

**Monitoring the quality of experience in forests
Cannock Chase, Staffordshire**

Final Report

January 2006



**Monitoring the quality of
experience in forests
Cannock Chase, Staffordshire**

Final Report

Forestry Commission
January 2006

Prepared by:

TNS Tourism & Leisure

19 Atholl Crescent
Edinburgh, EH3 8HQ

Telephone: 0131 656 4000

Facsimile: 0131 656 4001

e-mail: enquiries@tns-global.com

120778

Contents

A. Background and introduction	1
Background	1
Method.....	1
Report.....	2
B. Main results	3
Summary	3
Visitor profile.....	4
Season ticket ownership.....	8
Trip profile.....	9
Frequency of visits.....	10
Length of visits.....	10
Importance of different aspects of visit	16
Favourite aspects of forest	20
Importance of Cannock Forest	21
Information sources used to plan visit.....	22
Satisfaction with different aspects of visit	23
Identification of issues	26
Other visitors	27
Disturbances to visit.....	28
Expectations V Reality.....	29
Improvements.....	30
Expenditure	31
C. Appendices	32

A. Background and introduction

Background

In 2005 TNS Travel and Tourism were commissioned by the Forestry Commission to undertake surveys of visitors at Cannock Forest in Staffordshire, the Forest of Dean in Gloucestershire and Alice Holt Forest in Surrey.

The survey approach was developed for use by the Forestry Commission and was piloted during February and March 2003 at sites in the New Forest (Ringwood) and South Wales (Afan Argoed). Surveys using the same methods and questionnaires have since been undertaken at Grizedale Forest Park, Westonbirt Arboretum, Whiston Woods in Merseyside, Thetford Forest Park and Dalby Forest Park during 2003 and 2004.

This report contains the results of the surveying undertaken at Cannock Forest in 2005 with comparisons against the results of the surveys at other sites included where appropriate.

Method

A total of 259 visitors were interviewed at Cannock Forest between 17th July and 29th October during 22 days of interviewing.

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 Cannock Forest. 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, using a reply-paid envelope. Copies of the questionnaires used are appended. Interviewing was undertaken at and around the main visitor centre and car park.

Report

This report provides the results of the survey undertaken at Cannock Forest. As mentioned previously, similar surveys have also been undertaken in nine other Forestry Commission sites to date, providing a total 'database' of over 2,400 interviews with forest users. The results of the surveys undertaken at other sites have been used within this report to help draw comparisons and to highlight the key variations at Cannock Forest. It should be noted that variations between the results obtained at Cannock 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.

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. Answers to open ended questions and copies of questionnaires have been appended.

B. Main results

Summary

A wide variety of different types of people visit Cannock Forest regularly. The main user groups included mountain bikers who are often young males in the higher socio-economic groups, dog walkers who are often older females and couples and family groups in the C1 and C2 socio-economic groups who were more likely than other visitors to have a picnic and use the play facilities during their visit.

Most visitors were on a short trip from home and live locally and many visit the forest frequently. Cyclists tended to stay on site for the longest and spend the majority of their time taking part in this activity. By comparison, other visitors were more likely to undertake a range of activities including walking, visiting the café and shop and using play facilities.

The most influential factors in the decision to visit Cannock Forest were the scenery and views, being able to park securely, convenience from home and activities for children. The cleanliness of toilets were also rated as particularly important.

Reflecting these factors, visitors to Cannock liked the site because of the space, tranquillity and scenery that could be found as well as the convenience of the site to their homes. Personal experiences and word of mouth were the most important sources of information about the site, reinforcing the importance of ensuring a high quality of experience for visitors.

The forest's key strengths, which visitors are generally most satisfied with, included the value for money obtained, opportunities to get fit and healthy, the scenery and views, opportunities to spend time with family and friends and the cycle trails. However, potential areas for improvement included the café, signposting on paths, the provision of litter and dog waste bins, car parking and the friendliness of staff.

Reflecting the types of users found at this forest, a frequently suggested area for improvement related to increasing the number of cycle tracks. However, other frequently provided suggestions related to conflicts between cyclists and other users, for example the need to segregate cyclists from walkers or the need for a cycling 'code of conduct'.

Other frequently suggested areas for improvement included improved printed information, on-site signage, more parking and more secure parking.

Visitor profile

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

Demographics

Slightly over half of visitors to Cannock Forest were male (54%). This majority was most notable amongst visitors defined as Young Independents (under 35, no children) and, most notably, those who took part in cycling during their visit (66% and 81% respectively). Conversely, most Empty Nesters (over 44, no children) and dog walkers were female (59% and 67% respectively).

Two-fifths of visitors to Cannock Forest (41%) were in the Family lifecycle group (children under 16 living in the household) while a third (33%) were Empty Nesters. A smaller proportion (16%) were Young Independents.

The lifestage profile of visitors varied according to activities undertaken with more Young Independents found amongst male visitors and cyclists (19% and 28% respectively) but more Empty Nesters amongst dog walkers (53%).

Table B-1 – Age and lifecycle (%)

Base: All respondents (259)

	%
Age	
16 – 24	5
25 – 34	20
35 – 44	33
45 – 54	18
55 – 64	12
65+	12
Lifecycle	
Young Independents	16
Families	41
Empty Nesters	33
Other	10

One quarter (25%) of all visitors were aged between 16 and 34, 51% were aged between 35 and 54 and the remaining 24% were aged 55 or over.

It is useful to compare these results with the averages obtained across all of the forests included in this programme of research to date¹. The profile of visitors at Cannock Forest was very similar to the average across all of the sites. However, in terms of specific locations, the lifecycle profile at Cannock Forest was most alike that recorded in the Forest of Dean and Grizedale Forest Park.

In terms of social class, as the table below illustrates, around a third of visitors (34%) were in the AB social classes (higher and intermediate managerial, administrative or professional) while a similar proportion (34%) were C1s (supervisory or clerical, junior managerial, administrative or professional). The remaining 32% of visitors were in the C2 and DE classes.

By comparison, in the UK population as a whole 43% of people are ABs or C1s while larger proportions are C2s or DEs.

¹ See Appendix 2 for full details of results obtained at other sites and overall benchmarking scores.

Table B-2 – Social class (%)

Base: All responses (259)

	Visitors	UK Population
AB – ‘upper middle class’ – higher/ intermediate managerial, administrative or professional	34	17
C1 – ‘lower middle class’ – supervisory or clerical, junior managerial, administrative or professional	34	26
C2 – ‘skilled working class’ – skilled manual workers	20	25
DE – ‘working class’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed	12	32

Visitors most likely to be in the ABC1 social classes included cyclists (81%) and Young Independents (80%) while a larger proportion of C2DE were present amongst visitors who walked without a dog (47%).

The social class profile of visitors to Cannock was similar to the overall average recorded across the other sites included within this programme of research and most similar to the profiles recorded at the Forest of Dean and Dalby Forest Park.

Origin

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

Table B-3 – Area of residence (%)

Base: All respondents (259)

	%		%
Staffordshire	45	Warwickshire	5
Cannock	15	Atherstone	1
Rugeley	9	Coventry	1
Stafford	8	Rugby	1
Stoke on Trent	5	Warwick	1
Burton on Trent	3	Shropshire	5
Tamworth	2	Telford	3
Uttoxeter	2	Leicestershire	2
Lichfield	2	Cheshire	2
West Midlands	25	Derbyshire	2
Walsall	8	Worcestershire	2
Birmingham	5	West Yorkshire	1
Willenhall	3	Nottinghamshire	1
Wolverhampton	3	Lancashire	1
Sutton Coldfield	2	Oxfordshire	1
Dudley	1	South Yorkshire	1
Solihull	1	Wales	1
Wednesbury	1		

* Less than 0.5%

Visitors came from a wide range of town and cities including Stafford and Stoke on Trent to the North, Telford and Wolverhampton to the West and Derby to the East.

Season ticket ownership

Some 7% of visitors 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 (17%) while none of the holidaymakers interviewed had one. In terms of lifecycle groups, Empty Nesters were the most likely to have a season ticket (12%) while the activity group most likely to hold one were dog walkers (11%).

By comparison, season ticket ownership at Dalby Forest Park was somewhat higher during 2004 (20%) and slightly higher at both the Forest of Dean (11%) and Alice Holt Forest (9%) during 2005.

At Cannock Forest the visitors who stated that they had a season ticket were also asked how they rated the value for money they obtained from the ticket. Some 79% said that the value for money was 'very good', 11% thought the value for money was 'quite good' and 11% were neutral. Similar levels of satisfaction were recorded at the other sites mentioned above.

Trip profile

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

Type of visit

Four out of five visitors were on a short trip from home of less than 1 hour in duration (81%) while a further 10% were on a short trip of between 2 and 3 hours duration (10%). Much smaller proportions were either on longer day trips of over 3 hours from home (3%) or on holiday (5%).

By comparison, across all of the sites included in this programme of research a larger proportion of visitors were on day trips of over 3 hours long (13%) or on holiday (17%). Indeed, the proportion of visitors on short trips of under 3 hours in duration was higher at Cannock Forest than at any other site, with the exception of Alice Holt where a similar profile was recorded.

Table B-4 – Type of visit (%)

Base: All respondents (259)

	%
On a short trip of less than 1 hour from home	81
On a short trip of 2 to 3 hours from home	10
On a day out for more than 3 hours from home	3
On holiday away from home	5

Visitors most likely to be on a short trip of less than 1 hour from home included those who came to the site at least once a month (96%) and female visitors (85%) while a larger proportion of visitors who went for walks without a dog and those in the Young Independent lifecycle group were away from home for between 2 and 3 hours (15% and 17% respectively).

Frequency of visits

Some 75% of all visitors had been to Cannock Forest before. Visitors on short trips of less than 1 hour, dog walkers and Empty Nesters were the most likely to be on repeat visits (84%, 84% and 81% respectively). Young Independents were more likely than others to be on their first visit (44%).

In terms of frequency of visits, while around a third of visitors who had been to the site before visited at least once a week (33%), some 46% visited less than once a month.

Table B-5 – Frequency of visits to forest (%)

Base: Respondents who have been to Cannock Forest before (194)

	%
Every day	3
4 to 6 times per week	5
1 to 3 times a week	25
1 to 3 times a month	21
4 to 6 times a year	26
1 to 3 times a year	16
Less often	4

Length of visits

Visitors spent an average of just under 2 and a half hours (2 hours 21 minutes) in Cannock Forest. The largest proportions of visitors stayed on the site for between 1 and 2 hours (34%) or 2 and 3 hours (31%).

