

Monitoring the quality of experience at Cwmcarn Centre & Forest Drive

Final Report

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A. Background and introduction

Background

Forestry Commission (FC) forests and woodlands offer many recreation opportunities such as walking, cycling and picnicking, as well as more formalised activities such as mountain biking, horse riding, car rallies and orienteering. They also offer log cabins, camping and caravan accommodation, with a number of sites also equipped with a visitor centre. Printed material is produced in order to maximise the visitor experience and the FC have been working alongside Ordnance Survey to incorporate information on land access into their maps.¹

In 2000, the Countryside and Rights of Way Act (CROW) was introduced giving the public greater access to the countryside and the recreation opportunities on offer. This provision included new rights of access to open country and registered common land, a modernisation of the rights of way system, greater protection for Sites of Special Scientific Interest (SSIs), better management of Areas of Outstanding Natural Beauty (AONBs) and a strengthening of wildlife enforcement legislation.²

In June 2002, TNS (then NFO) were commissioned to undertake a study which would investigate what constitutes quality of experience for visitors, addressing related concepts such as motivations, expectations and the needs of different groups. The output of this study was a survey method which could be used across Forestry Commission sites to effectively monitor quality of experiences. Since completing this study on-site Quality of Experience (QOE) surveys have been undertaken using this survey method at 22 locations (Thetford Forest surveyed twice), with over 6,000 interviews undertaken with forest visitors.

The *Forestry Commission Corporate Plan for Wales 2005-2008* outlines a number of objectives relating to customer experiences and satisfaction. This includes working towards more people using the outdoors for recreation and measuring the quality of their experience

¹ 'Forestry Commission Corporate Plan for Wales and Great Britain Activities 2005/06'
[http://www.forestry.gov.uk/pdf/gbengcorp2005.pdf/\\$FILE/gbengcorp2005.pdf](http://www.forestry.gov.uk/pdf/gbengcorp2005.pdf/$FILE/gbengcorp2005.pdf)

² Landscape protection, recreation and public access: Countryside and Rights of Way Act 2000 (CROW), Defra
<http://www.defra.gov.uk/wildlife-countryside/cl/index.htm>

of Forestry Commission sites in Wales. To do so, the plan recognises the need to measure the type and quality of visits taken to FCW sites and customer satisfaction with their visits.³

It is on this basis that the Forestry Commission Wales (FCW) continued the QOE survey programme through an on site survey in Wales in 2008. The survey had the following key objectives

- to undertake on-site surveying of a target of 300 visitors per site at 1 site Wales in 2008;
- to provide full reports and data to FCW.

Method

A total of 266 visitors were interviewed at Cwmcam Centre and Forest Drive between 22nd June and 28th September 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 Cwmcam Centre and Forest Drive. 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.

Report

This report provides the results of the survey undertaken at Cwmcam Centre and Forest Drive. As mentioned previously, similar surveys have also been undertaken in twenty two other Forestry Commission sites to date, providing a total 'database' of over 6,100 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 Cwmcam Centre and Forest Drive. It should be noted that variations between the results obtained at Cwmcam Centre and Forest Drive and at other locations may not always be statistically valid (i.e. are within margins of error) so should be treated with some caution.

³ *Forestry Commission Corporate Plan 2005-2008*
[http://www.forestry.gov.uk/pdf/CorporatePlanEnglish.pdf/\\$FILE/CorporatePlanEnglish.pdf](http://www.forestry.gov.uk/pdf/CorporatePlanEnglish.pdf/$FILE/CorporatePlanEnglish.pdf)

A total of 266 visitors were interviewed and 31 self-completion questionnaires were returned (18% of the 170 distributed). 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.

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

The Forest Drive at Cwmcarn is managed by FCW, while other parts of the site are managed by Caerphilly Council. To distinguish between the two, respondents were interviewed at the Forest Drive or the Cwmcarn Centre and asked about the location at which they were interviewed only. Throughout this report, results are reported for the site as a whole and where appropriate (and statistically valid), the Forest Drive and Cwmcarn Centre separately. Please note that the sample size for the Forest Drive is small (N=68), therefore, these results should be treated with a degree of caution.

Answers to open ended questions have been appended.

B. Main results

Summary

The profile of visitors to Cwmcarn Centre & Forest Drive was fairly mixed with large proportions of Young Independents, Families and Empty Nesters. Visitors in the Family lifecycle were more likely than Young Independents to have walked without a dog and/or visited the visitor centre during their visit.

Almost three-quarter of the visitors to Cwmcarn Centre and Forest Drive were from Wales. The majority of visitors from Wales were from Monmouthshire, with the largest proportion of these from Newport and the surrounding areas. The largest proportion of visitors from England were from the South West region.

The leisure activities most frequently undertaken at Cwmcarn Centre and Forest Drive included walking, admiring the views, using the café/restaurant, visiting the visitor centre and cycling. Also, around a quarter of visiting parties used the play park. The scenery/views, bike trails/freedom to cycle, the walks and café facilities were the aspects of Cwmcarn Centre and Forest Drive that were particularly appreciated by visitors.

Cwmcarn Centre and Forest Drive was important in the decision to visit the local area for a large proportion of non-locals (small sample size). Previous experience, information on the Internet and word of mouth recommendations were the most commonly cited information sources when planning a visit.

As with other sites, the majority of encounters with other visitors were positive, with motorbikes and moto cross users most likely to be the ones involved in a negative encounter. Dogs and dog dirt and litter or fly tipping were the aspects most likely to have a negative impact on visitor enjoyment.

Improvements that visitors felt could be made to Cwmcarn Centre and Forest Drive included improving the cycle tracks, improving other paths, improving the car park and providing activities/demonstrations. Over two-fifths of visitors could not think of anything that needed to be improved.

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

Visitor profile

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

Demographics

Table B-1 – Age and lifecycle (%)

Base: All respondents (266); all sites surveyed to date (6,181)

	Cwmcarn Centre & Forest Drive %	Average all sites surveyed to date%	% Wales adult population (aged 16+)
Age			
16 – 24	9	5	14
25 – 34	21	18	16
35 – 44	25	31	18
45 – 54	18	17	17
55 – 64	16	16	14
65+	10	12	22
Lifecycle			
Young Independents	22	15	N/A
Families	33	42	N/A
Empty Nesters	37	37	N/A
Other	8	6	N/A

Whilst 21% of visitors to Cwmcarn Centre and Forest Drive were aged 25-34, a larger proportion were aged 35-44 (25%), and 45 or over (44%).

In terms of the lifecycle of visitors, this was fairly varied with 22% classified as Young Independents (aged under 35 and no children in household), 33% in the Family lifecycle and 37% classified as Empty Nesters (aged 55+ with no children in household). There were no significant variations between interview locations in terms of age or lifecycle.

It is also useful to compare these results with the averages obtained across all of the forests included in this programme of research to date⁴. The profile of visitors at Cwmcarn Centre and Forest Drive is younger than the average across all of the sites, with 30% aged under 35 compared to 23% across all sites surveyed to date. In terms of the lifecycle profile more Young Independents were recorded at Cwmcarn Centre and Forest Drive than the average across all of the sites (22% compared to 15%) while a smaller proportion of visitors were Families (33% compared to 42%).

Table B-2 – Social grade (%)

Base: All responses (266); all sites surveyed to date (6,181)

	Cwmcarn Centre & Forest Drive Visitors	All sites surveyed to date	UK Population
AB – ‘upper middle grade’ – higher/ intermediate managerial, administrative or professional	34	34	17
C1 – ‘lower mid grade’ – supervisory or clerical, junior managerial, administrative or professional	35	35	26
C2 – ‘skilled working grade’ – skilled manual workers	18	18	25
DE – ‘working grade’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed	13	14	32

Around three-quarters of those visiting Cwmcarn Centre and Forest Drive were in the ABC1 socio-economic groupings, a higher proportion than amongst the UK population as a whole (69% and 43% respectively). Conversely, the proportions of visitors in the C2 and DE social grades were lower than amongst those resident in the UK overall (18% v 25% and 13% v 32% respectively).

In comparison to the average recorded across all of the sites included within this programme of research, visitors to Cwmcarn Centre and Forest Drive recorded a very similar socio-economic profile overall.

⁴ See Appendix 2 for full details of results obtained at other sites and overall benchmarking scores.

Origin

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

Table B-3 – Area of residence (%)

Base: All respondents (266)

	%
Wales	73
Monmouthshire	57
<i>Newport</i>	40
<i>Newport (surrounds)</i>	17
Cardiff	15
Other Wales	1
England	24
South West	10
<i>Bristol</i>	4
<i>Swindon</i>	3
South East	4
Greater London	3
North West	2
East of England	2
West Midlands	1
East Midlands	1
Yorkshire & Humberside	1
Don't know/not stated	3

Nearly three quarter of visitors (73%) to Cwmcam Centre & Forest Drive were from Wales with 57% living within the local Monmouthshire postcode area and 15% of visitors from the Cardiff. Nearly a quarter of visitors were from England (24%), with the largest proportions of these from the South West (10%).

Season ticket ownership

Only 1% of visitors (1 respondent) interviewed indicated that they had a season ticket for the Forest Drive. Please note that this question was not asked of respondents interviewed at the Cwmcam Centre.

Trip profile

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

Type of visit⁵

Over three quarters of visitors to Cwmcarn Centre and Forest Drive were on a short trip from home (79%), with the largest proportion of these on a trip of less than an hour from home (55%). Smaller proportions were on a longer day out of more than 3 hours from home (14%) or were on holiday away from home (8%). Visitors interviewed at the Forest Drive were more likely than those interviewed at the Cwmcarn Centre to be on a short trip of less than an hour from home (66% and 51% respectively).

Compared to the average for all of the sites surveyed to date, visitors to Cwmcarn Centre and Forest Drive were slightly more likely than most other sites to be on day trip of less than 3 hours (79% compared to overall 'norm' of 73%). However, visitors to Cwmcarn Centre and Forest Drive were less likely than other sites to be on a holiday away from home (8% v 18%).

Table B-4 – Type of visit (%)

Base: All respondents (266); all sites surveyed to date (6,181)

	Cwmcarn Centre & Forest Drive %	All sites surveyed to date %
On a short trip of less than 1 hour from home	55	-
On a short trip of 1-2 hours from home	14	-
On a short trip of 2 to 3 hours from home	10	-
Day trip (<3 hours)	79	73
On a day out for more than 3 hours from home	14	10
On holiday away from home	8	18

Note: Percentages may add up to >100 due to rounding

Of the 21 respondents visiting while on holiday, 6 (29%) spent at least one night at the Cwmcarn Forest Drive campsite. Respondents who used the site all rated the value for

⁵ Please note that this question refers to the type of trip respondents were taking (short trip, day trip or holiday), with short and day trips further broken down by distance travelled from home. Times mentioned do not relate to time spent in the forest.

money and facilities positively, although the small sample size means these results should be treated with caution.

Frequency of visits

Around three quarters of visitors had been to Cwmcarn Centre and Forest Drive previously (76%). Amongst those who had visited before, a quarter indicated that they visited between 1 and 6 times per year (42%) while 47% indicated that they visited more often than that. 18% of repeat visitors normally visited the site at least once a week.

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

Base: Respondents who have been to Cwmcarn Centre & Forest before (203);

All site surveyed to date – those who had visited before (4,636)

	Cwmcarn Centre & Forest Drive %	All sites surveyed to date %
Every day	5	6
4 to 6 times per week	3	-
1 to 3 times a week	15	-
1 to 6 times per week	18	14
1 to 3 times a month	24	22
4 to 6 times a year	17	-
1 to 3 times a year	25	-
1 to 6 times per year	42	48
Less often	11	12

- = no responses

On average, those interviewed at the Cwmcarn Centre visited more frequently than those interviewed on the Forest Drive. 28% of repeat visitors to the Cwmcarn Centre stated that they visited 1 to 3 times per month compared to 13% on the Forest drive. Conversely, a higher proportion of those interviewed on the Forest drive visited less often than once a year (24% v 6% at Cwmcarn Centre).

Visitors to Cwmcarn Centre and Forest Drive shared a similar profile when compared to the averages recorded across all of the sites included in this programme of research.

Length of visits

On average, visitors to Cwmcarn Centre and Forest Drive spent an average of 2 hours and 8 minutes visiting the forest. In terms of activities undertaken, those who cycled spent longer on average in the forest than those participating in any type of walking (2 hours 44 minutes v 1 hour 7 minutes). Those interviewed at the Forest Drive spent longer, on average, on site than those interviewed at the Cwmcarn Centre (2 hours 30 minutes v 2 hours 1 minute).

Table B-6 – Length of visit (%)

Base: All respondents (266); All who walked (136); All who cycled (54)

	Total time on site %	Time spent on any walking %	Time spent cycling %
Up to 15 minutes	5	9	-
15 – 30 minutes	7	20	4
30 minutes – 1 hour	16	33	2
1 hour – 2 hours	29	24	22
2 hours – 3 hours	18	12	41
3 hours – 5 hours	15	2	22
More than 5 hours	8	1	7
<i>Average</i>	<i>2 hrs 8 mins</i>	<i>1 hr 7 mins</i>	<i>2 hrs 44 mins</i>
<i>Proportion of time on site</i>	<i>100%</i>	<i>58%</i>	<i>#</i>

- No responses; #see below

Table B-6 also illustrates the amount of time spent walking or cycling by those visitors who took part in such activities. Overall, visitors who took part in any type of walking spent an average of 1 hour and 7 minutes undertaking this activity, 58% of their time on site.

Unlike the other sites surveyed, the average time spent cycling in Cwmcarn Centre and Forest Drive was higher than the average total time spent on site (2hrs 44 minutes v 2hrs 8 minutes respectively). This may be due to visitors initially being asked how long they intend to spend at their interview location (Forest Drive/Cwmcarn Centre) and subsequently asked how long they intend to walk or cycle during their visit as a whole. Thus, respondents have initially given an answer to the total amount of time they will spend at each of the interview locations before giving an answer to the length of any walking and/or cycling within the wood as a whole.

Overall, the average length of visit to Cwmcarn Centre and Forest Drive was slightly shorter than the average across all of the sites included in this programme of research (2 hours 29 minutes).

Two-fifths (39%) of all respondents indicated that they intended to visit the interview location other than the one that they were interviewed at (Cwmcarn Centre/Forest Drive) during their visit. Just over half of those interviewed on the Forest Drive indicated that they had/were intending to visit the Cwmcarn Centre (56%), while 33% of visitors at the Cwmcarn Centre indicated that they had/were intending to go on the Forest Drive.

Activities undertaken

Overall, 51% of visitors had taken part in one or more types of walking with 20% walking with a dog, 24% walking without a dog and 15% hill walking or rambling.

Other frequently undertaken activities included admiring the views (34%), using the café/restaurant (32%), visiting the visitor centre (22%) and cycling (20%). When asked, 45% of visitors who had taken part in walking and 83% of those who took part in cycling during their visit to Cwmcarn Centre and Forest Drive indicated that they had followed waymarked trails.

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

Base: All respondents (372); all sites surveyed to date (6,181)

	Cwmcarn Centre & Forest %	All sites surveyed to date %
Total walking*	51	-
Other walking (without dog)	24	46
Hill walking/ rambling	15	-
Dog walking	20	19
Total cycling*	20	31
Cycling/ mountain biking off tracks and trails	12	-
Cycling on unsurfaced roads, tracks or trails	10	-
Cycling on surfaced forest roads	6	-
Admiring scenic views	34	-
Using the café/ restaurant/ other catering	32	-
Visiting the visitor centre	22	-
Picnic or BBQ	15	18
Visiting play area (children's playground)	14	11
Mountain bike cross country	13	-
Visiting the gift shop	11	-
Photography	10	7
Seeing something in the forest (e.g. sculpture)	9	8
Birdwatching	9	10
Use mountain bike skill section	6	-
Other wildlife watching	6	-
Using showers	3	-
MTB Downhill	3	-
Using bike wash	2	-
Running	2	-
Nature/ natural history visit	2	3
Day out/just relaxing	1	-

* Respondent may have taken part in more than one type of cycling and/or walking.
Less than 1% not included

Compared to the average across all of the sites included in this programme of research, visitors to Cwmcarn Centre and Forest Drive were less likely to have taken part in any type of cycling or walking (with or without a dog).

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

- *Using the café/ restaurant (32% overall)* – visitors on a day trip of more than 3 hours (51%) and those on a short trip of between 1-3 hours away from home (55%), were more likely to have used the café/restaurant.
- *Other walking/walking without a dog (24% overall)* – visitors in families (30%) were more likely to have taken part in this activity than those in the Young Independent lifecycle (15%).
- *Visiting the visitor centre (22% overall)* – a larger proportion of visitors in the Family lifecycle undertook this activity than amongst those in the Young Independent lifecycle (25% and 17% respectively).

Please note that due to small sample sizes, results for those on a day trip of more than 3 hours, those on a trip of 1 to 3 hours from home, Young Independents and the Family lifecycle should be treated with a degree of caution.

When analysed by interview location, visitors on the Forest Drive were less likely than those interviewed at the Cwmcarn Centre to have visited the café/restaurant (10% v 40%) but were more likely to mention admiring the scenic views (47% v 29%) and/or having a picnic or barbeque (31% v 9%).

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, 23% of respondents indicated that they were with children who would use the play area. As might be expected, this proportion was considerably higher amongst those in the Family lifecycle group (54%) than amongst Empty Nesters (12%) and Young Independents (2%).

Favourite aspects of forest

When visitors were asked what they liked most about Cwmcarn Centre and Forest Drive, the most frequently provided responses related to the scenery and views (40%), peace and tranquillity (26%), bike trails/freedom to cycle (13%), nice walks (13%) and café facilities (12%). The table below lists those mentioned by 2% or more of visitors.

Table B-8 – Most liked aspects of Cwmcarn Centre & Forest (%)
Base: All frequent respondents and self completion respondents (127)

	%
Lovely scenery/ views	40
Peace/ tranquillity	26
Bike trails/ freedom to cycle	13
Nice walks	13
Café/ restaurant	12
Close to home/ convenient	9
Atmosphere/ ambience	9
Fresh/ open air	8
Good/ well maintained paths/trails	8
Clean/ well looked after	6
Children's activities	6
Easy access	6
Good for walking the dog	5
The lake	3
Car parking availability	3
Like countryside close to town	2
Variety of trees	2
Unspoilt/natural	2
Safe environment	2
Bird watching	2
Friendly people	2
Information/ signs	2
Wildlife	2

Some of the specific answers provided were:

“National beauty away from the hussle and bussle. It changes with the seasons.”

“The tranquility. Fresh air. It's beautiful. You can drive for miles and miles and you've got such beauty on your own doorstep.”

“Accessibility to motorway. The natural cycle trail is one of the best available.”

