

**Monitoring the quality of experience in community forests in North West England  
- Moston Vale and Colliers Wood**

Final report

February 2007



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experience in community  
forests in North West England  
- Moston Vale and Colliers  
Wood**

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## A. Background and introduction

### Background

This report contains the results of surveys undertaken by TNS Travel & Tourism in neighbourhoods within a mile of the Moston Vale and Colliers Community Woodland areas in North West England during November and December 2006. Maps of the locations of these areas and the survey catchment areas are appended.

The objectives of this study were to find out about the recreational activities undertaken by members of these communities, levels of recreational use and awareness of local open spaces, motivations for and barriers to using the community woodland sites for recreation and to identify improvements which could be made.

### Method

The survey involved 319 respondents being interviewed at home with the sample divided between the two locations as follows:

- Moston Vale – 163 interviews.
- Colliers Wood – 156 interviews.

To assist in the design of the survey sample, a geodemographic analysis of these areas was undertaken using the ACORN classification<sup>1</sup>, thereby providing a detailed profile of the residents of these catchment areas. Section C in this report summarises the outcome of this analysis.

Using the results of the geodemographic analysis, interviewers were allocated specific locations to undertake interviews and sampling quotas were set on the basis of age, sex and working status. As such, the resulting survey sample can be considered to be representative of the population surrounding each of the sites. Only one person per household (adults aged over 16 years) could be interviewed.

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<sup>1</sup> ACORN (A Classification of Residential Neighbourhoods) categorises all UK postcodes into various types based upon the results of the 2001 Census and other information such as lifestyle surveys.

## Report

This report provides the results of the survey of residents undertaken in the Moston Vale and Colliers Wood Community Woodland areas in November and December 2006 and the detailed geodemographic analysis mentioned above.

The tables in this report show percentages for all respondents and amongst those resident in each of the two survey areas. Also shown for comparison are the responses of users and non-users of the following local outdoor recreation sites:

Moston Vale area	Colliers Wood area
Moston Vale Community Woodland	Colliers Wood, Higher Folds
Bogart Hole, Clough	Pennington Flash Country Park
Queen's Park	Haigh Hall Country Park
Heaton Park	Orrell Water Park
Lightbowne Country Park	Worthington Lakes
Crumpsall Park	Hope Carr Nature Reserve
Blackley Forest Nature Reserve	Three Sisters Recreation Area
Nutbank Common	Ashurst Beacon
Tweedle Common	
Bailey's Wood	

Throughout the report, users of any of the above sites are referred to as 'outdoor users' while those who have not visited any of the sites are referred to as 'non-users'. These definitions have been included as they provide a useful distinction between individuals who use local outdoor recreation resources (including those managed by the Forestry Commission) and those who do not visit these locations.

In addition to the above comparisons, other variations within the total sample have been described in the text – for example variations by age or sex. It is important to bear in mind when interpreting the results, that the sample sizes for some of the groups surveyed are low. Only statistically significant findings have been highlighted in the text. A copy of the questionnaire used has been appended.

## B. Main results

### Community profile

#### *Age, sex and lifecycle*

To gather detailed information on the people living in the vicinity of the woodlands, respondents were asked to provide some information about their sex, age and family situation.

As the table below illustrates, the split of males and females in the population across all of the user groups shown was fairly even, with no significant variations between the groups.

**Table B-1 – Age, sex and lifecycle (%)**

Base: All respondents (319)

	<b>Moston Vale Area</b>	<b>Colliers Wood Area</b>	<b>Outdoor users</b>	<b>Non-users</b>	<b>ALL RESPONDENTS</b>
<b>Sex</b>					
Male	48	51	46	58	49
Female	52	49	54	42	51
<b>Age</b>					
16 – 24	14	10	13	9	12
25 – 34	18	13	18	8	16
35 – 44	20	24	24	16	22
45 – 54	17	18	17	20	18
55 – 64	14	15	14	16	15
65+	17	19	14	29	18
<b>Lifecycle</b>					
Young Independents	10	10	9	13	10
Older Independents	20	16	16	22	18
Families	40	40	47	20	40
Empty Nesters	30	34	27	45	32
<b>Base (Total respondents)</b>	<b>163</b>	<b>156</b>	<b>234</b>	<b>85</b>	<b>319</b>

In terms of age, two-fifths of all respondents were in the 35-54 age bracket (40%), while smaller proportions were in the 16-34 and 55+ age groups (28% and 32% respectively). There was no significant variation in the age profile of respondents in the Moston Vale and Colliers Wood areas. However, a higher proportion of outdoor users were in the 25-34 age category (18%) compared to non-outdoor users (8%), while 29% of the non-users were aged 65 or over.

Reflecting this variation, outdoor users were significantly more likely than other respondents to be in the Family lifestage (children in household) (47% and 20% respectively) but less likely to be in the Empty Nester lifecycle (over 45, children left home) (27% v 45%).

#### *Owning a dog*

Approximately a third of respondents in both the Moston Vale and Colliers Wood areas stated that they owned a dog (31% and 34% respectively). However, this proportion was higher amongst people aged between 16 and 34 (40%) than amongst those in the 55 and over age group (24%).

Correspondingly, respondents in the Family and Young Independent lifecycles were more likely than Empty Nesters to own a dog (37% and 44% v 24%).

#### *Access to a car or other vehicle*

Nine in ten respondents who were resident in the Colliers Wood area indicated that they had access to a car or other vehicle (90%), significantly higher than the proportion recorded in the Moston Vale area (55%).

A higher proportion of outdoor users had access to a vehicle than amongst those classified as non-users (76% v 62%), with respondents in the AB social classes more likely to have vehicle access than those in the DE socio-economic groups.

### Socio-economic group and employment

In terms of social economic group, as the table below illustrates, only 18% of residents of the Moston Vale catchment area were in the ABC1 social classes (higher, intermediate, supervisory and junior managerial, administrative or professional) compared to 55% of residents in the Colliers Wood catchment and 43% of the UK population. The Moston Vale profile differs greatly from that of the UK population as a whole with residents twice as likely to be in the DE groupings (64% compared to 32%).

**Table B-2 – Socio-economic group (%)**

Base: All respondents (319)

	Moston Vale Area	Colliers Wood Area	All respondents	UK Population
AB – ‘upper middle class’ – higher/ intermediate managerial, administrative or professional	2	20	11	17
C1 – ‘lower middle class’ – supervisory or clerical, junior managerial, administrative or professional	16	35	25	26
C2 – ‘skilled working class’ – skilled manual workers	18	20	19	25
DE – ‘working class’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed	64	26	45	32
Base (Total respondents)	<b>163</b>	<b>156</b>	<b>319</b>	<i>n/a</i>

Reflecting the above findings, 50% of respondents in the Colliers Wood area were in full-time employment, with 28% stating that they were retired and 7% unemployed as shown in Table B-3 (below). However, in the Moston Vale area, a somewhat higher proportion were unemployed (25%) while only 26% were in full-time employment.

**Table B-3 – Working status (%)**

Base: All respondents (319)

	Moston Vale area	Colliers Wood area	Outdoor users	Non-users	All respondents
Full time (30+ hrs per week)	26	50	39	34	38
Part time (<30 hrs per week)	9	9	10	7	9
Unemployed	25	7	17	15	16
Retired	24	28	21	40	26
Housewife/ husband	10	4	9	2	7
In full time education	3	3	3	1	3
Base (Total respondents)	<b>163</b>	<b>156</b>	<b>234</b>	<b>84</b>	<b>319</b>

### *Ethnicity*

All respondents were asked to state their ethnicity. As is shown in the table below, the majority of respondents in the Moston Vale area and all of those resident in the Colliers Wood area were white (88% and 100% respectively). 11% of respondents in the Moston Vale area described themselves as black (11%) while a small proportion (1%) were of Asian ethnic origin.

**Table B-4 – Ethnicity (%)**

Base: All respondents (319)

	<b>Moston Vale area</b>	<b>Colliers Wood area</b>	<b>Outdoor users</b>	<b>Non-users</b>	<b>All respondents</b>
<b>White</b>	<b>88</b>	<b>100</b>	<b>93</b>	<b>96</b>	<b>94</b>
English	80	97	87	94	89
Scottish	1	1	1	-	1
Welsh	1	-	*	-	*
Irish	3	-	2	1	2
Other British	2	1	2	-	1
Other white	2	-	*	1	*
<b>Asian</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>1</b>
Indian	-	-	-	-	-
Pakistani	1	-	*	-	*
Other Asian	1	-	*	-	*
<b>Black</b>	<b>11</b>	<b>-</b>	<b>6</b>	<b>4</b>	<b>6</b>
African	7	-	4	2	4
Other Black	4	-	2	2	2
<b>Base (Total respondents)</b>	<b>163</b>	<b>156</b>	<b>234</b>	<b>84</b>	<b>319</b>

\* Less than 0.5% - No responses

### *Disabilities*

15% of respondents within 1 mile of the Moston Vale site and 12% of those in the Colliers Wood catchment indicated that they had a disability or long term illness. Across the two sites, those aged 55 and over (22%), those in the Empty Nester lifecycle (23%) and DEs (20%) were the most likely to state that this was the case.

## **Participation in outdoor activities**

One of the aims of this survey was to find out more about the lifestyles of the residents living close to Moston Vale and Colliers Wood Community Woodlands. As such, all respondents were asked a series of questions about their participation in outdoor recreation and other indoor and outdoor leisure activities. The results of this question are illustrated in Table B-5 and described below.

### *Active outdoor pursuits*

72% of respondents in the Moston Vale area and 81% of those living in the Colliers Wood area had undertaken an active outdoor pursuit in the past twelve months. Across the two areas, respondents aged 16-34 and 35-54 were more likely than those aged 55 and over to have done so (84%, 80% and 66% respectively) while a higher proportion of dog owners stated that they had undertaken this type of activity than amongst those without a dog (89% and 71%).

The specific activity undertaken by the highest proportion of respondents was walking for less than 2 miles, undertaken by 52% of the total sample, with 53% of respondents in the Moston Vale and 51% in the Colliers Wood area undertaking this activity. As would be expected, respondents who had visited one or more of their local outdoor recreation sites (the 'outdoor users') were more likely than the non-users to have taken part in any of the active outdoor pursuits (83% and 60% respectively).

### *Passive outdoor pursuits*

56% of respondents in the Colliers Wood area and 50% of those resident in the Moston Vale area had undertaken a passive outdoor pursuit in the last twelve months. Across the two areas, respondents in the AB socio-economic grouping were more likely than those classified as C2s to have done so (85% and 69%) as were those with access to a car or other vehicle (58%).

32% of all respondents stated that they had visited a park or garden in the previous twelve months. This activity was more likely to be undertaken by respondents classified as ABs than amongst any of the other socio-economic groupings, particularly C2s (59% and 23% respectively). Picnics, barbeques and other outdoor socialising was more likely to be undertaken by 35-54 year olds than those over the age of 55 (28% and 15%). Correspondingly, Families were more likely than Empty Nesters and ABC1s were more likely than C2DEs to undertake this activity (27% v 16% and 37% v 16% respectively).

### *Leisure activities at home*

90% of Moston Vale residents and 92% of those local to Colliers Wood had undertaken any of the in-home leisure activities listed within the past twelve months. Respondents local to Colliers Wood more likely than those in the vicinity of Moston Vale to have participated in gardening (54% v 36%). Conversely, a higher proportion of residents of the Moston Vale area played computer games than amongst those living close to Colliers Wood (30% v 19%).

### *Sport*

Similar sized proportions of respondents living in the Moston Vale and Colliers Wood areas had undertaken sport in the previous twelve months (33% and 34% respectively). Young Independents were the lifecycle group most likely to have undertaken this type of activity (63%), with those in the C2 social class also more likely than the average to have participated (48%).

As with most of the activity types listed in Table B-5, respondents who had visited one or more of their local outdoor recreation sites were more likely than non-users to have undertaken some form of sporting activity (39% and 16% respectively).

### *Other leisure activities*

Respondents living within 1 mile of Colliers Wood were more likely to have visited historical buildings, a heritage site, church or cathedral, with 30% of respondents in this area having done so in the past 12 months compared to 18% amongst those in the Moston Vale area. Respondents living near Colliers Wood were also more likely to have visited a cultural attraction (28%) but a larger proportion of Moston Vale respondents had taken part in shopping for leisure (53%).

