

**Monitoring the quality of experience in forests**  
**Alice Holt, Surrey**

Final Report

January 2006



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## **A. Background and introduction**

### **Background**

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

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

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

### **Method**

A total of 255 visitors were interviewed at Alice Holt Forest between 17<sup>th</sup> July and 29<sup>th</sup> October during 22 days of interviewing.

Visitors who used the site at least once a month were interviewed and asked to rate both the levels of importance of different aspects of woodland and forest visits and their satisfaction with the same aspects at Alice Holt Forest. Visitors who came less often were interviewed for a shorter period before being given a questionnaire regarding their levels of satisfaction. This was completed and returned, using a reply-paid envelope. Copies of the questionnaires used are appended. Interviewing was undertaken at and around the main visitor centre and car park.

## **Report**

This report provides the results of the survey undertaken at Alice Holt Forest. As mentioned previously, similar surveys have also been undertaken in nine other Forestry Commission sites to date, providing a total 'database' of over 2,400 interviews with forest users. The results of the surveys undertaken at other sites have been used within this report to help draw comparisons and to highlight the key variations at Alice Holt Forest. It should be noted that variations between the results obtained at Alice Holt and at other locations may not always be statistically valid (i.e. are within margins of error) so should be treated with some caution.

The following section provides the survey results across the total survey sample and, where appropriate, compares the responses provided by visitors in different demographic groups and those taking part in different activities. Answers to open ended questions and copies of questionnaires have been appended.

## B. Main results

### Summary

Alice Holt had a more upmarket profile than the average of all the sites surveyed. The majority of visitors to Alice Holt were in the Family lifecycle group (children under 16 living in the household), significantly higher than most other sites. Families were the most dominant grouping across all of the activities, particularly amongst cyclists.

Most visitors were on a short trip from home and had been to Alice Holt Forest before. On average, visitors spent just under two and a half hours in Alice Holt Forest, with cyclists typically spending longer on site than people who took part in walking. The most frequently mentioned activities were walking without a dog, visiting the shop and using the play area.

The most influential factors in the decision to visit Alice Holt were being able to spend time with family and friends, being able to enjoy the scenery and views, litter and dog waste bins, clean toilets and feeling safe in the forest.

Reflecting these factors, visitors to Alice Holt liked the site because of the children's play area, safety for children, the scenery and beauty, walking, exercise and things to do. Personal experiences and word of mouth were the most important sources of information about the site, reinforcing the importance of ensuring a high quality of experience for visitors.

The forest's key strengths, which visitors were generally most satisfied with, included the value for money obtained, the trip as a whole, being able to spend time with family and friends, the scenery and views and the car parking. However, potential areas for improvement included litter and dog waste bins, baby changing facilities and clean toilets.

The most frequently suggested areas for improvement were toilet facilities and children's play areas.

## Visitor profile

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

### *Demographics*

Three in five visitors to Alice Holt Forest were female (60%). This majority was most notable amongst younger visitors (100% and 66% for those aged 16-24 and 25-44, respectively). Conversely, the majority of those aged over 44 were male (55% and 54% for those aged 45-54 and 55+, respectively).

Over three in four visitors to Alice Holt Forest (77%) were in the Family lifecycle group (children under 16 living in the household) while under one in five (18%) were Empty Nesters. A very small proportion (2%) were Young Independents.

Families were the most dominant grouping across all the activities, particularly amongst cyclists (87%). Although most dog walkers were Families (62%), just under one in three were Empty Nesters (31%).

**Table B-1 – Age and lifecycle (%)**

Base: All respondents (255)

	%
<b>Age</b>	
16 – 24	1
25 – 34	17
35 – 44	53
45 – 54	11
55 – 64	10
65+	8
<b>Lifecycle</b>	
Young Independents	2
Families	77
Empty Nesters	18

Some 18% of all visitors were aged between 16 and 34, 64% were aged between 35 and 54 and 18% were aged 55 or over.