Use of café/restaurant

32% of visitors to Cwmcarn Centre and Forest Drive used or planned to use the café or restaurant during their visit. Those who did use these facilities (86 respondents) were asked to rate them on a scale of 1 to 5, where 1 = poor and 5 = excellent. 26% of visitors rated the value for money of the catering facilities as 'good', while a further 30% described them as 'very good' and 21% as 'excellent'. 11% of visitors who used these facilities felt that the value for money was only 'fair' or 'poor'. Overall, the value for money of the catering facilities at Cwmcarn Centre and Forest Drive received a 'good' average satisfaction score of 3.66.

Table B-9 – Value for money (%)

Base: All who used/plan to use Café/Restaurant/other catering (86)

	%
Excellent	21
Very good	30
Good	26
Fair	9
Poor	2
Don't know/not stated	12
Average score	3.66

Of the 11 respondents who rated the catering facilities as 'fair' or 'poor', some of the reasons were as follows:

- *“Too expensive/could be cheaper”* - 4 respondents
- *“Poor service”* – 2 respondents

Respondents who used the café or restaurant were also asked to rate the quality of the food and drink served at Cwmcam Centre and Forest Drive using the same scale as applied to value for money. 10% of those who used these facilities rated them as 'excellent', while 41% rated the food and drink as 'very good' and a further 31% as 'good'. A small proportion of café or restaurant users rated the food and drink supplied as 'fair' or 'poor' (2%). The average satisfaction score given for quality was 3.68.

Table B-10 – Quality of café/catering facilities (%)

Base: All who used/plan to use Café/Restaurant/other catering (86)

	%
Excellent	10
Very good	41
Good	31
Fair	1
Poor	1
Don't know/not stated	15
<i>Average score</i>	<i>3.68</i>

Again, those who rated the quality as 'fair' or 'poor' (2 respondents) were asked to give reasons as to why they felt that this was the case. The respondents indicated that they felt that the catering was of limited choice or not fresh/package food.

Importance of Cwmcarn Centre and Forest Drive

To help determine the influence of Cwmcarn Centre and Forest Drive in the decision to visit the local area, visitors who did not live in the area 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 area (%)

Base: All respondents living outside of Cwmcarn Centre & Forest area (40)

	%
The only reason for coming	35
Very important	28
Quite important	15
Neither important nor unimportant	5
Not very important	10
Not at all important	3

A quarter of visitors who lived outside of the area stated that Cwmcarn Centre and Forest Drive was their 'only reason' for coming (35%, 14 respondents), while a further 43% (17 respondents) indicated that it was 'very' or 'quite important'. In contrast, 13% (5 respondents) stated that the site was 'not very' or 'not at all' important. Due to the small sample size, these results should be treated with a degree of caution.

Information sources used to plan visit

When visitors were asked about the sources of information they had used to plan their visit to Cwmcarn Centre and Forest Drive, a large proportion relied upon previous experience (70%), although the Internet (14%) and word of mouth recommendations (12%) were also used by a number of visitors. A further 8% cited road signs to the site and 4% had picked up a leaflet.

Table B-12 – Information used to plan visit to Cwmcarn Centre and Forest Drive (%)

Base: All respondents (266)

	%
Previous experience/ knowledge	70
Information on the Internet	14
Word of mouth recommendations	12
Road signs to site	8
Leaflets you picked up	4
In a book	2
Tourist board or other brochures	1
Leaflets or other information sent to you in post	1

As might be expected, visitors who went to the site at least once a month were the most likely to rely upon previous experience (90%), as were those on a short trip of less than an hour from home (81%) and those walking a dog (75%).

The Internet was more likely to be used by those who were on a holiday (32%) or day trip (24%), those who cycled (26%) and Young Independents (25%) (caution, small sample sizes).

Other visitors

When asked which of a list of other users had been encountered during recent visits to Cwmcam Centre and Forest Drive, a large proportion had seen cyclists (88%), walkers (85%) and children (73%). 46% of visitors encountered vehicles driving in the forest, 16% encountered motorbikers or moto cross users and 6% encountered horse riders. One in 10 had also encountered organised event attendees.

Respondents who 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-13 – Other visitors encountered (%) and impact on enjoyment (row %)

Base: All frequent visitors and self completion respondents (125)

	%	Increased enjoyment a lot +2	Increased enjoyment a little +1	Made no difference 0	Decreased a little -1	Decreased a lot -2	Score
Cyclists	88	11	17	65	6	1	0.31
Walkers	85	5	14	77	4	-	0.20
Children	73	5	10	81	3	-	0.18
Vehicles driving in the forest	46	-	5	88	7	-	-0.02
Motorbikers/ moto cross	16	5	15	40	15	25	-0.40
Organised event attendees	10	-	31	69	-	-	0.31
Horse riders	6	-	13	88	-	-	0.13
Other campsite users**	5	-	17	67	-	17	-0.17

**caution very small sample

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

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 Cwmcam Centre and Forest Centre. 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 or dog dirt (decreased the enjoyment a lot amongst 10% of visitors), and litter or fly tipping (9%).

Table B-14 –Impact of potential disruptions on enjoyment (row %)

Base: All frequent visitors and self completion respondents (127)

	Didn't reduce enjoyment	Decreased a little	Decreased a lot	Don't know	Score
	3	2	1		
Forest operations such as felling	75	7	2	17	2.88
Noise from other users or motorised sports	72	6	2	20	2.87
Muddy tracks	74	8	4	14	2.82
Vandalised, missing or damaged signposts	65	9	4	21	2.78
Litter or fly tipping	60	13	9	18	2.62
Dogs and dog dirt	58	13	10	18	2.59

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 (76%). However areas which were mentioned by small numbers of respondents included the weather, a lack of dog dirt bins, café opening times and 'unruly' cyclists.

Expectations V Reality

Respondents to the self completion questionnaire (31 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.

16 respondents stated that their visit to Cwmcam Centre and Forest Drive was ‘much better’ than they had expected (52%), while a 6 felt that it was ‘a little better’ (19%). 8 found their visit ‘as expected’ (26%) and no respondents thought that it was any worse than expected.

Table B-15 – Overall rating of visit to forest compared to expectations (%)

Base: All self-completion respondents (31)

	%
Much better (+2)	52
A little better (+1)	19
As expected (0)	26
A little worse (-1)	-
Much worse (-2)	-
Don't know/not stated	3
<i>Average score</i>	1.27

- No responses

When scores were applied to responses from +2 (‘much better’) to -2 (‘much worse’), an overall positive score of 1.27 was obtained, which is higher than the average recorded across all of the sites surveyed to date (0.85). This suggests that visits to Cwmcam Centre and Forest Drive were more likely than the ‘norm’ to be perceived as better than expected.

Improvements

When asked what, if anything, needed to be improved at Cwmcarn Centre and Forest Centre over two fifths either stated that nothing should be improved or that they 'didn't know' what should be improved (44%).

The suggestions that were made by 2% or more respondents are listed below. The most frequent suggestions related to providing more cycle tracks (13%), improving paths and trails generally (6%), improving the car park (6%) and providing activities/demonstrations (5%).

Table B-16 – Suggested improvements (%)

Base: All frequent visitors and self completion respondents (127)

	%
More/improve cycle tracks	13
Improve paths/trails	6
Improve car park	6
More/better toilet facilities	6
Provide activities/demonstrations	5
More information in general i.e. about walks/the forest	4
More litter bins	3
Provide more dog dirt bins	3
Improve/more children's play area	3
Provide more facilities i.e. showers/changing areas	3
Improve cafe	2
Encourage more wildlife	2
More/better signs	2
Safe/secure park for children	2
More/better seats/picnic tables	2
More staff/security	2
Need covered area for shelter/changing	2
Nothing/fine as it is/don't know	44

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

“A few more bike routes so it would be worth travelling to the centre for a weekend.”

“Changing the trails sometimes putting new bits on adding more fun to it.”

Expenditure

To obtain an indication of the value of visitors to Cwmcarn Centre and Forest Drive, respondents were asked to specify the amount they had personally spent during the day of their visit to the forest. Some 21% of all respondents stated that they did not spend anything on the day of 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-17 - Average expenditure per person per day (incl. day trip and overnight stay)

Base: All frequent visitors and self completion respondents (100)

	Average spend (Based on those who spent anything on each category)	Base (Those who spent anything+)
Accommodation (incl. food and drink)	£23	10
Food and drink (excl. at accommodation)	£13	77
Admission fees	£18	21
Shopping (non-routine, souvenirs)	£15	9
Transport (incl. petrol, taxis, public transport)	£9	72
Equipment (e.g. hire of boat, horse-riding)	£15	1
Miscellaneous	£9	2
Overall average spend	£25	100

+excludes those spending nothing and those who did not know/state an amount

Overall, visitors to Cwmcarn Centre and Forest Drive spent an average of £25 per person per day (this figure excludes those who did not spend anything). Excluding accommodation, admission fees, shopping and equipment hire drink were the aspects with the highest average expenditure amongst those who spent anything.

Table B-18 below compares the average spend at Cwmcarn Centre and Forest Drive with other sites surveyed to date. Please note that this question was not asked prior to 2004, therefore, no data is shown for sites covered before then. Also, as the figures for Dalby and Thetford (first mention) were based on all visitors and include those spending nothing, these figures are not directly comparable with subsequent surveys.

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

Base: All frequent visitors and self completion respondents at sites surveyed to date

	Average spend (Based on those who spent anything on each category)	Base (Those who spent anything+)
Dalby	£33	150
Thetford	£26	124
Cannock Chase	£12	136
Alice Holt	£14	128
Forest of Dean	£36	115
Delamere	£18	142
Sherwood Pines	£24	145
Hamsterley Forest	£23	133
Nant yr Arian	£42	107
Garwnant	£17	127
Fineshade	£16	79
Whinlatter	£46	98
Rosliston	£10	120
Coed y Brenin	£55	68
Bedgebury	£26	232
Wyre Forest	£11	235
High Lodge, Thetford	£30	239
Cwmcarn Centre & Forest Drive	£25	100

+excludes those spending nothing and those who did not know/state an amount

C. TRI*M Results

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

The TRI*M system has been developed by TNS to measure, manage and monitor customer relationships with products and services and, for the purposes of this study, it has been possible to adapt it to the 'product' offered by Forestry Commission sites.

The following sections provide details of the responses provided to the questions asked regarding the claimed importance of different aspects of the forest in decisions to visit, levels of satisfaction with these same elements and the results of the TRI*M analysis.

Claimed importance of different aspects of visit

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

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

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

Base: All respondents (266)

	Importance score
Being able to enjoy scenery and views	4.11
Clean toilets	4.01
Feeling happy to leave your car in the car park	3.90
Feeling safe in the forest	3.88
Value for money of your whole trip or day out	3.87
Being able to spend time with family and friends	3.85
Litter bins	3.77
Being able to get fit and healthy	3.75
Enough car parking	3.73
Solitude peace and quiet	3.73
Being able to enjoy the wildlife	3.71
Friendliness of staff	3.65
Clear signposting on footpaths/trails	3.54
Cafe or restaurant	3.38
Dog waste bins	3.17
Opening times	3.15
A Forest Drive	3.14
Choice of paths for walking	3.12
Leaflets maps and interpretation panels to help you find your way around	3.00
Availability of staff at the site (for example rangers)	3.00
Information provided by staff	2.95
Printed information about the site	2.92
Picnic areas	2.91
A shop	2.82
Choice of trails for cycling	2.63
Open grassy areas for ball games sunbathing etc	2.57
Children's play equipment	2.41
Easy access/wheelchair friendly trails	2.35
Choice of trails for other activities (e.g horse riding)	2.18
Bike wash	2.07
Downhill minibus uplift	2.06
Showers	1.98
Baby changing facilities	1.79
Model boat lake	1.79
Fishing	1.61

This analysis suggests that the aspects claimed to be of most importance amongst most visitors were being able to enjoy scenery and views, clean toilets, feeling happy to leave their car in the car park, feeling safe in the forest, and value for money on day out.

On the other hand, the facilities claimed to be of less importance overall or only of importance to specific groups of visitors included the availability of a model boat lake, fishing, baby changing facilities, showers and the downhill minibus uplift.

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 site being convenient/close to home (18%) good for cycling/mountain biking (11%) and for getting out/fresh air (11%).

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

Base: All respondents (266)

	%
Close/ convenient to home	18
Good for cycling/ mountain biking	11
To get out/ fresh air	11
The weather	9
The scenery/ countryside	9
Good place/safe place for children playing	8
To spend time with family/friends	6
Nice place for walking	6
Walk the dog	6
Been before/ past experience	5
Exercise/keeping fit	4
Peace and tranquillity	4
Good facilities-open air concerts, café, toilets	4
Curiosity/ to see what it was like	3
Nothing	15

Visitors interviewed at the Cwmcarn Centre were more likely than those at the Forest drive to mention being close to home/convenience (21% v 7%). Conversely, those interviewed at the Forest Drive were more likely than those interviewed at the Cwmcarn Centre to mention the weather (19% v 6%), fresh air/a day out (18% v 9%) and/or spending time with family or friends (10% v 4%).

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

“I read review about the campsite and an independent website which were very favourable.”

“Encouraged by people we know enjoy mountain bike facilities here.”

“Distance, solitude, children's facility - children's hiking trails, the environment to get out from civilisation.”

Performance of different aspects of visit

Visitors were next provided with the same list of elements of the site and asked to rate how satisfied they had been with each during their visit. Respondents could rate each of the elements on a five point scale which included ‘excellent’ (5), ‘very good’ (4), ‘good’ (3), ‘fair’ (2) and ‘poor’ (1). Also, if visitors had no experience of a specific element they were asked to indicate that they did not know.

Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more satisfied visitors were with this aspect. This analysis (see table C-3 overleaf) suggests that, overall, visitors were most likely to be satisfied with the value for money, the scenery and views they could enjoy, the downhill minibus uplift, being able to get fit and healthy, solitude peace and quiet, the forest drive, being able to spend time with family and friends and clean toilets. Elements ranked lowest on average included dog waste bins, the bike wash, litter bins and ease of access/wheelchair friendly trails.

Table C-3 – Satisfaction with different aspects at forest (mean score)

Base: All frequent respondents and self completion respondents (127)

	Satisfaction score	Base (those who rated aspect)
Value for money of your whole trip or day out	4.11	122
Being able to enjoy scenery and views	4.10	126
Downhill minibus uplift**	4.04	28
Being able to get fit and healthy	4.04	119
Solitude peace and quiet	3.97	123
A Forest Drive*	3.96	71
Being able to spend time with family and friends	3.95	112
Clean toilets	3.88	104
Choice of trails for cycling*	3.77	56
Being able to enjoy the wildlife	3.73	122
Friendliness of staff	3.69	117
Feeling safe in the forest	3.64	122
Baby changing facilities**	3.60	10
Picnic areas	3.60	98
Choice of paths for walking	3.56	103
Cafe or restaurant	3.56	97
Feeling happy to leave your car in the car park	3.53	118
Clear signposting on footpaths/trails	3.47	110
Information provided by staff	3.41	94
Children's play equipment*	3.37	59
Opening times	3.36	117
Choice of trails for other activities (e.g. horse riding)**	3.33	40
Printed information about the site	3.32	96
Model boat lake**	3.31	36
Leaflets maps and interpretation panels to help you find your way around	3.29	98
Showers**	3.29	17
Open grassy areas for ball games sunbathing etc	3.28	64
Availability of staff at the site (for example rangers)	3.25	100
A shop	3.19	91
Enough car parking	3.15	119
Fishing**	3.12	17
Easy access/wheelchair friendly trails**	2.98	42
Litter bins	2.90	116
Bike wash**	2.82	22
Dog waste bins*	2.66	59

*Small sample size; **very small sample size

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 included not enough dog waste bins (12 respondents), bike wash not working (6 respondents), not enough litter bins (18 respondents), not enough parking spaces (13 respondents), limited choice in shop (7 respondents), and expensive café facilities (9 respondents).

TRI*M Index

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

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

These four questions provide the TRI*M index score for overall visitor satisfaction with Cwmcarn Centre and Forest Drive (and the context within which all of the detailed satisfaction ratings are placed). It has been used in this report to benchmark Cwmcarn Centre and Forest Drive against other forest sites included in the 2006 to 2008 survey programme and could also be used as a benchmark score for future comparison.

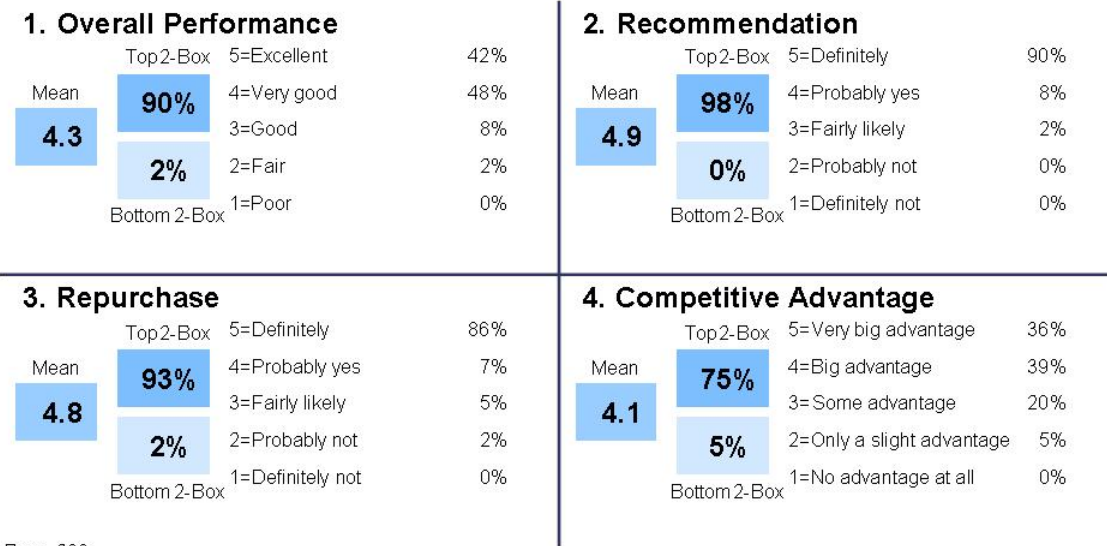
Figure C-1, overleaf, shows the overall results for each of these questions, as illustrated by the 4 quadrants in the diagram.

Figure C-1 – Overall satisfaction with Cwmcarn Centre and Forest Drive

TRI*M Index Questions

Cwmcarn Centre & Forest Drive

TRI*M Index 107



Base 266

The Global TRI*M Centre



The overall TRI*M index figure for **Cwmcarn Centre and Forest Drive** was **107**, a very high index that suggests overall satisfaction with visits to the forest was very high. By comparison, the TRI*M index figures obtained at the other sites included in the 2008 surveys were as follows:

- Bedgebury – 108
- Wyre Forest – 108
- High Lodge, Thetford - 96

The scores obtained at the 10 sites surveyed in 2006 and 2007 were:

2007

- Coed y Brenin - 108
- Rosliston Forestry Centre – 112

- Whinlatter Forest - 103
- Top Lodge, Fineshade Wood - 101

2006

- Sherwood Pines Forest Park - 108
- Nant yr Arian – 107
- Hamsterley Forest – 106
- Delamere Forest Park – 104
- Garwnant Forest – 104

The overall satisfaction data shows that the majority of visitors rated their trip very highly, with 42% claiming it was 'excellent' and 48% claiming that it was 'very good'. In addition to this high satisfaction with their trip, the vast majority of visitors (90%) would 'definitely' recommend a visit to Cwmcarn Centre and Forest Drive.

