

**FOREST VISITOR
SURVEYS
1999
Summary Report**

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MAP

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INTRODUCTION

1999 was the fifth year in which we have co-ordinated a programme of surveys across Great Britain. The core programme has focussed on our visitor and forest holidays sites as in previous years. We have also done surveys of horse riders using Forestry Commission woods and an assessment of a new signage system that we are developing.

The surveys showed once again that people enjoy the broad range of services that we provide, overall satisfaction levels were the same as 1998 at an excellent 96% of all visitors. Some areas of our work are still falling below this average. For example road signs have an average satisfaction level of only 87%. In 2000 we have started a study with the Forest Research Agency and external researchers to examine this area in more detail over the next two years.

We have also developed a Forest Visitor Surveys data set of all the surveys that have taken place so that we can easily retrieve information to help assist with new project and developments.

For more information about this or other visitor survey work please contact Forestry Commission Statistics at the address below.

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FORESTRY COMMISSION VISITOR SURVEYS

SUMMARY

This report presents the results from the 19 Forestry Commission Visitor Surveys that ran in 1999. The surveys covered a total of 2849 responses.

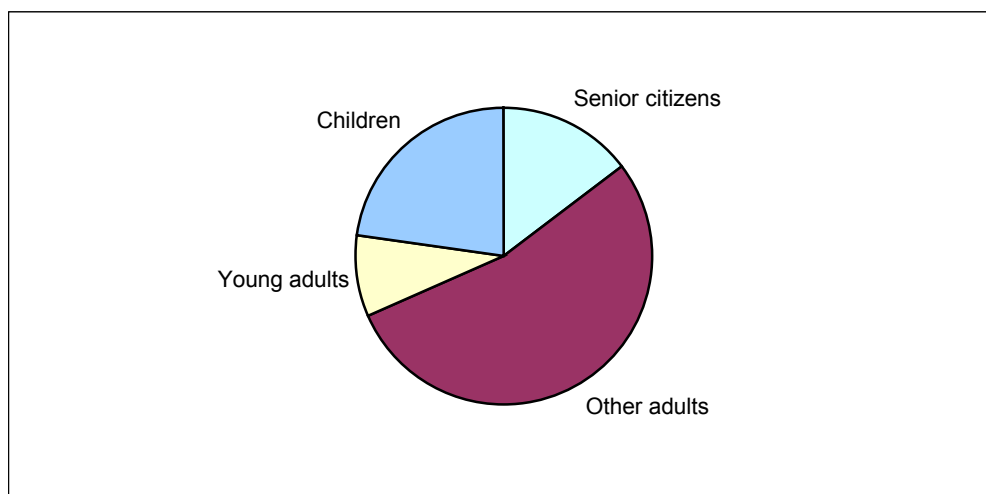
Results should be interpreted with caution when the sample sizes are small.

Group composition

There were 8588 visitors in the 2849 groups interviewed. Excluding groups of 10 or more, the average group size was 2.9. Groups were largest, on average, at Buchan (3.6 people per group) and Nant-Yr-Arian (3.4). Groups tended to be smaller in Afan Argoed (2.2) and Ardgartan (2.4).

In terms of total visitors, over one half of visitors were adults aged between 25 and 59. 23% of visitors were children, 15% were senior citizens and 9% were young adults.

Chart 1: Visitor Composition



The proportion of senior citizens was highest at Cwmcarn (31%). The proportion of children was highest at the Forest of Dean, Llanrwst and the New Forest (Cycling).

27% of groups had a dog with them and 14% of groups were with bikes.