**Table B-5 – Leisure activities undertaken during last 12 months (%)**

Base: All respondents (319)

	<b>Moston Vale area</b>	<b>Colliers Wood area</b>	<b>Outdoor users</b>	<b>Non-users</b>	<b>All respondents</b>
<b>Active outdoor pursuits</b>	<b>72</b>	<b>81</b>	<b>83</b>	<b>60</b>	<b>77</b>
Walks of 2 miles or less	53	51	56	41	52
Dog walking	26	33	30	27	29
Walks >2 miles	20	28	29	11	24
Cycling/mountain biking	12	19	20	5	16
Running/jogging	11	12	14	6	12
Hill walking/rambling	5	19	15	4	12
Fishing	8	7	9	4	8
<b>Passive outdoor pursuits</b>	<b>50</b>	<b>56</b>	<b>60</b>	<b>34</b>	<b>53</b>
Visits to parks/gardens	30	33	37	16	32
Picnics/barbeques/outdoor socialising	23	24	26	15	23
Sightseeing/touring (by car)	13	30	24	15	22
Visiting outdoors with children	23	20	27	7	22
Sunbathing	7	13	10	11	10
Photography	10	10	11	8	10
Bird watching/nature studies	4	13	11	2	8
<b>Leisure activities at home</b>	<b>90</b>	<b>92</b>	<b>92</b>	<b>88</b>	<b>91</b>
Reading local papers	64	60	61	66	62
Watching nature programmes	55	58	59	49	56
Watching sport on television	52	58	49	57	55
Gardening	36	54	47	39	45
Watching gardening programmes	33	40	37	35	37
Playing computer games	30	19	27	16	24
<b>Sport</b>	<b>33</b>	<b>34</b>	<b>39</b>	<b>16</b>	<b>33</b>
Indoor sports	22	22	25	14	22
Outdoor sports	19	21	25	7	20
<b>Other leisure activities</b>	<b>71</b>	<b>74</b>	<b>75</b>	<b>65</b>	<b>72</b>
Shopping	53	46	54	38	50
Concert/theatre/cinema etc	33	42	43	21	37
Visit pubs/enjoy nightlife	31	37	35	29	34
Visits to historical buildings/heritage/churches/cathedrals	18	30	27	14	24
Visits to cultural attractions	16	28	26	12	22
<i>Base (Total respondents)</i>	<b>163</b>	<b>156</b>	<b>234</b>	<b>85</b>	<b>319</b>

### Location of outdoor activities

Respondents who had stated they had taken part in either active or passive outdoor leisure activities during the previous year were also asked to state the places where they had undertaken these activities.

**Table B-6 – Places undertaken leisure activities during last 12 months (%)**

Base: All respondents undertaking outdoor activities (269)

	Moston Vale area	Colliers Wood area	All respondents
The countryside	31	68	50
Town/city	48	35	42
In a wood or forest	32	35	33
The seaside	25	36	30
At home	30	29	29
By a stretch of inland water	26	27	26
<b>Base (Total respondents)</b>	<b>130</b>	<b>139</b>	<b>269</b>

Multiple responses could be provided so percentages total over 100%.

Overall, half of respondents interviewed across the two sites had undertaken an active or passive outdoor pursuit in the countryside in the previous twelve months (50%), with residents of the Colliers Wood area significantly more likely than those in the Moston Vale area to select this type of location (68% v 31%). Respondents in the AB socio-economic grouping were particularly likely to have undertaken an activity in this type of location (82%), although the small sample size for this group means these results should be treated with caution. Correspondingly, respondents with access to a vehicle were also more likely than those without vehicle access to have mentioned this location (58% and 27% respectively).

Respondents living within 1 mile of Moston Vale Community Woodland were more likely than those in the Colliers Wood area to have undertaken an outdoor activity in a town or city location (48% v 35%).

Approximately a third of all respondents undertook an outdoor activity at a wood or forest in the twelve months prior to being interviewed (33%) with a similar proportion providing this response in both areas.

Smaller proportions undertook outdoor pursuits at the seaside (30%), at home (29%) or by a stretch of inland water (26%). Respondents living in the Colliers Wood area were more

likely than those local to Moston Vale to have undertaken an activity at the seaside within the last twelve months (36% v 25%).

### Awareness and use of community woodland

At the beginning of the interview, respondents in each area were shown a list of outdoor recreation sites within their local area, including the community woodland sites, and asked which of these they were aware of and which they have visited in the last 12 months. The tables below illustrate the proportions of local residents who were aware of each of the sites and the proportions who had visited each.

#### Moston Vale

**Table B-7 – Awareness and usage of local sites – Moston Vale (%)**

Base: All respondents in Moston Vale catchment (163)

	Aware of	Visited
Heaton Park	93	56
Queen's Park	83	38
Boggart Hole, Clough	74	36
Crumpsall Park	50	13
<b>Moston Vale Community Woodland</b>	<b>34</b>	<b>11</b>
Lightbowne Country Park	33	9
Blackley Forest Nature Reserve	23	7
Bailey's Wood	7	2
Nutbank Common	6	1
Tweedle Common	7	1
<b>None of these sites</b>	<b>1</b>	<b>26</b>
<i>Base (Total respondents)</i>	<b>163</b>	<b>163</b>

The vast majority of respondents in the Moston Vale area were aware of one or more of the sites listed in the above table (99%) and almost three quarters (74%) had visited one or more of them in the previous twelve months. The highest proportions of residents of the Moston Vale area were aware of Heaton Park (93%), Queen's Park (83%), Boggart Hole (74%) and Crumpsall Park (50%). Awareness of Moston Vale Community Woodland was lower with 34% of respondents in the area indicating that they were aware of it.

In terms of visits to the same list of sites, smaller proportions had been to any of the locations in the past year. The most visited sites were Heaton Park (56%), Queen's Park (38%), Boggart Hole (36%) and Crumpsall Park (13%). Approximately one in ten respondents had visited Moston Vale Community Woodland (11%).

### Colliers Wood

**Table B-8 – Awareness and usage of local sites – Colliers Wood (%)**

Base: All respondents in Colliers Wood catchment (156)

	Aware of	Visited
Pennington Flash Country Park	97	61
Haigh Hall Country Park	89	40
Three Sisters Recreation Area	83	15
<b>Colliers Wood</b>	<b>36</b>	<b>12</b>
Orrell Water Park	31	3
Hope Carr Nature Reserve	30	3
Worthington Lakes	20	5
Ashurst Beacon	14	1
<b>None of these sites</b>	<b>2</b>	<b>28</b>
<i>Base (Total respondents)</i>	<b>156</b>	<b>156</b>

Overall, 98% of respondents in the Colliers Wood area were aware of at least one of the sites listed and 72% had visited one or more during the previous year. Awareness was highest for Pennington Flash Country Park (89%), Haigh Hall Country Park (89%) and the Three Sisters Recreation Area (83%). Slightly over a third were aware of Colliers Wood (36%).

As was the case in the Moston Vale area, smaller proportions had been to any of the locations in the past year. The most visited sites were Pennington Flash Country Park (61%), Haigh Hall Country Park (40%) and the Three Sisters Recreation Area (15%), while 12% had been to Colliers Wood within the last twelve months.

#### *Other places visited*

In both the Moston Vale and Colliers Wood areas, those respondents who had taken part in outdoor activities during the previous year were asked to specify the names of the local places they had visited most often to take part in these activities. This question was asked without any prompting (i.e. no list of places was provided for respondents to choose from).

The most frequently provided answers in each area were as follows:

- *Moston Vale* – Heaton Park (37%), Boggart Hole (22%), Queen's Park (19%) and Moston Vale (7%). 12% of respondents just stated 'the local area'.
- *Colliers Wood* – Pennington Flash (34%), Haigh Hall (10%), Rivington Pike (9%) and Lilford Park (8%). 14% of respondents stated 'the local area'.

## Reasons for *not* visiting

### *Forests and woodland generally*

To measure the potential barriers which prevent people from visiting forests and woodlands, all respondents were asked if there was anything which prevented them from visiting forests and woodlands at all or as much as they would have liked to during the last 12 months.

**Table B-9 – Reasons for not visiting forests and woodland generally (at all or as much as would like to)**

Base: All respondents (319)

	<b>Moston Vale Area</b>	<b>Colliers Wood Area</b>	<b>Outdoor users</b>	<b>Non-users</b>	<b>All respondents</b>
Too busy working/ studying	20	17	17	22	18
Weather	8	16	13	9	12
Poor health/ unable to go	14	8	8	19	11
Does not feel safe	13	2	7	8	8
Not aware of places to visit	10	5	6	13	7
No transport	9	2	6	5	6
Disabled/ blind/ poor eyesight	4	1	3	2	3
Too old	3	3	2	7	3
Not interested	3	-	1	4	2
Illness in family	2	1	1	2	2
Difficult with young children/ baby	1	1	1	-	1
Work nights/ shift work	1	1	1	-	1
Just had a baby/ pregnant	-	2	*	2	1
Caring for housebound relative	1	1	2	-	1
No money/ cannot afford to	2	-	1	2	1
Too far away	2	-	1	-	1
Nothing, visit as often as I like	9	8	10	6	9
No particular reasons	16	31	24	22	23
<i>Base (Total respondents)</i>	<b>163</b>	<b>156</b>	<b>234</b>	<b>85</b>	<b>319</b>

As the table above illustrates, the most frequently provided reason for not visiting forests related to being too busy working or studying. This was given by 18% of the total sample, with higher proportions of those in the Young Independent lifecycle (38%) and C1s (29%) mentioning this barrier.

Barriers relating to health problems and disability of the respondent or a member of their household were mentioned by 17% of respondents overall. Poor health of the respondent

themselves was more likely to be mentioned by non-users than those who had visited a local recreation site (19% v 8%), while a higher proportion of those in the Moston Vale area mentioned a disability than amongst those in the Colliers Wood area (4% and 1% respectively).

The weather was mentioned by 12% of respondents across the two sites. This was more of a barrier for respondents in the Colliers Wood area than those living in the Moston Vale area (16% v 8%).

Notably, 9% of all respondents stated that there were no barriers and that they visited as often as they wanted to. 23% stated that there were no particular reasons, with a higher proportion of respondents in the Colliers Wood area giving this response than those in the Moston Vale area (31% v 16%).

### *Moston Vale and Colliers Wood Community Woodlands*

When asked, more specifically, for their reasons for not visiting either Moston Vale or Colliers Wood (whichever was closest to their home), reasons provided for not visiting at all or as often as liked were as illustrated below.

**Table B-10 – Reasons for not visiting Moston Vale or Colliers Wood (at all or as much as would like to)**  
Base: All respondents (319)

	<b>Moston Vale Area</b>	<b>Colliers Wood Area</b>
Not aware of places to visit	38	30
Too busy working/ studying	12	6
Poor health/ unable to go	10	2
Nothing, visit as often as I like	6	7
No transport	5	1
Weather	4	6
Does not feel safe	4	8
Disabled/ blind/ poor eyesight	4	1
Too old	2	1
Not interested	2	-
Too far away	2	-
Difficult with young children/ baby	1	1
Work nights/ shift work	1	1
Just had a baby/ pregnant	1	1
No money/ cannot afford to	1	-
Prefer going elsewhere	1	2
Illness in family	-	1
Recent bereavement	-	1
No particular reasons	20	26
<i>Base (Total respondents)</i>	<b>163</b>	<b>156</b>

Amongst respondents in the Moston Vale area, the most frequently mentioned reason for not visiting the site was that they were not aware of places to visit (38%). In total, 14% of respondents in the Moston Vale area mentioned a health related barrier, with one in ten mentioning general poor health, a higher proportion than amongst residents of the Colliers Wood area (10% v 2%). A further 12% of Moston Vale residents stated that they were too busy working or studying, a higher proportion than amongst those in the Colliers Wood area (6%). A fifth stated that there were no particular reasons for not visiting the site (20%), while 6% said that there was nothing and/or they had been going as often as they wanted to.