Most of the respondents would return to Cwmcarn Centre and Forest Drive for a repeat trip – 86% would 'definitely' return for a repeat visit. When asked how the forest compared to other outdoor recreation sites, around three quarters of the sample stated that Cwmcarn Centre and Forest Drive does have an advantage over alternative sites, with 36% claiming the site had a 'very big' advantage and 39% claiming that it had a 'big' advantage.

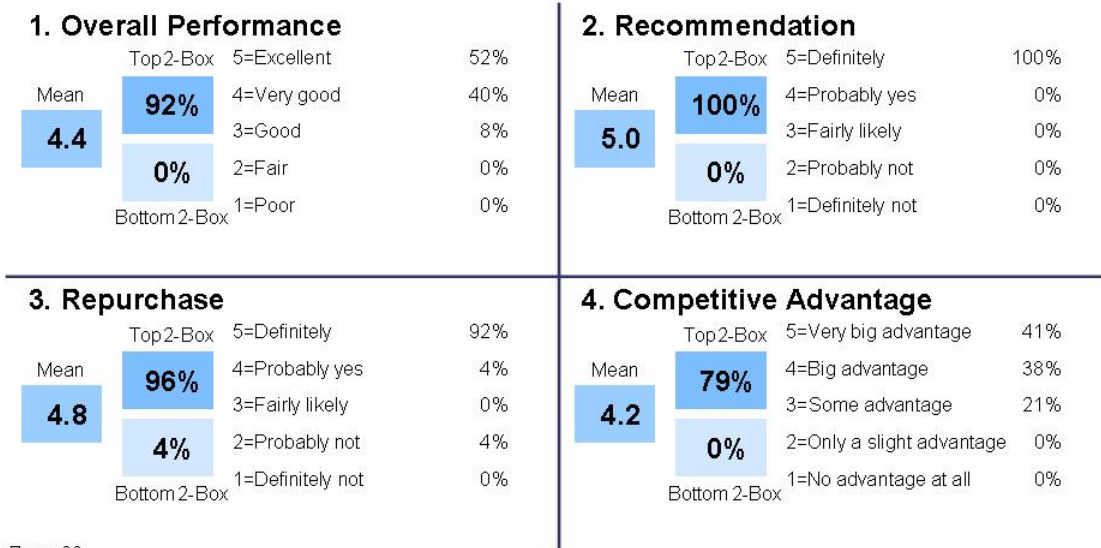
All of the scores are very high which is encouraging and suggests that most people enjoy their visits to Cwmcarn Centre and Forest Drive, they would highly recommend it as a place to visit to friends and family, would return for another visit and are likely to perceive it as a better place to visit than other, alternative outdoor recreation sites.

Figure C-2 – Overall satisfaction with Forest Drive

TRI*M Index Questions

Forest Drive

TRI*M Index 113



Base 68

The Global TRI*M Centre



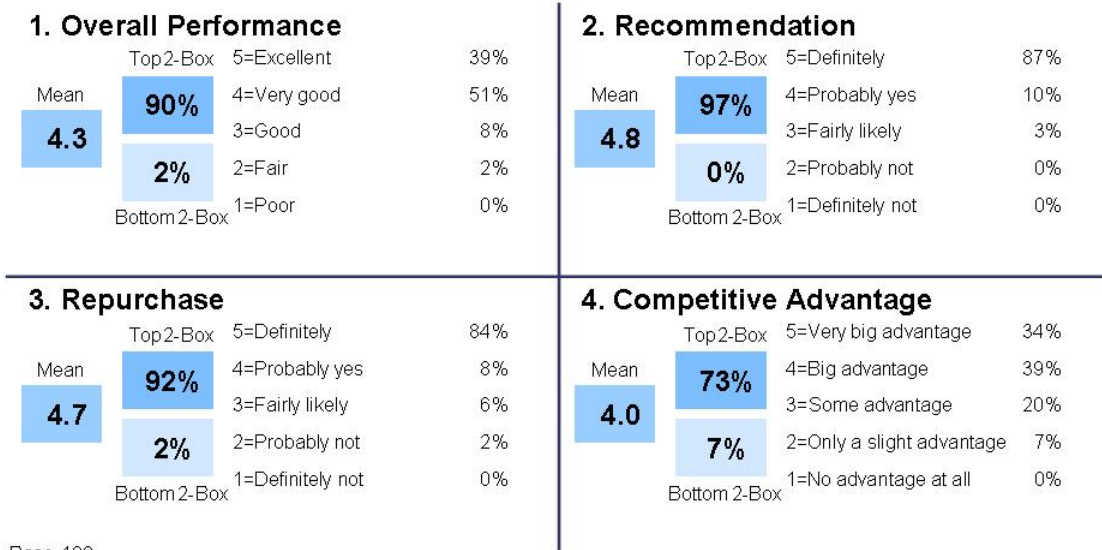
The Forest Drive received a high TRI*M Index of **113**. 52% of visitors rated their visit as ‘excellent’ and 40% as ‘very good’. All of these visitors would ‘definitely’ recommend a visit to the Forest Drive. The vast majority would return for a repeat trip, with 92% indicating that they would ‘definitely’ return. 41% claimed that it had a ‘very big’ advantage and 38% that it had a ‘big’ advantage.

Figure C-3 – Overall satisfaction with Cwmcarn Centre

TRI*M Index Questions

Cwmcarn Centre

TRI*M Index 105



Base 198

The Global TRI*M Centre



The Cwmcarn Centre received a high TRI*M Index of **105**. 39% of visitors rated their visit as ‘excellent’ and 51% as ‘very good’. 87% of visitors would ‘definitely’ recommend a visit to the Cwmcarn Centre. 92% would return for a repeat trip, with 84% indicating that they would ‘definitely’ return. 34% claimed that it had a ‘very big’ advantage and 39% that it had a ‘big’ advantage.

TRI*M Typology

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

The four groups are as follows:

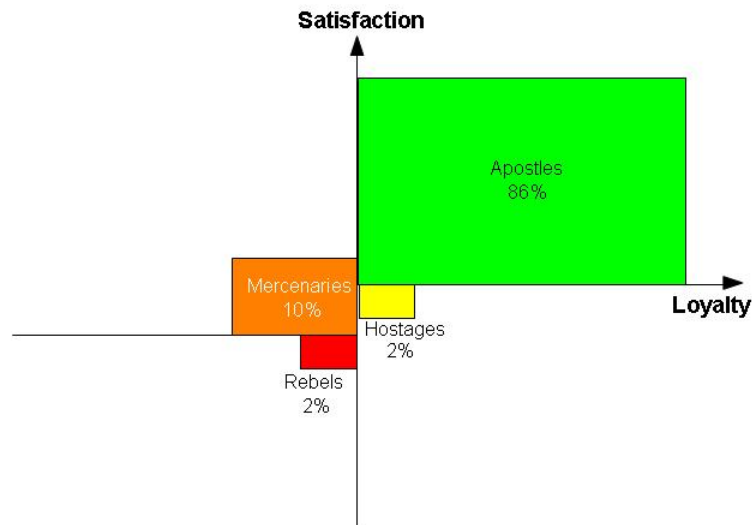
- *Apostles* – visitors with high levels of satisfaction and loyalty. Visitors essential to the long term success of the site. The focus should be on how to retain these visitors.
- *Hostages* – visitors with low levels of satisfaction but high levels of loyalty. These visitors may be visiting the site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

Figure C-4 – Visitors to Cwmcarn Centre and Forest Drive by TRI*M Typology

TRI*M Typology

Cwmcarn Centre & Forest Drive

TRI*M Index 107



Base 266

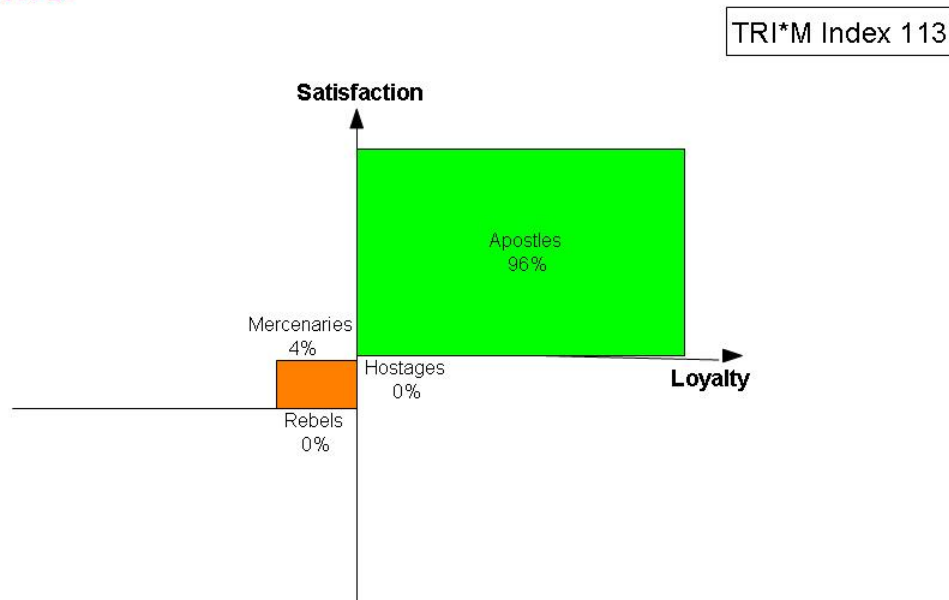
The Global TRI*M Centre

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TRI*M

As Figure C-4 above illustrates, the majority of visitors to Cwmcarn Centre and Forest Drive (86%) were categorised into the Apostles grouping i.e. both satisfied and loyal. The remainder were classified as Mercenaries –satisfied but not loyal (10%), 2% were classified as Rebels (neither satisfied nor loyal) and 2% were classified as Hostages (not satisfied but loyal).

Figure C-5 – Visitors to Forest Drive by TRI*M Typology

TRI*M Typology Forest Drive



Base 68

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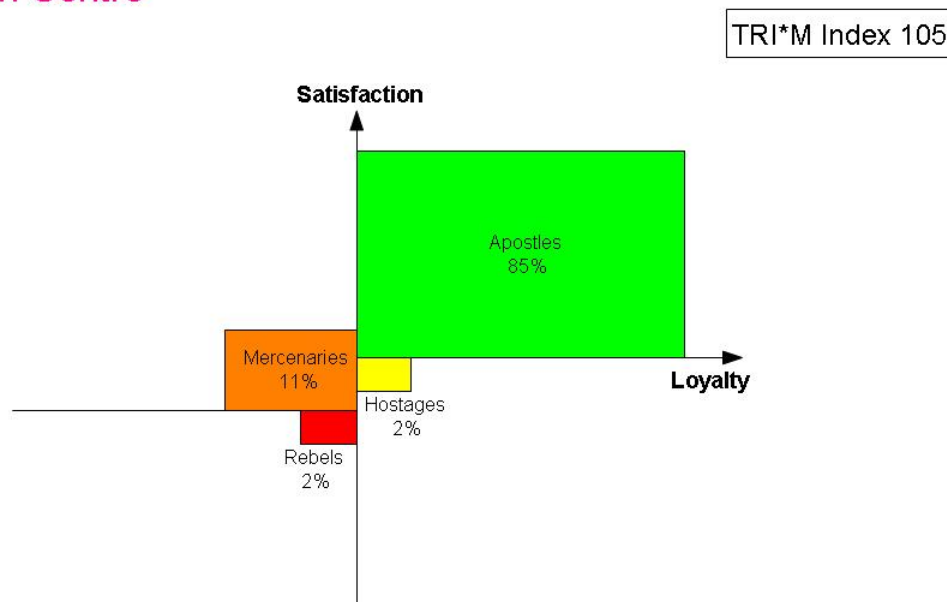


The vast majority of those interviewed at this location were classified as Apostles (both satisfied and loyal, 96%), while the remaining 4% were classified as Mercenaries (satisfied but not loyal). None were classified as Rebels (neither satisfied nor loyal) or Hostages (not satisfied but loyal).

Figure C-6 – Visitors to Cwmcarn Centre by TRI*M Typology

TRI*M Typology

Cwmcarn Centre



Base 198

The Global TRI*M Centre



85% of visitors interviewed at the Cwmcarn Centre were classified as Apostles (both satisfied and loyal), while 11% were classified as Mercenaries (satisfied but not loyal). 2% were classified as Rebels (neither satisfied nor loyal), with an equal proportion classified as Hostages (not satisfied but loyal, 2%).

TRI*M Grid

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

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

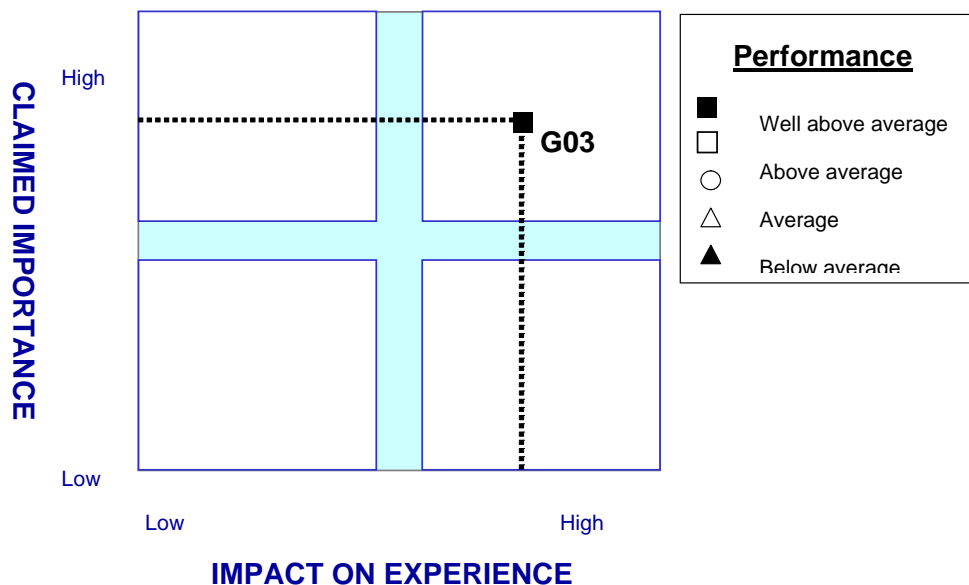
- *Levels of claimed importance* – as reported in Table C-1. This measurement provides an indication of the aspects that visitors believe to be most important in their decision to visit Cwmcarn Centre and Forest Drive, those which should be reinforced in marketing communications.
- *Impact on experience*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

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

Levels of claimed importance - this score is displayed on the vertical axis which runs along the left hand side of the grid. The closer to the top of the grid, the higher the claimed importance and the closer to the bottom of the grid, the lower the claimed importance.

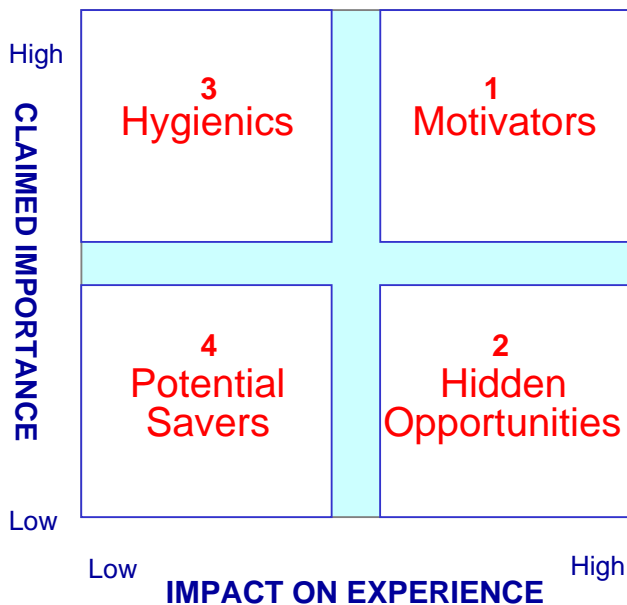
Impact on experience - this measurement is displayed on the horizontal axis which runs along the bottom of the grid (see below). The further to the right of the grid, the higher the impact on the quality of experience and the further to the left of the grid, the lower the impact on quality of experience.

Levels of satisfaction – the previous two dimensions (claimed importance and impact on experience) tell us where on the grid each attribute falls. On the example below these are represented by the dotted lines. Where the two dotted lines cross is where on the grid the aspect of the forest is located. The third dimension is levels of satisfaction, the measurement of performance. The average satisfaction score respondents gave to each aspect is displayed by the shape plotted on the grid, for example the filled in square on the grid below. This tells us how well the forest is performing on each attribute. In the hypothetical example below the attribute **G03** has fairly high claimed importance (because it is near the top of the grid), a fairly high impact on experience (as it is to the right of the grid) and its performance is well above average (because it has a filled in square).



As illustrated in Tables C-1 and C-3, a total of 42 aspects of Cwmcam Centre and Forest Drive have been rated by respondents. The results of the TRI*M Grid analysis can provide an insight into which ones should be priorities for improvement or marketing. Each aspect's impact on experience rating should be considered to be a higher priority than the claimed importance rating as this measure has a direct relationship to overall levels of satisfaction. As such, aspects that are further to the right on the grid should be considered as higher priorities. However, claimed importance also has some bearing so things that are towards the top of the grid also have some priority. To help identify which aspects to prioritise, each of the four quadrants has been given a name indicating its relative priority.

The top priorities should be those that fall into the Motivators quadrant (top right hand corner of the grid) because these have both a high impact on experience and high claimed importance. Second priority should be any aspects in the Hidden Opportunities quadrant (bottom right hand corner) because these also have a high impact on experience. Third priority is aspects in the Hygienics quadrant (top left hand corner) because although these have high claimed importance they are less motivating and therefore have less influence on the quality of experience. The last priority is the Potential Savers quadrant (bottom left hand corner) where aspects have both a low impact on experience and low claimed importance.



*TRI*M Grids for Cwmcarn Centre and Forest Drive*

Over the following pages the strengths and priorities for Cwmcarn Centre and Forest Drive have been identified. Strengths and priorities are defined as those aspects which fall in or on the boundaries of the Motivators quadrant. The crossbars on the grid are there to remind us that there are no hard and fast dividing lines between quadrants. Each aspect must be interpreted in relation to the position of the other aspects in order to determine its relative priority in the overall assessment of quality of experience.

