

**Monitoring the quality of experience in community forests in South Wales
– St. James Woodland, Mountain Ash and Briton Ferry**

Final report



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experience of forest in South
Wales
- St. James Woodland,
Mountain Ash and Briton Ferry**

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A. Background and introduction

Background

This report contains the results of a series of resident surveys which were undertaken in the South Wales Valleys during November and December 2006. In-home interviews were undertaken with representative samples of the adult population (aged 16 or over) within a mile of three Forestry Commission Wales (FCW) forests close to Briton Ferry, Tredegar (St James Woodland) and Mountain Ash. Maps of the locations of these areas and catchment areas within which surveying was undertaken are appended.

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

Method

The survey involved 502 respondents being interviewed at home with the sample divided between the three locations as follows:

- Briton Ferry – 151 interviews.
- Tredegar (St James Woodland) – 164 interviews.
- Mountain Ash – 187 interviews.

To assist in the design of the survey sample, a geodemographic analysis was undertaken using the ACORN classification¹, thereby providing a detailed profile of the residents of each of these catchment areas. Section C summarises the outcome of this analysis.

Using the results of the geodemographic analysis, interviewers were allocated specific locations to undertake interviews and sampling quotas were set on the basis of age, sex and working status. As such, the resulting survey sample can be considered to be

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

representative of the population surrounding each of the forests. Only one person per household (adults aged over 16 years) could be interviewed.

Report

This report provides the results of the surveys of residents undertaken in Briton Ferry, Tredegar and Mountain Ash in November and December 2006 and the detailed geodemographic analysis mentioned above.

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

Briton Ferry	Tredegar (St James Woodland)	Mountain Ash
Briton Ferry Woods Gower Millennium Coastal Park (Llanelli) Afan Forest Park (Afan Argoed) Singleton Park Pembrey Country Park Margam Country Park Neath & Tenant Canal Clyde Valley County Park, Swansea Aberavon Seafront	St James Woodland Parc Cwm Darren Bryn Bach Country Park Garwnant Forest Centre Cwmcarn Forest Drive Festival Park, Ebbw Vale (Park not shopping centre) Talybont Reservoir The Blorenge Pen y Fan Pond Country Park Brecon Beacons National Park Sirhowy Country Park	'The Forestry' to West of Mountain Ash (behind Fern Hill, Sierra Pines & Darran Las) 'The Forestry' to East of Mountain Ash (behind Newtown, Caegarw & Cefnpennar) Dare Valley Country Park Forest around Llanwonno Taff Trail/Cynon Trail Cycleway Garwnant Forest Centre Barry Sideings Country Park (nr Pontypridd) Brecon Beacons National Park Parc Penallta (Ystrad Mynach) Parc Taf Bargoed (Treharris/Trelewis)

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

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

B. Main results

Community profile

Age, sex and lifecycle

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

As the table below illustrates, slightly over half of respondents were female (56%). This majority was most notable in the Briton Ferry and Mountain Ash areas while the distribution was more equal in the Tredegar area.

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

Base: All respondents (503)

	Briton Ferry	Tredegar (St James)	Mountain Ash	Outdoor users	Non- users	ALL RESPONDENTS
Sex						
Male	40	49	42	46	36	44
Female	60	51	58	54	64	56
Age						
16 – 24	6	9	11	9	9	9
25 – 34	20	13	15	18	6	16
35 – 44	18	22	14	19	11	18
45 – 54	19	17	17	19	13	17
55 – 64	15	20	19	17	24	18
65+	22	20	25	19	38	22
Lifecycle						
Young Independents (16-34, no children)	10	12	8	12	3	10
Older Independents (34-54, no children)	18	19	15	19	16	18
Families (children in household)	32	30	35	35	19	32
Empty Nesters (55 or over, no children)	39	39	42	35	61	39
<i>Base (Total respondents)</i>	152	164	187	415	88	503

In terms of age profiles, while there were no statistically significant variations between the three locations, the profile of those who were classified as outdoor users varied from non-users; a higher proportion of users were aged between 25 and 34 (18% v 6% non-users) while a higher proportion of non-users were aged 65 and over (38% v 19% users).

Reflecting this variation, users of local outdoor recreation sites were significantly more likely than non-users to be in the Family lifestage (children in household) (35% and 19% respectively) or to be Young Independents (12% and 3%) but less likely to be in the Empty Nester lifecycle (35% v 61%).

Owning a dog

In all three areas, just over a third of respondents had a dog: 35% in Briton Ferry, 34% in Tredegar and 36% in Mountain Ash. By comparison, a recent survey of all adult residents of Wales² indicated that 34% of the population had a dog.

Across the three areas, the proportion of residents with a dog was highest amongst those aged 35 to 54 (46%) and, correspondingly, those in the Family lifecycle group (44%). However those aged 55 or over and those in the AB socio-economic groups were less likely to have a dog (24% and 21% respectively).

Access to a car or other vehicle

The proportions of respondents with access to a car or other vehicle ranged from 86% in Briton Ferry to 83% in Tredegar and 75% in Mountain Ash. By comparison, 78% of the Welsh population have regular access to a car³.

The proportions of respondents with access to a vehicle varied by socio-economic group with those in the AB groupings most likely to have access (95%) while those classified as DEs were least likely to have access (69%).

It is also notable that respondents who had visited any of the local outdoor recreation sites were much more likely to have access to a vehicle than those who were non-users (87% and 50%).

² A recreation survey for Wales pilot, undertaken by TNS for FCW and CCW, 2006

³ Ibid.

Socio-economic group and employment

In terms of socio-economic groupings, as the table below illustrates, the largest proportion of respondents in all of the areas were classified as being in the DE socio-economic groups which comprises of semi and unskilled manual workers, state pensioners and the unemployed. Compared to the UK population as a whole, residents of these areas were less likely to be in the C1 social class (supervisory or clerical/ junior managerial/ professional) but more likely to be DEs.

Table B-2 – Socio-economic group (%)

Base: All respondents (503)

	Briton Ferry	Tredegar (St James)	Mountain Ash	Outdoor users	Non- users	UK Population
AB – ‘upper middle class’ – higher/ intermediate managerial, administrative or professional	18	14	6	14	2	17
C1 – ‘lower middle class’ – supervisory or clerical, junior managerial, administrative or professional	16	21	15	18	13	26
C2 – ‘skilled working class’ – skilled manual workers	24	29	30	28	28	25
DE – ‘working class’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed	41	36	49	39	57	32
<i>Base (Total respondents)</i>	152	164	187	415	88	<i>n/a</i>

Notably, those respondents who had visited local outdoor recreation sites were more likely than non-users to be classified as ABs but less likely to be DEs. This variation reflects those identified in the recent Wales recreation survey pilot which identified walking for leisure as an activity more likely to be undertaken by ABs than members of the other social classes.

As Table B-3 overleaf illustrates, around a third of all respondents were in full time employment while a similar sized proportion were retired. These proportions varied by location with a higher share of retired people in Mountain Ash but more full time workers in Tredegar. Reflecting the previous findings regarding age, a higher proportion of non-users than users of outdoor recreation were retired (45% and 19% respectively).

Table B-3 – Working status (%)

Base: All respondents (503)

	Briton Ferry	Tredegar (St James)	Mountain Ash	Outdoor users	Non-users	ALL RESPONDENTS
Full time (30+ hrs per week)	33	39	23	34	19	31
Part time (<30 hrs per week)	7	9	10	9	7	9
Unemployed	7	10	12	9	11	10
Retired	30	29	35	29	45	32
Housewife/ husband	20	9	16	15	15	15
In full time education	3	5	5	5	2	4
<i>Base (Total respondents)</i>	152	164	187	415	88	503

Ethnicity

All respondents were asked to provide details of their ethnicity. As is shown in the table below, nearly all respondents were white (99%) with the vast majority stating that they were Welsh (90%) while 8% were English. As the table below illustrates, the highest proportion of Welsh respondents were interviewed in the Tredegar area (93%) while more respondents were English in Briton Ferry (13%). By comparison the 2001 Census found that 75% of residents of Wales were born in Wales while 20% were born in England.

Table B-4 – Ethnicity (%)

Base: All respondents (503)

	Briton Ferry	Tredegar (St James)	Mountain Ash	Outdoor users	Non-users	ALL RESPONDENTS
White	99	99	99	99	100	99
Welsh	85	93	91	89	93	90
English	13	6	7	9	6	8
Other British	2	1	-	1	*	1
Other white	1	-	2	*	1	*
Asian	-	-	-	-	-	-
Indian	-	-	-	-	-	-
Pakistani	-	-	-	-	-	-
Other Asian	-	-	-	-	-	-
Black	-	1	-	*	-	*
African	-	-	-	-	-	-
Other Black	-	1	-	*	-	-
Refused	1	-	1	*	-	*
<i>Base (Total respondents)</i>	152	164	187	415	88	503

* Less than 0.5%

- No responses

Disabilities

15% of respondents in the Briton Ferry and Tredegar areas stated that they were disabled while 14% stated that this was the case in Mountain Ash. Across the three locations, a significantly higher proportion of those who had not used local outdoor recreation sites were disabled (26%).

Leisure participation

One of the aims of this survey was to find out more about the lifestyles of the residents of areas within a mile of the selected forests in Briton Ferry, Tredegar and Mountain Ash. As such, all respondents were asked a series of questions about their participation in outdoor recreation and other indoor and outdoor leisure activities. The results of this question are illustrated in Table B-5 and described below.

Active outdoor pursuits

Almost four-fifths of all respondents had regularly taken part in an active outdoor pursuit during the previous 12 months (78%). This proportion was higher in the Briton Ferry area (86%) and, across the three sites, highest amongst those in the Family lifestage (90%) and the AB socio-economic groups (90%). Conversely, overall participation in active pursuits was lowest amongst those aged 55 or over (64%) and members of the DE socio-economic groups (73%). Also, it is notable that 93% of dog owners had regularly taken part in active outdoor pursuits, a somewhat higher proportion than amongst respondents who did not own a dog (69%).

The specific activity undertaken by the highest proportion of respondents was walking for less than 2 miles, undertaken by 52% of the total sample, 64% in Briton Ferry, 49% in Tredegar and 46% in Mountain Ash. This activity was also more likely to have been undertaken by members of the AB socio-economic group (68%) and, correspondingly, those with access to a vehicle (57% compared to 33% amongst those with no access).

The second most frequently undertaken activity was dog walking (38%). This activity was more likely to be undertaken by people in the Family lifestage (50%) but levels of participation did not vary significantly between the locations or by socio-economic group.

Other variations in active outdoor activity participation levels included a higher proportion of residents in the Briton Ferry area taking part in walks of over 2 miles (39%) or cycling/ mountain biking (20%) and higher levels of participation in cycling/ mountain biking and

fishing amongst Young Independents (41% and 18% respectively). Men were more likely than women to have participated in hillwalking/ rambling (15% v 9%), cycling/ mountainbiking (23% v 10%) and fishing (14% v 5%). In terms of socio-economic group, ABs were more likely to have taken part in hillwalking/ rambling (27%) or running/jogging (19%) in the last year.