A lack of awareness of places to visit was also the most frequently mentioned barrier amongst those living within 1 mile of the Colliers Wood area, with three in ten respondents giving this as a reason for not visiting the site (30%). 8% of respondents in this area mentioned not feeling safe to visit, twice as many as in the Moston Vale area (4%). Approximately a quarter gave no particular reason for not visiting (26%), while 7% said that there was nothing and/or they had been going as often as they liked.

A fairly small proportion of respondents in each area (4% at Moston Vale and 8% at Colliers Wood) stated that they did not feel safe to visit the local sites. When asked why they thought the sites were unsafe the following reasons were provided by respondents in the Moston Vale area:

- Rough area/had a bad reputation (1 response);
- Too many gangs/youths hanging about (1 response);
- Too many drug addicts (1 response).

The following reasons were provided by respondents in the Colliers Wood area:

- Rough area/had a bad reputation (6 responses);
- Not a safe area (2 responses);
- Too many gangs/youths hanging about (1 response);
- Too many drug addicts (1 response).

## Encouraging visits

Respondents were shown a list of possibilities and asked which, if any, might encourage them to visit Moston Vale or Colliers Wood more often. Reflecting the low levels of awareness of both sites, approximately half of those surveyed in both of the areas stated that more information about the sites would be useful (52% Moston Vale and 49% at Colliers Wood).

**Table B-11 – Which of the following might encourage you to visit Moston Vale/Colliers Wood?**

Base: All respondents (319)

	Moston Vale Area	Colliers Wood Area	Outdoor users	Non-users	All respondents
More information about the sites	52	49	53	45	50
Improved security at the sites	19	15	18	15	17
More paths with waymarked routes	11	15	15	8	13
More ranger led/ guided walks around the sites	10	9	11	7	10
More things for children	2	-	1	-	1
More lights/better lighting	1	1	1	1	1
Knowing where it is	1	1	*	1	1
Nothing	28	25	21	44	27
Don't know	4	7	6	4	6
<i>Base (Total respondents)</i>	<b>163</b>	<b>156</b>	<b>234</b>	<b>85</b>	<b>319</b>

\* Less than 0.5% - no responses

There were some variations in the profile of respondents selecting each of the different options, as follows:

- *More information about the sites (50% overall)* – respondents aged 35-54 (61%) were more likely to select this as a potential motivator to visit. A higher proportion of those in the Older Independent lifecycle mentioned this than amongst those in the Empty Nester lifecycle (61% and 33% respectively).
- *Improved security at the sites (17% overall)* – this option was more likely to be selected by respondents in the DE socio-economic grouping than amongst ABs or C1s (24% v 15% and 11% respectively).
- *Nothing would encourage visits (27% overall)* – people more likely to reject all of the possibilities included those aged 55 or over (38%) and those who had not visited any local outdoor recreation sites in the last year (44%).

### *Providing information*

The 50% of respondents who indicated that more information would encourage them to visit were next asked how they thought the information should be provided, with a question asking them to select the methods which would be most effective.

As the table below illustrates, over half of all respondents mentioned leaflets (61%) and the local press (55%) while the other alternatives were less popular. Respondents in the Moston Vale area were more likely than respondents in the Colliers Wood area to mention provision of information by post (48% v 28%) and local radio (26% v 9%) as their preferred information sources, while outdoor users were more likely than non-users to prefer posters on local notice boards (22% and 13% respectively).

**Table B-12 – Which would be the best way to provide information about Moston Vale and Colliers woods?**

Base: All who stated more information might encourage them to visit (161)

	<b>Moston Vale Area</b>	<b>Colliers Wood Area</b>	<b>Outdoor users</b>	<b>Non-users</b>	<b>All respondents</b>
Leaflets	59	63	60	63	61
Local press	51	59	54	58	55
Post	48	28	41	32	39
Posters on local notice boards	22	17	22	13	20
Local radio	26	9	16	24	18
Web-site	9	12	10	13	11
E-mail	12	11	11	13	11
<i>Base (Total respondents)</i>	<b>163</b>	<b>156</b>	<b>234</b>	<b>85</b>	<b>319</b>

## Benefits of Community Woodlands

To gain more insight into the perceptions of community woodland areas such as Moston Vale and Colliers Wood, all respondents were asked what, in their opinion, are the main benefits of creating woodlands and community forests. Respondents were asked to select from the following list of possible benefits.

**Table B-13 – Benefits of the creation of woodlands and community forests (%)**

Base: All respondents (319)

	Moston Vale Area	Colliers Wood Area	Outdoor users	Non-users	All respondents
Good for wildlife	73	74	76	68	74
Creates a natural environment for future generations to enjoy	66	54	61	58	60
Creates places for other people to take part in outdoor recreation	62	51	59	51	57
Improves the landscape and look of the area	52	51	55	41	51
Improves the reputation of the area	52	38	49	35	45
Creates areas for my personal use	50	38	49	31	44
Somewhere for birdwatching and other nature studies	37	35	37	34	36
Attracts tourists to the area	23	29	27	22	26
None/ can't see any benefits	4	3	2	7	3
Don't know	1	3	1	5	2
<i>Base (Total respondents)</i>	<b>163</b>	<b>156</b>	<b>234</b>	<b>85</b>	<b>319</b>

The most frequently selected benefits were that woodland areas are good for wildlife (74%), that they create a natural environment for future generations to enjoy (60%), that they create places for other people to take part in outdoor recreation (57%) and that they improve the landscape and look of the area (51%). All of the other reasons were selected by less than half of respondents.

For a number of the benefits listed above, the proportions of respondents from the two areas choosing each benefit were fairly similar. However, those living in the Moston Vale area were more likely to mention that community woodlands create a natural environment for future generations to enjoy (66% v 54% at Colliers Wood), that they improve the reputation of the area (52% v 38%) and that they create areas for their own personal use (50% v 38%). Encouragingly, at both sites only a small proportion of respondents felt that there were no benefits at all (4% at Moston Vale, 3% at Colliers).

Across the two sites, Older Independents were the lifecycle group most likely to mention the creation of an area for future generations to enjoy, with those over the age of 55 also likely to select this benefit (70% and 65% respectively). Respondents who had visited a local outdoor recreation site within the previous year were more likely than those who had not to mention the creation of areas for their own personal use as a benefit (49% v 31%).

Comparing the responses obtained to this question to the responses obtained when the same question was asked in the Thames Chase (Greater London), South Yorkshire and Newlands Community Forest (Manchester) areas, respondents in North West England were less likely to agree with the benefits listed Table B-13, particularly 'improves the landscape and look of the area'. These sites had the lowest proportion of the sample who had visited of all the areas surveyed to date. Further comparisons with the results of these other surveys are appended.

### **Management of FC forests**

All respondents were asked to indicate who they thought managed their local community woodland (i.e. Moston Vale and Colliers Wood). Across the two locations as a whole, just over three-quarters of respondents (78%) stated that they did not know, 11% thought that the land was managed by the local council and 7% thought that it was managed by the Forestry Commission.

A higher proportion of respondents in the Moston Vale area stated that they did not know who managed the forest (85%) than amongst those interviewed in the Colliers Wood area (72%). Respondents in the Colliers Wood area were slightly more likely than those in the Moston Vale area to suggest that the Forestry Commission managed the land (10% and 4% respectively).

### Visits to Moston Vale and Colliers Community Woodland

11% of respondents in the Moston Vale area had visited the wood during the previous year (18 respondents) and 12% of those in the Colliers Wood area had visited this site (19 respondents). These respondents were asked questions about their most recent visit to the woods. These results should be treated with some caution due to the small sample sizes involved.

#### *Frequency of visits*

Local residents who had visited Moston Vale Community Woodland tended to do so fairly frequently with over half going there at least once a month and an average of 57 visits taken per visitor, per year. Visits taken to Colliers Wood Community Woodland were generally taken more frequently with around half of users of this site (48%) visiting once a week or more. The average number of visits taken per visitor, per year at this site was 116.

**Table B-14 – Frequency of visits to forest (%)**  
Base: Respondents who have been to Moston Vale/Colliers Wood (37)

	Visits to Moston Vale	Visits to Colliers Wood	Total
Every day	-	16	8
4 to 6 times per week	11	11	11
1 to 3 times a week	17	21	19
1 to 3 times a month	28	37	32
4 to 6 times a year	11	11	11
1 to 3 times a year	17	5	11
Less often	11	-	5
Average visits per year:	<b>57</b>	<b>116</b>	<b>88</b>
<i>Base (Total respondents)</i>	<b>18</b>	<b>19</b>	<b>37</b>

- No responses

In comparison to other sites included in this programme of research, users of Colliers Wood visited more often than those who visited sites in the other areas surveyed, with an average of 46 visits made to the Thames Chase Community Forest sites in Greater London, an average of 80 visits to the South Yorkshire Community Forests sites and an average of 76 visits per year to the surveyed sites in South Wales. Conversely, with an average of 57 visits per year, visitors to Moston Vale tended to visit less frequently.

## Activities undertaken

In terms of the activities undertaken during their most recent visits to either Moston Vale or Colliers Wood Community Woodland, as the table below illustrates, the most frequently undertaken activities overall were short walks of under 2 miles (70%) and dog walking (49%).

There appear to be some variations in the activities undertaken at each site. A higher proportion of respondents undertook walks of more than 2 miles in length at Moston Vale while greater participation in walks of less than 2 miles, dog walking, running, horse riding, shooting, birdwatching or other nature studies was recorded at Colliers Wood. However these results should be treated with some caution due to the small sample sizes involved.

**Table B-15 – Activities undertaken on most recent visit (%)**  
Base: Respondents who have been to Moston Vale/Colliers Wood (37)

	Visits to Moston Vale	Visits to Colliers Wood	All respondents
<b>Active outdoor pursuits</b>	<b>89</b>	<b>95</b>	<b>92</b>
Walks of under 2 miles	67	74	70
Dog walking	39	58	49
Walks of over 2 miles	44	26	35
Cycling or MTB	22	21	22
Running or jogging	6	16	11
Horse riding	-	5	3
Shooting	-	5	3
<b>Passive outdoor pursuits</b>	<b>22</b>	<b>26</b>	<b>24</b>
Birdwatching or other nature studies	11	26	19
Photography	11	5	8
Sunbathing	6	5	5
Picnics, BBQ, etc.	-	5	3
<i>Base (Total respondents)</i>	<b>18</b>	<b>19</b>	<b>37</b>

- No responses

Comparing the activities undertaken at the FC locations in North West England with those undertaken at other locations included in this programme of research (Thames Chase Community Forest in Greater London, South Yorkshire Community Forest and forests in South Wales), visitors to the two locations in the North West of England were more likely to take walks of less than 2 miles in length and to have taken part in birdwatching.

### *Activities undertaken by children*

At both Moston Vale and Colliers Wood, four in ten respondents had children under the age of 16 in the household (40% each). These respondents were asked to indicate whether their children had undertaken any activities in their local community woodland during the previous year.

Overall, approximately four-fifths of respondents stated that their children had not visited their local woodland at all during the last twelve months (84%). Amongst those whose children had visited the sites, the largest proportions visited while accompanied by an adult.

**Table B-16 – Activities by children in during last 12 months (%)**

Base: Respondents with children aged under 16 in household – Moston Vale (65)/Colliers Wood (63)

	<b>Visits to Moston Vale</b>	<b>Visits to Colliers Wood</b>	<b>All respondents</b>
Playing in woodland accompanied by an adult	9	10	9
Playing in woodland accompanied by older children	3	5	4
Playing in woodland unaccompanied by adults and older children	3	-	2
A school visit to the wood	3	5	4
Not visited	83	86	84
<i>Base (Total respondents)</i>	<b>65</b>	<b>63</b>	<b>128</b>

Respondents whose children had not visited the local woodland were asked to explain why this was the case. The most frequently provided reasons and number of respondents were as follows:

- Not heard of/ don't know where it is (31 respondents at Moston Vale; 27 at Colliers Wood)
- Too far from home (6 at Moston Vale; 5 at Colliers Wood)
- Not safe (5 at Moston Vale; 3 at Colliers Wood)
- Children too young (3 at Moston Vale; 5 at Colliers Wood)
- Traffic on roads too busy to get there (2 at Moston Vale; 2 at Colliers Wood)
- Not interested (1 respondent at Moston Vale; 7 at Colliers Wood)
- Too busy to take them (4 at Moston Vale; 1 at Colliers Wood)

## Length of visits

As the table below illustrates, on average, visits to Moston Vale were longer in duration than those to Colliers Wood, with an average length of visit at Moston Vale of 1 hour and 25 minute compared to an average of 1 hour and 1 minute at Colliers Wood.