It is useful to compare these results with the averages obtained across all of the forests included in this programme of research to date<sup>1</sup>. The profile of visitors at Alice Holt Forest was quite different to the average across all of the sites. There was a significantly larger proportion of families at Alice Holt than at any other sites (most closely followed by Thetford in Surrey, where 54% were families). Correspondingly, the age range also differs, with 53% aged between 35 and 44 at Alice Holt compared to an average of 33% in this age range (across the whole sample of respondents to these surveys received to date).

In terms of social class, as the table on the following page illustrates, over one in two visitors (52%) were in the AB social classes (higher and intermediate managerial, administrative or professional) while 29% were C1s (supervisory or clerical, junior managerial, administrative or professional). The remaining visitors were in the C2 and DE classes.

By comparison, in the UK population as a whole 17% of people are ABs, while 26% are C1s. Much larger proportions are C2s or DEs than visitors to Alice Holt Forest.

**Table B-2 – Social class (%)**

Base: All responses (255)

	Visitors	UK Population
AB – ‘upper middle class’ – higher/ intermediate managerial, administrative or professional	52	17
C1 – ‘lower middle class’ – supervisory or clerical, junior managerial, administrative or professional	29	26
C2 – ‘skilled working class’ – skilled manual workers	13	25
DE – ‘working class’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed	7	32

Cyclists were most likely to be in the ABC1 social classes (85%) while a larger proportion of C2DEs were present amongst visitors who walked with a dog (26%).

The social class profile of visitors to Alice Holt was different to the overall average recorded across the other sites included within this programme of research. In general, Alice Holt had a more upmarket visitor profile and was most similar to Westonbirt Forest in Gloucestershire, where 83% of visitors were in social classes ABC1.

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



## Origin

All visitors were asked to provide the postcode of their place of residence. As shown in the table below, the greatest proportion of visitors were from Hampshire (46%), most closely followed by visitors from Surrey (38%). A small proportion of visitors were from Sussex (5%), London (2%) and Middlesex (2%). Very small proportions of visitors were from areas outside the South East of England.

**Table B-3 – Area of residence (%)**

Base: All respondents (255)

	%		%
<b>Hampshire</b>	<b>46</b>	<b>Sussex</b>	<b>5</b>
Aldershot, Farnborough, Fleet	19	<b>London</b>	<b>2</b>
Liphook, Bordon, Petersfield, Liss	11	<b>Middlesex</b>	<b>2</b>
Alton	7	<b>Berkshire</b>	<b>1</b>
Hayling Island, Lee-on-the-Solent, Fareham, Portsmouth, Southsea	5	<b>Yorkshire</b>	<b>1</b>
Basingstoke, N Alresford, Andover	5	<b>Oxfordshire</b>	*
<b>Surrey</b>	<b>38</b>	<b>Wiltshire</b>	*
Farnham	19	<b>Kent</b>	*
Camberley, Guildford, Windlesham, Woking	8	<b>Lincolnshire</b>	*
Hindhead, Haslemere, Crainleigh, Godalming	7	<b>Lancashire</b>	*
Weybridge, Ewell, Kingston on Thames, Ashted, Leatherhead, Surbiton, East Moles, Croyden, Dorking	4	<b>Scotland</b>	*

\* Less than 0.5%

Visitors came from a wide range of towns and cities. Just under one in five visitors (19%) were from Aldershot, Farnborough or Fleet (in Hampshire) while a similar proportion were from Farnham in Surrey (19%).

### **Season ticket ownership**

Just under one in ten visitors (9%) indicated that they owned a season ticket. As might be expected, visitors who came to the site at least once a month were the most likely to own a season ticket (23%) while none of the holidaymakers interviewed had one. In terms of lifecycle groups, Empty Nesters were the most likely to have a season ticket (13%) while the activity group most likely to hold one were dog walkers (24%).

By comparison, season ticket ownership at Dalby Forest Park was somewhat higher during 2004 (20%) and slightly higher at the Forest of Dean (11%) during 2005. Cannock Forest had slightly lower season ticket ownership (7%) during 2005.

