

Dear *Householder*

My name is Denise Hewlett and I am leading a research project in the highly valued Purbeck area in Dorset and along its world renowned coastline. Working in partnership with the team of the Dorset Area of Outstanding Natural Beauty and Dorset County Council, this research is part of a three year investigation and is one of only four studies conducted worldwide. The aim of the research is to identify the public's, and especially local residents' views on tranquillity in your area. The results of this project will wholly inform the design of an alternative approach to the planning and management of the Purbeck area and its surroundings, inclusive of the coastline. This case study area is within the blue rectangle outlined in the attached map.

The opinions and views of people living in this area are crucial to this research and all views will inform the design of the planning approach devised. Therefore your comments are absolutely essential. To this end, I enclose a brief questionnaire for completion which I would ask you to return to me in the stamped addressed envelope enclosed. Your details will be held securely and anonymity will be protected in agreement with the Data Protection Act 1998.

I sincerely thank you in advance for your help with this research. If you have any queries regarding completion of the enclosed questionnaire or regarding this research, please do not hesitate to contact me on telephone number 01962 826360 or mobile number 07515 191366 or via email ([denise.hewlett@winchester.ac.uk](mailto:denise.hewlett@winchester.ac.uk)). The questionnaire is only of two sides and takes approximately 7 minutes to complete.

Kindest regards

*Denise*

Dr Denise Hewlett PhD MSc Dist. BA Hons.

Thank you for completing this questionnaire. ***Please read these notes carefully.***

- a) whether you do or do not get involved in groups in your area or in public consultations please read each section and indicate your response as requested
- b) for people who are ***not*** involved in groups or in public consultations, ***please do respond***, we are particularly interested to hear your views and ***they are vital to progressing this research***
- c) when you have finished please check through your responses and **return the questionnaire with the map by 22<sup>nd</sup> June 2014** to ensure your views count in the final planning models created.

**The closing date for responses is 22nd June 2014.**

\* This research has been approved by the University of Winchester's Ethical Committee and the Economic and Social Research Council in accordance with their ethical guidelines and the Data Protection Act (1998). All information on returned questionnaires will be treated as confidential according to the Data Protection Act 1998. Your details will be held securely by the researcher and your personal data and the total research results, protecting anonymity, will only be used for the purpose of this research and subsequent publications. The main findings of the research, protecting anonymity of individual responses, will be made available for review by government organisations should this be requested and may be used to support planning decisions taken in the case study area. Taking part in this study is entirely voluntary. By returning this questionnaire you consent to the information being used for the above purposes. Should you wish your data to be removed from the database at any time, your request will be complied with in agreement with the Data Protection Act 1998, by emailing your request to Dr Denise Hewlett, the Principal Investigator ([denise.hewlett@winchester.ac.uk](mailto:denise.hewlett@winchester.ac.uk))

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