The average length of time spent varied between some of the different user groups with cyclists typically spending longer on site than people who took part in walking (2 hours and 38 minutes compared to 2 hours 16 minutes).

Table B-6 – Length of visit (%)

Base: All respondents (259); All who walked (130); All who cycled (103)

	Total time on site %	Time spent on any walking %	Time spent cycling %
Up to 15 minutes	1	2	3
15 – 30 minutes	2	8	2
30 minutes – 1 hour	9	34	7
1 hour – 2 hours	34	34	36
2 hours – 3 hours	31	16	33
3 hours – 5 hours	21	5	19
More than 5 hours	3	1	-
<i>Average</i>	<i>2 hrs 21 mins</i>	<i>1hr 27 mins</i>	<i>2 hrs 12 mins</i>
<i>Proportion of time on site</i>	<i>100%</i>	<i>64%</i>	<i>84%</i>

- No responses

Table B-6 also illustrates the amount of time spent walking or cycling by those visitors who took part in each activity. Overall, visitors who took part in walking spent an average of 1 hour and 27 minutes undertaking this activity, approximately two-thirds of their time on site (64%). Visitors who took part in cycling spent an average of 2 hours and 12 minutes undertaking this activity, more than four-fifths of their total time on site (84%).

Overall length of visit at Cannock Forest was slightly less than the average across all of the sites included in this programme of research (2 hours 37 minutes). Indeed the average length of time spent at Cannock Forest was shorter than that recorded at all of the other locations, with the exception of Whiston Woods in Merseyside (36 minutes) and Ringwood Forest in the New Forest (2 hours 14 minutes).

Activities undertaken

When asked what they did during their visit, the most frequently mentioned activities were visiting the café (47%), cycling off road (37%) and walking without a dog (26%). A further 23% of visitors stated that they visited the forest shop, 20% had a picnic during their visit and 17% walked a dog. No other activities were undertaken by more than a tenth of visitors.

Table B-7 – Activities undertaken during visit to forest (%)

Base: All respondents (259)

	%
Visiting the cafe	47
Cycling off road	37
Walking without a dog	36
Visiting the forest shop	23
Picnic	20
Dog walking	17
Children's playground	8
Cycling on surfaced roads	7
Seeing something in the forest e.g. sculpture or ancient tree	6
Hill walking/ rambling	6
Birdwatching	5
Nature/natural history visit	5
Photography	4
Educational visit	2
Running	1

As the table above illustrates, over half of visitors were undertaking walking in some form (59%) whilst 14% were participating in some form of nature study or watching, including photography.

When asked, around three quarters of those visitors who had taken part in walking or cycling during their visit to Cannock Forest indicated that they had followed waymarked trails (77%). The proportion of users of waymarking was highest amongst cyclists (90%) but slightly lower amongst dog walkers (62%).

Compared to the average across all of the sites included in this programme of research, visitors to Cannock Forest were more likely to take part in cycling (44% at Cannock compared to 32% overall) but less likely to take part in walking without a dog (36% compared to 47% overall).

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

- *Visiting the café (47% overall)* – visitors most likely to undertake this activity included male visitors (53%), those aged 45 to 54 (54%), those in the C2 and DE social classes (53%) and those who took part in walking without a dog (55%). In contrast, visitors less likely to use the café included dog walkers (38%) and those classified as Young Independents (29%).
- *Off-road cycling (37% overall)* – larger proportions of male visitors (56%) and Young Independents (68%) took part in off-road cycling during their visit while this activity was only 10% of Empty Nesters, 5% of those who took part in any walking, participated in this activity.
- *Walking without a dog (36% overall)* – visitors most likely to have participated in walking without a dog included females (49%) and Empty Nesters (52%).
- *Visiting the forest shop (23% overall)* – the shop was visited by larger proportions of visitors in the C2 and DE social classes (30%) and those whose main activity was walking without a dog (39%). Conversely visitors less likely to go to the shop included Young Independents (12%) and those who took part in cycling (8%).
- *Picnic (20%)* – while a fifth of all visitors took part in this activity, participation was higher amongst Families (31%) and those who also took part in walking without a dog (30%). In contrast, only 12% of Young Independents and 11% of visitors who come to the forest at least once a month had a picnic during their visit.

- *Dog walking (17% overall)* – larger proportions of female visitors (25%) and Empty Nesters (28%) took part in this activity.

Children's play area

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.

Overall, some 40% of respondents indicated that they were with children who would use the play area. As might be expected, this proportion was higher amongst those in the Family lifecycle group (71%) but much lower amongst Young Independents (7%).

Importance of different aspects of visit

To identify the drivers of quality, it was useful to ask visitors 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.

In the table below an overall 'average' of all of the mean scores has been included in the ranking. Any aspect above this level can be considered as being most important to the site across all visitors while the other aspects may be of less importance overall or only important to certain groups of visitors.

Table B-8 – Importance of different aspects in decision to visit (mean score)

Base: All respondents (259)

	Importance score
<i>Clean toilets</i>	4.27
<i>Being able to enjoy scenery and views</i>	4.12
<i>Feeling happy to leave your car in the car park</i>	4.08
<i>Enough car parking</i>	3.99
<i>Being able to get fit and healthy</i>	3.96
<i>Feeling safe in the forest</i>	3.92
<i>Being able to enjoy the wildlife</i>	3.92
<i>Being able to spend time with family and friends</i>	3.88
<i>Litter and dog waste bins</i>	3.82
<i>Value for money of your whole trip or day out</i>	3.75
<i>A cafe</i>	3.75
<i>Clear signposting on footpaths</i>	3.73
<i>Solitude, peace and quiet</i>	3.54
<i>Friendliness of staff</i>	3.53
OVERALL AVERAGE	3.40
Choice of trails for cycling	3.26
Printed information about the forest	3.26
Picnic areas	3.22
Choice of paths for walking	3.20
Information provided by staff	3.18
A shop	3.16
Leaflets and maps to help you find your way around	3.10
Children's play equipment	2.82
Availability of staff at the site	2.82
Open grassy areas for ball games, sunbathing, etc.	2.75
Baby changing	2.29
Choice of trails for other activities	2.26
Availability of cycle hire on site	2.10

This analysis suggests that the overall priorities amongst the majority of visitors to Cannock Forest included 'Clean toilets', 'Being able to enjoy scenery and views' and 'Feeling happy to leave your car in the car park'.

On the other hand, facilities of less importance overall or of importance to specific groups of visitors included the choice of trails for other activities than walking and cycling, cycle hire and baby changing facilities.

It is interesting to compare the importance of the factors listed amongst visitors to Cannock with the averages recorded across all of the sites included in this programme of research to date. Factors which appear to be of more importance amongst Cannock visitors than the 'norm' across those sites where the same aspects were rated included the café, forest shop, clean toilets and enough car parking. Conversely, factors of less importance to Cannock visitors than the 'norm' included the availability of cycle hire on site, being able to enjoy scenery and views, being able to enjoy wildlife, the choice of paths for walking and solitude, peace and quiet.

Respondents were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The most frequently provided responses related to the good weather (17%), convenience of the forest to home (16%), that it was good for children (14%) and the cycle tracks (13%). The table below shows the influences mentioned by 3% or more.

Table B-9 – Other influences on decision to visit (%)

Base: All respondents (259)

	%
Good weather	17
Close at hand/ convenient to get to	16
Children like it/ good for children	14
Cycle tracks	13
Been before	9
Walking	7
Scenery	6
Children's activities/ playground	6
Not been before/ somewhere new	5
Cheap/ free	5
Quiet/ peaceful	5
Walking dog	5
Safe environment	4
Meeting with friends/ family	4
Exercise	3
Fresh air	3
Day off/ free time today	3
Car parking	3
Just passing, stopped to visit	3
Forest/ nature	3
Recommended	3

Some of the specific responses provided are listed below. The full verbatim comments provided to all of the open ended questions are appended.

“We come regularly, its good for the kids and the dog, we live locally, its safe free and a good day out no matter what the weather, we just love it!”

“To give the dog a treat 'cos its been in kennels while we have been on holiday!”

“It’s the closest proper trail to the centre of Birmingham - the trails are challenging and advanced and you don’t have to worry about hitting people like Sutton Park.”

“Cycling for the kids, park and general scenery - especially good for the kids.”

Favourite aspects of forest

When frequent visitors were asked what they liked most about Cannock Forest, the most frequently provided responses related to peace, quiet and tranquillity (32%), the scenery/ beauty of the site (30%), its convenience (16%) and the trees (15%). The table below outlines visitors favourite aspects of Cannock Forest.

Table B-10 – What like most about site (%)

Base: All frequent respondents and self completion respondents (151)

	%
Peace/ tranquillity	32
Scenery/beauty/rural	30
Easy to get to/ close at hand	16
Trees/greenery/forest	15
Cycling opportunities/ facilities	11
Walking/exercise	9
Wildlife	9
Variety of things to see and do	7
Trails to follow	6
Open spaces	5
Good/safe for children	5
Nature	5
Being outdoors	5
Café	3
Children's play area	3
Fresh air	3
Freedom	3
Others	12
Don't know/ not stated	7

Other responses related to the opportunities and facilities for cycling, being able to walk and exercise and the wildlife to be seen. Some of the specific answers provided were:

“The freedom to do what you want to do and it is safe to involve your children so they can get fit, get fresh air and learn to respect nature.”

“Its vastness, you are not tripping over people all the time.”

“Peaceful, just nice to be able to walk in an area like this at any time of the year.”

“The scenery, some of the views over the other side of Broxton and the seasons and nature.”

“You are close to everywhere but it feels as if you are in the middle of nowhere even though you are never far from a road.”

Importance of Cannock Forest

Those visitors who did not live in the West Midlands were asked to indicate how important the site had been in their decision to come to the area:

Table B-11 – Importance of site and its facilities in decision to visit the West Midlands (%)
Base: All respondents living outside the West Midlands (51)

	%
The only reason for coming	29
Very important	14
Quite important	16
Neither important nor unimportant	16
Not very important	-
Not at all important	-
Don't know	26

Over two-fifths of visitors who lived outside of the West Midlands stated that Cannock Forest was either ‘very important’ (14%) or their ‘only reason’ (29%) for visiting the area. In contrast, none stated that the site was ‘not very’ or ‘not at all’ important. Around a quarter stated that they did not know (26%).