At Alice Holt Forest the visitors who stated that they had a season ticket were also asked how they rated the value for money they obtained from the ticket. The majority of season ticket holders (86%) said that the value for money was 'very good', 9% thought the value for money was 'quite good' and 5% rated the value for money as quite poor.

### **Trip profile**

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

#### *Type of visit*

Over four in five visitors were on a short trip from home of less than 1 hour in duration (85%) while a further 9% were on a short trip of between 2 and 3 hours duration. Much smaller proportions were either on longer day trips of over 3 hours from home (4%) or on holiday (2%).

By comparison, across all of the sites included in this programme of research a larger proportion of visitors were on day trips of over 3 hours long (13%) or on holiday (17%). A similar profile was recorded at Cannock Forest.

**Table B-4 – Type of visit (%)**

Base: All respondents (255)

	%
On a short trip of less than 1 hour from home	85
On a short trip of 2 to 3 hours from home	9
On a day out for more than 3 hours from home	4
On holiday away from home	2

Visitors most likely to be on a short trip of less than 1 hour from home included those who came to the site at least once a month (92%), those walking dogs (98%), visitors aged 45-54 (93%) and families (87%). A slightly larger than average proportion of Empty Nesters were on a day out of more than three hours from home (9%), while 33% of Young Independents were away from home for between 2 and 3 hours<sup>2</sup>.

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<sup>2</sup> Please note: Extreme caution should be borne with figures in relation to Young Independents due to very small base sizes.

### Frequency of visits

The majority of visitors (80%) had been to Alice Holt Forest before. Young independents, dog walkers, cyclists, those aged 55+ and C2DEs were the most likely to be on repeat visits (100%, 88%, 90%, 85% and 84% respectively). Visitors on a day trip<sup>3</sup> of more than three hours from home, on a holiday<sup>3</sup> in the area and aged 45-54 were more likely than others to be on their first visit (44%, 40% and 24%, respectively).

In terms of frequency of visits, amongst those who had visited the site before, over one in two (53%) visit less than once a month. One in three respondents (33%) visited at least once a month, while the remaining 14% visited at least once a week.

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

Base: Respondents who have been to Alice Holt Forest before (203)

	%
Every day	2
4 to 6 times per week	*
1 to 3 times a week	12
1 to 3 times a month	33
4 to 6 times a year	24
1 to 3 times a year	25
Less often	4

### Length of visits

Visitors spent an average of just under 2 and a half hours (2 hours 27 minutes) in Alice Holt Forest. The largest proportions of visitors stayed on the site for between 1 and 2 hours (35%) or 2 and 3 hours (31%).

The average length of time spent varied between some of the different user groups with cyclists typically spending longer on site than people who took part in walking (2 hours and 43 minutes compared to 2 hours 24 minutes). The length of time spent at Alice Holt was also greater amongst those on day trips (2 hours 52 minutes), those on holiday (3 hours 24 minutes), C2DEs (2 hours 42 minutes) and families (2 hours 31 minutes).

<sup>3</sup> Please note: Extreme caution should be borne with figures in relation to Young Independents, Day Trippers and Holiday Makers due to very small base sizes

**Table B-6 – Length of visit (%)**

Base: All respondents (255); All who walked (184); All who cycled (69)

	<b>Total time on site %</b>	<b>Time spent on any walking %</b>	<b>Time spent cycling %</b>
Up to 15 minutes	-	1	3
15 – 30 minutes	1	7	6
30 minutes – 1 hour	8	42	48
1 hour – 2 hours	35	42	35
2 hours – 3 hours	31	7	6
3 hours – 5 hours	23	1	-
More than 5 hours	4	-	-
<i>Average</i>	<i>2 hrs 27 mins</i>	<i>1hr 11 mins</i>	<i>1 hrs 5 mins</i>
<i>Proportion of time on site</i>	<i>100%</i>	<i>49%</i>	<i>40%</i>

- No responses

Table B-6 also illustrates the amount of time spent walking or cycling by those visitors who took part in each activity. Overall, visitors who took part in walking spent an average of 1 hour and 11 minutes undertaking this activity, just under half of their time on site (49%). Visitors who took part in cycling spent an average of 1 hour and 5 minutes undertaking this activity, two-fifths of their total time on site (40%).