The TRI*M grids illustrating the results obtained across all visitors to Cwmcarn Centre and Forest Drive are presented on page 44 and 45. For clarity the results are presented across 4 grids but all of these findings should be considered together.

The Motivators quadrant indicates the aspects that visitors stated were most important and that have been found to have a high impact on visitor satisfaction levels. These aspects all merit close attention as strengths need to be maintained and aspects that are performing below average need to be improved to increase visitor satisfaction.

Strengths - strengths are classified as attributes in or on the boundaries of the Motivators quadrant, in the top right hand corner of the grids, that are represented by squares. An unfilled square denotes above average performance and a filled square means well above average performance.

At this overall level, 5 of the 42 attributes were considered as strengths of Cwmcarn Centre and Forest Drive. Of these, those with the greatest impact on experience were the value for money of your whole trip or day out (G05), solitude, peace and quiet (G01), friendliness of staff (F13), the Forest Drive (F21) and being able to spend time with family and friends (G02).

Priorities - priorities, like strengths, are also found in or on the boundaries of the Motivators quadrant. They are indicated by triangles (below average performance) and circles (average performance). Three aspects were identified as priorities for Cwmcarn Centre and Forest Drive – the café/ restaurant (F15), clear signposting on footpaths and trails (F03) and choice of paths for walking (F09).

Hidden Opportunities - hidden opportunities are indicated by any aspect that appears in or on the borders of the quadrant in the bottom right of the grid. These attributes have a

high impact on quality of experience but have lower claimed importance than attributes in the Motivators quadrant. 9 of the 33 aspects are in this quadrant – availability of staff on-site (F12), Leaflets, maps and interpretation panels (F08), Open grassy areas for ball games (F18), choice of trails for other activities (F11), a shop (F04), children's play equipment (F07), printed information about the site (F16), and information provided by staff (F14) and easy access/wheelchair friendly trails (F24).

Of these aspects, five were performing below average – easy access/wheelchair friendly trails, leaflets/maps and interpretation panels, open grassy areas, availability of staff at site, and the shop. Improving the quality of these aspects could be the driver for further improving overall levels of quality of experience at Cwmcarn Centre and Forest Drive.

Hygenics – while the performance of aspects in this quadrant are important to the viability of the site, high levels of satisfaction will not improve retention in themselves. Aspects included in this quadrant or close to boundaries are enough car parking (F01), clean toilets (F05), opening times (F02), dog waste bins (F19), litter bins (F20), feeling safe in the forest (A01) and happy to leave car in car park (A02) and being able to enjoy wildlife (G04). Notably, the two aspects performing below average were the availability of litter bins and dog waste bins.

Potential savers - aspects in this quadrant receive lower than average levels of claimed importance and have a lower than average impact upon the quality of experience. These aspects may be considered as lower priorities at the 'all visitors' level, although they may be of more importance to smaller groups of visitors. Aspects included in this quadrant are choice of trails for cycling (F10), picnic areas (F17), showers (F23), bike wash (F22), downhill minibus uplift (F27), and the model boat lake (F25).

Please also note the sample sizes for each aspect (see Table C-3).

*TRI*M Grids for Forest Drive*

Over the following pages the strengths and priorities for the Forest Drive have been identified. Strengths and priorities are defined as those aspects which fall in or on the boundaries of the Motivators quadrant. The crossbars on the grid are there to remind us that there are no hard and fast dividing lines between quadrants. Each aspect must be interpreted in relation to the position of the other aspects in order to determine its relative priority in the overall assessment of quality of experience.

The TRI*M grids illustrating the results obtained for the Forest Drive are presented in Appendix 4. For clarity the results are presented across 4 grids but all of these findings should be considered together.

Strengths – the main strengths for the Forest Drive were value for money of the whole trip or day out (G05), solitude, peace and quiet (G01) and being able to get fit and healthy (G06).

Priorities - The aspects were identified as priorities for the Forest Drive were the friendliness of staff (F13) and feeling happy to leave your car in the car park (A02).

Hidden Opportunities - hidden opportunities that were identified for the Forest Drive were the availability of staff (F12), leaflets, maps and interpretation panels (F08), children's play equipment (F07), the bike wash (F22) and the downhill minibus uplift (F27). With the exception of the downhill minibus uplift, all of these aspect were performing below average. Improving the quality of these aspects could be the driver for further improving overall levels of quality of experience at the Forest Drive.

Hygenics – while the performance of aspects in this quadrant are important to the viability of the site, high levels of satisfaction will not improve retention in themselves. Aspects included in this quadrant or close to boundaries were clear signposting on footpaths/trails (F03), the café/restaurant (F15), clean toilets (F05), opening times (F02), the choice of paths for walking (F09), picnic areas (F17), enough car parking (F01), litter bins (F20), feeling safe in the forest (A01), being able to enjoy the scenery/views (G03), being able to spend time with family/friends (G02) and being able to enjoy the wildlife (G04). Of these aspects, enough car parking and the litter bins were performing below average.

Potential savers - Aspects included in this quadrant were printed information about the forest (F16), information provided by staff (F14), open grassy areas (F18), choice of trails for cycling (F10), a shop (F04), choice of trails for other activities (F11), baby changing facilities (F06), the model boat lake (F25), easy access/wheelchair friendly trails (F24) and fishing (F26).

Please also note the sample sizes for each aspect (see Table C-3).

*TRI*M Grids for Cwmcarn Centre*

Over the following pages the strengths and priorities for the Cwmcarn Centre have been identified. Strengths and priorities are defined as those aspects which fall in or on the boundaries of the Motivators quadrant. The crossbars on the grid are there to remind us that there are no hard and fast dividing lines between quadrants. Each aspect must be interpreted in relation to the position of the other aspects in order to determine its relative priority in the overall assessment of quality of experience.

The TRI*M grids illustrating the results obtained for the Cwmcarn Centre are presented in Appendix 4. For clarity the results are presented across 4 grids but all of these findings should be considered together.

Strengths – the main strengths for the Cwmcarn Centre were value for money of the whole trip or day out (G05) and the friendliness of staff (F13).

Priorities - The aspects were identified as priorities for the Cwmcarn Centre were the choice of paths for walking (F09), the café/restaurant (F15) and clear signposting on footpaths/trails (F03).

Hidden Opportunities - hidden opportunities that were identified for the Cwmcarn Centre were the availability of staff (F12), leaflets, maps and interpretation panels (F08), printed information about the site (F16), open grassy areas (F18), the choice of trails for other activities (F11), easy access/wheelchair friendly trails (F24) and the showers (F23). With the exception of the information provided by staff and the showers, all of these aspect were performing below average. Improving the quality of these aspects could be the driver for further improving overall levels of quality of experience at the Cwmcarn Centre.

Hygenics – while the performance of aspects in this quadrant are important to the viability of the site, high levels of satisfaction will not improve retention in themselves. Aspects included in this quadrant or close to boundaries were the opening times (F02), enough car parking (F01), clean toilets (F05), litter bins (F20), dog waste bins (F19), feeling safe in the forest (A01), feeling happy to leave a car in the car park (A02), being able to spend time with friends/family (G02), solitude, peace and quiet (G01), being able to enjoy the scenery and views (G03), being able to enjoy the wildlife (G04) and being able to get fit and healthy (G06). Of these aspects, enough car parking, the opening times, the litter bins and dog waste bins were performing below average.

Potential savers - Aspects included in this quadrant were the children's play equipment (F07), choice of trails for cycling (F10), picnic areas (F17), baby changing facilities (F06), the bike wash (F22), the model boat lake (F25), the downhill minibus uplift (F27) and fishing (F26).

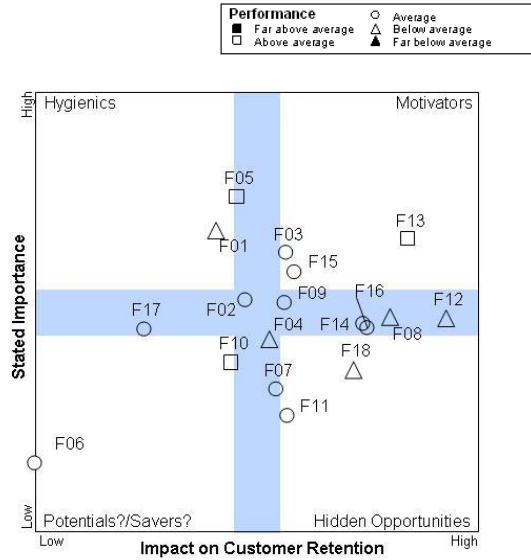
Please also note the sample sizes for each aspect (see Table C-3).

TRI*M Grids for Cwmcarn Centre and Forest Drive

FACILITIES IN DECISION TO VISIT SITE

- F01 Enough car parking
- F02 Opening times
- F03 Clear signposting on footpaths /trails
- F04 A shop
- F05 Clean toilets
- F06 Baby changing facilities
- F07 Children 's play equipment
- F08 Leaflets , maps and interpretation panels to help you find your way around
- F09 Choice of paths for walking
- F10 Choice of trails for cycling
- F11 Choice of trails for other activities (e.g horse riding)
- F12 Availability of staff at the site (for example rangers)
- F13 Friendliness of staff
- F14 Information provided by staff
- F15 Cafe or restaurant
- F16 Printed information about the site
- F17 Picnic areas
- F18 Open grassy areas for ball games , sunbathing , etc

Base 266

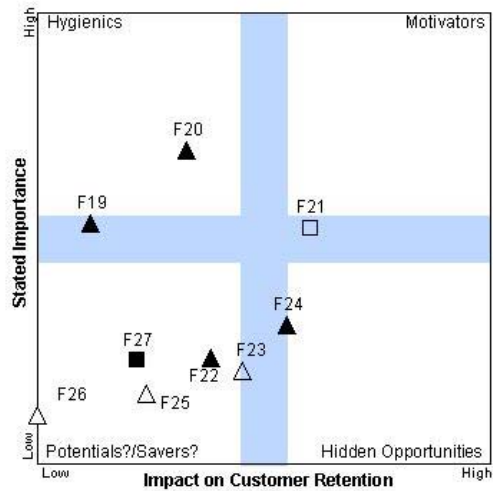


FACILITIES IN DECISION TO VISIT SITE

- F19 Dog waste bins
- F20 Litter bins
- F21 A Forest Drive
- F22 Bike wash
- F23 Showers
- F24 Easy access /wheelchair friendly trails
- F25 Model boat lake
- F26 Fishing
- F27 Downhill minibus uplift
- F28 Electric hook-up on site *
- F29 Shower facilities *
- F30 Catering facilities on site *
- F31 Toilet facilities on site *
- F32 Disabled facilities on site *
- F33 Pets allowed on site *
- F34 Pitch cost *

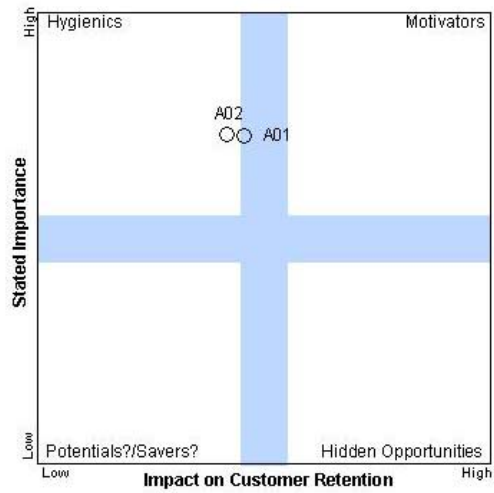
* Element could not be calculated

Base 266



ASPECTS OF PERSONAL SAFETY AND SECURITY IN DECISION TO VISIT

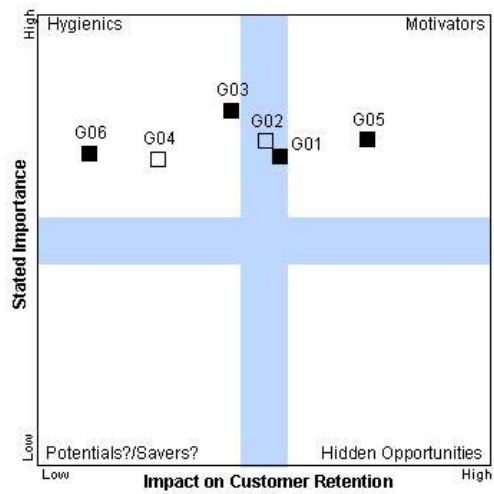
- A01 Feeling safe in the forest
- A02 Feeling happy to leave your car in the car park



Base 266

GENERAL ASPECTS IN DECISION TO VISIT

- G01 Solitude, peace and quiet
- G02 Being able to spend time with family and friends
- G03 Being able to enjoy scenery and views
- G04 Being able to enjoy the wildlife
- G05 Value for money of your whole trip or day out
- G06 Being able to get fit and healthy



Base 266

Summary of key TRI*M Grid findings (Cwmcarn Centre and Forest Drive)

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

Strengths – these are the attributes of the site which are considered as important amongst most visitors, are proven to have a high impact on overall levels of satisfaction and are currently performing well. At Cwmcarn Centre and Forest Drive the main strengths were the value for money of the trip or day out, solitude, peace and quiet, and the friendliness of the staff.

It is vital that these strengths are maintained and communicated in promotional materials.

Immediate, top priority issues – these are attributes of the site which are considered to be important amongst most visitors, have an impact on overall levels of satisfaction but are currently performing on or below average. At Cwmcarn Centre and Forest Drive, the café/restaurant, signposting on footpath/trails and choice of paths for walking received ‘average’ performance ratings so should be considered as potential areas of improvement in the site’s management.

Second priority issues – there are a number of attributes at this site which, although most visitors rated them as important, were found to have less impact on overall levels of satisfaction. Of these attributes, two was found to be performing well below average – litter bins and dog waste bins. These should be considered as a second priority in maintaining levels of satisfaction at Cwmcarn Centre and Forest Drive.

Future opportunities – these are attributes which, although most visitors do not perceive them as important in their decision to visit, have been proven to have an impact on the overall quality of experience of those who rated them. At Cwmcarn Centre and Forest Drive, the aspects included in this category are availability of staff on-site and information provided by staff, wheelchair friendly/easily accessible trails, Leaflets, maps and interpretation panels, a shop and open grassy areas for ball games.

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

Appendix 1 - Questionnaires

FORESTRY COMMISSION – SURVEY OF VISITORS
MONITORING THE QUALITY OF FOREST EXPERIENCE 2008 (JN:175112)

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	Close
	-----	-----	-----
	No – not been interviewed	2	Continue

INTERVIEW LOCATION

A.2	Forest Drive car park/payment point	1
	Main visitor centre car park	2
	Small visitor centre car park	3
	Car park by lake	4

If respondent is at interview location 1 at A2, [SITE REFERENCE] = Forest Drive.
If respondent is at interview locations 2-4 at A2, [SITE REFERENCE] = Cwmcarn Centre

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 1 and 2 hours from home	2
	On a short trip of between 2 and 3 hours from home	3
	On a day out (for more than 3 hours) from home	4
	-----	-----
	On holiday away from home in the area	5
	Other (SPECIFY)	

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

N.B. LOCAL AREA IS DEFINED AS THE AREA ON THE MAP

Do you live within <LOCAL AREA>?
SHOW MAP

Q.2a)	Yes	1
	No	2

ASK ALL

Q.2b) Is this your first visit to [SITE REFERENCE]?

Yes	1	Go to Q3
-----	-----	-----
No	2	Go to Q2c

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

SHOW SCREEN

Q.2c) How often, on average, during the year do you come to [SITE REFERENCE]?

SINGLE CODE

EVERY DAY	1	
4 TO 6 TIMES A WEEK	2	<i>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	
1 TO 3 TIMES A YEAR	6	<i>Self completion after Q7</i>
LESS OFTEN	7	
DON'T KNOW	Y	

**IF VISITOR IS ON HOLIDAY ASK Q.2d)
OTHERS SKIP TO Q3**

Q.2d) During your holiday, will you be staying at the Cwmcarn Forest Drive Campsite?

Yes	1	
-----	-----	-----
No	2	

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

FOREST DRIVE ONLY

Q.3 Do you own a season ticket for Forest Drive?

Yes	1	Ask Q.3b
-----	-----	-----
No	2	Go to Q.4

Q.4 How did you travel to the [SITE REFERENCE] today?

CODE ALL MENTIONED

- Car 1
- On foot 2
- On bicycle 3
- On a horse 4
- Train 5
- Public/ scheduled bus 6
- Private coach/ minibus 7
- Other (SPECIFY)

.....

**ASK ALL
SHOW SCREEN**

Q.5a) 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 FOREST ROADS CYCLING ON UNSURFACED ROADS, TRACKS OR TRAILS CYCLING/MOUNTAIN BIKING OFF TRACKS AND TRAILS DOG WALKING HILL WALKING/ RAMBLING OTHER WALKING -----		Ask Q.7
USING THE CAFÉ/ RESTAURANT OR OTHER CATERING -----	-----	Ask Q.6
----- RUNNING NATURE/NATURAL HISTORY VISIT PHOTOGRAPHY BIRDWATCHING OTHER WIDLIFE WATCHING ORIENTEERING MOTOR SPORTS VISITING THE VISITOR CENTRE VISITING THE GIFT SHOP EDUCATIONAL VISIT HORSE RIDING/PONY TREKKING PICNIC OR BARBECUE SEEING SOMETHING IN THE FOREST (E.G. A SCULPTURE OR AN ANCIENT TREE OR A DEMONSTRATION) MTB DOWNHILL USING BIKE WASH USING SHOWERS FISHING MODEL BOATING ATTENDING AN ORGANISED EVENT VISITING PLAY AREA USE MOUNTAIN BIKE SKILLS SECTION MOUNTAIN BIKE CROSS COUNTRY ADMIRING THE SCENIC VIEWS OTHER ACTIVITIES (SPECIFY)		
NONE OF THESE ACTIVITIES		

Q5b) **ASK ALL**

AT FOREST DRIVE – During your visit to the Forest Drive, do you also intend to visit the Cwmcarn Centre?

AT OTHER LOCATIONS – During your visit, do you intend to go on the Forest Drive?

Yes
No

**ASK Q6 IF RESPONDENT HAS USED/ PLANS TO USE CAFÉ/
RESTAURANT/OTHER CATERING.
OTHERS SKIP TO INSTRUCTION BEFORE 6C**

Q.6a) How would you rate the value for money you obtain from the catering facilities provided here?

BY THIS WE MEAN CAFÉ/ RESTAURANT/ FOOD AND DRINK WHICH IS SOLD ON SITE.

READ OUT ROTATING ORDER. SINGLE CODE

Excellent	1
Very good	2
Good	3
Fair	4
Poor	5
Don't Know	Y

IF FAIR OR POOR SCORE AT Q.6A:

Why do you say this?

.....
.....

Q.6b) How would you rate the quality of the food and drink provided here?

BY THIS WE MEAN AT THE CAFÉ/RESTAURANT/ FOOD AND DRINK WHICH IS SOLD ON SITE.