Again, caution should be taken when interpreting these results due to the small sample sizes involved.

**Table B-17 – Length of visit (%)**

Base: Respondents who have been to Moston Vale/Colliers Wood before (37)

	Visits to Moston Vale	Visits to Colliers Wood	All respondents
Up to 15 minutes	-	11	5
15 – 30 minutes	11	5	8
30 minutes – 1 hour	44	42	43
1 hour – 2 hours	22	37	30
2 hours – 3 hours	-	5	3
3 hours – 5 hours	6	-	3
More than 5 hours	6	-	3
<i>Average</i>	<i>1 hr 25 mins</i>	<i>1 hr 1 min</i>	<i>1 hr 12 mins</i>
<i>Base (Total respondents)</i>	<i>18</i>	<i>19</i>	<i>37</i>

- No responses

Comparing the duration of visits to these forests with other locations included in this programme of research (Thames Chase Community Forest in Greater London, South Yorkshire Community Forest and Community Forests in South Wales), visits to Community Forests in the North West of England were higher than the overall average (1hr 6 mins) but shorter than those to forests in South Wales (average 1 hr and 24 mins).

### **Importance of different aspects of visit**

To identify the drivers of quality, it was useful to ask those respondents who had visited Moston Vale and Colliers Wood Community Woods to rate how important different aspects were in their decision to visit the sites. Users 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 rankings. Any aspect above this level can be considered as being most important to the site across all users while the other aspects may be of less importance overall or only important to certain groups of users. Two columns of figures are shown. The first is the levels of importance of each aspect in decisions to visit the local FCW forests amongst people who have been to these sites. The second column illustrates levels of importance amongst the users of other woods and forests i.e. those who haven't visited FC sites.

#### *Moston Vale*

Table B-18 shows the importance of these elements amongst visitors to Moston Vale, with a second column showing the importance of these aspects in visits to other woodlands amongst residents of this area who have not visited this site but have visited a wood or forest during the last twelve months.

**Table B-18 – Importance of different aspects in decisions to visit woodland (mean score)**

Base: All respondents who have been to Moston Vale before (18); all who visited woods other than Moston Vale (31)

	<b>Importance in decision to visit Moston Vale</b>	<b>Importance in decision to visit other woods</b>
<i>Convenient/close to where I live</i>	4.17	3.94
<i>Feeling safe in the wood</i>	4.12	4.32
<i>Solitude, peace and quiet</i>	4.11	3.77
<i>Being able to get fit and healthy</i>	3.94	3.87
<i>Being able to enjoy the wildlife</i>	3.83	4.07
<i>Being able to enjoy scenery and views</i>	3.83	4.00
<i>Value for money of your whole trip or day out</i>	3.83	4.03
<i>Provision of all-ability trails for prams, pushchairs, wheelchairs etc.</i>	3.72	3.74
<i>Being able to spend time with family and friends</i>	3.67	4.07
<i>Clear signposting on footpaths</i>	3.56	3.71
<b>OVERALL AVERAGE</b>	<b>3.49</b>	<b>3.64</b>
Choice of paths for walking	3.39	3.52
Information about the site's history and conservation	3.00	3.16
Choice of trails for cycling	3.00	2.84
Picnic tables/seats	3.00	3.58
Choice of trails for other activities	2.88	2.68
Availability of staff at the site	2.78	3.07
Leaflets and maps to help you find your way around	2.50	3.10
Enough car parking	N/A	3.61
Feeling happy to leave your car in the car park	N/A	4.10

N/A = not available at this site

The most important aspects when deciding to visit Moston Vale Community Woodland were it being 'convenient/close to where I live', 'feeling safe in the wood, 'solitude peace and quiet' and 'being able to get fit and healthy'. Less important aspects overall included 'the choice of trails for activities other than walking', the 'availability of staff at the site' and 'leaflets and maps to help you find your way around'.

Comparing the factors most important to visitors to Moston Vale with the factors important to people who never visit this wood but go to other woods and forests suggests that non-users of Moston Vale were more likely to rate feeling safe in the wood, enjoying wildlife and spending time with family and friends as important but rated the convenience, solitude and fitness benefits as less important. Car parking was important to those who had visited sites other than Moston Vale. This facility is not available at Moston Vale itself and therefore, has not been rated by visitors to this site.

## Colliers Wood

**Table B-19 – Importance of different aspects in decisions to visit other woods (mean score)**

Base: All respondents who have visited Colliers Wood before (19); all who have visited woods other than Colliers (40)

	Importance in decisions to visit Colliers Wood	Importance in decisions to visit other woods
<i>Convenient/close to where I live</i>	3.84	3.50
<i>Feeling safe in the wood</i>	3.79	4.18
<i>Being able to enjoy scenery and views</i>	3.68	4.13
<i>Being able to enjoy the wildlife</i>	3.63	3.95
<i>Being able to get fit and healthy</i>	3.53	3.90
<i>Solitude, peace and quiet</i>	3.47	3.45
<i>Clear signposting on footpaths</i>	3.37	3.75
<i>Being able to spend time with family and friends</i>	3.32	4.03
<i>Choice of paths for walking</i>	3.26	3.60
<i>Value for money of your whole trip or day out</i>	3.26	3.70
<b>OVERALL AVERAGE</b>	<b>3.20</b>	<b>3.53</b>
Provision of all-ability trails for prams, pushchairs, wheelchairs etc.	3.16	3.15
Information about the site's history and conservation	2.90	3.25
Choice of trails for cycling	2.90	2.75
Picnic tables/seats	2.84	3.05
Leaflets and maps to help you find your way around	2.79	3.28
Availability of staff at the site	2.42	2.93
Choice of trails for other activities	2.22	2.43
Enough car parking	N/A	3.73
Feeling happy to leave your car in the car park	N/A	4.25

N/A = not available at this site

The most important aspects in decisions to visit Colliers Wood were it being 'convenient/close to where I live', 'feeling safe in the wood', 'being able to enjoy the scenery and views' and 'being able to enjoy the wildlife. Less important aspects overall included 'leaflets and maps to help you find your way around', 'the availability of staff at the site' and the 'choice of trails for other activities'.

Comparing the factors most important to visitors to Colliers Wood with the factors important to people who never visit this site but have been to other woods and forests suggests that non-users were more likely to rate feeling safe in the wood, being able to enjoy the scenery and views and being able to spend time with family and friends as important but rated convenience from home as less important.

People who had visited Moston Vale or Colliers Wood in the last year were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The most frequently provided responses at Colliers Wood were to walk the dog (37%) and the scenery (11%). Respondents who had visited Moston Vale were likely to state that nothing else had influenced their decision to visit (33%).

## Favourite aspects of woods

When the visitors were asked what they liked most about Moston Vale, the most frequently provided responses related to 'close to home/convenience' (28%), 'peace and tranquillity'

(17%), 'lovely scenery/views', 'open spaces', 'the wildlife', 'getting out in the fresh air', 'the layout/landscape' and 'the woodland area' (11% each). It is important to bear in mind the small sample size for this question.

Some of the specific answers provided for this site included the following:

*"Wide open - brought the countryside to us."*

*"The way it's landscaped and it's local."*

*"Complete change from what it was 30 years ago."*

When the visitors were asked what they liked most about Colliers Wood, the most frequently provided responses related to 'close to home/convenience' (26%), 'peace and tranquillity' (21%) and that it is 'good for walking the dog' (16%). It is important to bear in mind the small sample size for this question.

Some of the specific answers provided for this site included the following:

*"The woodland. Seeing the birds and some wildlife."*

*"It's a decent walk and it's close by."*

*"Peace and quiet so we can think."*

### Satisfaction with different aspects of visit

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

**Table B-20 – Satisfaction with different aspects at forest (mean score)**

Base: All respondents who have been to Moston Vale (18)

	<b>Satisfaction score Moston Vale</b>
Value for money of your whole trip or day out	4.06
Convenience/close to where I live	4.00
Being able to enjoy scenery and views	3.69
Being able to spend time with family and friends	3.69
Solitude, peace and quiet	3.65
Being able to enjoy the wildlife	3.53
Being able to get fit and healthy	3.38
Feeling safe in the wood	3.24
Choice of trails for cycling	3.18
<b>OVERALL AVERAGE</b>	<b>3.09</b>
Clear signposting on footpaths	3.07
Choice of paths for walking	3.06
Provision of all-ability trails for prams, pushchairs, wheelchairs etc.	3.00
Choice of trails for other activities (e.g. horse riding)	2.70
Information about the site's history and conservation	2.23
Leaflets and maps to help you find your way around	2.20
Picnic tables/seats	2.09
Availability of staff at the site (e.g. rangers)	1.70
<i>Base</i>	<i>18</i>

Those who had visited Moston Vale were most satisfied with the value for money, the convenience of the site's location, being able to enjoy the scenery and views and being able to spend time with family and friends. Elements ranked lowest on average included the availability of staff on-site, picnic tables and seats, leaflets and maps and information about the site's history and conservation.

**Table B-21 – Satisfaction with different aspects at forest (mean score)**

Base: All respondents who have been to Colliers Wood (19)

	<b>Satisfaction score Colliers Wood</b>
Convenience/close to where I live	3.84
Being able to enjoy scenery and views	3.56
Value for money of your whole trip or day out	3.47
Solitude, peace and quiet	3.42
Being able to get fit and healthy	3.37
Being able to enjoy the wildlife	3.28
Being able to spend time with family and friends	3.17
Choice of paths for walking	3.00
Feeling safe in the wood	2.95
<b>OVERALL AVERAGE</b>	<b>2.92</b>
Clear signposting on footpaths	2.88
Provision of all-ability trails for prams, pushchairs, wheelchairs etc.	2.81
Choice of trails for cycling	2.71
Picnic tables/seats	2.63
Choice of trails for other activities (e.g. horse riding)	2.57
Information about the site's history and conservation	2.21
Availability of staff at the site (e.g. rangers)	2.11
Leaflets and maps to help you find your way around	1.75
<i>Base</i>	<i>19</i>

Those who had visited Colliers Wood were most satisfied with the convenience of the site's location, being able to enjoy the scenery and views, the value for money and being able to get fit and healthy. Elements ranked lowest on average included leaflets and maps and information about the site, the availability of staff on-site and information about the site's history and conservation.

When comparing these scores it is important to bear in mind the very small sample sizes and 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.

