

Annex 1: 'Flagship' Case Study Report 2009/10

Bentley Community Woodland Monitoring & Evaluating Quality of Life for CSR07

Jake Morris & Kieron Doick

Contents

Chapter	Chapter title	Page
1.	Introduction	2
	1.1 Introduction to report chapters	3
2.	Bentley's event profile (2009)	5
	2.1 Event profile	5
	2.2 Resourcing	6
	2.3 Delivery of policy objectives	6
	2.4 Accident record	7
3.	Headline indicators	8
	3.1 Engagement	8
	3.2 Quality of experience	8
	3.3 Personal benefits	9
	3.4 Social benefits	10
	3.5 Volunteering	10
4.	Bentley's 'visit profile'	12
	4.1 Visit characteristics	12
	4.2 Visitors' experiences at Bentley	15
	4.3 Additional benefits	21
	4.4 Barriers to visiting	21
5.	Bentley's visitor profile	22
	5.1 Socio-demographic profile of visitors to Bentley	22
	5.2 Socio-demography and engagement, quality of experience, benefits and barriers	28

For more information contact

Kieron Doick kieron.doick@forestry.gsi.gov.uk

Jake Morris jake.morris@forestry.gsi.gov.uk

1. Introduction

This annex report presents the results of research undertaken in 2009 at Bentley Community Woodland (hereafter 'Bentley') to establish values for indicators related to the Quality of Place and Quality of Life objectives set out under Aim 4 of the Strategy for England's Trees, Woods and Forests (ETWF) and Forestry Commission England's (FCE) corresponding Corporate Plan.

Bentley Community Woodland in South Yorkshire is a 93 hectare woodland established on the disused Bentley Colliery site. Bentley is part of the South Yorkshire Community Forest, falling within the Sherwood Forest District and is situated on the edge of Bentley, a suburb of Doncaster. The site is owned by the Land Restoration Trust and managed by the Forestry Commission. Staffing for Bentley Community Woodland comprises a Community Ranger, a Forester, a Works supervisor and a Community Development Co-ordinator, who oversees the team. A Community health ranger, funded by NHS Doncaster, holds events promoting health at Bentley and other sites in the Beat.

The research took place during the second year of a three year project 'Monitoring and Evaluating Quality of Life for CSR 07' delivered by Forest Research (FR) and funded by FCE. The indicator values presented in this report can be compared with baseline values established through research conducted in 2008 and constitute the results from the latest phase in this ongoing programme of monitoring and evaluation of activities at Bentley to measure the impact of scheduled interventions on the site. As a 'Flagship' case study site, results from Bentley will be used to measure changes in use, engagement, quality of experience, personal and social benefits as part of an evaluation of national delivery (England) against Quality of Place and Quality of Life objectives.

During 2009 the following research activities were undertaken at Bentley to produce the results reported:

1. On-site surveying of visitors to Bentley to establish quantitative values for indicators relating to engagement, quality of experience, personal and social benefits. A total of 43 visitors were interviewed between August and October 2009.
2. An Activities and Events¹ database was established at Bentley to record the diary of programmed events, associated finance, attendance, and related information. A total of 0 (zero) Activities were held at Bentley between April and December 2009, as Bentley does not operate a formal system to permit group activities. A total of 50 Events were held at Bentley between April and December 2009.

¹ An 'activity' is defined as: organised and led by a group or an individual from outside the Forestry Commission (FC) on FC land. The group, or individual, request permission (a permit) to hold the activity on FC land.

An 'event' is defined as: organised and led by FC staff. May take place on or off of FC land.

1.1 Introduction to report chapters

Section 2 draws on data from the events database to present a profile of the organised programme of events at Bentley, including data on the range of events held, staffing and resourcing, contribution to policy objectives and reported accidents.

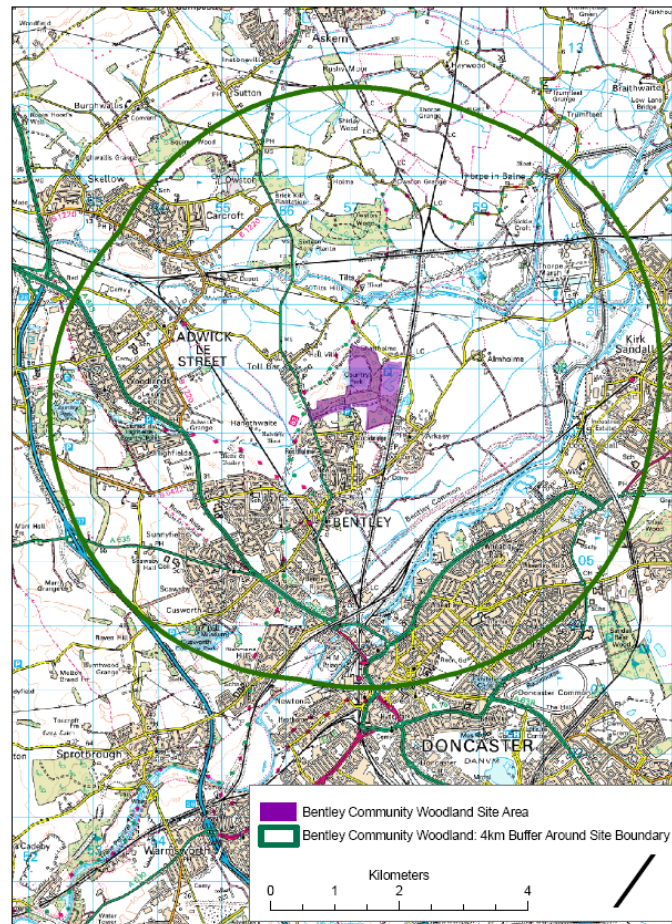
Section 3 presents values for headline indicators relating to engagement, quality of experience, personal and social benefits. The results are from on-site surveying and the events database.

Section 4 represents a detailed 'visit profile' for Bentley, drawing on results from the on-site surveys and from the events database, to present data relating to frequency and seasonal variation of visits, distance travelled, mode of transport, activities, and barriers to more frequent use. A detailed analysis of quality of experience on-site is also presented, followed by a more detailed analysis of personal and social benefits derived during visits to Bentley.

Section 5 represents a detailed, baseline 'visitor profile' for Bentley, presenting an analysis of the demographic make-up of visitors to the site and showing how different categories of visitors respond to questions about use, engagement, quality of experience and benefits. The section also draws comparisons between the demographic make-up of visitors (as revealed by the on-site surveys and the events database) and the demographic make-up of Bentley's catchment population (as revealed by the catchment profiling work conducted in 2008). This comparative analysis of visitor and catchment profiles addresses questions about the 'representativeness' of visitors to Bentley and reveals whether certain sub-sections of the site's catchment population are under-represented.

Figure 1 (below) shows the site, its location, and the 4km catchment area defined as part of the catchment profiling exercise. The definition of the catchment enabled the calculation of Bentley's total catchment population at 74,146 persons, on the basis of data from the 2001 Census.

Figure 1: Bentley Community Woodland and 4km catchment area



2. Bentley's event profile (2009)

Drawing on data from the activities and events database, this section provides a profile of the organised programme of events at Bentley held at Bentley between 1st April and 30th November 2009. Data on staffing and resourcing are also presented in order to highlight Bentley's inputs to promoting use, engagement, personal and social benefit.

2.1 Event profile

The activities and events database categories events according to whether they are, firstly, a ranger led event or a self-led group activity and, secondly, whether the primary focus is community, education or recreation (i.e. community events may have an engagement plan and/or specific objectives to encourage participation, feedback or consultation on a site; education event may have a lesson plan and/or learning outcomes; and, a recreation event may have an event plan to manage people safely for an enjoyable visit).

Fifty ranger led events were held at Bentley in the current reporting period, the majority (n=39) had a primary focus on the community, 6 had an educational primary focus, and 5 had a primarily recreational focus. Attendance ranged from 2 to 54 participants (mean = 8.0). On a couple of occasions, an event was cancelled due to zero attendance.

Table 1: Event profile at Bentley (1st April through to 30th November 2009)

Event type	Specific type	Other	Quarter								Totals	
			1		2		3		4		No. of events	No. of partic.
			No. of events	No. of partic.	No. of events	No. of partic.	No. of events	No. of partic.	No. of events	No. of partic.		
Event - community	Conservation Management		10	79	9	42	4	33			23	154
	Forest Experience		1	23							1	23
	Health Activities				12	59					12	59
	Site Awareness Raising		1	2	1	20	1	54			3	76
	Sub-total		12	104	22	121	5	87	0	0	39	312
Event - education	Forest School Promoted		4	36	1	9		1	2		5	45
	Sub-total		4	36	1	9	1	2	0	0	6	47
Event - recreation	Health Skills/training				4	26					4	26
	Sub-total		0	0	5	43	0	0	0	0	5	43
	Grand Totals		16	140	28	173	6	89	0	0	50	402

Quarter 1 = April, May, June; Quarter 2 = July, August, September; *etc.*

The Activities and Events database shows that, in this reporting period, 23 events were held specifically related to managing the site. No planning or consultation events were held; however, 4 events were held to provide an experience or raise awareness of the

site. Sixteen formal health events were held. Six led and zero self-led learning events were held. The number of cultural events was 1 (one) and the number of events held to enable people to volunteer on site was 23 (i.e. the Conservation management events).

2.2 Resourcing

Events at Bentley are principally organised by the Community ranger or Community Health ranger based at the Beat office at Bentley Resource Centre. The Community Manager, Forester and Works Supervisor provided additional staffing support at one event at Bentley in this reporting period.