Table B-5 also compares levels of participation amongst of respondents who had used local outdoor recreation sites (outdoor users) and those who had not (non-users). As would be expected, those respondents who had visited the outdoor recreation sites listed were also more likely to have taken part in any of the active outdoor pursuits. Most notably users of the local sites were much more likely to undertake some of the most active pursuits including cycling/ mountain biking (19% v 1%), hill walking/ rambling (14% v 1%) and running/jogging (10% v 1%). 10% of those who had visited the local outdoor sites had taken part in fishing compared to none of those who not visited any of these sites.

Passive outdoor pursuits

Around 3 in 5 respondents (59%) had undertaken one or more of the passive outdoor pursuits listed. Overall, levels of participation in these types of activity were higher in Briton Ferry and Tredegar than in Mountain Ash (63%, 63% and 52% respectively). Other variations in overall participation in passive outdoor pursuits included lower levels amongst those aged 55 or over (50%), those in the DE socio-economic groups (47%) and those without access to a vehicle (33%).

Across the three sites the most frequently undertaken passive pursuits were visits to parks/ gardens (34%), sightseeing by car (32%), picnics, barbeques and other outdoor socialising (26%) and visits to the outdoors with children (25%). Variations in participation in these activities included higher proportions of females taking part in visits to the outdoors with children (32%) and picnics and barbecues (34%) while those aged 55 or over were less likely to take part in visits to the outdoors involving these activities (15% and 16% respectively).

Respondents who had visited local outdoor recreation sites were significantly more likely than the non-users to have participated in any of the passive outdoor pursuits listed (65% and 31% overall). Most notably, users of the local sites were much more likely to have visited parks or gardens (40% v 7%), visited the outdoors with children (29% v 8%) or to have taken part in outdoor photography (11% v 3%).

Leisure activities at home

The vast majority of all respondents had taken part in at least one of the leisure activities which could be undertaken at home (89%) with similar levels reported in all three areas. The specific, in-home activities undertaken by the largest proportions of respondents in all of the areas were watching nature programmes on television (64% overall), reading local papers (59%) and watching sport on television (58%).

Variations in participation levels between the 3 areas included higher participation in gardening in the Briton Ferry area (55%) and higher proportions watching sport on television (66%) or playing computer games (34%) in Tredegar.

Variations by demographic characteristics included more males watching sport on television (68%) more people in the Young Independent and Family lifestages playing computer games (both 41%) and more Older Independents and Empty Nesters watching gardening television programmes (55% and 57% respectively) or nature programmes (both 71%).

As with the other groupings of activities, respondents who had visited local outdoor recreation sites were more likely than non-users to have undertaken a number of the activities listed including reading local papers and gardening. However, there was no statistically significant variation in the proportion watching gardening programmes on television.

Sport

Overall, just over a quarter of respondents had regularly taken part in either an indoor or outdoor sport during the previous year (27%). This proportion did not vary significantly between the three locations but was somewhat higher amongst those aged 16 to 34 (49%) and the Young Independents group (61%). Members of the AB and C1 socio-economic groups were also more likely to have taken part in sport (44% and 41% respectively). Conversely, the respondents least likely to have regularly taken part in sport during the previous year included those aged 55 or over (11%) and members of the DE socio-economic group (19%).

Indoor sports were undertaken by 22% of respondents while 12% undertook sport outdoors. Notably, men were more likely than women to have undertaken an outdoor sport (20% and 6% respectively).

As with most of the activity types listed in Table B-5, respondents who had visited one or more of the local outdoor recreation sites were more likely than those who had not visited any of the sites to have undertaken some form of sporting activity.

Other leisure activities

Four in five respondents had taken part in one or more of the other leisure activities listed (80%) with similar proportions recorded in each of the 3 areas.

In terms of the specific activities listed, most respondents had regularly taken part in shopping for leisure during the last year (59%) while around two-fifths had visited pubs or nightclubs (41%) and/or gone to a the cinema, a concert, theatre or a similar cultural activity (39%). Comparing participation levels in each of the three areas, a higher proportion of residents of the Tredegar area had taken part in shopping for leisure (66%) while a higher proportion in Mountain Ash had regularly visited pubs or nightclubs (48%).

Variations by demographic groups included higher proportions of women taking part in leisure shopping (69%) while men were more likely to visit pubs or nightclubs (47%). In terms of age, those aged 16 to 34 were more likely than older respondents to go to the cinema or other cultural events (56%) or to go to a pub or nightclub (60%) regularly while those in the 35 to 54 age group were more likely than others to visit cultural attractions such as a museum or art gallery (26%). Also, members of the AB socio-economic groups were more likely than C1s, C2s or DEs to have regularly visited historic sites (50%) or cultural attractions (42%) or to have gone to the cinema or another cultural event (70%).

As Table B-5 illustrates, respondents who had visited a local outdoor recreation site were also more likely to regularly undertake any of the activities listed. Most notably they were around four times more likely to have visited a historic building and five times as likely to have visited a cultural attraction such as a museum or art gallery.

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

Base: All respondents (503) Note: Excludes activities undertaken by less than 5% of all respondents

	Briton Ferry	Tredegar (St James)	Mountain Ash	Outdoor users	Non-users	ALL RESPONDENTS
Active outdoor pursuits	86	76	72	87	36	78
Walks of 2 miles or less	64	49	46	60	18	52
Dog walking	43	36	35	41	20	38
Walks >2 miles	39	27	25	34	10	30
Cycling/mountain biking	20	18	11	19	1	16
Hill walking/rambling	13	15	9	14	1	12
Running/jogging	12	10	5	10	1	9
Fishing	7	10	9	10	-	9
Passive outdoor pursuits	63	63	52	65	31	59
Visits to parks/gardens	35	37	31	40	7	34
Sightseeing/touring (by car)	36	32	30	37	11	32
Picnics/barbeques/outdoor socialising	34	27	20	30	9	26
Visiting outdoors with children	34	23	21	29	8	25
Sunbathing	19	19	11	18	8	16
Photography	11	11	7	11	3	10
Birdwatching/ other nature	4	8	7	8	-	7
Leisure activities at home	91	91	85	91	80	89
Watching nature programmes	68	66	59	66	55	64
Reading local papers	64	59	56	62	45	59
Watching sport on television	54	66	56	60	49	58
Gardening	55	46	42	51	30	47
Watching gardening programmes	47	44	41	45	39	44
Playing computer games	20	34	19	27	11	24
Sport	24	32	26	31	11	27
Indoor sports	16	27	23	25	9	22
Outdoor sports	14	14	9	14	2	12
Other leisure activities	79	82	78	84	61	80
Shopping	54	66	56	61	49	59
Visit pubs/nightclubs	33	41	48	44	27	41
Concert/theatre/cinema etc	34	43	39	42	22	39
Visits to historic buildings	28	33	25	32	9	28
Visits to cultural attractions	23	21	16	23	5	19
<i>Base (Total respondents)</i>	152	164	187	415	88	503

Location of outdoor activities

Those respondents who had said that they had taken part in either active or passive outdoor leisure activities during the previous year were also asked to state the nature of the place(s) where they had undertaken these activities.

Table B-6 – Places undertaken outdoor recreation during last 12 months (%)

Base: All respondents undertaking outdoor activities (435)

	Briton Ferry	Tredegar (St James)	Mountain Ash	All respondents
The countryside	45	62	67	58
In a wood or forest	48	52	67	56
The seaside	62	47	51	53
Town/city	32	53	62	49
At home	39	37	58	45
By a stretch of inland water	27	44	37	36
<i>Base (Total respondents)</i>	142	140	153	435

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

Over half of respondents who had taken part in either active or passive outdoor pursuits had undertaken these pursuits in the countryside (58%), a wood or forest (56%) or at the seaside (53%). However, these proportions vary between the 3 areas with residents of Briton Ferry more likely to have visited the seaside (62%) while Tredegar residents were more likely to have visited inland water (44%) and Mountain Ash residents were more likely to have visited a wood or forest or to have participated in the activities while at home (67% and 58%).

Other variations in the types of place visited to undertake outdoor activities included higher proportions of Young Independents participating within a town or city environment (61%) and more Older Independents participating in a seaside location (66%). Dog owners were somewhat more likely than other respondents to have visited a woodland or forest (63% and 51% respectively).

Awareness and use of local outdoor recreation sites

At the beginning of the interview, respondents in each area were shown a list of local outdoor recreation sites, including sites managed by FCW, and asked to indicate which they were aware of and which they have visited in the last 12 months. The tables below illustrate the proportions of local residents who were aware of each of the sites and the proportions who had visited each.

Briton Ferry

Table B-7 – Awareness and usage of local sites – Briton Ferry (%)

Base: All respondents in Briton Ferry area (152)

	Aware of	Visited
Aberavon seafront	95	78
Mergam Country Park	98	66
Singleton Park	95	42
Gower	89	41
Afan Forest Park (Afan Argoed)	87	39
Briton Ferry Woods	82	36
Neath and Tenant Canal	80	26
Pembrey Country Park	75	18
Millennium Coastal Park (Llanelli)	49	13
Clyne Valley Country Park, Swansea	51	9
None of these sites	-	9
<i>Base (Total respondents)</i>	152	152

- No responses

All respondents in the Briton Ferry area were aware of one or more of the sites listed in the above table while most had visited one or more in the previous 12 months (91%). Awareness of Mergam Country Park, Singleton Park and Aberavon seafront were highest (98%, 95% and 95% respectively) while only around half of respondents had heard of Clyne Valley Country Park in Swansea (51%) or the Millenium Coastal Park (49%). Most respondents were aware of the FCW managed Briton Ferry Woods (82%).

In terms of visits to the same list of sites, smaller proportions had been to any of the locations in the past year. The most visited sites were Aberavon seafront (78%) and Mergam Country Park (66%) while less than a quarter had visited Pembrey Country Park (18%), the Millenium Coastal Park (13%) or Clyne Valley Country Park (9%). Some 36% stated that they had visited Briton Ferry Woods in the previous year, equating to just under half of those who were aware of the site (44%).

*Tredegar/ St James Woodland***Table B-8 – Awareness and usage of local sites – Tredegar/ St James Woodland (%)**

Base: All respondents (164)

	Aware of	Visited
Festival Park, Ebbw Vale (park not shopping centre)	98	69
Bryn Bach Country Park	97	65
Brecon Beacons National Park	90	35
Sirhowy Country Park	68	22
St James Woodland	54	21
Talybont Reservoir	63	18
Pen y Fan Pond Country Park	57	13
Cwmcarn Forest Drive	56	11
Parc Cwm Darren	27	6
The Bloreng	38	6
Garwnant Forest Centre	15	4
None of these sites	-	14
<i>Base (Total respondents)</i>	164	164

- No responses

All of the respondents in the Tredegar/ St James Woodland area were aware of at least one of the sites listed above and 86% had visited one or more during the previous year. Awareness was highest for Festival Park (98%), Bryn Bach Country Park (97%) and the Brecon Beacons National Park (90%) while the smallest proportion had heard of Garwnant Forest Centre (15%). Just over half of respondents had heard of St James Woodland (54%).