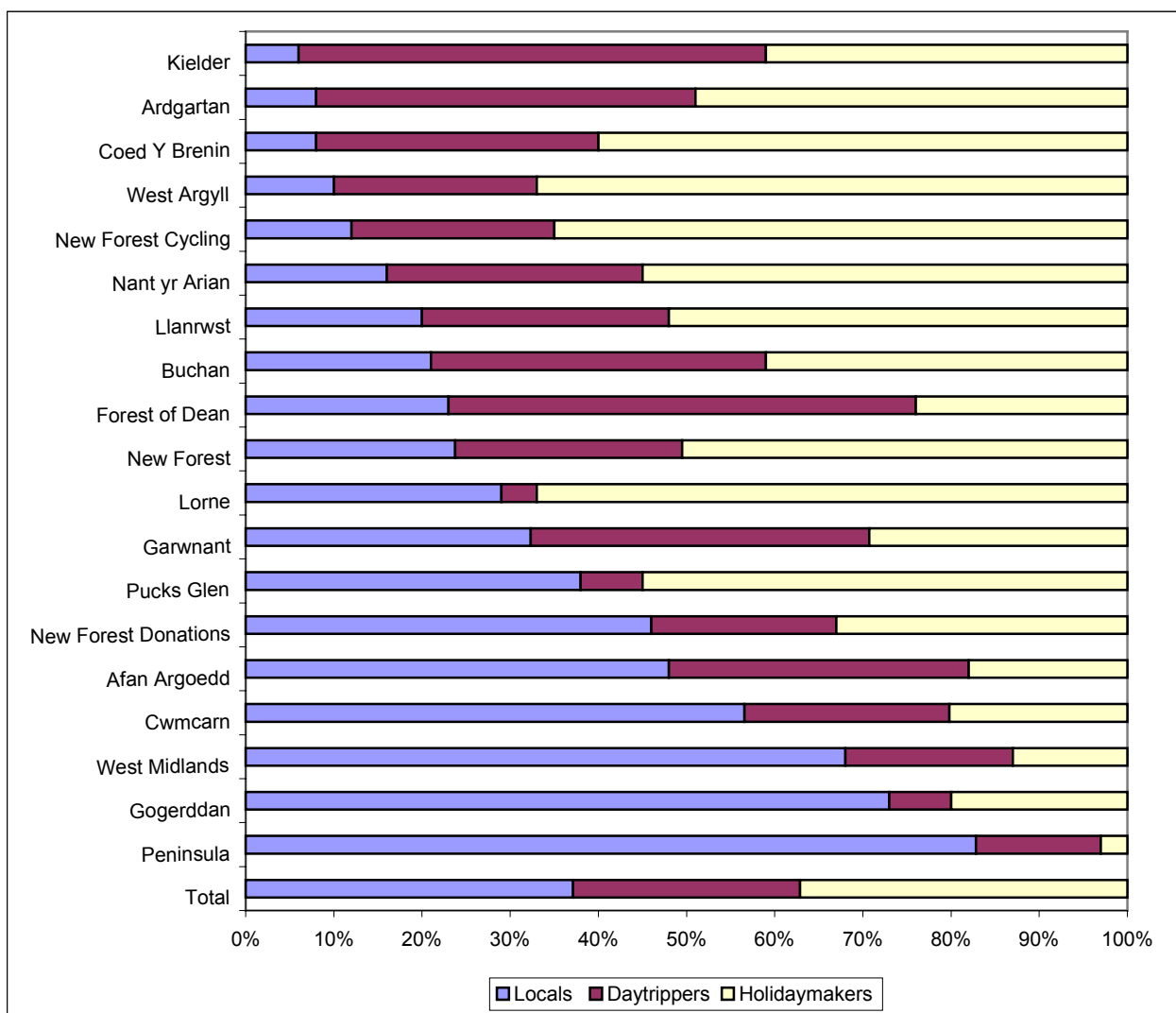
Type of visitor

37% of those interviewed lived locally (within 15 miles of the site). 37% of respondents were holidaymakers and around one quarter were day-trippers.

The proportion of locals was relatively higher at Peninsula, Gogerddan and West Midlands, with over two-thirds of respondents at these sites living locally.

Around two-thirds of respondents at Lorne, West Argyll, and New Forest (Cycling) were holidaymakers. The proportion of day-trippers was highest at Kielder and Forest of Dean, with over one half of respondents at these sites on a day trip from home.

Chart 2: Type of visitor



Transport

The majority of those interviewed had travelled to the site by car or van. Over one third of respondents interviewed in the New Forest (Cycling) had travelled to the site by bicycle.

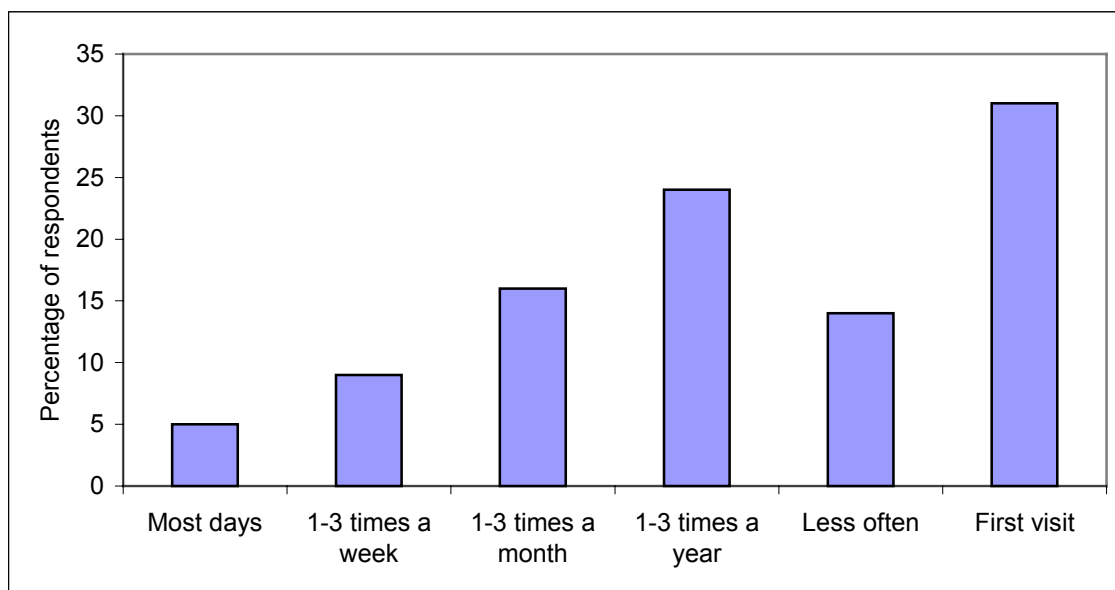
Frequency of visit

Over two-thirds of visitors interviewed had visited that site before. Visitors to Peninsula and West Midlands were relatively more likely to have visited the sites before. The proportion of respondents at Buchan, Ardgartan and West Argyll, who had visited the sites before, was low.

Of those who had been before, over one third visit between one and three times a year. Around one quarter visit between one and three times a month.

Respondents at Gogerddan and Pucks Glen (who had been before) were relatively more likely to visit frequently, with over one third visiting at least once a week.

Chart 3: Frequency of visit



Finding out about the woodland

Over one third of respondents had always known about the woodland and almost one quarter had discovered the woodland through a friend or relation. 12% of those interviewed had found out about the woodland through road signs and 7% from a local guide book or map.

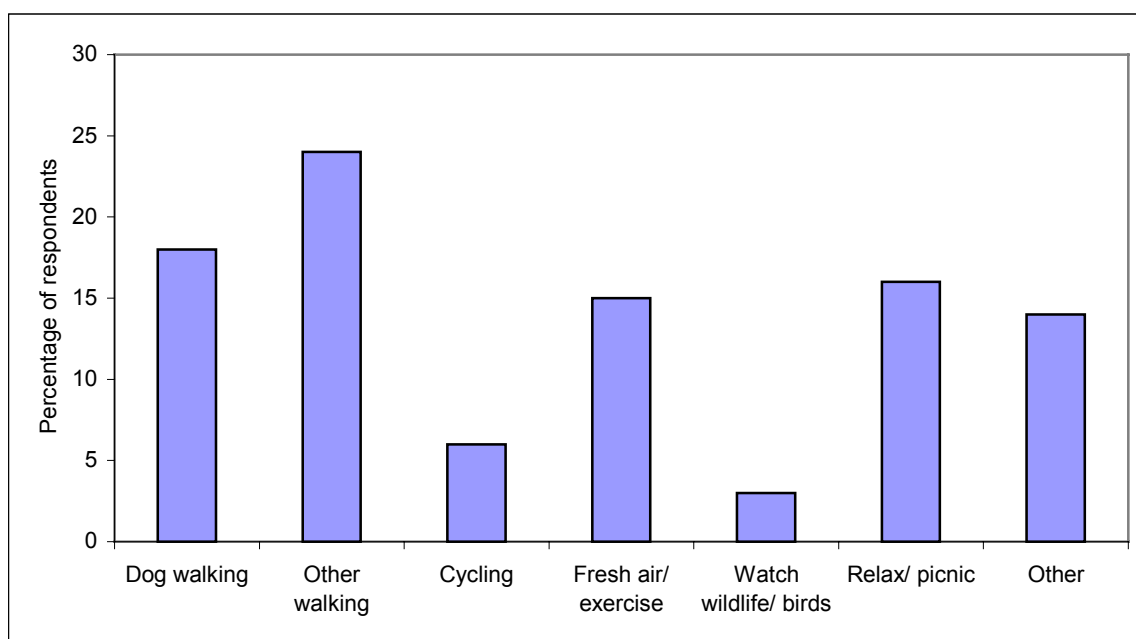
Over 40% of respondents at West Argyll, Nant yr Arian and Garwnant had found out about the woodland through road signs. Respondents at Lorne and Llanrwst were relatively more likely to find out about the site through a local guide book or map than at other sites.