READ OUT ROTATING ORDER. SINGLE CODE

Excellent	1
Very good	2
Good	3
Fair	4
Poor	5
Don't Know	Y

IF FAIR OR POOR SCORE AT Q.6B:

Why do you say this?

.....
.....

**ASK Q6c IF RESPONDENT STAYING AT CAMPSITE AT Q2d).
OTHERS SKIP TO Q7**

Q.6c) How would you rate the value for money you obtain from the campsite facilities provided here?

READ OUT ROTATING ORDER. SINGLE CODE

Excellent	1
Very good	2
Good	3
Fair	4
Poor	5
Don't Know	Y

IF FAIR OR POOR SCORE AT Q.6c:

Why do you say this?

.....

.....

Q.6d How would you rate the quality of the facilities provided at the Campsite?

READ OUT ROTATING ORDER. SINGLE CODE

- Excellent 1
- Very good 2
- Good 3
- Fair 4
- Poor 5
- Don't Know Y

IF FAIR OR POOR SCORE AT Q.6d:

Why do you say this?

.....

.....

ASK IF RESPONDENT IS WALKING OR CYCLING (CODES 1 TO 6 AT Q.5a):

Q.7 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.8a) Approximately how long do you intend to spend at [SITE REFERENCE] today?

IF RESPONDENT IS WALKING DURING VISIT (CODES 4, 5 OR 6 AT Q.5) ASK:

Q.8b) Approximately how much time do you expect to spend walking during your visit?

IF RESPONDENT IS CYCLING DURING VISIT (CODES 1, 2 or 3 AT Q.5) ASK:

Q.8c) Approximately how much time do you expect to spend cycling during your visit?

	Q.8a) On-site	Q.8b) Walking	Q.8c) 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.9a Are you accompanied by any children aged 15 or under today?
- | | |
|------------|---|
| Yes | 1 |
| No | 2 |
| Don't Know | Y |

ASK IF ACCOMPANIED BY CHILDREN

- Q.9b Will they use the children's play area at [SITE REFERENCE] today?
- | | |
|------------|---|
| Yes | 1 |
| No | 2 |
| Don't Know | Y |

SHOW SCREEN

- Q.10 Which of the following sources of information, if any, have you used to help plan your visit to [SITE REFERENCE]?

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.11 Next I will read you out a list of facilities that are often found at Forestry Commission/Council 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) Opening times	1	2	3	4	5	Y
c) Clear signposting on footpaths/trails	1	2	3	4	5	Y
d) A shop	1	2	3	4	5	Y
e) Clean toilets	1	2	3	4	5	Y
f) Baby changing facilities	1	2	3	4	5	Y
g) Children's play equipment	1	2	3	4	5	Y
h) Leaflets, maps and interpretation panels to help you find your way around.	1	2	3	4	5	Y

i)	Choice of paths for walking	1	2	3	4	5	Y
j)	Choice of trails for cycling	1	2	3	4	5	Y
k)	Choice of trails for other activities (e.g horse riding)	1	2	3	4	5	Y
l)	Availability of staff at the site (for example rangers)	1	2	3	4	5	Y
m)	Friendliness of staff	1	2	3	4	5	Y
n)	Information provided by staff	1	2	3	4	5	Y
o)	Café or restaurant	1	2	3	4	5	Y
p)	Printed information about the site	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)	Dog waste bins.	1	2	3	4	5	Y
t)	Litter bins.	1	2	3	4	5	Y
u)	A Forest Drive	1	2	3	4	5	Y
v)	Bike wash	1	2	3	4	5	Y
w)	Showers	1	2	3	4	5	Y
x)	Easy access/wheelchair friendly trails	1	2	3	4	5	Y
y)	Model boat lake	1	2	3	4	5	Y
z)	Fishing	1	2	3	4	5	Y
aa)	Downhill minibus uplift	1	2	3	4	5	Y
bb)	Electric hook-up on site (Those camping on-site only)	1	2	3	4	5	Y
cc)	Shower facilities (Those camping on-site only)	1	2	3	4	5	Y
dd)	Catering facilities on site (Those camping on-site only)	1	2	3	4	5	Y
ee)	Toilet facilities on site (Those camping on-site only)	1	2	3	4	5	Y
ff)	Disabled facilities on site (Those camping on-site only)	1	2	3	4	5	Y
gg)	Pets allowed on site (Those camping on-site only)	1	2	3	4	5	Y
hh)	Pitch cost (Those camping on-site only)	1	2	3	4	5	Y

Q.12 **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
b)	Feeling happy to leave your car in the car park.	1	2	3	4	5	Y

Q.13 **SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**
 Now I would like to ask you how important some other, more general aspects of the site 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
b)	Peace & quiet at night (Those camping on-site only)	1	2	3	4	5	Y
c)	Being able to spend time with family and friends	1	2	3	4	5	Y
d)	Being able to enjoy scenery and views	1	2	3	4	5	Y
e)	Being able to enjoy the wildlife	1	2	3	4	5	Y
f)	Value for money of your whole trip or day out.	1	2	3	4	5	Y
g)	Being able to get fit and healthy	1	2	3	4	5	Y

Q.14 What else, if anything, influenced your decision to visit today?
 IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

.....

.....

.....

**IF VISITOR IS ON FIRST VISIT TO SITE (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 SELF COMPLETION QUESTIONNAIRE
REMEMBER TO INPUT THE NUMBER WRITTEN ON THE SELF COMPLETION QUESTIONNAIRE.
OTHERS CONTINUE**

INPUT SELF COMPLETION NUMBER:

.....

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.15

Can you now let me know how you would rate each of the following aspects of [SITE REFERENCE] based on your most recent visits? 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) Opening times	1	2	3	4	5	Y
c) Clear signposting on footpaths/trails	1	2	3	4	5	Y
d) Shop	1	2	3	4	5	Y
e) Clean toilets	1	2	3	4	5	Y
f) Baby changing facilities	1	2	3	4	5	Y
g) Children's play equipment	1	2	3	4	5	Y
h) Leaflets and maps and interpretation panels to help you find your way around.	1	2	3	4	5	Y
i) Choice of paths for walking	1	2	3	4	5	Y
j) Choice of trails for cycling	1	2	3	4	5	Y
k) Choice of trails for other activities (e.g horse riding)	1	2	3	4	5	Y
l) Availability of staff at the site (for example rangers)	1	2	3	4	5	Y
m) Friendliness of staff	1	2	3	4	5	Y
n) Information provided by staff	1	2	3	4	5	Y
o) Café or restaurant	1	2	3	4	5	Y
p) Printed information about the site	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)	Dog waste bins.	1	2	3	4	5	Y
t)	Litter bins.	1	2	3	4	5	Y
u)	Forest Drive	1	2	3	4	5	Y
v)	Bike wash	1	2	3	4	5	Y
w)	Showers	1	2	3	4	5	Y
x)	Easy access/wheelchair friendly trails	1	2	3	4	5	Y
y)	Model boat lake	1	2	3	4	5	Y
z)	Fishing	1	2	3	4	5	Y
aa)	Downhill uplift	1	2	3	4	5	Y
bb)	Electric hook-up on site (Those camping on-site only)	1	2	3	4	5	Y
cc)	Shower facilities (Those camping on-site only)	1	2	3	4	5	Y
dd)	Catering facilities on site (Those camping on-site only)	1	2	3	4	5	Y
ee)	Toilet facilities on site (Those camping on-site only)	1	2	3	4	5	Y
ff)	Disabled facilities on site (Those camping on-site only)	1	2	3	4	5	Y
gg)	Pets allowed on site (Those camping on-site only)	1	2	3	4	5	Y
hh)	Pitch cost (Those camping on-site only)	1	2	3	4	5	Y

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

Q.16 I would also like to ask you how you would rate the following aspects relating to your personal safety and security during recent visits to **[SITE REFERENCE]**.

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

Q.17

SHOW CARD E ILLUSTRATING POSSIBLE ANSWERS

And how would you rate the following more general aspects of [SITE REFERENCE] 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
	h) Solitude, peace and quiet during visit	1	2	3	4	5	Y
	i) Peace & quiet at night (Those camping on-site only)	1	2	3	4	5	Y
	j) Being able to spend time with family and friends	1	2	3	4	5	Y
	k) Being able to enjoy scenery and views	1	2	3	4	5	Y
	l) Being able to enjoy the wildlife	1	2	3	4	5	Y
	m) Value for money of your whole trip or day out.	1	2	3	4	5	Y
	n) Being able to get fit and healthy.	1	2	3	4	5	Y

ASK Q.18 FOR EACH ASPECT RATED 'FAIR/POOR' AT Q.15, Q.16 and Q.17 (CODE 4 OR 5)

Q.18 Why were you not totally 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.19a) During your most recent visits to [SITE REFERENCE] which of the following types of visitors have you seen or heard?
 CODE ALL MENTIONED
 IF NONE MENTIONED SKIP TO Q.20a

SHOW SCREEN LISTING POSSIBLE ANSWERS

Q.19b) And how, if at all, did these encounters affect your enjoyment?
 ONLY ASK FOR THOSE TYPES OF VISITORS ENCOUNTERED DURING VISIT. READ OUT

	Q.19a		Q.19b					
			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
OTHER CAMPSITE USERS (Camping only)	7		1	2	3	4	5	Y
ORGANISED EVENT ATTENDEES	8		1	2	3	4	5	Y

NONE OF THESE TYPES OF VISITORS	0
---------------------------------	---

ASK Q.19c FOR ANY TYPES OF VISITOR THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.19b) (CODE 4 OR 5)

Q.19c) 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) REASON
- ii) REASON
- iii) REASON

SHOW SCREEN LISTING POSSIBLE ANSWERS

Q.20a) 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.20b) FOR ANY ISSUES THAT DECREASED ENJOYMENT 'A LITTLE' OR 'A LOT' AT Q.20a) (CODE 2 AND 3)	
--	--

Q.20b) Why did <INSERT ISSUE> decrease your enjoyment?

ASPECT (WRITE IN)

REASON

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

Q.20c) What else, if anything, decreased your enjoyment of **[SITE REFERENCE]** during your most recent visits? IF RESPONDENT STATES WEATHER PROBE FURTHER

.....

Q.21 Thinking about your most recent visits to **[SITE REFERENCE]** 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.22 What do you like the most about [SITE REFERENCE]?
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.**

SHOW SCREEN- LOCAL AREA IS CIRCLED.

Q.23 How important was the presence of [SITE REFERENCE] 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
- Very important
- Quite important
- Neither important nor unimportant
- Not very important
- Not important at all
- Don't know

Q.24 **ASK ALL**
How would rate the overall performance of [SITE REFERENCE] as a place to visit?

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

- Excellent
 - Very Good
 - Good
 - Fair
 - Poor
- (DO NOT READ OUT)**
REFUSED/ DON'T KNOW/ CR/ NA

Q.25 How likely are you to visit [SITE REFERENCE] again in the next few months?

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

Definitely
Probably
Fairly likely
Probably not
Definitely not
(DO NOT READ OUT)
REFUSED/ DON'T KNOW/ CR/ NA

Q.26 Would you recommend [SITE REFERENCE] as a place to visit to a friend or relative?

READ OUT. SINGLE CODE

Definitely
Probably
Fairly likely
Probably not
Definitely not
(DO NOT READ OUT)
REFUSED/ DON'T KNOW/ CR/ NA

Q.27 How would you [SITE REFERENCE] as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead?

READ OUT. SINGLE CODE

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

Much better
Slightly better
The same
Slightly worse
Much worse
(DO NOT READ OUT)
REFUSED/ DON'T KNOW/ CR/ NA

ASK ALL. SHOW MAP for LOCAL AREA – same as Q2.

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

Q.28

IF NOT STAYING AWAY FROM HOME (CODE 1 OR 2 AT Q1) DO NOT ASK Q.28a)

Q.28a) 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.28 **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, hire of bikes)			
g)	Other miscellaneous items			
h)	TOTAL			

CLASSIFICATION INFORMATION

Name.....

Address.....

Postcode

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

Place of residence.....

Telephone number.....

Occupation of chief income earner in household:

.....

Date of interview

Day	Month

July	1	Sep	3
Aug	2	Oct	4

Sex: Male 1
Female 2

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

SEG:
AB 1
C1 2
C2 3
DE 4

Do you have any children aged 15 or under living in your household?
Yes 1
No 2

Do you have any illness, disability or infirmity that has troubled you over a period of 12 months or more?
Yes 1
No 2

IF YES:
Does this illness or disability (Do any of these illnesses or disabilities) limit your activities in any way?
Yes 1
No 2

Do you own or have access to a car?
Yes 1
No 2

How would you describe your cultural or ethnic background?

	<u>White</u>	
	English	1
	Welsh	2
	Scottish	3
	Other British	4
	Irish	5
	Any other White background (PLEASE SPECIFY)	6
	<u>Mixed</u>	
	White and Black Caribbean	7
	White and Black African	8
	White and Asian	9
	Any other Mixed background (PLEASE SPECIFY)	0
	<u>Asian or Asian British</u>	
	Indian	1
	Pakistani	2
	Bangladeshi	3
	Any other Asian background (PLEASE SPECIFY)	3
	<u>Black or Black British</u>	
	Caribbean	4
	African	5
	Any other Black background (PLEASE SPECIFY)	6
	<u>Chinese or other ethnic group</u>	
	Chinese	7
	Other ethnic background (PLEASE SPECIFY)	8
	

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

Yes	1
No	2

IF YES ASK FOR E-MAIL ADDRESS IF AVAILABLE.

COLLECT CLASSIFICATION DETAILS AND THANK RESPONDENT

Survey of Visitors to Cwmcam Centre & Forest Drive



Thank you for taking part in our survey. To help us find out more about what you think of the site and facilities provided, we'd greatly appreciate it if you could complete this questionnaire at the end of your visit. After completing it please return the questionnaire in the FREEPOST envelope or hand it back to the interviewer. By returning the questionnaire your name will be entered into a prize draw to win an exciting and informative book about Britain's forests.

OFFICE USE ONLY
(1-6) 175112 FV

INTERVIEWER USE ONLY
(7-10) X X X X

(11) 2

Quality of your visit

1) First of all, please rate each of the following facilities you may have experienced during your visit.

	Excellent	Very good	Good	Fair	Poor	No experience/ Don't know
Enough car parking	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (12)
Opening times	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (13)
Clear signposting on trails	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (13)
Shop	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (14)
Clean toilets	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (15)
Baby changing facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (16)
Children's play equipment	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (17)
Leaflets, maps and interpretation panels to help you find your way around	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (18)
Choice of paths for walking	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (19)
Choice of trails for cycling	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (20)
Choice of trails for other activities (e.g. horse riding)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (21)
Availability of staff at the site (e.g. rangers)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (22)
Friendliness of staff	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (23)
Information provided by staff	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (24)
Café/ restaurant	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (26)
Printed information about the site	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (27)
Picnic areas	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (28)
Litter bins	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (31)
Easy access/wheelchair friendly trails	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (31)
Model boat lake	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (31)
Fishing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (31)
Downhill uplift	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (31)

If you have stayed/are staying at the Cwmcam Forest Campsite, please answer question 2.

Others skip to question 3.

2) Please rate each of the following campsite facilities.

	Excellent	Very good	Good	Fair	Poor	No experience/ Don't know
Electric hook-up on site	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (37)
Shower facilities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (38)
Catering facilities on site	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (38)
Toilet facilities on site	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (38)
Disabled facilities on site	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (38)
Pets allowed on site	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (38)
Pitch cost	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (38)

3) Next, please rate each of the following relating to your personal safety and security.

	Excellent	Very good	Good	Fair	Poor	No experience/ Don't know
Feeling safe in the forest	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (37)
Feeling happy to leave your car in the car park	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (38)





4) Thinking more generally about your visit, how would you rate each of the following aspects?

	Excellent	Very good	Good	Fair	Poor	No experience/ Don't know
Solitude, peace and quiet on site	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (39)
Solitude, peace and quiet at night (campsite users only)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (39)
Being able to spend time with family and friends	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (40)
Being able to enjoy scenery and views	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (41)
Being able to enjoy the wildlife	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (42)
Value for money of your whole visit to the forest	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (43)
Being able to get fit and healthy	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (44)

5) If you were not totally satisfied with any of the aspects rated in questions 1 to 3, please explain why below.
Try to give as much detail as possible (continue on a separate sheet if required).

Other visitors



6) During your visit, did encounters with any of the following types of visitors affect your enjoyment? (e.g. seeing or hearing them). If you did not encounter a particular type of visitor during your visit, tick the appropriate box.

	 Increased enjoyment a lot	 Increased enjoyment a little	Made no difference	 Decreased enjoyment a little	 Decreased enjoyment a lot	Did not encounter
Walkers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 (45)
Children	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 (46)
Cyclists	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 (47)
Horse riders	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 (48)
Motorbikers/ moto- cross	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 (49)
Vehicles driving in the forest	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 (50)
Other campsite users (campsite users only)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 (50)
Organised event attendees	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 (50)

7) If any visitors decreased your enjoyment at all please explain why below.

Problems

8) Did any of the following potential problems affect your enjoyment during your visit?







	No enjoyment didn't reduce	 Decreased enjoyment a little	 Decreased enjoyment a lot	Don't Know
Noise from other users or motorised sports	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> Y (52)
Litter or fly tipping	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> Y (53)
Dogs and dog dirt	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> Y (54)
Muddy tracks	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> Y (55)
Vandalised, missing or damaged signposts	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> Y (56)
Forestry operations such as felling	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> Y (57)

9) If any of the issues listed above decreased your enjoyment at all please explain why.

10) What else, if anything, decreased your enjoyment?

Your visit overall

11) Overall, how did your visit to the site compare with expectations?

 Much better	 A little better	 As expected	 A little worse	 Much worse	 Don't know
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> Y (58)

12) If the forest was not as expected, why was it either better or worse? (Apart from the weather!)

13) What, if anything, would you like to see changed at the forest to make future visits more enjoyable?

Try to give as much detail as possible

14) What do you like most about this site?

Try to give as much detail as possible

15) How important was the presence of Cwmcarn Centre and Forest Drive and its facilities in your decision to visit the local area? By local area we mean within 15 miles of the forest including Caerleon, Newport, Llanifhangel, Caerphilly, Abercynon, Bargoed, Nantyglo, Blaenavon

The only reason for coming	<input type="checkbox"/> 1	Not very important	<input type="checkbox"/> 5
Very important	<input type="checkbox"/> 2	Not important at all	<input type="checkbox"/> 6
Quite important	<input type="checkbox"/> 3	Not relevant, live in area	<input type="checkbox"/> 7
Neither important nor unimportant	<input type="checkbox"/> 4		

16) How would you rate the overall performance of Cwmcarn Centre and Forest Drive as a place to visit?

Excellent	<input type="checkbox"/> 1	Fair	<input type="checkbox"/> 4
Very good	<input type="checkbox"/> 2	Poor	<input type="checkbox"/> 5
Good	<input type="checkbox"/> 3		<input type="checkbox"/>

17) How likely are you to visit Cwmcarn Centre and Forest Drive again in the next few months?

