

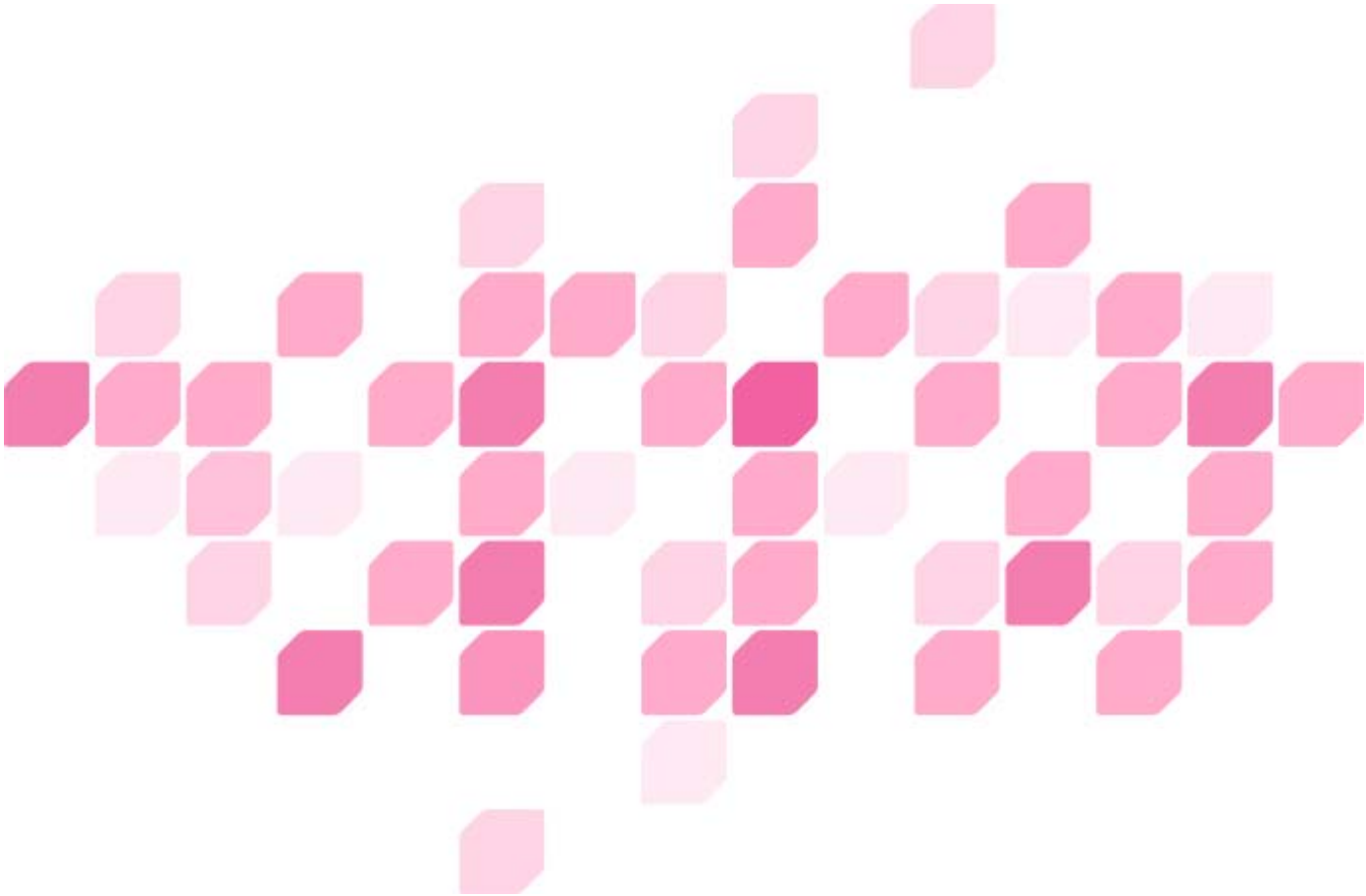


Monitoring the quality of experience in Dalby Forest

TNS Research International Final Report

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A. Background and introduction

Background

Forestry Commission (FC) forests and woodlands offer many recreation opportunities such as walking, cycling and picnicking, as well as more formalised activities such as mountain biking, horse riding, car rallies and orienteering. They also offer log cabins, camping and caravan accommodation, with a number of sites also equipped with a visitor centre. Printed material is produced in order to maximise the visitor experience and the FC have worked alongside Ordnance Survey to incorporate information on land access into their maps.

In June 2002, TNS Research International (then NFO) were commissioned to undertake a study which would investigate what constitutes quality of experience for visitors, addressing related concepts such as motivations, expectations and the needs of different groups. The output of this study was a survey method which could be used across Forestry Commission sites to effectively monitor quality of experiences. Since completing this study, on-site Quality of Experience (QOE) surveys have been undertaken using this survey method at 25 locations (Dalby and Thetford Forests have been surveyed twice), with over 7,000 interviews undertaken with forest visitors.

The Forestry Commission Corporate Plan for Wales and Great Britain identified a need for further evidence to demonstrate the benefits that woodlands and forests bring to society and it is on this basis that the FC continued the QOE survey programme through a series of on-site surveys during 2009. These surveys had the following key objectives

- to undertake on-site surveying of a target of 300 visitors per site at 3 sites in England in 2009;
- to provide full reports and data to FC.

Method

A total of 324 visitors were interviewed at Dalby Forest between 25th July and 27th October during 22 days of interviewing.

Prior to 2008, visitors who used the site at least once a month were interviewed and asked to rate both the levels of importance of different aspects of woodland and forest visits and their satisfaction with the same aspects at the individual forests surveyed. Visitors who came less often were interviewed for a shorter period before

being given a questionnaire regarding their levels of satisfaction. This was completed and returned, after the visit, using a reply-paid envelope. All visitors were interviewed at the start of their visit.

In 2008, it was decided that surveying at sites in England would involve all visitors being given the full CAPI interview on site at the end of their visit, with no self-completion questionnaires distributed. Due to declining response rates when using self-completion questionnaires and the potential for questions to be left blank, it was decided that a fully on-site methodology would be beneficial. This means that a number of questions, including the satisfaction and TRI*M analysis (see Section C), are now based on the full sample rather than on frequent visitors only.

Questionnaire changes

In 2009, some amendments were made to the questionnaire in order to reduce the length and in turn, to try and maximise the response rate. A number of questions were removed while others were amended from an open-ended question to a pre-coded question, with pre-codes based on responses to these questions in previous surveys. Respondents were not shown the CAPI screen or prompted at all for these questions which related to:

- influences on decision to visit;
- improvements;
- aspects liked most about the forest.

Please bear in mind the change in methodology and the different sites surveyed when comparing the results for 2009 with those obtained prior to 2008 and also when comparing questions that have been changed from an open-ended to a pre-coded question (highlighted throughout) in 2009 with all previous years.

About this report

This report provides the results of the survey undertaken at Dalby Forest. As mentioned previously, similar surveys have also been undertaken in 25 other Forestry Commission sites to date (Dalby and Thetford twice), providing a total 'database' of over 7,000 interviews with forest users. The results of the surveys undertaken at other sites have been used within this report, where appropriate, to help draw comparisons and to highlight the key variations at Dalby Forest.

It should be noted that variations between the results obtained at Dalby Forest and at other locations may not always be statistically valid (i.e. are within margins of error)

so should be treated with some caution. Also, it should be noted that where results are included for all sites surveyed to date, the results for the 2004 and 2009 Dalby surveys are included in these figures.

The following section provides the survey results across the total survey sample and, where appropriate, compares the responses provided by visitors in different demographic groups and those taking part in different activities. The results for Dalby are accurate to within $\pm 5.4\%$ at the 95% level of confidence. For example, on a question where 50% of the people in the sample of 306 respond with a particular answer, the chances are 95 in 100 that the true result is somewhere between 44.6% and 55.4%.

Throughout this report, regular visitors are defined as visiting at least once a month. Infrequent or first time visitors are those who visit less than once a month or who are on their first visit.

Verbatim responses have been appended.

B. Main results

Summary

Around half of visitors to Dalby Forest were in the Family lifecycle (children in household), with just under a third in the Empty Nester lifecycle (aged 45+, no children in household) and around one in ten classified as Young Independents (under 35, no children in household). Families were more likely than the average to have used play areas or trails and/or to have had a picnic or barbeque on site.

Around two-fifths of visitors to Dalby Forest were visiting while on holiday away from home, with a similar proportion on a day trip of more than 3 hours from home. A large proportion of visitors were from the Yorkshire and Humberside region, primarily from the York, Hull and Leeds postcode areas. While just under two-thirds were on a repeat visit to the site, a high proportion were infrequent visitors with almost three-quarters of visitors stating they visit less than once a month, on average.

The leisure activities most frequently undertaken at Dalby Forest included using a play area or trail, visiting the café, restaurant or other catering facilities and visiting the forest shop. Half of visitors took part in some form of walking while on site and three in ten cycled while on site. The scenery and views, walks, paths and trails, the cycle trails, freedom and opportunity to cycle and peace, tranquillity and relaxation were the aspects that are particularly appreciated by visitors to this site.

Dalby Forest was 'the only reason', 'very' or 'quite' important in the decision to visit the local area for eight in ten non-locals (those living outside of a 15 mile radius of the site). Previous experience was the most commonly cited information source when planning a visit, followed by maps and leaflets that visitors picked up. Visitors on holiday were more likely than the average to cite leaflets they picked up as an information source that they had used.

Improvements that visitors felt could be made to Dalby Forest included increasing or improving litter bin provision, improving parking arrangements, the improvement of trails and the provision of more or better facilities including dog waste bins, signposting, facilities and on-site information. Over half of visitors did not offer any suggestions as to improvements that needed to be made.

A summary of the TRI*M analysis regarding the visitor experience can be found at the end of Section C.

Visitor profile

To determine the types of people using the forest, visitors were asked to provide some information about their age, family situation and place of residence.

Demographics

Table B-1 Age & lifecycle (%)

Base: All respondents (324); all sites surveyed to date (7,115)

	%	Average all sites surveyed to date%	% England adult population (aged 16+)*
Age			
16 – 24	4	5	14
25 – 34	15	18	18
35 – 44	37	32	19
45 – 54	23	18	17
55 – 64	10	15	13
65+	11	12	19
Lifecycle			
Young Independents	11	14	N/A
Families	52	43	N/A
Empty Nesters	31	36	N/A
Other	6	N/A	N/A

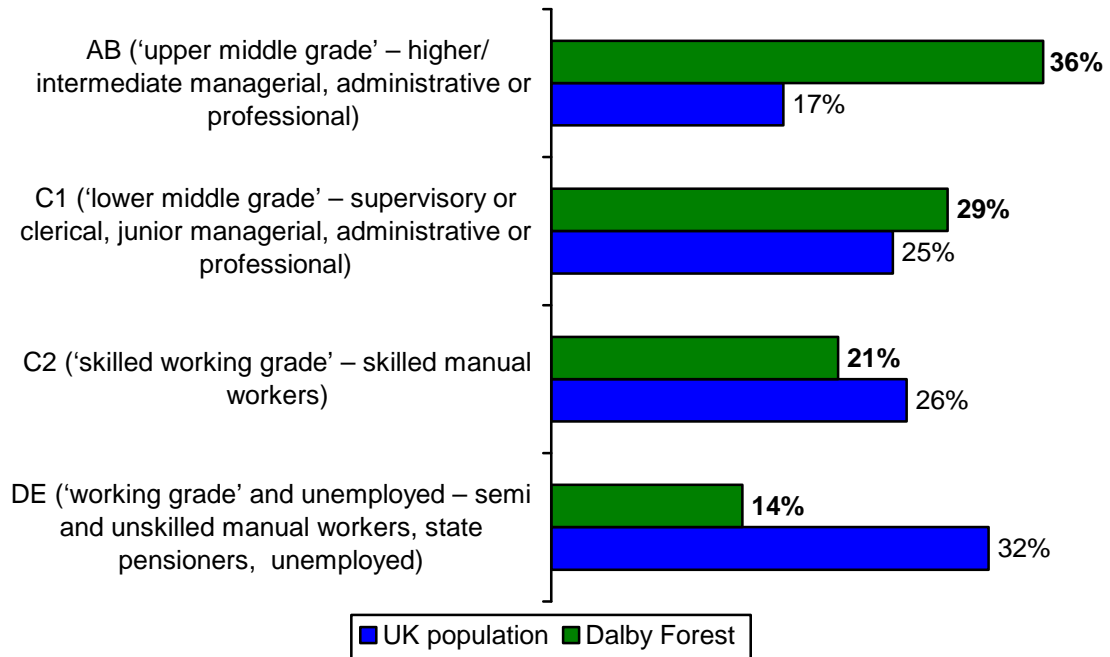
Six in ten visitors to Dalby Forest were between the ages of 35 and 54 (60%). Just under a fifth were between the ages of 16-34 (19%), while 21% were aged 55 or over. In terms of lifecycle, 52% of visitors were in the Family lifecycle (children in household), while 31% were in the Empty Nester lifecycle (aged 45+, no children in household) and 11% were in the Young Independent lifecycle (under 35, no children in household)

It is also useful to compare these results with the averages obtained across all of the forests included in this programme of research to date. Dalby Forest is generally more likely to attract those in the Family lifecycle than the average across all of the sites (52% v 43%). There was also a higher proportion of those between the ages of 35 and 54 recorded at Dalby in 2009 than the average across the other sites surveyed (60% and 50% respectively) but a lower proportion of people aged 55+ (21% v 27%).

There has been some change in age profile recorded at Dalby between the 2004 and 2009 surveys at this site, with a higher proportion of 35-54 year olds in 2009 (60% v 50% in 2004) but a lower proportion of those aged 55+ in 2009 than in 2004 (21% and 30% respectively).

Figure B-1 Social grade – comparison with UK population (%)

Base: All respondents (324)



In terms of social class, as Figure B-1 illustrates, slightly more than a third of visitors (36%) were in the AB social grades (higher and intermediate managerial, administrative or professional) while a further 29% were C1s (supervisory or clerical, junior managerial, administrative or professional). 21% of visitors were in the C2 socio-economic grouping and 14% were classified DEs. By comparison, in the UK population as a whole 43% of people are ABs or C1s while larger proportions are C2s or DEs (26% and 32% respectively).

The social grade profile of visitors to Dalby Forest was similar to the overall average recorded across the other sites included within this programme of research and to that recorded in the 2004 survey at this site.

Respondents were asked if they had an illness, disability or infirmity that had troubled them for a period of twelve months or more. 22 respondents at Dalby (7%) indicated that they did and of these, 19 indicated that this limited their daily activities in some way.

All of those interviewed at Dalby Forest described their cultural or ethnic background as white.

Origin

All visitors were asked to provide the postcode of their place of residence. The figure below lists the areas of residence mentioned by 1% or more of visitors.

Table B-2 Visitor origin (%)

Base: All respondents (324)

	%		%
Yorkshire & Humberside	64	East Anglia	4
<i>York</i>	<i>31</i>	South East England	4
<i>Hull</i>	<i>12</i>	West Midlands	2
<i>Leeds</i>	<i>7</i>	South West England	<1
<i>Other Yorkshire & Humberside</i>	<i>14</i>	Other England	1
North West England	6		
North East England	6	Scotland	2
East Midlands	5	Wales	1
		<i>Don't know/not stated</i>	<i>4</i>

Note: Percentages may not equal 100% due to rounding

The largest proportion of visitors to Dalby Forest came from Yorkshire and Humberside, with the largest proportions from the York (31%), Hull (12%) and Leeds (7%) postcode areas. A further 29% were from elsewhere in England, with small proportions visiting from Scotland (2%) and Wales (1%).

Season ticket ownership

15% of visitors to Dalby Forest indicated that they owned a season ticket. As might be expected, visitors who came to the site at least once a month were the most likely to own a season ticket (36 out of 55 respondents (65%) while only 4% of those visiting less often than once a month owned a season ticket.

Trip profile

Visitors were also asked a number of questions about their current visit to Dalby Forest in terms of the length of time spent away from home, time spent in the wood and activities undertaken.

Type of visit¹

A similar proportion of visitors were on holiday away from home when they visited Dalby Forest as were visiting on a day trip of more than three hours from home (39% and 38% respectively). The remaining 23% were on a day trip of less than three hours from home.

Table B-3 Type of visit (%)

Base: All respondents (324); all sites surveyed to date (7,115)

	%	All sites surveyed to date %
On a short trip of less than 1 hour from home	8	-
On a short trip of 1-2 hours from home	11	-
On a short trip of 2 to 3 hours from home	4	-
Day trip (<3 hours)	23	70
On a day out for more than 3 hours from home	38	11
On holiday away from home	39	20

Percentages may not equal 100% due to rounding

Compared to all of the sites included in this programme of research, the type of visits recorded at Dalby in 2009 was significantly different. A lower proportion of visitors to Dalby were on a short trip of less than 3 hours from home than the average across all sites (23% v 70%) while higher proportions were on a day trip of more than 3 hours from home (38% v 11%) or were on holiday (39% v 20%). Between the 2004 and 2005, the proportion of visitors at Dalby that were on a day trip of more than 3 hours from home increased from 30% to 38%, while the proportions on other types of visits remained similar.

¹ Please note that this question refers to the type of trip respondents were taking (short trip, day trip or holiday), with short and day trips further broken down by distance travelled from home. Times mentioned do not relate to time spent in the forest.

Transport

Respondents were asked what means of transport they used to reach Dalby Forest.

Table B-4 Transport used to reach site (%)

Base: All respondents (324)

	%
Car	93
Bicycle	5
On foot	3
Public/scheduled bus	1
Private coach/minibus	1
Other	1

The vast majority of visitors used a car to reach Dalby Forest (93%). In surveys of this nature, the car is frequently the most popular mode of transport, particularly when a relatively high proportion of visitors are on holiday or travelling a few hours from home to visit the site. Small proportions used a bicycle to visit the site (5%), came on foot (1%) or used a public or private bus (1% each).

Frequency of visits

Almost two-thirds of respondents stated that they had visited Dalby Forest on a previous occasion (63%). As illustrated in Table B-4 (below), just over half of repeat visitors to Dalby came to the site between one and six times per year (54%), while a further 18% stated that they visited less often than once a year (19%). This corresponds with the high proportions visited while on holiday or on a day trip of more than three hours from home. Only 8% of repeat visitors stated that they visited Dalby at least once a week.

Table B-5 Frequency of visits to forest (repeat visitors, %)

Base: All repeat visitors to Dalby Forest (204);
All sites surveyed to date (repeat visitors) (5,194)

	%	All sites surveyed to date %
Every day	-	6
4 to 6 times per week	-	-
1 to 3 times a week	8	-
1 to 6 times per week	8	13
1 to 3 times a month	19	22
4 to 6 times a year	18	-
1 to 3 times a year	36	-
1 to 6 times per year	54	48
Less often	18	13

- = no responses

The frequency of visits amongst visitors to Dalby in 2009 was lower than that recorded across all the sites included in this programme of research to date, with 54% visiting between 1 and 6 times per year at Dalby compared to 48% across all sites. Compared to the 2004 survey at Dalby, a lower proportion stated that they visited between 1 and 3 times per week (32% and 19% respectively) with a higher proportion visiting 1 to 6 times per year (39% v 54%).

Compared to all sites surveyed to date, larger proportions of visitors to Dalby were on their first visit ever (27% v 37%).

Length of visits

Visitors spent an average of 3 and a half hours (3 hours and 37 minutes) in Dalby Forest. 44% of visitors stated that they spent between 3 and 5 hours on site, while a further 21% indicated that they spent 5 hours or more on site. Again, this corresponds with the high proportions of visitors on day trips of more than three hours from home and those on holiday.