Main purpose of visit

42% of those interviewed were visiting the site for a walk (with or without a dog). 16% of respondents were visiting to relax and picnic, and 15% were visiting for fresh air and exercise.

The proportion of respondents visiting sites to walk a dog was highest at Peninsula, Pucks Glen, and Gogerddan. Around one half of those interviewed at Lorne and Llanrwst were visiting the site for a walk (excluding dog walking). Respondents at Buchan and Garwnant were relatively more likely to visit the sites to relax and picnic.

Chart 4: Main purpose of visit



Length of stay

The average length of stay was 2.3 hours. Visitors to Kielder, Coed y Brenin and New Forest (Cycling) were relatively more likely to stay longer (with the average length of stay over 4 hours).

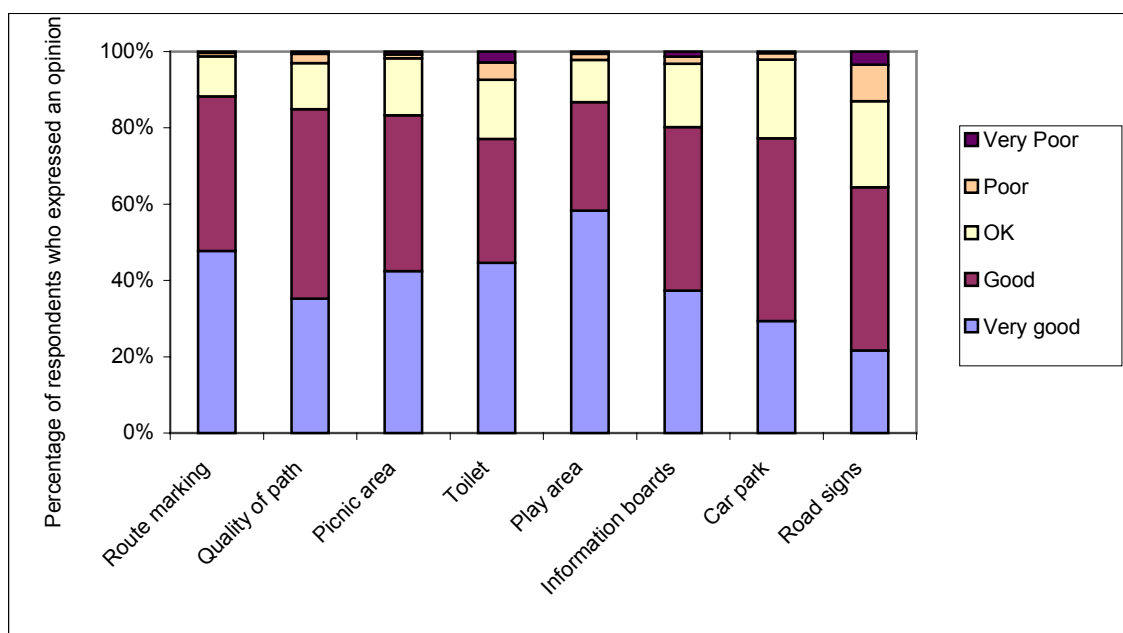
Ratings

The majority of surveys asked respondents to rate the facilities available at that site. The table below shows the number of surveys which asked about each facility, the number of respondents who had used the facility and gave a rating for it, the percentage who were satisfied with the facility, and the percentage who gave a high rating.

Table 1: Rating of facilities

	Number of surveys	Respondents who expressed an opinion		
		Number	% very good, good, or OK	% very good or good
Route marking on waymarked walks	10	654	99	88
Quality of path on waymarked walks	10	644	97	85
Picnic area	15	1113	98	83
Toilets	10	1041	93	82
Play area	5	362	98	87
Information boards	14	1225	97	80
Car park	16	2066	98	77
Road signs	15	1787	87	64

Chart 5: Rating of facilities



**SCOTLAND
BUCHAN**

This survey took place at 4 sites within Buchan Forest District: Back O’Bennachie, Bennachie Centre, Donview, and The Binn.

Summary

41% of respondents were holidaymakers and 37% were on a day trip from home. Around one half of those interviewed had visited the site before. Over two-thirds had used the waymarked walks.

Results

	Total
Number of Interviews	59
Time spent interviewing (hours)	104
Group composition	
% of groups with senior citizens	39
% of groups with adults aged 25-29	58
% of groups with young adults	31
% of groups with children	31
% of groups with dogs	41
% of groups with bicycles	0
Average number of people per group	3.6
Present visit	
% who live locally	20
% who were on a day trip from home	37
% who did not travel from home	41
% who travelled by car/ van	97
% who had visited before	49
% whose main purpose was walking	29
% who used waymarked walks	68
Average length of stay (hours)	2.1
Ratings ⁽¹⁾	
% satisfied with route marking on waymarked walks	100
% satisfied with quality of path on waymarked walks	100
% satisfied with picnic area	100
% satisfied with toilets	100
% satisfied with car park	92
% satisfied with road signs	100

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: July - September 1999
Publication: None
Type of survey: Interviewer
Non-standard topics: Waymarked walks

ARDGARTAN (COWAL)

This self-completion survey took place at Ardgartan Visitor Centre in Cowal Forest District.

Summary

45% of respondents were holidaymakers and 39% were on a day trip from home. The main purpose of the visit for 40% of respondents was walking.