Information sources used to plan visit

When visitors were asked about the sources of information they had used to plan their visit to Cannock Forest, around half had relied upon previous experience (54%) while about a quarter had obtained word of mouth recommendations (26%). Smaller proportions had used more formal sources of information such as leaflets they had picked up (13%), information on the Internet (11%) or road signs directing them to the site (10%).

Table B-12 – Information used to plan visit to Cannock (%)

Base: All respondents (259)

	%
Previous experience/ knowledge	54
Word of mouth recommendations	26
Leaflets picked up	13
Information on the Internet	11
Road signs to the site	10
Tourist board or other brochures	3
Maps	3
Magazines	2
Leaflets or other information received in post	2
Newspaper advertisements	1
None of these	12

As might be expected, visitors who went to the site at least once a month were the most likely to rely upon previous experience (74%) while visitors who were on holiday and those who took part in cycling were more likely to use formal sources such as leaflets and/or the Internet.

Satisfaction with different aspects of visit

Visitors were provided with a list of different 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. This analysis suggests that, overall, visitors were most likely to be satisfied with their visit as a whole, the value for money of their trip, being able to get fit and healthy, being able to enjoy scenery and views and being able to spend time with family and friends.

Table B-13 – Satisfaction with different aspects at forest (mean score)

Base: All frequent respondents and self completion respondents (151)

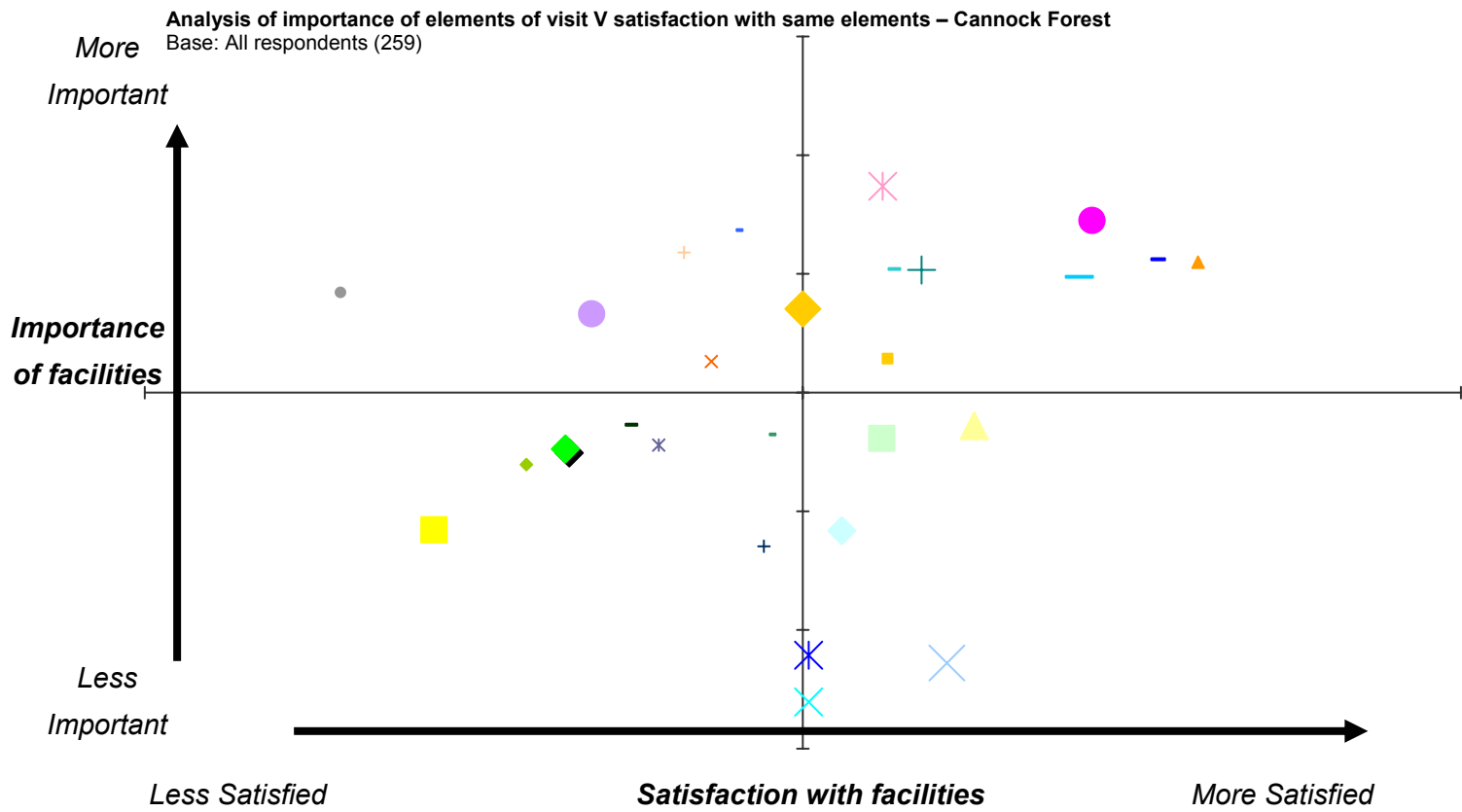
	Satisfaction score
<i>Your visit as a whole</i>	4.40
<i>Value for money of your whole trip or day out</i>	4.38
<i>Being able to get fit and healthy</i>	4.31
<i>Being able to enjoy scenery and views</i>	4.22
<i>Being able to spend time with family and friends</i>	4.20
<i>Choice of trails for cycling</i>	4.04
<i>Choice of trails for other activities</i>	4.00
<i>Being able to enjoy the wildlife</i>	3.96
<i>Feeling safe in the forest</i>	3.92
<i>Solitude, peace and quiet</i>	3.91
<i>Choice of paths for walking</i>	3.90
<i>Clean toilets</i>	3.90
<i>Children's play equipment</i>	3.84
OVERALL AVERAGE	3.80
Availability of cycle hire on site	3.79
Baby changing	3.79
A café	3.78
Picnic areas	3.73
Open grassy areas for ball games, sunbathing, etc.	3.72
Feeling happy to leave your car in the car park	3.68
Friendliness of staff	3.64
Enough car parking	3.60
Information provided by staff	3.56
Printed information about the forest	3.52
Clear signposting on footpaths	3.46
A shop	3.42
Leaflets and maps to help you find your way around	3.36
Availability of staff at the site	3.22
Litter and dog waste bins	3.08

An overall 'average' of all of the mean scores has been included in the ranking. Elements ranked lowest on average include leaflets and maps to help you find your way around, availability of staff at the site and litter and dog waste bins.

When comparing these scores it is important to bear in mind that not all variations are statistically significant. This ranking should therefore be treated as providing an indication of what visitors are most and least satisfied with.

Visitors who stated that they were dissatisfied with any aspects of their visit were asked to indicate why. Key reasons provided and the numbers of respondents providing each comment were as follows:

- More litter/ dog waste bins are needed (23)
- Parking is not secure (6)
- More car parking spaces are needed (6)
- Bins need to be emptied more often (5)
- Lack of solitude – lots of people around/ too busy (4)
- Safety – feel wary (3)
- Insufficient detail in leaflets and maps (3)
- Not much wildlife to see – too many people (3)



- ◆ Café
- × Cycle hire
- × Baby changing
- + Wildlife
- Spending time with family and friends
- Paths for walking
- × Trails for other activities
- Clear signposting on paths
- Car park security
- ◆ Leaflets and maps
- ▲ Value for money
- × Information from staff
- + Open grassy areas
- Printed information about forest
- ◆ Shop
- Staff - availability
- Scenery and views
- Getting fit and healthy
- ◆ Play equipment
- ▲ Trails for cycling
- × Clean toilets
- + Enough car parking
- Feeling safe in the forest
- Solitude, peace and quiet
- × Staff - friendliness
- Litter and dog waste bins
- Picnic areas

Identification of issues

Tables B-8 and B-13 illustrate a ranking of the overall levels of importance and levels of satisfaction visitors have with different aspects of the 'visitor experience' at Cannock Forest. It is useful to combine these two measures to identify the elements which are most relevant to improving quality.

The chart on the previous page presents each of the elements that were rated in terms of both importance and satisfaction. The centre point is where the 'average' importance crosses the 'average' satisfaction score (as in B-8 and B-12). Each of the elements are plotted in the 4 quadrants as follows:

- Top right – *More Satisfied – More Important* – Scenery and views, clean toilets, value for money, being able to get fit and healthy, spending time with family and friends, being able to see wildlife, feeling safe, solitude, peace and quiet. Elements in this quadrant are rated highly in terms of both importance and satisfaction. These are the site's key strengths which should be maintained.
- Bottom right – *More Satisfied - Less Important* – Trails for cycling, paths for walking, play equipment, trails for other activities, cycle hire, baby changing. Visitors are generally very satisfied with these elements although they are rated as less important overall, possibly because they are only used by certain groups of visitors.
- To – *Less Satisfied – More Important* – Café, friendliness of staff, clear signposting on paths, litter and dog waste bins, enough car parking. Elements which are in or near this quadrant are rated as more important than 'average' but have received lower satisfaction scores. These are the elements which possibly require further attention.
- Bottom left – *Less Satisfied – Less Important* – Picnic areas, open grassy areas, printed information, leaflets and maps and availability of staff at site. Overall, visitors were less satisfied than average with these aspects but they are also seen as less important by most visitors. These elements might therefore be considered as lower priorities for investment.

It is important to note that the scores presented in this chart are averages across *all visitors* during the period in which the survey took place. It should be remembered that the scores

for satisfaction and importance varied between different types of visitors so their priorities will also differ.

Other visitors

When asked to identify, from a list of other users, those that had been encountered during recent visits to Cannock Forest, the vast majority of visitors stated that they had seen walkers (97%), cyclists (92%) or children (89%). Over half had seen horse riders (53%) while smaller proportions had encountered vehicles or motorbikers in the forest (19% and 12% respectively).

Respondents who had encountered other users were asked to indicate the level of impact this had on their overall enjoyment. Mean scores were applied to results from +2 if a user group ‘increased enjoyment a lot’ to -2 if they ‘decreased enjoyment a lot’.