Definitely	<input type="checkbox"/> 1	Probably not	<input type="checkbox"/> 4
Probably	<input type="checkbox"/> 2	Definitely not	<input type="checkbox"/> 5
Fairly likely	<input type="checkbox"/> 3		<input type="checkbox"/>

18) Would you recommend Cwmcarn Centre and Forest Drive as a place to visit to a friend or relative?

Definitely	<input type="checkbox"/>	⁽⁶²⁾ 1	Probably not	<input type="checkbox"/>	4
Probably	<input type="checkbox"/>	2	Definitely not	<input type="checkbox"/>	5
Fairly likely	<input type="checkbox"/>	3		<input type="checkbox"/>	

19) How would you rate Cwmcarn Centre and Forest Drive as a place to visit compared to other forests, parks and recreation sites you could have gone to instead?

Much better	<input type="checkbox"/>	⁽⁶³⁾ 1	Slightly worse	<input type="checkbox"/>	4
Slightly better	<input type="checkbox"/>	2	Much worse	<input type="checkbox"/>	5
The same	<input type="checkbox"/>	3		<input type="checkbox"/>	

20) On the day of your visit to Cwmcarn Centre and Forest Drive how much, if anything, did you personally spend on each of the following while in the local area? By local area we mean within 15 miles of the forest see Q14. *If you are not sure please provide an estimate.*

Accommodation (including food & drink)	<input type="text"/>	(64-66)
Food & drink (excluding accommodation)	<input type="text"/>	(67-69)
Admission fees to attractions	<input type="text"/>	(70-72)
Shopping (non-routine, e.g. souvenirs)	<input type="text"/>	(73-75)
Transport (including petrol, buses, etc.)	<input type="text"/>	(76-78)
Equipment (e.g. bike hire)	<input type="text"/>	(79-81)
Other miscellaneous items	<input type="text"/>	(82-84)
Total spend	<input type="text"/>	(85-87)

Thank you for completing this questionnaire and we hope that you have enjoyed your visit to the forest.

If you return your questionnaire in the FREEPOST envelope provided and fill in the details below you will be entered into a prize draw for a book about Britain's forests.

Name:

Address:

.....

Please contact Vicky Wilson at TNS if you have any questions.
 TNS, 19 Atholl Crescent, Edinburgh, EH3 8HQ
 travelandtourism@tns-global.com

Appendix 2 - Results obtained at other Forestry Commission sites

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

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
31	Day trip, 3+ hours	11	23	16	25	0
32	Holiday	5	8	63	11	0
33						
34	FREQUENCY OF VISITS					
35	Every day	16	24	1	1	40
36	1-6 times per week	15	5	2	11	34
37	1-3 times per month	20	10	10	29	8
38	1-6 times a year	38	48	37	35	6
39	Less often	6	11	18	23	0
40	First visit	5	3	31	26	12
41						
42	FREQUENCY OF VISITS (repeat visitors)					
43	Every day	17	24	2	1	46
44	1-6 times per week	15	5	3	11	39
45	1-3 times per month	21	10	14	29	9
46	1-6 times a year	40	49	44	35	7
47	Less often	6	11	26	23	-
48						
49	LENGTH OF VISIT					
50	Average (mins)	134	157	180	180	36
51						
52	ACTIVITIES					
53	Walking without dog	47	20	61	60	37
54	Walking with dog	39	13	15	12	63

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
55	Picnic/ BBQ	22	4	18	20	0
56	Cycling (any)	15	69	27	0	14
57	Bird watching	5	3	10	12	2
58	Nature/ natural history	3	1	4	7	0
59	Children's playground	22	0	0	41	0
60	Seeing something in woodland (e.g.sculpture)	10	0	34	0	0
61	Motor sports	13	0	0	0	0
62	Adventure playground	0	0	0	0	0
63	Driving on forest drive	0	0	0	0	0
64	Children's play activities	0	0	0	0	0
65	Photography	0	0	15	24	0
66						

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
67	IMPORTANCE SCORES					
68	A 'go ape' high rope course			2.47		
69	A cafe	3.12	3.96	3.53	3.78	
70	A forest drive					
71	A plant centre				3.09	
72	A shop	2.83	3.48	3.03	3.12	
73	Availability of cycle hire on-site			2.46		
74	Availability of staff at the site (for example rangers)	3.12	3.86	3.24	3.56	2.62
75	Baby changing facilities	2.56	2.37	2.67	2.69	1.71
76	Barbeque facilities					1.19
77	Being able to enjoy scenery and views	4.68	4.78	4.81	4.83	4.77
78	Being able to enjoy the wildlife	4.59	4.50	4.60	4.52	4.76
79	Being able to get fit and healthy			4.44		
80	Being able to learn about trees and the environment				4.33	
81	Being able to spend time with family and friends	4.48	4.21	4.51	4.41	4.02
82	Benches/seats					4.12
83	Bike Wash					
84	Children's play equipment	3.54	2.41	3.20	2.39	2.00

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
85	Choice of paths for walking	4.34	3.55	4.31	4.35	4.30
86	Choice of trails for cycling		4.42	3.00		
87	Choice of trails for other activities (e.g. horse riding)	3.74		3.00		2.32
88	Clean toilets	4.01	4.68	4.41	4.74	2.36
89	Clear signposting on footpaths	3.99	4.28	4.34	4.18	2.73
90	Enough car parking	4.54	4.47	4.32	4.49	1.69
91	Feeling happy to leave your car in the car park	4.74	4.82	4.65	4.57	1.91
92	Feeling safe in the forest	4.64	4.24	4.37	4.47	4.77
93	Information about the site's history and conservation					
94	Information panels about the place you are visiting				4.14	
95	Leaflets and information about the place you are visiting	3.62	3.80	3.98	4.00	2.72
96	Leaflets and maps to help you find your way around					
97	Restaurant				3.68	
98	Sculpture			3.80		
99	Showers					
100	Solitude, peace and quiet	3.89	4.23	3.34	4.21	4.75
101	Undercover picnic area				3.42	
102	Value for money of your whole trip or day out	4.48	4.50	4.36	4.32	4.27
103	Friendliness of staff					

	A	B	C	D	E	F
1	Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston
2	District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside
3	Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003
4	BASE	176	153	336	321	52
5		%	%	%	%	%
104	Information provided by staff					
105	Litter and dog waste bins					
106	Litter bins					
107	Dog waste bins					
108	Open grassy areas					
109	Picnic areas					
110	Printed information about the forest					
111	Red Kite Hide					
112	Viewing Ospreys					
113	Red Kite cameras					
114	Easy access/wheelchair friendly trails					
115	Availability of cycle shop					
116	Orienteering					
117	Availability of novice mountain bike trails					
118	Availability of highly technical bike trails					

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
94	Information panels about the place you are visiting					
95	Leaflets and information about the place you are visiting					
96	Leaflets and maps to help you find your way around	3.46	3.34	3.10	3.97	
97	Restaurant					
98	Sculpture					
99	Showers		1.22	1.27	2.64	1.67
100	Solitude, peace and quiet	3.91	3.64	3.30	3.84	3.58
101	Undercover picnic area					
102	Value for money of your whole trip or day out	3.62	3.83	3.92	3.80	3.85
103	Friendliness of staff	3.55	3.40	3.53	3.94	3.40
104	Information provided by staff	2.98	2.99	2.89	3.51	2.92
105	Litter and dog waste bins					
106	Litter bins	3.50	3.39	3.92	3.97	3.48
107	Dog waste bins	3.22	2.67	3.54		2.84
108	Open grassy areas	1.97	1.96	3.23		2.44
109	Picnic areas	2.78	2.67	3.32	3.29	3.12
110	Printed information about the forest	3.31	3.13	2.95	3.60	
111	Red Kite Hide					
112	Viewing Ospreys		2.99			
113	Red Kite cameras	3.08				
114	Easy access/wheelchair friendly trails				3.02	2.20
115	Availability of cycle shop				3.15	2.42

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

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
136	Bike Wash				3.83	3.35
137	Children's play equipment	3.10	3.73	3.92	4.20	4.01
138	Choice of paths for walking	3.94	4.11	3.79	3.80	3.51
139	Choice of trails for cycling	3.64	3.67	3.53	4.07	3.61
140	Choice of trails for other activities (e.g. horse riding)	3.64	3.43	3.49	3.69	3.31
141	Clean toilets	4.23	4.14	3.79	4.06	3.60
142	Clear signposting on footpaths	3.94	3.89	4.07	3.88	
143	Enough car parking	4.30	3.94	3.78	3.94	3.43
144	Feeling happy to leave your car in the car park	3.87	4.01	3.98	4.16	3.77
145	Feeling safe in the forest	3.95	4.12	3.91	4.10	3.80
146	Friendliness of staff	3.69	3.85	3.73	3.96	3.41
147	Information about the site's history and conservation					
148	Information panels about the place you are visiting					
149	Information provided by staff	3.70	3.80	3.55	3.93	3.23
150	Leaflets and maps to help you find your way around	3.64	3.66	3.61	3.97	
151	Litter and dog waste bins					
152	Litter bins		2.99	3.16	2.88	3.07
153	Dog waste bins			3.08		3.06
154	Leaflets and information about the place you are visiting					
155	Open grassy areas	3.41		3.81		3.14

	A	Q	R	S	T	U
1	Forest	Fineshade Wood	Whinlatter	Rosliston	Coed y Brenin	Bedgebury
2	District					
3	Fieldwork period	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2007	28th Jul - 28th Oct 2008
4	BASE	296	348	301	372	238
5						
156	Picnic areas	3.51	3.49	3.61	3.83	3.35
157	Printed information about the forest	3.69	3.50	3.49	3.80	3.22
158	Restaurant					
159	Red Kite Hide					
160	Sculpture					
161	Solitude, peace and quiet	3.92	4.03	3.80	4.06	3.51
162	Showers		3.00	3.33	3.67	3.28
163	Information about Ospreys		4.10			
164	Forest Lodges			3.33		
165	Red Kite cameras	3.79				
166	Easy access/wheelchair friendly trails				3.80	3.32
167	Availability of cycle shop				3.57	3.49
168	Orienteering				3.85	3.21
169	Availability of novice mountain bike trails				3.16	3.41
170	Availability of highly technical bike trails				4.21	
171	Undercover picnic area					
172	Value for money of your whole trip or day out	4.01	4.16	4.03	4.22	3.56
173						
174						
175	OTHER VISITORS - SCORES					
176	Walkers	0.28	0.28	0.16	0.10	0.16
177	Children	0.18	0.17	0.16	0.20	0.19

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

	A	V	W	X	Y	Z	AA	AB
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	AVERAGE			
2	District							
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008				
4	BASE	266	245	266	6181			
5								
6	AGE							
7	16-24	2	11	9	5			
8	25-34	14	19	21	18			
9	35-44	41	38	25	31			
10	45-54	20	21	18	17			
11	55-64	12	7	16	16			
12	65+	11	5	10	12			
13								
14	LIFECYCLE							
15	Young Independent	3	22	22	15			
16	Family	62	47	33	42			
17	Empty Nester	32	22	37	37			
18								
19	SEG							
20	AB	43	33	34	34			
21	C1	30	40	35	35			
22	C2	14	18	18	18			
23	DE	13	9	13	14			
24								
25	ORIGIN							
26	UK				100			
27	Overseas				0			
28								
29	TRIP TYPE							
30	Short trip, <3 hours	94	83	79	73			

	A	V	W	X	Y	Z	AA	AB
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	AVERAGE			
2	District							
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008				
4	BASE	266	245	266	6181			
5								
31	Day trip, 3+ hours	4	10	14	10			
32	Holiday	2	6	8	18			
33								
34	FREQUENCY OF VISITS							
35	Every day	2	1	4	5			
36	1-6 times per week	23	3	14	11			
37	1-3 times per month	27	9	18	17			
38	1-6 times a year	39	47	32	35			
39	Less often	2	7	8	8			
40	First visit	8	35	24	25			
41								
42	FREQUENCY OF VISITS (repeat visitors)							
43	Every day	2		5	6			
44	1-6 times per week	25	4	18	14			
45	1-3 times per month	30	13	24	22			
46	1-6 times a year	43	72	42	48			
47	Less often	2	11	11	12			
48								
49	LENGTH OF VISIT							
50	Average (mins)	117	164	128	149			
51								
52	ACTIVITIES							
53	Walking without dog	56	37	24	46			
54	Walking with dog	22	6	20	19			

	A	V	W	X	Y	Z	AA	AB
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	AVERAGE			
2	District							
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008				
4	BASE	266	245	266	6181			
5								
55	Picnic/ BBQ	11	16	15	18			
56	Cycling (any)	17	37	20	31			
57	Bird watching	3	3	9	10			
58	Nature/ natural history	2	1	2	3			
59	Children's playground	21	6	14	11			
60	Seeing something in woodland (e.g.sculpture)			9	8			
61	Motor sports				1			
62	Adventure playground				2			
63	Driving on forest drive				4			
64	Children's play activities				4			
65	Photography	2	3	10	7			
66								
67	IMPORTANCE SCORES							
68	A 'go ape' high rope course				2.63			
69	A cafe	3.45	3.18	3.38	3.43			
70	A forest drive		2.33	3.14	2.26			
71	A plant centre				3.09			
72	A shop	2.91	2.71	2.82	2.93			
73	Availability of cycle hire on-site		2.63		2.34			
74	Availability of staff at the site (for example rangers)	2.83	3.15	3.00	3.04			
75	Baby changing facilities	2.70	1.93	1.79	2.23			
76	Barbeque facilities				1.19			

	A	V	W	X	Y	Z	AA	AB
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	AVERAGE			
2	District							
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008				
4	BASE	266	245	266	6181			
5								
77	Being able to enjoy scenery and views	4.05	3.89	4.11	4.24			
78	Being able to enjoy the wildlife	4.00	3.72	3.71	4.01			
79	Being able to get fit and healthy	3.91	3.71	3.75	3.76			
80	Being able to learn about trees and the environment				4.33			
81	Being able to spend time with family and friends	4.07	4.01	3.85	4.05			
82	Benches/seats				4.12			
83	Bike Wash			2.07	2.10			
84	Children's play equipment	3.58	2.95	2.41	2.89			
85	Choice of paths for walking	3.77	3.35	3.12	3.63			
86	Choice of trails for cycling	2.74	3.21	2.63	2.99			
87	Choice of trails for other activities (e.g. horse riding)	2.45	2.48	2.18	2.49			
88	Clean toilets	4.13	4.02	4.01	4.10			
89	Clear signposting on footpaths	3.77	3.87	3.54	3.76			
90	Enough car parking	3.82	3.90	3.73	3.90			
91	Feeling happy to leave your car in the car park	3.90	3.98	3.90	4.08			
92	Feeling safe in the forest	3.98	3.89	3.88	4.09			
93	Information about the site's history and conservation				3.28			

	A	V	W	X	Y	Z	AA	AB
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	AVERAGE			
2	District							
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008				
4	BASE	266	245	266	6181			
5								
94	Information panels about the place you are visiting				4.14			
95	Leaflets and information about the place you are visiting				3.60			
96	Leaflets and maps to help you find your way around	3.33	3.53	3.00	3.35			
97	Restaurant				3.68			
98	Sculpture				3.80			
99	Showers			4.17	2.21			
100	Solitude, peace and quiet	3.77	3.55	3.73	3.76			
101	Undercover picnic area				3.42			
102	Value for money of your whole trip or day out	3.85	3.86	3.87	3.95			
103	Friendliness of staff	3.67	3.66	3.65	3.58			
104	Information provided by staff	2.90	3.13	2.95	3.07			
105	Litter and dog waste bins				3.71			
106	Litter bins	3.74	3.75	3.77	3.76			
107	Dog waste bins		2.97	3.17	3.29			
108	Open grassy areas	2.39	3.22	2.57	2.71			
109	Picnic areas	3.32	3.40	2.91	3.21			
110	Printed information about the forest	3.16	3.12	2.92	3.20			
111	Red Kite Hide				3.61			
112	Viewing Ospreys				2.99			
113	Red Kite cameras				3.08			
114	Easy access/wheelchair friendly trails	2.95	2.41	2.35	2.59			
115	Availability of cycle shop		2.57		2.71			

	A	V	W	X	Y	Z	AA	AB
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	AVERAGE			
2	District							
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008				
4	BASE	266	245	266	6181			
5								
116	Orienteering	1.97	2.03		1.99			
117	Availability of novice mountain bike trails				2.86			
118	Availability of highly technical bike trails				3.35			
119	SATISFACTION SCORES							
120	Overall average	4.34	4.20	4.30	4.22			
121	A 'go ape' high rope course				4.21			
122	A cafe	3.39	3.43	3.56	3.73			
123	A forest drive		3.50	3.96	3.65			
124	A shop	3.21	3.19	3.19	3.58			
125	A plant centre				4.09			
126	Availability of cycle hire on-site		3.71		3.79			
127	Availability of staff at the site (for example rangers)	2.70	3.32	3.25	3.25			
128	Baby changing facilities	3.12	3.50	3.60	3.62			
129	Barbeque facilities				2.68			
130	Being able to enjoy scenery and views	3.97	3.89	4.10	4.24			
131	Being able to enjoy the wildlife	3.85	3.58	3.73	4.01			
132	Being able to get fit and healthy	3.91	3.80	4.04	4.03			
133	Being able to learn about trees and the environment				4.34			
134	Being able to spend time with family and friends	3.97	4.03	3.95	4.22			
135	Benches/seats				3.34			

	A	V	W	X	Y	Z	AA	AB
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	AVERAGE			
2	District							
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008				
4	BASE	266	245	266	6181			
5								
136	Bike Wash			2.82	3.64			
137	Children's play equipment	3.80	4.12	3.37	3.77			
138	Choice of paths for walking	3.71	3.70	3.56	3.94			
139	Choice of trails for cycling	3.45	3.90	3.77	3.80			
140	Choice of trails for other activities (e.g. horse riding)	3.34	3.53	3.33	3.65			
141	Clean toilets	3.31	3.60	3.88	3.85			
142	Clear signposting on footpaths	3.62	3.63	3.47	3.77			
143	Enough car parking	3.48	3.76	3.15	3.90			
144	Feeling happy to leave your car in the car park	3.66	3.86	3.53	3.91			
145	Feeling safe in the forest	3.77	3.94	3.64	4.06			
146	Friendliness of staff	3.31	3.61	3.69	3.67			
147	Information about the site's history and conservation				3.42			
148	Information panels about the place you are visiting				4.16			
149	Information provided by staff	3.28	3.66	3.41	3.53			
150	Leaflets and maps to help you find your way around	3.46	3.44	3.29	3.48			
151	Litter and dog waste bins				3.06			
152	Litter bins	2.55	3.31	2.90	2.86			
153	Dog waste bins		3.51		2.68			
154	Leaflets and information about the place you are visiting				3.86			
155	Open grassy areas	2.85	3.78	3.28	3.48			