Results

	Total
Number of Interviews	71
Group composition	
% of groups with senior citizens	37
% of groups with adults aged 25-29	75
% of groups with young adults	17
% of groups with children	24
Average number of people per group	2.4
Present visit	
% who live locally	7
% who were on a day trip from home	39
% who did not travel from home	45
% who travelled by car/ van	75
% who had visited before	45
% whose main purpose was walking	40
Average length of stay (hours)	3.0
Ratings ⁽¹⁾	
% satisfied with information boards	95
% satisfied with car park	97
% satisfied with road signs	87
% satisfied with management of woodland	98

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: 1999
Publication: None
Type of survey: Self-completion
Non-standard topics: Visitor Centre

PUCKS GLEN (COWAL)

This visitor survey ran at Pucks Glen in Cowal Forest District.

Summary

38% of those interviewed lived locally and 55% were holidaymakers. Almost two-thirds of respondents had visited the site before. 63% of respondents were visiting the site to walk, and 79% had used the waymarked walks.

Results

	Weekday	Weekend	Total
Number of Interviews	51	57	108
Time spent interviewing (hours)	30.5	20	50.5
Group composition			
% of groups with senior citizens	18	18	18
% of groups with adults aged 25-29	82	93	88
% of groups with young adults	16	14	15
% of groups with children	24	28	26
% of groups with dogs	41	46	44
% of groups with bicycles	0	9	5
Average number of people per group	2.6	3.0	2.8
Present visit			
% who live locally	25	49	38
% who were on a day trip from home	2	12	7
% who did not travel from home	73	39	55
% who travelled by car/ van	86	96	92
% who had visited before	51	77	65
% whose main purpose was walking	58	67	63
% who used waymarked walks	90	68	79
Average length of stay (hours)	1.7	1.1	1.4
Ratings ⁽¹⁾			
% satisfied with route marking on waymarked walk	100	97	99
% satisfied with quality of path on waymarked walk	98	97	98
% satisfied with picnic area	89	88	88
% satisfied with information boards	98	96	97
% satisfied with car park	98	98	98
% satisfied with road signs	98	92	95
% satisfied with management of woodland	98	98	98

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: July - September 1999
Publication: 'Cowal Visitor Survey 1999'
Type of survey: Interviewer
Non-standard topics: Waymarked walks, Car parks

LORNE

This visitor survey took place at Glencoe in Lorne Forest District.

Summary

Two-thirds of respondents were holidaymakers. 29% of those interviewed lived locally. The main purpose of the visit for almost three-quarters of respondents was walking.

Results

	Weekday	Weekend	Total
Number of Interviews	72	53	125
Time spent interviewing (hours)	25	14	39
Group composition			
% of groups with senior citizens	24	17	21
% of groups with adults aged 25-29	72	74	73
% of groups with young adults	19	28	23
% of groups with children	21	26	23
% of groups with dogs	36	32	34
% of groups with bicycles	1	2	2
Average number of people per group	2.5	3	2.7
Present visit			
% who live locally	32	25	29
% who were on a day trip from home	0	9	4
% who did not travel from home	67	66	66
% who travelled by car/ van	75	75	75
% who visited before	60	60	60
% whose main purpose was walking	66	79	72
% who used waymarked walks	88	87	87
Average length of stay (hours)	1.6	1.6	1.6
Ratings ⁽¹⁾			
% satisfied with route marking on waymarked walks	100	100	100
% satisfied with quality of path on waymarked walks	98	100	99
% satisfied with picnic area	100	100	100
% satisfied with information boards	98	100	99
% satisfied with car park	100	100	100
% satisfied with road signs	91	89	90
% satisfied with management of woodland	99	100	99

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: August - October 1999
Publication: 'Lorne Visitor Survey 1999'
Type of survey: Interviewer
Non-standard topics: Fishing, Waymarked walks, Special needs, Signs

WEST ARGYLL

This survey took place at 2 sites in West Argyll Forest District: Ardcastle and Barnaline.

Summary

Two-thirds of respondents were holidaymakers and 23% were on a day trip from home. Around two-thirds of respondents were visiting the site to walk.

Results

	Ardcastle	Barnaline	Total
Number of Interviews	51	37	88
Time spent interviewing (hours)	36	30	66
Group composition			
% of groups with senior citizens	16	14	15
% of groups with adults aged 25-29	80	89	84
% of groups with young adults	10	14	11
% of groups with children	12	16	14
% of groups with dogs	37	32	35
% of groups with bicycles	2	5	3
Average number of people per group	2.1	2.7	2.5
Present visit			
% who live locally	18	-	10
% who were on a day trip from home	29	14	23
% who did not travel from home	53	86	67
% who travelled by car/ van	98	86	93
% who had visited before	45	22	35
% whose main purpose was walking	47	89	65
% who used waymarked walks	27	92	55
Average length of stay (hours)	1.0	2.3	1.6
Ratings ⁽¹⁾			
% satisfied with route marking on waymarked walk	93	97	96
% satisfied with quality of path on waymarked walk	93	100	98
% satisfied with picnic area	100	100	100
% satisfied with information boards	100	100	100
% satisfied with car park	98	100	99
% satisfied with road signs	96	97	97
% satisfied with management of woodland	95	100	97

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: July 1999
Publication: 'West Argyll Visitor Survey 1999'
Type of survey: Interviewer
Non-standard topics: Waymarked walks

ENGLAND
FOREST OF DEAN CYCLING

This cycling survey took place in the Forest of Dean.

Summary

Over one half of respondents were on a day trip from home. Over three-quarters of respondents had visited the Forest of Dean before.

Results

	Weekday	Weekend	Total
Number of Interviews	50	126	176
Time spent interviewing (hours)	36	41	77
Group composition			
% of groups with senior citizens	6	10	9
% of groups with adults aged 25-29	94	95	95
% of groups with young adults	6	6	6
% of groups with children	38	40	39
% of groups with dogs	0	3	2
% of groups with bicycles	98	98	98
Average number of people per group	2.3	3.0	2.8
Present visit			
% who live locally	26	22	23
% who were on a day trip from home	34	60	53
% who did not travel from home	40	17	24
% who had travelled by car/ van	70	86	81
% who had visited before	66	83	78
% who cycle here at least once a month	34	37	37
% who used waymarked (family) cycle trail	84	88	81
% who were aware of forest cycling code	64	55	57
% who think there are adequate facilities for cyclists	84	82	82
% who think there is enough information available about where to cycle at site	74	60	64
Average length of stay (hours)	2.3	2.6	2.5
Ratings ⁽¹⁾			
% satisfied with condition of waymarked (family) cycle trail	100	100	100
% satisfied with standard of waymarking on (family) cycle trail	90	86	87
% satisfied with picnic area	100	99	99
% satisfied with toilet	100	92	94
% satisfied with information boards	94	98	97
% satisfied with car park	100	98	99
% satisfied with road signs	98	92	94

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: October 1999
Publication: 'Forest of Dean Cycling Survey 1999'
Type of survey: Interviewer
Non-standard topics: Cycling, FC map/ leaflet

KIELDER

This visitor survey took place at Kielder Castle.