Smaller proportions had been to any of the locations in the past year with the highest proportions having visited Festival Park (69%) or Bryn Bach Country Park (65%) while less than a tenth of respondents had visited Parc Cwm Darren (6%), the Bloreng (6%) or Garwnant Forest Centre (6%). Some 21% had visited St James Woodland – about two-fifths of those who were aware of the site (39%).

Mountain Ash

Table B-9 – Awareness and usage of local sites – Mountain Ash (%)

Base: All respondents (187)

	Aware of	Visited
Brecon Beacons National Park	93	44
Dare Valley Country Park	83	38
'The Forestry' to west of Mountain Ash	73	25
'The Forestry' to east of Mountain Ash	72	24
Taff Trail/ Cynon Trail Cycleway	61	24
Forestry around Llanwonno	54	20
Garwnant Forest Centre	25	10
Parc Taf Bargoed (Treharris/ Trelewis)	22	5
Barry Sideings Country Park	14	4
Parc Penallta (Ystrad Mynach)	17	3
None of these sites	-	28
<i>Base (Total respondents)</i>	187	187

All of the respondents in the Mountain Ash area were aware of at least one of the sites listed above and 72% had visited one or more during the previous year. Awareness was highest for the Brecon Beacons National Park (93%) and Dare Valley Country Park (83%) while the smallest proportions had heard of Barry Sideings Country Park (14%) or Parc Penallta (17%). Just under three quarters of respondents were aware of the areas known as 'The Forestry' to the west and east of Mountain Ash (73% and 72% respectively).

Smaller proportions had been to any of the locations in the past year with the highest proportions having visited the Brecon Beacons National Park (44%). Around a quarter of respondents had visited 'The Forestry' to the west (25%) while a similar proportion had visited the area to the east of Mountain Ash (24%) during the last year. Overall, a total of 32% of respondents had visited one or both of these areas.

Other places visited

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

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

- *Briton Ferry* – Aberavon (35%), Margam Country Park (13%), Briton Ferry (13%), Jersey Park (7%), The Knoll (5%) and Briton Ferry Woods (4%).
- *Tredegar* – Bryn Bach Country Park (50%), Festival Park (16%), Brecon Beacons (16%), St James Woodland (14%), Tredegar (9%), Sirhowy Country Park (6%) and Bedwelty Park (5%).
- *Mountain Ash* – Brecon Beacons (28%), Dare Valley Country Park (24%), Taff Trail (14%), Llanwonno (8%), Aberdare Park (8%), Fern Hill (7%) and Victoria Park (3%). 14% stated that they participated in the 'local area'.

Reasons for *not* visiting

Forests and woodland generally

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

Table B-10 – Reasons for not visiting forests and woodland generally (at all or as much as would like to)

Base: All respondents (503)

	Briton Ferry	Tredegar (St James)	Mountain Ash	Outdoor users	Non-users	ALL RESPONDENTS
Too busy working/ studying	14	15	17	16	15	16
Poor health/ unable to go	14	14	15	11	30	14
Weather	7	8	11	9	5	9
Not interested	2	3	9	3	16	5
Does not feel safe	5	4	4	4	3	4
Disabled/ blind/ poor eyesight	3	4	6	3	9	4
No transport	1	5	2	2	8	3
Too old	1	2	3	2	5	2
Difficult with young children/ baby	3	2	1	2	-	2
Too far away	1	4	-	2	-	2
Illness in family	2	3	1	1	2	1
Work nights/ shift work	-	2	2	1	1	1
Caring for housebound relative	1	-	1	1	-	1
No money/ cannot afford to	-	1	1	1	-	1
Nothing, visit as often as I like	14	9	6	11	1	9
No particular reasons	28	30	22	30	10	26
<i>Base (Total respondents)</i>	152	164	187	415	88	503

As Table B-10 illustrates, the most frequently provided reason for not visiting forests related to being too busy working or studying. This was given by 16% of the total sample, with higher proportions of those aged under 55 (22%) providing this reason.

Poor health was the second most frequently provided reason for not visiting forests with those aged 55 or over significantly more likely than younger respondents to give this response (31%).

Other variations in the responses provided by different types of respondents included more mentions of the weather amongst those who had undertaken outdoor activities in woodland

during the previous year (12%) while women were more likely than men to state that they were either not interested (7% v 2%) or that woodland did not feel safe to visit (7% v <1%).

Comparing the reasons provided by the residents of each of the three areas, the only statistically significant variation was a higher proportion of Mountain Ash respondents indicating that they were not interested in visiting woodland (9%).

Notably, 9% of all respondents stated that they visited woodland as often as they wanted to while 26% stated that they had no particular reasons for not visiting.

Briton Ferry, St James Woodland and Mountain Ash

When asked, more specifically, for their reasons for not visiting their local forestry (i.e. Briton Ferry Wood, St James Woodland or Forestry surrounding Mountain Ash) at all or as often as they would like to, the reasons provided were as detailed below.

Table B-11 – Reasons for not visiting local FCW forest sites (at all or as much as would like to)

Base: All respondents (503)

	Briton Ferry	Tredegar (St James)	Mountain Ash	ALL RESPONDENTS
Poor health/ unable to go	11	10	17	13
Too busy working/ studying	10	10	14	12
Not aware of places site	13	18	1	10
Weather	3	4	7	5
Disabled/ blind/ poor eyesight	2	4	5	4
Not interested	3	3	7	4
Does not feel safe	4	3	3	3
No transport	1	3	1	2
Too old	1	1	3	2
Difficult with young children/ baby	1	2	1	1
Work nights/ shift work	-	1	1	1
Illness in family	1	-	1	*
Nothing, visit as often as I like	11	7	6	8
No particular reasons	24	30	27	27
<i>Base (Total respondents)</i>	152	164	187	503

The most frequently provided responses overall related to poor health (13%), being too busy working or studying (12%) and lack of awareness of the local woodland (10%).

Comparing the reasons provided in each area, while residents of Briton Ferry and Tredegar were most likely to state that they had not heard of their local woodland, this reason was given by a much smaller proportion of respondents in Mountain Ash (13%, 18% and 1% respectively).

A small proportion of respondents at each site (4% in Briton Ferry, 3% in Tredegar and 3% in Mountain Ash) stated that they did not feel safe to visit these sites. When asked why they thought the sites were unsafe the following reasons were provided:

- *Briton Ferry* – too many youths/ gangs hanging around (2 respondents), dogs running around (1 respondent).
- *Tredegar/St James Woodland* – too many youths/ gangs hanging around (2 respondents), not a safe place (2 respondents).
- *Mountain Ash* – area has a bad/rough reputation (1 respondent), too many youths/ gangs hanging around (1 respondent), dogs running around (1 respondent).

When asked to provide more details on why they had not visited some of the reasons provided included the following:

Briton Ferry Woods

“Lack of transport - too far.”

“Afraid to go on my own.”

St James Woodland

“Went up there to the lake and 5 or 6 boy racers came up.”

“It looks a bit untidy when they started to thin the trees and they left it a bit of mess -if they could just clear it up a bit after felling.”

“Not really aware that it's there and not seen anything advertised to what is there.”

Mountain Ash

“Not enough broad leaf and local trees.”

“Continuous nuisance of people riding motorcycles and the danger.”

“Just not got time or interest.”

Encouraging visits

Respondents were shown a list of possibilities and asked which, if any, might encourage them to visit their local woodland more often. While 49% of all respondents and 75% of those who had not visited any local outdoor recreation sites in the past year (the ‘non-users’) stated that nothing would encourage them to visit, approximately a quarter stated that more information about the site would be useful (24%) while 18% would be encouraged to visit if there were more paths with waymarked routes.

Comparing the responses obtained in each area, residents of Briton Ferry were more likely to be encouraged to visit if there were more paths with waymarked routes (28%) while those who lived in Mountain Ash were most likely to state that nothing would encourage them to visit more (66%).

Comparing the responses of those who had visited local outdoor recreation sites with non-users, the users were more likely to be encouraged by more information while the non-users were equally likely to specify more information or improved security (both 8%).

Table B-12 – Which of the following might encourage you to visit Briton Ferry Wood/ St James Woodland/ Mountain Ash Forestry?

Base: All respondents (503)

	Briton Ferry	Tredegar (St James)	Mountain Ash	Outdoor users	Non-users	ALL RESPONDENTS
More information about the site	32	31	12	28	8	24
More paths with waymarked routes	28	16	13	21	5	18
Improved security at the sites	16	12	8	13	8	12
More ranger led/ guided walks around the sites	13	9	8	11	2	10
Nothing	37	40	66	43	75	49
<i>Base (Total respondents)</i>	152	164	187	415	88	503

Providing information

The 24% of respondents who indicated that more information would encourage them to visit their local FCW site were asked about how they thought the information should be provided. As the table below illustrates, over half of all respondents suggested leaflets (61%) and the local press (60%) while the other alternatives were less popular.

Table B-13 – Which would be the best way to provide information about local woodland?

Base: All who stated more information might encourage them to visit (122)

	Briton Ferry	Tredegar (St James)	Mountain Ash	ALL RESPONDENTS
Leaflets	56	65	65	61
Local press	46	71	65	60
Posters on local notice boards	29	53	35	40
Local radio	23	43	22	31
Post	25	24	22	24
E-mail	6	12	22	24
Web-site	21	20	26	21
<i>Base (Total respondents)</i>	48*	51*	23*	122

* Note small sample – treat results with caution.

Benefits of FCW forests

All respondents were asked to specify what, in their opinion, were the main benefits of having woodland in their local area. Respondents were asked to select from a list of possible benefits.

Table B-14 – Benefits of having woodland in local area (%)

Base: All respondents (503)

	Outdoor users	Non-users	ALL RESPONDENTS
Good for wildlife	77	68	75
Improves the landscape and look of the area	70	61	69
Creates a natural environment for future generations to enjoy	71	57	68
Creates places for other people to take part in outdoor recreation	64	55	62
Improves the reputation of the area	53	48	52
Attracts tourists to the area	43	41	43
Somewhere for birdwatching and other nature studies	46	35	44
Creates areas for my personal use	47	22	43
None/ can't see any benefits	6	11	7
<i>Base (Total respondents)</i>	415	88	503

Across the three areas a whole, the most frequently selected benefits of having local woodland related to the benefits for wildlife (75%), the general 'look' of the landscape (69%) and that woods were a natural environment for future generations (68%) and other people (62%) to enjoy. The least selected benefit was that the woods were areas for the respondent's own personal use (43%). Some 7% of all respondents stated that they could not see any benefits to having woods in their local area.