Overall length of visit at Alice Holt Forest was slightly less than the average across all of the sites included in this programme of research (2 hours 37 minutes). Indeed the average length of time spent at Alice Holt Forest was shorter than that recorded at all of the other locations, with the exception of Whiston Woods in Merseyside (36 minutes), Ringwood Forest in the New Forest (2 hours 14 minutes) and Cannock Chase in Staffordshire (2 hours 21 minutes).

### *Activities undertaken*

When asked what they did during their visit, the most frequently mentioned activities were walking without a dog (59%), visiting the forest shop (40%) and using the play area (39%). A further 32% of visitors stated that they were having a picnic or barbecue, 27% visited the cafe and 21% went to see something in the forest, such as a sculpture of an ancient tree.

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

Base: All respondents (255)

	%
Walking without a dog	59
Visiting the forest shop	40
Play area / playground	39
Picnic / barbecue	32
Visiting the cafe	27
Seeing something in the forest e.g. sculpture or ancient tree	21
Cycling on surfaced roads	20
Dog walking	16
Cycling off road	9
Climbing wall	4
Birdwatching	4
Photography	3
Running	2
Air rifle shooting	2
Organised children's activities	2
Archery	2
Nature/natural history visit	1

The majority of visitors who had taken part in walking or cycling during their visit to Alice Holt Forest indicated that they had followed waymarked trails (84%). The proportion of users of waymarking was highest amongst cyclists (88%) and Empty Nesters (89%).

Compared to the average across all of the sites included in this programme of research, visitors to Alice Holt Forest were less likely to take part in cycling (27% at Alice Holt compared to 32% overall) but more likely to take part in walking without a dog (59%

compared to 47% overall). Other activities that visitors were more likely than average to do include having a picnic or a barbecue (32% compared to 21% on average), using the play area (39% compared to 14% on average) and going to see something in the forest (21% compared to 11% on average).

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

- *Walking without a dog (59% overall)* – visitors on a short trip of 2-3 hours from home and on holiday were most likely to walk without a dog (71% and 80%, respectively), while just 48% of those aged 45-54 and 51% of Empty Nesters participated in this activity.
- *Visiting the forest shop (40% overall)* – the shop was visited by larger proportions of visitors in the C2 and DE social classes (57%) and those on a short trip of 2-3 hours from home (63%) or a day trip (78%). Conversely visitors less likely to go to the shop included those who visit more than once a month (35%), males (35%), those aged 45-54 (34%) and those who took part in cycling (35%).
- *Play area / playground (39% overall)* – as would be expected, the play area was used by a greater proportion of Families (45%), along with those on holiday (60%). In contrast, only 11% of those on a day trip, 14% of those walking dogs, 24% of those aged 45-54 and no Young Independents made use of the play area.
- *Picnic / barbecue (32%)* – overall, one in three visitors had a picnic or barbecue, rising to 56% amongst those on a day trip, 43% amongst C2DEs and 38% amongst females. Males were less likely to have a picnic (24%), as were those on holiday (20%), those aged 45-54 (21%) and Young Independents (17%).
- *Visiting the cafe (27%)* – a greater proportion of those on a short trip of 2-3 hours from home used the café (54%) as did those on a day trip (78%). Those least likely to use the café include those on holiday (20%), cyclists (19%) and Young Independents (17%).

### *Children's play area*

As well as asking about their own participation in different activities, visitors were asked whether they were accompanied by any children who would use the play area during their current visit.

The majority of visitors (81%) indicated that they were with children who would use the play area. As might be expected, this proportion was higher amongst those in the Family lifecycle group (91%), while no Young Independents had children with them who were going to use the play area.