Summary

Around one half of respondents were on a day trip from home and 39% were holidaymakers. 61% of those interviewed had visited the site before.

Results

	Total
Number of Interviews	51
Time spent interviewing (hours)	11
Group composition	
% of groups with senior citizens	29
% of groups with adults aged 25-29	73
% of groups with young adults	14
% of groups with children	12
% of groups with dogs	25
% of groups with bicycles	16
Average number of people per group	2.6
Present visit	
% who live locally	6
% who were on a day trip from home	51
% who did not travel from home	39
% who travelled by car/ van	78
% who had visited before	61
% whose main purpose was walking	26
Average length of stay (hours)	4.3
Ratings ⁽¹⁾	
% satisfied with picnic area	100
% satisfied with toilet	76
% satisfied with play area	100
% satisfied with information boards	100
% satisfied with car park	100
% satisfied with road signs	95
% satisfied with management of forest	100

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: September 1999
Publication: 'Kielder Visitor Centre Survey 1999'
Type of survey: Interviewer
Non-standard topics: Visitor centre

NEW FOREST

This visitor survey ran at Blackwater and Bolderwood in the New Forest.

Summary

Over one half of respondents were holidaymakers. 26% were day-trippers and 23% were locals. Around two-thirds of those interviewed had visited the New Forest before.

Results

	Blackwater	Bolderwood	Total
Number of Interviews	119	124	243
Time spent interviewing (hours)	18	20	36
Group composition			
% of groups with senior citizens	24	29	26
% of groups with adults aged 25-29	83	78	81
% of groups with young adults	9	6	8
% of groups with children	24	32	28
% of groups with dogs	24	10	17
% of groups with bicycles	3	5	4
Average number of people per group	2.7	2.8	2.7
Present visit			
% who live locally	23	24	23
% who were on a day trip from home	23	28	26
% who did not travel from home	55	47	51
% who travelled by car/ van	90	94	92
% who had visited before	66	63	65
% whose main purpose was walking	35	24	29
% who used waymarked walks	16	31	23
Average length of stay (hours)	2.1	2.3	2.2
Ratings ⁽¹⁾			
% satisfied with route marking on waymarked walk	100	97	98
% satisfied with quality of path on waymarked walk	95	100	98
% satisfied with picnic area	93	96	94
% satisfied with toilets	81	73	77
% satisfied with information boards	84	98	93
% satisfied with car park	99	100	100
% satisfied with road signs	74	85	80
% satisfied with management of woodland	99	99	99

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: June – September 1999
Publication: ‘New Forest Visitor Survey 1999’
Type of survey: Interviewer
Non-standard topics: Waymarked walks, Information about the New Forest, Cycling

NEW FOREST CYCLING

This cycling survey took place in the New Forest.

Summary

64% of those interviewed were holidaymakers. 87% of respondents had used the waymarked cycle trails. Three-quarters of those interviewed thought there were adequate facilities for cyclists in the New Forest.

Results

	Weekday	Weekend	Total
Number of Interviews	81	74	155
Time spent interviewing (hours)	22	16	38
Group composition			
% of groups with senior citizens	12	8	10
% of groups with adults aged 25-29	78	70	74
% of groups with young adults	21	24	23
% of groups with children	44	28	37
% of groups with dogs	5	1	3
% of groups with bicycles	96	99	97
Average number of people per group	2.7	3.1	2.9
Present visit			
% who live locally	12	12	12
% who were on a day trip from home	15	31	23
% who did not travel from home	72	55	64
% who travelled by car/ van	42	46	44
% who cycle here at least once a month in summer	14	20	17
% who used waymarked cycle trails	84	92	87
% who were aware of forest cycling code	63	59	61
% who think there are adequate facilities for cyclists	80	69	75
% who think there is enough information available about where to cycle at site	63	58	61
Average length of stay (hours)	3.6	4.6	4.1
Ratings			
% satisfied with condition of waymarked cycle trails	100	100	100
% satisfied with standard of waymarking on cycle trails	87	93	90

⁽¹⁾ Respondents were asked to rate only the trails if they had used them

Timing of survey: July and August 1999
Publication: 'New Forest Cycling Survey 1999'
Type of survey: Interviewer
Non-standard topics: Cycling, FC cycle map

NEW FOREST DONATIONS

This survey took place at 4 locations in the New Forest: Bolderwood, Whitefield Moor, Wilverley Inclosure and Wilverley Plain.

Summary

46% of those interviewed lived locally. One third of respondents were holidaymakers. 71% had visited the New Forest on a previous trip.

Results

	Bolderwood	Whitefield Moor	Wilverley Inclosure	Wilverley Plain	Total
Number of Interviews	49	107	67	110	333
Group composition					
% of groups with senior citizens	20	33	45	59	42
% of groups with adults aged 25-29	76	73	60	53	64
% of groups with young adults	16	8	9	3	8
% of groups with children	41	42	24	25	33
% of groups with dogs	10	20	45	43	31
% of groups with bicycles	6	1	3	5	3
Average number of people per group	3.2	3.0	2.4	2.5	2.7
Present visit					
% who live locally	10	31	60	68	46
% who were on a day trip from home	37	28	16	10	21
% who did not travel from home	53	41	24	22	33
% who travelled by car/ van	100	97	100	99	99
% who had visited before	59	64	69	84	71
% whose main purpose was walking	49	13	49	46	36
Average length of stay (hours)	2.3	1.4	1.4	1.6	1.6

Timing of survey: August – September 1999
Publication: ‘New Forest Donations Survey 1999’
Type of survey: Interviewer
Non-standard topics: Donations to the New Forest, Visual survey

PENINSULA

This survey took place at 2 sites in Peninsula Forest District: Bullers Hill and Mamhead Obelisk.

Summary

The majority of those interviewed lived locally. 87% had visited the sites before and 61% were visiting the site to walk.