Events at Bentley are typically admissible free of charge, as funding is provided by the land owners (Land Restoration Trust), as well as via partners such as NHS Doncaster (contribution to staff employment). DMBC also made one contribution to a community health event – Walks for women – in the current reporting period. No data was collected at Bentley on direct financial contribution made during this reporting period. Direct expenditure incurred in holding events at Bentley was estimated by Bentley staff based on charges for stationery and equipment purchases (i.e. excluding staff time and transport charges). Expenditure was estimated at £192.00, based upon 29 events incurring a direct cost (mean = £6.64).

2.3 Delivery of policy objectives

Each event can be assessed for its contribution to one or more of the following objectives: physical activity, sport, healthy eating, natural play, enjoyment, climate change, community, culture and heritage, natural environment, diversity/equality, skills/employment. Each objective relates to a principal policy statement within A Strategy for England's Trees, Woods and Forest and its associated Delivery Plan. The assessment may be undertaken by the ranger leading an event or, in the case of permission activities, by the organiser.

During the current reporting period, 37 events (out of the total 50 events held) were assessed for their contribution to policy delivery. The results are presented in Table 2.

Table 2: Delivery of policy objectives through events at Bentley (1st April through to 30th November 2009)

Policy objective	Number of:	Bentley	
		Event - community	Event - recreation
Physical activity	Events	33	4
	Attendees	258	43
Sport	Events	5	2
	Attendees	34	8
Healthy eating	events	0	0
	attendees	0	0
Natural play	events	0	0
	attendees	0	0
Enjoyment	events	2	3
	attendees	35	25
Climate	events	0	0
	attendees	0	0
Community	events	26	3
	attendees	214	25
Culture	events	0	0
	attendees	0	0
Environment	events	27	3
	attendees	204	26
Diversity	events	1	2
	attendees	20	8
Skills	events	23	0
	attendees	154	0
Total:	events	33	4
	attendees	258	43

The majority of events at Bentley contribute to healthy living through the delivery of the policy objectives: physical activity. Events at Bentley also make a significant contribution in delivering policy concerned with community well-being, with 29 events and setting this as a delivery objective. The environment features heavily as a delivery objective at Bentley, with 30 out of the total of 50 events stating this as a key delivery objective. Finally, 154 participants attending events that included delivery objectives aimed at delivering and improving 'skills', across 23 events.

2.4 Health and safety record

No accidents were reported during any ranger led event at Bentley in the current reporting period.

3. Headline indicators

In this section, values for headline indicators relating to engagement, quality of experience, personal and social benefits are presented, based on data from the on-site survey conducted in 2009 and the events database.

3.1 Engagement

Respondents to the on-site surveys were asked about their involvement in management-related activities at Bentley in the last 12 months, including being involved in or consulted about plans for the site, organised tree planting events, or voluntary work.

The results indicate that 16% (n= 7) of visitors to Bentley have been involved in management related activities. This is similar to results obtained via on-site surveying in 2008 which showed that 17% of visitors had been involved in management related activities.

There were 23 formal events at Bentley for the reporting period April and December 2009 to promote engagement in management of the community woodland. A total of 154 participants attended. Events were typically 3 hours in duration. Diversity records on attendance at site management events were not collected at Bentley in the current reporting period, relating to gender, age, ethnicity or ability of participants.

3.2 Quality of experience

Of those respondents to the on-site survey who answered this question (n=42, or 98% of all respondents), 95% said they would either 'definitely' (88%), or 'probably' (7%) recommend Bentley as a place to visit to friends or family. Given that there were no 'detractors' (those respondents who said they were 'fairly likely', would 'probably not', or 'definitely not' recommend Bentley), Bentley's net promoter score can be calculated at 88%. This can be compared to a net promoter score of 65% in 2008 (derived from the results of on-site and catchment surveys), constituting a significant increase in the quality of experience at Bentley. It should be borne in mind, however, that there has been a significant drop in visitor numbers during this reporting year. The increase in net promoter score may be attributable to a core group of very supportive visitors, rather than to changes and interventions at the site itself.

3.2.1 Quality of experience at events

Quality of experience can be measured via pertinent questions on event feedback forms:

- How would you rate the value for money of today's event?
- How would you rate your impression of today's event overall?
- How would you rate the facilities at Bentley?
- How would you rate the site overall?
- Would you recommend our site to others?

The question “Have you been to this site before?” may also be used as a proxy for satisfaction with a site.

Feedback forms incorporating these questions were not used at Bentley in the current reporting period.

3.3 Personal benefits

Respondents to the on-site survey were asked about ways in which Bentley is important to them personally. Respondents were asked whether they strongly agreed, agreed, disagreed or strongly disagreed with statements relating to different categories of personal benefit. Results from the on-site survey are presented in Table 3.

Table 3: Personal benefits at Bentley (on-site survey)

Categories of personal benefit	Strongly agree / Agree	Disagree / Strongly disagree	Don't know/ not relevant
It helps me to earn a living or make ends meet	5%	67%	28%
It's a place where I can relax and de-stress	100%	0%	0%
It's a place where I can exercise and keep fit	100%	0%	0%
It's a place where I can have fun and enjoy myself	100%	0%	0%
It's a good place to socialise	68%	22%	10%
It's a place where I can learn about the environment	82%	8%	10%
It's an important place for wildlife	100%	0%	0%
It brings the community together	37%	48%	15%
It makes this area a nicer place to live	93%	5%	2%
It gets me involved in local issues	20%	63%	17%
It's a place where I feel at home	93%	2%	5%

Visitors attending events Bentley may also be asked about ways in which Bentley is important to them personally using event feedback forms. Event feedback forms incorporating these questions were not, however, used at Bentley in the current reporting period.

3.4 Social benefits

Respondents to the on-site survey were also asked about ways in which Bentley is important to their local community. Respondents were asked whether they strongly agreed, agreed, disagreed or strongly disagreed with statements relating to different categories of collective, social benefit. The results, presented in Table 4, show for example that 100% of visitors feel that Bentley is a place where people can relax and de-stress, where people can exercise and keep fit, and where people can have fun and enjoy themselves. 95% feel that Bentley makes the area a nicer place to live.

Table 4: Social benefits at Bentley (on-site survey)

Categories of Social Benefit	Strongly agree / Agree	Disagree / Strongly disagree	Don't know/ not relevant
It contributes to the local economy	17%	83%	0%
It's a place where people can relax and de-stress	100%	0%	0%
It's a place where people can exercise and keep fit	100%	0%	0%
It's a place where people can have fun and enjoy themselves	100%	0%	0%
It's a place where people can learn about the environment	93%	7%	0%
It's an important place for wildlife	100%	0%	0%
It brings the community together	42%	58%	0%
It makes this area a nicer place to live	95%	5%	0%
It gets people involved in local issues	36%	64%	0%

3.5 Volunteering

Volunteering is an indicator of personal and social benefit. Volunteering is measured two ways through the Activities and Events database:

- number of events promoting volunteering on site and attendance at these events
- contribution of volunteers through support in the running of events.

The number of events promoting volunteering on site for the reporting period April and December 09 was 23 (the Conservation management events), with a total attendance of 154 (Table 5). One volunteer assisted in the running of 1 education event at Bentley in the currently reporting period (Table 5).

Table 5: Volunteering contribution at Bentley

Activity and Event type	Bentley	
	No. of events	No. of volunteers
Event - community	23	154
Event - education	1	1
Event - recreation	0	0
Permission - community	0	0
Permission - education	0	0
Permission - recreation	0	0
Total	24	155
No. of volunteer days	62.8	

The contribution made by volunteers at Bentley, in this reporting period, was 62.8 person-days (based upon a 7.4 hr working day or a 37 hr working week). In monetary terms, the value of volunteering contribution equates to £3,140 (or an estimated £4,710 per annum), based upon the Heritage Lottery Fund's 'Guidance for Landscape Partnerships' unskilled labour rate of £50 a day.