Table B-6 Length of visit (%)

Base: All respondents (324); all who walked (163); all who cycled* (98)

	Total time on site %	Time spent on any walking %	Time spent cycling %
Up to 15 minutes	-	2	-
15 – 30 minutes	2	7	-
30 minutes – 1 hour	3	20	5
1 hour – 2 hours	8	31	30
2 hours – 3 hours	22	25	27
3 hours – 5 hours	44	14	33
More than 5 hours	21	1	6
<i>Average</i>	<i>3 hrs 37 mins</i>	<i>1 hr 54 mins</i>	<i>2 hrs 47 mins</i>
<i>Proportion of time on site</i>	<i>100%</i>	<i>51%</i>	<i>69%</i>

*Caution: small sample size

Overall, visitors who took part in walking spent an average of 1 hour and 54 minutes undertaking this activity, approximately 51% of their time on site. Visitors who took part in cycling spent an average of 2 hours and 47 minutes undertaking this activity, 69% of their time on site.

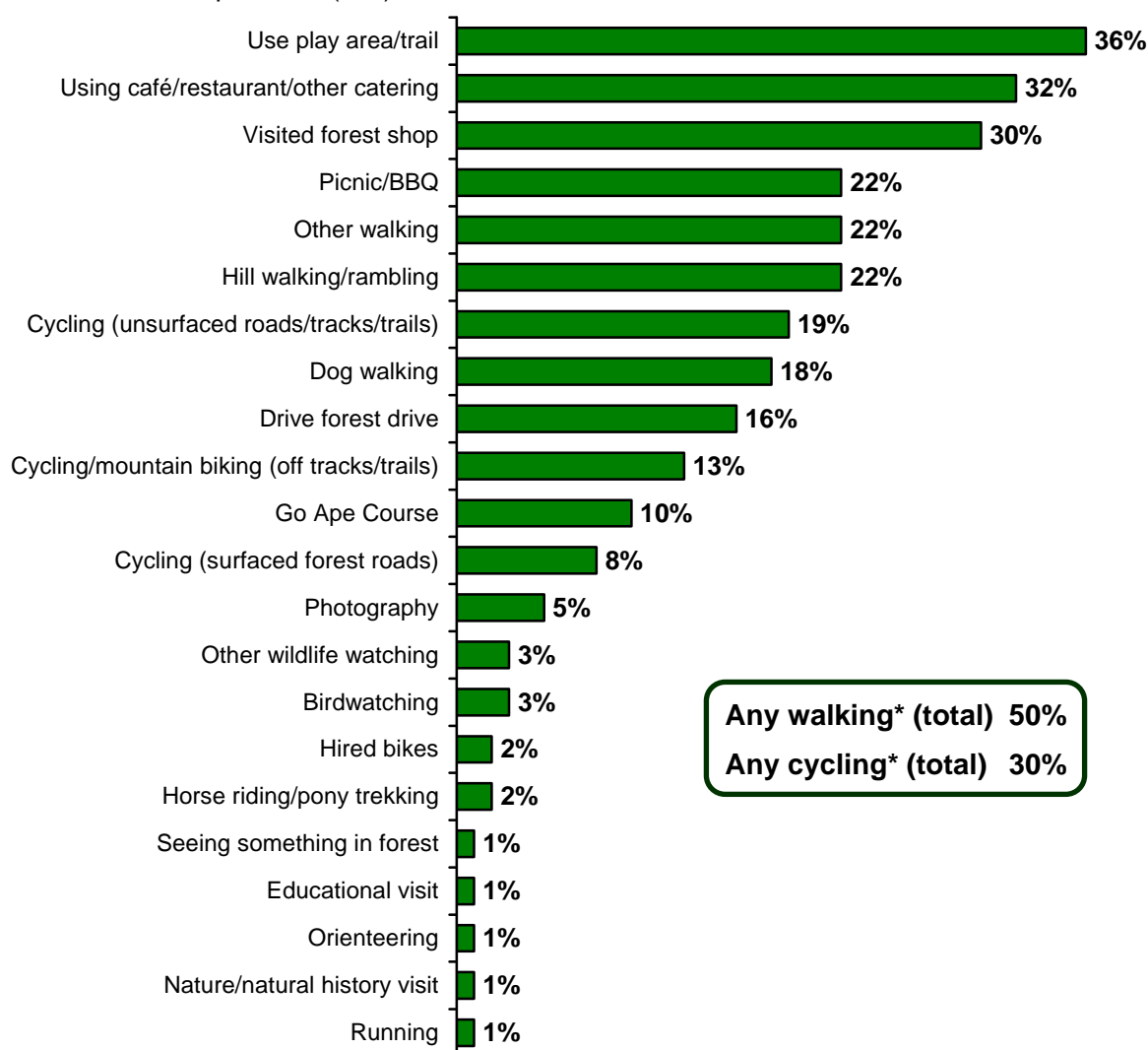
The overall length of visit at Dalby Forest in 2009 was on average longer than that recorded in 2004 and at other sites included in this programme of research. By comparison, the average length of visit across all of the sites was 2 hours and 34 minutes and 3 hours and 7 minutes at Dalby Forest in 2004.

Activities undertaken

When asked which activities they had undertaken during their visit, the most frequently mentioned activity was using a play area or trail (36%). Slightly under a third of visitors had used the café, restaurant or other catering facilities on site (32%), while three in ten stated that they had visited the forest shop (30%). Overall, 50% of visitors indicated that they took part in any type of walking, while three in ten cycled while on site (30%).

Figure B-2 Activities undertaken during visit to forest (%)

Base: All respondents (324)



* Respondents may have taken part in more than one type of cycling and/or walking

Compared to the average across all of the sites included in this programme of research, visitors to Dalby Forest Park were less likely to take part in seeing something in the forest (1% compared to average of 7%) but more likely to drive the forest drive (16% v 5%).

Visitors to Dalby in 2009 were less likely than in the 2004 survey to have taken part in walking without a dog (55% v 39%), having a picnic or barbeque (42% v 22%) and driving the forest drive (46% v 16%). Please bear in mind the change in methodology and also the variations in the activities asked about when comparing these results.

It is useful to compare levels of participation in the main activities among different user groups in Dalby:

- *Used play area/trails* (36% overall) – those in the Family lifecycle (56%), those aged 35-44 (54%) and female visitors (44%) were more likely than the average to have undertaken this activity.
- *Café/restaurant/other catering* (32% overall) – respondents in the ABC1 socio-economic grouping were more likely than C2DEs to have used these facilities (37% and 24% respectively).
- *Visited forest shop* (30% overall) – four in ten of those who visited whilst on holiday undertook this activity while on site (40%). 38% of those who took part in any type of walking also visited the forest shop, a higher proportion than amongst those who took part in any type of cycling (17%).
- *Picnic/BBQ* (22% overall) – visitors between the ages of 35 and 44 and those in the Family lifecycle were more likely than the average to have undertaken this activity during their visit (31% each).
- *Walking without a dog* (22% overall) – there were no significant variations for this activity.
- *Hill walking/rambling* (22% overall) - there were no significant variations for this activity.

Due to a small sample size, the results for cyclists should be treated with a degree of caution (N=98).

Children's play area²

As well as asking about their own participation in different activities, visitors were asked whether they were accompanied by any children who would use the play area during their current visit. As might be expected, this proportion was higher than the average amongst those in the Family lifecycle group (74%).

² Please note that respondents were asked here specifically about the play area, while this was one of a number of activity options at Figure B-2, therefore, the percentage at Figure B-2 is lower.

Favourite aspects of forest

Respondents were asked what they liked most about Dalby Forest. Please note that this question became a pre-coded question in 2009 and was previously an open-ended question. Respondents were not prompted or shown the pre-codes, however, it is important to be aware of this change when comparing these results with those obtained in previous years.

The most frequently provided responses for Dalby Forest were the scenery and views (27%), nice walks, paths and trails (20%), the cycle trails, freedom and opportunity to cycle (19%) and the peace, tranquillity and relaxation (18%).

Table B-7 Most liked aspects of Dalby Forest (%)

Base: All respondents (324)

	%
Scenery/views/beautiful	27
Nice walks/paths/trails	20
Cycle trails/freedom/opportunity to cycle	19
Peace/tranquillity/relaxation	18
Activities/good for/something to do with children	11
Good on-site facilities	6
Fresh air/good for day out	6
Nothing	6
Close to home/convenient	4
Wildlife/birdwatching	3
Exercise/keeping fit	2
Opportunity to spend time with friends/family	2
A specific facility*	2
Lots to see and/or do	2
Like forests/trees/variety of trees	2
Safe environment	2
The weather	1
Been before/wanted to come again/knew liked it	1
Cost/value for money	1
Helpful/pleasant staff	1
Clean/well looked after	1
Plenty/cheap/other references to parking	*
Other	24

* = less than 0.5%; 'Other responses' listed with verbatim responses in Appendix D

When analysed by visitor groups, the scenery and views were more likely than the average to be mentioned by respondents aged 55 and over (40%). Respondents in the Empty Nester lifecycle were more likely than those in the Family lifecycle to mention the scenery as a particular 'like' (37% and 22% respectively), as were those who took part in any type of walking compared to those who cycled during their visit

(31% and 12% respectively). Due to the small sample sizes, results for those aged 55+ and those who cycled should be treated with a degree of caution.

The walks, paths or trails' were more likely than the average to be mentioned by respondents who took part in any type of walking while on site (31%) and those on a day trip of more than 3 hours from home (29%). A higher proportion of infrequent visitors mentioned this aspect (21%) than amongst those who visited once a month or more (13%).

Other variations included:

- *Cycle trails/freedom/opportunity to cycle (19% overall)* – mentioned by a higher proportion of male respondents than by female respondents (23% and 13% respectively);
- *Activities/good for/something to do with children (11% overall)* – as may be expected, this aspect was more likely than the average to be mentioned by those in the Family lifecycle (19%).

Figure B-3 (overleaf) illustrates the 'other' responses to this question in the form of a word cloud³ where the size of the word relates to the frequency with which it was mentioned. Word clouds are useful in that they provide a visual indication of the most frequently mentioned words, however, these should be considered in conjunction with the full responses given which can be found in the appendices in Section D.

³ See <http://www.wordle.net>

Information sources used to plan visit

When visitors were asked about the sources of information they had used to plan their visit to Dalby Forest, around half of visitors cited previous experience or knowledge of the site (51%). Just over a fifth of respondents stated that they had used a map when planning their visit (22%), while 21% mentioned leaflets that they had picked up.

Table B-9 Information used to plan visit to Dalby Forest (%)

Base: All respondents (324)

	%
Previous experience/ knowledge	51
Maps	22
Leaflets picked up	21
Information on the Internet	18
Road signs to the site	14
Word of mouth recommendations	13
Tourist board or other brochures	5
Newspaper advertisements	-
None of these sources of information	3

- = no responses

Note: More than one answer could be chosen, therefore, percentages do not equal 100%

As may be expected, a high proportion of frequent visitors cited previous experience or knowledge as an information source used to plan their visit (87%), although the small sample size (N=55) means this result should be treated with a degree of caution. Those on a day trip of more than three hours from home were also more likely than the average to mention this information source (51%), while those on holiday were more likely than the average to cite maps as an information source used (34%).

Improvements

When asked what, if anything, needed to be improved at Dalby Forest, over half of visitors did not suggest anything or indicated that they 'did not know' what should be improved (57%). The most frequently mentioned suggestions related to the improvement or increased provision of litter bins (6%) and improvements to the parking arrangements (4%). Other improvements related to the improvement of trails and the provision of more or better facilities including dog waste bins, signposting, facilities and on-site information.

Please note that this question became a pre-coded question in 2009 and was previously an open-ended question. Respondents were not prompted or shown the pre-codes, however, it is important to be aware of this change when comparing these results with those obtained in previous years.

Table B-10 Suggested improvements (%)

Base: All respondents (347)

	%
Litter bins/more/clean up	6
Any mentions parking	4
More/better paths/trails for walking	3
Provide/more/improve dog waste bins	2
More/better paths/trails for cycling	2
More/better signposting	2
More facilities	2
More staff	1
More information/maps/leaflets/interpretation panels	1
More/better toilet facilities	1
More/better seats/picnic tables	1
Provide/improve café/reduce prices	*
Longer opening hours – site/facilities	*
Stricter controls on dogs/keep on lead	*
Other	30
Nothing/fine as it is	57

Note: Other responses listed in Appendix D

Figure B-4 (overleaf) illustrates the 'other' responses to this question in the form of a word cloud⁴ where the size of the word relates to the frequency with which it was

⁴ See <http://www.wordle.net>

Expenditure

To obtain an indication of the value of visitors to Dalby Forest, respondents were asked to specify the amount they had personally spent during the day of their visit to the forest. A small proportion (4% of respondents) stated that they did not spend anything during their visit, while a further 8% did not provide this information. The table below presents the average expenditure per person for different elements of their visit based upon those who spent anything in each category (for example the average accommodation spend amongst those who stayed away from home, excluding day trippers and others who spent nothing on this area).

Table B-11 Average expenditure per person per day (incl. day trip and overnight stay) (£)

Base: All respondents who spent something (239)

	Average spend (Based on those who spent anything on each category)	Base (Those who spent anything)
Accommodation (incl. food and drink)*	£33	125**
Food and drink (excl. at accommodation)	£18	151
Admission fees	£18	235
Shopping (non-routine, souvenirs)	£13	86**
Transport (incl. petrol, taxis, public transport)	£13	241
Equipment (e.g. hire of boat, horse-riding)	£50	26**
Miscellaneous	£54	18**
Overall average spend	£47	239

* Only based on those on holiday away from home in area; **Very small sample size

Overall, visitors to Dalby Forest spent an average of £47 per person per day (this figure excludes those who did not spend anything). Excluding accommodation, equipment hire, food & drink and admission fees were the aspects with the highest average expenditure amongst those who spent anything on these aspects.

C. TRI*M results

A key objective of this survey was to identify issues relating to the quality of visitor experiences at Dalby Forest and priorities for improvements. In addition to the standard analysis of the responses to questions regarding satisfaction, the information collected from visitors to Dalby Forest has also been analysed using TRI*M.

The TRI*M system has been developed by TNS to measure, manage and monitor customer relationships with products and services and, for the purposes of this study, it has been possible to adapt it to the 'product' offered by Forestry Commission sites. The following sections provide details of the responses provided to the questions asked regarding the claimed importance of different aspects of the forest in decisions to visit, levels of satisfaction with these same elements and the results of the TRI*M analysis.

Claimed importance of different aspects of visit

To identify the drivers of quality, visitors were asked to rate how important different aspects were in their decision to visit the site. Visitors could rate each of a list of aspects as 'extremely important' (5), 'very important' (4), 'fairly important' (3), 'fairly unimportant' (2) or 'not at all important' (1). Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more important the aspect is across the sample as a whole.

It is important to note that these ratings are levels of claimed importance. The TRI*M analysis has also allowed the identification of which of these aspects have the greatest impact on overall levels of satisfaction, their real relevance to the overall quality of experience, as described later in this chapter.

Table C-1 Importance of different aspects in decision to visit (mean score)

Base: All respondents (324)

Clean toilets	4.15
Being able to enjoy scenery & views	4.07
Feeling happy to leave car in car park	4.00
Being able to spend time with family & friends	4.00
Feeling safe in the forest	3.95
Value for money of trip/day out	3.92
Enough car parking	3.91
Clear signposting on footpaths/trails	3.89
Being able to enjoy the wildlife	3.80
Friendliness of staff	3.78
Litter bins	3.78
Being able to get fit & healthy	3.72
Solitude/tranquillity/peace & quiet	3.67
Leaflets, maps and interpretation panels	3.62
Picnic areas	3.41
Printed information about forest	3.39
Café/restaurant	3.33
Dog waste bins	3.30
Choice of paths for walking	3.29
Availability of staff at site	3.17
Open grassy areas	3.14
Children's play equipment	3.10
A forest drive	3.04
Choice of trails for cycling	2.92
A shop	2.87
Disabled access to facilities on site	2.36
Availability of cycle hire on site	2.22
Baby changing facilities	2.05

This analysis suggests that the aspects claimed to be of the greatest importance amongst most visitors were clean toilets, being able to enjoy the scenery and views, feeling happy to leave their car in the car park and being able to spend time with family and/or friends.

The facilities claimed to be of less importance overall or only of importance to specific groups of visitors included a shop, disabled access to facilities, the availability of cycle hire on site and baby changing facilities.

Respondents were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The weather was the most frequently mentioned influence (15%), followed by cycling (13%), activities for children (9%), that it was close to home or convenient (7%) and having been on a previous visit (7%).

Table C-2 Other influences on decision to visit (%)

Base: All respondents (324)

	%
Weather	15
Cycling	13
Activities/good for/something to do with children	9
Close to home/convenient	7
Been before/wanted to come again	7
Peace/tranquillity/relaxation	5
Walk the dog	4
Scenery/views/beautiful	4
Exercise/keeping fit	3
Recommended by friends/family	3
Spend time with friends/family	3
Fresh air/just for day out	3
First visit	2
Good on-site facilities	2
Like forests/trees	2
Just passing/en route elsewhere	1
Wildlife/bird watching	1
Cost/value for money	1
Lots to see & do	1
Special event	1
References to parking	*
Other	21
Nothing	25

Note: 'other' responses listed in Appendix D

Please note that this question became a pre-coded question in 2009 and was previously an open-ended question. Respondents were not prompted or shown the pre-codes, however, it is important to be aware of this change when comparing these results with those obtained in previous years.

Figure C-1 (overleaf) illustrates the 'other' responses to this question in the form of a word cloud⁵ where the size of the word relates to the frequency with which it was mentioned. As mentioned earlier, word clouds are useful in that they provide a visual indication of the most frequently mentioned words, however, these should be considered in conjunction with the full responses given which can be found in the appendices in section D.

⁵ See <http://www.wordle.net>

Performance of different aspects of visit

Visitors were next provided with the same list of elements of the site and asked to rate how satisfied they had been with each during their visit. Respondents could rate each of the elements on a five point scale which included 'excellent' (5), 'very good' (4), 'good' (3), 'fair' (2) and 'poor' (1). Also, if visitors had no experience of a specific element they were asked to indicate that they did not know. Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more satisfied visitors were with this aspect

Table C-3 Satisfaction with different aspects of visit (mean score)

Base: All respondents rating each aspect

	Mean score	Base (those who rated aspect)
Being able to enjoy scenery & views	4.13	317
Being able to spend time with family & friends	4.08	296
Clean toilets	4.03	272
Children's play equipment	3.98	192
Choice of trails for cycling	3.98	166
Feeling safe in the forest	3.97	310
Feeling happy to leave car in car park	3.96	308
Being able to get fit & healthy	3.93	295
Baby changing facilities*	3.84	38
Value for money of trip/day out	3.83	315
Solitude/tranquillity/peace & quiet	3.82	304
Being able to enjoy the wildlife	3.81	281
Picnic areas	3.78	236
Friendliness of staff	3.77	285
Open grassy areas	3.75	235
Availability of cycle hire on site	3.73	105
Choice of paths for walking	3.72	217
Clear signposting on footpaths/trails	3.68	269
A forest drive	3.68	237
Leaflets, maps and interpretation panels	3.67	280
Café/restaurant	3.66	231
Printed information about forest	3.65	273
Enough car parking	3.59	312
A shop	3.57	235
Availability of staff at site	3.42	216
Disabled access to facilities on site*	3.37	52
Litter bins	3.16	238
Dog waste bins*	2.96	96

*caution: small sample size

This analysis suggests that, overall, visitors were more likely to be satisfied with being able to enjoy the scenery and views, being able to spend time with friends and/or family, the toilets, the children's play equipment and the choice of trails for cycling. Elements ranked lowest on average included the availability of staff on site, disabled access to facilities (small sample), litter bins and dog waste bins.

If an aspect was rated as fair or poor, respondents were asked why this was the case. Please bear in mind that some of the aspects were not commented on by many respondents and where more than three aspects were rated as fair or poor, three were randomly selected and the respondent was asked about these. Below are some of the main reasons given for the aspects most frequently rated:

- Litter bins – not enough/have not seen any;
- Dog waste bins – not enough/have not seen any;
- Car parking – too busy, too expensive;
- Signposting – unclear/confusing, not enough;
- Availability of staff – not seen any;
- Leaflets, maps and interpretation panels – need more detail;
- Solitude/tranquillity/peace and quiet – too crowded/too many people;
- Value for money – entry fee/car park too expensive.