Results

	Bullers Hill	Mamhead Obelisk	Total
Number of Interviews	165	159	324
Time spent interviewing (hours)	28	28	56
Group composition			
% of groups with senior citizens	12	23	17
% of groups with adults aged 25-29	92	87	90
% of groups with young adults	9	9	9
% of groups with children	45	38	41
% of groups with dogs	46	52	49
% of groups with bicycles	13	11	12
Average number of people per group	3.0	3.0	3.0
Present visit			
% who live locally	79	86	82
% who were on a day trip from home	17	11	14
% who did not travel from home	4	3	3
% who travelled by car/ van	99	99	99
% who had visited before	84	90	87
% whose main purpose was walking	56	66	61
% who used waymarked walks	59	-	59
% who used all abilities trail	-	63	63
Average length of stay (hours)	2.0	1.6	1.8
Ratings ⁽¹⁾			
% satisfied with route marking on waymarked walk/ all abilities trail	99	100	99
% satisfied with quality of path on waymarked walk/ all abilities trail	96	97	96
% satisfied with picnic area	100	100	100
% satisfied with car park	99	99	99
% satisfied with road signs	88	57	76
% satisfied with management of woodland	99	99	99

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: April – May 1999
Publication: ‘Peninsula Visitor Survey 1999’
Type of survey: Interviewer
Non-standard topics: Walks, All abilities trail

WEST MIDLANDS

This survey ran at Birches Valley in West Midlands Forest District.

Summary

Almost two-thirds of respondents lived locally. The majority had visited the site before. 69% of those interviewed had used the waymarked walks.

Results

	Weekday	Weekend	Total
Number of Interviews	44	112	156
Present visit			
% who live locally	61	67	65
% who were on a day trip from home	25	16	19
% who did not travel from home	11	13	13
% who travelled by car/ van	89	77	80
% who had visited before	89	83	85
% whose main purpose was walking	14	32	26
% who used waymarked walks	77	65	69
Average length of stay (hours)	2.5	2.0	2.2
Ratings ⁽¹⁾			
% satisfied with route marking on waymarked walk	100	100	100
% satisfied with quality of path on waymarked walk	100	87	91
% satisfied with picnic area	98	91	93
% satisfied with toilets	100	98	98
% satisfied with play area	97	98	98
% satisfied with information boards	100	88	91
% satisfied with car park	97	93	95
% satisfied with road signs	85	89	88
% satisfied with management of woodland	100	100	100

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: September – November 1999, January 2000
Publication: None
Type of survey: Interviewer
Non-standard topics: Waymarked walks, Car parks

WALES
GOGERDDAN (CANOLBARTH)

This survey ran at Gogerddan in Canolbarth Forest District.

Summary

72% of those interviewed were locals. 78% of respondents had visited the site before. The main purpose of visit for many was walking.

Results

	Weekday	Weekend	Total
Number of Interviews	28	32	60
Time spent interviewing (hours)	18	20	38
Group composition			
% of groups with senior citizens	11	25	18
% of groups with adults aged 25-29	79	81	80
% of groups with young adults	21	12	17
% of groups with children	46	41	43
% of groups with dogs	46	50	48
% of groups with bicycles	18	3	10
Average number of people per group	2.8	3.1	2.9
Present visit			
% who live locally	71	72	72
% who were on a day trip from home	7	6	7
% who did not travel from home	21	19	20
% who travelled by car/ van	79	72	75
% who had visited before	82	75	78
% whose main purpose was walking	61	69	65
Average length of stay (hours)	1.3	1.3	1.3
Ratings ⁽¹⁾			
% satisfied with picnic area	100	100	100
% satisfied with car park	100	96	98
% satisfied with management of woodland	100	100	100

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: August – September 1999
Publication: ‘Gogerddan Visitor Survey 1999’
Type of survey: Interviewer
Non-standard topics: Educational classroom

NANT-YR-ARIAN (CANOLBARTH)

This survey took place at Nant Yr Arian Visitor Centre in Canolbarth Forest District.

Summary

Over one half of respondents were holidaymakers. One half of those interviewed had used the waymarked walks. Almost all respondents had travelled to the site by car or van.

Results

	Weekday	Weekend	Total
Number of Interviews	61	67	128
Time spent interviewing (hours)	20	20	40
Group composition			
% of groups with senior citizens	26	27	27
% of groups with adults aged 25-29	92	85	88
% of groups with young adults	25	13	19
% of groups with children	33	42	37
% of groups with dogs	13	18	16
% of groups with bicycles	8	6	7
Average number of people per group	3.3	3.5	3.4
Present visit			
% who live locally	16	15	16
% who were on a day trip from home	31	27	29
% who did not travel from home	52	58	55
% who travelled by car/ van	97	94	95
% who had visited before	69	60	64
% whose main purpose was walking	28	30	29
% who used waymarked walks	49	51	50
Average length of stay (hours)	1.8	1.8	1.8
Ratings ⁽¹⁾			
% satisfied with route marking on waymarked walk	100	100	100
% satisfied with quality of path on waymarked walk	100	100	100
% satisfied with picnic area	100	100	100
% satisfied with toilets	100	100	100
% satisfied with play area	94	100	98
% satisfied with information boards	100	100	100
% satisfied with car park	100	98	99
% satisfied with road signs	98	98	98
% satisfied with management of woodland	100	100	100

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: July-August 1999
Publication: 'Nant-yr-Arian Visitor Centre Survey 1999'
Type of survey: Interviewer
Non-standard topics: Visitor Centre, Waymarked walks, Developments

AFAN ARGOED (COED Y CYMOEDD)

This survey took place at Afan Argoed Visitor Centre in Coed y Cymoedd Forest District.

Summary

Almost one half of those interviewed lived locally. One third were on a day trip from home. 65% of respondents had visited the site before.

Results

	Total
Number of Interviews	75
Time spent interviewing (hours)	36
Group composition	
% of groups with senior citizens	29
% of groups with adults aged 25-29	64
% of groups with young adults	15
% of groups with children	20
% of groups with dogs	20
% of groups with bicycles	33
Average number of people per group	2.2
Present visit	
% who live locally	47
% who were on a day trip from home	33
% who did not travel from home	17
% who travelled by car/ van	88
% who had visited before	65
% whose main purpose was walking	28
% who used waymarked walks	23
Average length of stay (hours)	3
Ratings	
% satisfied with route markings on waymarked walk	94
% satisfied with quality of path on waymarked walk	88
% satisfied with picnic area	100
% satisfied with toilet	97
% satisfied with information boards	98
% satisfied with car park	99
% satisfied with road signs	78

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: September 1999
Publication: 'Afan Argoed Visitor Centre Survey 1999'
Type of survey: Interviewer
Non-standard topics: Visitor centre, Walks, Cycling

CWMCARN (COED Y CYMOEDD)

This survey took place at Cwmcarn Scenic Drive in Coed y Cymoedd Forest District.