Table B-14 – Other visitors encountered (%) and impact on enjoyment (row %)

Base: All frequent visitors and self completion respondents (151)

	%	Increased enjoyment a lot +2	Increased enjoyment a little +1	Made no difference 0	Decreased a little -1	Decreased a lot -2	Score
Walkers	97	4	15	77	2	1	+0.18
Horse riders	53	6	15	70	6	3	+0.16
Children	89	5	8	83	2	1	+0.13
Cyclists	92	4	16	67	11	2	+0.09
Vehicles driving in the forest	19	4	-	50	32	14	-0.54
Motorbikers/ moto cross	12	6	-	29	24	41	-0.94
None of these visitors	1						

As the table illustrates, while encounters with other walkers, children, cyclists or horse riders usually had no impact or were predominantly positive, encounters with motorbikers or other vehicles were more likely to be negative.

Motorbikes or motocross disrupted the enjoyment of 11 respondents. Their impact was mentioned by visitors in a variety of user groups with reasons for dissatisfaction including the noise generated, damage to paths, safety issues and the attitude of riders.

Some 13 respondents stated that vehicles in the forest disturbed their enjoyment. These respondents stated that vehicles in the forest had ruined paths and that they were a hazard.

Motorbikes and vehicles driving in the forest are seen as more of an issue at Cannock Forest than at all but one of the other sites included in this programme of research (Whiston in Merseyside). Most notably, a negative score of -0.94 was obtained at Cannock Forest for motorbikes compared to the 'norm' of -0.73 obtained across all of the sites surveyed to date.

Disturbances to visit

Respondents were also presented with a list of potential negative disruptions and asked what impact, if any, each had on recent visits to Cannock Forest. As the table below illustrates, the majority of respondents indicated that each of the potential impacts either 'didn't reduce their enjoyment' or that they did not know (suggesting the impact had not been encountered).

However, the disruptions most likely to have a more negative effect were dogs and dog dirt (decreased the enjoyment a lot amongst 5% of visitors), litter or fly tipping (5%), vandalised, missing or damaged signposts (3%) and noise from other users (3%).

Table B-15 –Impact of potential disruptions on enjoyment (row %)

Base: All frequent visitors and self completion respondents (151)

	Didn't reduce enjoyment	Decreased a little	Decreased a lot	Don't know	Score
	0	-1	-2		
Dogs and dog dirt	64	23	5	8	-0.37
Litter or fly tipping	66	15	5	14	-0.30
Vandalised, missing or damaged signposts	70	11	3	17	-0.20
Noise from other users or motorised sports	72	7	3	19	-0.15
Muddy tracks	85	7	2	7	-0.11
Forest operations such as felling	77	8	-	15	-0.09

Comparing the scores obtained for the same potential issues at the other locations included in this programme of research, visitors to Cannock Forest were more likely than the 'norm' to be dissatisfied with litter or fly tipping (-0.3 compared to -0.25) but were generally less likely to state that muddy tracks or noise from other visitors impacted upon their enjoyment.

Respondents were asked to indicate what else, if anything had decreased their enjoyment. Encouragingly, most respondents could not think of anything or did not state any other issues (84%).

Expectations V Reality

Respondents to the self completion questionnaire (46 respondents), who were either on their first ever visit to the site or visited less than once a month, were asked to indicate how their overall visit had compared with expectations.

A third of respondents stated that the visit was ‘much better’ than they had expected (33%), whilst the same proportion (33%) stated that it was ‘a little better’. Overall, 4% thought that it was a little worse.

Table B-16 – Overall rating of visit to forest compared to expectations (%)

Base: All self-completion respondents (46)

	%
Much better (+2)	33
A little better (+1)	33
As expected (0)	30
A little worse (-1)	4
Much worse (-2)	-
Don't know/not stated	0.94

- No responses

When scores were applied to responses from +2 (‘much better’) to -2 (‘much worse’), an overall positive score of 0.94 was obtained. By comparison, the average across all of the sites surveyed to date was 0.73 which suggests that visits to Cannock Forest were more likely than the ‘norm’ to be better than expected.

When asked to state why they found the forest better than expected, responses mainly related to the wide variety of activities and things to do, more than had been anticipated.

The two respondents who found the forest to be worse than expected were also asked to state why. Both indicated that they had encountered dog fouling in public areas.

Improvements

When asked what, if anything, needed to be improved at Cannock Forest, almost half of the visitors either stated that nothing should be improved or that they ‘didn’t know’ what should be improved (48%).

The suggestions that were made by more than 1% of respondents are listed below. The most frequent suggestion related to more cycle tracks (14%).

Table B-17 – Suggested improvements (%)

Base: All frequent visitors and self completion respondents (151)

	%
More cycle tracks	14
Cycling code of conduct/ bike free zone	5
More detailed information/ maps	5
Improved signposting	5
More litter bins	5
More/ improved paths for walking	5
More dog waste bins	4
Improved play areas, more for different ages	3
Bigger, more secure car parking	3
Bigger/ improved cafe	2

Some of the specific suggestions provided are shown below. Full listings of the responses to this question are appended.

“Certain areas where cyclists are not permitted to enter.”

“Picnic benches around the play park maybe outside ‘cos the children want to be there.”

“The cafe is very small when the forest is busy you can’t get in.”

“A wider range of harder mountain bike trails.”

“More bins for dogs and a code of behaviour for cyclists when riding past people.”

Expenditure

To obtain an indication of the value of visitors to Cannock Forest, respondents were asked to specify the amount they had personally spent during the day of their visit to the forest. Some 7% of all respondents stated that they did not spend anything during their visit. 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 in commercial accommodation only, excluding day trippers and others who spent nothing on this area).

Table B-18 - Average expenditure per person per day (incl. day trip and overnight stay)

Base: All frequent visitors and self completion respondents (151)

	Average spend (Based on those who spent anything on each category)
Accommodation (incl. food and drink)	£17
Food and drink (excl. at accommodation)	£10
Admission fees	£2
Shopping (non-routine, souvenirs)	£36
Transport (incl. petrol, taxis, public transport)	£4
Equipment (e.g. hire of boat, horse-riding)	£12
Miscellaneous	£10
Overall average spend	£12

Overall, visitors to Cannock Forest spent an average of £12 per person per day.

C. Appendices

Questionnaires

FORESTRY COMMISSION – SURVEY OF VISITORS
MONITORING THE QUALITY OF FOREST EXPERIENCE (JOB 120778)

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:

A.1	Yes – been interviewed already	1	<i>Close</i>

	No – not been interviewed	2	<i>Continue</i>

A.2	<u>Interview location</u>	
	Alice Holt Forest (AHF)	1
	Cannock Forest (CF)	2
	Forest of Dean (FD)	
	Beechenhurst Lodge	3
	Symonds Yat Rock	4
	Cycle centre (Pedelabikeaway)	5

Q.1	Are you currently..... READ OUT	
	On a short trip of less than 1 hour from home	1
	On a short trip of between 2 and 3 hours from home	2
	On a day out (for more than 3 hours) from home	3

	On holiday away from home in the area	4
	Other (SPECIFY)	

**IF VISITOR IS ON HOLIDAY GO TO Q.2b)
 OTHERS CONTINUE**

N.B. LOCAL AREA IS DEFINED AS FOLLOWS:

- AHF: Surrey**
- CF: The West Midlands**
- FD: Gloucestershire**

Q.2a)	Do you live within <LOCAL AREA>	
	Yes	1
	No	2

Q.2b)	ASK ALL Is this your first visit to <Cannock Forest/Alice Holt Forest/the Forest of Dean>?		
	Yes	1	<i>Check quotas Go to Q3</i>

	No	2	<i>Go to Q2c</i>

**IF VISITOR IS ON FIRST VISIT TO FOREST (INFREQUENT USER IN QUOTA)
GO TO Q3
OTHERS CONTINUE**

SHOW SCREEN

Q.2c) How often, on average, during the year do you come to **<Cannock Forest/Alice Holt Forest/ the Forest of Dean>?**
SINGLE CODE

	EVERY DAY	1	
	4 TO 6 TIMES A WEEK	2	<i>Check quotas Full interview after Q7</i>
	1 TO 3 TIMES A WEEK	3	
	1 TO 3 TIMES A MONTH	4	

	4 TO 6 TIMES A YEAR	5	<i>Check quotas Self completion after Q7</i>
	1 TO 3 TIMES A YEAR	6	
	LESS OFTEN	7	
	DON'T KNOW	Y	

**RESPONDENT QUALIFIES AS FREQUENT USER IN QUOTA IF THEY VISIT AT
LEAST ONCE A MONTH (CODES 1, 2, 3 OR 4)
RESPONDENT QUALIFIES AS INFREQUENT USER IN QUOTA IF THEY VISIT
LESS OFTEN (CODES 5, 6 OR 7)**

ASK ALL

Q.3a) Do you own a season ticket for **<Cannock Forest/Alice Holt Forest/Forest of Dean>?**

	Yes	1	
	No	2	<i>Ask Q.3b Go to Q.4</i>

ASK IF RESPONDENT OWNS A SEASON TICKET:

Q.3b) How would you rate the value for money you obtain from this ticket?

READ OUT ROTATING ORDER. SINGLE CODE (40)

	Very good	1	
	Quite good	2	
	Neither good not poor	3	
	Quite poor	4	
	Very poor	5	
	Don't Know	Y	

**ASK ALL
SHOW SCREEN**

Q.4 Which activities do you expect to take part in or have you already taken part in during your visit here today?

CODE ALL MENTIONED

	Activities
CYCLING ON SURFACED ROADS	1
OFF-ROAD CYCLING	2
DOG WALKING	3
OTHER WALKING	4
-----	-----
SEEING SOMETHING IN THE FOREST (E.G. A SCULPTURE OR AN ANCIENT TREE)	5
RUNNING	6
NATURE/NATURAL HISTORY VISIT	7
PHOTOGRAPHY	8
BIRDWATCHING	9
ORIENTEERING	0
MOTOR SPORTS	X
VISITING THE FOREST SHOP	Y
VISITING THE CAFÉ	1
EDUCATIONAL VISIT	2
CLIMBING WALL <AH ONLY>	3
ARCHERY <AH ONLY>	4
LASER SHOOTING<AH ONLY>	5
AIR RIFLE SHOOTING <AH ONLY>	6
HORSE RIDING <AH ONLY>	7
HILL WALKING/ RAMBLING <FD AND CF ONLY>	8
HORSE RIDING/PONY TREKKING <FD AND CF ONLY>	9
PICNIC OR BARBECUE <FD AND AH ONLY>	0
CLIMBING <FD AND CF ONLY>	X
PICNIC <CF ONLY>	Y
OTHER ACTIVITIES (SPECIFY)	1
NONE OF THESE ACTIVITIES	0

Ask Q.5

ASK IF RESPONDENT IS WALKING OR CYCLING (CODES 1, 2, 3 OR 4 AT Q.4):

Q.5 Do you expect to use any waymarked trails during your visit? By waymarked trails we means signposted routes within the forest.