4. Bentley's 'visit profile'

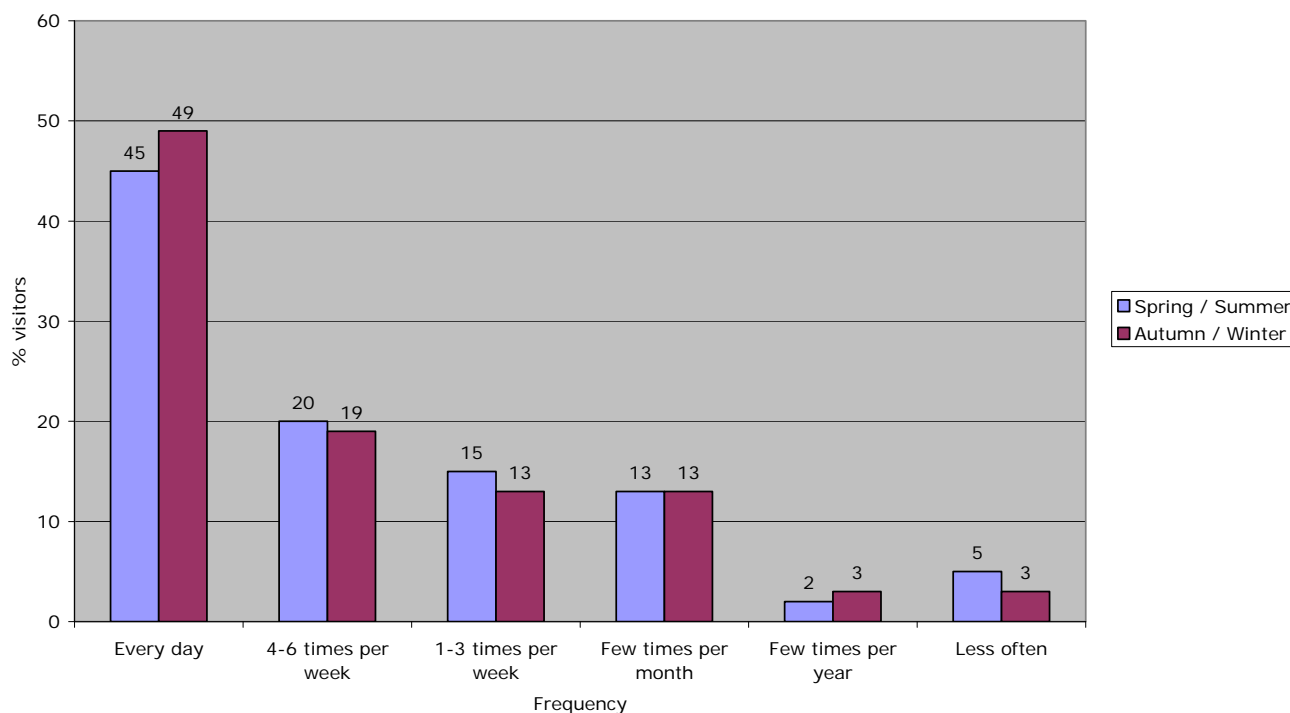
In this section, results from the on-site survey are used to present a detailed 'visit profile' for Bentley. In a first sub-section (4.1), survey responses relating to basic visit characteristics are presented, such as frequency and seasonal variation of visits, who people visit with, activity types, distance travelled, mode of transport, and barriers to more frequent use. The second sub-section (4.2) presents an analysis of visitors' actual experiences on-site, focusing on feedback provided in relation to particular features, facilities and other factors that shape the visitor experience at Bentley, thereby complementing the results relating to quality of experience presented in Section 2 (above). Sub-section 4.3 looks at barriers and presents an analysis of responses to questions about factors that prevent more frequent use of Bentley.

4.1 Visit characteristics

4.1.1 Frequency / seasonal variation of visits to Bentley

On-site survey respondents were asked how often they visit Bentley in spring/summer and autumn/winter. Results are shown in Figure 2, below, and reveal that there is little significant seasonal variation in frequency of visits. The majority of visitors (65% in spring/summer, 68% in autumn/winter) visit at least 4 times per week.

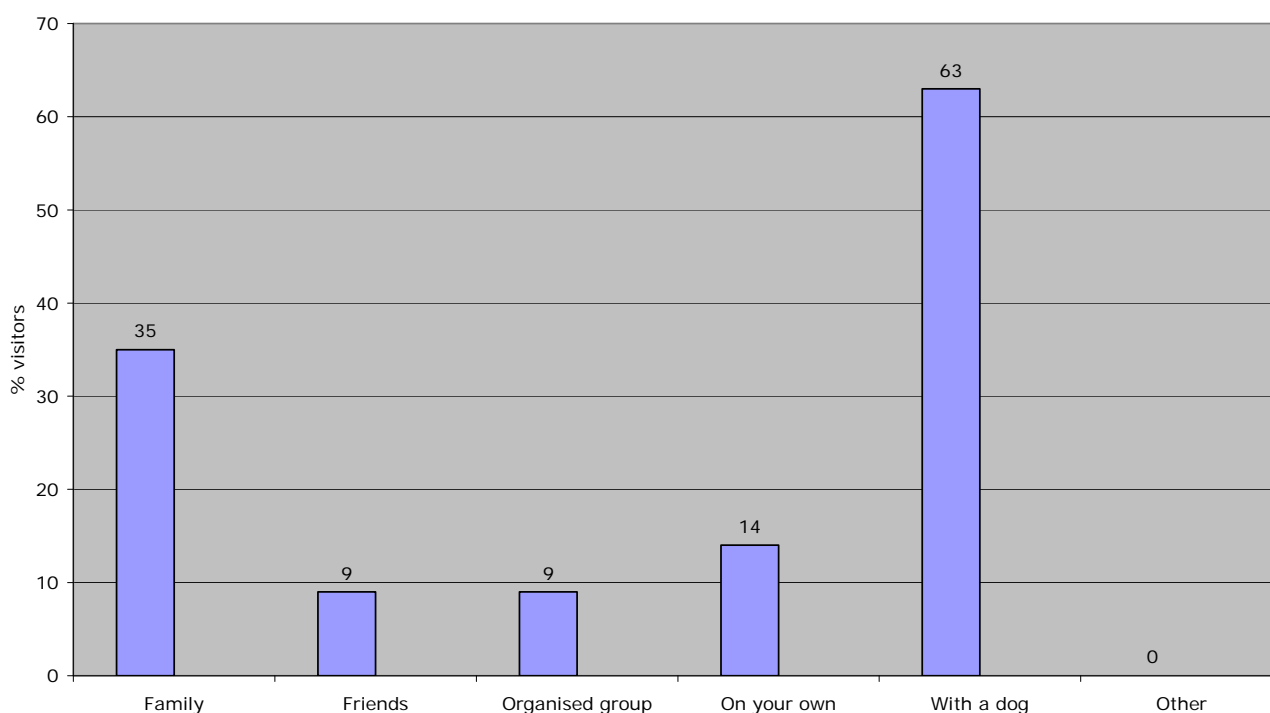
Figure 2: Frequency / seasonal variation of visits to Bentley (on-site survey)



4.1.2 Who do people visit Bentley with?

Survey respondents were asked who they tend to visit Bentley with. The results are shown in Figure 3, below. The results show that visiting with family, and with a dog are most popular. As was the case in 2008, unaccompanied visits are relatively rare, with only 14% saying that they visit alone.

Figure 3: Who do you visit Bentley with?



4.1.3 Travelling to Bentley

Respondents to the on-site survey were asked how they had travelled to Bentley. The results in Figure 5 (below) show that walking is the most popular way of getting to Bentley. A significant proportion (38%) of visitors come by car. Respondents were also asked how far they live from Bentley. The high proportion of visitors who walk to Bentley correlates with the results for this question, which show that the majority (67%) of visitors live within 2 miles of the site (2 mile = 3.22 km; within the 4km catchment area). This does show, however, that a significant proportion (33%) of visitors live outside the catchment (between 3 and 20 miles from Bentley).

