

Annex 3: 'Flagship' Case Study Report 2009/10

Ingrebourne Hill Community
Woodland

Monitoring & Evaluating Quality of Life for CSR07

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1. Introduction

This annexed report presents the results of research undertaken in 2009 at Ingrebourne Hill Community Woodland (hereafter 'Ingrebourne') 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.

Ingrebourne is a former gravel extraction and landfill site. Originally poorly restored, the current owners and a civil engineering firm (C J Pryor) set up Ingrebourne Valley Ltd to undertake a second restoration and convert it into a country park during the 1990s. The Forestry Commission (FC) became involved with the site towards the end of the decade, entering into a long-term management lease of the site as part of the Thames Chase Community Forest. The FC sought government funding as part of the Sustainable Communities Programme. In 2006, the Department for Communities and Local Government (DCLG) provided £1 m funding to develop the site beyond its existing planning regulations.

Today, Ingrebourne has a wide range of attractive facilities on offer, including play areas, a view point, picnic tables and benches. A mountain bike track - the first in the area - provides an introduction for young and old to mountain biking and can introduce local people to the health and well-being benefits of cycling. Staffing for Ingrebourne Hill comprises a Community Ranger, a Community Forester, an administration officer and the Team Leader.

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 Ingrebourne to measure the impact of scheduled interventions on the site. As a 'Flagship' case study site, results from Ingrebourne 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 Ingrebourne to produce the results reported:

1. On-site surveying of visitors to Ingrebourne to establish quantitative values for indicators relating to engagement, quality of experience, personal and social benefits. A total of 116 visitors were interviewed between July and November 2009.

2. An Activities and Events¹ database was established at Ingrebourne to record the diary of programmed events, associated finance, attendance, and related information. A total of 0 (zero) Activities were held at Ingrebourne between April and December 2009, as Ingrebourne does not operate a formal system to permit group activities. A total of 2 Events were held at Ingrebourne between April and December 2009.

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 Ingrebourne, 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 Ingrebourne, 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 Ingrebourne.

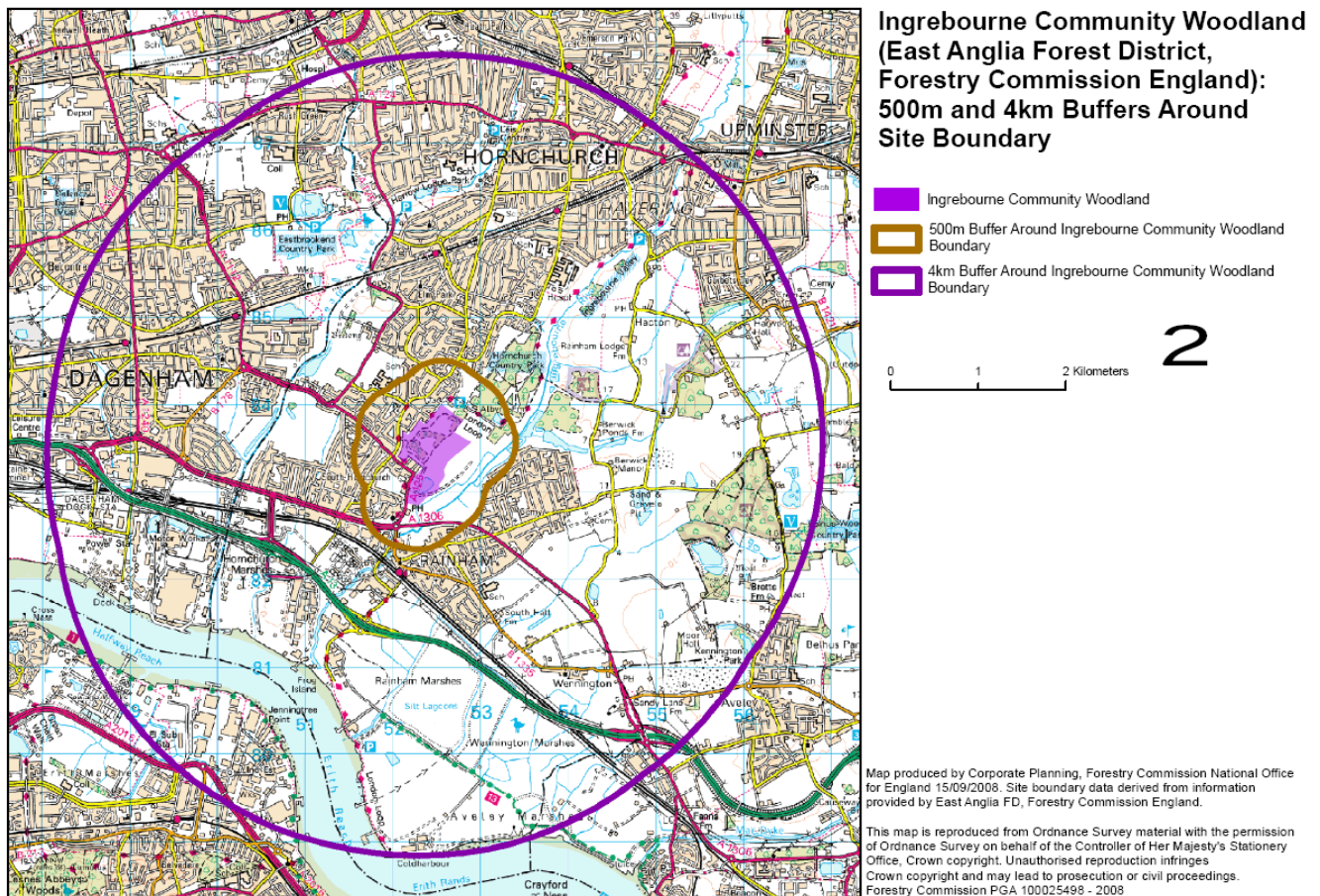
Section 5 represents a detailed, baseline 'visitor profile' for Ingrebourne, presenting an analysis of the demographic make-up of visitors to the site and showing how different categories of visitors respond to questions about use, engagement, quality of experience and benefits. The section also draws 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 Ingrebourne'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 Ingrebourne and reveals whether certain sub-sections of the site's catchment population are under-represented.

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.

Figure 1 (below) shows the site, its location, and the 4km catchment area defined as part of the catchment profiling exercise carried out in 2008. The definition of the catchment enabled the calculation of Ingrebourne’s total catchment population at 134, 498 persons, on the basis of data from the 2001 Census.

Figure 1: Ingrebourne Hill Community Woodland and 4km catchment area



2. Ingrebourne's event profile (2009)

Drawing on data from the activities and events database, this section provides a profile of the organised programme of events held at Ingrebourne between 1st April and 30th November 2009. Data on staffing and resourcing are also presented in order to highlight Ingrebourne'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).

Two ranger led events were held at Ingrebourne in the current reporting period. One had a primary focus on the community, the other on education. Attendance was 40 and 230 participants, respectively.