Responses to this question can be found in the appendices in Section D.

TRI*M Index

The TRI*M Index is a weighted calculation based on responses to the following four questions:

- How would you rate your visit to Dalby Forest overall? (Overall performance)
- Based on your experience, would you recommend Dalby Forest as a place to visit to a friend or relative? (Recommendation)
- Based on your experiences on this trip, would how likely are you to visit Dalby Forest again in the next few months? (Repurchase)
- How would you rate Dalby Forest as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead? (Competitive advantage)

These four questions provide the TRI*M index score for overall visitor satisfaction with Dalby Forest (and the context within which all of the detailed satisfaction ratings are placed). It has been used in this report to benchmark Dalby Forest against other forest sites included in the 2009 survey programme and could also be used as a benchmark score for future comparison.

Figure C-2 shows the overall results for each of these questions, as illustrated by the 4 quadrants in the diagram.

Figure C-2 Overall satisfaction with Dalby Forest

TRI*M Index Questions

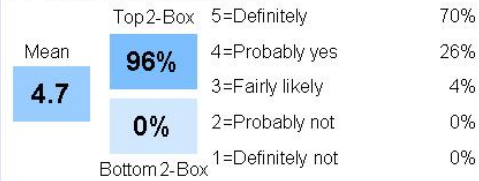
Dalby Forest

TRI*M Index 97

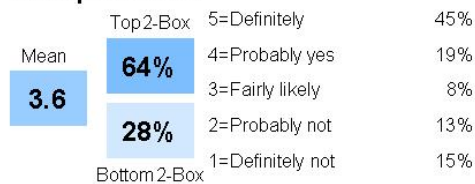
1. Overall Performance



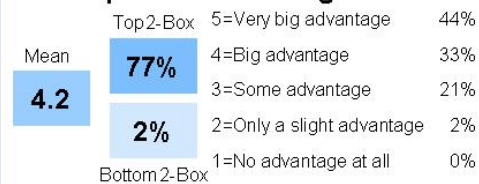
2. Recommendation



3. Repurchase



4. Competitive Advantage



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The overall TRI*M index figure for Dalby Forest was **97**, a high index that suggests overall satisfaction with visits to the forest was very high. By comparison, the TRI*M index figures obtained at the other sites included in the 2009 and previous surveys are shown in Table C-4.

Table C-4 TRI*M Index scores for sites surveyed to date

Base: All respondents answering questions

	Year	TRI*M Index	Base
Rosliston Wood	2007	112	301
Bedgebury Forest	2008	108	238
Wyre Forest	2008	108	266
Coed y Brenin	2007	108	372
Sherwood Pines Forest Park	2006	108	303
Nant yr Arian	2006	107	294
Hamsterley Forest	2006	106	276
Haldon Forest	2009	105	304
Delamere Forest	2006	104	269
Garwnant Forest	2006	104	302
Whinlatter Forest	2007	103	348
Top Lodge, Fineshade Wood	2007	101	296
Dalby Forest	2009	96	324
Thetford Forest	2008	96	245
Kielder Water and Forest Park	2009	92	306

Please note that prior to 2008, a different methodology was used and comparisons should be treated with a degree of caution (see page 3 for details).

The overall satisfaction data shows that the majority of visitors rated their trip highly, with just under half (46%) claiming it was 'excellent' and 47% claiming that it was 'very good'. In addition to this high satisfaction with their trip, seven in ten visitors (70%) stated that they would 'definitely' recommend a visit to Dalby Forest. This is a very good indicator of the enjoyment of a visit.

45% of respondents indicated that they would 'definitely' return for a repeat visit, while a further 19% stated that they would 'probably return'. Just over three-quarters of visitors to Dalby were on a day trip of more than 3 hours from home or visited while on holiday (77%), which has an impact on likelihood to re-visit.

When asked how the forest compared to other outdoor recreation sites, most of the sample stated that Dalby Forest does have an advantage over alternative sites, with over two-fifths (44%) claiming the site had a 'very big' advantage and a third (33%) claiming that it had a 'big' advantage. A further 21% of the sample saw Thetford Forest as having only 'some' advantage over other sites which could have been visited.

All of the scores are high which is encouraging and suggests that most people enjoy their visits to Dalby Forest, they would recommend it as a place to visit to friends and family and are likely to perceive it as a better place to visit than other, alternative outdoor recreation sites. The main impact on the TRI*M Index was the likelihood to re-visit, with intentions to re-visit influenced by the proportions visiting while on holiday or on day trip of more than 3 hours from home.

TRI*M typology

The next stage of the TRI*M analysis involved the categorisation of all respondents into four different groups. This categorisation is based upon responses to the four key questions described previously with respondents classified by level of satisfaction, based upon their overall performance and recommendation responses, and levels of loyalty, based upon their repeat visit and competitive advantage responses.

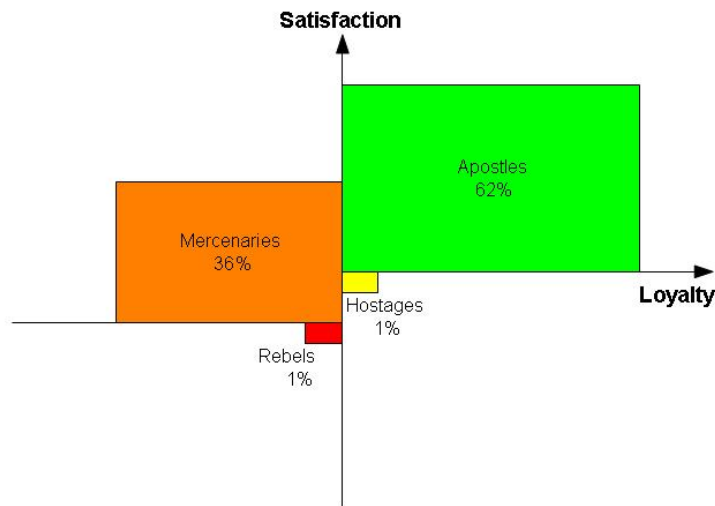
The four groups are as follows:

- Apostles – visitors with high levels of satisfaction and loyalty. Visitors essential to the long term success of the site. The focus should be on how to retain these visitors.
- Hostages – visitors with low levels of satisfaction but high levels of loyalty. These visitors may be visiting the site due to a lack of alternatives or barriers to travel elsewhere. The focus should be on how to satisfy these visitors, to ‘move’ them to the Apostles group.
- Mercenaries – visitors with high levels of satisfaction but low levels of loyalty. Typically these types of visitors are always looking for better options and are likely to visit a range of different locations to take part in outdoor recreation. The focus for this type of visitors should be to identify what will engender loyalty.
- Rebels – visitors with low levels of satisfaction and low levels of loyalty. These types of visitors are actively disruptive via negative word of mouth.

Figure C-3 Visitors to Dalby by TRI*M typology

TRI*M Typology
Dalby Forest

TRI*M Index 97



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As Figure C-3 above illustrates, the majority of visitors to Dalby Forest (62%) were categorised into the Apostles grouping i.e. both satisfied and loyal. Most of the remainder (36%) were classified as Mercenaries (satisfied but not loyal), again, this will be influenced by the relatively high proportions visiting while on holiday or on a day trip of 3 hours or more from home. 1% were classified as Rebels (neither satisfied nor loyal) and 1% were classified as Hostages (not satisfied but loyal).

TRI*M Grid

The third stage of the TRI*M analysis combined responses to the series of importance and satisfaction ratings (as detailed in Tables C-1 and C3) with the TRI*M index which was derived for each respondent on the basis of the four key questions described previously.

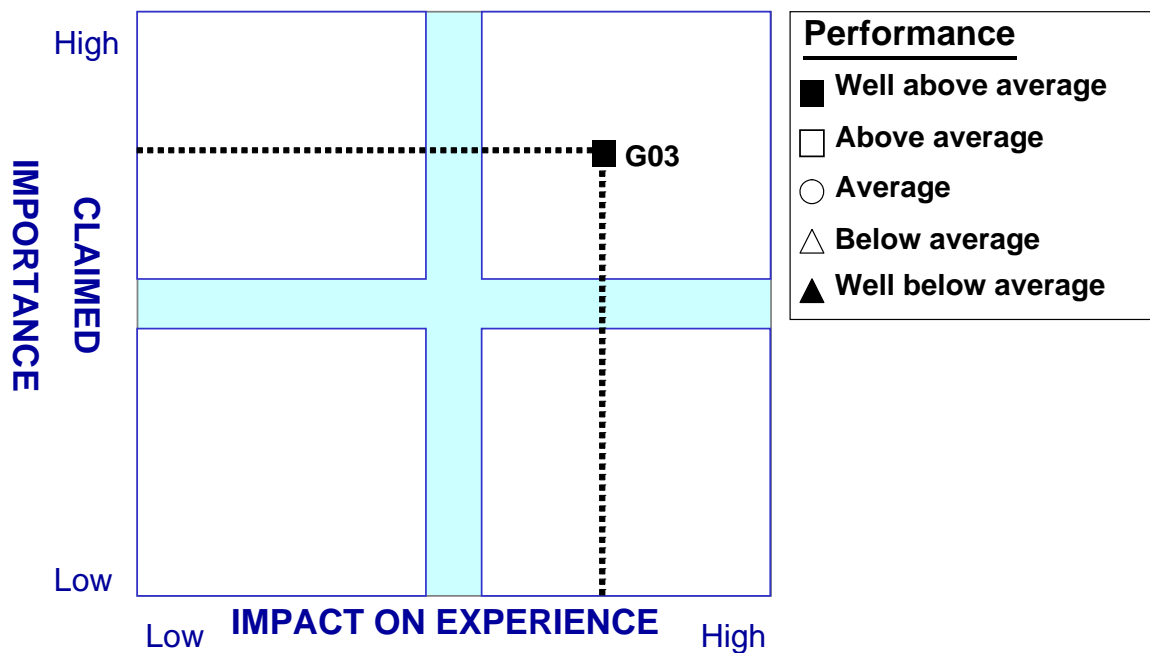
To produce each TRI*M grid each of the aspects of Dalby Forest was given a relative value in terms of the following three dimensions:

- *Levels of claimed importance* – as reported in Table C-1. This measurement provides an indication of the aspects that visitors believe to most important in their decision to visit Dalby Forest, those which should be reinforced in marketing communications.
- *Impact on experience* – this measurement is statistically derived from an analysis of the correlation of each aspect's performance (i.e. levels of satisfaction reported) with the TRI*M index. If there is positive correlation between the TRI*M index and the performance of a particular aspect it is rated as having a high impact on quality of experience. Conversely if there is no correlation between the TRI*M index and the performance of an aspect, it is rated as having a low of impact on quality of experience.
- *Levels of satisfaction* – as reported in Table C-3. This measurement provides an indication of the relative performance of each of the aspects which were rated. This measurement provides an indication of areas which require improvement.

In the following TRI*M grids, each of these three dimensions is plotted as follows:

- *Levels of claimed importance* - this score is displayed on the vertical axis which runs along the left hand side of the grid. The closer to the top of the grid, the higher the claimed importance and the closer to the bottom of the grid, the lower the claimed importance.
- *Impact on experience* - this measurement is displayed on the horizontal axis which runs along the bottom of the grid (see below). The further to the right of the grid, the higher the impact on the quality of experience and the further to the left of the grid, the lower the impact on quality of experience.
- *Levels of satisfaction* – the previous two dimensions (claimed importance and impact on experience) tell us where on the grid each attribute falls. On the example below these are represented by the dotted lines. Where the two dotted lines cross is where on the grid the aspect of the forest is located. The

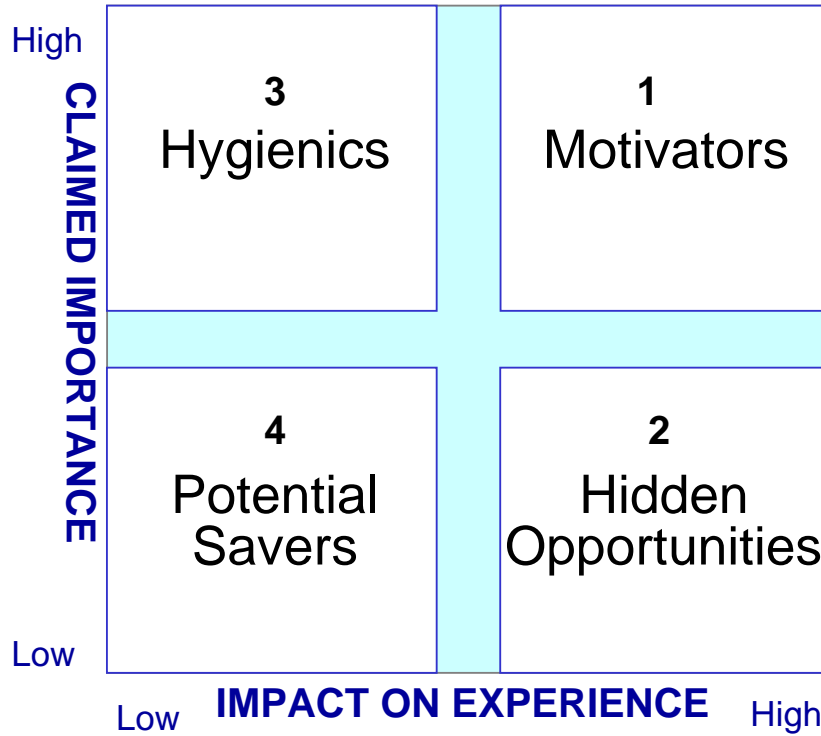
third dimension is levels of satisfaction, the measurement of performance. The average satisfaction score respondents gave to each aspect is displayed by the shape plotted on the grid, for example the filled in square on the grid below. This tells us how well the forest is performing on each attribute. In the hypothetical example below the attribute **G03** has fairly high claimed importance (because it is near the top of the grid), a fairly high impact on experience (as it is to the right of the grid) and its performance is well above average (because it is has a filled in square).



As illustrated in Tables C-1 and C-3, a total of 28 aspects of Dalby Forest have been rated by respondents. The results of the TRI*M Grid analysis can provide an insight into which ones should be priorities for improvement or marketing. Each aspect's impact on experience rating should be considered to be a higher priority than the claimed importance rating as this measure has a direct relationship to overall levels of satisfaction. As such, aspects that are further to the right on the grid should be considered as higher priorities. However, claimed importance also has some bearing so things that are towards the top of the grid also have some priority. To help identify which aspects to prioritise, each of the four quadrants has been given a name indicating its relative priority.

The top priorities should be those that fall into the Motivators quadrant (top right hand corner of the grid) because these have both a high impact on experience and high claimed importance. Second priority should be any aspects in the Hidden

Opportunities quadrant (bottom right hand corner) because these also have a high impact on experience. Third priority is aspects in the Hygienics quadrant (top left hand corner) because although these have high claimed importance they are less motivating and therefore have less influence on the quality of experience. The last priority is the Potential Savers quadrant (bottom left hand corner) where aspects have both a low impact on experience and low claimed importance.



*TRI*M Grids for Dalby Forest*

Over the following pages the strengths, weaknesses and priorities for Dalby Forest have been identified. The crossbars on the grid are there to remind us that there are no hard and fast dividing lines between quadrants. Each aspect must be interpreted in relation to the position of the other aspects in order to determine its relative priority in the overall assessment of quality of experience.

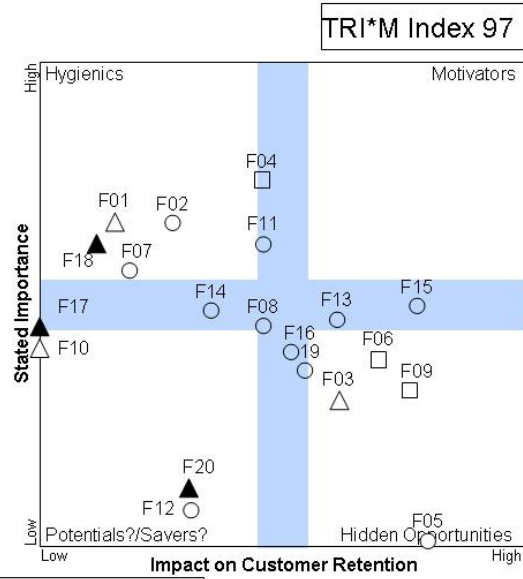
The TRI*M grids illustrating the results obtain across all visitors to Dalby Forest are presented on page 36. For clarity, the results are presented across 2 grids but all of these findings should be considered together. Please bear in mind the small sample sizes for some of these aspects (see Table C-3 for base sizes).

TRI*M Grid Dalby Forest

FACILITIES IN DECISION TO VISIT SITE

- F01 Enough car parking
- F02 Clear signposting on footpaths /trails
- F03 A shop
- F04 Clean toilets
- F05 Baby changing facilities
- F06 Children 's play equipment
- F07 Leaflets , maps and interpretation panels to help you find your way around
- F08 Choice of paths for walking
- F09 Choice of trails for cycling
- F10 Availability of staff at the site (for example , rangers)
- F11 Friendliness of staff
- F12 Availability of cycle hire on-site
- F13 Café\restaurant
- F14 Printed information about the forest
- F15 Picnic areas
- F16 Open grassy areas for ball games , sunbathing , etc.
- F17 Dog waste bins
- F18 Litter bins
- F19 A forest drive
- F20 Disabled access to facilities on site

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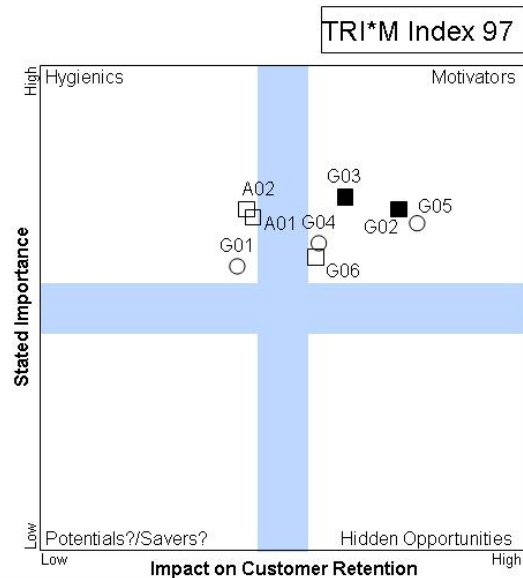


TRI*M Grid Dalby Forest

GENERAL ASPECTS IN DECISION TO VISIT

- G01 Solitude , tranquility peace and quiet
 - G02 Being able to spend time with family and friends
 - G03 Being able to enjoy scenery and views
 - G04 Being able to enjoy the wildlife
 - G05 Value for money of your whole trip or day out
 - G06 Being able to get fit and healthy
- A01 Feeling safe in the forest
A02 Feeling happy to leave your car in the car park

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Strengths and weaknesses at Dalby Forest

Figures C-4 and C-5 present the strengths and weaknesses for Dalby Forest using a newly developed TRI*M output known as Fast Grids. These allow the easy identification and prioritisation of the key areas in which the site is doing well and those where improvements are required.

Fast Grids not only take into account how well an aspect is performing but also where it is positioned. Figure C-4 below demonstrates the symbols used in relation to key strengths and what these mean.

Figure C-4 Key for Fast Grid symbols (strengths)



Black squares in the Motivator quadrant. These are aspects that have a high impact on satisfaction and are performing well above average.



White square in the Motivator quadrant. These are aspects that have a high impact on satisfaction and are performing above average.