Figure 5: Travelling to Bentley

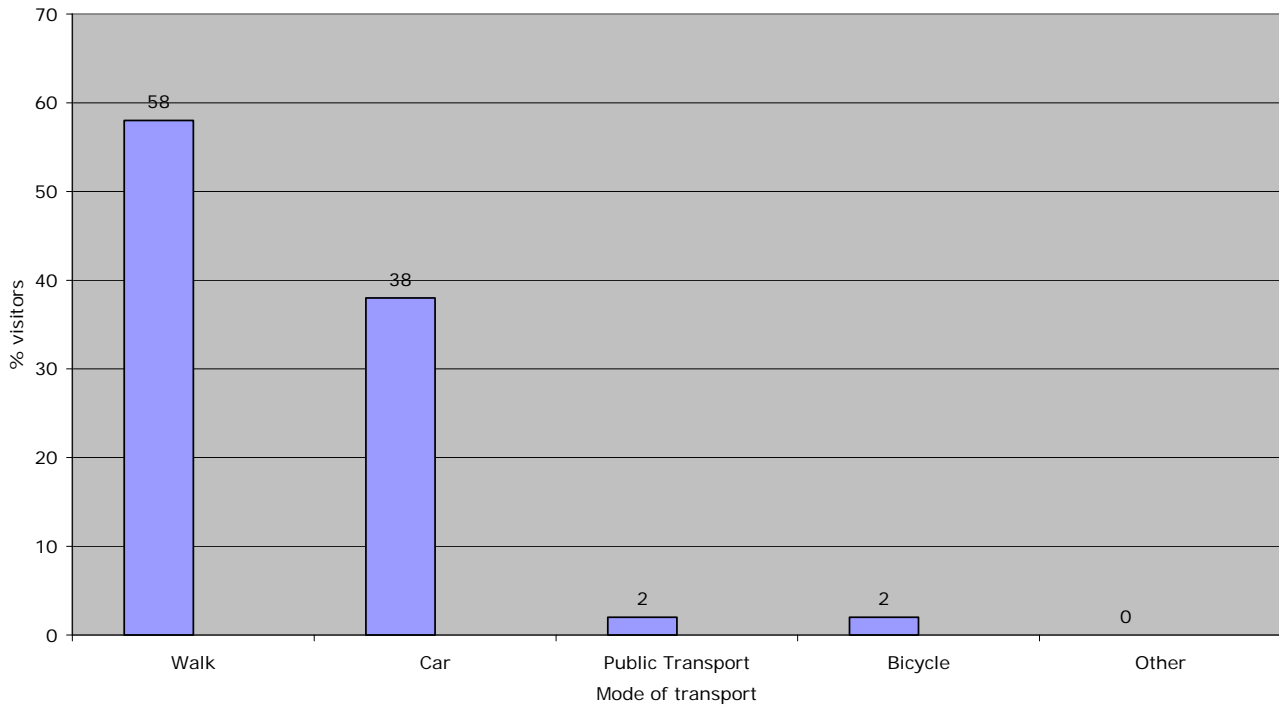
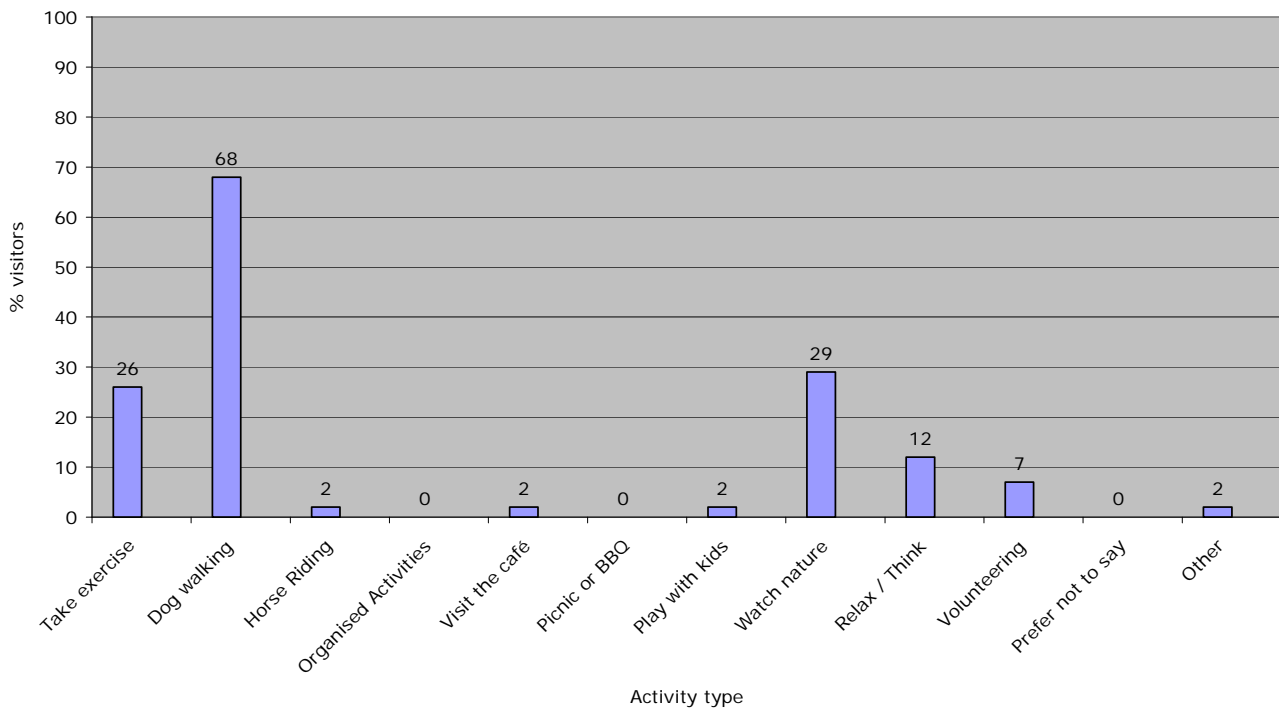


Figure 4: Activity types at Bentley



Respondents were asked what they tend to do at Bentley. The results, shown in Figure 4 below, show that taking exercise, dog walking, and nature watching are the most popular activities. Notably, all surveyed visitors tend to use the site for exercise.

4.1.4 Duration of visits to Bentley

Respondents were asked how long a typical visit to Bentley lasts. The results show that the mean length of a visit is 81 minutes. For 26% of visitors, a typical visit lasts up to 1 hour, 67% of visits last for 1 - 2 hours, and 7% last 2-4 hours.

4.1.5 Groups that visit Bentley

Fifty ranger led events were held at Bentley in the current reporting period. Of these 7 were targeted at a specific group (Table 6). The two targeted community events were held for i) young people and ii) parents with pre-school aged children. One group, attending a health activities community event were visiting for the first time and a second group were visiting for their first guided site visit. Five of the 6 educational events were follow-up visits, for school groups who had previously visited the site.

Table 6: Categories of groups attending events at Bentley

Event type	Group type	Subgroup	Targeted		Leader			Visit Type				
			Y	N	NS.	Led	Self-led	Comb.	NS	First time	Follow-up	First guided
Event - community	Community groups	Young people; Parents with pre-school	2	38	38		1	1	38	1		1
Event - education	Education body	Young people	5	1	1	5			1		5	
Event - recreation				5	5				5			

NS. = Not specified

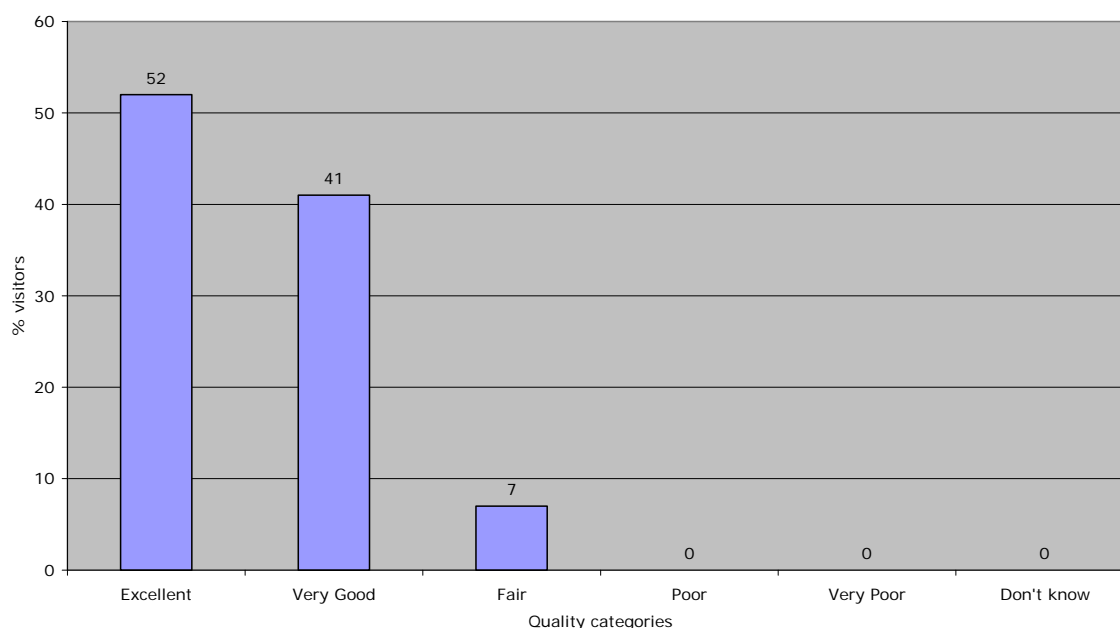
Comb. = Combination of ranger plus group leader

4.2 Visitors' experiences at Bentley

4.2.1 Bentley's quality rating

Visitors surveyed on-site were asked to give an overall quality rating for Bentley as a place to visit, using the following quality scale: Excellent, Very good, Fair, Poor, Very poor, Don't know. The results show that 98% of visitors rate Bentley as either 'excellent' or 'very good' (Figure 6). No visitors gave Bentley a negative overall quality rating.

Figure 6: Overall quality rating for Bentley



To understand what aspects of the site might be contributing to the overall quality ratings, visitors were also asked to rate the quality of individual features and facilities at Bentley, using the same quality scale. Mean scores for each feature / facility were calculated, where a score of 1=Excellent, 2=Very Good, 3=Fair, 4=Poor, 5=Very Poor. The results in Table 7 (below) suggest that nature conservation, the design of the site, site maintenance, and the trails and paths are largely responsible for the overall high quality ratings shown in Figure 6 (above). Significantly, no features or facilities ended up with a mean negative quality rating (3 and above).

Table 7: Quality ratings for facilities / features at Bentley

Facilities / features	Mean quality rating
Car Park	2.8
Design of site	1.7
Site Maintenance	1.9
Trails and paths	1.8
Visitor facilities	2.7
Nature Conservation	1.7
Kids Facilities	n/a
Sports Facilities	n/a
Info Available	2.3

4.2.2 Negative aspects

On-site survey respondents were asked about problems that had impacted negatively on their enjoyment of Bentley. Respondents were asked whether a range of potentially problematic aspects had 'affected a lot', 'affected a little', or 'did not affect' their enjoyment. If respondents did not encounter the problem, they could state this as a response. The results for each potentially problematic aspect are shown in Figures 7 to 13 (below). The results reveal that, for a significant number of visitors (19%, 15%, and 20% respectively), litter or fly tipping, dogs and dog dirt and motorised sports affect the enjoyment of Bentley either a lot or a little.