While there were no statistically significant variations in the responses provided in each of the three geographic areas, those respondents who visited local recreation sites were more likely than non-users to select a number of the benefits, most notably 'creates area for my personal use' (47% and 22% respectively), 'somewhere for birdwatching and other nature studies' (46% and 35%) and 'creates a natural environment for future generations to enjoy' (71% and 57%).

Comparing the responses obtained to this question to the responses obtained when the same question was asked in the Thames Chase (Greater London), South Yorkshire and Newlands Community Forest (Manchester) areas, respondents in South Wales were the

most likely to have stated that they benefited from the improved look of the area because of forestry. Further comparisons with the results of these other surveys are appended.

Management of FCW forests

All respondents were asked to indicate who they thought managed the local FCW forests (i.e. Briton Ferry Woods, St James Woodland or Forestry local to Mountain Ash). Across the three locations as a whole, around half of respondents (48%) stated that they did not know, 37% thought that the Forestry Commission managed the land and 14% thought that the land was managed by the local council.

In Briton Ferry more respondents suggested the local council (28%) while the Forestry Commission was more likely to be suggested in Mountain Ash (51%). The highest proportion of 'don't knows' were recorded amongst Tredegar respondents.

Visits to FCW forests

As described previously, respondents were asked to indicate whether they had visited a selection of local outdoor recreation sites within their local area. A different list of locations was shown to respondents in each of the 3 survey areas. In Briton Ferry respondents were asked about Briton Ferry Woods, in Tredegar they were asked about St James Woodland and in Mountain Ash respondents were asked about the areas known locally as 'The Forestry'.

Just under a third of all respondents (31%) had visited their local FCW forest during the previous year, ranging from 36% of those who lived in Briton Ferry and 32% in Mountain Ash to 21% in Tredegar.

These respondents were asked questions about their most recent visit to their local forest and the following sections provide details of these visits. It is important to interpret these results with some degree of caution due to the small sample sizes.

Frequency of visits

Across the three sites as a whole, over a third of respondents who had visited local FCW sites during the previous year tended to visit these sites at least once a week (37%). The average number of visits per visitor, per year was 76 but this ranged from 45 amongst users of St James Woodland to over 106 visits amongst those who visited the forestry near Mountain Ash.

Table B-15 – Frequency of visits to forest (%)

Base: Respondents who have been to local FC forests (154)

	Visits to Briton Ferry Woods	Visits to St James Woodland	Visits to Mountain Ash Forestry	TOTAL
Every day	4	-	11	6
4 to 6 times per week	5	6	16	10
1 to 3 times a week	25	23	17	21
1 to 3 times a month	18	20	28	23
4 to 6 times a year	22	17	9	16
1 to 3 times a year	22	31	14	21
Less often	4	3	5	4
Average visits per year:	60	45	106	76
<i>Base (Total respondents)</i>	55	35	64	154

- No responses

Notably, dog owners were likely to visit forests most frequently, with 28% of this group visiting four or more times per week compared to just 4% of other respondents.

In comparison to other forests included in this programme of research, users of the FCW sites in South Wales visited more often than those who visited local forests in the Thames Chase Community Forest in Greater London (av.46 visits per year), at a similar frequency to the South Yorkshire Community Forests sites (av.80 visits per year) but slightly less often than those visiting the Newland Community Forest sites in the Manchester area (av. 88 visits per year).

Activities undertaken

In terms of the activities undertaken during their most recent visits to FCW forests, as Table B-16 illustrates, the most frequently undertaken activities overall were short walks of under 2 miles (58%) and dog walking (51%). While nearly all users of the forests had

undertaken at least one active pursuit (99%), smaller proportions had a picnic (12%) or took part in birdwatching (9%).

Comparing the activities undertaken at each of the three sites, visitors to the Mountain Ash forests were more likely to take part in birdwatching (16%) and those who visited Briton Ferry Woods were more likely to take longer walks of over 2 miles (49%).

Table B-16 – Activities undertaken on most recent visit (%)
Base: Respondents who have been to local FC forests (154)

	Visits to Briton Ferry Woods	Visits to St James Woodland	Visits to Mountain Ash Forestry	TOTAL
Active outdoor pursuits	100	100	98	99
Walks of under 2 miles	53	66	59	58
Dog walking	51	43	55	51
Walks of over 2 miles	49	40	36	42
Cycling or MTB	15	17	6	12
Running or jogging	7	6	6	6
Off road motorbiking	-	6	5	3
Horse riding	4	-	3	3
Passive outdoor pursuits	15	31	30	25
Picnics, BBQ, etc.	9	14	14	12
Birdwatching or other nature studies	4	6	16	9
Photography	5	14	8	8
Sunbathing	2	6	9	6
<i>Base (Total respondents)</i>	55	35	64	154

- No responses

Comparing the activities undertaken at the FCW locations in South Wales with those undertaken at other locations included in this programme of research (Thames Chase Community Forest in Greater London, South Yorkshire Community Forest and Newlands Community Forest in North West England), visitors to the three locations in Wales were more likely to take walks of over 2 miles and/or to have a picnic during their visit – possibly a reflection of the size and more rural characteristics of these forests.

Activities undertaken by children

Around a third of all respondents had children aged under 16 in their household (32%). These respondents were asked to indicate whether their children had undertaken any activities in the local FCW forests during the previous year.

As the table below illustrates, over half of respondents (56%) stated that the children in their household had visited local forests with 34% playing in the woodland while accompanied by an adult and 21% visiting during a school trip.

Respondents in Mountain Ash were the most likely to state that their children had played in the woodland while with an adult (52%) or on a school trip (31%).

Table B-17 – Activities by children in FCW forests during last 12 months (%)

Base: Respondents with children aged under 16 in household (163)

	Visits to Briton Ferry Woods	Visits to St James Woodland	Visits to Mountain Ash Forestry	TOTAL
Playing in woodland accompanied by an adult	29	14	52	34
Playing in woodland accompanied by older children	14	10	6	10
Playing in woodland unaccompanied by adults and older children	8	6	17	11
A school visit to the wood	24	17	31	21
Not visited	53	67	20	44
<i>Base (Total respondents)</i>	49	49	65	163

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

- Not interested (22 respondents)
- Not heard of/ don't know where it is (17)
- Not safe (12)
- Too far from home (9)
- Children too young (9)
- Traffic on roads too busy to get there (3)
- Too busy to take them (2)

Length of visits

As the table below illustrates, the average length of time spent during visits to the three woods was 1hr and 24 minutes, ranging from 1hr and 9 minutes in St James Woodland to 1 hour and 30 minutes in Mountain Ash.

These averages reflect the large proportion of trips taken to St James Woodland which lasted between 30 minutes and 1 hour (43%) while 32% of visits to Mountain Ash Forest lasted for over two hours (32%).

Table B-18 – Length of visit (%)

Base: Respondents who have been to local FC forests (154)

	Visits to Briton Ferry Woods	Visits to St James Woodland	Visits to Mountain Ash Forestry	TOTAL
Up to 15 minutes	2	3	2	2
15 – 30 minutes	11	9	17	13
30 minutes – 1 hour	27	43	22	29
1 hour – 2 hours	42	34	27	34
2 hours – 3 hours	15	11	27	19
3 hours – 5 hours	2	-	5	3
More than 5 hours	2	-	-	1
<i>Average</i>	<i>1 hr 25 min</i>	<i>1 hr 9 mins</i>	<i>1 hr 30 mins</i>	<i>1 hr 24 mins</i>
<i>Base (Total respondents)</i>	55	35	64	154

- No responses

Comparing the duration of visits to the FCW forests with other locations included in this programme of research (Thames Chase Community Forest in Greater London, South Yorkshire Community Forest and Newlands Community Forest in North West England), visits to the Welsh locations were the longest on average. By comparison visits to the Thames Chase locations lasted an average of only 36 minutes.

Importance of different aspects of visit

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

In the table below an overall 'average' of all of the mean scores has been included in the rankings. Any aspect above this level can be considered as being most important to the site across all users while the other aspects may be of less importance overall or only important to certain groups of users. Two columns of figures are shown. The first is the levels of importance of each aspect in decisions to visit the local FCW forests amongst people who have been to these sites. The second column illustrates levels of importance amongst the users of other woods and forests i.e. those who haven't visited FCW sites.

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

Base: Respondents who have been to local FC sites (154)/ Respondents who been to other woodland but not FC sites (121)

	Importance in decision to visit FCW sites	Importance in decisions to visit other woods.
<i>Being able to enjoy scenery and views</i>	4.21	4.26
<i>Feeling safe in the wood</i>	4.12	4.40
<i>Being able to enjoy the wildlife</i>	4.02	4.12
<i>Being able to spend time with family and friends</i>	3.99	4.16
<i>Being able to get fit and healthy</i>	3.93	3.99
<i>Solitude, peace and quiet</i>	3.92	3.88
<i>Convenience to where I live</i>	3.77	3.40
<i>Choice of paths for walking</i>	3.72	3.78
OVERALL AVERAGE	3.51	3.61
Picnic tables/ seats	3.14	3.37
Value for money of your whole trip or day out	3.02	3.48
Provision of all ability trails for prams, pushchairs, wheelchairs etc.	2.89	3.08
Choice of trails for cycling	2.75	2.57
Choice of trails for other activities	2.15	2.29
Feeling happy to leave your car in the car park	n/a	4.29
Clear signposting on footpaths	n/a	3.96
Enough car parking	n/a	3.78
Leaflets and maps to help you find your way around	n/a	3.40
Information about the site's history and conservation	n/a	3.38
Availability of staff at the site	n/a	2.97

The most important aspects in decisions to visit the local FCW forests were 'being able to enjoy scenery and views', 'feeling safe in the wood', 'being able to enjoy the wildlife' and 'being able to spend time with family and friends'. Less important aspects overall included 'the choice of trails for cycling' and 'the choice of trails for activities other than walking'.

Comparing the responses obtained at each of the three sites, visitors to Briton Ferry Woods were more likely to rate the 'value for money of their whole trip or day out' as important (3.40), while visitors to the Mountain Ash forests rated 'being able to spend time with family and friends' (4.28), 'being able to enjoy the scenery and views' (4.44) and 'being able to get fit and healthy' (4.12).

Comparing the factors most important to visitors to FCW forests with the factors important to people who never visit these sites when they go to other woods suggest a similar order of priorities. The top priorities when visiting other woods were personal safety (4.40) and car park security (4.29).

People who had visited the FCW forests during the last year were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The most frequently provided responses were: 'close to home/ convenient' (29%) and 'to the walk the dog' (18%).

Favourite aspects of woods

When the visitors were asked what they liked most about their local FCW forest, the most frequently provided responses related to 'close to home/convenience' (21%), 'peace and tranquility' (34%) and 'lovely scenery and views' (24%). Comparing the responses for each site, visitors to St James Woodland were more likely to mention the peace and tranquillity and/or the fishing opportunities. Some of the specific answers provided included the following:

Briton Ferry

"Nice and peaceful and all shaded. You can go for nice long walks without too many people."