- Yes 1
- No 2
- Don't Know Y

**ASK ALL
SHOW SCREEN**

Q.6a) Approximately how long do you intend to spend in <Cannock Forest/Alice Holt Forest/Forest of Dean> today?

IF RESPONDENT IS WALKING DURING VISIT (CODE 3 OR 4 AT Q.4) ASK:

Q.6b) Approximately how much time do you expect to spend walking during your visit?

IF RESPONDENT IS CYCLING DURING VISIT (CODE 1 or 2 AT Q.4) ASK:

Q.6c) Approximately how much time do you expect to spend cycling during your visit?

	Q.6a) On-site	Q.6b) Walking	Q.6c) Cycling
UP TO 15 MINUTES	1	1	1
OVER 15 MINUTES - 30 MINUTES	2	2	2
OVER 30 MINUTES - 1 HOUR	3	3	3
OVER 1 HOUR - 2 HOURS	4	4	4
OVER 2 HOURS - 3 HOURS	5	5	5
OVER 3 HOURS - 5 HOURS	6	6	6
MORE THAN 5 HOURS	7	7	7
DON'T KNOW	Y	Y	Y

ASK ALL

Q.7 Are you accompanied by any children who will use the children's play area today?

- Yes 1
- No 2
- Don't Know Y

SHOW SCEEN

Q.8 Which of the following sources of information, if any, have you used to help plan your visit to <Cannock Forest/Alice Holt Forest/Forest of Dean>?

CODE ALL MENTIONED

- Newspaper advertisements 1
- Road signs to the site 2
- Leaflets or other information sent to you in the post 3
- Leaflets you picked up 4
- Tourist board or other brochures 5
- Information on the Internet 6
- Word of mouth recommendations 7
- Previous experience/ knowledge 8
- Other sources of information (SPECIFY)

-
- None of these 0
 - Don't know Y

ASK ALL**SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**

Q.9 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 card I would like you to tell me how important each facility was in your decision to visit today.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know
	a) Enough car parking	1	2	3	4	5	Y
	b) Clear signposting on footpaths	1	2	3	4	5	Y
	c) A shop	1	2	3	4	5	Y
	d) Clean toilets	1	2	3	4	5	Y
	e) Baby changing facilities	1	2	3	4	5	Y
	f) Children's play equipment	1	2	3	4	5	Y
	g) Leaflets and maps to help you find your way around.	1	2	3	4	5	Y
	h) Choice of paths for walking	1	2	3	4	5	Y
	i) Choice of trails for cycling	1	2	3	4	5	Y
	j) Choice of trails for other activities (e.g horse riding)	1	2	3	4	5	Y
	k) Availability of staff at the site (for example rangers)	1	2	3	4	5	Y
	l) Friendliness of staff	1	2	3	4	5	Y
	m) Information provided by staff	1	2	3	4	5	Y
	n) Availability of cycle hire on-site	1	2	3	4	5	Y
	o) A cafe	1	2	3	4	5	Y
	p) Printed information about the forest	1	2	3	4	5	Y
	q) Picnic areas	1	2	3	4	5	Y
	r) Open grassy areas for ball games, sunbathing, etc.	1	2	3	4	5	Y
	s) Litter and dog waste bins.	1	2	3	4	5	Y

Q.10 **SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**
 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?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know	
	a) Feeling safe in the forest	1	2	3	4	5	Y	(61)
	b) Feeling happy to leave your car in the car park.	1	2	3	4	5	Y	(62)

Q.11 **SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**
 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?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		Extremely important	Very important	Fairly important	Fairly unimportant	Not at all important	Don't Know	
	a) Solitude, peace and quiet	1	2	3	4	5	Y	(63)
	b) Being able to spend time with family and friends	1	2	3	4	5	Y	(64)
	c) Being able to enjoy scenery and views	1	2	3	4	5	Y	(65)
	d) Being able to enjoy the wildlife	1	2	3	4	5	Y	(66)
	e) Value for money of your whole trip or day out.	1	2	3	4	5	Y	(67)
	f) Being able to get fit and healthy	1	2	3	4	5	Y	(68)

Q.12 What else, if anything, influenced your decision to visit today?
 IF RESPONDENT STATES WEATHER PROBE FURTHER

..... (69)

..... (70)

IF VISITOR IS ON FIRST VISIT TO FOREST (CODE 1 AT Q.2b) OR VISITS LESS THAN ONCE A MONTH (CODES 5, 6, 7 OR Y AT Q.2c) COMPLETE CLASSIFICATION, AND GIVE RESPONDENT NUMBERED SELF COMPLETION QUESTIONNAIRE
THE NUMBER TO BE WRITTEN ON THE QUESTIONNAIRE IS <XXX>
OTHERS CONTINUE

Q.13

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Thinking about the same list, can you now let me know how satisfied you were with each of these aspects during your most recent visits to **<Cannock Forest/Alice Holt Forest/Forest of Dean>**? Let me know if you have no experience of a particular aspect and cannot provide a rating.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	NO EXPERIENCE/ DON'T KNOW
a)	Enough car parking	1	2	3	4	5	Y
b)	Clear signposting on footpaths	1	2	3	4	5	Y
c)	Shop	1	2	3	4	5	Y
d)	Clean toilets	1	2	3	4	5	Y
e)	Baby changing facilities	1	2	3	4	5	Y
f)	Children's play equipment	1	2	3	4	5	Y
g)	Leaflets and maps to help you find your way around.	1	2	3	4	5	Y
h)	Choice of paths for walking	1	2	3	4	5	Y
i)	Choice of trails for cycling	1	2	3	4	5	Y
j)	Choice of trails for other activities (e.g. horse riding)	1	2	3	4	5	Y
k)	Availability of staff at the site (for example rangers)	1	2	3	4	5	Y
l)	Friendliness of staff	1	2	3	4	5	Y
m)	Information provided by staff	1	2	3	4	5	Y
n)	Availability of cycle hire on-site	1	2	3	4	5	Y
o)	Cafe	1	2	3	4	5	Y
p)	Printed information about the forest	1	2	3	4	5	Y
q)	Picnic areas	1	2	3	4	5	Y
r)	Open grassy areas for ball games, sunbathing, etc.	1	2	3	4	5	Y
s)	Litter and dog waste bins.	1	2	3	4	5	Y

Q.14

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

I would also like to ask you how satisfied you have been with the following aspects relating to your personal safety and security during recent visits to **<Cannock Forest/Alice Holt Forest/Forest of Dean>**. Again, please rate them using the words on the card.

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	NO EXPERIENCE/ DON'T KNOW
	a) Feeling safe in the forest	1	2	3	4	5	Y
	b) Feeling happy to leave your car in the car park.	1	2	3	4	5	Y

SHOW CARD E ILLUSTRATING POSSIBLE ANSWERS

Q.15

How satisfied were you with these more general aspects of <Cannock Forest/Alice Holt Forest/Forest of Dean> during recent visits?

READ OUT ATTRIBUTES. ROTATE ORDER. IF ANY ARE IRRELVANT OR RESPONDENT DOES NOT KNOW USE CODE Y

TICK START		EXCELLENT	VERY GOOD	GOOD	FAIR	POOR	NO EXPERIENCE/ DON'T KNOW
	a) Solitude, peace and quiet	1	2	3	4	5	Y
	b) Being able to spend time with family and friends	1	2	3	4	5	Y
	c) Being able to enjoy scenery and views	1	2	3	4	5	Y
	d) Being able to enjoy the wildlife	1	2	3	4	5	Y
	e) Value for money of your whole trip or day out.	1	2	3	4	5	Y
	f) Being able to get fit and healthy.	1	2	3	4	5	Y
	g) Your visit as a whole.	1	2	3	4	5	Y

ASK Q.16 FOR EACH ASPECT RATED 'FAIR/POOR' AT Q.13, Q.14 and Q.15 (CODE 4 OR 5)

Q.16 Why were you not satisfied with (INSERT ASPECT)?
 IF MORE THAN THREE ASPECTS RATED 'FAIR/ POOR' ASK FOR THREE LEAST SATISFIED WITH (JUST THOSE RATED AS POOR – IF MORE THAN THREE RATED AS POOR ASK WHICH WERE WORST).

	ASPECT (WRITE IN)	REASON
i)
	
ii)
	
iii)
	

SHOW SCREEN LISTING TYPES OF VISITOR

Q.17a) During your most recent visits to <Cannock Forest/Alice Holt Forest/Forest of Dean> which of the following types of visitors have you seen or heard?
 CODE ALL MENTIONED
 IF NONE MENTIONED SKIP TO Q.18a

SHOW SCREEN LISTING POSSIBLE ANSWERS

Q.17b) And how, if at all, did these encounters affect your enjoyment?
 ONLY ASK FOR THOSE TYPES OF VISITORS ENCOUNTERED DURING VISIT. READ OUT

	Q.17a		Q.17b					
			INCREASED ENJOYMENT A LOT	INCREASED ENJOYMENT A LITTLE	MADE NO DIFFERENCE	DECREASED ENJOYMENT A LITTLE	DECREASED ENJOYMENT A LOT	DON'T KNOW
WALKERS	1		1	2	3	4	5	Y
CHILDREN	2		1	2	3	4	5	Y
CYCLISTS	3		1	2	3	4	5	Y
HORSE RIDERS	4		1	2	3	4	5	Y
MOTORBIKERS/ MOTO CROSS	5		1	2	3	4	5	Y
VEHICLES DRIVING IN THE FOREST	6		1	2	3	4	5	Y
NONE OF THESE TYPES OF VISITORS	0							

ASK Q.17c FOR ANY TYPES OF VISITOR THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.17b) (CODE 4 OR 5)

Q.17c) Why did the <INSERT TYPE OF VISITOR> decrease your enjoyment?
 IF MORE THAN THREE TYPES OF VISITOR DECREASED ENJOYMENT
 ASK FOR THREE THAT DECREASED ENJOYMENT MOST.
VISITOR TYPE (WRITE IN) REASON

i)

ii)

iii)

SHOW SCREEN LISTING POSSIBLE ANSWERS

Q.18a) And during your most recent visits here, did any of these other potential issues decrease your enjoyment?