Figure 7: Litter or fly tipping

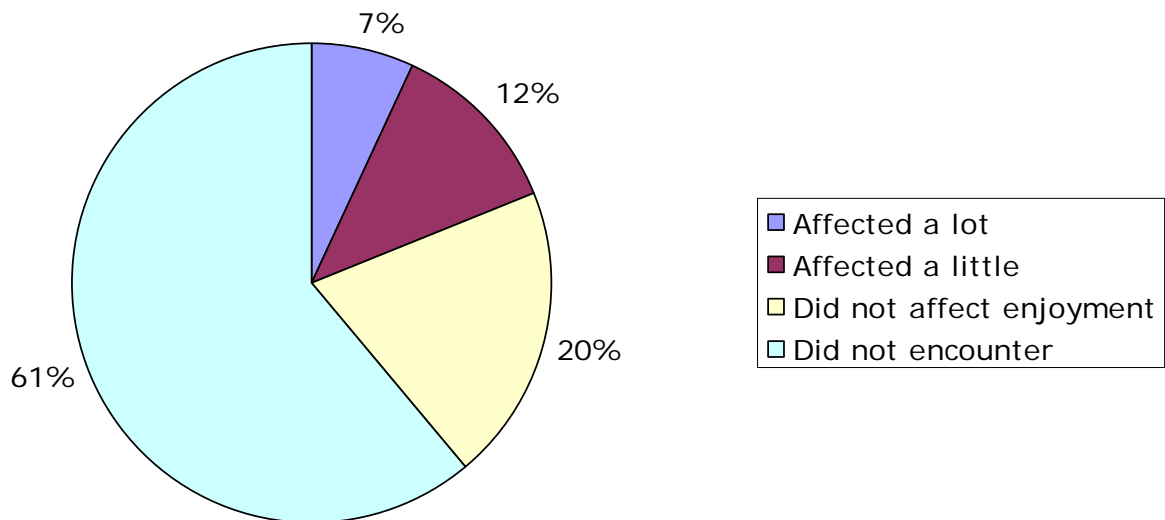


Figure 8: Dogs and dog dirt

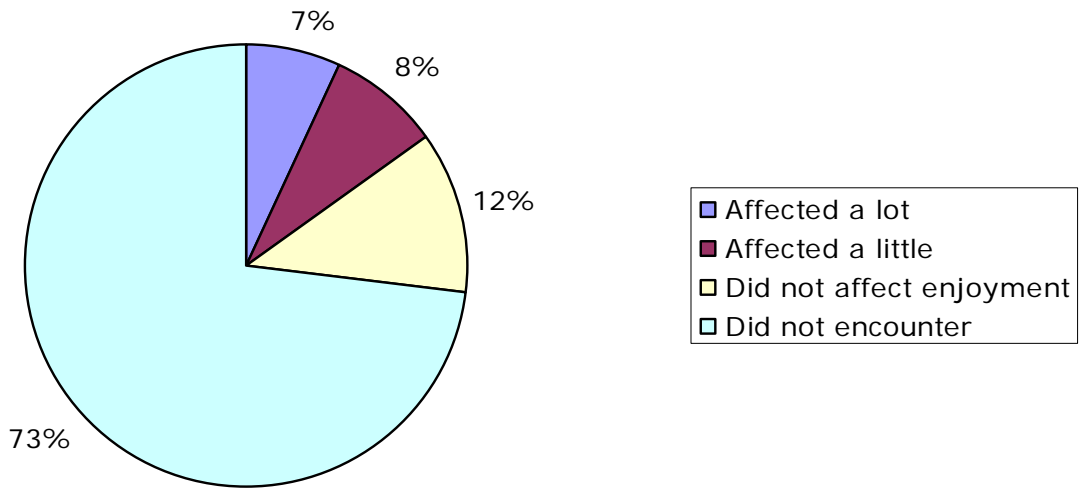


Figure 9: Muddy tracks

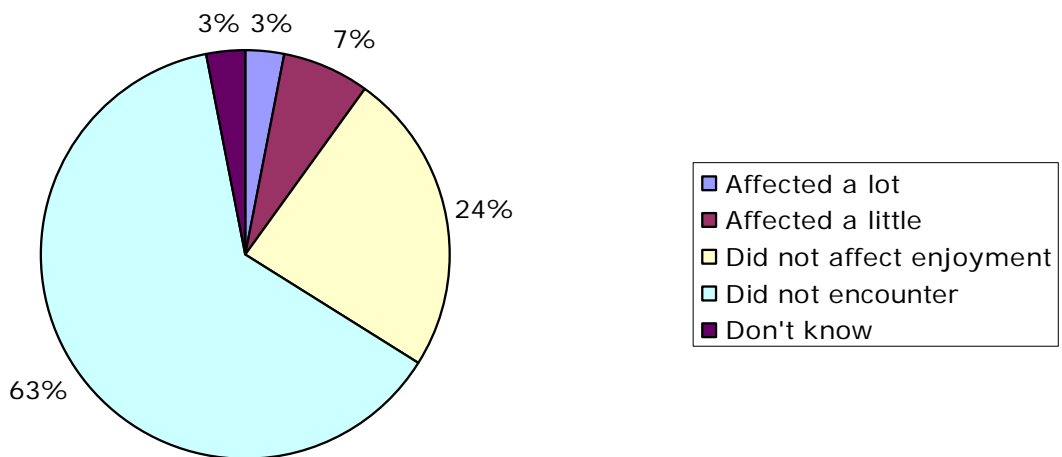


Figure 10: Vandalised or missing signs

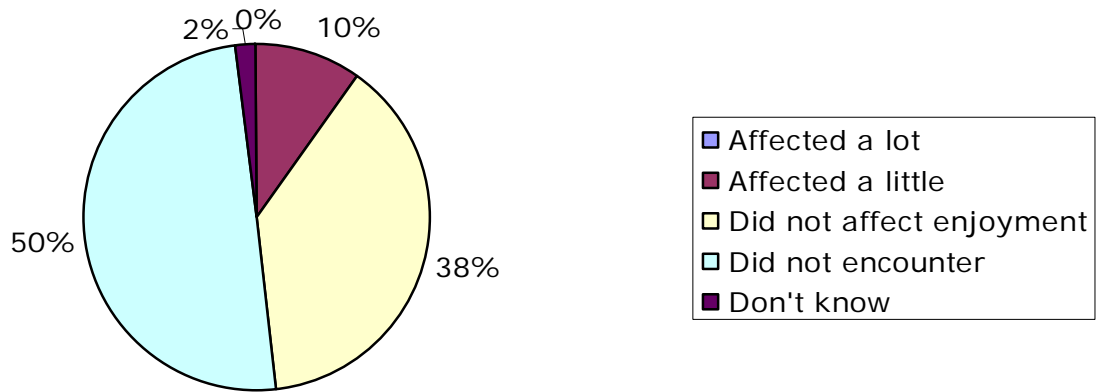


Figure 11: Forestry operations e.g. felling

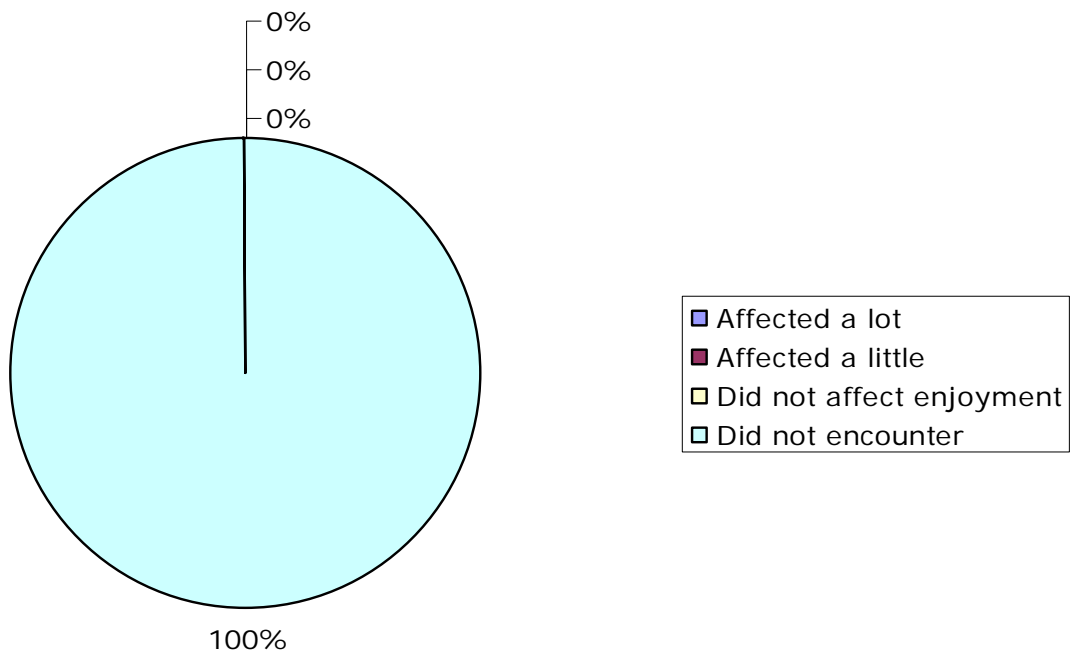


Figure 12: Motorised sports

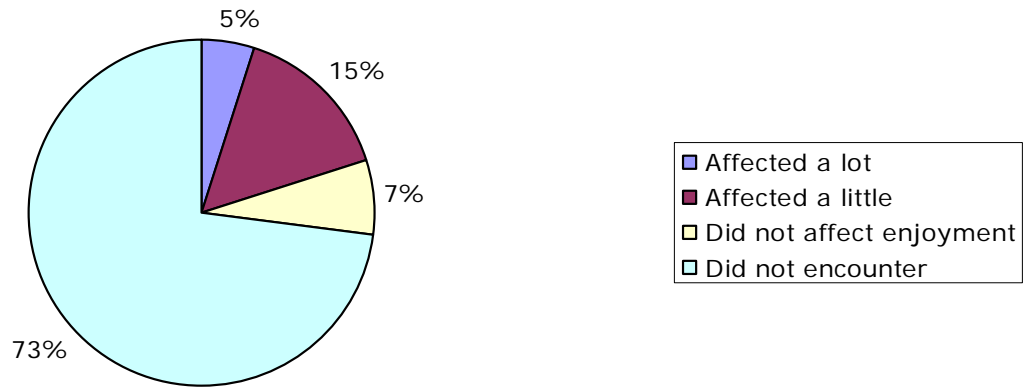
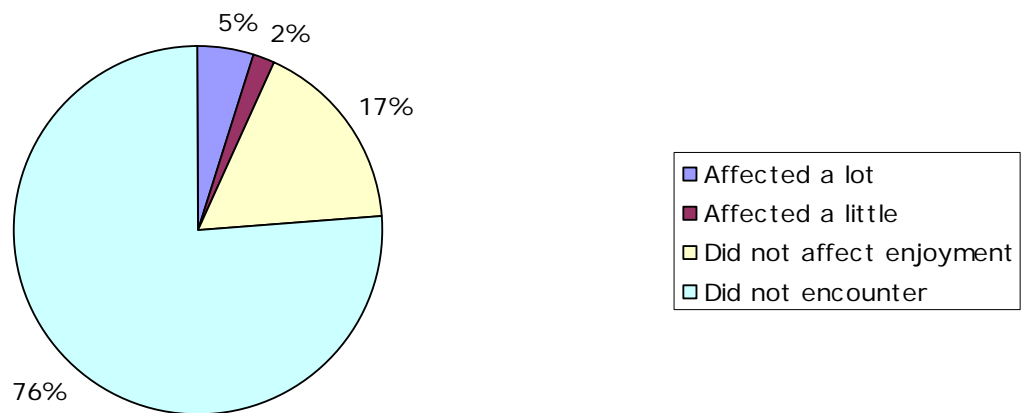


Figure 13: Disturbance from other users



4.3 Additional benefits

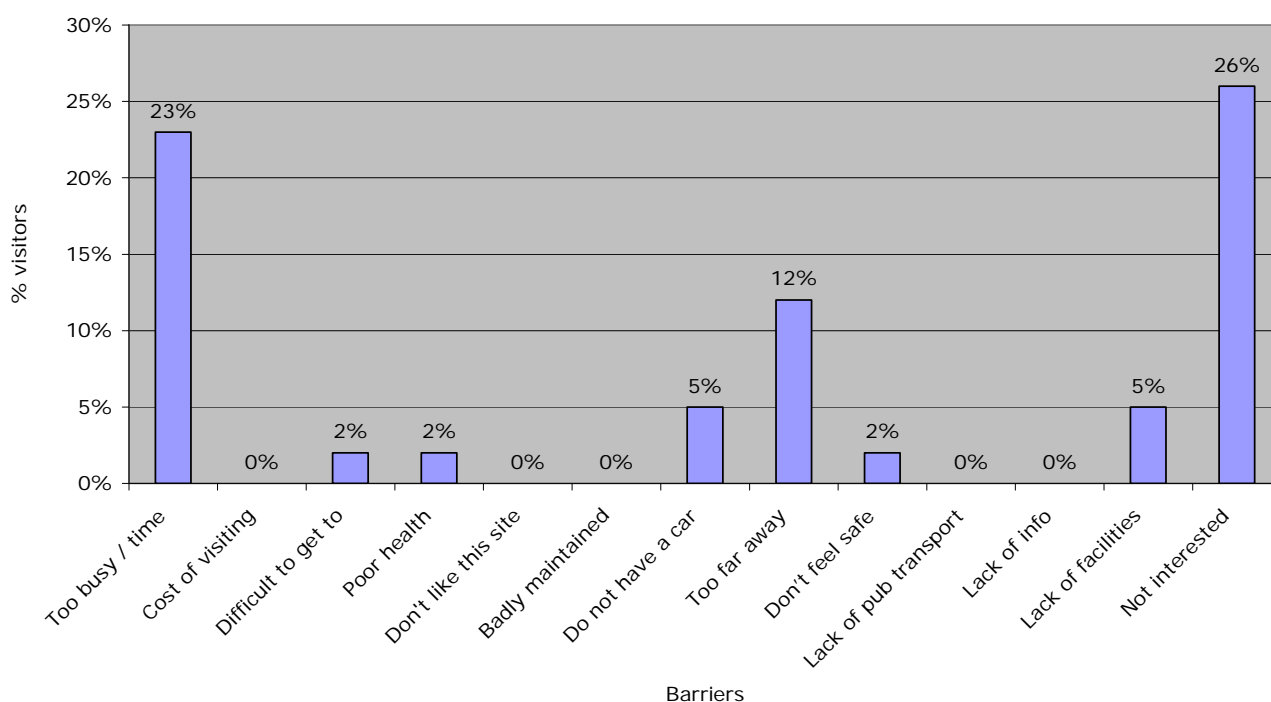
In addition to the closed list of personal and community benefit categories, on-site survey respondents were given the opportunity to state other types of benefit that they felt they had gained through visits to Bentley. Responses included:

- attending courses run by the FC
- helping with rehabilitation after a stroke
- a nice place to walk the dog.

4.4 Barriers to visiting

Respondents to the on-site survey were asked about factors that prevent them from visiting Bentley more often. The results in Figure 14 (below) show that for many visitors a lack of time (23%) and lack of interest (26%) prevent them from visiting more often.

Figure 14: Barriers to visiting Bentley more often



5. Bentley's visitor profile

In this section, results from the on-site survey and the analysis of management data returns are used to present a detailed, baseline 'visitor profile' for Bentley. Sub-section 5.1 presents an analysis of the socio-demographic make-up of