	A	V	W	X	Y	Z	AA	AB
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	AVERAGE			
2	District							
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008				
4	BASE	266	245	266	6181			
5								
156	Picnic areas	3.42	3.63	3.60	3.60			
157	Printed information about the forest	3.39	3.46	3.32	3.44			
158	Restaurant				3.98			
159	Red Kite Hide				4.25			
160	Sculpture				4.30			
161	Solitude, peace and quiet	3.66	3.50	3.97	4.00			
162	Showers			3.29	3.32			
163	Information about Ospreys				4.10			
164	Forest Lodges				3.33			
165	Red Kite cameras				3.79			
166	Easy access/wheelchair friendly trails	3.38	3.54	2.98	3.40			
167	Availability of cycle shop		3.67		3.58			
168	Orienteering	3.21	3.24		3.38			
169	Availability of novice mountain bike trails				3.29			
170	Availability of highly technical bike trails				4.21			
171	Undercover picnic area				4.12			
172	Value for money of your whole trip or day out	3.95	3.46	4.11	4.17			
173								
174								
175	OTHER VISITORS - SCORES							
176	Walkers	0.06	0.07	0.20	0.20			
177	Children	0.07	0.07	0.18	0.20			

	A	V	W	X	Y	Z	AA	AB
1	Forest	Wyre Forest	High Lodge, Thetford	Cwmcarn Centre & Forest Drive	AVERAGE			
2	District							
3	Fieldwork period	29th Jul - 31st Oct 2008	30th Jul - 2nd Nov 2008	31st Jul - 31st Oct 2008				
4	BASE	266	245	266	6181			
5								
178	Cyclists	0.02	0.08	0.31	0.12			
179	Motorbikers	-1.00	-1.00	-0.40	-0.46			
180	Horse riders	0.14	0.17	0.13	0.12			
181	Vehicles driving in forest	-0.09	-0.17	-0.02	-0.17			
182	Go Ape' high wire customers				0.35			
183								
184	DISTURBANCES - SCORES*							
185	Dogs and dog dirt	-0.38		-0.41	-0.35			<i>Please note formatting inconsis</i>
186	Noise from other users/ motorised sport	-0.04		-0.13	-0.17			
187	Litter or fly tipping	-0.12		-0.38	-0.23			
188	Vandalised/ missing signposting	-0.04		-0.22	-0.15			
189	Forest operations such as felling	-0.02		-0.12	-0.07			
190	Muddy tracks	-0.04		-0.18	-0.12			
191								
192	EXPECTATIONS v REALITY							
193	Overall average	N/A	N/A	1.27	0.85			
194								
195	% with season ticket/parking permit	11%	4%	1%	8%			
196								
197	* Please note score indicate the differe							

	A	AC	AD	AE	AF	AG	AH	AI
1	Forest							
2	District							
3	Fieldwork period							
4	BASE							
5								
6	AGE							
7	16-24							
8	25-34							
9	35-44							
10	45-54							
11	55-64							
12	65+							
13								
14	LIFECYCLE							
15	Young Independent							
16	Family							
17	Empty Nester							
18								
19	SEG							
20	AB							
21	C1							
22	C2							
23	DE							
24								
25	ORIGIN							
26	UK							
27	Overseas							
28								
29	TRIP TYPE							
30	Short trip, <3 hours							

	A	AC	AD	AE	AF	AG	AH	AI
1	Forest							
2	District							
3	Fieldwork period							
4	BASE							
5								
31	Day trip, 3+ hours							
32	Holiday							
33								
34	FREQUENCY OF VISITS							
35	Every day							
36	1-6 times per week							
37	1-3 times per month							
38	1-6 times a year							
39	Less often							
40	First visit							
41								
42	FREQUENCY OF VISITS (repeat visitors)							
43	Every day							
44	1-6 times per week							
45	1-3 times per month							
46	1-6 times a year							
47	Less often							
48								
49	LENGTH OF VISIT							
50	Average (mins)							
51								
52	ACTIVITIES							
53	Walking without dog							
54	Walking with dog							

	A	AC	AD	AE	AF	AG	AH	AI
1	Forest							
2	District							
3	Fieldwork period							
4	BASE							
5								
55	Picnic/ BBQ							
56	Cycling (any)							
57	Bird watching							
58	Nature/ natural history							
59	Children's playground							
60	Seeing something in woodland (e.g.sculpture)							
61	Motor sports							
62	Adventure playground							
63	Driving on forest drive							
64	Children's play activities							
65	Photography							
66								
67	IMPORTANCE SCORES							
68	A 'go ape' high rope course							
69	A cafe							
70	A forest drive							
71	A plant centre							
72	A shop							
73	Availability of cycle hire on-site							
74	Availability of staff at the site (for example rangers)							
75	Baby changing facilities							
76	Barbeque facilities							

	A	AC	AD	AE	AF	AG	AH	AI
1	Forest							
2	District							
3	Fieldwork period							
4	BASE							
5								
77	Being able to enjoy scenery and views							
78	Being able to enjoy the wildlife							
79	Being able to get fit and healthy							
80	Being able to learn about trees and the environment							
81	Being able to spend time with family and friends							
82	Benches/seats							
83	Bike Wash							
84	Children's play equipment							
85	Choice of paths for walking							
86	Choice of trails for cycling							
87	Choice of trails for other activities (e.g. horse riding)							
88	Clean toilets							
89	Clear signposting on footpaths							
90	Enough car parking							
91	Feeling happy to leave your car in the car park							
92	Feeling safe in the forest							
93	Information about the site's history and conservation							

	A	AC	AD	AE	AF	AG	AH	AI
1	Forest							
2	District							
3	Fieldwork period							
4	BASE							
5								
94	Information panels about the place you are visiting							
95	Leaflets and information about the place you are visiting							
96	Leaflets and maps to help you find your way around							
97	Restaurant							
98	Sculpture							
99	Showers							
100	Solitude, peace and quiet							
101	Undercover picnic area							
102	Value for money of your whole trip or day out							
103	Friendliness of staff							
104	Information provided by staff							
105	Litter and dog waste bins							
106	Litter bins							
107	Dog waste bins							
108	Open grassy areas							
109	Picnic areas							
110	Printed information about the forest							
111	Red Kite Hide							
112	Viewing Ospreys							
113	Red Kite cameras							
114	Easy access/wheelchair friendly trails							
115	Availability of cycle shop							

	A	AC	AD	AE	AF	AG	AH	AI
1	Forest							
2	District							
3	Fieldwork period							
4	BASE							
5								
116	Orienteering							
117	Availability of novice mountain bike trails							
118	Availability of highly technical bike trails							
119	SATISFACTION SCORES							
120	Overall average							
121	A 'go ape' high rope course							
122	A cafe							
123	A forest drive							
124	A shop							
125	A plant centre							
126	Availability of cycle hire on-site							
127	Availability of staff at the site (for example rangers)							
128	Baby changing facilities							
129	Barbeque facilities							
130	Being able to enjoy scenery and views							
131	Being able to enjoy the wildlife							
132	Being able to get fit and healthy							
133	Being able to learn about trees and the environment							
134	Being able to spend time with family and friends							
135	Benches/seats							

	A	AC	AD	AE	AF	AG	AH	AI
1	Forest							
2	District							
3	Fieldwork period							
4	BASE							
5								
136	Bike Wash							
137	Children's play equipment							
138	Choice of paths for walking							
139	Choice of trails for cycling							
140	Choice of trails for other activities (e.g. horse riding)							
141	Clean toilets							
142	Clear signposting on footpaths							
143	Enough car parking							
144	Feeling happy to leave your car in the car park							
145	Feeling safe in the forest							
146	Friendliness of staff							
147	Information about the site's history and conservation							
148	Information panels about the place you are visiting							
149	Information provided by staff							
150	Leaflets and maps to help you find your way around							
151	Litter and dog waste bins							
152	Litter bins							
153	Dog waste bins							
154	Leaflets and information about the place you are visiting							
155	Open grassy areas							

	A	AC	AD	AE	AF	AG	AH	AI
1	Forest							
2	District							
3	Fieldwork period							
4	BASE							
5								
156	Picnic areas							
157	Printed information about the forest							
158	Restaurant							
159	Red Kite Hide							
160	Sculpture							
161	Solitude, peace and quiet							
162	Showers							
163	Information about Ospreys							
164	Forest Lodges							
165	Red Kite cameras							
166	Easy access/wheelchair friendly trails							
167	Availability of cycle shop							
168	Orienteering							
169	Availability of novice mountain bike trails							
170	Availability of highly technical bike trails							
171	Undercover picnic area							
172	Value for money of your whole trip or day out							
173								
174								
175	OTHER VISITORS - SCORES							
176	Walkers							
177	Children							

	A	AC	AD	AE	AF	AG	AH	AI
1	Forest							
2	District							
3	Fieldwork period							
4	BASE							
5								
178	Cyclists							
179	Motorbikers							
180	Horse riders							
181	Vehicles driving in forest							
182	Go Ape' high wire customers							
183								
184	DISTURBANCES - SCORES*							
185	Dogs and dog dirt							
186	Noise from other users/ motorised sport							
187	Litter or fly tipping							
188	Vandalised/ missing signposting							
189	Forest operations such as felling							
190	Muddy tracks							
191								
192	EXPECTATIONS v REALITY							
193	Overall average							
194								
195	% with season ticket/parking permit							
196								
197	* Please note score indicate the difference between some survey years on previous version, now corrected							

Appendix 3 - Responses to open-ended questions

What else influenced your decision to visit today?

- Cwmcarn Centre

The dog.

It was a nice day and we wanted a picnic.

I would to see a bike shop.

Nice day.

The weather - beautiful place.

Nice and quiet and peaceful.

I know that it's a good centre. Good parking and good MTB centre.

To get fit.

For the trails.

The nearest mountain bike place to where I live.

Quality of the mountain biking.

Quality trail. Good vacation.

It's a lovely place. Wide variety of things to do.

It's close. Good biking trails.

Scenery. Easy parking facilities.

To enjoy a day here in Wales.

As I have a week off work, I just have the time to visit Cwmcarn to Carmarthen.

It is the first place I think of to walk the dog.

We are able to take our dogs inside the cafe and they are welcomed wholeheartedly here at Cwmcarn.

Mainly because South Wales is good for mountain biking and we wanted somewhere midway to break the journey from the Lakes to Dover.

Just the availability to be out in the open.

Just to keep by walking and enjoying the scenery.

A spur of the moment camping trip.

To get away from it all.

A good place to drive through given I am limited as my use of a wheelchair.

It was not raining.

I read review about the campsite and an independent website which were very favourable.

Good exercise, keeps my child occupied and feed the ducks.

Fresh air and it's cheap.

The weather was good and the need for a little exercise instead of watching TV.

A good day for walking and the views were clear which was important.

To visit the new visitor centre.

We came here for exercise and it's convenient and we visit the cafe.

Just normal routine.

Local. Convenient and to relax.

None. Spur of the moment, passing through.

Close to home.

Somewhere nice to take the kids during School holiday.

Wanted to see the overall view of the area from a high vantage point so I would get my bearings on the area.

Best place in the area to go.

A good alternative to take the grand children especially through the holidays.

Somewhere for the dog to run. To give the kids a day out in the fresh air.

Weather - nice enough for a walk.

To plan future visits with other family.

Convenient.

We wanted to camp but were unable due to adverse weather.
We came to see the wildlife and the new restaurant.
To pick up my daughter from work. Normally I take the dog and children for a walk.
Something to do which is close and cheap to do.
I like the children to be able to run and be in the fresh air.
To check the cycle trails.
To occupy the children.
To show family and friends the area and enjoy the views.
The good cycling facilities.
We had some spare time and we enjoy the open air and want to show the grandchildren the area.
Near to me.
Food reasonable.
Children feed the ducks.
Convenience.
Convenience, close to home.
Walk the dog, able to bring dog into cafe to eat.
Easy access from home.
Chance to get out weather fine.
Close to home, solitude, near to home.
Like it and can walk dog without getting muddy.
Close to home.
Close to home.
Fine weather close to home and to get some exercise.
Cycling.
To come to car park to relax and visit lake.
Something to do, we hoped the weather would brighten up so we could go for a walk.
Pleasant for walking, scenery, we come here every day.
It's convenient; It's nice to sit and watch the DVDs and enjoy the general audience.
We need time to ourselves.
The grandchildren came to visit.
Wanted to see partners' childhood haunts.
Just convenience more than anything.
To bring my granddaughter.
We wanted to try something different. Happened to see a leaflet. This is quite close without having to go too far and it's well organised.
My daughter really wanted to come.
It was a nice day and my dad recommended it.
Just because it's local for us.
It's just nice clean air and views.
Cleanliness and choice of walks.
We like it and it's near.
I just like the scenery.
Ducks on the lake for children.
Bike test day here today.
To see what place was like as a place to work.
Doing bike testing.
Close to home.
Local easy to get to.
Advertising about charity bike ride.
Downhill cycling and uphill lift.
Locality.
I haven't been here before and I wanted to try it out.
Very enjoyable, convenient, cheap.
First time in area, have a walk and have a look at view.
Just want to keep fit.
Have a dog and have walks with baby and dog, exercise.
It was somewhere different to go.

Cheap for kids.
Distance, solitude, children's facility - children's hiking trails, the environment to get out from civilisation.
Good walking, with a reasonable distance from home, and good sights to see from campervan.
Spend time with family, get out for the day.
I am working quite close.
The track.
Wanted to go cycling, there are good routes.
Came with a friend.
I live here.
Facilities and great mountain bike trails. The choices.
Half days work.
Introduce my friends of beautiful scenery - knowledge of the place. Sometimes I bring my grandsons to watch cyclists, that is quite enjoyable.
Close to home and able to see the natural changes of the seasons.
Birthday treat for partner to use bike uplift for downhill.
Good accessibility off motorway.
Accessibility to motorway link and to the Midlands. Its a nice wooded area. Freedom for the biking. Its set up for biking.
Access to the motorway.
Just somewhere to walk the dog.
Location and distance from home.
Moving into area wanted to see the facilities.
Good weather.
Part of organised event (distributor).
Part of an organised trip. It has a combination of downhill and cross country biking.
Today's bike industry event.
We were in the area. Picked up leaflets.
The fact that Wales invites mountain bikers and England prevents cyclists from cycling anywhere. I'm at work today.
Cycling. Local.
Bike trail.
Been here before. It is fairly close.
Bike track good. Local. Free parking.
Locality of it. Close to it.
Technicality of mountain bike trail/difficulties.
Close proximity/ease of use. More car parking.
Location.
It's not too far from home and we can walk the dog. It's got barbeque facilities and suitable walk for children.
It's good to relax and to take the dog for a walk.
To plan future activities.
Somewhere nice to go for a walk.
Being able to walk. The cycling.
To be able to go in the scenery.
Downhill track.
Somewhere to walk the dog and near to the campsite.
Peace and quiet somewhere to enjoy my hobby.
To take photos and company with my friends.
It is close to home.
My grandchild likes it here and it has a safe environment.
Its on the way home - quick stopover.
Chance to get some fresh air.
Family in area and scenery and be able to walk.
An organised walk.
The riding is better.
Somewhere to go with dog.
We wanted to see the new centre.

A spur of the moment decision and the proximity of the site to where we were.
Somewhere nice to go.
The overall facilities at the site.
We wanted to go somewhere different.
Somewhere for the children to play safely and pleasant surroundings. It is clean pretty a nice place to be.

- Forest Drive

I just saw it on the road signs.
We did like it being nice and peaceful and the scenery. There's a bit of everything - being able to walk and drive.
Mostly a desire to do something different and to get away from the city. Our main aim today was a little bit of photography. It's somewhere for my daughter to take some photos safely. Clean as well.
We had not been for some time and it was a nice day. Used to live in the area and wanted to see what has changed.
Our son suggested it - he wanted to come and take a barbeque.
General fitness.
It was sunny. Previous experience. There's nothing else to do in the forest. Bringing friends who have not been here before - cyclists.
Nice weather.
It's so close to home. I've been coming for years.
I love the countryside and I'm keeping myself fit.
It's peace and tranquillity. It's lovely. You can't beat it. There are nice little areas you can sit about.
There should be some more with good views.
I am on my first 'rest' day from work and it happens to be dry. And I want to keep fit.
I live locally and it is ideal for my dogs and myself.
Been before and enjoyed it.
Let children explore the outdoor. Fitness and health.
Family.
Told by family to visit.
Change of environment.
Not raining. Unpleasant when raining.
Meeting up with friends.
Scenery/bring daughter to play area.
The weather/dry and not windy.
Meet up with friends.
Meeting up with friends.
To be outdoors, I like trees and wildlife.
For the bike trail.
Well we have few days out of work instead of going to coast we came here.
To test out 200m lens.
Free time, convenience, not far away, wildlife, the birds.
Its a nice place to come rather than being stuck in the house.
Previous knowledge/experience, calm, peaceful.
I had the Saturday off.
Its quite away from hustle and bustle, relax, stress free.
We all like to walk and picnic together, most people in Bristol area.
Biking.
Know its well setup, cafe is good value.
Something different, not riding near you, its something to do, something new.
Been here before like cycling.
Encouraged by people we know enjoy mountain bike facilities here.
Weather.
Peace and quiet.
The rally.
Dog walking today.
It's local and beautiful.

Good weather.
Somewhere to walk.
Good weather.
Proximity.
Weather.
Being able to get out in the fresh air and give the children some freedom.
GOOD weather.
Accessibility for elderly persons.
It is a beautiful sight.
The sunny weather.
Just came for a look.
It is clean, well organised, safe. Good safe one way traffic - pleasant day out.
Weather day not muddy.
Twins 60th birthday party.
Wanted to get lost on the mountain.

Suggestions for improvements

- Cwmcarn Centre

It took us a while to work out where to walk with the pram, so just clearer information. Also a beginners cycling track (for 7+) would bring us back to visit.

A bird watch nesting programme. Plant a tree, or make a nest box for kids programme. Spot the trees would have added an educational value to the visit.

More plants and bulbs to increase colour and enjoyment.

Probably generally more maintenance on the cycling tracks.

The mountain bike track needs work on it to make it more safe.

More paths for walking.

More grassy areas for children to play in.

A bit more play area. The model boats of the lake more often.

A lot more of the same.

The second cafe car park increased in size.

No change, excellent cafe staff.

More benches between the stops. When walking no stops in between.

Get rid of the bike track.

There are no public toilets halfway up.

More marked trails.

Bike washes, more tracks.

More picnic tables.

Car park.

Better signposting to Visitors Centre.

On better night security.

More clean up dog signs.

Canopy outside cafe so one could sit out, and recycle bins.

Keep it as it is but more toilets higher up.

Interpretation audio/tours.

They could have music festival (friendly festival) more people (younger) would come.

It would be pretty cool if there was somewhere where you could hire bikes.