Summary

56% of respondents lived locally and 23% were on a day trip from home. Three-quarters of those interviewed had visited the site before.

Results

	Weekday	Weekend	Total
Number of Interviews	119	31	150
Time spent interviewing (hours)	33.5	10	43.5
Group composition			
% of groups with senior citizens	55	68	58
% of groups with adults aged 25-29	55	48	54
% of groups with young adults	15	29	18
% of groups with children	42	52	44
% of groups with dogs	51	45	50
% of groups with bicycles	9	19	11
Average number of people per group	3.2	3.7	3.3
Present visit			
% who live locally	55	58	56
% who were on a day trip from home	22	29	23
% who did not travel from home	22	13	20
% who travelled by car/ van	92	81	90
% who had visited before	73	84	75
% whose main purpose was walking	28	29	28
Average length of stay (hours)	2.7	3.0	2.8
Ratings ⁽¹⁾			
% satisfied with picnic area	99	100	99
% satisfied with toilets	92	95	92
% satisfied with play area	98	100	98
% satisfied with information boards	97	100	98
% satisfied with car park	98	93	97
% satisfied with road signs	94	100	95

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: July-September 1999
Publication: 'Cwmcarn Visitor Survey 1999'
Type of survey: Interviewer
Non-standard topics: Visitor Centre

GARWNANT (COED Y CYMOEDD)

This survey was carried out at Garwnant Visitor Centre in Coed y Cymoedd Forest District.

Summary

38% of those interviewed were on a day trip from home and 32% were locals. Around two-thirds of respondents had visited the site before.

Results

	Weekday	Weekend	Total
Number of Interviews	159	73	232
Time spent interviewing (hours)	28.5	11.5	40
Group composition			
% of groups with senior citizens	25	25	25
% of groups with adults aged 25-29	82	84	82
% of groups with young adults	19	16	19
% of groups with children	39	48	42
% of groups with dogs	17	26	20
% of groups with bicycles	6	1	5
Average number of people per group	3.1	3.4	3.2
Present visit			
% who live locally	32	33	32
% who were on a day trip from home	36	44	38
% who did not travel from home	32	23	29
% who travelled by car/ van	86	96	89
% who had visited before	62	73	66
% whose main purpose was walking	27	38	31
Average length of stay (hours)	2.0	2.3	2.1
Ratings ⁽¹⁾			
% satisfied with picnic area	98	100	99
% satisfied with toilets	88	89	89
% satisfied with play area	98	96	98
% satisfied with information boards	98	96	97
% satisfied with car park	97	92	95
% satisfied with road signs	97	97	97
% satisfied with management of woodland	99	100	99

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey:	August – September 1999
Publication:	‘Garwnant Visitor Centre Survey 1999’
Type of survey:	Interviewer
Non-standard topics:	Visitor Centre, Car parking

COED Y BRENIN CYCLING (DOLGELLAU)

This cycling survey ran at Coed y Brenin in Dogellau Forest District.

Summary

60% of those interviewed were holidaymakers. 31% were on a day trip from home. The majority of respondents had used the waymarked cycle trails. 80% thought there were adequate facilities for cyclists at Coed y Brenin.

Results

	Total
Number of Interviews	127
Group composition	
% of groups with senior citizens	4
% of groups with adults aged 25-29	92
% of groups with young adults	13
% of groups with children	2
Average number of people per group	3.2
Present visit	
% who live locally	8
% who were on a day trip from home	31
% who did not travel from home	60
% who travelled by car/ van	94
% who cycle at least once a week in summer	91
% who cycle here at least once a month in summer	16
% who used waymarked cycle trails	88
% who were aware of forest cycling code	66
% who think there are adequate facilities for cyclists	80
Average length of stay (hours)	4.7
Ratings ⁽¹⁾	
% satisfied with quality of waymarked cycle trails	100
% satisfied with standard of waymarking on cycle trails	99

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: August 1999
Publication: 'Coed y Brenin Cycling Survey 1999'
Type of survey: Interviewer
Non-standard topics: Cycling, FC map/ leaflet

LLANRWST

This survey took place at Aber Falls in Llanrwst Forest District.

Summary

Over one half of respondents were holidaymakers and 28% were on a day trip from home. 58% of those interviewed had visited Aber Falls before, and 56% were visiting the site to walk.

Results

	Weekday	Weekend	Total
Number of Interviews	67	121	188
Time spent interviewing (hours)	18	28	46
Group composition			
% of groups with senior citizens	18	10	13
% of groups with adults aged 25-29	87	92	90
% of groups with young adults	10	13	12
% of groups with children	42	38	39
% of groups with dogs	16	13	14
% of groups with bicycles	0	1	1
Average number of people per group	3.3	3.3	3.3
Present visit			
% who live locally	13	23	20
% who were on a day trip from home	30	27	28
% who did not travel from home	57	49	52
% who travelled by car/ van	99	90	93
% who had visited before	52	61	58
% whose main purpose was walking	44	62	56
% who used waymarked walks	18	32	27
Average length of stay (hours)	2.6	2.7	2.7
Ratings ⁽¹⁾			
% satisfied with route marking on waymarked walk	92	97	96
% satisfied with quality of path on waymarked walk	100	100	100
% satisfied with picnic area	100	100	100
% satisfied with toilets	100	100	100
% satisfied with information boards	96	100	99
% satisfied with car park	97	97	97
% satisfied with road signs	49	61	57
% satisfied with management of woodland	100	98	99

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey: July – September 1999
Publication: ‘Llanrwst Visitor Survey 1999’
Type of survey: Interviewer
Non-standard topics: Walks, Car parks

SPECIALIST VISITOR SURVEYS HORSE RIDING

This self-completion survey was carried out at 21 Forest District across Great Britain.

Summary

The results indicate that almost one half of respondents are members of the British Horse Society. Almost all permit holders have had a permit before. 71% of respondents ride on Forestry Commission woodland at least once a week.