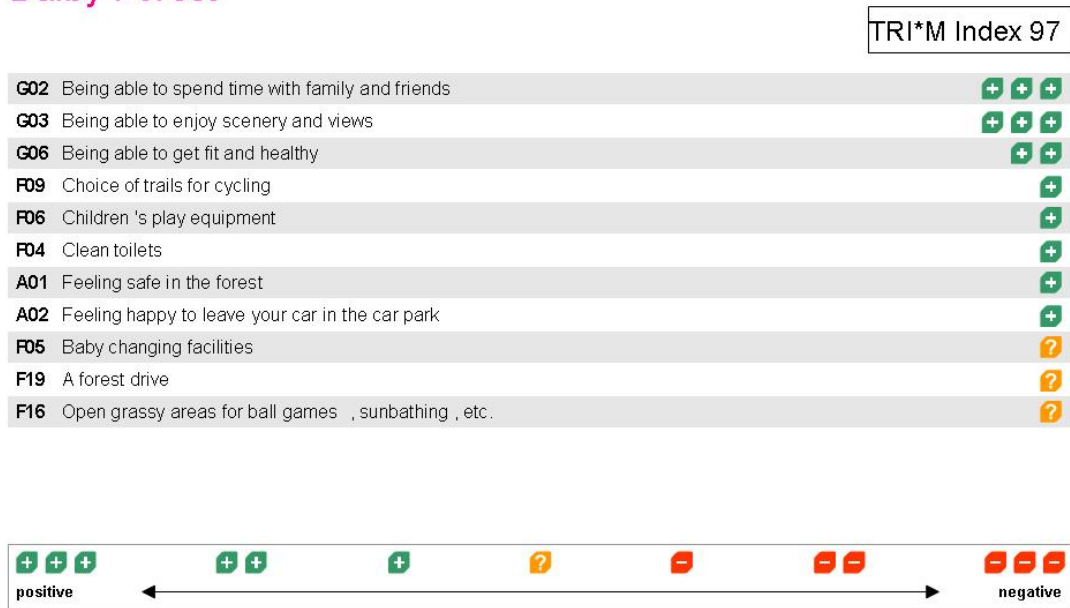
Black and white squares in the hidden opportunities and hygienics fields. These are aspects that have high impact on quality of experience (hidden opportunities) and/or are important to the viability of the site (hygienics) that are performing above or far above average.



Circles in the hidden opportunities field. These are aspects that are performing at an average level and that have a high impact on the quality of experience.

Figure C-5 Strengths identified at Dalby Forest

Summary of Strengths Dalby Forest



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As Figure C-5 illustrates, the aspects with far above average performance at Dalby Forest were being able to spend time with family and friends and being able to enjoy the scenery and views, while being able to get fit and healthy performed above average. Each of these aspects are in the Motivators quadrant in the TRI*M Grids on page 37, meaning that they have both high claimed importance and a high impact on satisfaction. Communicating these key strengths is important in maintaining satisfaction with these aspects.

The choice of trails for cycling is an aspect at Dalby Forest that is currently performing above average. This aspect is located in the Hidden Opportunities quadrant, meaning that it has a high impact on satisfaction but has a lower stated importance than aspects in the Motivator quadrant. Improving this aspect will provide the opportunity to increase visitor satisfaction at this site.

Clean toilets, the children’s play equipment, feeling safe and feeling happy to leave a car in the car park are also aspects that are currently performing above average at Dalby. These aspects have a high stated importance but less impact on satisfaction than other elements of the visitor experience. Maintaining these is important but these are less of a priority than those which have a higher impact on satisfaction.

Three of the aspects shown in Figure C-5 are currently performing at an average level but their position in the Hidden Opportunities quadrant demonstrates that these have a relatively high impact on satisfaction. Improving satisfaction with the baby changing facilities, amongst those who will use this facility, the forest drive and open grassy areas will have a positive impact on visitor satisfaction.

Figure C-6 Key for Fast Grids (weaknesses)












-  **Black triangles in the motivators field.** These are aspects that have a high impact on satisfaction but are performing well below average.
-  **White triangles in the motivators field.** These are aspects that have a high impact on satisfaction but are performing below average.
-  **Circles in the motivators field; black and white triangles in the hidden opportunities field.** These are aspects that have a high impact on satisfaction but lower stated importance that are performing below or well below average.
-  **Black triangles in the hygienics field.** These aspects are performing well below average and while they have a lower impact on satisfaction, they have a high stated importance.

Figure C-7 Weaknesses identified at Dalby Forest

Summary of Weaknesses
Dalby Forest

TRI*M Index 97

G05	Value for money of your whole trip or day out	
F15	Picnic areas	
G04	Being able to enjoy the wildlife	
F13	Café\ restaurant	
F03	A shop	
F18	Litter bins	
F17	Dog waste bins	



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Each of the first three aspects shown in Figure C-5 - value for money, the picnic areas and being able to enjoy the wildlife - are currently performing at an average level. However, their position within the Motivators quadrant demonstrates that these

have a high impact on satisfaction and are the most immediate priorities for improvement. Improving and/or communicating these aspects more strongly as part of the visitor experience at Dalby Forest will have a positive impact on satisfaction.

The café/restaurant and shop are areas which have a lower stated importance but are shown on the TRI*M Grids on page 37 to have a high impact on satisfaction. Currently both of these aspects are performing at an average level and should be considered as secondary priorities.

While the litter bins and dog waste bins have a lower impact on satisfaction they are perceived by visitors being relatively high in terms of importance. Both of these aspects were rated as far below average and while they are perceived by visitor as having some importance, improving these will not have a high impact on satisfaction and they can be considered as lower priorities.

Summary of key TRI*M Grid findings

The TRI*M analysis for Dalby Forest has highlighted the following key drivers of quality of experience and potential areas for improvement:

Strengths – these are the attributes of the site which are considered as important amongst most visitors, are proven to have a high impact on overall levels of satisfaction and are currently performing well. At Dalby Forest, the main strengths are being able to spend time with family and friends, the scenery and views, being able to get fit and healthy, the choice of trails for cycling, clean toilets, the children's play equipment, feeling safe in the forest and feeling happy to leave a car in the car park. It is vital that these strengths are maintained and communicated in promotional materials.

The baby changing facilities, forest drive and open grassy areas are performing at an average level and have been identified as Hidden Opportunities to improve visitor satisfaction.

Immediate, top priority issues – these are attributes of the site which are performing at an average level but are considered to be important amongst most visitors and have an impact on overall levels of satisfaction. At Dalby Forest, value for money, the picnic areas and being able to enjoy the wildlife were positioned in the Motivators quadrant so should be considered priorities in the site's management and maintaining current levels of satisfaction.

Future opportunities – these are attributes which, although most visitors do not perceive them as important in their decision to visit, have been proven to have an impact on the overall quality of experience of those who rated them. At Dalby Forest, the aspects included the shop and the café/restaurant.

Lower level priority issues – the litter bins and dog waste bins are attributes at this site which, although most visitors rated them as important, were found to have less impact on overall levels of satisfaction. Both of these aspects are currently performing far below average. Improving these is important, however, they are less of a priority than the aspects mentioned above in improving levels of satisfaction at Dalby Forest.

Investing and improving these facilities in the future will provide opportunities to develop levels of satisfaction beyond those currently achieved.

Net Promoter Score

In 2008, the Forestry Commission decided to pilot the use of Net Promoter Score (NPS) at High Lodge, Thetford alongside the TRI*M analysis. This was repeated at Dalby Forest in 2009. The NPS is based solely on recommendation and uses the following question:

- *How likely is it that you would recommend Dalby Forest as a place to visit to a friend or relative? Please provide your answer to this question on a scale of 0 to 10 in which 0 means 'not at all likely' and 10 means 'extremely likely'.*

As mentioned above, respondents rate the question on a scale of 0 to 10. Those answering between 0 and 6 are classified as 'detractors' (not likely to recommend), responses between 7 and 8 are classified as 'passives' (neutral) and responses of 9 and 10 are classified as 'promoters' (likely to recommend positively).

To calculate the NPS, the proportion of 'detractors' is deducted from the proportion of 'passives'. Amongst visitors to Dalby Forest, 69% of visitors were 'promoters' and 4% were detractors, resulting in a NPS of 65. This indicates that word of mouth concerning Dalby is largely positive and the site is likely to be recommended to others as a place to visit. The score for Thetford in 2008 was 54.

As with any measure of satisfaction, the NPS score is most informative when measured over time in order to assess levels of satisfaction on a continual basis. Please note that NPS is a measure of satisfaction alone and independent research has shown that it can fluctuate over time⁶. NPS differs from TRI*M analysis in that the latter measures both loyalty and satisfaction and using the TRI*M Grid analysis allows specific strengths and weaknesses of the visitor experience to be identified.

⁶ See Alan Mitchell, *Marketing Week*
http://www.marketingweek.co.uk/cgi-bin/item.cgi?id=59937&u=pg_dtil_art_news&m=pg_hdr_art

D. Appendices

Questionnaire

FACE TO FACE: CAPI QUESTIONNAIRE

Job Number	195966
Name of survey	QOE England 2009
Questionnaire Version Number	FV
Author	Vicky Wilson/0131 6564047

Methodology	Face-to-face
If face-to-face	On site at forests - Kielder (Northumberland), Dalby (North Yorkshire) and Haldon (Devon)
Questionnaire	Capi
Duration	15
Sample Size	300 per site
Sample Description	All visitors aged 16+
Quotas	
Several targets?	
No. open ends	0
No. other (specify) questions	0



Good morning/afternoon/evening. I am an interviewer from TNS, an independent market research agency. We are conducting a survey of visitors on behalf of the Forestry Commission. Your views are very important. Could you spare a few minutes to answer some questions?

First of all, can I check that you have not been interviewed already at this site since July this year:

Yes – been interviewed already **CLOSE**

No – Not been interviewed **CONTINUE**

SITE NAME:

KIELDER WATER AND FOREST PARK

DALBY FOREST PARK

HALDON FOREST PARK

Q1 Are you currently....?

READ OUT

On a short trip of less than 1 hour from home

One a short trip of between 1 and 2 hours from home

On a short trip of between 2 and 3 hours from home

On a day out (for more than 3 hours) from home

On holiday away from home in the area

Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**

IF VISITOR IS ON HOLIDAY, GO TO Q2C FOR HALDON AND DALBY AND Q2B FOR KIELDER WATER AND FOREST PARK, OTHERWISE CONTINUE

Q2a) Do you live within the area circled on this map?

SHOW SITE MAP

Yes

No

DAY VISITORS AT KIELDER WATER AND FOREST PARK AND ALL RESPONDENTS AT HALDON AND DALBY SKIP TO Q2C

ASK 2B FOR HOLIDAY VISITORS AT KIELDER WATER AND FOREST PARK ONLY (Q1)

Q2b) Where are you staying?

SHOWN SCREEN. SINGLE CODE ONLY **SINGLE CODE**

Within Kielder Water and Forest Park

On the edge of the forest park

Elsewhere in Northumberland

Elsewhere in the North East

Scotland

Elsewhere in England

ASK ALL

Q2c) Is this your first visit to SITE NAME?

Yes **GO TO Q3**

No **CONTINUE**

Q2d) How often, on average, during the year do you come to **SITE NAME?**READ OUT. SINGLE CODE. **SINGLE CODE**

- Every day
- 4 to 6 times per week
- 1 to 3 times per month
- 1 to 3 times per month
- 4 to 6 times per year
- 1 to 3 times per year
- Less often
- Don't know DO NOT READ OUT

Q3 Do you own a season ticket for **SITE NAME?**

- Yes
- No

Q4 How did you travel to the forest today?

MULTICODE POSSIBLE. SHOW SCREEN.

- Car
- On foot
- On bicycle
- On a horse
- Train
- Public/scheduled bus
- Private coach/minibus
- Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Q5 Which activities did you take part in during your visit here today?

SHOW SCREEN. MULTICODE POSSIBLE.

ROTATE ORDER BUT WITH 'NONE OF THESE' ALWAYS AT END

- Cycling on surfaced forest roads **DALBY AND HALDON ASK Q6**
- Cycling on unsurfaced roads, tracks or trails **DALBY AND HALDON ASK Q6**
- Cycling/mountain biking off tracks and trails **DALBY AND HALDON ASK Q6**
- Dog walking **DALBY AND HALDON ASK Q6**
- Hillwalking or rambling **DALBY AND HALDON ASK Q6**
- Other walking **DALBY AND HALDON ASK Q6**
- Using the café\restaurant or other catering
- Running
- Photography
- Nature\natural history visit
- Birdwatching
- Other wildlife watching **ALWAYS KEEP AFTER 'NATURE/NATURAL HISTORY VISIT' AND 'BIRDWATCHING'**
- Orienteering
- Visited the forest shop
- Educational visit
- Horse riding\pony trekking
- Picnic or barbeque
- Seeing something in the forest (e.g. a sculpture or an ancient tree or demonstration)
- Go Ape course



Drive forest drive

Use play area or trail

Hire bike(s)

Visited the visitor centre at Kielder Castle **KIELDER WATER AND FOREST PARK ONLY**

Visited the visitor centre at Leaplish **KIELDER WATER AND FOREST PARK ONLY**

Visited the visitor centre at Tower Knowe **KIELDER WATER AND FOREST PARK ONLY**

Other activities (specify) **LIST BUT NOT REQUIRED TO BE CODED**

None of these

HALDON AND DALBY:

IF WALKING AND/OR CYCLING UNDERTAKEN, ASK Q6. OTHERWISE, SKIP TO Q7.

KIELDER WATER AND FOREST PARK: ASK Q6 FOR ALL RESPONDENTS

Q6a) Did you use any waymarked trails during your visit? By waymarked trails we mean signposted routes within the forest.

Yes

No

Don't know

KIELDER WATER AND FOREST PARK: IF YES AT Q6A

Q6b) Did that include Lakeside Way?

Yes

No

Don't know

ASK ALL

Q7a) Approximately how long did you spend at SITE NAME today?

SHOW SCREEN

Up to 15 minutes

Over 15 minutes to 30 minutes

Over 30 minutes to 1 hour

Over 1 hour to 2 hours

Over 2 hours to 3 hours

Over 3 hours to 5 hours

More than 5 hours

Don't know

IF RESPONDENT WALKED DURING VISIT (AT Q5), ASK 7B. OTHERWISE, SKIP TO Q7C.

Q7b) Approximately how much time did you spend walking during your visit?

SHOW SCREEN

Up to 15 minutes

Over 15 minutes to 30 minutes

Over 30 minutes to 1 hour

Over 1 hour to 2 hours

Over 2 hours to 3 hours

Over 3 hours to 5 hours

More than 5 hours



Don't know

IF RESPONDENT CYCLED DURING VISIT (AT Q5), ASK 7B. OTHERWISE, SKIP TO Q7C.

Q7b) Approximately how much time did you spend walking during your visit?

SHOW SCREEN

Up to 15 minutes

Over 15 minutes to 30 minutes

Over 30 minutes to 1 hour

Over 1 hour to 2 hours

Over 2 hours to 3 hours

Over 3 hours to 5 hours

More than 5 hours

Don't know

Q8a) How many children, if any, are with you today?

WRITE IN NUMBER

WRITE IN NUMBER. IF NO CHILDREN IN PARTY, ENTER 0.

IF NO CHILDREN IN PARTY AT Q8A, SKIP TO Q9. OTHERWISE CONTINUE.

Q8b) Have they used the children's play area today?

Yes

No

Don't know

Q.9 Which of the following sources of information, if any, have you used to help plan your visit to **SITE NAME?**

SHOW SCREEN. MULTICODE POSSIBLE.

Newspaper advertisements

Road signs to the site

Leaflets or other information sent to you in the post

Leaflets you picked up

Tourist board or other brochures

Information on the Internet

Word of mouth recommendations

Previous experience\ knowledge

Map

Just passing\en route elsewhere

Other sources of information (specify) **LIST BUT NOT REQUIRED TO BE CODED**

None of these

Don't know

Q10 Next I will read you out a list of facilities that are often found at Forestry Commission sites such as this one. Using one of the possible answers on the screen, I would like you to tell me how important each facility was in your decision to visit today.

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, USE CODE Y.

ROTATE ORDER.

COLUMNS

Extremely important
Very important
Fairly important
Fairly unimportant
Not at all important
Don't know

ROWS

Enough car parking
Clear signposting on footpaths\trails
A shop
Clean toilets
Baby changing facilities
Children's play equipment
Leaflets, maps and interpretation panels to help you find your way around
Choice of paths for walking
Choice of trails for cycling
Availability of staff at the site (for example, rangers)
Friendliness of staff
Availability of cycle hire on-site
Café\restaurant
Printed information about the forest
Picnic areas
Open grassy areas for ball games, sunbathing etc.
Dog waste bins
Litter bins
A forest drive
Disabled access to facilities on site

Q11 Next I would like to ask you how important the following aspects relating to your personal safety and security were in your decision to visit today?

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, CODE Y.

ROTATE ORDER.

COLUMNS

Extremely important
Very important
Fairly important
Fairly unimportant
Not at all important
Don't know

ROWS

Feeling safe in the forest

Feeling happy to leave your car in the car park.

Q12 Now I would like to ask you how important some other, more general aspects of the forest were to you in your decision to visit today?

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, CODE Y.

ROTATE ORDER.**COLUMNS**

Extremely important

Very important

Fairly important

Fairly unimportant

Not at all important

Don't know

ROWS

Solitude, tranquillity peace and quiet

Being able to spend time with family and friends

Being able to enjoy scenery and views

Being able to enjoy the wildlife

Value for money of your whole trip or day out.

Being able to get fit and healthy

Q13 What else, if anything. Influenced your decision to visit today?

DO NOT READ OUT OR SHOW SCREEN. IF RESPONDENT STATES WEATHER, PROBE FURTHER.

Walk the dog

Close to home\convenient

Peace\tranquillity\relaxation

Exercise\keeping fit

Activities for children\good for children\something to do with the children

Just passing\en route elsewhere

Scenery\views\beautiful

Plenty of parking\cheap parking\other references to parking

The weather

Recommended by friends\family

Been before\wanted to come again\knew I liked it

First visit\wanted to see what it was like

Cycling

Mountain biking **INCLUDE FOR KIELDER WATER AND FOREST PARK ONLY ALWAYS KEEP AFTER CYCLING**

To see wildlife\birdwatching

Spend time with family and\or friends

Cost\value for money

Good on-site facilities

Fresh air\just for a day out

Lots to see and\or do

Like forests\trees



Special event
Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**
Nothing

Q14 Can you now let me know how you would rate each of the following aspects of [SITE NAME] during today's visit? Let me know if you have no experience of a particular aspect and cannot provide a rating.

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, CODE Y.
ROTATE ORDER.

COLUMNS

Excellent
Very good
Good
Fair
Poor
No experience/don't know

ROWS

Enough car parking
Clear signposting on footpaths\trails
A shop
Clean toilets
Baby changing facilities
Children's play equipment
Leaflets, maps and interpretation panels to help you find your way around
Choice of paths for walking
Choice of trails for cycling
Availability of staff at the site (for example, rangers)
Friendliness of staff
Availability of cycle hire on-site
Café\restaurant
Printed information about the forest
Picnic areas
Open grassy areas for ball games, sunbathing etc.
Dog waste bins
Litter bins
A forest drive
Disabled access to facilities on site

Q15 I would also like to ask you how you would rate the following aspects relating to your personal safety and security during today's visit to [SITE NAME].

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENTS DOES NOT KNOW, CODE Y.

ROTATE ORDER.

COLUMNS

Excellent
Very good
Good
Fair
Poor
No experience/don't know

ROWS

Feeling safe in the forest
Feeling happy to leave your car in the car park.

Q16 And how would you rate the following more general aspects of [SITE NAME] during today's visit?

SHOW SCREEN. READ OUT. IF ANY ARE IRRELEVANT OR RESPONDENT DOES NOT KNOW, CODE Y.

ROTATE ORDER.

COLUMNS

Excellent
Very good
Good
Fair
Poor
No experience/don't know

ROWS

Solitude, tranquillity peace and quiet
Being able to spend time with family and friends
Being able to enjoy scenery and views
Being able to enjoy the wildlife
Value for money of your whole trip or day out.
Being able to get fit and healthy

ASK Q17 FOR EACH ASPECT RATED FAIR/POOR AT Q14, 15 AND 16. IF MORE THAN THREE RATED FAIR/POOR, ASK FOR THREE LEAST SATISFIED WITH I.E. THOSE RATED POOR. IF MORE THAN THREE RATED POOR, ASK RESPONDENT WHICH WERE THE WORST.

Q17 Why were you not totally satisfied with INSERT ASPECT?

WRITE IN

LIST BY ASPECT BUT NOT REQUIRED TO BE CODED.