"On the doorstep. You can enjoy a whole day there. Scenery. Memories of childhood."

"Because it's natural. The smell."

St James Woodland

"The peace and quiet around the reservoir and taking the grandson to fish."

"The scenery. I can see down the valley - a good long view."

“Lovely scenery, peace and quiet. When it is quiet!”

Mountain Ash

“The beauty - especially at this time of the year. The colours are stunning.”

“Very convenient for taking children for recreation.”

“Plenty of room to walk and for dogs.”

Satisfaction with different aspects of visit

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

Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more satisfied visitors were with this aspect. This analysis suggests that, overall, visitors were most likely to be satisfied with the convenience of the location, value for money of the whole trip, scenery and views and the opportunities to spend time with family and friends.

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

Base: Respondents who have been to local FC sites (154)

	Satisfaction score
<i>Convenience/ close to where I live</i>	4.40
<i>Value for money of your whole trip or day out</i>	4.11
<i>Being able to enjoy scenery and views</i>	4.03
<i>Being able to spend time with family and friends</i>	3.89
<i>Being able to get fit and healthy</i>	3.87
<i>Solitude, peace and quiet</i>	3.84
<i>Being able to enjoy the wildlife</i>	3.67
<i>Feeling safe in the forest</i>	3.34
OVERALL AVERAGE	3.27
Choice of paths for walking	3.03
Choice of trails for cycling	2.54
Choice of trails for other activities (e.g. horse riding)	2.18
Picnic tables/ seats	1.82
Provision of all ability trails for prams, pushchairs, wheelchairs	1.78

An overall 'average' of all of the mean scores has been included in the ranking. Elements ranked lowest on average include picnic tables and seats and the provision of all ability trails.

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

Comparing the responses obtained for each of the three forests, visitors to the Mountain Ash forests provided the highest ratings for the choice of paths for walking, solitude, peace

and quiet, being able to spend time with family and friends, being able to enjoy scenery and views, being able to enjoy wildlife and being able to get fit and healthy. By comparison, visitors to St James Woodland rated picnic tables and seats more highly while those visiting Briton Ferry Woods rated value for money highest.

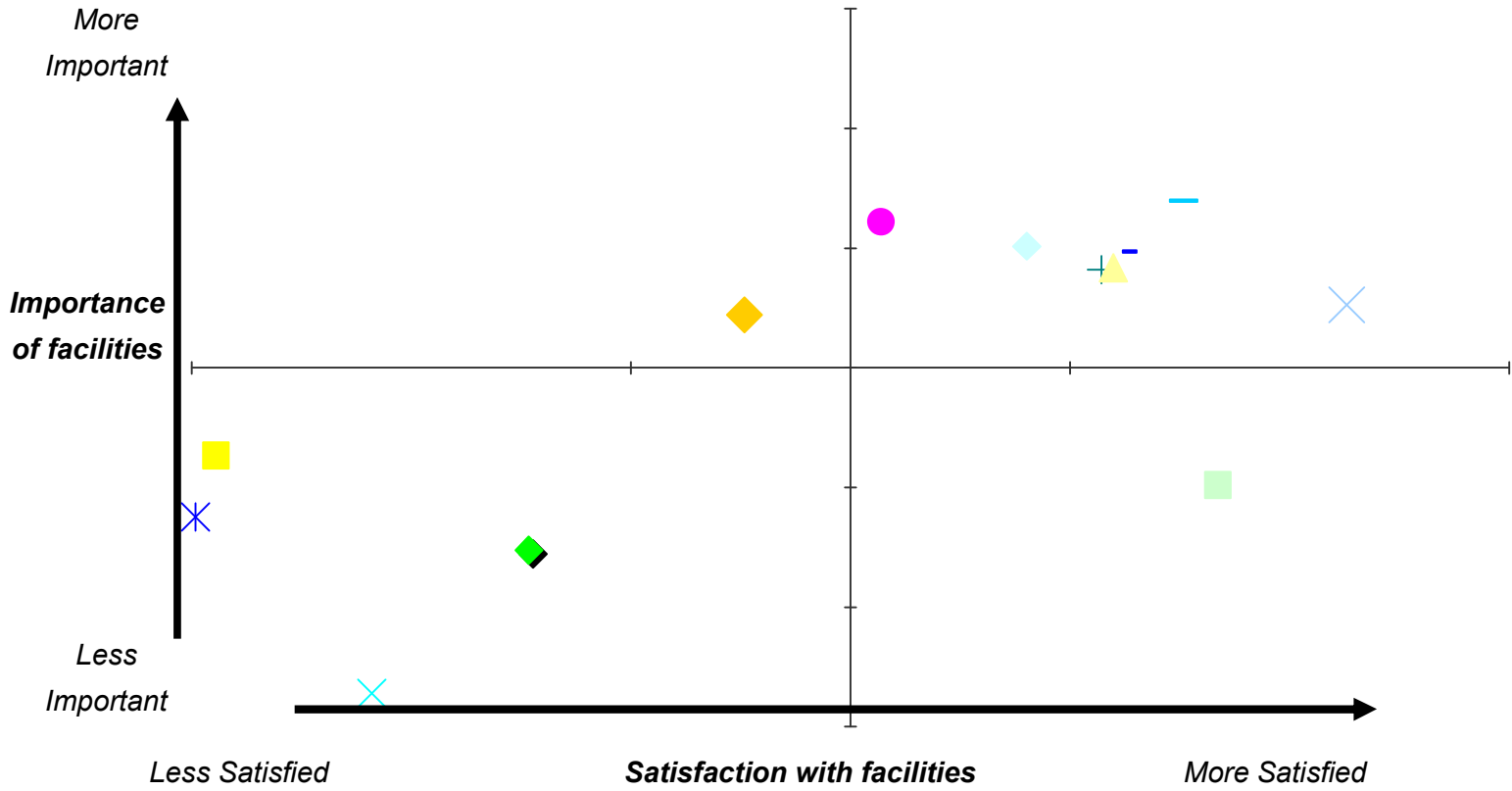
Comparing the scores obtained in this survey with those obtained in other locations included in this programme of research (Thames Chase Community Forest in Greater London, South Yorkshire Community Forest and Newlands Community Forest), visitors to the three locations in Wales were more likely to provide higher ratings for scenery and views, solitude, peace and quiet, being able to get fit and healthy and being able to spend time with family but provided lower than average scores for trails for walking, cycling and other activities.

Reasons for dissatisfaction

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

- *Choice of paths for walking* – poor quality (11), not enough (9), not well maintained.
- *Choice of trails for cycling* – there are none (11), not a proper track (7), should be more (4), should be specific routes for cyclists (4).
- *Feeling safe in the woodland* – just feel insecure (6), too isolated (5), gangs of youths (5), no lights (3).
- *Solitude, peace and quiet* – too much noise in general (4).
- *Being able to enjoy wildlife* – too many motorbikes (3), nothing there (3).

Analysis of importance of elements of visit V satisfaction with same elements
 Base: Respondents who have been to local FC sites (154)



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

Identification of issues

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

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

- Top right – *More Satisfied – More Important* – Convenience/ close to home, being able to enjoy scenery and views, being able to enjoy wildlife, being able to spend time with family and friends, solitude, peace and quiet, being able to get fit and healthy and feeling safe in the woodland. These are the site's key strengths which should be maintained.
- Bottom right – *More Satisfied – Less Important* – Visitors are generally satisfied with the value for money of their whole trip although this element is rated as less important on average.
- Top left – *Less Satisfied - More Important* – Choice of paths for walks was rated as more important than average but received a lower than average satisfaction score. This suggests that this factor requires further attention.
- Bottom left – *Less Satisfied – Less Important* – Choice of trails for cycling, picnic tables and seats, provision of all ability trails and choice of trails for other activities. Overall, visitors were less satisfied than average with these aspects but they are also seen as less important by most visitors. These elements might therefore be considered as lower priorities for investment.

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

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

Other visitors

When asked which other users had been encountered during their recent visits to the FCW forests, most visitors stated that they had seen walkers (78%) while just under half had seen children and/or motorbikers (47% and 45% respectively). Smaller proportions had seen cyclists, horse riders or other vehicles driving in the woodland.

Comparing the types of other users encountered at each of the three forests, visitors to Briton Ferry Woods were the most likely to have seen walkers (85%) while larger proportions of visitors to St James Woodland encountered motorbikers (71%) during recent visits.

Respondents who had encountered each of the different user groups were asked to indicate how this had impacted on their overall enjoyment. Mean scores were applied to results from +2 if a user group ‘increased enjoyment a lot’ to -2 if they ‘decreased enjoyment a lot’. Again, it is important to take the small sample sizes into account when interpreting these figures.

Table B-21 – Other visitors encountered (%) and impact on enjoyment (row %)

Base: Respondents who have been to local FC sites (154)

	Total	Increased enjoyment a lot +2	Increased enjoyment a little +1	Made no difference 0	Decreased a little -1	Decreased a lot -2	Score
Walkers	78	3	3	94	-	-	+0.1
Children	47	3	6	88	3	1	+0.1
Motorbikers/moto cross	45	-	-	27	20	53	-1.3
Cyclists	37	-	2	91	4	4	-0.1
Horse riders	22	-	3	91	3	3	-0.1
Vehicles driving in wood	10	-	-	47	7	47	-1

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

Those respondents who stated that other visitors had decreased their enjoyment were asked to provide reasons, as detailed below (the number of respondents giving each reason is shown in brackets):

- *Children* – too noisy (2).
- *Cycling* – you have to get out of their way (2), too fast (1), come up behind you (1).
- *Horse riders* – dangerous to share paths with (2).
- *Motorbikers/ moto cross* – noisy (31), unsafe (19), make a mess of paths (12), lack of consideration for others (6), abusive/rude/aggressive (5), disturb wildlife (3), don't keep to own paths (2), speeding (2).
- *Vehicles in the wood* – noise (4), unsafe (2), too fast (1).

Disturbances to visit

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

However, the disruptions most likely to have a more negative effect were noise from other users or motorised sports (35%) and litter or fly tipping (38%).

Table B-22 –Impact of potential issues on enjoyment (row %)

Base: Respondents who have been to local FC sites (154)

	Didn't reduce enjoyment 0	Decreased a little 1	Decreased a lot 2	Don't know	Score
Noise from other users or motorised sports	63	10	25	3	0.61
Litter or fly tipping	59	19	19	3	0.59
Dogs and dog dirt	70	17	12	1	0.42
Muddy tracks	71	15	12	1	0.40
Vandalised, missing or damaged signposts	79	8	10	3	0.30
Forest operations such as felling	84	8	6	2	0.20

When asked to state why these specific issues had a negative impact on their enjoyment, the following reasons were provided (numbers of respondents providing each response are shown in brackets).