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

Event type	Specific type	Type	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	Forest Experience	Dog event			1	40					1	40
Event - education	Programmed - full day	Orient-eering	1	230							1	230
Grand Totals			1	230	1	40	0	0	0	0	2	270

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

The Activities and Events database shows that, in this reporting period, 0 (zero) events were held specifically related to managing the site. No planning or consultation events were held; however, 1 event was held to provide a forest experience of the site. Zero formal health events were held. One led and zero self-led learning events were held. The number of cultural events was 0 (zero) and the number of events held to enable people to volunteer on site was 0 (zero).

2.2 Resourcing

Events at Ingrebourne are principally organised by the Community ranger based at the Thames Chase office at Cranham, London. The Forester, Team Leader and an additional community ranger from the Beat provide additional staffing support as required.

No charge was made to attend either event held at Ingrebourne in the current reporting period. No data was collected in the events database at Ingrebourne on financial contributions made in support of running these events. Direct expenditure incurred in holding events at Ingrebourne was estimated by Ingrebourne staff based on charges for stationery and equipment purchases (i.e. excluding staff time and transport charges). Expenditure was estimated at £340.00 for the two events. An estimate of the time required to plan each event was 2 days for the Forest Experience event, which had a 2 hour event duration, and 3 days for the educational event, which had a 2 day event duration.

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, 1 event (out of the 2 events held) was assessed for their contribution to policy delivery. The results are presented in Table 2 (below).

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

Policy objective	Number of:	Ingrebourne Event - community
Physical activity	events	1
	attendees	40
Sport	events	0
	attendees	0
Healthy eating	events	0
	attendees	0
Natural play	events	0
	attendees	0
Enjoyment	events	1
	attendees	40
Climate	events	0
	attendees	0
Community	events	1
	attendees	40
Culture	events	0
	attendees	0
Environment	events	0
	attendees	0
Diversity	events	0
	attendees	0
Skills	events	0
	attendees	0
Total:	events	1
	attendees	40

The single Ingrebourne event assessed for its contribution to policy objectives was a community event and delivered physical activity, enjoyment and community objectives to 40 persons. By inference, the other event (orienteeing as an education event) contributed to the delivery of the objectives: physical activity, enjoyment and skills.

2.4 Health and safety record

There was one minor incident at Ingrebourne in the reporting period wherein a child was stung by a bee and subsequently returned to the school.

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 upon management records.

3.1 Engagement

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

The results indicate that 6% (n= 7) of visitors to Ingrebourne have been involved in management related activities. Data from the activities and events database shows that there were no formal events to promote engagement in the planning or management of the community woodland for the reporting period April and December 2009, suggesting that those who had been involved may have done so prior to the current study. The current result is very similar to results obtained through the 2008 on-site survey, which showed that 9% of visitors had been involved in management related activities.

3.2 Quality of experience

81% of respondents said they would either 'definitely' (60%), or 'probably' (21%) recommend Ingrebourne as a place to visit to friends or family. Given that 17% of respondents were 'detractors' (those saying they were only 'fairly likely' (14%), would 'probably not' (35), or 'definitely not' (0%) recommend the site), Ingrebourne's net promoter score can be calculated at 43%. This can be compared to a net promoter score of 69% in 2008 (derived from the results of on-site and catchment surveys), signifying a significant drop in the quality of experience of those visiting Ingrebourne during 2009.

3.2.1 Quality of experience at events

Quality of experience can also be measured via event feedback forms. Pertinent questions include:

- 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 Ingrebourne?
- 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 were distributed at the community event; the return rate was 55% (22/40). 90% of respondents rate the facilities and the site overall at Ingrebourne as Excellent or v good, the remaining 10% gave the rating as good (Table 3).

Table 3: Event visitors rating of the facilities and site overall at Ingrebourne

How would you rate:	Excellent	V good	Good	Poor / v poor	Don't know/ not applicable
Facilities	33%	57%	10%	0%	0%
Site overall	33%	57%	10%	0%	0%

From the same event feedback forms a net promoter score was calculated for Ingrebourne as 68%, which is higher than that calculated through the on-site surveys.

3.3 Personal benefits

Respondents to the on-site survey and the activities and events feedback forms were asked about ways in which Ingrebourne 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 are presented in Table 4 (on-site survey) and Table 5 (feedback forms), below.

Table 4: Personal benefits at Ingrebourne (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	2%	27%	71%
It's a place where I can relax and de-stress	72%	0%	28%
It's a place where I can exercise and keep fit	65%	2%	33%
It's a place where I can have fun and enjoy myself	67%	3%	30%
It's a good place to socialise	53%	8%	39%
It's a place where I can learn about the environment	47%	12%	41%
It's an important place for wildlife	65%	4%	31%
It brings the community together	48%	10%	42%
It makes this area a nicer place to live	63%	3%	34%
It gets me involved in local issues	24%	31%	45%
It's a place where I feel at home	51%	10%	39%

The results show that more than 60% of respondents either strongly agree or agree that Ingrebourne helps them to relax, keep fit, have fun, and that it is an important place for wildlife and makes the area a nicer place to live.

Table 5: Personal benefits (event feedback forms)

Categories of personal benefit	% catchment population who		
	Strongly agree	Agree	Disagree
It's a place where I can relax	60%	40%	0%
I can exercise and keep fit here	68%	32%	0%
I can have fun and enjoy myself	60%	35%	5%
It's a good place to socialise	47%	53%	0%
I can learn about the environment	33%	67%	0%
It's an important place for wildlife	79%	21%	0%
It brings the community together	61%	39%	0%
It gets me involved in local issues	44%	44%	11%
It's a place where I feel at home	50%	44%	6%

3.4 Social benefits

Respondents to the on-site survey were also asked about ways in which Ingrebourne 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. Results are presented in Table 6, below. The results show that respondents are much more likely to agree with statements about the social benefits of Ingrebourne than they are about the personal benefits. For example, more than 90% of respondents either strongly agree or agree with statements relating to six of the nine social benefit categories. 100% of visitors feel that Ingrebourne is a place where people can relax and de-stress.

Table 6: Social benefits at Ingrebourne (on-site survey)

Categories of Social Benefit	Strongly agree / Agree	Disagree / Strongly disagree	Don't know/ not relevant
It contributes to the local economy	72%	28%	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	99%	1%	0%
It's a place where people can have fun and enjoy themselves	97%	3%	0%
It's a place where people can learn about the environment	92%	8%	0%
It's an important place for wildlife	99%	1%	0%
It brings the community together	87%	13%	0%
It makes this area a nicer place to live	98%	2%	0%
It gets people involved in local issues	72%	27%	1%

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.

No events were held at Ingrebourne to promote volunteering on site during the period April and December 09. Four volunteers assisted in the running of 1 community event in the current reporting period (Table 7).