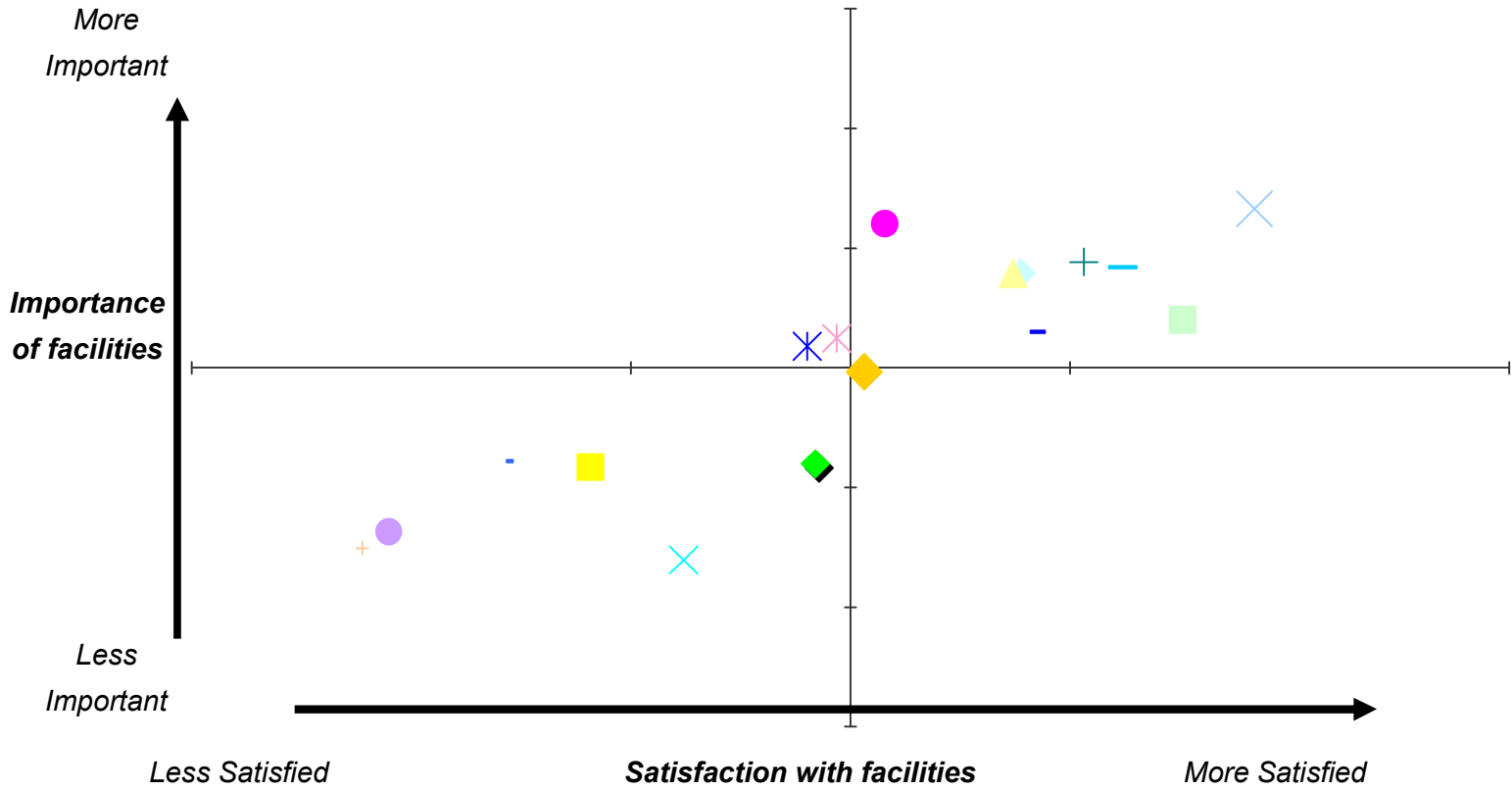
Comparing the scores obtained in this survey with those obtained in other locations included in this programme of research (Thames Chase Community Forest in Greater London, South Yorkshire Community Forest and South Community Forests), visitors to the three locations in the North West of England were more likely to provide higher ratings for the provision of all ability trails and picnic seats or tables but provided lower than average scores for trails for the availability of staff on-site, the choice of paths for walking, feeling safe in the forest and leaflets and maps.

*Reasons for dissatisfaction*

Respondents who rated any of the aspects listed in Table B-20 and 21 as either 'fair' or 'poor' were asked to state why they were not totally satisfied. Some of the key responses provided are detailed below with the number of respondents giving each reason in brackets.

- *Leaflets and maps* – none available (10), know area/don't need one (2), not enough (1).
- *Choice of paths for walking* – not well maintained (1).
- *Choice of trails for cycling* – should be specific routes for cyclists/walkers etc. (1).
- *Choice of trails for other activities* – none/not seen any (1).
- *Availability of staff on-site* – none/did not see any (10).
- *Information about site's history and conservation* – none available (8), know it all (3), not enough leaflets/information available (2).
- *Feeling safe in the wood* – just feel insecure/don't feel safe anymore (2), no lights (1), motorbikes too intimidating/too many (1).
- *Being able to enjoy wildlife* – nothing there (3).

**Analysis of importance of elements of visit v satisfaction with same elements**  
 Base: Respondents who have been to local FC sites (37)



- ◆ Choice of paths for walking
- × Choice of trails for other activities
- × Provision of all ability trails
- + Solitude, peace and quiet
- Being able to enjoy scenery and views
- Value for money of the whole trip
- × Convenience/ close to home
- Orientation leaflets and maps
- Information about the site
- ◆ Choice of trails for cycling
- Picnic tables/ seats
- Feeling safe in the wood
- Being able to spend time with family and friends
- ◆ Being able to enjoy wildlife
- ▲ Being able to get fit and healthy
- × Clear signposting on paths
- + Availability of staff

### Identification of issues

Tables B-18, 19, 20 and 21 illustrated a ranking of the overall levels of importance and levels of satisfaction users have with different aspects of the 'visitor experience' at the two sites. It is useful to combine these two measures to identify the elements which are most relevant to improving quality. Again, it is important to bear in mind, when comparing these scores, that the sample of respondents who had visited these sites was very small so not all variations are statistically significant. This ranking should therefore be treated as providing an indication of the importance of different aspects and what visitors are most and least satisfied with. Due to the small sample sizes at each site, these results are for visitors who have been to either of the two sites.

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. Each of the elements are plotted in the 4 quadrants as follows:

- Top right – *More Satisfied – More Important* – Convenience/ close to home, being able to enjoy scenery and views, solitude peace and quiet, being able to enjoy wildlife, being able to get fit and healthy, being able to spend time with family and friends, feeling safe in the wood. These are the site's key strengths which should be maintained.
- Bottom right – *More Satisfied – Less Important* – Visitors are generally satisfied with the choice of paths for walking although this element is rated as less important on average.
- Top left – *Less Satisfied - More Important* – The provision of clear signposting on paths and all ability trails were both rated as more important than average but received a lower than average satisfaction score. This suggests that these factors require further attention.
- Bottom left – *Less Satisfied – Less Important* – Choice of trails for cycling, choice of trails for other activities, picnic tables/ seats, orientation leaflets and maps, availability of staff and information about the site's history and conservation. 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 locations and visitors so their priorities will also differ.

## Other visitors

### *Moston Vale*

When asked about other users encountered during their recent visits to Moston Vale, most visitors stated that they had seen other walkers and children (78% each), while slightly more than half had seen cyclists (56%). Just over two-fifths of visitors had encountered horse riders and/or motorbikers or moto cross users (46% and 39% respectively). 11% encountered vehicles driving on the site.

Respondents who had encountered each of the different user groups were asked to indicate how this had impacted 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'. Again, it is important to take the very small sample sizes into account when interpreting these figures.

**Table B-22 – Other visitors encountered (%) and impact on enjoyment (row %)**

Base: All respondents who have been to Moston Vale before (18)

	<b>Total</b>	Increased enjoyment a lot <b>+2</b>	Increased enjoyment a little <b>+1</b>	Made no difference <b>0</b>	Decreased a little <b>-1</b>	Decreased a lot <b>-2</b>	<b>Score</b>
Walkers	78	14	21	57	7	-	0.4
Children	78	21	21	50	7	-	0.6
Cyclists	56	-	20	80	-	-	0.2
Horse riders	46	25	-	50	25	-	0.25
Motorbikers/moto cross	39	-	-	14	14	71	-1.2
Vehicle driving in wood	11	-	-	50	-	50	-1.0

- No responses

As the table illustrates, encounters with children, walkers, horse riders and cyclists were generally quite positive. However, the small number of visitors who encountered motorbikers or moto cross users and/or vehicles driving on the site were more negative about these experiences.

Motorbikes or motocross disrupted the enjoyment of 7 respondents (38% of all users of this site). The reasons for dissatisfaction given were the noise created, that they were unsafe,

that they scared other users and their dogs, rudeness and lack of consideration for other users.

### *Colliers Wood*

**Table B-23 – Other visitors encountered (%) and impact on enjoyment (row %)**

Base: All respondents who have been to Colliers Wood before (19)

	<b>Total</b>	Increased enjoyment a lot <b>+2</b>	Increased enjoyment a little <b>+1</b>	Made no difference <b>0</b>	Decreased a little <b>-1</b>	Decreased a lot <b>-2</b>	<b>Score</b>
Walkers	89	12	35	47	6	-	0.5
Cyclists	79	15	31	54	-	-	0.6
Children	68	7	27	60	7	-	0.3
Horse riders	68	-	31	62	8	-	0.2
Motorbikers/moto cross	53	10	-	10	40	40	-1.0
Vehicle driving in wood	11	-	-	-	50	50	-1.5

- No responses

As the table illustrates, while encounters with other walkers, children, cyclists and horse riders usually had no impacts or were positive, encounters with motorbikers and vehicles driving on the site were more likely to have a negative impact.

Motorbikes or motocross disrupted the enjoyment of 8 respondents. The reasons for dissatisfaction were similar to those given at Moston Vale and included the noise created, that they were unsafe and scared other users, dogs and wildlife, rudeness and lack of consideration for other users, their speed and making a mess. 2 respondents mentioned vehicles driving in the wood as having a negative impact. The reasons for their dissatisfaction were the speed of the cars and safety issues.

## Disturbances to visit

### *Moston Vale*

Respondents in the Moston Vale area were also presented with a list of potential negative disruptions and asked what impact, if any, each had on their visit. 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 noise from other users or motorised sports (39%), vandalised or missing signposts (34%), dogs and dog dirt (33%) and litter or fly tipping (28%). Of these, dogs and dog dirt had the greatest impact, decreasing enjoyment ‘a lot’ during recent visits for over a fifth of visitors (22%).

**Table B-24 – Impact of potential issues on enjoyment (row %)**

Base: All respondents who have been to Moston Vale before (18)

	Didn't reduce enjoyment <b>0</b>	Decreased a little <b>1</b>	Decreased a lot <b>2</b>	Don't know	<b>Score</b>
Forest operations such as felling	63	6	-	11	0.06
Muddy tracks	67	11	11	11	0.37
Dogs and dog dirt	56	11	22	11	0.62
Vandalised, missing or damaged signposts	56	28	6	11	0.44
Litter or fly tipping	61	11	17	11	0.50
Noise from other users or motorised sports	56	22	17	6	0.59

- No responses

Respondents were asked to indicate what else, if anything had decreased their enjoyment. Encouragingly, just under three-quarters of users could not think of anything or did not state any other issues (72%) and those that could did not specify what the issue was.

### Colliers Wood

Respondents in the Colliers Wood area were also presented with a list of potential negative disruptions and asked what impact, if any, each had on their visit. As Table B-22 (below) illustrates, the majority of respondents at this site indicated that the potential impacts 'didn't reduce their enjoyment'.

However, the disruptions most likely to have a more negative effect were the noise from other users or motorised sports (56%), litter or fly tipping (42%), muddy tracks and vandalised, missing or damaged signposts (37% each). Of these, the noise from other users or motorised sports had the greatest impact, decreasing enjoyment 'a lot' for approximately a quarter of visitors (26%).

**Table B-25 –Impact of potential issues on enjoyment (row %)**

Base: All respondents who have been to Colliers Wood before (19)

	Didn't reduce enjoyment <b>0</b>	Decreased a little <b>1</b>	Decreased a lot <b>2</b>	Don't know	<b>Score</b>
Forest operations such as felling	84	16	-	-	0.16
Muddy tracks	63	32	5	-	0.42
Dogs and dog dirt	68	16	16	-	0.47
Vandalised, missing or damaged signposts	63	26	11	-	0.47
Litter or fly tipping	58	26	16	-	0.58
Noise from other users or motorised sports	47	26	26	-	0.79

- No responses

Respondents were asked to indicate what else, if anything had decreased their enjoyment. Encouragingly, a high proportion of respondents could not think of anything or did not state any other issues (63%). However, the issues that were mentioned included unruly cyclists (3 respondents) and gangs/drunks/drug addicts hanging around (1 respondent).

## Improvements

Users of Moston Vale and Colliers Community Woods were also asked what, if anything, they would like to see changed or improved to make future visits more enjoyable. Those who had visited Moston Vale were more likely than users of Colliers Wood to state that there was nothing that needed to be improved (39% and 21% respectively).

Users of Moston Vale were most likely to suggest 'improved/provide lighting', 'more/better signs' and 'more/better seats/picnic tables' (11% each), while 26% of users at Colliers Wood would like to see motorbikes banned and 11% felt that paths and fences were in need of maintenance.