visitors, focusing on gender, age, household income, employment status, disability and ethnicity. For each socio-demographic category, comparisons are made between the visitor profile and the profile of Bentley's catchment population carried out in 2008 to assess the 'representativeness' of the visitor profile. In sub-section 5.2 the socio-demographic disaggregation of visitors to Bentley is then used in a re-analysis of the headline indicators presented in Section 2 to reveal whether there is any significant relationship between the demographic categories and engagement, quality of experience, personal and social benefits, and barriers. Analyses are only presented in those cases where there is a statistically significant relationship between the socio-demographic category of visitors and responses to questions in the surveys – in other words, where the research results warrant the conclusion that socio-demography has an influence over quality of experience, benefits, or barriers.

5.1 Socio-demographic profile of visitors to Bentley

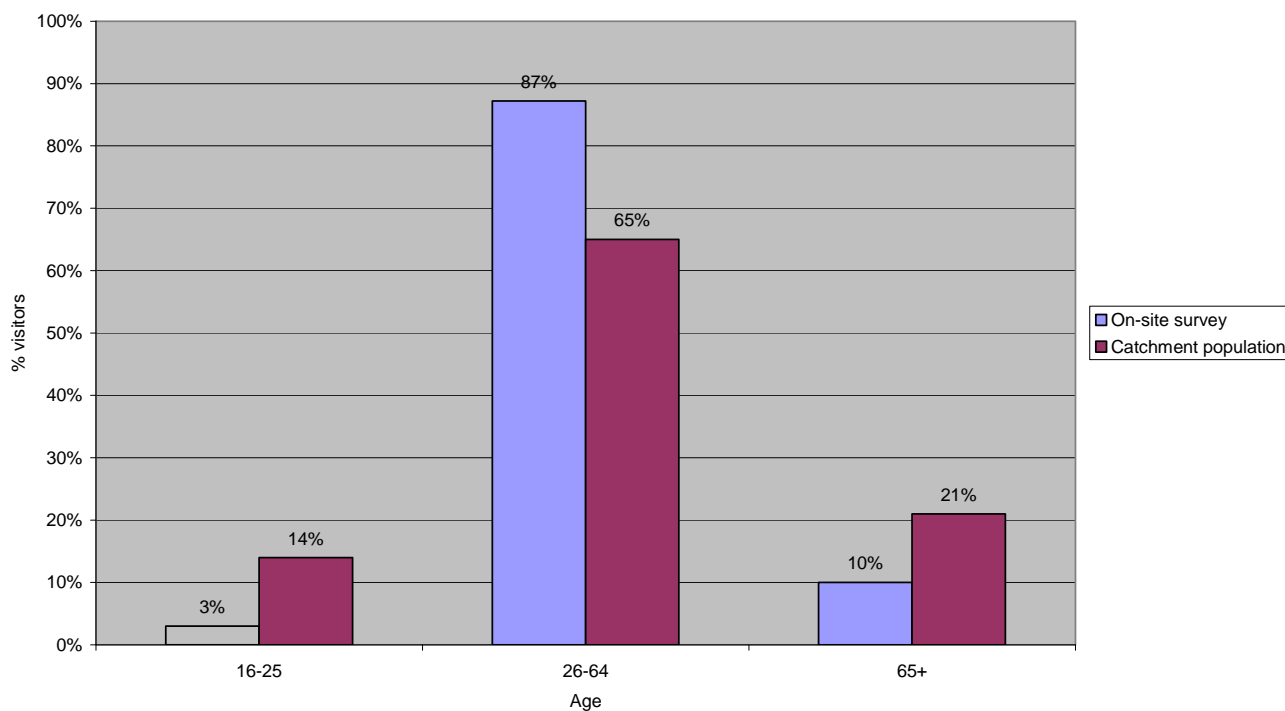
5.1.1 Gender profile

The on-site survey results show that male visitors (60%) outnumber female visitors (40%) at Bentley. This is in contrast to the results of the baseline survey which revealed that female visitors slightly outnumbered males. The profiling of Bentley's catchment population reveals that females (51%) slightly outnumber males (49%). As such, the 2009 survey results suggest that, during this survey year, female visitors were under-represented at Bentley.