Table 7: Volunteering contribution at Ingrebourne

Activity and Event type	Ingrebourne	
	No. of events	No. of volunteers
Event – community	1	4
Event – education	0	0
Event – recreation	0	0
Permission – community	0	0
Permission – education	0	0
Permission – recreation	0	0
Total	1	4
No. of volunteer days	1.1	

The contribution made by volunteers at Ingrebourne, in this reporting period, was 1.1 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 £55 (or an estimated £82.50 per annum), based upon the Heritage Lottery Fund's 'Guidance for Landscape Partnerships' unskilled labour rate of £50 a day.

4. Ingrebourne's 'visit profile'

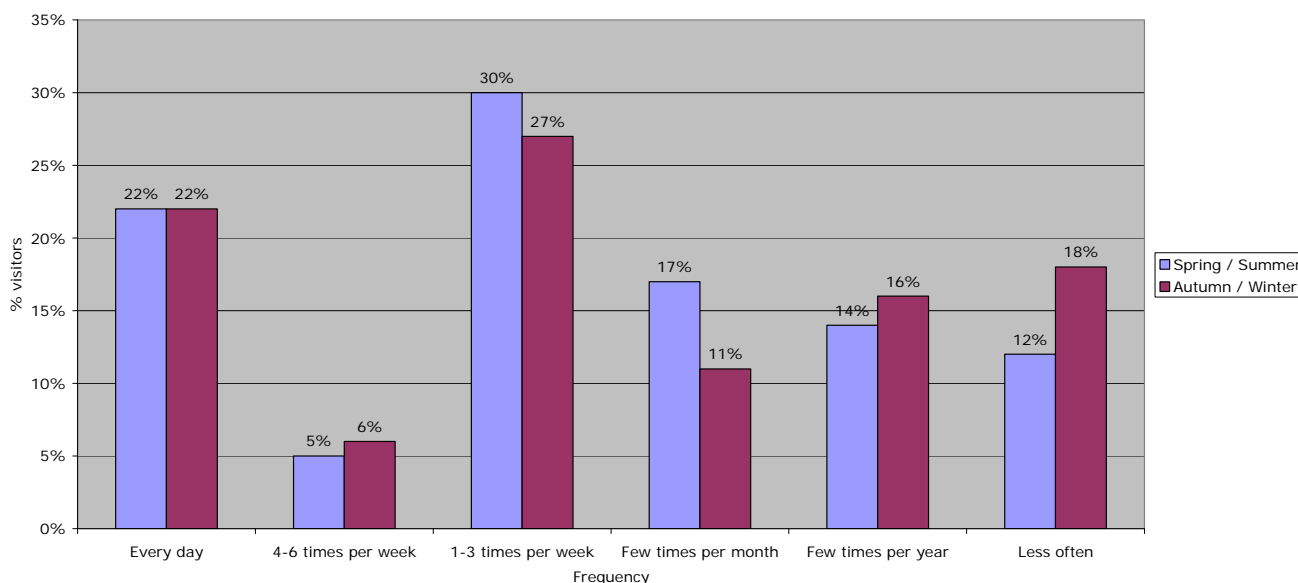
In this section, results from the on-site survey are used to present a detailed 'visit profile' for Ingrebourne. In a first sub-section (4.1), survey responses relating to basic visit characteristics are presented, such as frequency and seasonal variation of visits, who people visit with, activity types, 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 Ingrebourne, 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 which prevent more frequent use of Ingrebourne.

4.1 Visit characteristics

4.1.1 Frequency / seasonal variation of visits to Ingrebourne

On-site survey respondents were asked how often they visit Ingrebourne 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 (57% in spring/summer, 55% in autumn/winter) visit at least once per week.

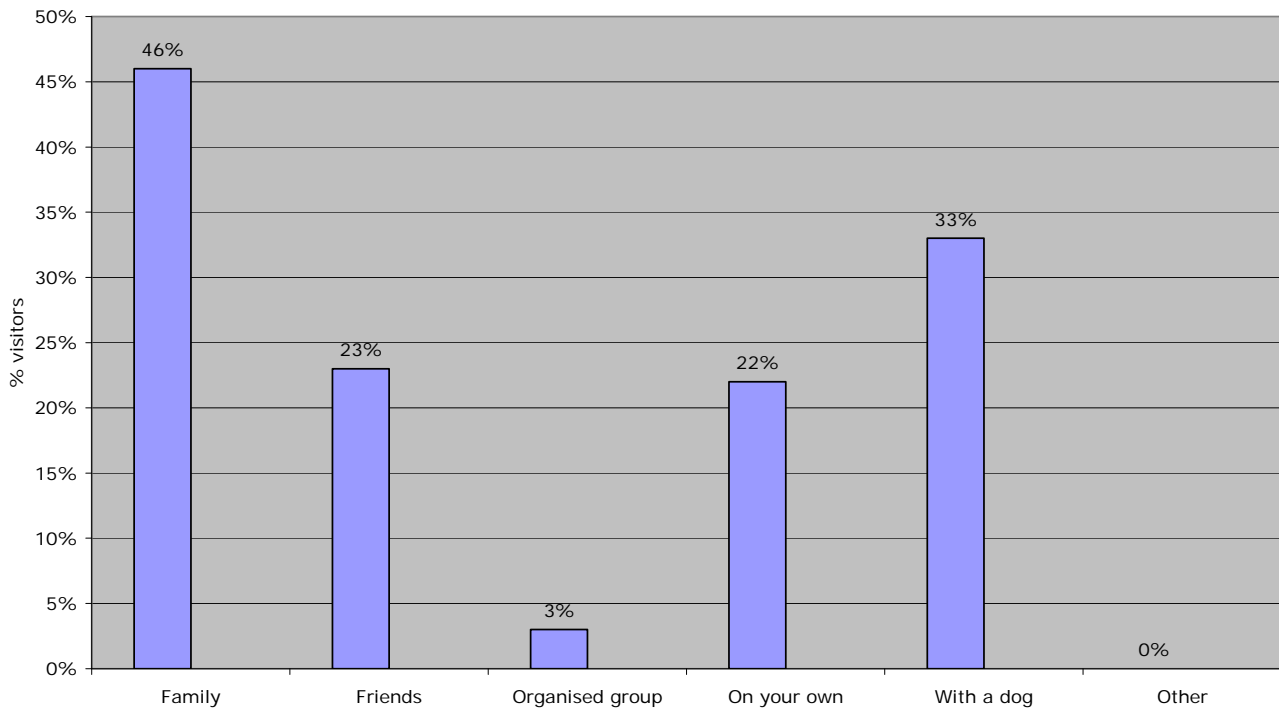
Figure 2: Frequency / seasonal variation of visits to Ingrebourne (on-site survey)



4.1.2 Who do people visit Ingrebourne with?

Survey respondents were asked who they tend to visit Ingrebourne 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 fairly common, with 22% saying that they visit alone.