**Table B-26 – Suggested improvements (%)**

Base: All respondents who have been to Moston Vale (18)/ Colliers Wood (19) before

	<b>Moston Vale Users</b>	<b>Colliers Wood Users</b>
Separate track for motorbikes/horses	6	-
Encourage more wildlife	6	-
More staff/site security	-	5
More/improve children's play area	6	-
More information/maps	-	5
Ban motorbikes	6	26
Improve/provide lighting	11	-
More/better signs	11	5
Provide/improve dog bins	-	5
Stop fly tipping	-	5
Paths & fences need maintained	-	11
More/better toilet facilities	6	-
More/better seats/picnic tables	11	-
Sheltered changing/picnic area	-	5
Others	-	11
Nothing	39	21
<i>Base (Total respondents)</i>	<b>18</b>	<b>19</b>

Again, it is important to bear in mind the small sample sizes for this question.

## C. Postcode analysis

### Introduction

To ensure that the sample interviewed for the purposes of this survey was representative of local residents, an analysis of demographic characteristics was undertaken using CACI's consumer classification system ACORN.

ACORN is a geodemographic analysis system which matches postcodes to the results of the Census and other national sources, thereby providing a detailed demographic profile of residents in a predefined area. Using this profiling system all UK postcodes are categorised into one of the following 13 broad neighbourhood groups:

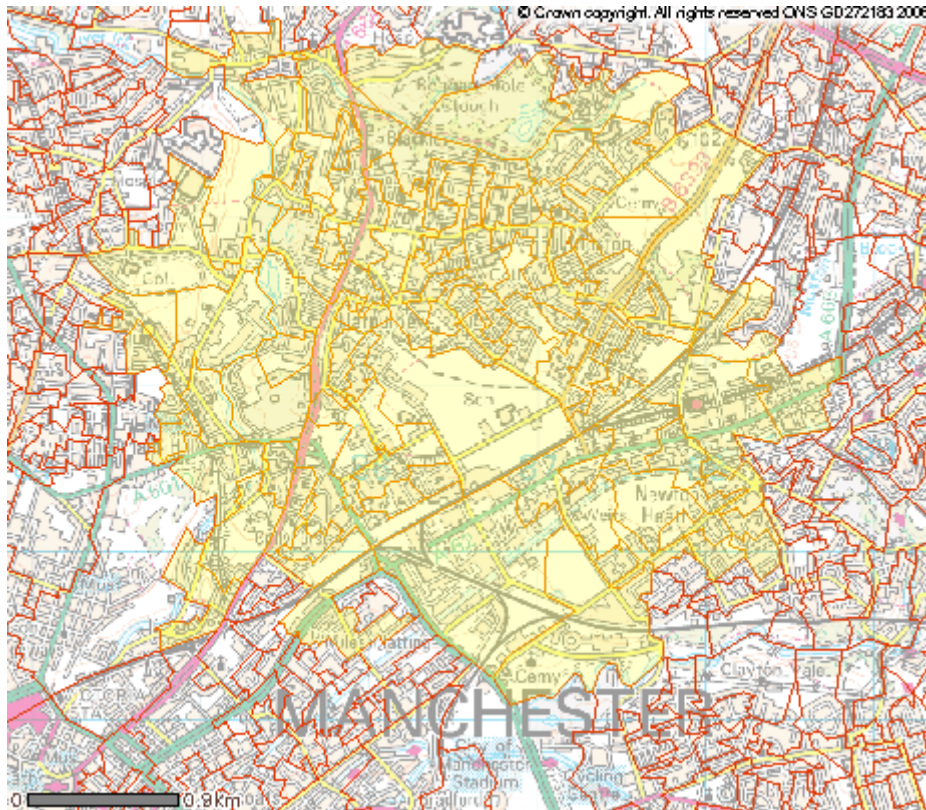
Group 1	Affluent Greys
Group 2	Aspiring singles
Group 3	Blue collar roots
Group 4	Burdened singles
Group 5	Flourishing families
Group 6	High-rise hardship
Group 7	Post-industrial families
Group 8	Prudent pensioners
Group 9	Secure families
Group 10	Settled suburbia
Group 11	Starting out
Group 12	Struggling families
Group 13	Wealthy executives

These 13 groups are then divided further into 56 specific classifications, which are listed in the appendix and described in detail in the ACORN user guide which is provided separately.

The focus of this study was households within a 1 mile catchment area from the edge of each of the two woods, Moston Vale Community Woodland and Colliers Community Woodland. The following sections provide the key results of the analyses of the population profile in each of these catchment areas.

## Moston Vale Community Woodland

### Moston Vale – 1 mile catchment area



There are some 15,868 households within 1 mile of Moston Vale Community Woodland. The ACORN classifications in greatest abundance in this catchment zone are 'single parents and pensioners, council terraces' and 'older people, rented terraces' which together represent 47% of the area's population. By comparison, these categories represent just 4% of the UK population as a whole.

Key characteristics of households defined as 'single parents and pensioners, council terraces' include the following:

- High numbers of pensioners living alongside many single parents.
- Unusual age breakdown, with high numbers of people over 60 and children under 16.
- Predominantly white population, very small proportions of Asian and black residents.
- Council or housing association properties, which tend to be small terraced houses and flats.

- High unemployment levels. Typical occupations include manufacturing and more routine jobs.
- Low income levels overall. Lowest level of qualifications of all ACORN types.
- Majority do not have car and rely on public transport.
- Read tabloid newspapers (*The Sun, News of the World*) and tend to use disposable income for going to the pub, playing bingo or on an occasional bet.

The key characteristics of households defined as 'older people, rented terraces' are:

- High proportion of older people, particularly over the age of 75 and single households common.
- Predominantly white population, very small proportions of Asian and black residents.
- Most live in small 2-3 bedroom terraced houses, with some in flats (mainly low rise purpose built).
- Higher proportion of rented accommodation than UK as a whole. Private renting common, although local authority and housing association properties are also important.
- High level of re-mortgaging amongst those who are buying their properties.
- Unemployment 40% above national average and long term illness 60% higher. Employment tends to be shop work, manual and factory jobs.
- Low incomes. Levels of debt above average relative to income.
- Below average car ownership. Public transport, cycling and walking main modes of travel.
- Read tabloid newspapers and pastimes include angling, racing, bingo, watching cable TV, listening to music and going to the pub.

The other categories in highest abundance within the catchment area population include:

*'Home owning families, terraces'* – this group represents 13% of households in the catchment area, compared to 3% in the UK population. Key traits include young families with children under 10, a predominantly white population, small terraced housing at the low end of pricing scale, adults tend to be aged 20 - 40, the majority are owner-occupiers, employment in blue-collar manufacturing jobs, mining and shop work, higher than national average long term illness, educational qualifications generally low and below average car ownership.

*'Low income families, terraced estates'* – this group represents 10% of households in the catchment area compared to 3% in the UK as a whole. The main characteristics of this group include almost as many single parents as two parent families, larger families with school age children, a predominantly white population, small council terraced housing, below average income and high unemployment, typically employed in routine factory or manual work and low car ownership.

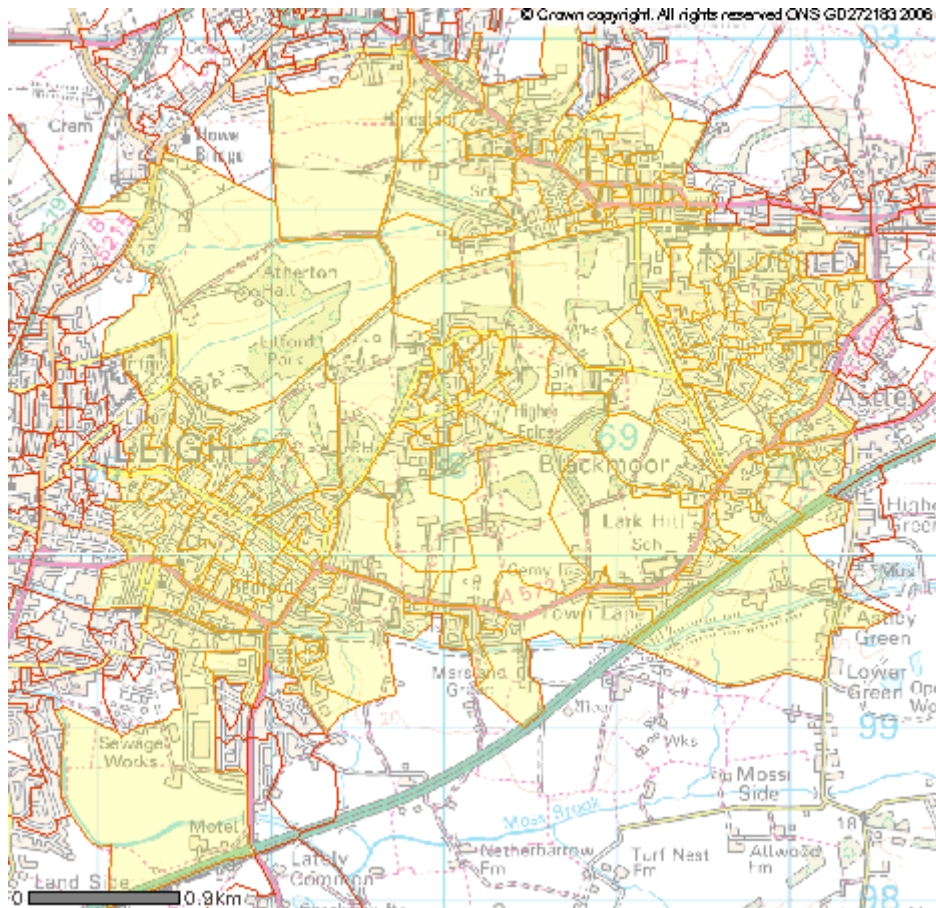
More details of the characteristics of each of the ACORN classifications are contained in the appendices. The table overleaf provides a full profile of the area within a 1 mile radius of Moston Vale Community Woodland.

**Table C-1 – Residents of Moston Vale Community Woodland catchment by ACORN classification**

ACORN Description	Households within 1 mile of wood		UK %
	N	%	
Single parents and pensioners, council terraces	4,706	29.7%	1.9%
Older people, rented terraces	2,622	16.5%	1.8%
Home owning families, terraces	1,982	12.5%	2.8%
Low income families, terraced estates	1,564	9.9%	2.6%
Skilled workers, semis and terraces	1,085	6.8%	3.3%
Families and single parents, semis and terraces	764	4.8%	2.1%
Singles and single parents, council flats	694	4.4%	3.5%
Old people, many high rise flats	571	3.6%	0.8%
Established home owning workers	496	3.1%	3.6%
Single elderly people, council flats	445	2.8%	1.8%
Singles and sharers, multi-ethnic areas	243	1.5%	1.6%
Low income, older people, smaller semis	173	1.6%	3.0%
Home owning Asian family areas	172	1.1%	1.1%
Working families with mortgages	130	0.8%	2.6%
Skilled older families, terraces	101	0.6%	2.8%
Young working families	23	0.1%	2.1%
Lower income, older people, semis	17	0.1%	2.1%
<b>TOTAL</b>	<b>15,868</b>		

## Colliers Wood Community Woodland

### Colliers Wood Community Woodland – 1 mile catchment area



There are some 12,600 households within the 1 mile of Collier Wood Community Woodland. The ACORN classifications in greatest abundance in this catchment zone are *'Home owning families, terraces'* and *'older people, rented terraces'* which represent 21% of the area's population compared to 5% of the UK population as a whole. Key characteristics of 'home owning families, terraces' include:

- Young families with children under 10.
- Predominantly white population.
- Small terraced housing (2-3 bedrooms) at low end of pricing scale.
- Adults tend to be aged 20 – 40.
- 70% are owner-occupiers, most with a mortgage.

- Employment in blue-collar manufacturing jobs, mining and shop work.
- Higher than national average long term illness.
- Educational qualifications generally low and below average car ownership.
- Read tabloid press, with leisure activities including camping, angling, bingo, horse racing, rugby, watching cable TV and visiting the pub.