Noise from other users or motorised sports – spoils the peace and quiet (23), too fast/dangerous (7), annoying (8), unruly (4), frightens the dog (3).

Litter or fly tipping – untidy/eyesore (34), unhygienic/dangerous (14), detracts from the area (9).

Dogs and dog dirt – you get it on your shoes/ pram wheels (4), you can't walk along the paths (2).

Muddy tracks – make it difficult to walk (11), shoes and clothes get dirty (11), made worse by motorbikes (7), unsafe (4), slippery (4).

Vandalised or missing signposts – get lost (5), unsightly (4).

Forest operations – ruins the landscape (8), sad to see trees cut down (6), blocked paths (3).

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 (82%). However, the issues that were mentioned included unruly cyclists and motorbikers (6 respondents), vandalism such as burnt benches (5), the need for road maintenance (5), gangs of drunks and drug addicts (3) and too much litter (2).

Improvements

Users of the local FCW forests were also asked what, if anything they would like to see changed or improved to make future visits more enjoyable.

The suggestions that were made are listed below. The most frequent suggestions related to more seating (19%), banning or regulating the use of sites by cyclists and motorcyclists (12%) and improving the quality of paths (12%).

Table B-23 – Suggested improvements (%)

Base: Respondents who have been to local FC sites (154)

	Total
More/ better seats/ picnic tables	19
Ban/ reduce use by cyclists/ motorcyclists	12
Improve/ better paths	12
Litter bins	5
More/ better signs	5
More/ better cycle tracks	4
More staff/ security staff	3
Improve/ provide lighting	3
Tidy up area around lake/ reservoir	3
Provide dog bins	2
Provide a café	2
More/ better children's play area	2
Separate tracks for motorbikes/ horses	2
Maintain paths and fences	2
Toilet facilities	1
Covered area for shelter	1
Dogs should be kept on lead	1
A separate dog walking area	1
Stop vandalism	1
Stop fly tipping	1
Clear fallen trees from paths	1
<i>Base (Total respondents)</i>	154

Comparing the responses provided for each of the three sites, a higher proportion of those asked about St James Woodland mentioned improvements to paths (20%) or tidying up the area around the lake (11%). Users of the Mountain Ash forests were more likely to state that nothing needed to be improved (34% compared to 25% at the other sites).

Some of the specific suggestions provided are reproduced below

Briton Ferry

“More litter bins. Directional signposts. Tables and chairs for picnics.”

“Segregate the bikes - give them an area. More litter bins.”

“Regular police checks to keep the bikes and guns away.”

St James Woodland

“Prevent motorcyclists from using the woodland.”

“Special tracks for cyclists and motor cyclists. Stop people from driving cars on the site.”

“Just cleaner really - rubbish picked up more.”

Mountain Ash

“Better access for prams and more seating.”

“Ban motor cyclists - or find an area designated for that activity.”

“More amenities for children.”

C. Postcode analysis

Introduction

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

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

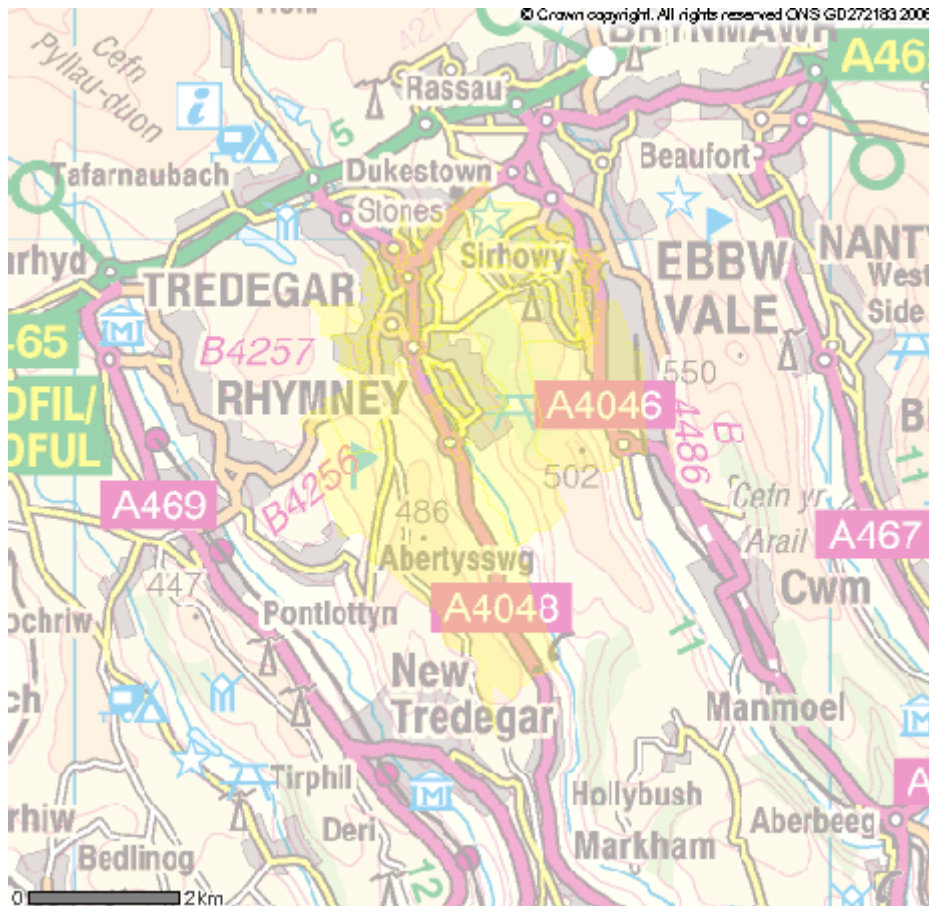
Group 1	Affluent Greys
Group 2	Aspiring singles
Group 3	Blue collar roots
Group 4	Burdened singles
Group 5	Flourishing families
Group 6	High-rise hardship
Group 7	Post-industrial families
Group 8	Prudent pensioners
Group 9	Secure families
Group 10	Settled suburbia
Group 11	Starting out
Group 12	Struggling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

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

The focus of this study was households within a 1 mile catchment area from the edge of each of the three woods - St. James Woodland, the Mountain Ash sites and Briton Ferry Woods. The following sections provide the key results of the analyses of the population profile in each of these catchment areas.

St. James Woodland, Tredegar

St. James Woodland – 1 mile catchment area highlighted in yellow



There are some 6,422 households within the 1 mile catchment area surrounding St James Woodland, Tredegar. As illustrated in Table C-1, the ACORN classifications in greatest abundance in this catchment area are ‘home owning families, terraces’ and ‘skilled older families, terraces’ which together represent 45% of the area’s population. By comparison, these categories represent just 6% of the UK population as a whole.

Key characteristics of households defined as ‘home owning families, terraces’ (30% of residents) include the following:

- Young families with children under 10.
- Predominantly white population.
- Small terraced housing (2-3 bedrooms) at low end of pricing scale.

- Adults tend to be aged 20 – 40.
- 70% are owner-occupiers, most with a mortgage.
- Employment in blue-collar manufacturing jobs, mining and shop work, higher than national average long term illness.
- Educational qualifications generally low and below average car ownership.
- Read tabloid press, with leisure activities including camping, angling, bingo, horse racing, rugby, watching cable TV and visiting the pub.

The key characteristics of households defined as ‘skilled older families, terraces’ (14% of residents) are:

- Mix of residents, with more families with children and fewer pensioners.
- Predominantly white population, few black or Asian residents.
- Average of two wage earners per family, low unemployment. Employment in offices and clerical posts, as well as skilled occupations.
- Most live in small 2-3 bedroom terraced houses, with some in flats (mainly low rise purpose built).
- Careful with money - re-mortgaging relatively frequent, as is home improvement.
- Most run at least one car and take regular holidays in Europe and the Mediterranean.
- Cable TV and DIY are popular leisure pursuits.

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

‘Families and single parents, semis and terraces’ – this group represents 11% of households in the catchment area, compared to 2% in the UK population. Key traits include large families in semi-detached or terraced council housing, many families with 3 or more children and a number of single parent households, low incomes and high unemployment (almost double the national average), employment tends to be routine factory or shop work, car ownership, low reliance on public transport, leisure activities include fishing, betting, listening to music, cooking and tabloid newspaper readership.

'Skilled workers, semis and terraces' – this group represents 10% of households in the catchment area compared to 3% in the UK as a whole. The main characteristics of this group include shop work, blue-collar manufacturing and manual work, similar age profile to UK population as a whole, predominantly white population, typically living in 2-3 bedroom terraced and semi-detached housing, average level of car ownership, moderate incomes, leisure activities include camping and caravanning, angling, bingo and going to the pub, above average cable subscriptions and tabloid newspaper readership.

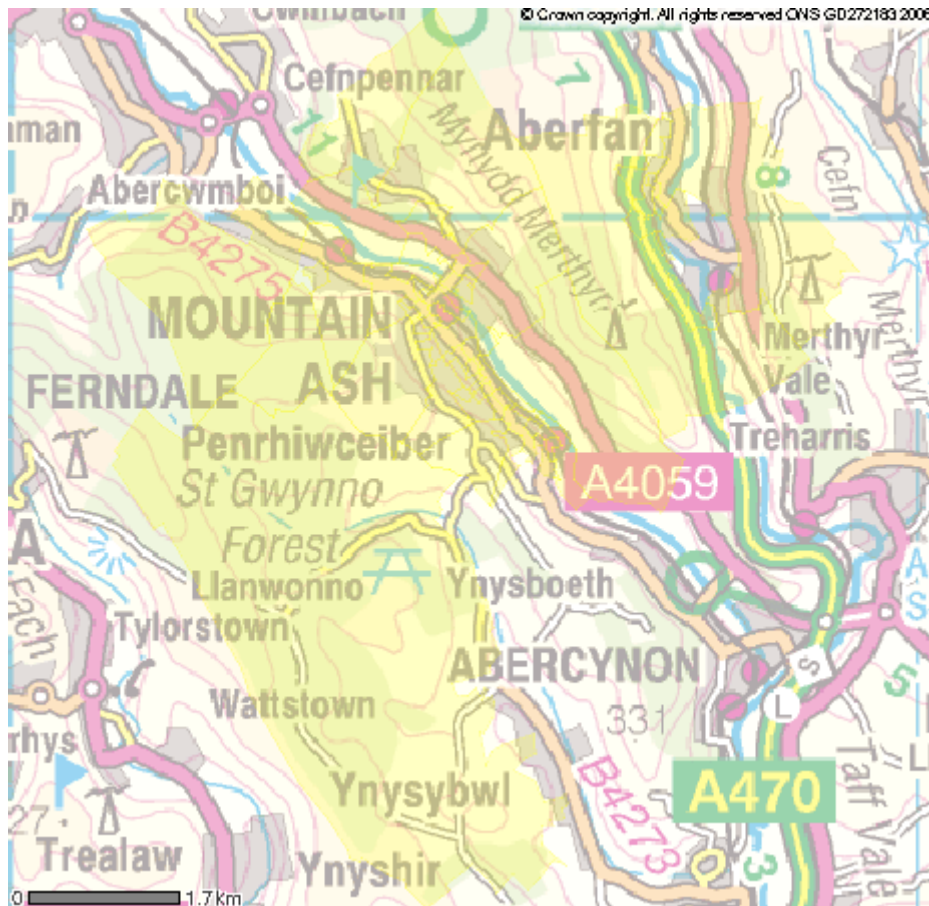
More details of the characteristics of each of the ACORN classifications are contained in the user guide which is provided separately. The table overleaf provides a full profile of the area within a 1 mile radius of St James Woodland.