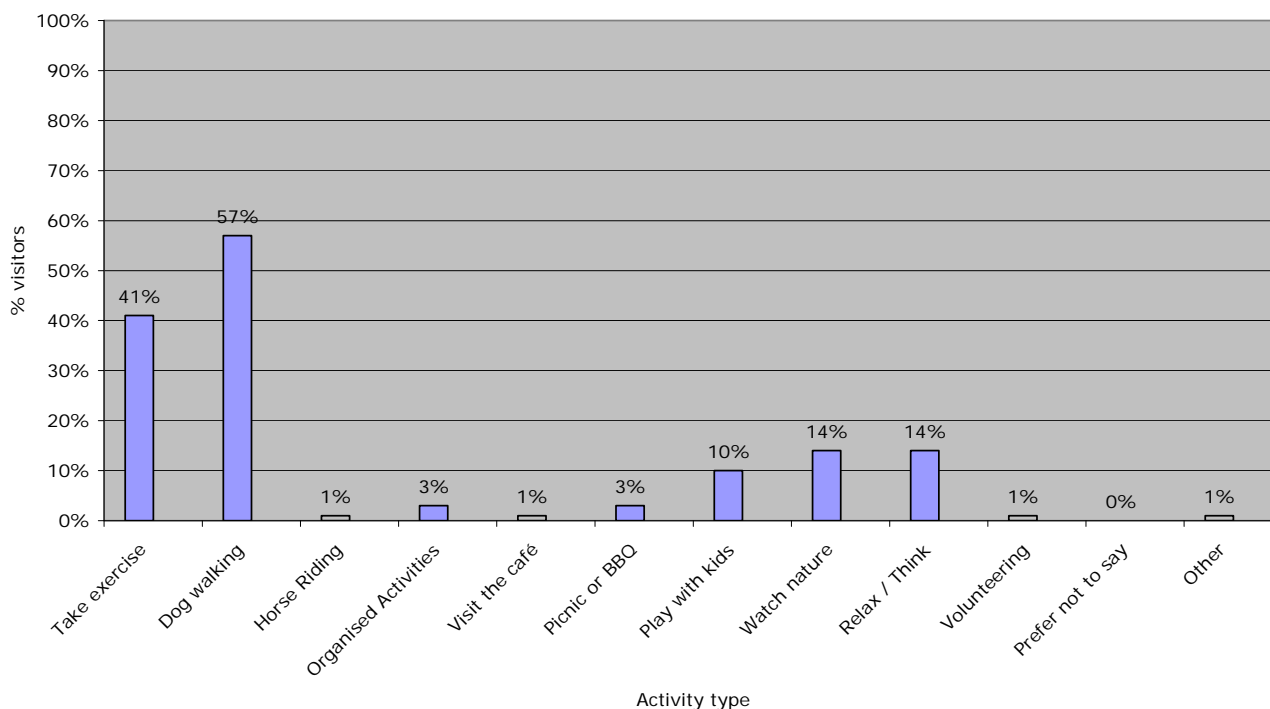
Figure 3: Who do you visit Ingrebourne with?



4.1.3 Activities at Ingrebourne

Respondents were asked what they tend to do at Ingrebourne. The results, shown in Figure 4 below, show that taking exercise and dog walking are the most popular activities. Nature watching and relaxing are also popular.

Figure 4: Activity types at Ingrebourne



4.1.4 Duration of visits to Ingrebourne

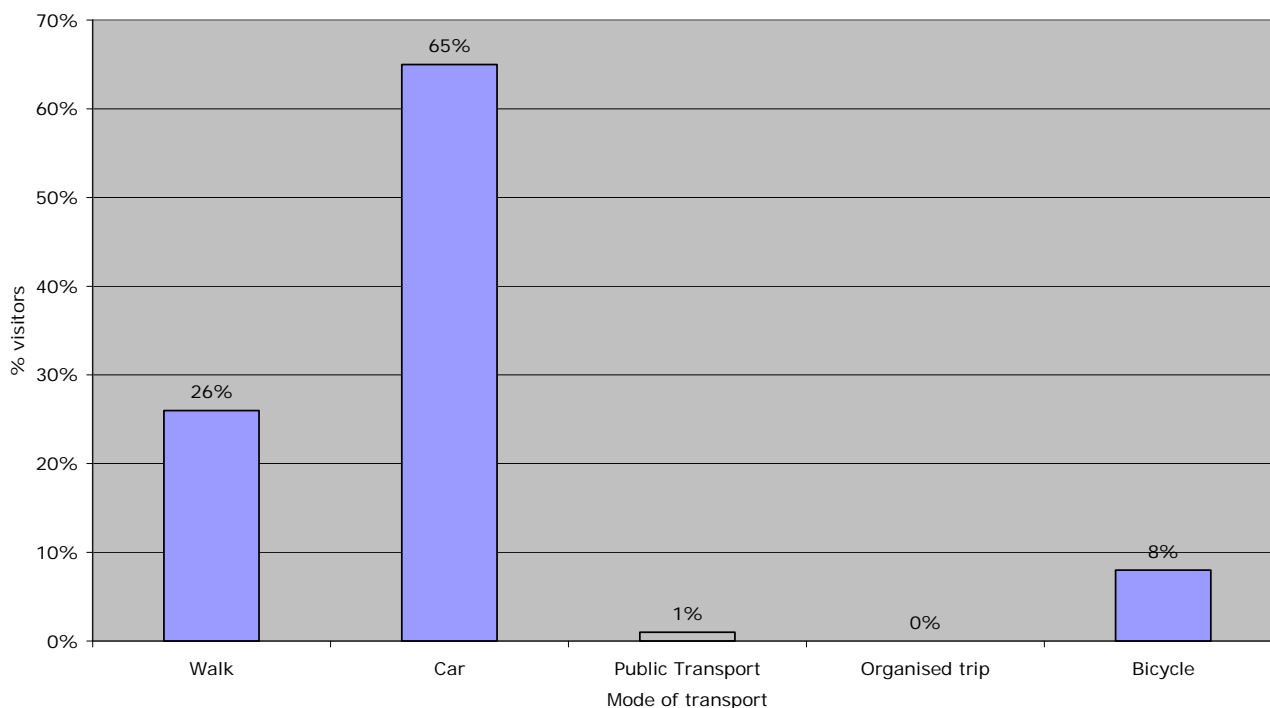
Respondents were asked how long a typical visit to Ingrebourne lasts. The results show that the mean length of a visit is 68 minutes. For 51% of visitors, a typical visit lasts up to 1 hour, 41% visit for 1 - 2 hours, 7% for 2-4 hours and 1% for more than 4 hours.

4.1.5 Travelling to Ingrebourne

Respondents to the on-site survey were asked how they had travelled to Ingrebourne. The results in Figure 5 (below) show that car travel is the most popular way of getting to Ingrebourne, although a significant proportion (26%) of visitors walk to the site.

Respondents were also asked how far they live from Ingrebourne. The high proportion of visitors who walk to Ingrebourne correlates with the results for this question, which show that the majority (68%) 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 (32%) of visitors live outside the catchment (between 3 and 20 miles from Ingrebourne).