The key characteristics of households defined as ‘older people, rented terraces’ are:

- High proportion of older people, particularly over the age of 75.
- Predominantly white population.
- Most live in small 2-3 bedroom terraced houses, with some in flats (mainly low rise purpose built).
- Higher proportion of rented accommodation than UK as a whole. Private renting common, although local authority and housing association properties also important.
- High level of re-mortgaging amongst those who are buying their properties.
- Single households common and many are pensioners.
- Unemployment 40% above national average and long term illness 60% higher. Employment tends to be shop work, manual and factory jobs.
- Low incomes. Levels of debt above average relative to income.
- Below average car ownership. Public transport, cycling and walking main modes of travel.
- Read tabloid newspapers and pastimes include angling, racing, bingo, watching cable TV, listening to music and going to the pub.

The other categories in highest abundance within the catchment area population include:

*‘Working families with mortgages’* – some 10% of households within 1 mile of Colliers Wood Community Woodland were in this category compared to 3% of the UK population. The

main characteristics of this group are larger families, often with school age children, a predominantly white population, owner-occupiers, above national average income, employment in middle management, clerical jobs or in a skilled trade, financially cautious with investments and savings, leisure pursuits include golf, visiting the cinema and watching TV, take package holiday in UK, Europe and the Mediterranean and many have a home PC.

*'Skilled workers, semis and terraces'* – this group represents 9% of households in the catchment area, compared to 3% in the UK population. Key traits include shop work, blue-collar manufacturing and manual work, similar age profile to UK population as a whole, a predominantly white population, typically living in 2-3 bedroom terraced and semi-detached housing, average level of car ownership, moderate incomes, leisure activities include camping and caravanning, angling, bingo and going to the pub, above average cable subscriptions and tabloid newspaper readership.

*'Mature families in suburban semis'* – this group represents 8% of households in the catchment area, compared to 3% in the UK population. Key traits include Empty Nesters and families with older children, a predominantly white population, semi-detached housing, employment in office and clerical jobs, have made financial investments and many have paid off their mortgage, watching television predominant leisure activity, money for regular holidays, above average car ownership and *Daily Express* and *Daily Mail* readership.

*'Well-off working families with mortgages'* – this group represents 8% of households in the catchment area, compared to 2% in the UK population. Key traits include young well-off commuter families with young children, a predominantly white population, relatively large detached homes with reasonably long periods left on the mortgage, professional and managerial occupations, financially aware with regular savings plans, high levels of Internet usage, active leisure interests including aerobics, golf, rugby and skiing, with DVD, cable TV and cinema also popular means of entertainment.

More details of the characteristics of each of the ACORN classifications are contained in the appendices. The table overleaf provides a full profile of the area with a 1 mile radius of Colliers Community Woodland.

**Table C-2 – Residents of Colliers Wood Community Woodland catchment by ACORN classification**

ACORN Description	Households within 1 mile of wood		UK %
	N	%	
Home owning families, terraces	1,354	10.7%	2.8%
Older people, rented terraces	1,280	10.2%	1.8%
Working families with mortgages	1,187	9.4%	2.6%
Skilled workers, semis and terraces	1,112	8.8%	3.3%
Mature families in suburban semis	977	7.8%	3.3%
Well-off working families with mortgages	940	7.5%	2.3%
Established home owning workers	638	5.1%	3.6%
Families and single parents, semis and terraces	614	4.9%	2.1%
Middle income, older couples	577	4.6%	3.0%
Well-off managers, detached houses	571	4.5%	3.7%
Single elderly people, council flats	538	4.3%	1.8%
Younger white-collar couples with mortgages	519	4.1%	1.9%
Low income families, terraced estates	501	4.0%	2.6%
Single parents and pensioners, council terraces	450	3.6%	1.9%
Wealthy working families with mortgages	312	2.5%	1.5%
Low income larger families, semis	287	2.3%	3.3%
Low income, older people, smaller semis	206	1.6%	3.0%
Middle income, home owning estates	197	1.6%	2.9%
Lower income, older people, semis	88	0.7%	2.1%
Young couples, flats and terraces	79	0.6%	1.0%
Skilled older families, terraces	68	0.5%	2.8%
Older people, flats	35	0.3%	1.9%
Young working families	34	0.3%	2.1%
Mature couples, smaller detached homes	17	0.1%	2.1%
Well-off managers, larger houses	14	0.1%	2.6%
<b>TOTAL</b>	<b>12,600</b>		

## D. Appendices

### Results from other community surveys

	Thames Chase	South Yorkshire	South Wales	North West England	AVERAGE
Year	2004	2005	2006	2006	
BASE - total	323	313	503	319	
BASE - visitors	46	62	154	37	
<b>BENEFITS OF SITE (all respondents)</b>					
Good for wildlife	76	72	75	74	74
Improves the landscape and look of the area	63	63	69	51	62
Creates places for other people to take part in outdoor recreation	64	58	62	57	60
Creates a natural environment for future generations to enjoy	70	56	68	60	64
Improves the reputation of the area	48	48	52	45	48
Somewhere for birdwatching and other nature studies	53	39	44	36	43
Attracts tourists to the area	n/a	38	43	26	36
Creates areas for my personal use	49	36	43	44	43
<b>FREQUENCY OF VISITS</b>					
Average visits per year	46	80	76	88	73

	Thames Chase	South Yorkshire	South Wales	North West England	AVERAGE
<b>ACTIVITIES UNDERTAKEN DURING VISIT</b>					
<u>Active outdoor pursuits</u>	n/a	98	99	92	96
Walks of under 2 miles	n/a	55	58	70	61
Dog walking	n/a	47	51	49	49
Walks of over 2 miles	n/a	37	42	35	38
Cycling or MTB	n/a	18	12	22	17
Running or jogging	n/a	8	6	11	8
<u>Passive outdoor pursuits</u>	n/a	13	25	24	21
Picnics, BBQ, etc.	n/a	8	12	3	8
Birdwatching or other nature studies	n/a	3	9	19	10
<b>LENGTH OF VISIT</b>					
Average (mins)	36	71	84	73	66

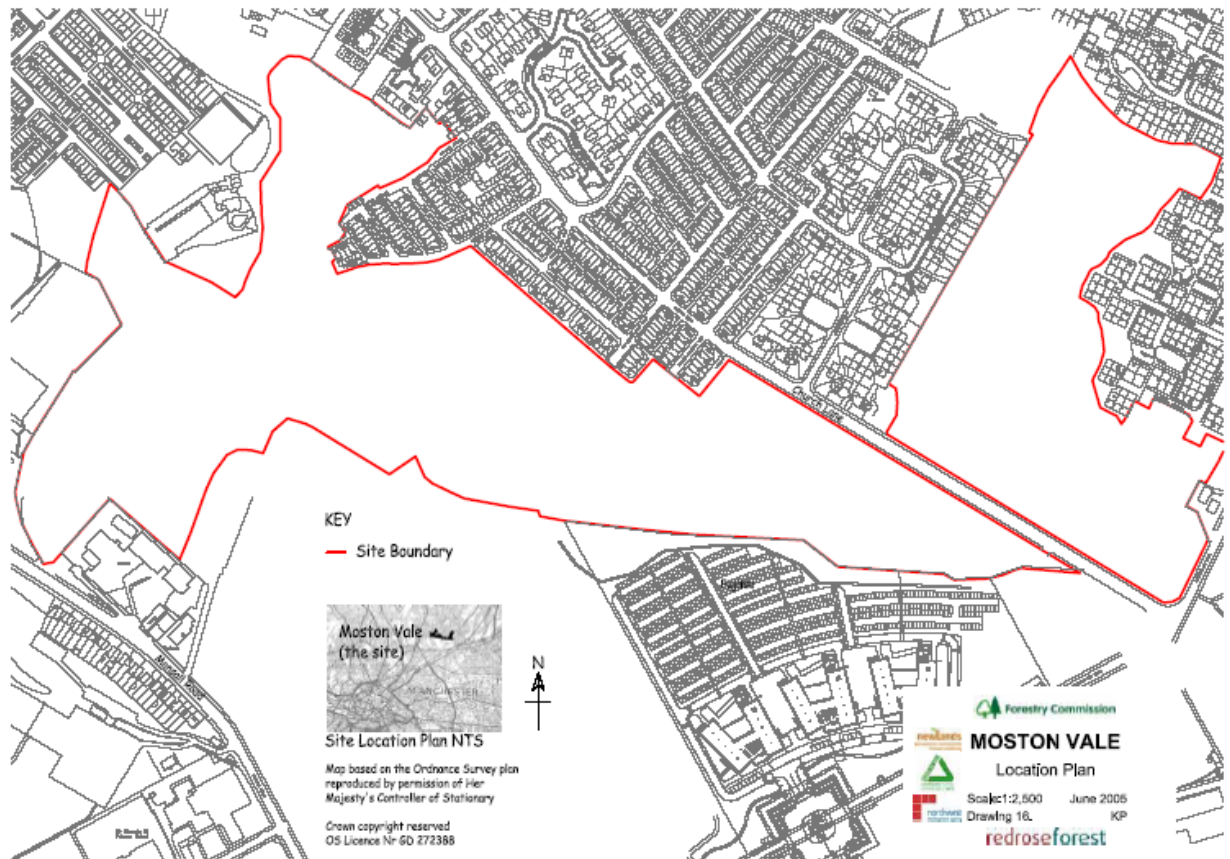
	Thames Chase	South Yorkshire	South Wales	North West England	AVERAGE
<b>SATISFACTION SCORES</b>					
Provision of all ability trails	n/a	n/a	1.78	2.9	2.34
Availability of staff at the site (e.g. rangers)	2.24	2.35	n/a	1.9	2.16
Being able to enjoy scenery and views	3.59	3.58	4.03	3.62	3.71
Being able to enjoy the wildlife	3.61	3.4	3.67	3.39	3.52
Being able to get fit and healthy	3.67	3.53	3.87	3.37	3.61
Being able to spend time with family and friends	3.65	3.53	3.89	3.41	3.62
Choice of paths for walking	3.38	3.34	3.03	3.03	3.20
Choice of trails for cycling	3.19	3.17	2.54	2.92	2.96
Choice of trails for other activities (e.g. horse riding)	2.89	3.2	2.18	2.62	2.72
Clear signposting on footpaths	3.36	2.94	n/a	2.97	3.09
Enough car parking	3.25	3.13	n/a	n/a	3.19
Feeling happy to leave your car in the car park	3.26	3.23	n/a	n/a	3.25
Feeling safe in the forest	3.49	3.19	3.34	3.08	3.28
Information about the site's history and conservation	2.67	2.49	n/a	2.22	2.46
Leaflets and maps to help you find your way around	3.00	2.36	n/a	1.96	2.44
Solitude, peace and quiet	3.67	3.45	3.84	3.53	3.62
Value for money of your whole trip or day out	3.67	3.45	4.11	3.76	3.75
Convenient/ close to home	n/a	n/a	4.4	3.92	4.16
Picnic tables/ seats	n/a	n/a	1.82	2.45	2.14

	Thames Chase	South Yorkshire	South Wales	North West England	AVERAGE
<b>IMPACT OF OTHER USERS</b>					
Walkers	0.60	0.2	0.1	0.5	0
Children	0.50	0.1	0.1	0.6	0
Cyclists	0.50	0.1	-0.1	0.3	0
Motorbikers/moto cross	0.00	-1.3	-1.3	-1.2	-1
Horse riders	0.50	0	-0.1	0.2	0
Vehicle driving in wood	n/a	-1.9	-1	-1.25	-1
<b>OTHER NEGATIVE IMPACTS</b>					
Forest operations such as felling	0.04	0.03	0.2	0.1	0.1
Muddy tracks	0.13	0.27	0.4	0.4	0.3
Dogs and dog dirt	0.57	0.29	0.42	0.5	0.4
Vandalised, missing or damaged signposts	0.37	0.3	0.3	0.5	0.4
Litter or fly tipping	0.39	0.42	0.54	0.5	0.5
Noise from other users or motorised sports	0.20	0.52	0.61	0.7	0.5