5.1.2 Age profile

The age profile of visitors surveyed through the on-site survey (see Figure 15) shows that most visitors (87%) fall within the 26-64 yrs age category. Figure 15 also presents the age profile of the catchment population (adjusted to exclude the under 16 yrs category) and shows that, as was the case in 2008, representation of 16-25yrs and 65+yrs groups at Bentley is slightly lower than in the background population. The results of the research indicate that these age groups may be slightly under-represented amongst visitors to Bentley. This is significant because these age groups are often targeted by specific interventions and policies aimed at increasing their use of green space, usually as a means of addressing health problems.

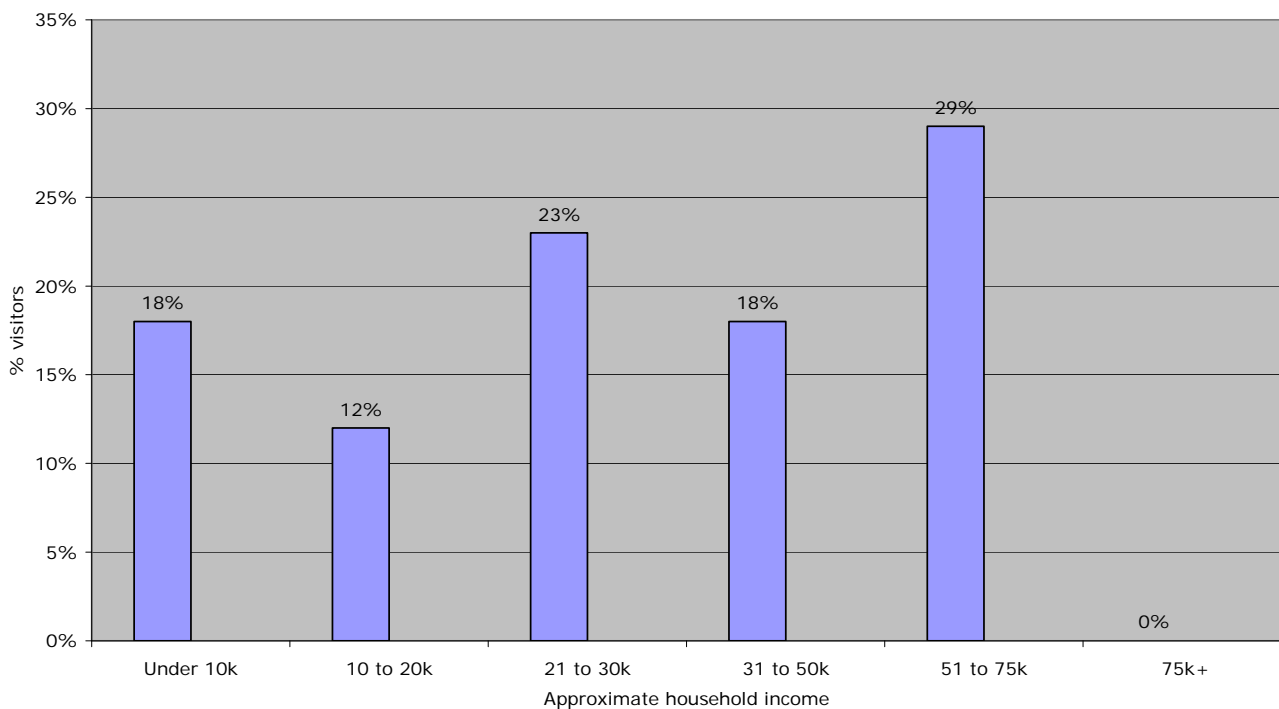
Figure 15: Age profile of visitors to Bentley



5.1.3 Income profile

Results of the on-site survey reveal that of those respondents who answered the question relating to household income (40%, n=17), 30% are from low income households (20K or less; see Figure 16). The profiling of Bentley's catchment population reveals an average household income of £23,806. Given that at least 30% of respondents to the on-site survey recorded a household income lower than the average for the catchment, the research results provide a strong indication that people from low income households are well represented amongst visitors to Bentley.

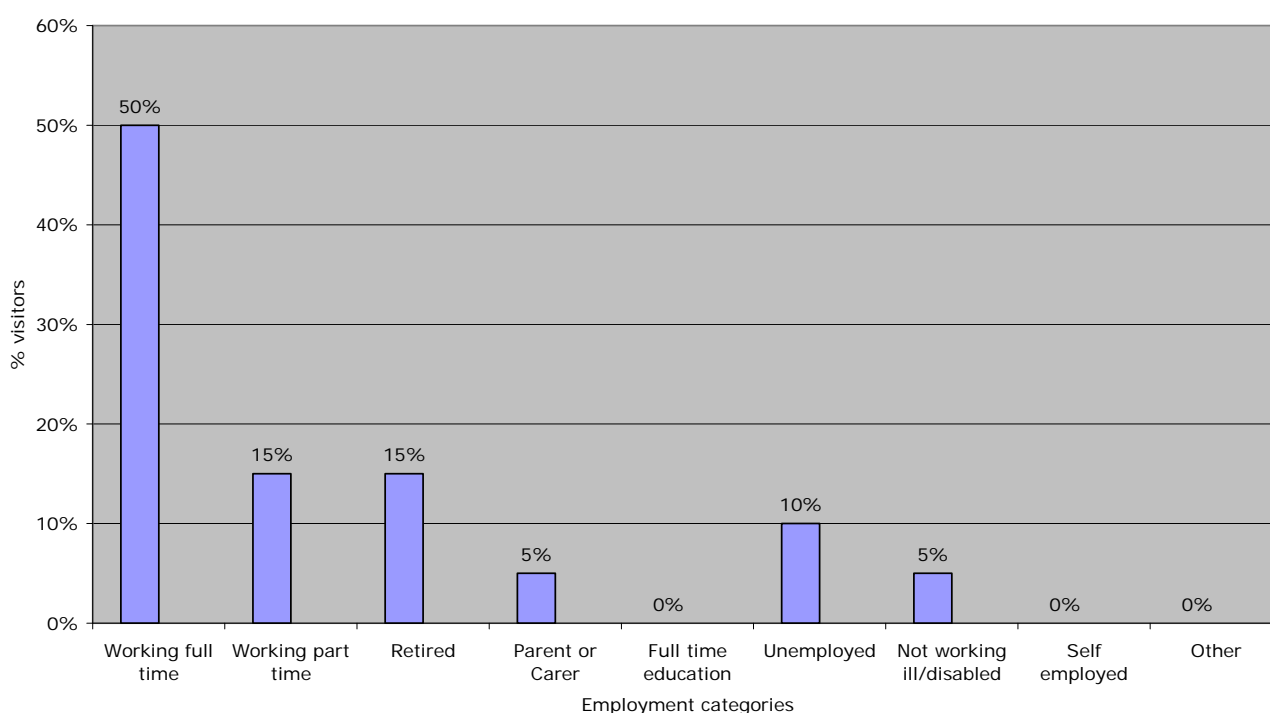
Figure 16: Income profile of visitors to Bentley



5.1.4 Employment profile

The employment profile of visitors to Bentley is presented in Figure 17, below. The results reveal that 50% of visitors to Bentley are in full-time employment. Retired and unemployed people account for 25% of visitors to Bentley. The results of the catchment profiling reveal that about 20% of the catchment population fall within social grade 'E', which includes unemployed people, pensioners and all people on state benefits. The results of the research suggest, therefore, that unemployed and retired people are well represented amongst visitors to Bentley.

Figure 17: Employment profile of visitors to Bentley



5.1.5 Disability profile

On-site survey results show that 14% of visitors to Bentley are disabled. Disabled respondents to the on-site survey fell within the following categories of disability: Mobility (n=2), Visual impairment (n=0), Hearing impairment (n=0), Mental health (n=0), Physical health (n=3), Other (n=1).

The socio-demographic indicator 'Disability' was not used to profile the Bentley catchment, so direct comparisons with the catchment profile are not possible. However, the catchment profiling does show that ca. 23% of people living in the catchment suffer from limiting, long-term illness. The research allows a tentative conclusion to be drawn that people with disabilities are slightly under-represented amongst visitors to Bentley.

5.1.6 Ethnic profile

100% of visitors surveyed categorised themselves as ‘White British’. The ethnic profiling of visitors and Bentley’s catchment population shows that people falling within the ‘Other ethnic background’ category account for about 3% of the catchment population. The research results indicate, therefore, that minority ethnic groups were under-represented amongst visitors to Bentley during 2009.

5.1.7 Diversity profile for events

Total attendance at Bentley events in the current reporting period was 402 persons (Table 1), or 0.5% of the catchment population. To provide an indication of the representativeness of diversity to events relative to the catchment population the data was aggregated by Event type; grand totals were also generated (Table 8). Representativeness was considered relative to ethnicity, age and gender, and disability.

Of the 50 events held at Bentley in the reporting period April to December 2009, ethnicity data was collected from 8 community events, 5 education events and 1 recreational event (Table 8) and age and gender was collected from 8 community events, 5 education events and 2 recreational events (Table 8). The low percentage of events for which diversity data is available for analysis, in part, relates to flexibility granted to participants to part-take in monitoring; groups were given the opportunity on feedback forms to tick the box if they “do not wish to assist us with monitoring”.