Figure 5: Travelling to Ingrebourne



4.1.6 Groups that visit Ingrebourne

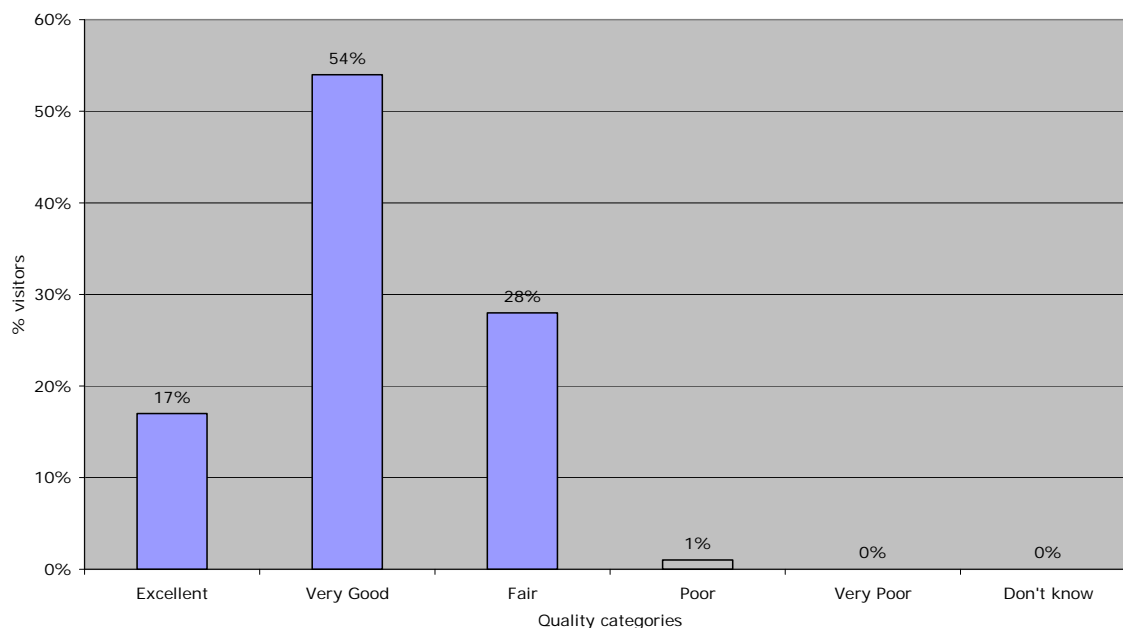
Two ranger led events were held at Ingrebourne in the current reporting period. Neither of these 2 events were targeted at a specific group.

4.2 Visitors' experiences at Ingrebourne

4.2.1 Ingrebourne's quality rating

Visitors surveyed on-site were asked to give an overall quality rating for Ingrebourne as a place to visit, using the following quality scale: Excellent, Very good, Fair, Poor, Very poor, Don't know. The results in Figure 6 (below) show that 71% of visitors rate Ingrebourne as either 'excellent' or 'very good'. Only 1% of visitors gave Ingrebourne a negative overall quality rating.

Figure 6: Overall quality rating for Ingrebourne



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 Ingrebourne, 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 8 (below) suggest that the car park, 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). The results do show, however, that site facilities and kids facilities are potential areas for an improved quality of service.

Table 8: Quality ratings for facilities / features at Ingrebourne

Facilities / features	Mean quality rating
Car Park	2.2
Design of site	2.2
Site Maintenance	2.3
Trails and paths	2.3
Visitor facilities	3.3
Nature Conservation	2.4
Kids Facilities	3.1
Sports Facilities	2.8
Info Available	2.7

4.2.2 Negative aspects

On-site survey respondents were asked about problems that had impacted negatively on their enjoyment of Ingrebourne. 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 (10%, 24%, and 9% respectively), litter or fly tipping, dogs and dog dirt and vandalised or missing signs affect the enjoyment of Ingrebourne either a lot or a little.