Again please answer using the phrases on the card.

READ OUT. CODE ALL MENTIONED. IF PROBLEM NOT ENCOUNTERED OR NOT RELEVANT CODE AS DIDN'T REDUCE ENJOYMENT (CODE 1).

TICK START		DIDN'T REDUCE ENJOYMENT	DECREASED ENJOYMENT A LITTLE	DECREASED ENJOYMENT A LOT	DON'T KNOW
1	Noise from other users or motorised sports	1	2	3	Y
2	Litter or fly tipping	1	2	3	Y
3	Dogs and dog dirt	1	2	3	Y
4	Muddy tracks	1	2	3	Y
5	Vandalised, missing or damaged signposts	1	2	3	Y
6	Forestry operations such as felling	1	2	3	Y

ASK Q.18b) FOR ANY ISSUES THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.18a) (CODE 2 AND 3)	
--	--

Q.18b) Why did <INSERT ISSUE> decrease your enjoyment?

ASPECT (WRITE IN)

REASON

- i)
.....
- ii)
.....
- iii)
.....

Q.18c) What else, if anything, decreased your enjoyment of <Cannock Forest/Alice Holt Forest/Forest of Dean> during your most recent visits? IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

Q.19 Thinking about your most recent visits to <Cannock Forest/Alice Holt Forest/Forest of Dean> 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?

.....

PROBE What else?

.....

Q.20 What do you like the most about **<Cannock Forest/Alice Holt Forest/Forest of Dean>**?
 IF RESPONDENT STATES 'WEATHER' OR 'SCENERY' PROBE FURTHER

.....

What else? PROBE

.....

**IF VISITOR LIVES WITHIN LOCAL AREA (CODE 1 AT Q.2a), SKIP TO Q.22
 OTHERS CONTINUE.**

Q.21 **SHOW SCREEN**
 How important was the presence of **<Cannock Forest/Alice Holt Forest/Forest of Dean>** and its facilities in your decision..

DAY TRIPPERS: to visit **<LOCAL AREA>** for a day out?
THOSE STAYING AWAY FROM HOME: to visit **<LOCAL AREA>** while on holiday?

SINGLE CODE

- | | |
|-----------------------------------|---|
| The only reason for coming | 1 |
| Very important | 2 |
| Quite important | 3 |
| Neither important nor unimportant | 4 |
| Not very important | 5 |
| Not important at all | 6 |
| Don't know | Y |

ASK ALL. SHOW MAP

Q.22 Next I would like to ask you about your spending **TODAY** within <LOCAL AREA>

IF NOT STAYING AWAY FROM HOME (CODE 1 OR 2 AT Q1) DO NOT ASK Q.18a)

Q.22a) How much, if anything, did you **personally** spend on accommodation (including food and drink at the accommodation) **LAST NIGHT** within this area only?

OR

IF RESPONDENT HAS NOT YET SPENT A NIGHT 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) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

WRITE IN BELOW UNDER APPROPRIATE AREA. 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 0 0 0. IF DON'T KNOW WRITE IN D/K

Q.22 **ASK ALL, SHOW SCREEN ILLUSTRATING CATEGORIES**

(b-h)

Can you tell me how much you **PERSONALLY** have spent/will spend **TODAY** on each of the following categories 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) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

IF RESPONDENT IS UNABLE TO GIVE SPENDING ON EACH CATEGORY ASK FOR THEIR TOTAL SPENDING TODAY

WRITE IN BELOW UNDER APPROPRIATE AREA. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT AN ESTIMATE WILL DO. DO **NOT** LEAVE BLANK.

IF NOTHING SPENT WITHIN AREA ON MAP WRITE IN 0 0 0. IF DON'T KNOW WRITE IN D/K

		£		
a)	Accommodation (incl. food & drink)			
b)	Food and drink (excluding at accommodation)			
c)	Admission fees (to attractions)			
d)	Shopping (non-routine, e.g. souvenirs)			
e)	Transport (including, petrol, taxis, public transport etc)			
f)	Equipment (e.g. hire of boat, horse-riding)			
g)	Other miscellaneous items			
h)	TOTAL			

CLASSIFICATION INFORMATION

Name.....

Sex: Male 1
Female 2

Address.....

Postcode

--	--	--	--	--	--	--

(19) (20) (21) (22) (23) (24) (25)

Age:
WRITE IN 16 – 24 1
EXACT AGE 25 - 34 2
35 - 44 3
45 - 54 4
55 - 64 5
65+ 6

Telephone number.....

Occupation of chief income earner in household:

SEG:
AB 1
C1 2
C2 3
DE 4

.....

Date of interview	Day	Month				
			July 1	Sep 3		
			Aug 2	Oct 4		

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

Yes 1
No 2

Time of interview

--	--	--	--

 (24 hours clock)

Weather:
Rainy 1
Cloudy/dull 2
Sunny 3
Mixed – showers & sunny spells 4
Wintry – sleet/snow 5
Other (SPECIFY)

Place of residence: (from address)

.....

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

Yes 1
No 2

COLLECT CLASSIFICATION DETAILS AND THANK RESPONDENT

Results obtained at other Forestry Commission sites

Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean	AVERAGE
District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside	N.Yorkshire	Suffolk				
Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003	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	
BASE	176	153	336	321	52	290	316	259	255	247	2405
	%	%	%	%	%	%	%	%			
AGE											
16-24	3	8	5	1	12	6	9	5	1	6	6
25-34	17	35	19	13	19	13	20	20	17	16	19
35-44	32	29	36	19	21	32	38	33	53	33	33
45-54	14	12	18	17	15	18	16	18	11	21	16
55-64	17	10	15	26	23	14	8	12	10	14	15
65+	17	6	7	23	10	16	8	12	8	9	12
LIFECYCLE											
Young Independent	11	58	18	8	15	9	16	16	2	16	17
Family	50	20	38	23	33	40	54	40	77	44	42
Empty Nester	39	23	33	63	42	40	23	33	18	33	35
SEG											
AB			32	43	12	32	27	34	52	38	34
C1			44	40	15	38	41	34	29	36	35
C2			19	12	25	21	21	20	13	14	18
DE			6	5	48	9	11	12	7	12	14
ORIGIN											
UK	100	100	98	100	100	100	100	100			100
Overseas	0	0	2	0	0	0	0	1			0
TRIP TYPE											
Short trip, <3 hours	85	69	21	64	100	30	76	91	94	70	70
Day trip, 3+ hours	11	23	16	25	0	30	15	3	4	3	13
Holiday	5	8	63	11	0	40	9	5	2	25	17
FREQUENCY OF VISITS											
Every day	16	24	1	1	40	1	1	2	2	3	9
1-6 times per week	15	5	2	11	34	5	6	22	10	8	12
1-3 times per month	20	10	10	29	8	22	17	16	26	16	17
1-6 times a year	38	48	37	35	6	27	35	32	39	36	33
Less often	6	11	18	23	0	13	10	3	3	15	10
First visit	5	3	31	26	12	30	31	25	20	22	21
LENGTH OF VISIT											
Average (mins)	134	157	180	180	36	187	204	141	147	199	157
ACTIVITIES											
Walking without dog	47	20	61	60	37	55	52	36	59	43	47
Walking with dog	39	13	15	12	63	20	12	17	16	11	22
Picnic/ BBQ	22	4	18	20	0	43	32	20	32	23	21
Cycling (any)	15	69	27	0	14	30	46	44	29	42	32
Bird watching	5	3	10	12	2	9	5	5	4	18	7
Nature/ natural history	3	1	4	7	0	6	4	5	1	6	4
Children's playground	22	0	0	41	0	2	24	8	39	1	14
Seeing something in woodland (e.g.sculpture)	10	0	34	0	0	0	10	6	21	28	11
Motor sports	13	0	0	0	0	0	0	0	0	0	1
Adventure playground	0	0	0	0	0	20	0	1	0	0	2
Driving on forest drive	0	0	0	0	0	46	0	0	0	0	5
Children's play activities	0	0	0	0	0	0	13	0	2	0	2
Photography	0	0	15	24	0	0	0	4	3	13	6

Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean	AVERAGE
District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside	N.Yorkshire	Suffolk				
Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003	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	
BASE	176	153	336	321	52	290	316	259	255	247	2405
	%	%	%	%	%	%	%	%			
IMPORTANCE SCORES											
Overall average	3.84	3.97	3.89	3.97	3.22	3.72	3.43	3.4	3.4	3.09	3.59
A 'go ape' high rope course			2.47				2.82				2.65
A cafe	3.12	3.96	3.53	3.78			3.53	3.75	3.4	3.27	3.54
A forest drive						3.32	2.10				2.71
A plant centre				3.09							3.09
A shop	2.83	3.48	3.03	3.12		3.39	3.15	3.16	2.87	2.53	3.06
Availability of cycle hire on-site			2.46			2.86	2.44	2.1	2.41	1.75	2.34
Availability of staff at the site (for example rangers)	3.12	3.86	3.24	3.56	2.62	2.93	3.27	2.82	2.77	2.44	3.06
Baby changing facilities	2.56	2.37	2.67	2.69	1.71	2.93	2.08	2.29	2.61	1.78	2.37
Barbeque facilities					1.19						1.19
Being able to enjoy scenery and views	4.68	4.78	4.81	4.83	4.77	4.15	4.14	4.12	3.97	4.24	4.45
Being able to enjoy the wildlife	4.59	4.50	4.60	4.52	4.76	3.74	3.93	3.92	3.76	3.92	4.22
Being able to get fit and healthy			4.44			3.52	3.68	3.96	3.56	3.51	3.78
Being able to learn about trees and the environment				4.33							4.33
Being able to spend time with family and friends	4.48	4.21	4.51	4.41	4.02	3.92	4.23	3.88	4.07	3.94	4.17
Benches/seats					4.12						4.12
Children's play equipment	3.54	2.41	3.20	2.39	2.00	3.65	3.17	2.82	3.72	2.2	2.91
Choice of paths for walking	4.34	3.55	4.31	4.35	4.30	3.61	3.68	3.2	3.44	3.1	3.79
Choice of trails for cycling		4.42	3.00			3.78	3.26	3.26	2.91	2.68	3.33
Choice of trails for other activities (e.g. horse riding)	3.74		3.00		2.32	2.82	2.58	2.26	2.1	1.74	2.57
Clean toilets	4.01	4.68	4.41	4.74	2.36	3.85	4.34	4.27	4.11	4	4.08
Clear signposting on footpaths	3.99	4.28	4.34	4.18	2.73	3.73	3.89	3.73	3.66	3.44	3.80
Enough car parking	4.54	4.47	4.32	4.49	1.69	3.85	4.04	3.99	3.89	3.78	3.91
Feeling happy to leave your car in the car park	4.74	4.82	4.65	4.57	1.91	4.11	4.48	4.08	3.91	3.86	4.11
Feeling safe in the forest	4.64	4.24	4.37	4.47	4.77	3.78	4.32	3.92	4.01	3.68	4.22
Information about the site's history and conservation						3.28					3.28
Information panels about the place you are visiting				4.14							4.14
Leaflets and information about the place you are visiting	3.62	3.80	3.98	4.00	2.72		3.50				3.60
Leaflets and maps to help you find your way around						3.39		3.1	3.16	3.1	3.19
Restaurant				3.68							3.68
Sculpture			3.80								3.80
Solitude, peace and quiet	3.89	4.23	3.34	4.21	4.75	4.03	3.65	3.54	3.32	3.52	3.85
Undercover picnic area				3.42							3.42
Value for money of your whole trip or day out	4.48	4.50	4.36	4.32	4.27	3.75	4.15	3.75	3.95	3.45	4.10
Friendliness of staff								3.53	3.37	2.96	3.29
Information provided by staff								3.18	3.15	2.73	3.02
Litter and dog waste bins								3.82	4	3.3	3.71
Open grassy areas								2.75	3.27	2.53	2.85
Picnic areas								3.22	3.51	2.93	3.22
Printed information about the forest								3.26	3.03	2.96	3.08

Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean	AVERAGE
District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside	N.Yorkshire	Suffolk				
Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003	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	
BASE	176	153	336	321	52	290	316	259	255	247	2405
	%	%	%	%	%	%	%	%			
SATISFACTION SCORES											
Overall average	4.42	4.54	4.32	4.34	3.59	3.90	3.95	3.8	3.59	3.73	4.02
A 'go ape' high rope course			4.41				4.36				4.39
A cafe	4.28	4.45	4.43	4.20			3.85	3.78	3.11	3.78	3.99
A forest drive							4.03	3.70			3.87
A shop	4.17	4.45	4.18	4.17			3.78	3.71	3.42	3.58	3.87
A plant centre				4.09							4.09
Availability of cycle hire on-site			4.30				3.76	3.81	3.79	3.71	3.86
Availability of staff at the site (for example rangers)	3.89	4.49	3.82	4.13	2.05	3.05	3.40	3.22	3.13	3.04	3.42
Baby changing facilities	4.33	3.90	3.84	4.21		3.50	3.81	3.79	2.9	3.86	3.79
Barbeque facilities					2.68						2.68
Being able to enjoy scenery and	4.67	4.79	4.77	4.82	4.73	4.31	4.15	4.22	3.95	4.15	4.46
Being able to enjoy the wildlife	4.53	4.66	4.42	4.51	4.68	3.89	3.89	3.96	3.7	3.81	4.21
Being able to get fit and healthy			4.60				4.11	4.06	4.31	3.86	4.05
Being able to learn about trees and the environment				4.34							4.34
Being able to spend time with family and friends	4.76	4.63	4.76	4.66	4.41	4.26	4.32	4.2	4.16	4.14	4.43
Benches/seats				3.00	3.68						3.34
Children's play equipment	4.62	3.81	2.99	3.45		4.04	4.05	3.84	3.93	3.84	3.84
Choice of paths for walking	4.58	4.54	4.54	4.54	4.24	3.89	4.00	3.9	3.78	3.78	4.18
Choice of trails for cycling			4.49				3.93	4.09	4.04	3.5	3.98
Choice of trails for other activities (e.g. horse riding)	4.41	4.73	3.00		4.11	3.59	3.70	4	3.47	3.73	3.86
Clean toilets	4.41	4.65	4.22	4.53		3.82	3.94	3.9	3.02	3.65	4.02
Clear signposting on footpaths	4.26	4.61	4.30	4.34	2.97	3.89	3.69	3.46	3.72	3.55	3.88
Enough car parking	4.45	4.74	4.32	4.77	2.43	4.35	4.09	3.6	3.95	3.92	4.06
Feeling happy to leave your car in the car park	4.42	4.65	4.41	4.75	2.00	4.09	4.15	3.68	3.86	3.77	3.98
Feeling safe in the forest	4.64	4.69	4.62		4.36		4.16	3.92	3.86	3.91	4.26
Friendliness of staff							3.68		3.64	3.58	3.66
Information about the site's history and conservation							3.42				3.42
Information panels about the place you are visiting				4.16							4.16
Information provided by staff							3.67	3.56	3.59	3.54	3.59
Leaflets and maps to help you find your way around							3.63	3.36	3.42	3.39	3.45
Litter and dog waste bins								3.08	2.89	3.21	3.06
Leaflets and information about the place you are visiting	4.06	4.73	4.07	4.19	2.38		3.71				3.86
Open grassy areas								3.72	3.65	3.69	3.69
Picnic areas								3.73	3.52	3.72	3.66
Printed information about the forest								3.52	3.22	3.43	3.39
Restaurant				3.98							3.98
Sculpture			4.30								4.30
Solitude, peace and quiet	4.51	4.71	4.55	4.46	4.66	4.25	3.93	3.91	3.52	3.84	4.23
Undercover picnic area				4.12							4.12
Value for money of your whole trip or day out	4.68	4.73	4.59	4.34	4.54	4.02	4.09	4.38	4.35	4.13	4.39
OTHER VISITORS - SCORES											
Walkers	0.41	0.20	0.24	0.12	0.36	0.31	0.13	0.18	0.17	0.19	0.23
Children	0.53	0.22	0.21	0.08	0.29	0.24	0.16	0.13	0.29	0.17	0.23
Cyclists	0.19	0.26	0.11	-0.41	0.07	0.26	0.11	0.09	0.06	0.07	0.08
Motorbikers	-0.68	-0.59	-0.50	-	-1.62	-0.54	-0.71	-0.94	-0.5	-0.52	-0.73
Horse riders	0.33	0.08	0.23	-0.03	0.18	0.04	0.25	0.16	0.22	0.04	0.15
Vehicles driving in forest	0.19	-0.16	-0.26	-	-2.00	-0.15	-0.20	-0.54	-0.53	0.00	-0.41

Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean	AVERAGE
District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside	N.Yorkshire	Suffolk				
Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003	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	
BASE	176	153	336	321	52	290	316	259	255	247	2405
	%	%	%	%	%	%	%	%			
DISTURBANCES - SCORES											
Dogs and dog dirt	0.41	0.30	0.30	0.25	0.30	0.27	0.29	0.37	0.47	0.47	0.34
Noise from other users/ motorised sport	0.20	0.24	0.25	0.15	1.00	0.17	0.14	0.15	0.08	0.08	0.25
Litter or fly tipping	0.46	0.25	0.26	0.16	0.30	0.17	0.24	0.3	0.2	0.2	0.25
Vandalised/ missing signposting	0.10	0.15	0.18	0.12	0.50	0.11	0.23	0.2	0.07	0.03	0.17
Forest operations such as felling	0.06	0.28	0.12	0.09	0.00	0.07	0.01	0.09	0.01	0.01	0.07
Muddy tracks	0.31	0.20	0.10	0.07	0.10	0.16	0.19	0.11	0.09	0.09	0.14
EXPECTATIONS v REALITY											
Overall average			0.65	0.70		1.02	0.85	0.94	0.77	0.63	0.79
% with season ticket						20%		7%	9%	11%	

Responses to open-ended questions

What else influenced your decision to visit today?

A change, somewhere new
Able to cycle
Availability of friends for today's trip for cycling in the forest
Availability of wheels to get here brings back a lot of memories
Came to rent a bike to try out a new type
Caravan club meeting
Cheap day out
Children's event
Cycling for the kids, park and general scenery, especially good for the kids
Cycling track is a good one just light just enough
Ease of access from Nottingham
Feeling safe, fresh air
Follow the dog/cycle paths
For the children to do something
Friend been before/recommendation
Friend has bought new bike to try out
Fun run here watching son
Getting to find our new area
Good sunny weather for a change
Good trails
Good weather so we can train and also to have breakfast
Good weather today, parking and walk in the forest
Granddaughter
Grandchild
Grandchild wanted to come here today
Grandchildren
Having the dog from my ex wife
Holiday activity
Husband wanted to cycle.
I bring the grandkids all the time
I had time
I like the scope of where I can walk the dog, lots of choice
I remember that my dad used to come here, I saw castle on map so I knew there was car park, toilets, and safe
I thought it was going to be good weather but its pouring, the mountain trail for bikes is the real thing
I wanted a bike ride
I was taking my daughter to camp and decided to detract on the way there
It had a cafe, stable play area for disabled person
It was just the month, good for looking, beauty areas
It was somewhere different, kids love coming here, weather was good
Its accessibility and children able to run around, play and learn here
Its cheap and safe and the kids like it, there are not too many people there
Its here and we know it, its good for grandchildren, play areas need restored
Its local and I can do off road riding
Its local compared to other places