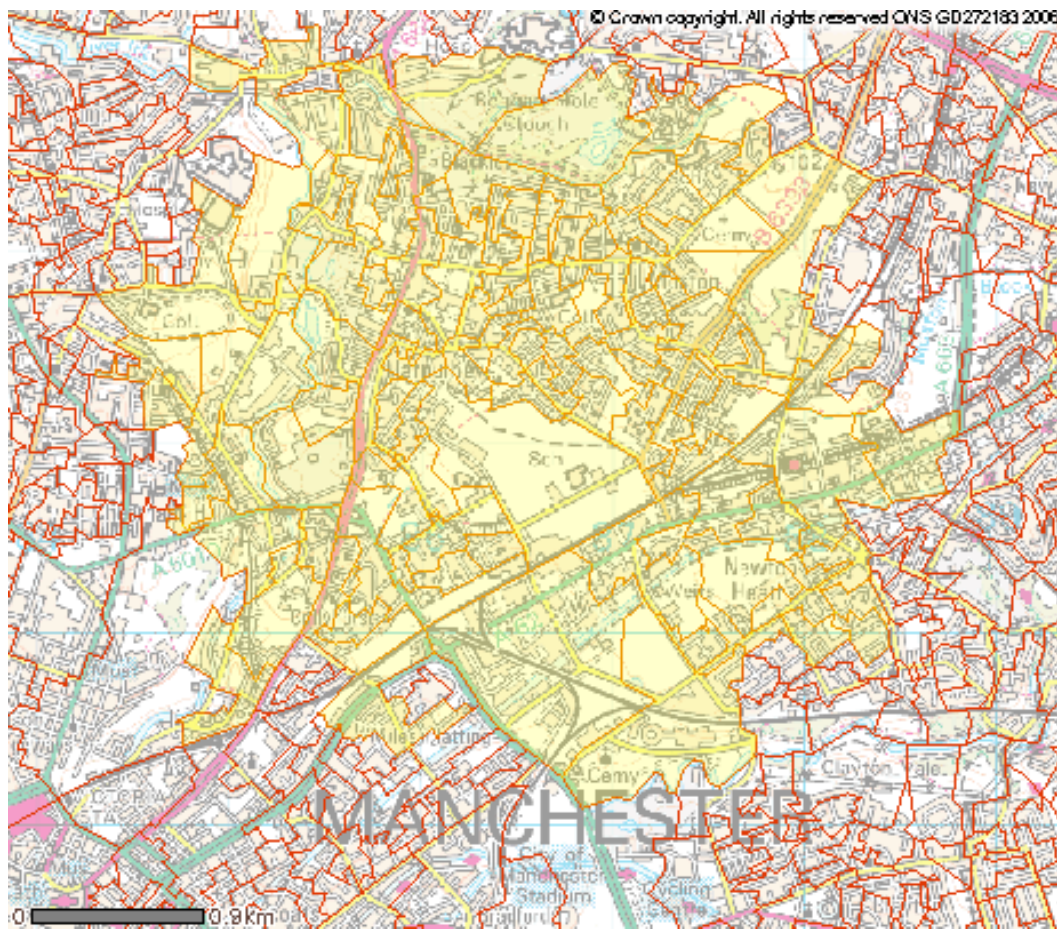
## Site locations

### Moston Vale Community Woodland

#### Location of woodland

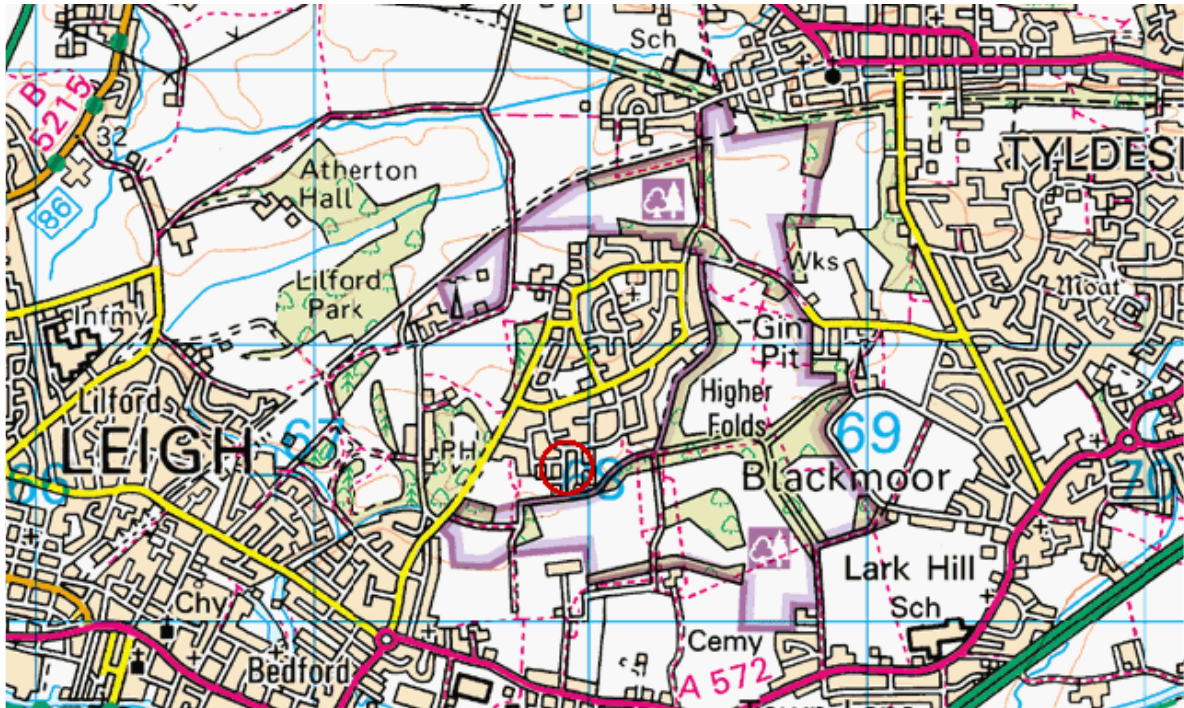


*Survey catchment area*

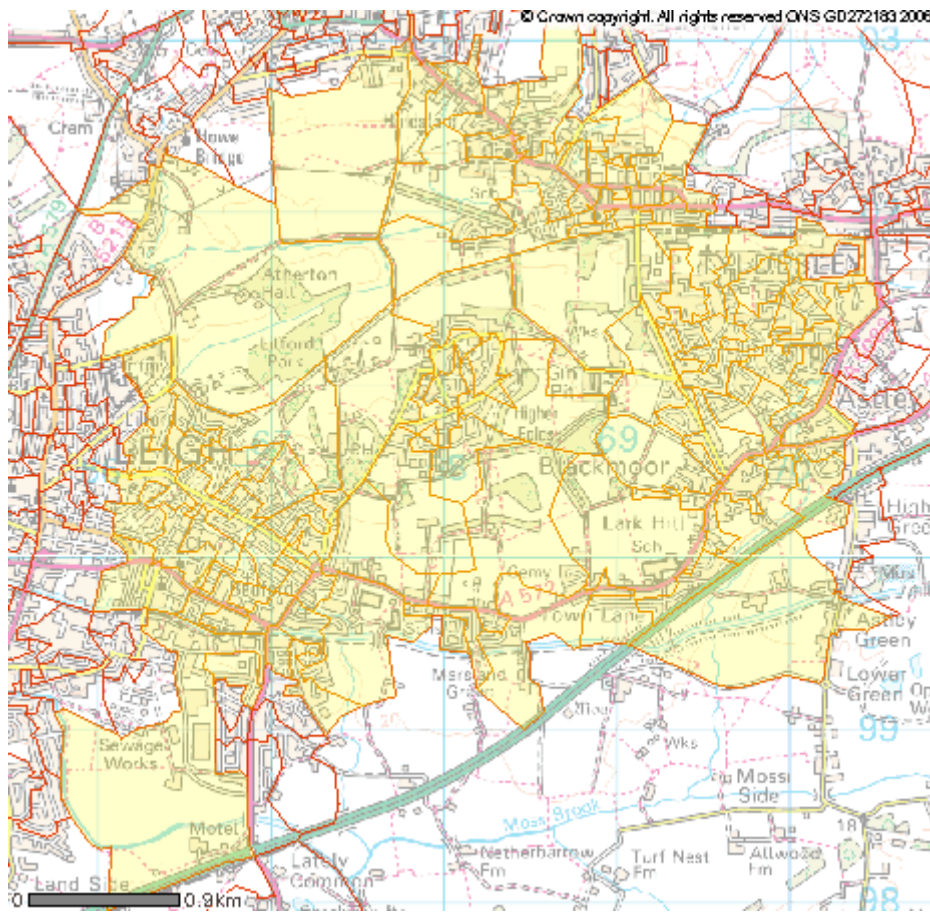


## Colliers Wood

### *Location of woodland*



*Survey catchment area*



## ACORN classifications

CATEGORY	% UK POP	GROUP	% UK POP	GROUP	TYPE		% UK POP
1 WEALTHY ACHIEVERS	25.1	A WEALTHY EXECUTIVES	8.6	A	1	Wealthy mature professionals, large houses	1.7
					2	Wealthy working families with mortgages	1.5
					3	Villages with wealthy commuters	2.7
					4	Well-off managers, larger houses	2.6
		B AFFLUENT GREYS	7.7	B	5	Older affluent professionals	1.8
					6	Farming communities	2.0
					7	Old people, detached homes	1.9
					8	Mature couples, smaller detached homes	2.0
		C FLOURISHING FAMILIES	8.8	C	9	Older families, prosperous suburbs	2.1
					10	Well-off working families with mortgages	2.3
					11	Well-off managers, detached houses	3.7
					12	Large families and houses in rural areas	0.6
2 URBAN PROSPERITY	10.7	D PROSPEROUS PROFESSIONALS	2.2	D	13	Well-off professionals, larger houses and converted flats	0.9
					14	Older professionals in suburban houses and apartments	1.4
		E EDUCATED URBANITES	4.6	E	15	Affluent urban professionals, flats	1.1
					16	Prosperous young professionals, flats	0.9
					17	Young educated workers, flats	0.6
					18	Multi-ethnic young, converted flats	1.1
					19	Suburban privately renting professionals	0.9
		F ASPIRING SINGLES	3.9	F	20	Student flats and cosmopolitan sharers	0.6
					21	Singles and sharers, multi-ethnic areas	1.6
					22	Low income singles, small rented flats	1.2
					23	Student terraces	0.4
		3 COMFORTABLE OFF	26.6	G STARTING OUT	2.5	G	24
25	White-collar singles/sharers, terraces						1.4
H SECURE FAMILIES	15.5			H	26	Younger white-collar couples with mortgages	1.9
					27	Middle income, home owning areas	2.9
					28	Working families with mortgages	2.6
					29	Mature families in suburban semis	3.3
					30	Established home owning workers	3.6
					31	Home owning Asian family areas	1.1
I SETTLED SUBURBIA	6			I	32	Retired home owners	0.9
					33	Middle income, older couples	3.0
					34	Lower incomes, older people, semis	2.1
J PRUDENT PENSIONERS	2.6			J	35	Elderly singles, purpose built flats	0.7
		36	Older people, flats		1.9		
4 MODERATE MEANS	14.5	K ASIAN COMMUNITES	2.5	K	37	Crowded Asian terraces	0.5
					38	Low income Asian families	1.1
		L POST-INDUSTRIAL FAMILIES	15.5	L	39	Skilled older families, terraces	2.8
					40	Young working families	2.1
		M BLUE-COLLAR ROOTS	6	M	41	Skilled workers, semis and terraces	3.3
					42	Home owning families, terraces	2.8
43	Older people, rented terraces				1.8		
5 HARD-PRESSED	22.4	N STRUGGLING FAMILIES	14.1	N	44	Low income larger families, semis	3.3
					45	Low income, older people, smaller semis	3.0
					46	Low income, routine jobs, terraces and flats	1.4
					47	Low income families, terraced estates	2.6
					48	Families and single parents, semis and terraces	2.1
					49	Large families and single parents, many children	1.7
		O BURDENED SINGLES	4.5	O	50	Single elderly people, council flats	1.8
					51	Single parents and pensioners, council terraces	1.9
					52	Families and single parents, council flats	0.8
		P HIGH-RISE HARDSHIP	1.6	P	53	Old people, many high-rise flats	0.8
					54	Singles and single parents, high-rise estates	0.9
		Q INNER CITY ADVERSITY	2.1	Q	55	Multi-ethnic purpose build estates	1.1
56	Multi-ethnic, crowded flats				1.1		
	22.4	U UNCLASSIFIED	0.3	U	57	Mainly communal population	0.3

## Questionnaire



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