Figure 8: Dogs and dog dirt

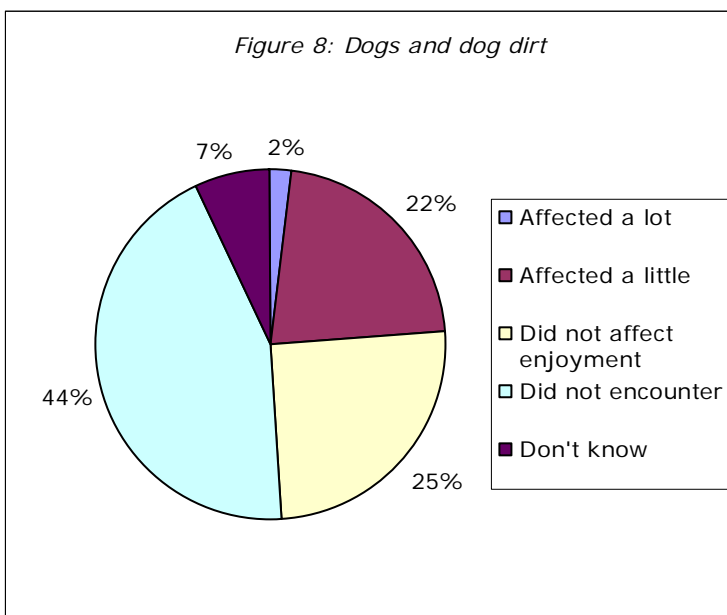


Figure 7: Litter or fly tipping

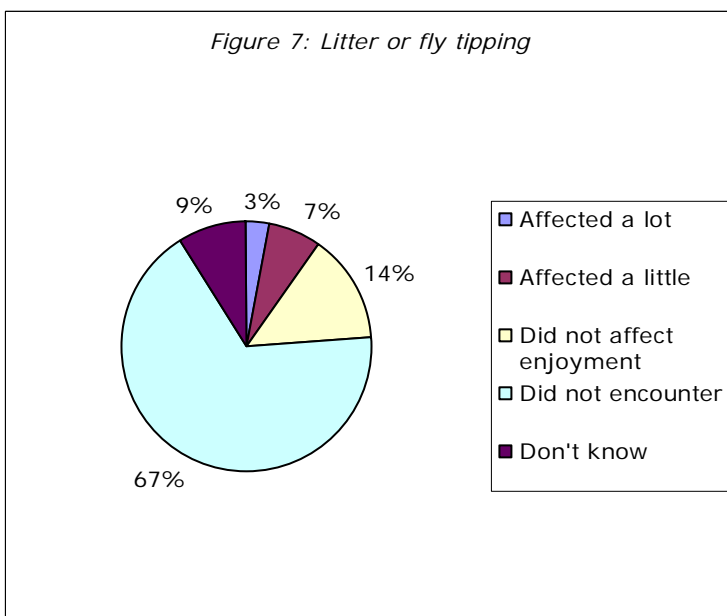


Figure 9: Muddy tracks

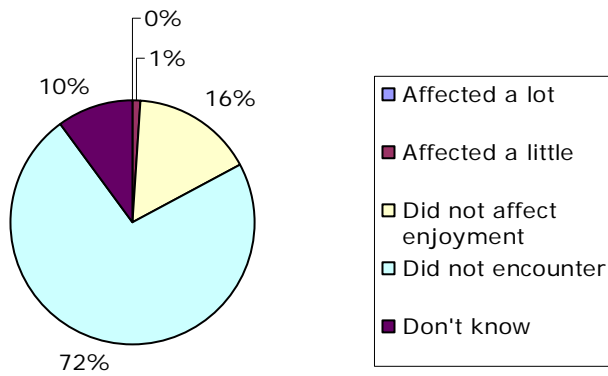


Figure 10: Vandalised or missing signs

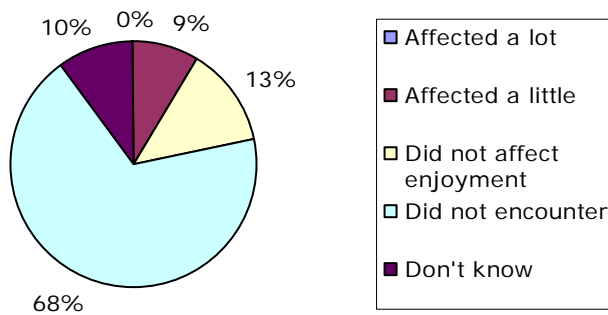


Figure 11: Forestry operations e.g. felling

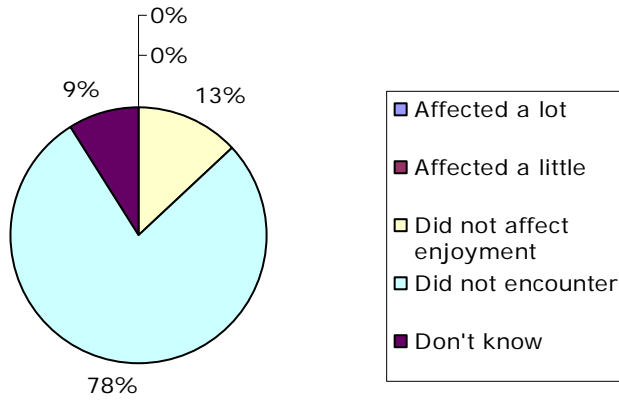


Figure 12: Motorised sports

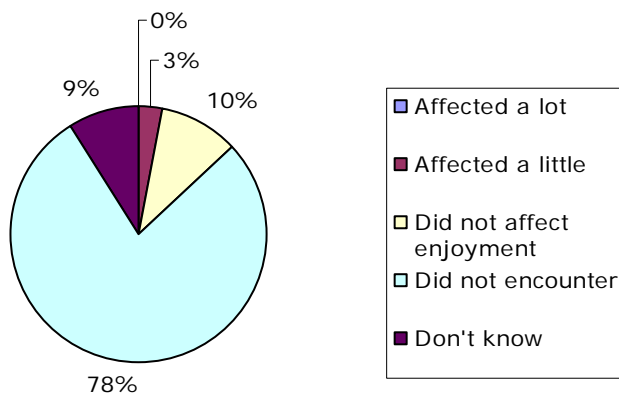
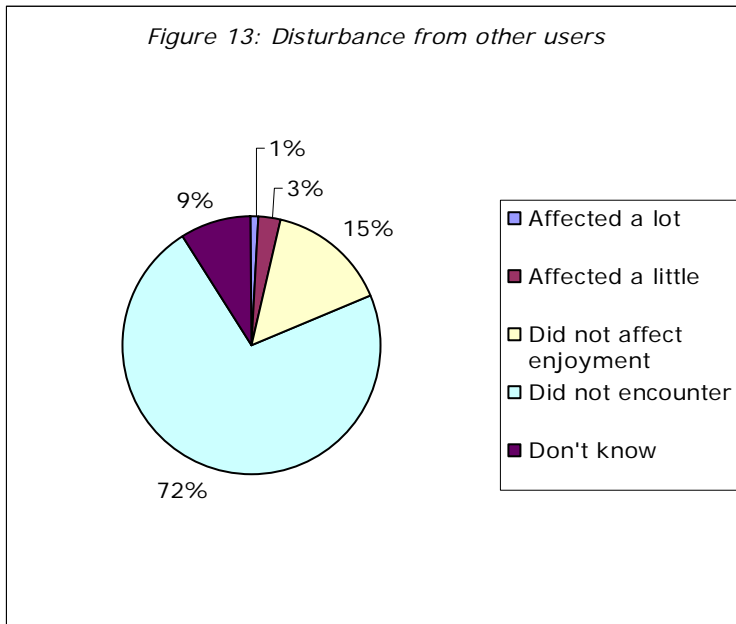


Figure 13: Disturbance from other users



4.3 Additional benefits

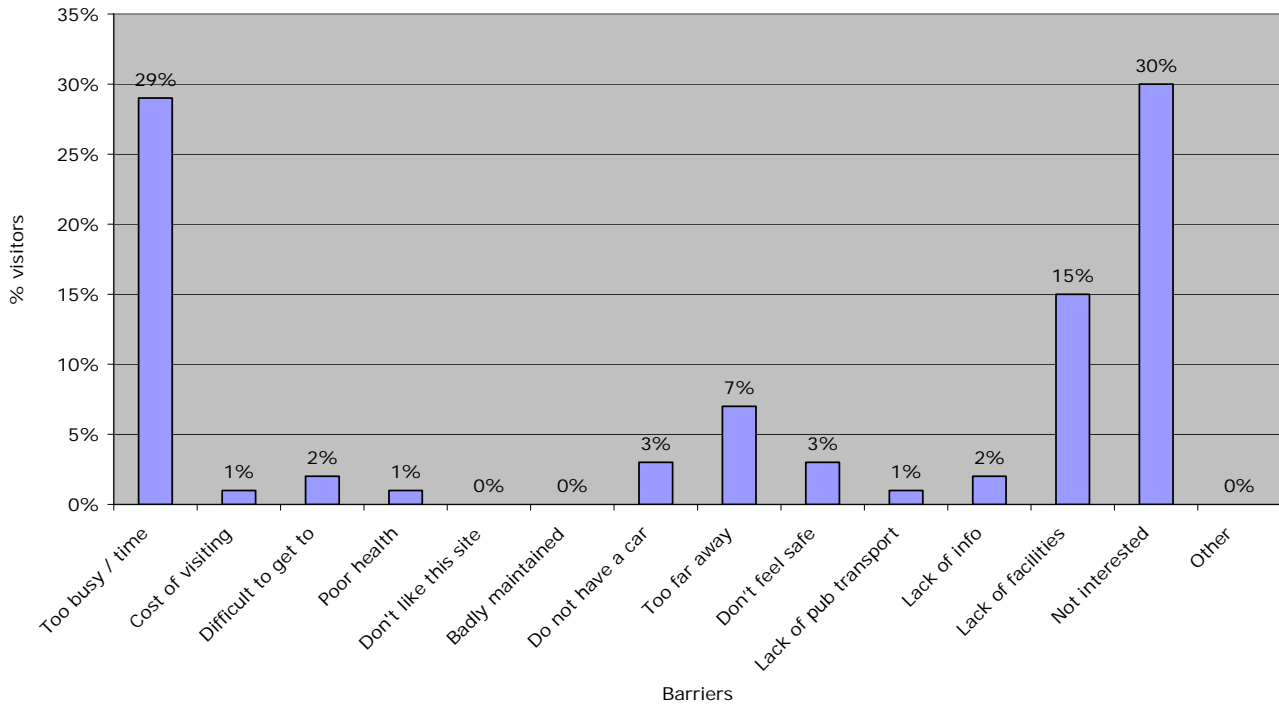
In addition to the closed list of personal and community benefit categories, on-site survey respondents were given the opportunity to state other types of benefit that they felt they had gained through visits to Ingrebourne. Responses included:

- Unites people;
- Its nice for kids to get off the streets;
- Good place for kids to play;
- Tourism in conjunction with Rainham marks & loop walks;
- Summer fete;
- Giving the land back to the people;
- More trees planted;
- Links places together;
- Can walk safely.

