No go to Q20)

If yes are these: Individuals Farmer clusters NFU/CLA

Other

19A Does your role involve advising on:

- Agri-Environment Schemes
- Catchment Based work
- Forestry schemes
- Non-advisory/general liaison
- Other advice to Farmers/landowners

19B Does your role involve advising farmers/landowners on biodiversity/land management issues? Yes No

If 'YES' which of these areas?

- Countryside Stewardship
- Forestry grants
- Catchment based
- Landscape Recovery Project
- Species Recovery Project
- National Lottery Heritage Fund project

Other

Question 20 would allow us to show the extent of partnership working amongst members.

20. Do you/your service work in official or unofficial partnership with another organisation, even if over just a part of your site(s)/area? Eg Utility company, Wildlife Trust, RSPB etc Yes No

Who is/are the various partner(s)?

Official (signed) agreement? Yes No

Unofficial partnership working? Yes No

Question 21 would allow us to indicate how many members are involved in/influence access issues.

21. Does your role involve managing access in the wider countryside? Yes No If no go to Q22

If 'YES' through which of these?

- Public access route work (ie RoW and/or permissive paths)
- Open access areas
- National/regional trails
- Locally produced guided walk leaflets
- Definitive RoW map issues

21A. Are you responsible for maintenance of public access routes eg path maintenance/signage/stiles/gates

Yes No

21B. Are you responsible for visitor usage of public access routes? eg patrolling, advising Yes No

Part C - Training

This is an opportunity to let the CMA know the type of training you need, ie training you feel you need to fulfil your role:

22. Have you attended any internal or external training courses in the last 2 years? Yes No

22A. Does your employer currently have a training budget Yes No

22B. Do you know if this has gone up or down in last 2 years? Up Down Don't know

22C. Do you think your past academic course(s) or training adequately equipped you to undertake your current role? Yes No

22D. Please tick against the type of training topics you feel you need/would like.
The list is necessarily fairly generalised in nature but the type of training members need is important:

Health and Safety	Environmental legislation
Risk Assessment	Species ID (various)
Engaging with stakeholders/Facilitation	Treatment of Invasive Non Native Species (INNS)
Project Management	RoW theory & practice
Habitat Management/techniques	Forestry practices
Climate Change/mitigation/adaptation	Historic designations-theory and practice
Effective Leadership	Visitor management
Preparing briefs	Environmental education
Horticultural skills eg plant health, biosecurity, pests	Bid Writing Skills
Survey/Monitoring skills	Survey, monitoring and evaluation
SEA/HRA etc	GIS skills
Landscape Character Assessment	General Data Protection Regulations (GDPR)
Interpretation	Communications eg web and social media
Volunteer management	Estate skills
Basic Ranger course	Species Management
Advanced Ranger course	Nature Recovery/ Re-wilding
Financial Management	Agri-Env Schemes
Fundraising	Cultural environment
People Management	Leadership skills
Negotiation skills	Equality, Diversity, Inclusion
Environmental Sustainability	Biodiversity Net Gain
Ecosystem Services	

22E. Any specific course(s) not covered above you would welcome?

22F. What are the reasons you cannot currently access this training?

Courses not available/cannot find what you want

Courses not available close enough to you

Too expensive/employer cannot/will not pay

Employer deems unnecessary

Not allowed time off for training courses

22G. In your current role do you have access, through your workplace, to latest Best Practice examples or trends in the sector? Yes No

Part D - CMA services and benefits

Nearly there; last set of questions.....

23. What additional services/member benefits would you want from the CMA should it gain the capacity to deliver?
Please tick all that apply.

- [1] Input/responses to Government consultations on sector issues
- [2] Closer partnership working with other organisations? Eg CIEEM, IPRoW
- [3] Policies/Position Statements on key topics in the sector
- [4] Advice service to answer technical or problematic issues being faced
- [5] Mentor programme to assist you when applying for accreditation
- [6] Promotion of accreditation to employers
- [7] Regular opportunities to network between members online
- [8] More active regional groupings
- [9] Improved promotion of the CMA: Social media Press releases Other
- [10] More site-based training opportunities facilitated by the CMA/accredited trainers
- [11] Programme of regular online webinars - training/topics of interest
- [12] Better promotion of Countryside Jobs Service (CJS)
and their training opportunity listings Yes No
Are you aware of CJS? Yes No
- [13] Introduction of a Basic Ranger Training course
- [14] Introduction of an Advanced Ranger Training course
- [15] Online resources/information on countryside management
- [16] Closer liaison/more information on the ERF/IRF ERF IRF
- [17] Improved web site content? If so, what do you want to see?

- [18] More/less Ranger issues More Less OK at 4 per year
- [19] More/less e-bulletins More Less OK as is
- [20] Annual Conference length Longer Shorter Enhanced facilities/higher cost venues
- [21] More opportunities to meet up/network during the year?
Physical Yes No Online Yes No
- [22] Online shop/merchandise
- [23] Member discounts negotiated for equipment/books etc?

24. Please rank your **top 6** priorities from the list above (using the numbers in brackets)?

1st 2nd 3rd 4th 5th 6th

25. Are there any membership benefits not listed in question 23 that you would value?

26. Any additional information, ideas, opinions, issues or suggestions not covered in this survey, that you'd like the CMA to be aware of?

Sincere thanks for completing this survey, the CMA will donate £5 to the UK Squirrel Accord for each survey completed. If you'd like to be entered into the draw for a year's free membership of the CMA, please add your name and email address below:

Name:

Email:

Please save your completed PDF form and email to: admin@countrysidemanagement.org.uk