Q18 Thinking about today's visit to SITE NAME and others you may have made in the past, what if anything would you like to see changed or improved to make any future visits more enjoyable?

DO NOT SHOW SCREEN OR READ OUT. MULTICODE POSSIBLE.

Litter bins\more litter bins\clean up

Provide\more\improve dog waste bins

More staff

More information\maps\leaflets\interpretation panels

Ban\reduce\fewer cyclists\motorcycles\horse riders

More\better paths\trails for walking

More\better paths\trails for cycling

More\better signposting

Any mentions parking\reduce parking fees\improve

Provide café\improve\reduce prices

More\better toilet facilities

More\better seats\picnic tables

Longer opening hours for site\facilities

Stricter controls on dogs\keep dogs on lead

More\improve children's play area

More facilities (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Nothing else\fine as it is

Q19 What do you like the most about SITE NAME?

DO NOT SHOW SCREEN OR READ OUT. IF RESPONDENT STATES 'WEATHER', PROBE FURTHER. MULTICODE POSSIBLE.

Nice walks\paths\trails

Close to home\convenient

Peace\tranquillity\relaxation

Exercise\keeping fit

Activities for children\good for children\something to do with the children

Opportunity to spend time with friends\family

Scenery\views\beautiful

Plenty of parking\cheap parking\other references to parking

The weather

Been before\wanted to come again\knew I liked it

Cycling\trails for cycling\freedom to cycle

To see wildlife\birdwatching

Cost\value for money

Good on-site facilities

Specific facility **LIST BUT NOT REQUIRED TO BE CODED**

Fresh air\ good for a day out

Lots to see and\or do

Like forests\trees\variety of trees

Safe environment



Helpful\pleasant staff
Clean\well looked after
Other (specify) **LIST BUT NOT REQUIRED TO BE CODED**
Nothing

IF RESPONDENT LIVES WITHIN LOCAL AREA AT Q2A, SKIP TO Q21. OTHERWISE, CONTINUE.

Q20

DAY TRIPPERS (CODES 1-4 AT Q1)

How important was the presence of site name and its facilities in your decision to visit **LOCAL AREA** for a day out?

THOSE ON HOLIDAY (CODES 5 AT Q1)

How important was the presence of site name and its facilities in your decision to visit **LOCAL AREA** while on holiday?

SHOW MAPS FROM Q2A. SINGLE CODE.

SHOW SCREEN AND READ OUT. SINGLE CODE.

The only reason for coming
Very important
Quite important
Neither important nor unimportant
Not very important
Not important at all
Don't know

Q21 How would rate the overall performance of **SITE NAME as a place to visit?**

READ OUT. IF RESPONDENT SAYS 'DON'T KNOW', PROBE FOR NEAREST PHRASE FROM SCALE.

Excellent
Very Good
Good
Fair
Poor
DO NOT READ OUT Refused\don't know\can't remember

Q22 How likely are you to visit **SITE NAME again in the next few months?**

READ OUT. IF RESPONDENT SAYS 'DON'T KNOW', PROBE FOR NEAREST PHRASE FROM SCALE.

Definitely
Probably
Fairly likely
Probably not
Definitely not
DO NOT READ OUT Refused\don't know\can't remember

Q23I TO BE ASKED AT KIELDER AND HALDON. Q23II TO BE ASKED AT DALBY ONLY.**Q23i) Would you recommend **SITE NAME** as a place to visit a friend or relative?**

READ OUT. SINGLE CODE.

Definitely

Probably

Fairly likely

Probably not

Definitely not

DO NOT READ OUT Refused\don't know\can't remember

Q23ii How likely is it that you would recommend Dalby Forest as a place to visit to a friend or relative?**Please provide your answer to this question on a scale of 0 to 10 in which 0 means 'not at all likely' and 10 means 'extremely likely'.**

SHOW SCREEN. SINGLE CODE

Not at all likely	0
	1
	2
	3
	4
Neutral	5
	6
	7
	8
	9
Extremely likely	10

Q24 How would you rate **SITE NAME as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead?**

READ OUT. SINGLE CODE. IF RESPONDENT SAYS 'DON'T KNOW', PROBE FOR NEAREST ANSWER FROM SCALE.

Much better

Slightly better

The same

Slightly worse

Much worse

DO NOT READ OUT Refused\don't know\can't remember



Next I would like to ask you about your spending today within **LOCAL AREA**

Q25A ONLY TO BE ASKED OF THOSE ON HOLIDAY AT Q1. OTHERS SKIP TO Q25B.

Q25 a) How much, if anything, did you personally spend on accommodation (including food and drink at the accommodation) last night within this area only? If you have not yet spent any nights away from home, how much do you personally expect to spend on accommodation (including food and drink at the accommodation) tonight within this area only?

Please include the amount spent/you will spend on any others (adults and children) from whom you have paid/will pay. If you are on a business trip, please include any expenditure paid for by your company.

TYPE IN. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT, AN ESTIMATE WILL DO. DO NOT LEAVE BLANK. IF NOTHING SPENT WITHIN AREA SHOWN ON MAP, WRITE IN 000.

BOX FOR POUNDS (UP TO 3 FIGURES).

**REPEAT Q25 FOR EACH OF THE FOLLOWING EXPENDITURE CATEGORIES:
FOOD AND DRINK (EXCLUDING AT ACCOMODATION)
ADMISSION FEES TO ATTRACTIONS
SHOPPING (NON-ROUTINE E.G. SOUVENIRS)
TRANSPORT (INCLUDING PETROL, TAXIS, PUBLIC TRANSPORT ETC.)
EQUIPMENT (E.G. HIRE OF BOAT, HORSE RIDING, CYCLE HIRE)
OTHER MISCELLANEOUS ITEMS
IN TOTAL**

Q25b-h) Can you tell me how much you personally have spent/will spend today on **EXPENDITURE CATEGORY** within **LOCAL AREA**? That is the amount you have spent today already plus that which you will spend later today.

Please include the amount spent/you will spend on any others (adults and children) from whom you have paid/will pay. If you are on a business trip, please include any expenditure paid for by your company.

TYPE IN. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT, AN ESTIMATE WILL DO. DO NOT LEAVE BLANK. IF NOTHING SPENT WITHIN AREA SHOWN ON MAP, WRITE IN 000.

BOX FOR POUNDS (UP TO 3 FIGURES).

CLASSIFICATION

Sex

Male
Female

Age

16-24
25-34
35-44
45-54
55-64
65+

What is the occupation of the chief income earner in the household?

WRITE IN

Social grade

AB
C1
C2
DE

Do you have any children aged 15 or under living in your household?

Yes
No

Do you have any illness, disability or infirmity that has troubled you over a period of 12 months or more?

Yes
No

IF YES TO PREVIOUS QUESTION**Does this illness, disability or infirmity (do any of these illnesses, disabilities or infirmities) limit your activities in any way?**

Yes
No

ASK ALL**Do you own or have access to a car?**

Yes
No



How would you describe your cultural or ethnic background?

SHOW SCREEN.

White

English

Welsh

Scottish

Other British

Irish

Any other White background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Mixed

White and Black Caribbean

White and Black African

White and Asian

Any other Mixed background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Asian or Asian British

Indian

Pakistani

Bangladeshi

Any other Asian background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Black or black British

Caribbean

African

Any other Black background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Chinese or other ethnic group

Chinese

Other ethnic background (specify) **LIST BUT NOT REQUIRED TO BE CODED**

Can I take your address and telephone number

Please be assured that this information will remain confidential and will only be used for analysis purposes. It will not be used to identify individuals or individual responses.

WRITE IN

ENSURE POSTCODE IS COLLECTED IN FULL – TO BE USED IN ANALYSIS

Do not have a telephone

Can we contact you again to undertake further research on behalf of the Forestry Commission?

Yes

No

IF YES, ASK FOR EMAIL ADDRESS IF AVAILABLE

Thank you for taking the time to complete this survey. This thank you leaflet explains that TNS adhere to the Market Research Society guidelines.

Go Ape User Profile (2003 – 2009)

Site	Base	Sex (%)		Age (%)				Socio-economic grouping (%)	
		Male	Female	16-24	25-44	45-54	55+	ABC1	C2DE
Grizedale (2003)	31	61	39	10	68	16	6	55	45
Thetford (2004)	77	51	49	14	60	22	4	71	29
Delamere (2006)	36	61	39	11	47	25	17	75	25
Sherwood Pines (2006)	57	42	58	25	58	14	4	72	28
Thetford (2008)	31	55	45	23	58	16	3	74	26
Dalby (2009)	32	53	47	16	47	34	3	66	34
Haldon (2009)	21	33	67	10	43	43	5	86	14
Total	285	51	49	16	56	22	6	71	29

Site	Lifecycle base ⁷	Lifecycle (%)		
		Young Independents	Families	Empty Nesters
Grizedale (2003)	27	33	63	4
Thetford (2004)	73	23	62	15
Delamere (2006)	33	30	42	27
Sherwood Pines (2006)	53	34	58	8
Thetford (2008)	26	50	46	4
Dalby (2009)	31	19	71	10
Haldon (2009)	21	14	62	24
Total	264	29	58	13

⁷ Not all respondents fit into the lifecycle categories, therefore, base is lower than total base

Results obtained at other Forestry Commission sites

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
6	AGE					
7	16-24	3	8	5	1	12
8	25-34	17	35	19	13	19
9	35-44	32	29	36	19	21
10	45-54	14	12	18	17	15
11	55-64	17	10	15	26	23
12	65+	17	6	7	23	10
13						
14	LIFECYCLE					
15	Young Independent	11	58	18	8	15
16	Family	50	20	38	23	33
17	Empty Nester	39	23	33	63	42
18						
19	SEG					
20	AB			32	43	12
21	C1			44	40	15
22	C2			19	12	25
23	DE			6	5	48
24						
25	ORIGIN					
26	UK	100	100	98	100	100
27	Overseas	0	0	2	0	0
28						
29	TRIP TYPE					
30	Short trip, <3 hours	85	69	21	64	100

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4	BASE	176	153	336	321	52
5		%	%	%	%	%
31	Day trip, 3+ hours	11	23	16	25	0
32	Holiday	5	8	63	11	0
33						
34	FREQUENCY OF VISITS					
35	Every day	16	24	1	1	40
36	1-6 times per week	15	5	2	11	34
37	1-3 times per month	20	10	10	29	8
38	1-6 times a year	38	48	37	35	6
39	Less often	6	11	18	23	0
40	First visit	5	3	31	26	12
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	17	24	2	1	46
44	1-6 times per week	15	5	3	11	39
45	1-3 times per month	21	10	14	29	9
46	1-6 times a year	40	49	44	35	7
47	Less often	6	11	26	23	-
48						
49	LENGTH OF VISIT					
50	Average (mins)	134	157	180	180	36
51						
52	ACTIVITIES					
53	Walking without dog	47	20	61	60	37
54	Walking with dog	39	13	15	12	63

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4	BASE	176	153	336	321	52
5		%	%	%	%	%
55	Picnic/ BBQ	22	4	18	20	0
56	Cycling (any)	15	69	27	0	14
57	Bird watching	5	3	10	12	2
58	Nature/ natural history	3	1	4	7	0
59	Children's playground	22	0	0	41	0
60	Seeing something in woodland (e.g.sculpture)	10	0	34	0	0
61	Motor sports	13	0	0	0	0
62	Adventure playground	0	0	0	0	0
63	Driving on forest drive	0	0	0	0	0
64	Children's play activities	0	0	0	0	0
65	Photography	0	0	15	24	0
66						

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4	BASE	176	153	336	321	52
5		%	%	%	%	%
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course			2.47		
69	A cafe	3.12	3.96	3.53	3.78	
70	A forest drive					
71	A plant centre				3.09	
72	A shop	2.83	3.48	3.03	3.12	
73	Availability of cycle hire on-site			2.46		
74	Availability of staff at the site (for example rangers)	3.12	3.86	3.24	3.56	2.62
75	Baby changing facilities	2.56	2.37	2.67	2.69	1.71
76	Barbeque facilities					1.19
77	Being able to enjoy scenery and views	4.68	4.78	4.81	4.83	4.77
78	Being able to enjoy the wildlife	4.59	4.50	4.60	4.52	4.76
79	Being able to get fit and healthy			4.44		
80	Being able to learn about trees and the environment				4.33	
81	Being able to spend time with family and friends	4.48	4.21	4.51	4.41	4.02
82	Benches/seats					4.12
83	Bike Wash					
84	Children's play equipment	3.54	2.41	3.20	2.39	2.00

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4	BASE	176	153	336	321	52
5		%	%	%	%	%
85	Choice of paths for walking	4.34	3.55	4.31	4.35	4.30
86	Choice of trails for cycling		4.42	3.00		
87	Choice of trails for other activities (e.g. horse riding)	3.74		3.00		2.32
88	Clean toilets	4.01	4.68	4.41	4.74	2.36
89	Clear signposting on footpaths	3.99	4.28	4.34	4.18	2.73
90	Enough car parking	4.54	4.47	4.32	4.49	1.69
91	Feeling happy to leave your car in the car park	4.74	4.82	4.65	4.57	1.91
92	Feeling safe in the forest	4.64	4.24	4.37	4.47	4.77
93	Information about the site's history and conservation					
94	Information panels about the place you are visiting				4.14	
95	Leaflets and information about the place you are visiting	3.62	3.80	3.98	4.00	2.72
96	Leaflets and maps to help you find your way around					
97	Restaurant				3.68	
98	Sculpture			3.80		
99	Showers					
100	Solitude, peace and quiet	3.89	4.23	3.34	4.21	4.75
101	Undercover picnic area				3.42	
102	Value for money of your whole trip or day out	4.48	4.50	4.36	4.32	4.27
103	Friendliness of staff					

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4	BASE	176	153	336	321	52
5		%	%	%	%	%
104	Information provided by staff					
105	Litter and dog waste bins					
106	Litter bins					
107	Dog waste bins					
108	Open grassy areas					
109	Picnic areas					
110	Printed information about the forest					
111	Red Kite Hide					
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails/disabled access					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
119	SATISFACTION SCORES					
120	Overall average	4.42	4.54	4.32	4.34	3.59
121	A 'go ape' high rope course			4.41		
122	A cafe	4.28	4.45	4.43	4.20	
123	A forest drive					
124	A shop	4.17	4.45	4.18	4.17	
125	A plant centre				4.09	
126	Availability of cycle hire on-site			4.30		
127	Availability of staff at the site (for example rangers)	3.89	4.49	3.82	4.13	2.05
128	Baby changing facilities	4.33	3.90	3.84	4.21	
129	Barbeque facilities					2.68
130	Being able to enjoy scenery and views	4.67	4.79	4.77	4.82	4.73
131	Being able to enjoy the wildlife	4.53	4.66	4.42	4.51	4.68
132	Being able to get fit and healthy			4.60		
133	Being able to learn about trees and the environment				4.34	
134	Being able to spend time with family and friends	4.76	4.63	4.76	4.66	4.41
135	Benches/seats				3.00	3.68
136	Bike Wash					
137	Children's play equipment	4.62	3.81	2.99	3.45	
138	Choice of paths for walking	4.58	4.54	4.54	4.54	4.24
139	Choice of trails for cycling			4.49		

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
140	Choice of trails for other activities (e.g. horse riding)	4.41	4.73	3.00		4.11
141	Clean toilets	4.41	4.65	4.22	4.53	
142	Clear signposting on footpaths	4.26	4.61	4.30	4.34	2.97
143	Enough car parking	4.45	4.74	4.32	4.77	2.43
144	Feeling happy to leave your car in the car park	4.42	4.65	4.41	4.75	2.00
145	Feeling safe in the forest	4.64	4.69	4.62		4.36
146	Friendliness of staff					
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting				4.16	
149	Information provided by staff					
150	Leaflets and maps to help you find your way around					
151	Litter and dog waste bins					
152	Litter bins					
153	Dog waste bins					
154	Leaflets and information about the place you are visiting	4.06	4.73	4.07	4.19	2.38
155	Open grassy areas					
156	Picnic areas					
157	Printed information about the forest					
158	Restaurant				3.98	
159	Red Kite Hide					

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
160	Sculpture			4.30		
161	Solitude, peace and quiet	4.51	4.71	4.55	4.46	4.66
162	Showers					
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails					
167	Availability of cycle shop					
168	Orienteering					
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area				4.12	
172	Value for money of your whole trip or day out	4.68	4.73	4.59	4.34	4.54
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.41	0.20	0.24	0.12	0.36
177	Children	0.53	0.22	0.21	0.08	0.29
178	Cyclists	0.19	0.26	0.11	-0.41	0.07
179	Motorbikers	-0.68	-0.59	-0.50	-	-1.62
180	Horse riders	0.33	0.08	0.23	-0.03	0.18
181	Vehicles driving in forest	0.19	-0.16	-0.26	-	-2.00

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
182	Go Ape' high wire customers					
183						

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
184	DISTURBANCES - SCORES*					
185	Dogs and dog dirt	-0.41	-0.30	-0.30	-0.25	-0.30
186	Noise from other users/ motorised sport	-0.20	-0.24	-0.25	-0.15	-1.00
187	Litter or fly tipping	-0.46	-0.25	-0.26	-0.16	-0.30
188	Vandalised/ missing signposting	-0.10	-0.15	-0.18	-0.12	-0.50
189	Forest operations such as felling	-0.06	-0.28	-0.12	-0.09	0.00
190	Muddy tracks	-0.31	-0.20	-0.10	-0.07	-0.10
191						
192	EXPECTATIONS v REALITY					
193	Overall average	0.57	0.67	0.65	0.70	
194						
195	% with season ticket/parking permit					
196						
197	* Please note score indicate the difference between the highest mean of 3 and the mean score recorded in the survey. The greater the num					

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
6	AGE					
7	16-24	6	9	5	1	6
8	25-34	13	20	20	17	16
9	35-44	32	38	33	53	33
10	45-54	18	16	18	11	21
11	55-64	14	8	12	10	14
12	65+	16	8	12	8	9
13						
14	LIFECYCLE					
15	Young Independent	9	16	16	2	16
16	Family	40	54	40	77	44
17	Empty Nester	40	23	33	18	33
18						
19	SEG					
20	AB	32	27	34	52	38
21	C1	38	41	34	29	36
22	C2	21	21	20	13	14
23	DE	9	11	12	7	12
24						
25	ORIGIN					
26	UK	100	100			
27	Overseas	0	<1			
28						
29	TRIP TYPE					
30	Short trip, <3 hours	30	76	91	94	70

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
31	Day trip, 3+ hours	30	15	3	4	3
32	Holiday	40	9	5	2	25
33						
34	FREQUENCY OF VISITS					
35	Every day	1	1	2	2	3
36	1-6 times per week	5	6	22	10	8
37	1-3 times per month	22	17	16	26	16
38	1-6 times a year	27	35	32	39	36
39	Less often	13	10	3	3	15
40	First visit	30	31	25	20	22
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	-	1	3	2	4
44	1-6 times per week	7	8	30	12	10
45	1-3 times per month	32	25	21	33	20
46	1-6 times a year	39	50	42	49	47
47	Less often	19	14	4	4	19
48						
49	LENGTH OF VISIT					
50	Average (mins)	187	204	141	147	199
51						
52	ACTIVITIES					
53	Walking without dog	55	52	36	59	43
54	Walking with dog	20	12	17	16	11

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
55	Picnic/ BBQ	43	32	20	32	23
56	Cycling (any)	30	46	44	29	42
57	Bird watching	9	5	5	4	18
58	Nature/ natural history	6	4	5	1	6
59	Children's playground	2	24	8	39	1
60	Seeing something in woodland (e.g.sculpture)	0	10	6	21	28
61	Motor sports	0	0	0	0	0
62	Adventure playground	20	0	1	0	0
63	Driving on forest drive	46	0	0	0	0
64	Children's play activities	0	13	0	2	0
65	Photography	0	0	4	3	13
66						