Table C-1 – Residents of St James Woodland catchment , Tredegarby ACORN classification

ACORN Description	Households within 1 mile of wood		UK %
	N	%	
Home owning families, terraces	1,920	29.9%	2.8%
Skilled older families, terraces	932	14.5%	2.8%
Families and single parents, semis and terraces	687	10.7%	2.1%
Skilled workers, semis and terraces	637	9.9%	3.3%
Young working families	333	5.2%	2.1%
Single elderly people, council flats	313	4.9%	1.8%
Large families and single parents, many children	298	4.6%	1.7%
Older people, many high-rise flats	235	3.7%	0.8%
Low income older people, smaller semis	231	3.6%	3.0%
Older people, rented terraces	221	3.4%	1.8%
Low income singles, small rented flats	144	2.2%	1.2%
Singles and single parents, council flats	131	2.0%	0.9%
Low income, routine jobs, terraces and flats	87	1.4%	1.4%
Well-off working families with mortgages	58	0.9%	2.3%
Middle income, home owning areas	56	0.9%	2.9%
Low income families, terraced estates	47	0.7%	2.6%
Low income larger families, semis	36	0.6%	3.3%
Working families with mortgages	24	0.4%	2.6%
Established home owning workers	14	0.2%	3.6%
Well-off managers, detached houses	12	0.2%	3.7%
Elderly singles, purpose build flats	6	0.1%	0.7%
TOTAL	6,422		

Mountain Ash

Mountain Ash Community Woodland – 1 mile catchment area



There are some 7,355 households within 1 mile of the FCW forests in the Mountain Ash area. As Table C-2 details, the ACORN classifications in greatest abundance in this catchment zone are *'Home owning families, terraces'* and *'young working families'* which represent 53% of the area's population compared to 5% of the UK population as a whole.

Key characteristics of *'home owning families, terraces'* (39% of residents) include the following:

- Young families with children under 10.
- Predominantly white population.
- Small terraced housing (2-3 bedrooms) at low end of pricing scale.
- Adults tend to be aged 20 – 40.

- 70% are owner-occupiers, most with a mortgage.
- Employment in blue-collar manufacturing jobs, mining and shop work, higher than national average long term illness.
- Educational qualifications generally low and below average car ownership.
- Read tabloid press, with leisure activities including camping, angling, bingo, horse racing, rugby, watching cable TV and visiting the pub.

The key characteristics of households defined as 'young working families' (13% of residents) are:

- Most families contain two parents with school age children, although there are significant numbers of single parent households.
- Predominantly white population.
- Most live in small 3 bedroom terraced houses, privately owned or rented from the council and housing associations.
- Lower incomes than national average. Unemployment and part-time workers above national average. Careful with spending.
- Employment mainly in manufacturing, construction and retail jobs.
- Single car households, often bought second-hand.
- Read tabloid newspapers and pastimes include horseracing, betting, angling, bingo and watching cable and satellite TV.

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

'Low income families, terraced estates' – some 8% of households within 1 mile of Mountain Ash Woodland were in this category compared to 3% of the UK population. The main characteristics of this group are almost as many single parents as two parent families, larger families with school age children, predominantly white population, small council terraced housing, below average income and high unemployment, typically employed in routine factory or manual work and low car ownership.

'Skilled workers, semis and terraces' – this group represents 8% of households in the catchment area, compared to 3% in the UK population. Key traits include shop work, blue-collar manufacturing and manual work, similar age profile to UK population as a whole, predominantly white population, typically living in 2-3 bedroom terraced and semi-detached housing, average level of car ownership, moderate incomes, leisure activities include camping and caravanning, angling, bingo and going to the pub, above average cable subscriptions and tabloid newspaper readership.

'Middle income, home owning areas' – this group represents 7% of households in the catchment area, compared to 3% in the UK population. Key characteristics of this group include middle aged residents whose children have left home, predominantly white population, typically 3-4 bedroom houses some with more than one car, many own their homes outright, invest in financial policies and private pensions for retirement, interest in outdoor activities (golf, walking, fishing and bird watching), support environmental and wildlife charities, *Telegraph* and *Daily Express* readers who listen to Radio 2.

'Skilled older families, terraces' – this group represents 7% of households in the catchment area, compared to 3% in the UK population. Key traits include a mix of residents, predominantly white population, average of two wage earners per family, low unemployment, with employment in offices and clerical posts, as well as skilled occupations, small 2-3 bedroom terraced houses, careful with money, at least one car and regular holidays in Europe and the Mediterranean. Cable TV and DIY popular leisure pursuits.

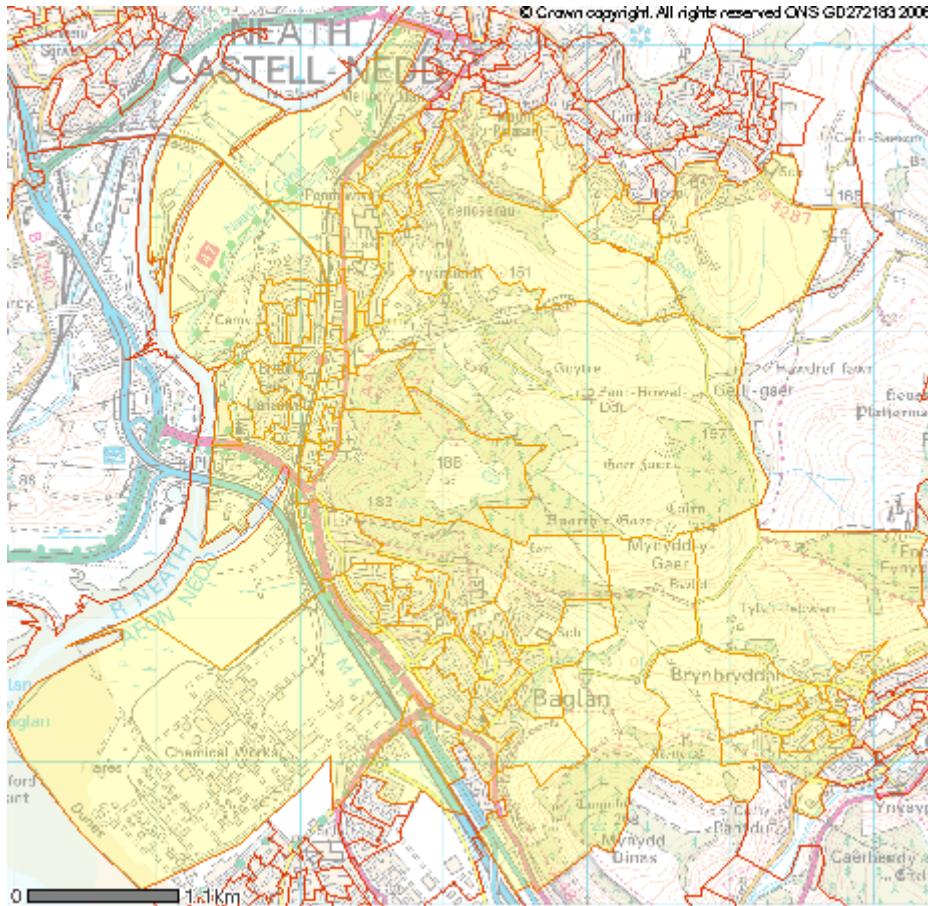
The table overleaf provides a full profile of the area with a 1 mile radius of the Mountain Ash sites.

Table C-2 – Residents of Mountain Ash catchment by ACORN classification

ACORN Description	Households within 1 mile of wood		UK %
	N	%	
Home owning families, terraces	2,885	39.2%	2.8%
Young working families	989	13.4%	2.1%
Low income families, terraced estates	578	7.9%	2.6%
Skilled workers, semis and terraces	565	7.7%	3.3%
Middle income, home owning areas	527	7.2%	2.9%
Skilled older families, terraces	515	7.0%	2.8%
Families and single parents, semis and terraces	285	3.9%	2.1%
Single parents and pensioners, council terraces	254	3.5%	1.9%
Single elderly people, council flats	217	3.0%	1.8%
Older people, rented terraces	151	2.1%	1.8%
Low income, older people, smaller semis	96	1.3%	3.0%
Low income, routine jobs, terraces and flats	69	0.9%	1.4%
Mature couples, smaller detached homes	64	0.9%	2.0%
Low income larger families, semis	59	0.8%	3.3%
Lower income, older people, semis	51	0.7%	2.1%
Working families with mortgages	33	0.4%	2.6%
Middle income, older couples	17	0.2%	3.0%
TOTAL	7,355		

Briton Ferry Wood

Briton Ferry Wood – 1 mile catchment area



There are some 8,343 households within the 1 mile of Briton Ferry Wood. The ACORN classifications in greatest abundance in this catchment zone are *'middle income, older couples'* and *'skilled workers, semis and terraces'* which represent 21% of the area's population compared to 6% of the UK population as a whole.

Key characteristics of *'middle income, older couples'* (11% of population) include the following:

- Couples with no children at home. 1 in 5 residents are retired.
- Predominantly white population.
- Typically live in 3 bedroom detached and semi-detached houses and bungalows. Many own home outright.

- Those in employment work in managerial and supervisory roles. Number of women in part-time employment.
- Reasonable incomes. Invest in ISAs, stocks, shares and high interest accounts.
- Usually have one or two cars.
- Go on summer and winter holidays.
- Eat out regularly. Leisure interests include gardening, watching satellite TV and listening to classical music.
- Low level of newspaper readership, with *Daily Express* and *Daily Mail* most favoured titles.

The key characteristics of households defined as 'skilled workers, semis and terraces' (10% of population) are:

- Employed in shop work, blue-collar manufacturing and manual occupations.
- Similar age profile to UK population as a whole, with a mixture of singles, couples, families and retired residents.
- Predominantly white population.
- Live in 2-3 bedroom terraced and semi-detached housing.
- Average level of car ownership, tend to be of lower value and second-hand.
- Moderate incomes and lower than average level of investments.
- Leisure activities include camping and caravanning, angling, bingo and going to the pub, above average cable subscriptions.
- Tabloid newspaper readership.