Results

	Permit Holders ⁽¹⁾	Non-permit holders	Total
Number of Interviews	752	242	994
% who are members of British Horse Society (BHS)	48	52	49
% who are members of another organisation for horse riders	51	61	53
% who had had a horse riding permit before	92	-	92
% who had heard about agreement between FE and BHS	49	58	51
% who ride on FC woodland at least once a week	72	66	71
Ratings			
% satisfied with FC trails	87	93	88
% satisfied with permit system	83	-	83
% satisfied with value for money	77	-	77

(1) Permits are only available at certain Forest Districts – where there is free access areas or woods, Forest Districts do not operate a permit system

Timing of survey: 1999
Publication: 'Horse Riding Survey 1999'
Type of survey: Self-completion
Topics covered: Permit holders, BHS, Agreement between FE & BHS, ratings

FOREST OF DEAN (SYMBOL)

This survey took place at the Forest of Dean. It was carried out to see whether visitors had seen and understood the meaning of various warning and danger signs around the site.

Summary

Over one half of the respondents lived locally. The majority of those interviewed had visited the site before.

Results

	Weekday	Weekend	Total
Number of Interviews	71	104	175
Time spent interviewing (hours)	28	40	68
Respondent			
% of senior citizens	37	29	32
% of adults aged 25-29	61	67	65
% of young adults	-	3	2
Present visit			
% who live locally	58	55	56
% who were on a day trip from home	24	28	26
% who did not travel from home	18	17	18
% who had visited before	82	81	81
% whose main purpose was walking	52	68	62

Timing of survey: July – September 1999

Publication: None

Type of survey: Interviewer

Topics covered: Signs, Footpaths, Expectations of the forest

LAKES (SHOP)

This shop survey took place at Whinlatter Visitor Centre in Lakes Forest District.

Summary

60% of those interviewed were holidaymakers. Over one half of those interviewed had been inside the shop at Whinlatter Visitor Centre.

Results

	Total
Number of Interviews	43
Time spent interviewing (hours)	7.5
Group composition	
% of groups with senior citizens	26
% of groups with adults aged 25-29	74
% of groups with young adults	33
% of groups with children	26
% of groups with dogs	21
% of groups with bicycles	14
Average number of people per group	3.1
Present visit	
% who did not travel from home	60
% who had been into shop	51
% who bought something from shop	73
Ratings ⁽¹⁾	
% satisfied with range of products	90
% satisfied with value for money	81
% satisfied with customer care	95
% satisfied with accessibility of products	95

⁽¹⁾ Respondents were asked to rate only the facilities they had used

Timing of survey:	July – October 1999
Publication:	None
Type of survey:	Interviewer
Topics covered:	Shop, Availability of products, Range of products, Customer care

**FC SURVEYS AT CAMPSITES & CABINS SITES
FOREST HOLIDAYS CAMPSITES**

Summary

The results indicate that most visitors were staying less than one week. 59% had stayed at the site before. Nearly all of those who completed the survey would stay at this or another Forest Enterprise site again.

Results

	Total
Number of respondents	7237
Group composition	
Breakdown of all visitors	
% of senior citizens	12
% of adults aged 25-59	56
% of young adults (aged 18-24)	6
% of children (aged 17 or under)	26
% of groups with children (aged 17 or under)	46
% of groups with dogs	26
Average group size	2.9
Current stay	
% who were staying a week or more	17
% who were staying in a tent	42
% who had an electric hook-up	23
% who had stayed on this site before	59
% who had visited any other FE site before	52
% who had booked in advance	33
Ratings	
% satisfied with layout of site	99
% satisfied with reception area	97
% satisfied with information available at reception	98
% satisfied with welcome from site staff	98
% satisfied with contact with site staff during stay	97
% satisfied with helpfulness of staff	98
% satisfied with location of pitch	98
% satisfied with cleanliness of site facilities	96
% satisfied with standard of site facilities	94
Return visits	
% who would stay at this site again	95
% who would stay at another FE site	96

Timing of survey:

1999

Publication:

None

Type of survey:

Self completion

Topics covered:

Length of stay, type of accommodation, electric hook ups, previous visits, advance bookings, ratings of site features, return visits, group composition

FOREST HOLIDAYS CABINS

Summary

The results indicate that almost all respondents were satisfied with the information provided at the site, the cleanliness of the cabins, and the contact with the staff.

Results

	Deer Park	Keldy	Loch Awe	Strathyre	Total ⁽¹⁾
Number of respondents	393	694	298	188	1581
Ratings					
% satisfied with information available at reception	100	100	100	100	100
% satisfied with information provided in cabin	99	99	98	99	99
% satisfied with cleanliness of cabin	96	97	100	99	98
% satisfied with welcome from Site Manager	99	99	100	100	99
% satisfied with contact with Site Manager during stay	97	98	99	99	98
% satisfied with helpfulness of Site Manager	99	99	100	100	100

⁽¹⁾ The total includes 8 responses for which the name of the cabin site was not provided.

Timing of survey: 1999
Publication: None
Type of survey: Self completion
Topics covered: Rating of facilities

**HOUSEHOLD SURVEYS
PUBLIC OPINION SURVEY 1999**

Summary

Questions about visits to woodlands were asked as part of an interviewer administered household survey, carried out for the Forestry Commission by Research Surveys of Great Britain as part of an Omnibus Survey.

Results

	Total
Number of Interviews	1970
% who had visited woodland for recreation	67
% who visit the woodland at least once a month in summer ⁽¹⁾	59
% who visit the woodland at least once a month in winter ⁽¹⁾	26
% who had visited Forestry Commission woodlands in the last few years ⁽¹⁾	46
% satisfied with Forestry Commission woodlands as a place to visit ⁽²⁾	97
% whose main sources of information about woodlands would be;	
Tourist Information Centre	54
Guide book or map	45
Friends or relations	39
% who would like to see the following facilities in a woodland, when visiting for a day out;	
Toilets	73
Signposted walks suitable for all abilities	63
Car park	62
Picnic areas	58
Nature trails	56
Information about woodland	51

Notes

(1) These questions were asked only to respondents who had visited woodland for recreation

(2) This was asked only to respondents who had visited Forestry Commission woodlands in the last few years

Timing of survey: March 1999
Publications: ‘‘Public Opinion of Forestry 1999’’
Type of survey: Interviewer (CAPI)
Topics covered: Press & publicity, forest management, amount of woodland, native woodland, wood products, Forestry Commission & other organisations, visits to woodlands.