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course		2.82			
69	A cafe		3.53	3.75	3.4	3.27
70	A forest drive	3.32	2.10			
71	A plant centre					
72	A shop	3.39	3.15	3.16	2.87	2.53
73	Availability of cycle hire on-site	2.86	2.44	2.1	2.41	1.75
74	Availability of staff at the site (for example rangers)	2.93	3.27	2.82	2.77	2.44
75	Baby changing facilities	2.93	2.08	2.29	2.61	1.78
76	Barbeque facilities					
77	Being able to enjoy scenery and views	4.15	4.14	4.12	3.97	4.24
78	Being able to enjoy the wildlife	3.74	3.93	3.92	3.76	3.92
79	Being able to get fit and healthy	3.52	3.68	3.96	3.56	3.51
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	3.92	4.23	3.88	4.07	3.94
82	Benches/seats					
83	Bike Wash					
84	Children's play equipment	3.65	3.17	2.82	3.72	2.2

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
85	Choice of paths for walking	3.61	3.68	3.2	3.44	3.1
86	Choice of trails for cycling	3.78	3.26	3.26	2.91	2.68
87	Choice of trails for other activities (e.g. horse riding)	2.82	2.58	2.26	2.1	1.74
88	Clean toilets	3.85	4.34	4.27	4.11	4
89	Clear signposting on footpaths	3.73	3.89	3.73	3.66	3.44
90	Enough car parking	3.85	4.04	3.99	3.89	3.78
91	Feeling happy to leave your car in the car park	4.11	4.48	4.08	3.91	3.86
92	Feeling safe in the forest	3.78	4.32	3.92	4.01	3.68
93	Information about the site's history and conservation	3.28				
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting		3.50			
96	Leaflets and maps to help you find your way around	3.39		3.1	3.16	3.1
97	Restaurant					
98	Sculpture					
99	Showers					
100	Solitude, peace and quiet	4.03	3.65	3.54	3.32	3.52
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.75	4.15	3.75	3.95	3.45
103	Friendliness of staff			3.53	3.37	2.96

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
104	Information provided by staff			3.18	3.15	2.73
105	Litter and dog waste bins			3.82	4	3.3
106	Litter bins					
107	Dog waste bins					
108	Open grassy areas			2.75	3.27	2.53
109	Picnic areas			3.22	3.51	2.93
110	Printed information about the forest			3.26	3.03	2.96
111	Red Kite Hide					
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails/disabled access					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
119	SATISFACTION SCORES					
120	Overall average	3.90	3.95	3.8	3.59	3.73
121	A 'go ape' high rope course		4.36			
122	A cafe		3.85	3.78	3.11	3.78
123	A forest drive	4.03	3.70			
124	A shop	3.78	3.71	3.42	3.58	3.34
125	A plant centre					
126	Availability of cycle hire on-site	3.76	3.81	3.79	3.71	3.86
127	Availability of staff at the site (for example rangers)	3.05	3.40	3.22	3.13	3.04
128	Baby changing facilities	3.50	3.81	3.79	2.9	3.86
129	Barbeque facilities					
130	Being able to enjoy scenery and views	4.31	4.15	4.22	3.95	4.15
131	Being able to enjoy the wildlife	3.89	3.89	3.96	3.7	3.81
132	Being able to get fit and healthy	4.11	4.06	4.31	3.86	4.05
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	4.26	4.32	4.2	4.16	4.14
135	Benches/seats					
136	Bike Wash					
137	Children's play equipment	4.04	4.05	3.84	3.93	3.84
138	Choice of paths for walking	3.89	4.00	3.9	3.78	3.78
139	Choice of trails for cycling	3.93	4.09	4.04	3.5	3.8

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
140	Choice of trails for other activities (e.g. horse riding)	3.59	3.70	4	3.47	3.73
141	Clean toilets	3.82	3.94	3.9	3.02	3.65
142	Clear signposting on footpaths	3.89	3.69	3.46	3.72	3.55
143	Enough car parking	4.35	4.09	3.6	3.95	3.92
144	Feeling happy to leave your car in the car park	4.09	4.15	3.68	3.86	3.77
145	Feeling safe in the forest	4.20	4.16	3.92	3.86	3.91
146	Friendliness of staff	3.68		3.64	3.58	3.74
147	Information about the site's history and conservation	3.42				
148	Information panels about the place you are visiting					
149	Information provided by staff	3.67		3.56	3.59	3.54
150	Leaflets and maps to help you find your way around	3.63		3.36	3.42	3.39
151	Litter and dog waste bins			3.08	2.89	3.21
152	Litter bins					
153	Dog waste bins					
154	Leaflets and information about the place you are visiting		3.71			
155	Open grassy areas			3.72	3.65	3.69
156	Picnic areas			3.73	3.52	3.72
157	Printed information about the forest			3.52	3.22	3.43
158	Restaurant					
159	Red Kite Hide					

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
160	Sculpture					
161	Solitude, peace and quiet	4.25	3.93	3.91	3.52	3.84
162	Showers					
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails					
167	Availability of cycle shop					
168	Orienteering					
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.02	4.09	4.38	4.35	4.13
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.31	0.13	0.18	0.17	0.19
177	Children	0.24	0.16	0.13	0.29	0.17
178	Cyclists	0.26	0.11	0.09	0.06	0.07
179	Motorbikers	-0.54	-0.71	-0.94	-0.5	-0.52
180	Horse riders	0.04	0.25	0.16	0.22	0.04
181	Vehicles driving in forest	-0.15	-0.20	-0.54	-0.53	0.00

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
182	Go Ape' high wire customers					
183						

	A	G	H	I	J	K
1	Forest	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean
2	District	N.Yorkshire	Suffolk			
3	Fieldwork period	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005
4	BASE	290	316	259	255	247
5		%	%			
184	DISTURBANCES - SCORES*					
185	Dogs and dog dirt	-0.27	-0.29	-0.37	-0.47	-0.47
186	Noise from other users/ motorised sport	-0.17	-0.14	-0.15	-0.08	-0.08
187	Litter or fly tipping	-0.17	-0.24	-0.3	-0.2	-0.2
188	Vandalised/ missing signposting	-0.11	-0.23	-0.2	-0.07	-0.03
189	Forest operations such as felling	-0.07	-0.01	-0.09	-0.01	-0.01
190	Muddy tracks	-0.16	-0.19	-0.11	-0.09	-0.09
191						
192	EXPECTATIONS v REALITY					
193	Overall average	1.02	0.85	0.94	0.77	0.63
194						
195	% with season ticket/parking permit	20%		7%	9%	11%
196						
197	* Please note score indicate the differeber, the more of a disturbance the aspect was.					

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
6	AGE					
7	16-24	6	10	6	3	5
8	25-34	16	21	22	17	15
9	35-44	34	36	28	21	22
10	45-54	16	14	16	21	20
11	55-64	19	11	17	20	21
12	65+	10	8	11	18	18
13						
14	LIFECYCLE					
15	Young Independent	16	17	14	15	7
16	Family	39	49	43	30	42
17	Empty Nester	38	27	37	49	48
18						
19	SEG					
20	AB	28	28	34	37	32
21	C1	44	36	28	33	32
22	C2	13	19	18	21	17
23	DE	15	17	21	9	19
24						
25	ORIGIN					
26	UK					
27	Overseas					
28						
29	TRIP TYPE					
30	Short trip, <3 hours	96	91	89	44	75

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
31	Day trip, 3+ hours	1	1	2	9	8
32	Holiday	1	8	9	48	17
33						
34	FREQUENCY OF VISITS					
35	Every day	2	2	1	-	1
36	1-6 times per week	11	11	8	6	10
37	1-3 times per month	26	17	22	14	19
38	1-6 times a year	34	33	37	33	34
39	Less often	6	6	9	9	3
40	First visit	20	31	22	38	33
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	2	3	1	-	1
44	1-6 times per week	14	16	10	10	15
45	1-3 times per month	33	24	28	23	29
46	1-6 times a year	43	48	48	54	50
47	Less often	7	9	12	14	4
48						
49	LENGTH OF VISIT					
50	Average (mins)	141	167	174	132	112
51						
52	ACTIVITIES					
53	Walking without dog	37	49	46	48	57
54	Walking with dog	20	20	15	16	19

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
55	Picnic/ BBQ	11	27	26	12	12
56	Cycling (any)	36	77	71	25	7
57	Bird watching	8	7	5	26	8
58	Nature/ natural history	3	2	3	2	2
59	Children's playground		11	7	2	7
60	Seeing something in woodland (e.g.sculpture)	3	5	3		
61	Motor sports		1		1	
62	Adventure playground					
63	Driving on forest drive			5		
64	Children's play activities		11	7	2	7
65	Photography	7	9	3	6	4
66						

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course	2.53	2.7			
69	A cafe	3.52	3.37	2.99	3.66	3.62
70	A forest drive			2.64		
71	A plant centre					
72	A shop	3.15	2.96	2.86	2.93	2.63
73	Availability of cycle hire on-site	2.38	2.68	2.43		1.97
74	Availability of staff at the site (for example rangers)	3.06	3.27	3	3.19	2.99
75	Baby changing facilities	1.81	2.43	2.35	2.29	2.09
76	Barbeque facilities					
77	Being able to enjoy scenery and views	4.14	4.01	4.14	4.26	4
78	Being able to enjoy the wildlife	4	3.73	3.83	4.04	3.76
79	Being able to get fit and healthy	4.02	3.66	3.85	3.8	3.54
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	4.13	4.18	4.02	3.95	3.88
82	Benches/seats					
83	Bike Wash				2.45	
84	Children's play equipment	2.13	3.26	3.09	2.9	3.27

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
85	Choice of paths for walking	3.69	3.58	3.5	3.66	3.44
86	Choice of trails for cycling	2.88	3.37	3.19	3.06	2.3
87	Choice of trails for other activities (e.g. horse riding)	2.68	2.94	2.64	2.96	2.3
88	Clean toilets	4.18	4.33	4.18	4.24	4.07
89	Clear signposting on footpaths	3.83	3.73	3.87	3.78	3.51
90	Enough car parking	3.87	4.06	4.09	3.97	3.87
91	Feeling happy to leave your car in the car park	4.12	4.29	4.24	4.04	4
92	Feeling safe in the forest	4.24	4.28	4.13	3.87	3.97
93	Information about the site's history and conservation					
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting					
96	Leaflets and maps to help you find your way around	3.55	3.39	3.31	3.64	3.18
97	Restaurant					
98	Sculpture					
99	Showers				2.32	
100	Solitude, peace and quiet	3.8	3.56	3.66	3.99	3.72
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.91	3.96	3.95	3.82	3.72
103	Friendliness of staff	3.8	3.76	3.67	3.8	3.59

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
104	Information provided by staff	3.12	3.17	3.01	3.38	3.04
105	Litter and dog waste bins					
106	Litter bins	3.88	4.05	3.86	3.83	3.81
107	Dog waste bins	3.59	3.88	3.47	3.49	3.38
108	Open grassy areas	2.49	3.25	3.15		2.69
109	Picnic areas	3.33	3.47	3.31	3.48	3.38
110	Printed information about the forest	3.56	3.21	3.18	3.54	3.12
111	Red Kite Hide				3.61	
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails/disabled access					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
119	SATISFACTION SCORES					
120	Overall average	4.29	4.44	4.44	4.52	4.36
121	A 'go ape' high rope course	3.88	4.18			
122	A cafe	3.52	3.5	3.45	3.82	3.87
123	A forest drive			3.38		
124	A shop	3.4	3.23	3.38	3.48	3.29
125	A plant centre					
126	Availability of cycle hire on-site					
127	Availability of staff at the site (for example rangers)	2.9	2.98	2.89	3.31	3.32
128	Baby changing facilities	3.12	3.39	3.14	4	3.38
129	Barbeque facilities					
130	Being able to enjoy scenery and views	3.99	4.01	4.06	4.25	4.15
131	Being able to enjoy the wildlife	3.85	3.72	3.92	4.14	3.9
132	Being able to get fit and healthy	4.11	3.99	4.08	4.12	3.84
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	4.02	4.11	4.19	4.06	4.06
135	Benches/seats					
136	Bike Wash				3.74	
137	Children's play equipment	2.5	3.82	3.73	4.16	4
138	Choice of paths for walking	3.72	3.78	3.74	3.99	3.57
139	Choice of trails for cycling	3.55	3.75	3.86	4.06	3.4

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
140	Choice of trails for other activities (e.g. horse riding)	3.38	3.53	3.61	3.79	3.43
141	Clean toilets	3.62	3.63	3.21	4.12	3.29
142	Clear signposting on footpaths	3.24	3.47	3.57	4.02	3.36
143	Enough car parking	3.08	4.02	4.2	3.94	3.97
144	Feeling happy to leave your car in the car park	3.76	3.93	3.92	4	3.78
145	Feeling safe in the forest	3.8	4.04	4.01	4.06	3.85
146	Friendliness of staff	3.58	3.62	3.71	3.89	3.74
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting					
149	Information provided by staff	3.39	3.96	3.75		2.4
150	Leaflets and maps to help you find your way around	3.18	3.17	3.28	3.86	3.36
151	Litter and dog waste bins					
152	Litter bins	2.55	2.71	2.14	3.31	2.78
153	Dog waste bins	1.97	2.56	1.84	3.23	2.21
154	Leaflets and information about the place you are visiting					
155	Open grassy areas	3.05	3.8	3.74		3.38
156	Picnic areas	3.26	3.68	3.72	3.9	3.63
157	Printed information about the forest	3.29	3.3	3.34	3.65	3.38
158	Restaurant					
159	Red Kite Hide				4.25	

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
160	Sculpture					
161	Solitude, peace and quiet	3.62	3.89	3.84	3.88	3.94
162	Showers				3.33	
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails					
167	Availability of cycle shop					
168	Orienteering					
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.03	4.15	4.2	4.27	3.93
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.22	0.18	0.06	0.2	0.22
177	Children	0.21	0.23	0.15	0.17	0.21
178	Cyclists	0.38	0.05	0.14	0.21	0.13
179	Motorbikers	0	-0.89	-0.38	-0.61	-0.67
180	Horse riders	0.08	0.1	0.06	0.1	0
181	Vehicles driving in forest	-0.07	-0.24	-0.24	-0.30	-0.55

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
182	Go Ape' high wire customers	0.42	0.28			
183						

	A	L	M	N	O	P
1	Forest	Delamere	Sherwood Pines	Hamsterley Forest	Nant Yr Arian	Garwnant
2	District					
3	Fieldwork period	26 Jul - 28th Oct 2006	27 Jul - 28th Oct 2006	28 Jul - 28th Oct 2006	29 Jul - 28th Oct 2006	30 Jul - 28th Oct 2006
4	BASE	269	303	276	294	302
5						
184	DISTURBANCES - SCORES*					
185	Dogs and dog dirt	-0.54	-0.35	-0.38	-0.37	-0.37
186	Noise from other users/ motorised sport	-0.07	-0.14	-0.14	-0.22	-0.13
187	Litter or fly tipping	-0.33	-0.23	-0.26	-0.19	-0.24
188	Vandalised/ missing signposting	-0.18	-0.15	-0.14	-0.21	-0.1
189	Forest operations such as felling	-0.04	-0.07	-0.07	-0.07	-0.02
190	Muddy tracks	-0.09	-0.11	-0.09	-0.13	-0.16
191						
192	EXPECTATIONS v REALITY					
193	Overall average	1.13	0.84	0.61	1.08	0.73
194						
195	% with season ticket/parking permit	9%	6%	8%	3%	5%
196						
197	* Please note score indicate the difference					

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
6	AGE					
7	16-24	1	1	3	7	4
8	25-34	6	14	17	23	23
9	35-44	20	24	33	33	36
10	45-54	24	22	13	17	13
11	55-64	26	22	20	10	12
12	65+	23	18	15	10	13
13						
14	LIFECYCLE					
15	Young Independent	4	7	5	22	12
16	Family	25	32	55	38	53
17	Empty Nester	64	53	38	27	28
18						
19	SEG					
20	AB	30	41	33	37	30
21	C1	40	30	28	40	34
22	C2	16	18	23	13	18
23	DE	14	11	16	10	18
24						
25	ORIGIN					
26	UK	100	100	100	100	100
27	Overseas	0	0	0	0	0
28						
29	TRIP TYPE					
30	Short trip, <3 hours	77	35	88	36	85

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
31	Day trip, 3+ hours	14	9	8	5	16
32	Holiday	8	56	3	60	
33						
34	FREQUENCY OF VISITS					
35	Every day	1	-	3	-	
36	1-6 times per week	5	5	15	5	9
37	1-3 times per month	7	7	19	6	18
38	1-6 times a year	35	48	38	32	39
39	Less often	8	9	3	10	9
40	First visit	43	31	22	46	24
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	1	-	4	-	1
44	1-6 times per week	9	7	23	10	13
45	1-3 times per month	13	10	25	11	24
46	1-6 times a year	62	70	49	60	51
47	Less often	14	13	4	20	22
48						
49	LENGTH OF VISIT					
50	Average (mins)	94	131	131	183	188
51						
52	ACTIVITIES					
53	Walking without dog	59	31	66	31	42
54	Walking with dog	23	22	22	12	13

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
55	Picnic/ BBQ	11	9	27	14	15
56	Cycling (any)	8	6	9	52	42
57	Bird watching	37	22	18	6	2
58	Nature/ natural history	5	4	8	4	2
59	Children's playground		6	23	2	1
60	Seeing something in woodland (e.g.sculpture)	6	1	8	2	3
61	Motor sports		1		1	
62	Adventure playground					
63	Driving on forest drive		2			
64	Children's play activities		6	23	2	1
65	Photography	13	11	8	14	2
66						
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course					
69	A cafe	2.98	3.24	3.35	3.62	3.3
70	A forest drive		1.76	1.38		
71	A plant centre					
72	A shop	2.47	2.82	2.54	3.15	
73	Availability of cycle hire on-site			1.87	2.64	2.17
74	Availability of staff at the site (for example rangers)	2.83	2.71	2.91	3.30	2.97
75	Baby changing facilities	1.75	1.57	2.14	2.50	2.23
76	Barbeque facilities					

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
77	Being able to enjoy scenery and views	4.12	4.14	4.04	4.18	3.86
78	Being able to enjoy the wildlife	4.05	3.83	3.84	3.86	3.67
79	Being able to get fit and healthy	3.77	3.54	3.62	3.99	3.71
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	3.66	3.64	4.06	4.03	3.95
82	Benches/seats					
83	Bike Wash			1.31	2.80	1.88
84	Children's play equipment	2.11	2.17	3.69	3.04	2.82
85	Choice of paths for walking	3.63	3.65	3.56	3.36	3.25
86	Choice of trails for cycling	2.30	1.89	2.20	3.70	2.99
87	Choice of trails for other activities (e.g. horse riding)	2.03	1.95	2.04	2.87	2.21
88	Clean toilets	3.89	4.06	4.23	4.21	3.88
89	Clear signposting on footpaths	3.64	3.74	3.47	4.11	3.66
90	Enough car parking	3.64	3.83	3.91	4.12	3.89
91	Feeling happy to leave your car in the car park	3.97	3.88	4.08	4.34	4.00
92	Feeling safe in the forest	3.84	3.69	3.96	4.10	4.00
93	Information about the site's history and conservation					

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting					
96	Leaflets and maps to help you find your way around	3.46	3.34	3.10	3.97	
97	Restaurant					
98	Sculpture					
99	Showers		1.22	1.27	2.64	1.67
100	Solitude, peace and quiet	3.91	3.64	3.30	3.84	3.58
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.62	3.83	3.92	3.80	3.85
103	Friendliness of staff	3.55	3.40	3.53	3.94	3.40
104	Information provided by staff	2.98	2.99	2.89	3.51	2.92
105	Litter and dog waste bins					
106	Litter bins	3.50	3.39	3.92	3.97	3.48
107	Dog waste bins	3.22	2.67	3.54		2.84
108	Open grassy areas	1.97	1.96	3.23		2.44
109	Picnic areas	2.78	2.67	3.32	3.29	3.12
110	Printed information about the forest	3.31	3.13	2.95	3.60	
111	Red Kite Hide					
112	Viewing Ospreys		2.99			
113	Red Kite cameras	3.08				
114	Easy access/wheelchair friendly trails/disabled access				3.02	2.20