They pretty much have everything here.

A bit more colour. It's very green. Would be nice to have wild flowers and trees of different colours. The lake needs cleaning out. There are no daffodils, bluebells or snowdrops.

They are doing it weekly. Every time I come up here there is something different.

Would be nice to have some toilets up the top.

Daughter would like a kite - flying area.

A few more bins.

They cater more for bikes than walkers. The walk along by the brook used not to be for cyclists. They could get more revenue for the cycling and for the car parks. Somewhere to put bikes by the cafe.

We think it's perfect.

Easy cross country cycling not all hard tracks.

More healthy eating.

More trails, bigger car park, better staff, attitude to mountain bikers.

Nothing. Leave it.

Only the dogs poo. More signs to tell them to pick it up.

Dog bins.

More mountain bike trails.

Family friendly events. Army training routes like other part where signs tell you to do press ups for example. More black cycling routes. Possibly of outdoor adventure centre, pre arranged activities and overnight stay.

Little bit of litter along walks by rivers.

More cycle trails.

At least another downhill track. More parking. Bridge from cafe to car park.

Bigger shop.

Nothing really it's fine as it is.

Another mountain bike track would be good.

Changing the trails sometimes putting new bits on adding more fun to it.

More open area for children to play family games.

More choice of walking paths. Better maintenance of paths especially undergrowth not kept under control.

More downhill cycling tracks.

Fence area on the bridge at the top of the lake (north side).

It's lovely as it is.

Another cross country MTB track.

More play area for children.

A few more bike routes so it would be worth travelling to the centre for a w/e.

See more animals. A maze but you have to answer questions to get back out.

The shower/toilet facilities aren't the worst we've seen, but they are old, basic and only just meet the minimum standard. Most other campsites we visit have better facilities. I felt a bit embarrassed to see foreign visitors who must have thought the facilities were not up to scratch.

Private uplifts for sky lifts, more downhill trails or variation of jumps and sections.

- Forest Drive

Handy the bike wash when it's muddy, it's very muddy.

Some like a concert to break in the new centre. The last one was a great success. The forestry paid for it all.

Changing the trails. They can be slightly short. You go round in an hour. Would be nice to spend a bit longer - just something different added sometimes.

Stopping people parking in the wrong places and obstructing us. The first bay long stay car park needs resurfacing.

The speed limits in the main ways. There are boy racers here unfortunately. The gates at the top they should secure at night should be nearer the entrance. They should have to walk up here after the staff have gone. Then the gate would have the camera. People come right up and fly tip.

More visiting places high up.

Free access for local people up the forest drive in cars.

Toilet facilities in picnic/play area.

Policing the speed limit.

Bike jet wash fixed. More cycling tracks. More downhill tracks and essential maintenance of tracks.

More cycling tracks.

More cycle routes and trails and more car parking.

Pay the telescope at view sites.

More broadleaf trees, berry bearing trees. Autumn and spring colour changes. Area and wildlife, viewing explanations, information boards en-route.

Toilets.

A few more bike routes so it would be worth travelling to the centre for a w/e.

Put toilets in CP3 or portaloo's. Need bigger car parks.

What do you like most about the forest?

• Cwmcarn Centre

Safe, clean and fun, watching the bikes.

The walking routes and fantastic views. Coming back to try the cycling routes.

Pleasant, clean and relaxing.

The views were stunning. Do you have events running? Where is your advertising? Still I will return next year when I go Wales again.

The trails.

The scenery.

The trails.

It's availability and clean and dog friendly.

It is convenient to where I live and it is a pleasant and peaceful countryside.

A good/great/place for mountain biking.

The solitude and the hills/river/trees.

The scenery.

The scenery and peace and clean air and safe place for children.

The friendliness, the scenery and the fresh air.

The fresh air and the solitude.

Getting out into the country.

Peace and quiet and over for dog walking.

The variety - the National Houses. Houses of Parliament, Southside. Hassle free, safe.

National beauty away from the hussle and bussle. It changes with the seasons.

Peace and quiet. No cars so kids can play safe.

Mountain Biking.

It is close to home.

The coffee shop.

Easy access and the lake.

Peace and quiet.

Play area.

Cafe, relaxing.

Just nice.

Uplift.

Play area.

Scenery.

The scenery and the lake. Able to relax in restaurant with dog.

Easy access.

Close to nature.

That the area has been transformed from what it was.

Cafe staff and walks.

Scenery different from where I used to live.

Close to home, easy to get to.

Scenery and the fresh air.

Peace and quiet and views.

Everything, they have got a good camp site, etc. Good showers, convenience (close).

We like the lake.

It's where I used to live. It's convenient. It's good for the dog. It's good for us.

The tranquillity. Fresh air. It's beautiful. You can drive for miles and miles and you've got such beauty on your own doorstep.

It's what it is. It's not overcrowded. You've got a choice of walks. What is there to dislike?

The park up the top. The scenery is beautiful and being out in the fresh air.

Just the location itself. It's a very peaceful place to walk about with the dogs and gather your thoughts.

We like the walks.

It's hard to say - there's a lot of things - it's scenic, it's quiet, we talk to other walkers. The paths are good. We like the birds.

Cycling walking restaurant excellent.

Accessible to where I live and peaceful.
Relaxing atmosphere and close to home.
Beauty on the views.
The riding, scenery.
The trails and the visitor centre.
Cafe is cheap and top quality. Pleasant and tranquil.
All of it - views.
Outdoors with little ones and the dog.
Scenery and mountain bike trails.
Mountain bike.
Locality, parking and cycle routes. Information boards.
Scenery.
Beautiful scenery and the stream.
Accessibility to motorway. The natural cycle trail is one of the best available.
Cafe and downhill track.
The trails and the views.
Chefs breakfast.
Bike tracks. Views.
Ease of access and good trails. It's got a cafe.
The trail that allows me to partake in my activity, the peace and quiet and being in the mountains.
Location, location, location.
Its relaxing.
Scenery - the well maintained forest - no dead areas.
The open air and scenery and have freedom to walk.
Downhill tracks uplift service.
The forest drive, the walking, the lake.
The scenery.
Variety of things for the children to do, lake BBQ walks and it is all outdoors.
Freedom. People came here to enjoy and the feeling is contagious.
To be quiet and so nice.
Scenery peaceful.
Overall experience of walking and seeing others' enjoy themselves.
It's 5 minutes from home. MTB trail works in most weather. Views from Twmbabwn are fantastic. Is that an eagle I see resting?
Very tranquil and picturesque.
Cycle routes and café.
Feeling of being away from it all.
Views, able to walk on hillsides in forest.
The view at the top. The totem poles. Riding down on the bike. Fishing.
Fantastic views in every direction.
Almost everything. The location is superb. The drive was superb. The café food was good and reasonably priced.
Feeling of remoteness.
Downhill trails.

- Forest Drive

The trail. It's really good mid week and it's just me and the trail.
Quiet and the scenery and good staff, good people.
Just going on the trails. Getting away from it all. Being at one with nature. There's nothing like it being on the top and seeing the views.
Just to be able to be in the trees and the countryside and the wildlife. It's peaceful.
The open countryside and the fact you're not restricted if you are on foot.
The peace and quiet and the views over the channel and Cardiff.
I like the wildlife, the streams, the trees, the views from the top.
A well kept area - very well maintained.
Walking.
Fresh day, peace, quiet and scenery.

Cycling.

Varied and challenging.

Pleasant.

Scenery.

The walks and the scenery views and the quietness.

Came for the walks and views and enjoyed both but it was made better by clean, well kept car parks and good amenities.

The barbeque area where we meet up with relatives.

Easy access, areas for children to explore and be aware of natural fun. Education aspects more easily absorbed there.

Scenery and quiet.

Spectacular views. Nature at its' best. Clean, natural , simple healthy fun day out. No tackiness. Feel well after being up there.

Good viewing on all car parks.

Hilly scenery - good views.

Local area, safe with children, plenty of walks, parking on site, play areas on site, refreshments available, mostly friendly visitors.

Appendix 4 - TRI*M Grids by Interview Location

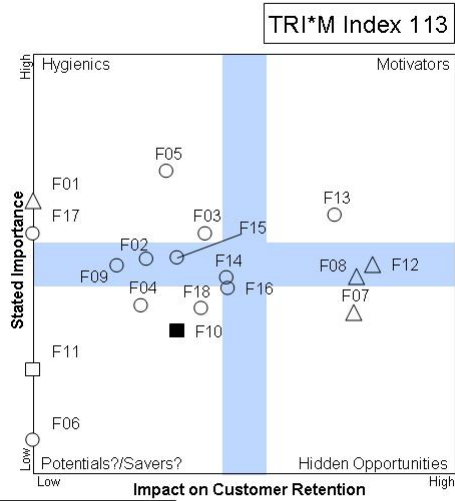
TRI*M Grid Forest Drive

FACILITIES IN DECISION TO VISIT SITE

- F01 Enough car parking
- F02 Opening times
- F03 Clear signposting on footpaths /trails
- F04 A shop
- F05 Clean toilets
- F06 Baby changing facilities
- F07 Children 's play equipment
- F08 Leaflets , maps and interpretation panels to help you find your way around
- F09 Choice of paths for walking
- F10 Choice of trails for cycling
- F11 Choice of trails for other activities (e.g horse riding)
- F12 Availability of staff at the site (for example rangers)
- F13 Friendliness of staff
- F14 Information provided by staff
- F15 Cafe or restaurant
- F16 Printed information about the site
- F17 Picnic areas
- F18 Open grassy areas for ball games ,sunbathing ,etc

Base 68

The Global TRI*M Centre



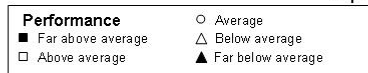
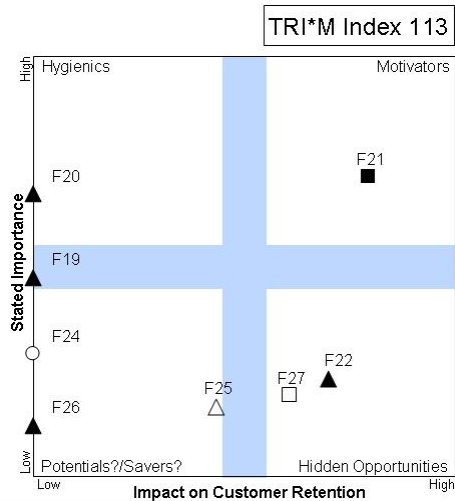
TRI*M Grid Forest Drive

FACILITIES IN DECISION TO VISIT SITE

- F19 Dog waste bins
- F20 Litter bins
- F21 A Forest Drive
- F22 Bike wash
- F23 Showers *
- F24 Easy access /wheelchair friendly trails
- F25 Model boat lake
- F26 Fishing
- F27 Downhill minibus uplift
- F28 Electric hook-up on site *
- F29 Shower facilities *
- F30 Catering facilities on site *
- F31 Toilet facilities on site *
- F32 Disabled facilities on site *
- F33 Pets allowed on site *
- F34 Pitch cost *

Base 68

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* Element could not be calculated



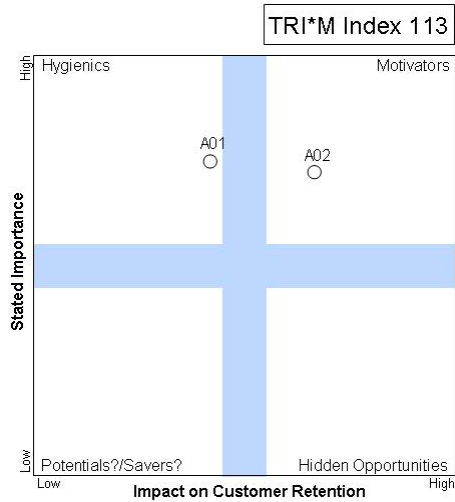
TRI*M Grid Forest Drive

ASPECTS OF PERSONAL SAFETY AND SECURITY IN DECISION TO VISIT

- A01 Feeling safe in the forest
- A02 Feeling happy to leave your car in the car park

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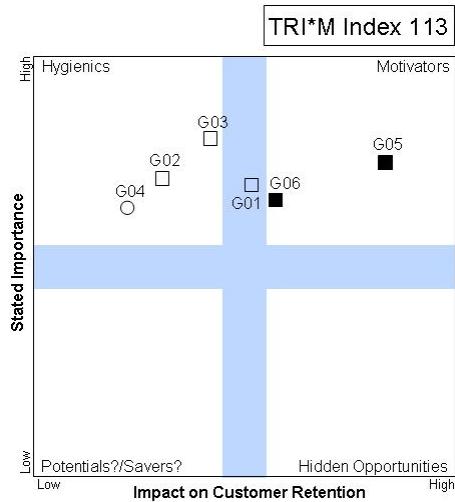
TRI*M Grid Forest Drive

GENERAL ASPECTS IN DECISION TO VISIT

- G01 Solitude, peace and quiet
- G02 Being able to spend time with family and friends
- G03 Being able to enjoy scenery and views
- G04 Being able to enjoy the wildlife
- G05 Value for money of your whole trip or day out
- G06 Being able to get fit and healthy

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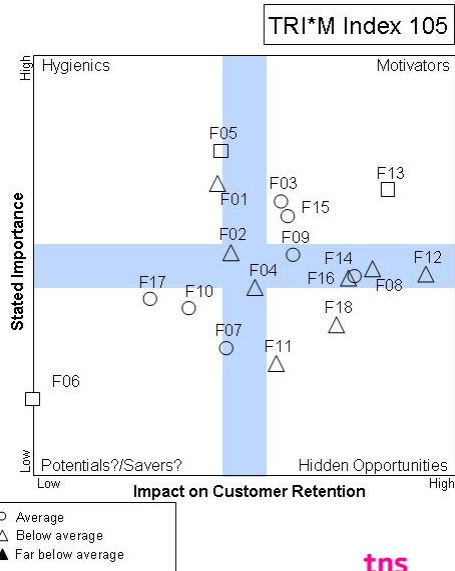
TRI*M Grid Cwmcarn Centre

FACILITIES IN DECISION TO VISIT SITE

- F01 Enough car parking
- F02 Opening times
- F03 Clear signposting on footpaths /trails
- F04 A shop
- F05 Clean toilets
- F06 Baby changing facilities
- F07 Children 's play equipment
- F08 Leaflets , maps and interpretation panels to help you find your way around
- F09 Choice of paths for walking
- F10 Choice of trails for cycling
- F11 Choice of trails for other activities (e.g horse riding)
- F12 Availability of staff at the site (for example rangers)
- F13 Friendliness of staff
- F14 Information provided by staff
- F15 Cafe or restaurant
- F16 Printed information about the site
- F17 Picnic areas
- F18 Open grassy areas for ball games , sunbathing , etc

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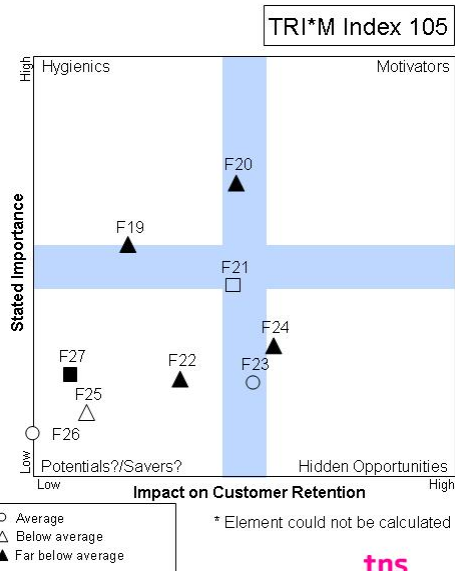
TRI*M Grid Cwmcarn Centre

FACILITIES IN DECISION TO VISIT SITE

- F19 Dog waste bins
- F20 Litter bins
- F21 A Forest Drive
- F22 Bike wash
- F23 Showers
- F24 Easy access /wheelchair friendly trails
- F25 Model boat lake
- F26 Fishing
- F27 Downhill minibus uplift
- F28 Electric hook-up on site *
- F29 Shower facilities *
- F30 Catering facilities on site *
- F31 Toilet facilities on site *
- F32 Disabled facilities on site *
- F33 Pets allowed on site *
- F34 Pitch cost *

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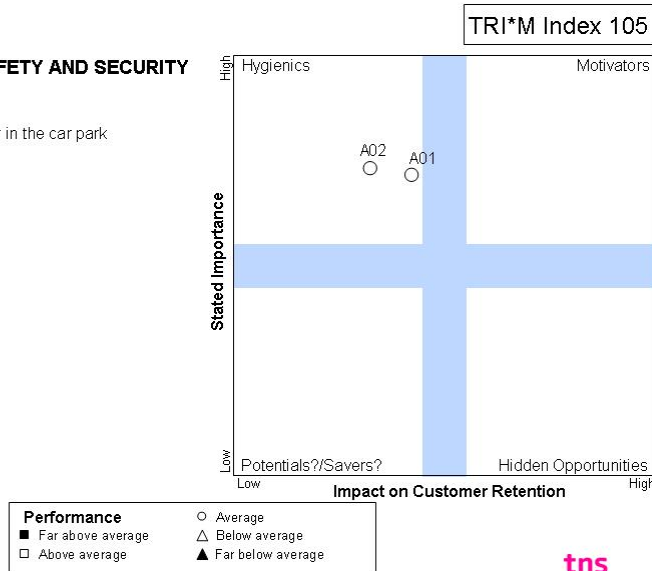
TRI*M Grid Cwmcarn Centre

ASPECTS OF PERSONAL SAFETY AND SECURITY IN DECISION TO VISIT

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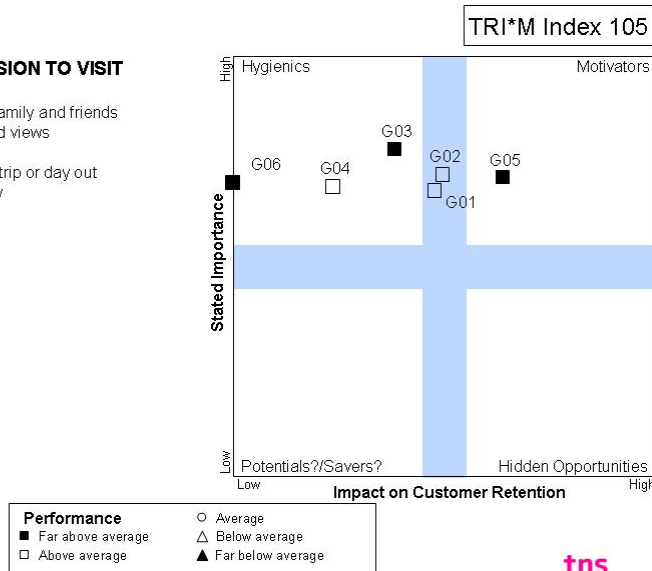
TRI*M Grid Cwmcarn Centre

GENERAL ASPECTS IN DECISION TO VISIT

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