4.4 Barriers to visiting

Respondents to the on-site survey were asked about factors that prevent them from visiting Ingrebourne more often. The results show that for many visitors, lack of time (29%) and lack of interest (30%) prevent them from visiting more often (Figure 14).

Figure 14: Barriers to visiting Ingrebourne more often



5. Ingrebourne'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 'visitor profile' for Ingrebourne. 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 Ingrebourne'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 Ingrebourne 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 Ingrebourne

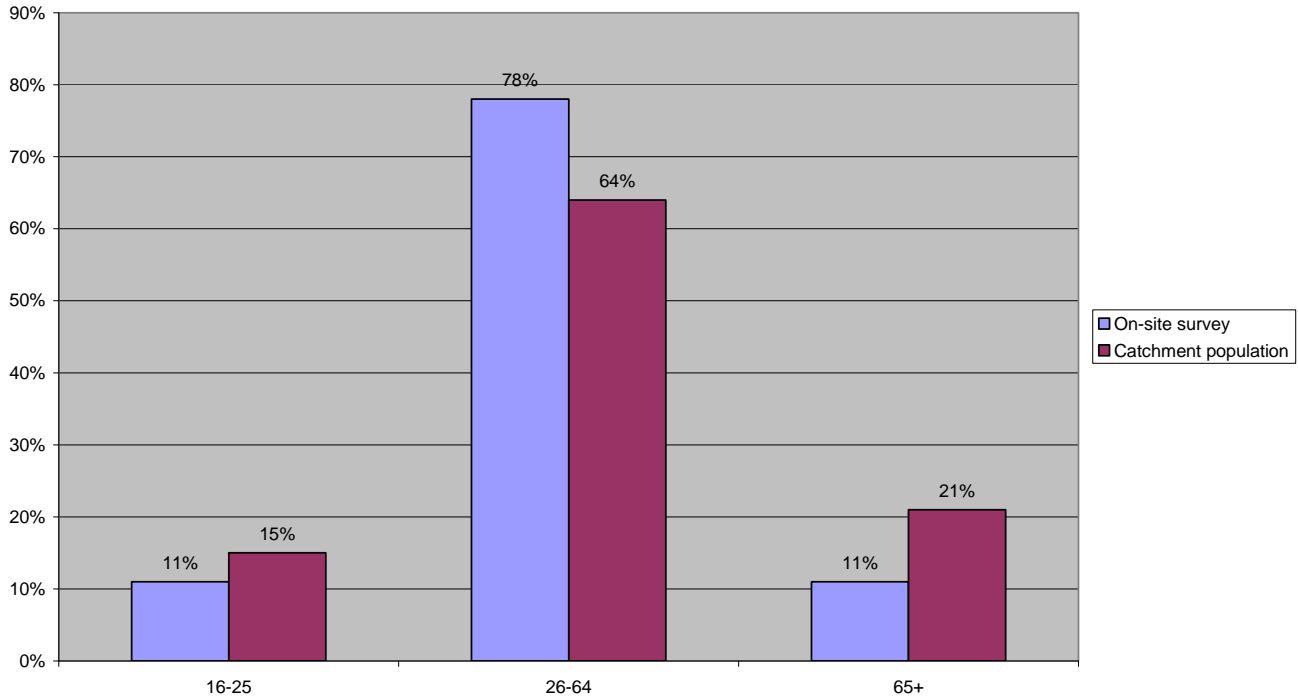
5.1.1 Gender profile

The on-site survey results show that visitors to Ingrebourne are evenly split between males and females. This is in contrast to the results of the baseline survey (2008) which revealed that female visitors (38%) were outnumbered by males (62%). The profiling of Ingrebourne'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 well represented at Ingrebourne.

5.1.2 Age profile

The age profile of visitors surveyed through the on-site survey shows that most visitors (78%) fall within the 26-64 yrs age category (Figure 15). This figure 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 Ingrebourne is slightly lower than in the background population. The results of the research indicate, therefore, that these age groups may be slightly under-represented amongst visitors to Ingrebourne. 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.

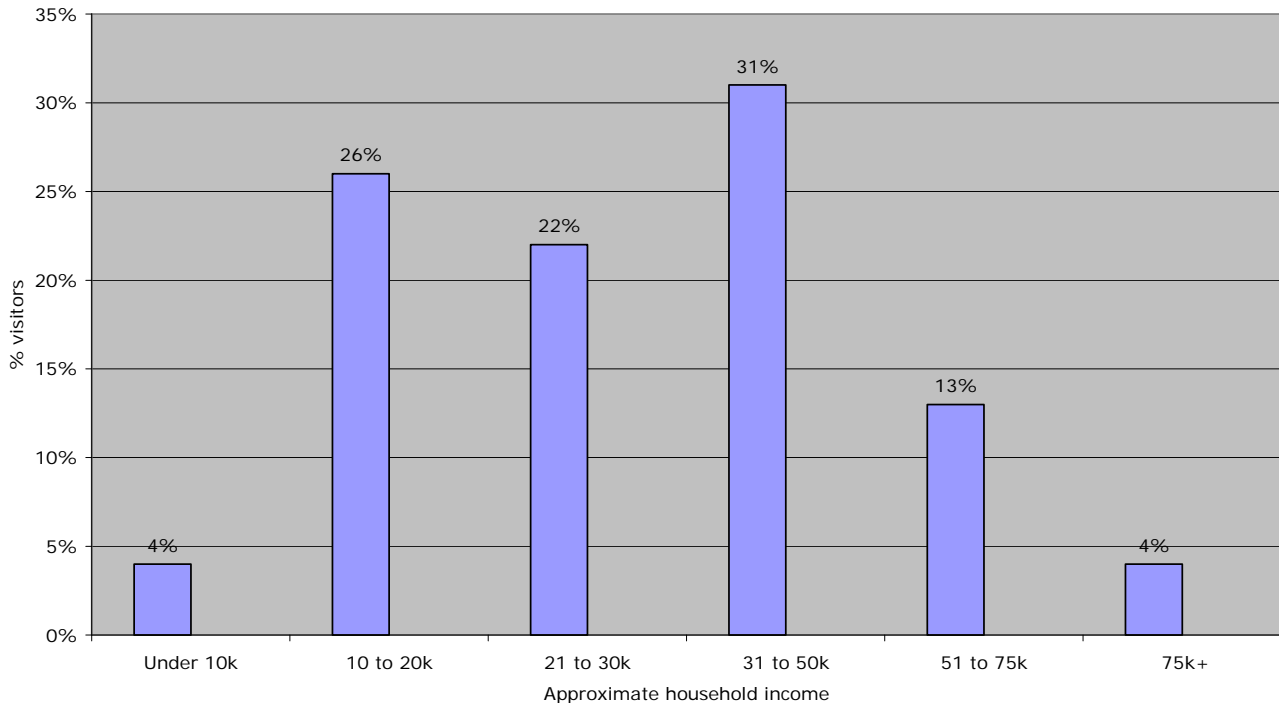
Figure 15: Age profile of visitors to Ingrebourne