Its not expensive for parking and there is so much on offer, not a costly outing
Its so local, its a fine day, I wanted to be outside with kids, its not just the forest and walks, its the play areas too, you need variety for kids
Its somewhere I use all the time with the kids, its free and I enjoy it
Its the closest proper trail to the centre of Birmingham, because the trails are challenging and advanced and you don't have to worry about hitting people like in Sutton park
Its within a reasonable driving distance
Just at loose end with the kids, spur of the moment decision to bring our bikes over, local to us
Just a recommendation from a friend, walks were good and play equipment for children
Just a way of life, we have been coming here and others of the chase for 40 years
Just an opportunity to get out of the house and get some fresh air, convenient location, not far from home
Just biking really
Just come on a whim really, come here often anyway
Just curiosity to see it for myself, mountain biking opportunity was very important too
Just like it here with children
Just the proper mountain bike facility, rare round here
Just the right weather for day and picnic, lots of places to walk, open space, not built up, not touristy
Just to walk
Just wanted a nice recreation area near to our camping site so were checking it out for future use
Just wanted to see the forest for ourselves and cycle in safety
Just wanting a playground for the children
Just we are local to the area
Just we have never been and we are only about an hour away, explore somewhere new
Last visit this week before our holiday to Wales
Like the open air and outdoors so wanted to try somewhere different, was recommended by my daughter
Live locally, safe cycling environment
Local beauty spot, its fun and enjoyable for the family
Locality, close to where I live
Locality, its right on my front garden couldn't be better for me
My daughter took me along
Neighbor suggested it, children needed fresh air and safe place to play
Nice day and its close to us, also relatively inexpensive and good for the kids to roam around
Nice for the children
Nice place to come to, general area, only one hour away, totally different
Nice weather, so we could get the children out for the holiday
On my way home, recently moved here
On route from friends on return journey home
Play in park
Proximity to home
Proximity to home for a bank holiday and somewhere different
Recommendation by family member, also wanted to get some fresh air and exercise and good for the child
Run energy off children
Safe for children
Short distance
The children like the swings and we can bring the dog

The fact that it is such an amazing place, freedom and fresh air, its natural and well kept
The freedom of choice, you can come without booking, no pressure
The weather dry
The weather, its a bit cooler, so better for walking, to check the pools to see if I will be
able to fish but its not open to book today
The weather, nice day, take dogs out
The weather was good, its on the doorstep and we felt like a walk in the forest
The weather, we didn't expect it to be this nice and my son Don said why don't we go to
that place we passed, this is better than the other site we have used
Time off work and its not as busy as the weekends
To bring children to be out in the country
To buy a sandwich and use the toilets, just passing through
To do walking
To give toddler exercise, playground too wet
To have somewhere close where my daughter can ride her bike with stabilisers
To walk dog
To walk the dog, get away from people, to give the dog a treat 'cos its been in kennels
while we have been on holiday
Wanted to as the walking nearer to us
Wanting to get fit and healthy
We belong to a group, going to new places for ride cycles
We come all the time but today they were asking people to do 90 miles walking this year
so I am here to walk for that
We come here a lot, its beautiful here, there aren't many places like this
We come over regardless of weather
We come regularly, its good for the kids and dog, we live locally, its safe, free and a
good day out no matter what the weather, we just love it
We come when it is cooler and not many people on the trail
We know its a really good mountain bike track, quite a challenge, the best close to where
we live
We like coming here, we had been doing jobs and decided to have a break
We only live down the road so its like our own place and we liked it undeveloped though
its selfish to think like that
We spend a lot of time in the forest
We usually go to marquis drive but we couldn't park, so up here there was room and a
big playground
Weather
Weather
Weather
Weather
Weather
Weather
Weather
Weather
Weather if its a nice day
Weather, the sun came out, explore the area without having to pay, we are camping here
Weather was good, natural surroundings plus bike riding opportunities
Weather]
Went to visitor centre in other part of forest and told about this, easy to park, flat walks
and clean toilets, all make a difference
Wheelchair paths, accessible toilets
When I knew it was going to be a nice day, the scenery is always good, we meet people
we know

Whim

Suggestions for improvements

A special designated area for motor bikes
 A speed sign on the car park would help, 5 mph
 Another cycle track maybe, only two listed
 Bins seem to have improved recently
 Cafe should be bigger.
 Certain areas where cyclists are not permitted to enter
 Children's play entertainment for children could be improved, more detailed maps
 People using the technical follow the dog to put a quid in to say thanks near the cycle hire or at the end
 as you finish, move the clinical trails, none go north westish towards the quarry, then follow the dog
 wouldn't get hurt
 Could be a better partnership between the railway and the forest to encourage more cyclists to visit the
 forest, would cut down on car use and pollution
 Cyclists segregated from the walkers, need first aid person, while we never see range
 Designated dog walks only
 Disabled car parking, when you go to the play area there aren't enough benches to sit and watch them
 Earlier opening times for food.
 Extend the bike tracks if possible
 Extensions to the cycling trails, longer trails and more variety
 Few more cycling routes and more challenging routes
 Free parking
 Great as it is
 Happy as it is
 I come every day, they do an excellent job here
 I wouldn't like to see it really busy, I went to Tissington yesterday and it was like driving on the Malice
 Holt, this is quiet and peaceful
 Improved fitness trail, also chin up bars and dip bars, press up areas
 Its fine as it is
 Its good as it is
 Just cleaning up of dog dirt
 Just the cafe could be modernised
 Later opening at xmas for tree choosing after 6pm
 More better to me
 More bike tracks
 More bike trail variety of ability
 More bins
 More bins
 More bins at play area
 More bins for dogs, also code of behavior for cyclists when riding past people
 More car spaces
 More cycle and walk tracks
 More cycle tracks and dog bins anywhere, not seen any
 More cyclist tracks
 More cycling trails
 More delicious food
 More dog bins on the paths
 More litter and dog bins, maybe the shop should be open later
 More marked trails and better maps

More purpose built mountain bike trails
 More seating in general around the area
 More secure car park
 More signs about litter and taking care of the forest
 More variety of advanced trails, if downhill tracks a chair lift would be nice
 Nicer more educated people, its just a very few spoil it for the rest I don't know what the forestry people can do
 Picnic benches round the play park maybe outside because the children want to be there
 Play equipment for older children
 Red lane sign posting needs improving
 Reduce the speed of traffic from 40 to 10 on the road
 Shower in the toilets, pay one
 Sometimes there are barriers down, I like to be told why, just curious
 The cafe is very small, when the forest is busy you can't get in
 The shops could open later
 There could be more dirt tracks for bikes
 There is not anything round here, its nice, we come at Christmas for the trees
 To continue to maintain paths and car park, to maintain and add to the playground, a larger area for football near the wigwam
 Which areas are used for queuing, need to know what areas will be used in the future, how use of the areas will be off limits
 Why can't mountain bikes have bells to warn you
 Wider range of harder mountain bike trails
 Would not like to see it get too commercialised, the balance is right as it is because its very natural

What do you like most about the forest?

Availability and accessibility.
 Beauty, wildlife
 Bike track, wildlife lovely place
 Clean safe and nice surroundings, locality is convenient
 Clean, peaceful
 Close by, nice to get out in open and enjoy what is on our doorstep
 Close to home
 Close to home and heard how beautiful it is
 I like the countryside, being from a very built up area
 Cycle runs
 Cycle trails, being out away from urban areas in the countryside, good facilities and bike shop
 Easy access
 Easy to get to, just a nice place to be and friendly
 Everything just how it is
 Facilities, its because there is something for everyone than other sites like this, for the dog and our son, and there is no glass which is dangerous for the dog like our park
 Fantastic outdoor facility on the doorstep smell the pines able to get away from other people
 Flexibility, variety of things to do
 Free, open, easy to get to, the tracks are well laid out, easy for all the family
 Freedom to do what you want to do and it being safe to involve your children, so they can get fit and get fresh air, learn to respect nature
 Freedom to roam about, free entry
 Getting away from everything, peace and quiet
 Getting out and being together as a family

I can get to it easy, the kids are safe and they get fresh air, you can get peace if you want it
I just love how soothing it is, and the peace of it, always something to see
It is a nice area quiet, it is local, some nice fishing pools and a couple of pubs
Its beauty, the freedom, the motoring
Its close and convenient for walking
Its close to us, nice peace and quiet
Its good to show kids forestry before they could disappear, scenery
Its just available, close to where we live
Its the place, the solitude, the scenery is lovely, everything is perfect here
Its tranquil, beauty, deer, squirrels
Its vastness
Its vastness, you are not tripping over people all the time
Just look around you, beautiful, we are so lucky to have it on our doorstep
Just the rural setting, peaceful atmosphere
Large area of trees to walk in
Local variety and trails
Location easy to get to
More purpose built mountain bike trails
Nice open space
Nothing
Off road bike trails, scenery just scenic
On the doorstep
Out in the open
Peace
Peace and quiet and away from crowds
Peace and quiet, things for children to do, scenery is lovely
Peace and quiet, tranquility, forest, trees
Peace and tranquility, being at one with nature
Peaceful
Peaceful, just nice to be able to walk in an area like this at any time of the year
Peaceful, mixture of activities, nearby
Pleasant and peaceful, scenery and forest area
Scenery
Scenery, able to roam and able to explore in safe boundaries, loads of things, is great
Scenery and bicycle routes
Scenery and tranquility
Scenery, mountain bike tracks, the wooded areas
Scenery, sculpture, friendly people
Scenery.
Scenery.
Scenery.
Scenic, enjoy exercise
Scenic views, peace and tranquility
Semi natural environment, local
Smell of the place, its just another world
Solitude and nice clean scenery
Solitude, its easily accessible to everybody
Somewhere you can come for a good ride within easy traveling distance of home
Stunning scenery, quiet
The animals, walks, trees, play area for children

The bike tracks have a good mixture of trails, easy and helpful
The convenience
The environment generally
The forest, its secluded, the scenery, to ride and accessibility, good trail maintenance, they do them up a mountain there as well
The fresh air and a nice place to relax
The freshness of air
The general facility, having a facility close to home of this scale, the scale of the countryside, a lot to explore
The greenery of trees
The open space, getting away from the city
The peace and quiet, facilities for the children
The peace and quiet, the birds, wildlife
The playground, walks, and nature, somewhere to have picnics
The scenery, some of the views over the other side of Broxton and the seasons and nature
The trail and location and the technical trails like star cops and follow the dog
The trails
The trails.
The trees, wildlife and birds
The trees, the forest, the play area
The walking trails and scenery
Trails. Peace & quiet.
Trees, scenery, pools
Trees wild life solitude, cafe
Trees wildlife and peace
Untouched
Varies, lakes, solitude
Variety and expense plus surround areas of the forest
Views especially on higher ground close to home
We always say there is a different walk every day its just wonderful you pay nothing for this
We love it, our kids were brought here now we bring out grandchildren, we love the wildlife scenery place and the freedom
Wildlife in general/opportunity to get fit, the beauty and scenery tranquility/fresh air excellent cycling and excellent walking
You are close to everywhere but it feels as if you are in the middle of nowhere even though you are never far from a road