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
115	Availability of cycle shop				3.15	2.42
116	Orienteeing				2.25	1.69
117	Availability of novice mountain bike trails				3.11	2.60
118	Availability of highly technical bike trails				3.35	
119	SATISFACTION SCORES					
120	Overall average	4.26	4.48	4.46	4.49	4.36
121	A 'go ape' high rope course					
122	A cafe	3.39	3.98	3.31	3.83	3.33
123	A forest drive					
124	A shop	3.50	3.93	3.19	3.44	
125	A plant centre					
126	Availability of cycle hire on-site			3.54	3.85	3.52
127	Availability of staff at the site (for example rangers)	3.08	3.25	3.18	3.46	2.99
128	Baby changing facilities	3.81	3.94	3.47	3.71	3.27
129	Barbeque facilities					
130	Being able to enjoy scenery and views	3.89	4.33	4.14	4.31	3.79
131	Being able to enjoy the wildlife	3.86	3.99	3.96	4.06	3.55
132	Being able to get fit and healthy	3.93	4.05	3.92	4.25	3.61
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	4.00	4.11	4.07	4.19	3.89

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
135	Benches/seats					
136	Bike Wash				3.83	3.35
137	Children's play equipment	3.10	3.73	3.92	4.20	4.01
138	Choice of paths for walking	3.94	4.11	3.79	3.80	3.51
139	Choice of trails for cycling	3.64	3.67	3.53	4.07	3.61
140	Choice of trails for other activities (e.g. horse riding)	3.64	3.43	3.49	3.69	3.31
141	Clean toilets	4.23	4.14	3.79	4.06	3.60
142	Clear signposting on footpaths	3.94	3.89	4.07	3.88	
143	Enough car parking	4.30	3.94	3.78	3.94	3.43
144	Feeling happy to leave your car in the car park	3.87	4.01	3.98	4.16	3.77
145	Feeling safe in the forest	3.95	4.12	3.91	4.10	3.80
146	Friendliness of staff	3.69	3.85	3.73	3.96	3.41
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting					
149	Information provided by staff	3.70	3.80	3.55	3.93	3.23
150	Leaflets and maps to help you find your way around	3.64	3.66	3.61	3.97	
151	Litter and dog waste bins					
152	Litter bins		2.99	3.16	2.88	3.07
153	Dog waste bins			3.08		3.06
154	Leaflets and information about the place you are visiting					

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
155	Open grassy areas	3.41		3.81		3.14
156	Picnic areas	3.51	3.49	3.61	3.83	3.35
157	Printed information about the forest	3.69	3.50	3.49	3.80	3.22
158	Restaurant					
159	Red Kite Hide					
160	Sculpture					
161	Solitude, peace and quiet	3.92	4.03	3.80	4.06	3.51
162	Showers		3.00	3.33	3.67	3.28
163	Information about Ospreys		4.10			
164	Forest Lodges			3.33		
165	Red Kite cameras	3.79				
166	Easy access/wheelchair friendly trails				3.80	3.32
167	Availability of cycle shop				3.57	3.49
168	Orienteering				3.85	3.21
169	Availability of novice mountain bike trails				3.16	3.41
170	Availability of highly technical bike trails				4.21	
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.01	4.16	4.03	4.22	3.56
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.28	0.28	0.16	0.10	0.16

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
177	Children	0.18	0.17	0.16	0.20	0.19
178	Cyclists	0.00	0.03	0.02	0.34	0.17
179	Motorbikers	0.71	0.10	1.00	0.09	
180	Horse riders	0.07	0.14	0.00	0.00	0.31
181	Vehicles driving in forest	0.40	0.14	0.57	0.33	0.17
182	Go Ape' high wire customers					
183						
184	DISTURBANCES - SCORES*					
185	Dogs and dog dirt	-0.49	-0.12	-0.36	-0.37	-0.02
186	Noise from other users/ motorised sport	-0.06	-0.09	-0.04	-0.02	
187	Litter or fly tipping	-0.28	-0.13	-0.16	-0.24	-0.02
188	Vandalised/ missing signposting	-0.07	-0.10	-0.12	-0.20	-0.04
189	Forest operations such as felling	-0.10	-0.12	0.00	-0.13	0.00
190	Muddy tracks	-0.08	-0.09	-0.22	-0.08	-0.01
191						
192	EXPECTATIONS v REALITY					
193	Overall average	1.00	0.89	1.04	1.20	N/A
194						
195	% with season ticket/parking permit	2%	5%	10%	4%	24%
196						
197	* Please note score indicate the difference					

	A	V	W	X	Y	Z
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	District					
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	BASE	266	245	266	324	304
5						
6	AGE					
7	16-24	2	11	9	4	5
8	25-34	14	19	21	15	19
9	35-44	41	38	25	37	46
10	45-54	20	21	18	23	16
11	55-64	12	7	16	10	9
12	65+	11	5	10	11	5
13						
14	LIFECYCLE					
15	Young Independent	3	22	22	11	11
16	Family	62	47	33	52	64
17	Empty Nester	32	22	37	31	19
18						
19	SEG					
20	AB	43	33	34	36	31
21	C1	30	40	35	29	41
22	C2	14	18	18	21	15
23	DE	13	9	13	14	13
24						
25	ORIGIN					
26	UK		100		100	100
27	Overseas					
28						
29	TRIP TYPE					
30	Short trip, <3 hours	94	83	79	23	75

	A	V	W	X	Y	Z
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	District					
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	BASE	266	245	266	324	304
5						
31	Day trip, 3+ hours	4	10	14	38	11
32	Holiday	2	6	8	39	14
33						
34	FREQUENCY OF VISITS					
35	Every day	2	1	4		
36	1-6 times per week	23	3	14	5	12
37	1-3 times per month	27	9	18	12	22
38	1-6 times a year	39	47	32	34	26
39	Less often	2	7	8	12	7
40	First visit	8	35	24	37	33
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	2		5		
44	1-6 times per week	25	4	18	8	18
45	1-3 times per month	30	13	24	19	33
46	1-6 times a year	43	72	42	54	39
47	Less often	2	11	11	18	10
48						
49	LENGTH OF VISIT					
50	Average (mins)	117	164	128	217	150
51						
52	ACTIVITIES					
53	Walking without dog	56	37	24	39	26
54	Walking with dog	22	6	20	18	20

	A	V	W	X	Y	Z
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	District					
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	BASE	266	245	266	324	304
5						
55	Picnic/ BBQ	11	16	15	22	11
56	Cycling (any)	17	37	20	30	52
57	Bird watching	3	3	9	3	2
58	Nature/ natural history	2	1	2	1	
59	Children's playground	21	6	14		
60	Seeing something in woodland (e.g.sculpture)			9	1	3
61	Motor sports					
62	Adventure playground					
63	Driving on forest drive				16	
64	Children's play activities					
65	Photography	2	3	10	5	2
66						
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course					
69	A cafe	3.45	3.18	3.38	3.33	3.43
70	A forest drive		2.33	3.14	3.04	1.71
71	A plant centre					
72	A shop	2.91	2.71	2.82	2.87	2.09
73	Availability of cycle hire on-site		2.63		2.22	2.65
74	Availability of staff at the site (for example rangers)	2.83	3.15	3.00	3.17	3.14
75	Baby changing facilities	2.70	1.93	1.79	2.05	2.58
76	Barbeque facilities					

	A	V	W	X	Y	Z
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	District					
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	BASE	266	245	266	324	304
5						
77	Being able to enjoy scenery and views	4.05	3.89	4.11	4.07	4.05
78	Being able to enjoy the wildlife	4.00	3.72	3.71	3.80	3.76
79	Being able to get fit and healthy	3.91	3.71	3.75	3.72	3.89
80	Being able to learn about trees and the environment					
81	Being able to spend time with family and friends	4.07	4.01	3.85	4.00	4.16
82	Benches/seats					
83	Bike Wash			2.07		
84	Children's play equipment	3.58	2.95	2.41	3.10	3.12
85	Choice of paths for walking	3.77	3.35	3.12	3.29	3.60
86	Choice of trails for cycling	2.74	3.21	2.63	2.92	3.73
87	Choice of trails for other activities (e.g. horse riding)	2.45	2.48	2.18		
88	Clean toilets	4.13	4.02	4.01	4.15	4.11
89	Clear signposting on footpaths	3.77	3.87	3.54	3.89	3.86
90	Enough car parking	3.82	3.90	3.73	3.91	4.00
91	Feeling happy to leave your car in the car park	3.90	3.98	3.90	4.00	4.07
92	Feeling safe in the forest	3.98	3.89	3.88	3.95	3.95
93	Information about the site's history and conservation					

	A	V	W	X	Y	Z
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	District					
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	BASE	266	245	266	324	304
5						
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting					
96	Leaflets and maps to help you find your way around	3.33	3.53	3.00		
97	Restaurant					
98	Sculpture					
99	Showers			4.17		
100	Solitude, peace and quiet	3.77	3.55	3.73	3.67	3.70
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.85	3.86	3.87	3.92	3.85
103	Friendliness of staff	3.67	3.66	3.65	3.78	
104	Information provided by staff	2.90	3.13	2.95		
105	Litter and dog waste bins					
106	Litter bins	3.74	3.75	3.77	3.78	3.67
107	Dog waste bins		2.97	3.17	3.30	3.55
108	Open grassy areas	2.39	3.22	2.57	3.14	2.78
109	Picnic areas	3.32	3.40	2.91	3.41	3.46
110	Printed information about the forest	3.16	3.12	2.92	3.39	3.32
111	Red Kite Hide					
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails/disabled access	2.95	2.41	2.35		

	A	V	W	X	Y	Z
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	District					
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	BASE	266	245	266	324	304
5						
115	Availability of cycle shop		2.57			
116	Orienteering	1.97	2.03			
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					
119	SATISFACTION SCORES					
120	Overall average	4.34	4.20	4.30	4.39	4.33
121	A 'go ape' high rope course					
122	A cafe	3.39	3.43	3.56	3.66	3.60
123	A forest drive		3.50	3.96	3.68	3.18
124	A shop	3.21	3.19	3.19	3.57	3.29
125	A plant centre					
126	Availability of cycle hire on-site		3.71		3.73	3.75
127	Availability of staff at the site (for example rangers)	2.70	3.32	3.25	3.42	3.34
128	Baby changing facilities	3.12	3.50	3.60	3.84	3.44
129	Barbeque facilities					
130	Being able to enjoy scenery and views	3.97	3.89	4.10	4.13	4.07
131	Being able to enjoy the wildlife	3.85	3.58	3.73	3.81	3.77
132	Being able to get fit and healthy	3.91	3.80	4.04	3.93	4.03
133	Being able to learn about trees and the environment					
134	Being able to spend time with family and friends	3.97	4.03	3.95	4.08	4.17

	A	V	W	X	Y	Z
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	District					
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	BASE	266	245	266	324	304
5						
135	Benches/seats					
136	Bike Wash			2.82		
137	Children's play equipment	3.80	4.12	3.37	3.98	3.36
138	Choice of paths for walking	3.71	3.70	3.56	3.72	3.82
139	Choice of trails for cycling	3.45	3.90	3.77	3.98	3.81
140	Choice of trails for other activities (e.g. horse riding)	3.34	3.53	3.33		
141	Clean toilets	3.31	3.60	3.88	4.03	3.45
142	Clear signposting on footpaths	3.62	3.63	3.47	3.68	3.63
143	Enough car parking	3.48	3.76	3.15	3.59	3.76
144	Feeling happy to leave your car in the car park	3.66	3.86	3.53	3.96	3.98
145	Feeling safe in the forest	3.77	3.94	3.64	3.97	3.96
146	Friendliness of staff	3.31	3.61	3.69	3.77	3.73
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting					
149	Information provided by staff	3.28	3.66	3.41		
150	Leaflets and maps to help you find your way around	3.46	3.44	3.29	3.67	3.61
151	Litter and dog waste bins					
152	Litter bins	2.55	3.31	2.90	3.16	2.46
153	Dog waste bins		3.51		2.96	2.16
154	Leaflets and information about the place you are visiting					

	A	V	W	X	Y	Z
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	District					
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	BASE	266	245	266	324	304
5						
155	Open grassy areas	2.85	3.78	3.28	3.75	2.95
156	Picnic areas	3.42	3.63	3.60	3.78	3.46
157	Printed information about the forest	3.39	3.46	3.32	3.65	3.50
158	Restaurant					
159	Red Kite Hide					
160	Sculpture					
161	Solitude, peace and quiet	3.66	3.50	3.97	3.82	3.63
162	Showers			3.29		
163	Information about Ospreys					
164	Forest Lodges					
165	Red Kite cameras					
166	Easy access/wheelchair friendly trails	3.38	3.54	2.98		
167	Availability of cycle shop		3.67			
168	Orienteering	3.21	3.24			
169	Availability of novice mountain bike trails					
170	Availability of highly technical bike trails					
171	Undercover picnic area					
172	Value for money of your whole trip or day out	3.95	3.46	4.11	3.83	4.18
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.06	0.07	0.20		

	A	V	W	X	Y	Z
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	Dalby Forest	Haldon Forest
2	District					
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008	25th Jul - 27th October 2009	26th Jul - 27th October 2009
4	BASE	266	245	266	324	304
5						
177	Children	0.07	0.07	0.18		
178	Cyclists	0.02	0.08	0.31		
179	Motorbikers	-1.00	-1.00	-0.40		
180	Horse riders	0.14	0.17	0.13		
181	Vehicles driving in forest	-0.09	-0.17	-0.02		
182	Go Ape' high wire customers					
183						
184	DISTURBANCES - SCORES*					
185	Dogs and dog dirt	-0.38	-0.02	-0.41		
186	Noise from other users/ motorised sport	-0.04	-0.02	-0.13		
187	Litter or fly tipping	-0.12	-0.07	-0.38		
188	Vandalised/ missing signposting	-0.04	-0.03	-0.22		
189	Forest operations such as felling	-0.02	0.00	-0.12		
190	Muddy tracks	-0.04	-0.04	-0.18		
191						
192	EXPECTATIONS v REALITY					
193	Overall average	N/A	N/A	1.27		
194						
195	% with season ticket/parking permit	11%	4%	1%	15%	11%
196						
197	* Please note score indicate the difference					

	A	AA	AB
1	Forest	Kielder Water and Forest Park	AVERAGE
2	District		
3	Fieldwork period	27th Jul - 27th October 2009	
4	BASE	306	7115
5			
6	AGE		
7	16-24	4	5
8	25-34	14	18
9	35-44	29	32
10	45-54	25	18
11	55-64	17	15
12	65+	11	12
13			
14	LIFECYCLE		
15	Young Independent	13	14
16	Family	35	43
17	Empty Nester	43	36
18			
19	SEG		
20	AB	33	34
21	C1	36	35
22	C2	18	18
23	DE	13	14
24			
25	ORIGIN		
26	UK	100	100
27	Overseas		0
28			
29	TRIP TYPE		
30	Short trip, <3 hours	38	70

	A	AA	AB
1	Forest	Kielder Water and Forest Park	AVERAGE
2	District		
3	Fieldwork period	27th Jul - 27th October 2009	
4	BASE	306	7115
5			
31	Day trip, 3+ hours	9	11
32	Holiday	52	20
33			
34	FREQUENCY OF VISITS		
35	Every day	2	5
36	1-6 times per week	2	10
37	1-3 times per month	6	16
38	1-6 times a year	28	35
39	Less often	17	9
40	First visit	44	27
41			
42	FREQUENCY OF VISITS (repeat visitors)		
43	Every day	3	6
44	1-6 times per week	4	13
45	1-3 times per month	11	22
46	1-6 times a year	51	48
47	Less often	31	13
48			
49	LENGTH OF VISIT		
50	Average (mins)	215	154
51			
52	ACTIVITIES		
53	Walking without dog	35	44
54	Walking with dog	17	19

	A	AA	AB
1	Forest	Kielder Water and Forest Park	AVERAGE
2	District		
3	Fieldwork period	27th Jul - 27th October 2009	
4	BASE	306	7115
5			
55	Picnic/ BBQ	8	18
56	Cycling (any)	38	32
57	Bird watching	13	9
58	Nature/ natural history	3	3
59	Children's playground		11
60	Seeing something in woodland (e.g.sculpture)	5	7
61	Motor sports		1
62	Adventure playground		2
63	Driving on forest drive	5	5
64	Children's play activities		4
65	Photography	12	7
66			
67	IMPORTANCE SCORES		
68	A 'go ape' high rope course		2.63
69	A cafe	3.24	3.42
70	A forest drive	2.10	2.35
71	A plant centre		3.09
72	A shop	2.80	2.89
73	Availability of cycle hire on-site	1.92	2.33
74	Availability of staff at the site (for example rangers)	2.65	3.03
75	Baby changing facilities	1.43	2.20
76	Barbeque facilities		1.19

	A	AA	AB
1	Forest	Kielder Water and Forest Park	AVERAGE
2	District		
3	Fieldwork period	27th Jul - 27th October 2009	
4	BASE	306	7115
5			
77	Being able to enjoy scenery and views	4.06	4.22
78	Being able to enjoy the wildlife	3.76	3.98
79	Being able to get fit and healthy	3.54	3.76
80	Being able to learn about trees and the environment		4.33
81	Being able to spend time with family and friends	3.84	4.04
82	Benches/seats		4.12
83	Bike Wash		2.10
84	Children's play equipment	2.00	2.87
85	Choice of paths for walking	3.14	3.59
86	Choice of trails for cycling	2.79	3.01
87	Choice of trails for other activities (e.g. horse riding)		2.49
88	Clean toilets	3.97	4.09
89	Clear signposting on footpaths	3.65	3.77
90	Enough car parking	3.46	3.89
91	Feeling happy to leave your car in the car park	3.71	4.06
92	Feeling safe in the forest	3.68	4.06
93	Information about the site's history and conservation		3.28

	A	AA	AB
1	Forest	Kielder Water and Forest Park	AVERAGE
2	District		
3	Fieldwork period	27th Jul - 27th October 2009	
4	BASE	306	7115
5			
94	Information panels about the place you are visiting		4.14
95	Leaflets and information about the place you are visiting		3.60
96	Leaflets and maps to help you find your way around		3.35
97	Restaurant		3.68
98	Sculpture		3.80
99	Showers		2.21
100	Solitude, peace and quiet	3.78	3.76
101	Undercover picnic area		3.42
102	Value for money of your whole trip or day out	3.69	3.94
103	Friendliness of staff		3.59
104	Information provided by staff		3.07
105	Litter and dog waste bins		3.71
106	Litter bins	3.43	3.74
107	Dog waste bins	2.38	3.25
108	Open grassy areas	2.16	2.71
109	Picnic areas	2.74	3.21
110	Printed information about the forest	3.17	3.22
111	Red Kite Hide		3.61
112	Viewing Ospreys		2.99
113	Red Kite cameras		3.08
114	Easy access/wheelchair friendly trails/disabled access		2.59

	A	AA	AB
1	Forest	Kielder Water and Forest Park	AVERAGE
2	District		
3	Fieldwork period	27th Jul - 27th October 2009	
4	BASE	306	7115
5			
115	Availability of cycle shop		2.71
116	Orienteering		1.99
117	Availability of novice mountain bike trails		2.86
118	Availability of highly technical bike trails		3.35
119	SATISFACTION SCORES		
120	Overall average	4.28	4.24
121	A 'go ape' high rope course		4.21
122	A cafe	3.65	3.72
123	A forest drive	3.52	3.62
124	A shop	3.46	3.56
125	A plant centre		4.09
126	Availability of cycle hire on-site	3.82	3.78
127	Availability of staff at the site (for example rangers)	3.42	3.27
128	Baby changing facilities	3.62	3.62
129	Barbeque facilities		2.68
130	Being able to enjoy scenery and views	4.23	4.23
131	Being able to enjoy the wildlife	3.90	3.99
132	Being able to get fit and healthy	3.94	4.02
133	Being able to learn about trees and the environment		4.34
134	Being able to spend time with family and friends	4.15	4.21

	A	AA	AB
1	Forest	Kielder Water and Forest Park	AVERAGE
2	District		
3	Fieldwork period	27th Jul - 27th October 2009	
4	BASE	306	7115
5			
135	Benches/seats		3.34
136	Bike Wash		3.43
137	Children's play equipment	3.62	3.76
138	Choice of paths for walking	3.70	3.92
139	Choice of trails for cycling	3.93	3.81
140	Choice of trails for other activities (e.g. horse riding)		3.65
141	Clean toilets	3.88	3.84
142	Clear signposting on footpaths	3.55	3.75
143	Enough car parking	3.91	3.88
144	Feeling happy to leave your car in the car park	3.95	3.92
145	Feeling safe in the forest	3.91	4.05
146	Friendliness of staff	3.84	3.69
147	Information about the site's history and conservation		3.42
148	Information panels about the place you are visiting		4.16
149	Information provided by staff		3.53
150	Leaflets and maps to help you find your way around	3.57	3.50
151	Litter and dog waste bins		3.06
152	Litter bins	2.99	2.86
153	Dog waste bins	2.25	2.62
154	Leaflets and information about the place you are visiting		3.86

	A	AA	AB
1	Forest	Kielder Water and Forest Park	AVERAGE
2	District		
3	Fieldwork period	27th Jul - 27th October 2009	
4	BASE	306	7115
5			
155	Open grassy areas	3.50	3.47
156	Picnic areas	3.48	3.60
157	Printed information about the forest	3.55	3.46
158	Restaurant		3.98
159	Red Kite Hide		4.25
160	Sculpture		4.30
161	Solitude, peace and quiet	4.06	3.98
162	Showers		3.32
163	Information about Ospreys		4.10
164	Forest Lodges		3.33
165	Red Kite cameras		3.79
166	Easy access/wheelchair friendly trails		3.40
167	Availability of cycle shop		3.58
168	Orienteering		3.38
169	Availability of novice mountain bike trails		3.29
170	Availability of highly technical bike trails		4.21
171	Undercover picnic area		4.12
172	Value for money of your whole trip or day out	3.97	4.15
173			
174			
175	OTHER VISITORS - SCORES		
176	Walkers		0.20

	A	AA	AB
1	Forest	Kielder Water and Forest Park	AVERAGE
2	District		
3	Fieldwork period	27th Jul - 27th October 2009	
4	BASE	306	7115
5			
177	Children		0.20
178	Cyclists		0.12
179	Motorbikers		-0.46
180	Horse riders		0.12
181	Vehicles driving in forest		-0.17
182	Go Ape' high wire customers		
183			
184	DISTURBANCES - SCORES*		
185	Dogs and dog dirt		-0.33
186	Noise from other users/ motorised sport		-0.16
187	Litter or fly tipping		-0.23
188	Vandalised/ missing signposting		-0.14
189	Forest operations such as felling		-0.07
190	Muddy tracks		-0.12
191			
192	EXPECTATIONS v REALITY		
193	Overall average		1
194			
195	% with season ticket/parking permit	1%	8%
196			
197	* Please note score indicate the difference		

Verbatim responses

Other influences on decision to visit

Attend meeting.