Table 8. Diversity of attendees at events between April and December 2009.

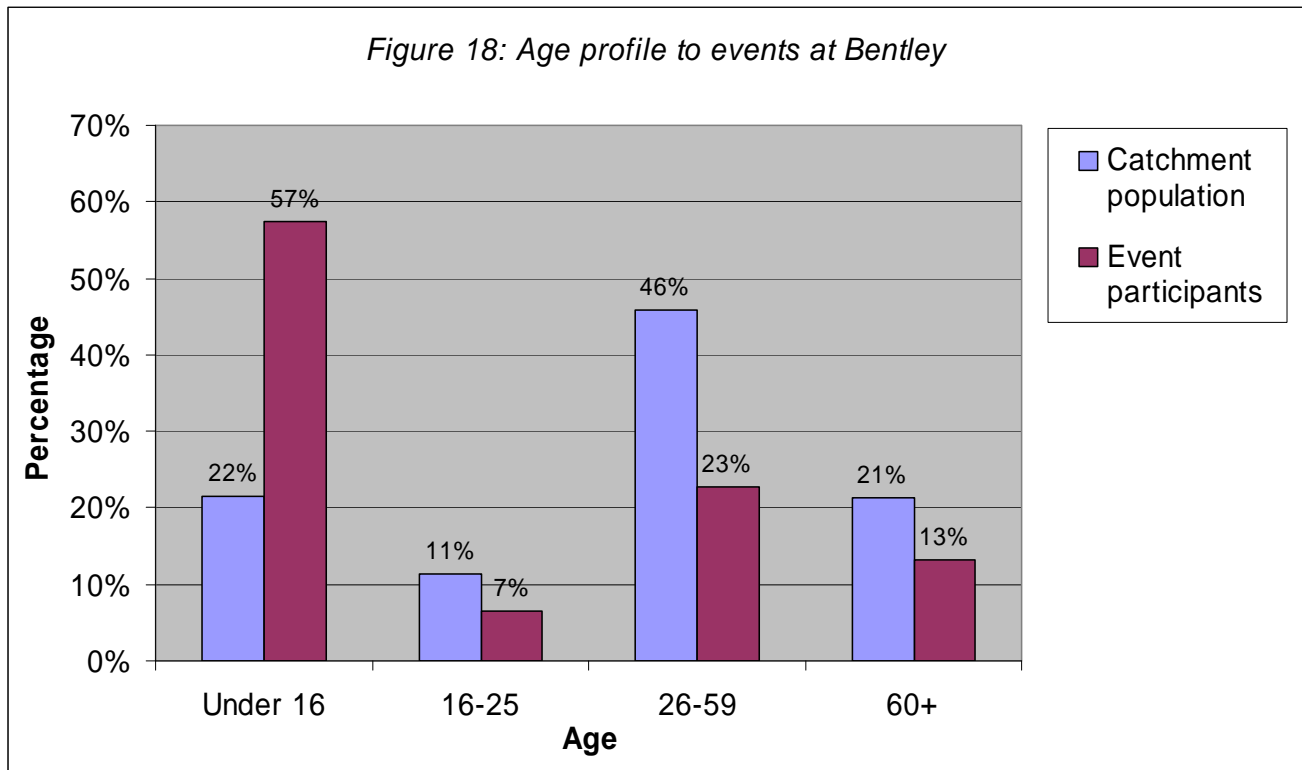
Event type	Ethnicity				Age												No. of events *		
	White British	White other	Non-white	No. of events *	0-4		5-11		12-15		16-25		26-59		Over 60			Total	
					M	F	M	F	M	F	M	F	M	F	M	F		M	F
Event - community	87		2	8 (40)#	7	6	11	6	15	4	3	1	14	13	4	5	54	35	8 (40)#
Event - education	37			5 (6)			22	13					8				22	21	5 (6)
Event - recreation	16	1		1 (4)			1	1	4	6	7	1	2		13		6	29	2 (4)
Total	140	1	2	14 (50)	7	6	34	20	19	10	3	8	15	23	4	18	82	85	15 (50)

* = Total number of events that data is based upon

= number in brackets is total number of events for current reporting period

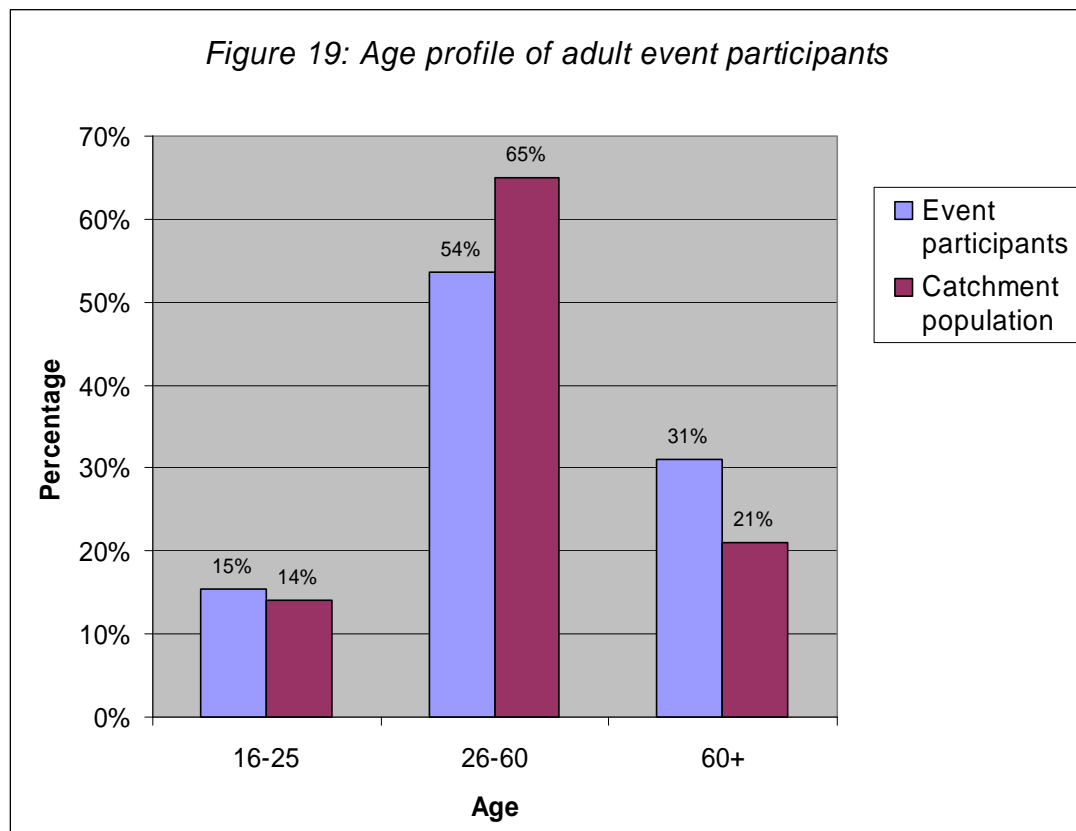
Participants were majoritatively White-British at events (98%). The ethnic profiling of Bentley’s catchment population shows that people falling within the ‘Other ethnic background’ category account for about 3% of the catchment population. The research results indicate, therefore, that minority ethnic groups were marginally under-represented amongst event participants at Bentley during 2009.

At 15 events, age data was recorded by gender group. Across all ages, participants were 49% male and 51% female. Attendance by age group was 57% 0-15's, 7% 16-25 years old, 23% 26-60 years, and 13% over 60's.



Comparison of event participant age and the age profile of the catchment population show that under 16s are heavily over-represented (Figure 18). Consequently, event participants in the age brackets 16-25, 26-59 and 60+ are under-represented relative to the catchment.

Figure 19 shows a comparison of event participant age and the age profile of the catchment population excluding children. Figure 19 indicates that the age group 26-59 may be slightly under-represented amongst adults participating in events at Bentley. Significantly, the target age groups of 16-25 and 60+ are well represented relative to the catchment population. Overall, there is an event bias at Bentley to children.



No disability data was recorded for event participants at Bentley in the current reporting period.

5.2 Socio-demography and engagement, quality of experience, benefits and barriers

In this sub-section, the relationship between socio-demographic categories of visitors and responses to the questions about engagement, quality of experience, benefits and barriers are analysed to discover whether there is any significant relationship between the demographic categories and respondents' perceptions and experiences of Bentley. As stated above, analyses are only presented in those cases where there is a statistically significant relationship between the socio-demographic category of visitors and responses to questions in the surveys – in other words, where the research results warrant the conclusion that socio-demography has an influence over quality of experience, benefits, or barriers.

5.2.1 Socio-demography and engagement

The results of the on-site survey reveal that 16% (n=7) of visitors to Bentley have been involved in management related activities. Given that the number of visitors involved is small, differences between responses given by different categories of respondents need to be large in order to conclude that socio-demography has an influence.

The results of the statistical analysis of responses to the on-site survey indicate that younger visitors are more likely to get involved in management related activities than other age groups ($p < 0.01$).

5.2.2 Socio-demography and benefits

The results of the statistical analysis reveal a significant relationship between socio-demographic categories and some categories of social benefit at Bentley. For example, females ($p < 0.01$) and high income earners ($p < 0.01$) are more likely to strongly agree that the site is a nice place to live.

5.2.4 Socio-demography and barriers

The results of the statistical analysis reveal that young visitors (16-25 yrs) were more likely to cite the barrier: 'I'm too busy / not enough time' as a reason for not visiting more often.