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

'*Older people, rented terraces*' – this group represents 8% of households in the catchment area, compared to 2% in the UK population. Key traits include a high proportion of older

people, particularly over the age of 75, predominantly white population, 2 or 3 bedroom terraced houses, higher proportion of rented accommodation than UK as a whole, high level of re-mortgaging amongst those who are buying their properties, single households common, unemployment 40% above national average and long term illness 60% higher, employment tends to be shop work, manual and factory jobs, levels of debt above average relative to income, below average car ownership, tabloid newspapers read and pastimes include angling, racing, bingo, watching cable TV, listening to music and going to the pub.

'Low income older people, smaller semis' – some 9% of households within 1 mile of Briton Ferry Woods were in this category compared to 3% of the UK population. The main characteristics of this group are older population, many with considerable health problems and long-term illness, 1-2 bedroom council or housing association properties, state pension only, those in employment in routine shop and factory jobs or manual occupations, less than 50% car ownership, little disposable income, leisure activities are limited – may include gardening and fishing.

'Lower income older people, semis' – this group represents 7% of households in the catchment area, compared to 2% in the UK population. Key characteristics of this group include older population, 2 or 3 bedroom semi-detached houses and bungalows, fairly even distributions of home owners and rented properties, 1 in 5 residents are retired, employment typically in manufacturing, retail and routine occupations, one car ownership, modest investment, take caravan holidays and trips to the Mediterranean, gardening popular leisure pursuit and tabloid newspaper readers.

The table overleaf provides a full profile of the area with a 1 mile radius of Briton Ferry Woods.

Table C-3 – Residents of Briton Ferry Woods catchment by ACORN classification

ACORN Description	Households within 1 mile of wood		UK %
	N	%	
Middle income, older couples	912	10.9%	3.0%
Skilled workers, semis and terraces	868	10.4%	3.3%
Low income, older people, smaller semis	733	8.8%	3.0%
Older people, rented terraces	647	7.8%	1.8%
Lower income, older people, semis	611	7.3%	2.1%
Well-off managers, detached houses	540	6.5%	3.7%
Established home owning workers	528	6.3%	3.6%
Home owning families, terraces	523	6.3%	2.8%
Families and single parents, semis and terraces	514	6.2%	2.1%
Low income larger families, semis	482	5.8%	3.3%
Mature couples, smaller detached homes	346	4.1%	2.0%
Low income families, terraced estates	270	3.2%	2.6%
Middle income, home owning areas	242	2.9%	2.9%
Single elderly people, council flats	202	2.4%	1.8%
Well-off working families with no mortgages	158	1.9%	2.3%
Working families with mortgages	145	1.7%	2.6%
Older people, many high-rise flats	123	1.5%	0.8%
Low income, routine jobs, terraces and flats	115	1.4%	1.4%
Skilled older families, terraces	114	1.4%	2.8%
Wealthy working families with no mortgages	92	1.1%	1.5%
Mature families in suburban semis	83	1.0%	3.3%
Single parents and pensioners, council terraces	41	0.5%	1.9%
Well-off managers, larger homes	40	0.5%	2.6%
Old people, detached homes	14	0.2%	1.9%
TOTAL	8,343		

D. Appendices

Results from other community surveys

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

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

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

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

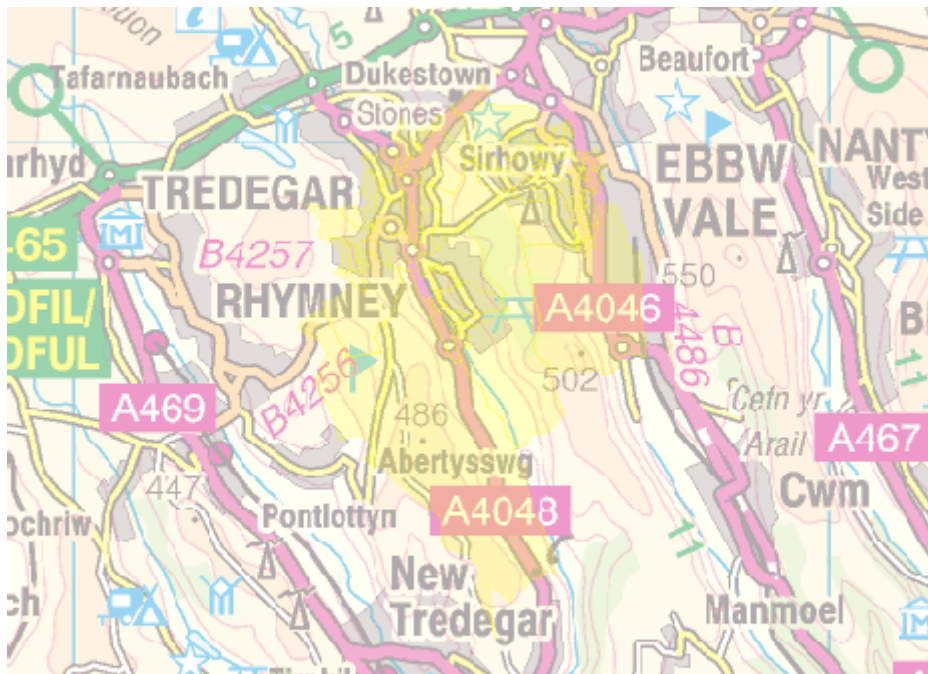
Site locations

St James Woodland – Tredegar

Location of woodland

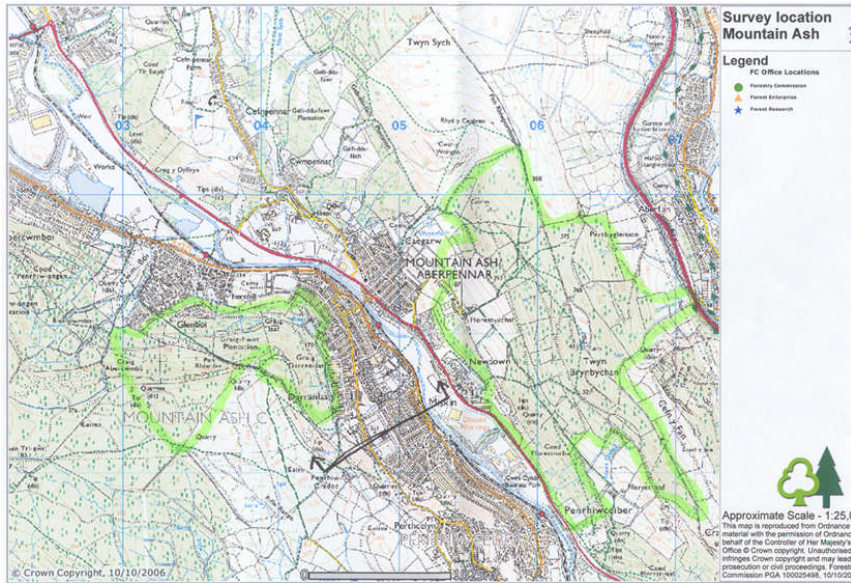


Survey catchment area



Mountain Ash

Location of woodland

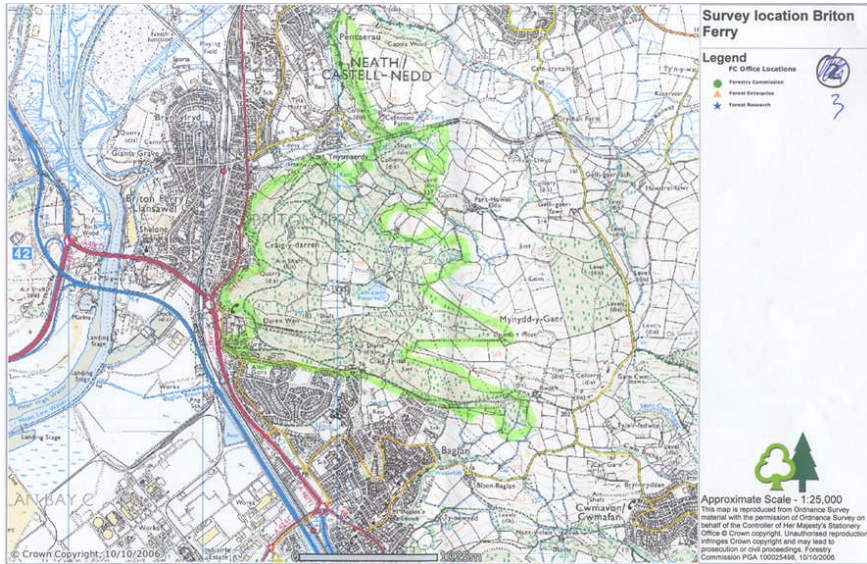


Survey catchment area

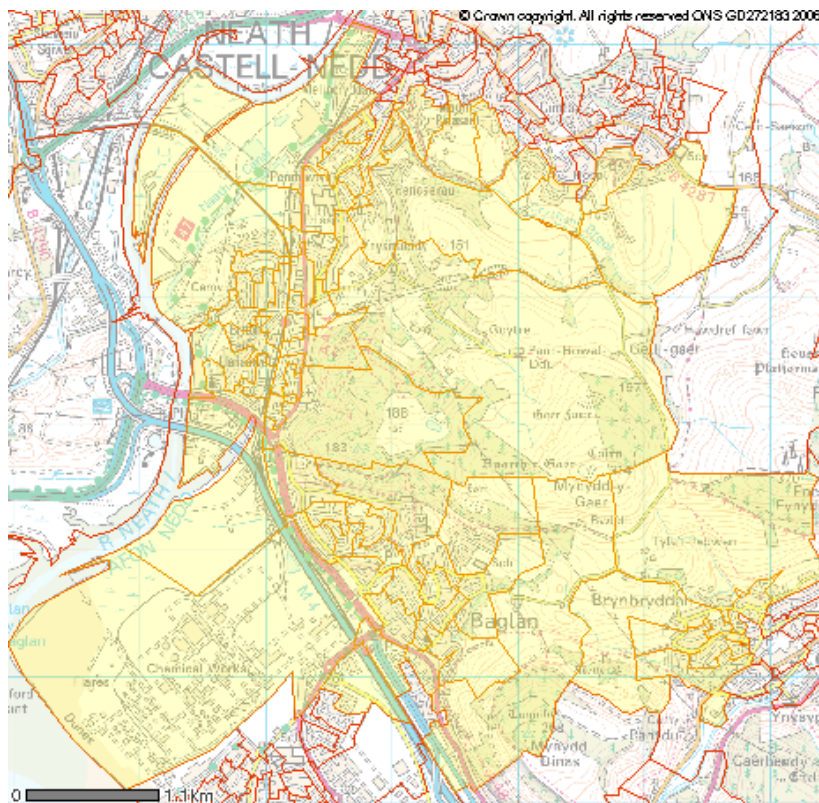


Briton Ferry

Location of woodland



Survey catchment area



ACORN classifications

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

Questionnaire

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