5.1.3 Income profile

Results of the on-site survey reveal that of those respondents who answered the question relating to household income (70%, n=81), 30% are from low income households (20K or less) (Figure 16). The profiling of Ingrebourne's catchment population reveals an average household income of £33,586. Given that at least 52% 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 Ingrebourne.

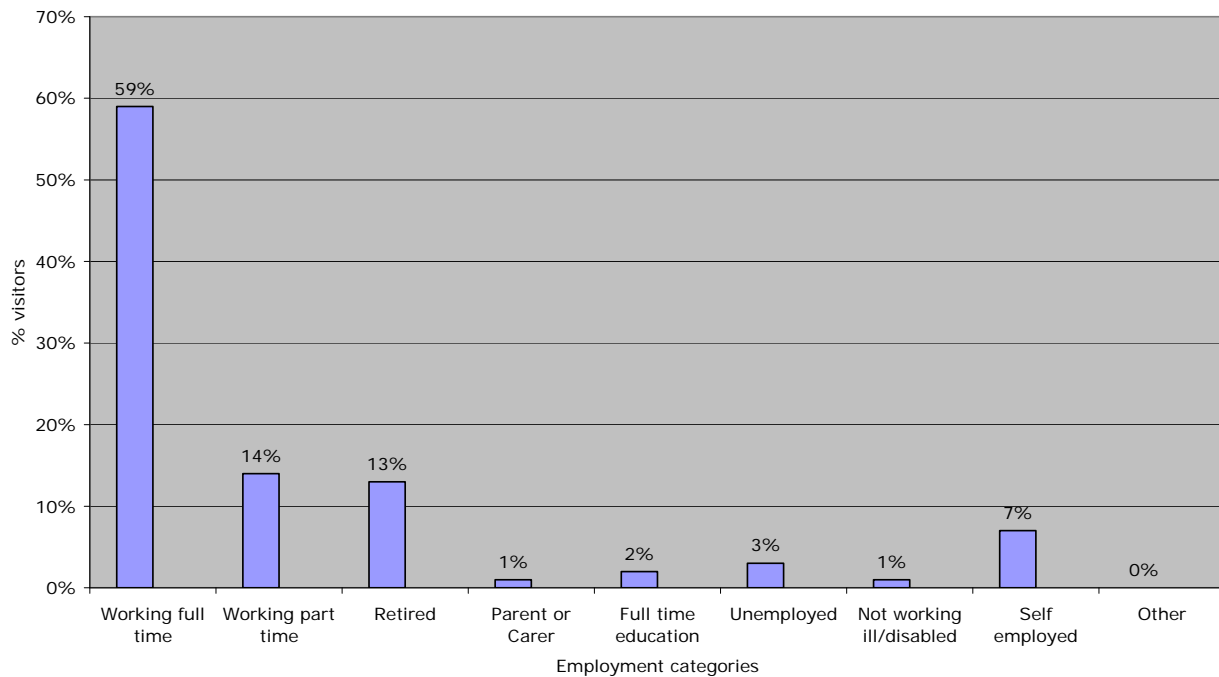
Figure 16: Income profile of visitors to Ingrebourne



5.1.4 Employment profile

The employment profile of visitors to Ingrebourne is presented in Figure 17, below. The results reveal that 59% of visitors to Ingrebourne are in full-time employment. Retired (13%) and unemployed people (3%) account for 16% of visitors to Ingrebourne. The results of the catchment profiling reveal that about 17% 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 Ingrebourne.

Figure 17: Employment profile of visitors to Ingrebourne



5.1.5 Disability profile

On-site survey results show that 5% of visitors to Ingrebourne are disabled. Disabled respondents to the on-site survey fell within the following categories of disability: Mobility (n=3), Visual impairment (n=1), Hearing impairment (n=0), Mental health (n=0), Physical health (n=2).

The socio-demographic indicator 'Disability' was not used to profile the Ingrebourne catchment, so direct comparisons with the catchment profile are not possible. However, the catchment profiling does show that about 18% of people living within the catchment suffer from limiting, long-term illness. The research allows a tentative conclusion to be drawn that people with disabilities are under-represented amongst Ingrebourne visitors.

5.1.6 Ethnic profile

90% of visitors surveyed categorised themselves as 'White British'. Other White, White/Black Caribbean, Indian, and African visitors accounted for 2%, 3%, 2%, 3% of the visitor profile. The ethnic profiling of visitors and Ingrebourne's catchment population shows that people falling within the 'Other ethnic background' categories account for about 7% of the catchment population. The research results indicate that minority ethnic groups were well represented amongst visitors to Ingrebourne during 2009.

5.1.7 Group diversity profile

Event attendance of tens or even hundreds of persons would be a small percentage of the catchment population of 134,498; for example, total attendance of 270 persons in the current period equates to 0.2 % of the catchment population. Event attendance must be aggregated to provide an indication of the representativeness of diversity relative to the catchment population with regard to gender, age, disability and ethnicity.

Event feedback forms were distributed at the community event held at Ingrebourne in the reporting period April to December 2009. However, visitors declined to provide diversity data related to either of the two categories of diversity questioned: gender and age. Furthermore, no disability data was recorded for event participants at Ingrebourne in the current reporting period.

When an event was held for a specific group, such as an educational group or a community group, diversity was monitored using feedback forms presented to the group leader. Respondents have the option to tick the box on feedback forms if they 'do not wish to assist us with monitoring'. No events were held at Ingrebourne for specific groups 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 Ingrebourne. 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 visit characteristics

Statistical analysis reveals that females are more likely to visit with family ($p < 0.05$), whilst males are more likely than females to visit alone ($p < 0.001$). Those belonging to non-White British ethnic groups are more likely to use public transport and less likely to use cars to travel to Ingrebourne than White British visitors ($p < 0.01$). Young people tend to stay longer at the site than older visitors ($p < 0.05$).

5.2.2 Socio-demography and barriers

Young people were more likely than older people to cite a lack of facilities as a reason for not visiting Ingrebourne more often ($p < 0.01$).