For work.

Came to look for future visit.

Checking it out for my husband's company for future visits.

Quality of cycling tracks.

Down memory lane.

Wanted to see the centre.

Quality of bike trails.

Things seen in magazines.

Other people we know stopping in the area.

Fresh air.

Like woods and forest.

Giving our wives a break.

Word of mouth.

Husband wanted to go cycling.

I wanted to come for very long time.

See the wood sculptures.

Wanted to see again after 30 years.

Forest Drive.

Have season ticket.

Came for the bikes but we were too late.

Club trip.

Space.

Go-ape. Adventure course.

Open space.

Change for kids.

Great experience. Kids and adults enjoy it.

Meeting friends. Like to find Forestry Commission sites wherever we are.

Just like coming here.

Being here in the past.

Wanted to go-ape.

Our friends were having a car serviced nearby. Convenient.

Wanted leaflets about mountain biking and walks. Wanted to visit Café.

Go-ape.

Our friends were here. Value for money.

Craft workshops.

Safe cycling routes for kids.

Being outdoors.

Really good play area and feel safe away from traffic. Annual pass really good value for money.

Curious about new facilities.

Just another walk.

Easy access.

It's a nice sunny day, ideal to come to somewhere like this.

Nice day, we thought we'd go out local.

The fact that it is a pleasant sunny day.

Reviews in member magazine.

Near to where we are staying, nice day.

Children wanted to come.

Love of the countryside.

Ease of access.

Go-ape.
 Nice day.
 Signs.
 Go-ape.
 Off-roading.
 Fresh air.
 Go-ape.
 Weather.
 The walks.
 Cheap.
 Visiting relatives in this area.
 Access for people who can't walk before and interest for 4 different people.
 Something to do with the family.
 On the way.
 Husband is here on a school trip.

Reason aspect rated fair/poor

Being able to enjoy scenery and views

I haven't seen any.

The weather, misty.

Being able to enjoy the wildlife

Did not see any.

No viewing points.

Lots of people.

Not really seen much and unless you know what to look for, too build up round here for the wildlife to come out.

Not seen any yet.

Just didn't see any.

Being able to get fit and healthy

I haven't done anything yet.

Just because we haven't taken advantage of the trails. It's just an investigative trip really.

Being able to spend time with family and friends

He went off cycling.

Feeling happy to leave your car in the car park

Not finding parking spaces today.

Having enough car parking

Not enough space when the weather is good.

When its busy not enough space.

Peak time you struggle to find a space.

Peak periods not enough space.

When it's busy, not enough room.

Not enough.

More spaces needed.

Not enough space when busy.

Car park full when we arrived.

Parking a bit tight for just one space.

Not enough car parking spaces - not big enough.

Not enough.

Car park full.
 Always full near visitor centre.
 It is okay.
 It is okay
 Because half the car park is closed and the main car park is still closed.
 Because they are resurfacing half the car park. Otherwise I think it would be very good.
 They have half of it dug up.
 Struggle to find a space.
 They are doing construction work on car park.
 Too many cars.
 Well we've no real experience - can't say.
 Because opposite the children part there isn't one. Too far to carry picnic.
 Not enough space.
 Had to park on verge.
 Sometimes not enough space.

The availability of cycle hire on-site

It was only 2. 10 But they were packing up at 3. 00 So we weren't able to get one.
 Too expensive, excellent but far too expensive for families, it would work out over £100 for 4 of us. It was not value for money, they should have a family ticket be more flexible.
 Expensive.

The availability of staff at the site (for example, rangers)

Have not seen any apart from in the shop.
 Not seen any one.
 Don't come round enough.
 No signs for motorbikes, not seen patrol by rangers or seldom. My friend had accident some time ago, there was no help, lack of safety.
 Never seen them.
 Did not see any.
 Did not see any on the walk.
 Did not see anyone. Need SOS telephones at Dixon's Hollow. Saw somebody injured. No help from rangers straight away.
 Did not see any.
 Bike broke down. No help out on trails.
 No contact with rangers for 2 hours.
 Not enough on cycle routes.
 We didn't really see any apart from the way in.
 Don't see many rangers on trails.
 Haven't seen them yet.
 Not seen any staff.
 Not many about.

The café/restaurant

Expensive.
 Prices a bit high compared to the other attractions.
 Not sure.
 Not enough home cooked food/local produce.
 Better recycling facilities. More local produce.
 Price.

The children's play equipment

Not suitable for older children.

Its gone downhill, not adventurous enough.

The choice of paths for walking

We just haven't experienced any. Haven't seen very much.

Don't use them.

Need more easy trails for family.

More on cycle trails.

Nice, a few faster ones, more family orientated.

The disabled access to facilities on site

Didn't need to use it.

It was all right, holding the button for the lift must be awkward.

Not used them.

From car park to visitor centre poor access for disabled.

Not enough facilities for disabled people.

The dog waste bins

Not seen any.

Not seen any.

Have not seen any.

Not seen any.

Weren't enough, none at the car park, I usually take it home.

Didn't see many - but we don't have a dog with us today.

Didn't see any.

Haven't seen any.

Haven't seen any.

No dog waste bins.

Not seen any.

Didn't see any.

Didn't see many.

Haven't seen any but have seen signs.

Not seen any.

Have not located any yet.

None on trail.

Haven't seen any.

Not seen any.

Not seen any.

Not any.

Not enough on trails.

Can not locate them.

People do not use.

None available.

The forest drive

It's quite tight, quite dangerous at times - especially in winter and people don't adhere to the speed limits.

Road is too narrow.

Not enough stopping places.

Lack of rangers out on the cycle routes.

We didn't really need it.

Too many speed bumps.

Don't know just a way or means of getting in and out.

Have never had the urge to do this.

The friendliness of staff

Café at purple mountain, café around 20min waits.

Staff at attendance, need more customer services training - how to say thank you.

Neutral.

The leaflets, maps and interpretation panels to help you find your way around

Maps don't contain enough detail also get access to the maps from the internet.

No reason - probably that I've not used them much.

More details, not directions from inside centre.

The Blue Route map needs updating.

Needed more detail on the blue trail - compared to detail on red trail.

Not clear.

Lack of information away from the actual visitors centre.

More information on leaflets.

People who don't come regular have difficulty. Poor signposting.

I think it's where the trails intermingled there was a bit of confusion about where to go. We got lost a couple of times.

Not enough.

New map. Poor map of Dalby and cycle trails.

Not know any. Extra information.

Just shows car park - no trail info.

Same again.

The litter bins

Not enough litter bins in Dixon Hollow.

Just not seen enough.

Not enough.

Not enough.

Not enough litter bins on the trails.

Not enough litter bins.

Just not seen any.

Not enough.

Not enough.

Not seen many.

Not seen any.

Not enough in remote locations.

Did not see litter bins.

Not enough on walks.

Not many.

None close to picnic areas. All around centre.

Not enough litter bins around park e.g. Swairdace.

We didn't find litter bins in the play area. No.

Lack of litter bins in Adderston. Not seen any apart from visitors' centre. No.

Don't see many.

Not used yet.

I haven't seen any round picnic sites. No facilities for rubbish.

There were none at Higher Staindale and we had to bring rubbish back to visitor centre. No.

Just because a couple of times I was looking for a bin and couldn't find one. They could maybe do with a couple more in the car park.

I know they recycle. There are not enough for the rubbish like from picnics. They don't advertise enough to say they are recycling.

Haven't seen many.

Haven't seen any litter bins.

Not enough.

Can't see any near picnic area.
 Can't see any.
 Not many.
 Could not find in car parks.
 Not available by lake.
 No litter bin near ice cream van.
 Didn't see any.
 Not seen any.
 Not enough.
 Only a couple on the trail. Visitor Centre, picnic area could do with more bins.
 Haven't seen many.
 Not enough.
 Not enough.
 Not enough on trails.
 There weren't any on the walks, it's a long time to walk with smelly poo.
 Couldn't find them down the other end of car park.
 Didn't really see many of them.
 No cigarette extinguishers and no bins.
 Have not seen any.
 None.

The open grassy areas for ball games, sunbathing etc.
 They are not essential.
 Not a lot.

The picnic areas
 Overcrowded at peak periods and monopolised by groups of people.
 None.
 Didn't use them and too many people using them.

The printed information about the forest
 Only average presentation in the leaflet you get when coming in.
 Endless leaflets but not what you are interested in.
 Handed useless leaflet.
 Not picked any up.
 It was better on visit years ago.

The shop
 Expensive, sorry.
 Recycled goods over priced.
 Range of products poor. Too many t-shirts.
 Not stated
 Well we haven't really looked around it very much yet.
 Doesn't interest me.

The signposting on footpaths\trails
 Green route poor sign posting.
 No directions.
 The Blue Route can be confusing.
 Clearer signs telling people not to walk on the cycle trails and more informative about the grade/difficulty of trail.
 Not clear when reading OS map.
 Not enough signposting or litter bins and cycle track for cyclists.
 There was just one point - the signposts ought to be numbered in the case of an accident o they would find exactly where you were. No.

Because sometimes the grass was overgrown on the side of the path. There was confusion with the colours, the blue and green. There was one particular point where we got to a gate and it said if you are following the blue signs you've gone too far. Because I got lost. I think they could put in more waymarkers at more frequent intervals. No.

Not clear.

A bit vague.

Got or been better.

Not enough signs for the trails.

A bit vague.

Keep getting lost.

Map is lacking details and not much sign posting.

Green trail sign posting only one way and signs are sparse. Yellow and red signs are confusing, are they for walking and cycling.

None.

The solitude, tranquillity peace and quiet

Because I have 2 children.

Fine.

Too many kids.

Quite a lot of people on bikes later but busy.

A lot of kids around visitors centre.

Racing bikes MTP race (noise).

Too many people around.

It's not really what we are here for. We are a big family.

Machinery in background.

There are lots of people here.

Busy today.

Only been in the picnic area and its quite busy today.

Busy today, not a problem.

The toilets

Because there are no showers at changing rooms.

The ladies toilets were disgusting this morning.

Terrible smell in there. Outdoor ones off-putting.

Neither, nor.

Not clear next to café.

The value for money of your whole trip or day out

We have only just started.

The entry fee is too much.

A standard price to get in, too expensive for visit.

Too expensive entry fee.

£7 is expensive. Better if £3 or £4.

It seemed quite expensive having to pay for the toll coming in.

Well we had to pay for Go Ape and also parking which I think it should be part of.

It was initially a thoroughfare from a A to B, Scarborough to Pickering and initially we were shocked at the £7 fee to go through the park. We may not have stopped but wanted information on the cycle tracks.

I live in this area and object to paying for my driver toll.

It's a bit expensive for one person - would be okay for a family.

Expensive for one person, cycle hire not cheap.

Car park charges.

Okay for large party.

Car parking.

Quite expensive for just passing through.
 Is fairly expensive only because I have 2 kids.
 Entrance fee a bit steep.
 Car parking was a bit steep.

Improvements

More facilities at Dixon Hollow - where the trail starts.
 Need a rolling pass system.
 Wider gates to get through with wide handle bars.
 More play equipment for smaller children.
 Showers even if we had to pay.
 More organised races - I think would be popular.
 Safety equipment on the children's play equipment - no sides on the rope bridge.
 Reduce the price.
 Barriers open for when I bring my dogs here.
 Larger maps as you are coming in so you can see what footpaths are available - or for the toll man to give you a map.
 Maps do not correspond with cycle signs.
 Bigger road and more rangers.
 Maintenance of trails.
 More parking.
 More patrols by rangers.
 More seats around play equipment and more parasols.
 Website not specific to mountain biking.
 Showers.
 More cycle tracks.
 Riverside walk.
 Changing facilities and showers.
 Showers and changing facilities.
 Some place just for bikers to meet.
 Shower and changing facilities.
 More ref points on trails.
 Changing block and shower.
 Drop admission charge.
 Dog owners being made to keep dogs on lead and dangerous dogs muzzled.
 Wider forest drive.
 Cheaper café prices.
 Go-ape for under 10 years old.
 The weather.
 Reduce the price and view points and covered area.
 Showers.
 Too commercialised.
 More restrictions on vehicles.
 Place to bring a motor home.
 Showers.
 Wild life hide closed.
 Black routes not marked on map.
 More birds.
 Parking price per person.
 Parking expensive.
 Signpost distance to centre.
 More info on what the trails are like i.e. flat, tarmac, hilly etc.
 Decrease car admission price.
 Better weather.
 Map you can buy showing all trails.

Shower and changing facilities.
Weather.
Less events with motor bikes.
More disabled access.
Getting children involved. More educational activities and craft building.
More car parking space for camper vans. More farm animals.
Reduce price of Go-ape.
First aid facilities. A sign to say where to go. A telephone number to ring if someone has an accident, e.g. falls off a bike.
Café open longer.
Better car parking.
More seating benches in children's play area.
Improved facilities for 10 to 12 year olds in play area.
Improved mobile phone signals.
Lower toll charge for car to 5 pounds.
No more buildings but the visitor's centre is tastefully done.
Larger shop.
More challenging cycle tracks.
Price of cycles and Go-ape.
More stock in shop.
Showers after cycling.
Showers.
Better facilities to watch birds hides and feeders.
Signs for toilets.
Dog walking near visitor centre, sat nav errors in district.
Admission costs concession if using paying attractions.
More barbecues.
The weather.
Short walk for disabled people.
More day events for children.
Pony trekking.
Reduce parking charge.
More children's play things.
Reduce car entrance fee.
More facilities and activities for 5-8 year old.
More entrances.
Childcare.
More information about activities i.e. internet.
More activities.
More variety of easy tracks for cycling.
Too expensive to come in.
When using road, insufficient width for foot use.
Shower.
Signs on both ways with pictures, Dixons Hollow, not information for it. Difficult to pick up trail. Maps are lacking detail, some trails incorrectly graded.
Price.
Less mud and wi-fi.
Less conifers.
More longer walking routes.
Café to be open throughout the year.
More litter bins.
Automatic doors on other side.

Most liked aspects

Reasonably priced.
 Safe, friendly.
 Freedom.
 Mountain bike trails, well designed.
 Everything is nice and compact.
 Open space.
 Variety quite a lot to do.
 Being outside.
 The improvements compared to last visit a few years ago.
 Rural atmosphere.
 Child friendly nice and safe.
 Streams.
 Black runs.
 Go-ape.
 Architecture.
 Café.
 Educational.
 Lot of space.
 Space.
 Freedom and the children can burn off energy.
 Go-ape.
 Open space for children.
 Space.
 I like the forest.
 The trees.
 Wide variety of things to do.
 The safety of it all.
 Café.
 Family atmosphere. Felt very safe.
 Café.
 Child friendliness.
 Drive through.
 Go-ape.
 Barbeque area.
 Go-ape.
 Picnic areas.
 Being able to have barbeques.
 Café.
 Close to home.
 Open spaces.
 Ease of access.
 Getting back to nature.
 Getting away from traffic to safe environment for children to play.
 Easy to get to.
 You feel in another world. It's different.
 Well organised.
 Being able to get out with the kids and dogs.
 The way it's laid out, quality of paths and buildings.
 Open space away from everything - busy roads.
 Outdoors.
 The river.
 Very well organised layout of site - visitor's centre.
 Picnic sites.
 Natural, not too commercialised.

Large size.
Clean.
Pond.
Well managed.
Well managed.
Pleasant place.
Good size.
Visitor centre.
Go-ape, ice cream good.
Go-ape café.
Variety of things to do.
Kids have enjoyed the Go-ape course.
A good day out.
Everything.
Go-ape trail.
Plenty of space.
Something for everybody.
The space for children and dogs.
Open place, good access.
Go-ape.
The concerts.
Freedom.
The size, plenty of area to explore.
Just the traffic free environment.
Freedom to do what you want.
The stream and lake.
Changing colours.
Nice beach woods.
Trees.

E. Technical appendix

Client	<ul style="list-style-type: none"> • Forestry Commission England
Conducted by	<ul style="list-style-type: none"> • TNS Research International
Objectives	<ul style="list-style-type: none"> • To undertake on-site surveying of a target of 300 visitors per site at 3 sites in England in 2009. • To provide full reports and data to FC.
Universe	<ul style="list-style-type: none"> • All visitors aged 16+ to site.
Sample size	<ul style="list-style-type: none"> • 324 interviews achieved against a target of 300.
Fieldwork period	<ul style="list-style-type: none"> • 25th July to 27th October 2009.
Sampling method	<ul style="list-style-type: none"> • Random location – next person to pass after previous interview completed.
Data collection	<ul style="list-style-type: none"> • CAPI on-site interviews.
Interviewers	<ul style="list-style-type: none"> • 6
Interviewer validation	<p>Face to face validation</p> <ul style="list-style-type: none"> • A minimum of 10% of interviews are checked on every survey. Verification is carried out at TNS' head office, mainly on the telephone, by trained validators. Interviewer assignments are systematically selected.
Questionnaire	<ul style="list-style-type: none"> • Questionnaire is appended to this report.
Analysis	<ul style="list-style-type: none"> • Results calculated on 95% probability. • Where a result of 50% is obtained at the total sample level, results are accurate to +/-5.4%.
Compliance	<ul style="list-style-type: none"> • This project was carried out in compliance with ISO 20252.