### Importance of different aspects of visit

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

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

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

Base: All respondents (255)

	Importance score
Clean toilets	4.1
Being able to spend time with family and friends	4.1
Being able to enjoy scenery and views	4.0
Litter and dog waste bins	4.0
Feeling safe in the forest	4.0
Feeling happy to leave your car in the car park	3.9
Enough car parking	3.9
Value for money of your whole trip or day out	3.9
Being able to enjoy the wildlife	3.8
Children's play equipment	3.7
Clear signposting on footpaths	3.7
Being able to get fit and healthy	3.6
Picnic areas	3.5
<b>OVERALL AVERAGE</b>	<b>3.4</b>
A cafe	3.4
Choice of paths for walking	3.4
Friendliness of staff	3.4
Solitude, peace and quiet	3.3
Open grassy areas for ball games, sunbathing, etc.	3.3
Information provided by staff	3.2
Leaflets and maps to help you find your way around	3.2
Printed information about the forest	3.0
Choice of trails for cycling	2.9
A shop	2.9
Availability of staff at the site	2.8
Baby changing	2.6
Availability of cycle hire on site	2.4
Choice of trails for other activities	2.1

This analysis suggests that the overall priorities amongst the majority of visitors to Alice Holt included 'Clean toilets', 'Being able to spend time with family and friends', 'Being able to enjoy scenery and views', 'Litter and dog waste bins' and 'Feeling safe in the forest'.

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

It is interesting to compare the importance of the factors listed amongst visitors to Alice Holt with the averages recorded across all of the sites included in this programme of research to date. Factors which appear to be of more importance amongst Alice Holt visitors than the 'norm' across those sites where the same aspects were rated included children's play equipment, open grassy spaces, picnic areas and litter and dog waste bins. Conversely, factors of less importance to Alice Holt visitors than the 'norm' included solitude, peace and quiet, choice of trails for activities other than walking and cycling and being able to enjoy the scenery and views.

Respondents were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The most frequently provided responses related to the good weather (15%), convenience of the forest to home (13%), that it was good for children (13%) and low cost (10%). The table below shows the influences mentioned by 2% or more.

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

Base: All respondents (255)

	%
Good weather	15
Close at hand/ convenient to get to	13
Children like it/ good for children	13
Cheap/ free	10
Lots to see and do	8
Scenery/beauty/nice place	7
Meeting with friends/ family	7
Children's activities/ playground	7
Cycle tracks	5
Open spaces	5
Been before	4
Quiet/ peaceful	4
Walking	3
Walking dog	3
Safe environment	3
Weather – no details	3
Forest/ nature	3
Not been before/ somewhere new	2
Tracks / good tracks	2
Exercise	2
Car parking	2
Recommended	2

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

***“Good weather, not raining, not far to come, good facilities for children, good value for money”***

***“The openness, safe facilities for children’s play area, close to home”***

***“Somewhere different to take dog in all weathers i.e. gravel paths to walk on”***

***“Recommendations from friends, the pleasantness of the park”***

***“Nice forest and on my doorstep, somewhere to take the children”***

***“Its local, a nice day, recommended by friends, a change from the beach, a cheap day out”***

***“Easy to get to from home, everything accessible, feel very safe, lots of things to do for the kids”***

### Favourite aspects of forest

When the frequent visitors were asked what they liked most about Alice Holt Forest, the most frequently provided responses related to the children's play area (20%), safety for children (16%), the scenery and beauty (15%), walking and exercise (14%) and the variety of things to see and do (13%). The table below shows aspects mentioned by 2% or more.

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

Base: All frequent respondents and self completion respondents (142)

	%
Children's play area	20
Good / safe for children	16
Scenery/beauty/rural	15
Walking/exercise	14
Variety of things to see and do	13
Peace/ tranquillity	11
Trees/greenery/forest	11
Open spaces	11
Easy to get to/ close at hand	8
Free / not expensive	7
Cycling opportunities/ facilities	6
Nature	6
Trails / various trails	5
Clean	5
Wildlife	4
Being outdoors	4
Freedom	3
Café	2
Unspoilt	2
Fresh air	2

Specific answers provided included the following:

***“Something for everyone, play area, cycling, walking, nature trails plus parks and other educational areas”***

***“Access to wide open spaces, good for children.”***

***“Cheap day out for all the family, nice countryside”***

***“Convenient, everything clean and tidy, space for everyone”***

***“Good to be out in forest, good for kids to climb in wooden apparatus”***

***“Kids can run free and play, plenty of activities, parents can chat in peace”***

***“Lots of nature, lots of playthings for children, good exercise”***

***“Open space, trees, wildlife in general, good safe play area for children”***

### **Importance of Alice Holt Forest**

To help determine the influence of Alice Holt Forest in decisions to visit the local area, visitors who did not live in Surrey area were asked to indicate how important the site had been in their decision to come to the area:

**Table B-11 – Importance of site and its facilities in decision to visit Surrey (%)**

Base: All respondents living outside Surrey (71)

	%
The only reason for coming	34
Very important	28
Quite important	14
Neither important nor unimportant	6
Not very important	6
Not at all important	10
Don't know	3

Over three in five of the visitors who lived outside of Surrey stated that Alice Holt was either ‘very important’ (28%) or their ‘only reason’ (34%) for visiting the area. A further 14% stated that Alice Holt was quite important in their decision to visit the area. Smaller proportions stated that the site was ‘not very’ (6%) or ‘not at all’ important (10%).

### Information sources used to plan visit

When visitors were asked about the sources of information they had used to plan their visit to Alice Holt Forest, just under three in five had relied upon previous experience (58%) while over one in three had obtained word of mouth recommendations (36%). One in five visitors had picked up leaflets (20%). Smaller proportions had used other more formal sources of information such as road signs directing them to the site (9%), information on the Internet (8%), newspaper advertisements (2%) or tourist board or other brochures (2%).

**Table B-12 – Information used to plan visit to Alice Holt (%)**

Base: All respondents (255)

	%
Previous experience/ knowledge	58
Word of mouth recommendations	36
Leaflets picked up	20
Road signs to the site	9
Information on the Internet	8
Newspaper advertisements	2
Tourist board or other brochures	2
TV advert	*
Magazines	*
Leaflets or other information received in post	*
None of these	4

\* less than 1%

As might be expected, visitors who went to the site at least once a month were the most likely to rely upon previous experience (81%), while word of mouth was used more amongst those on holiday (80%) and those on a short trip between 2 and 3 hours from home (50%). Previous knowledge was greater amongst dog walkers (67%) while cyclists showed greater than average use of leaflets (26%).

### Satisfaction with different aspects of visit

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

Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more satisfied visitors were with this aspect. This analysis suggests that, overall, visitors were most likely to be satisfied with the value for money of their trip, their visit as a whole, being able to spend time with family and friends, being able to enjoy the scenery and views and the car parking.

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

Base: All frequent respondents and self completion respondents (142)

	Satisfaction score
Value for money of your whole trip or day out	4.4
Your visit as a whole	4.3
Being able to spend time with family and friends	4.2
Being able to enjoy scenery and views	4.0
Enough car parking	4.0
Being able to get fit and healthy	3.9
Feeling safe in the forest	3.9
Children's play equipment	3.9
Feeling happy to leave your car in the car park	3.9
Choice of paths for walking	3.8
Being able to enjoy the wildlife	3.7
Clear signposting on footpaths	3.7
Availability of cycle hire on site	3.7
Open grassy areas for ball games, sunbathing, etc.	3.7
<b>OVERALL AVERAGE</b>	<b>3.6</b>
Friendliness of staff	3.6
A shop	3.6
Information provided by staff	3.6
Choice of trails for cycling	3.5
Choice of trails for other activities	3.5
Solitude, peace and quiet	3.5
Picnic areas	3.5
Leaflets and maps to help you find your way around	3.4
Printed information about the forest	3.2
A café	3.1
Availability of staff at the site	3.1
Clean toilets	3.0
Baby changing	2.9
Litter and dog waste bins	2.9

An overall ‘average’ of all of the mean scores has been included in the ranking. Elements ranked lowest on average include clean toilets, baby changing facilities and litter and dog waste bins.



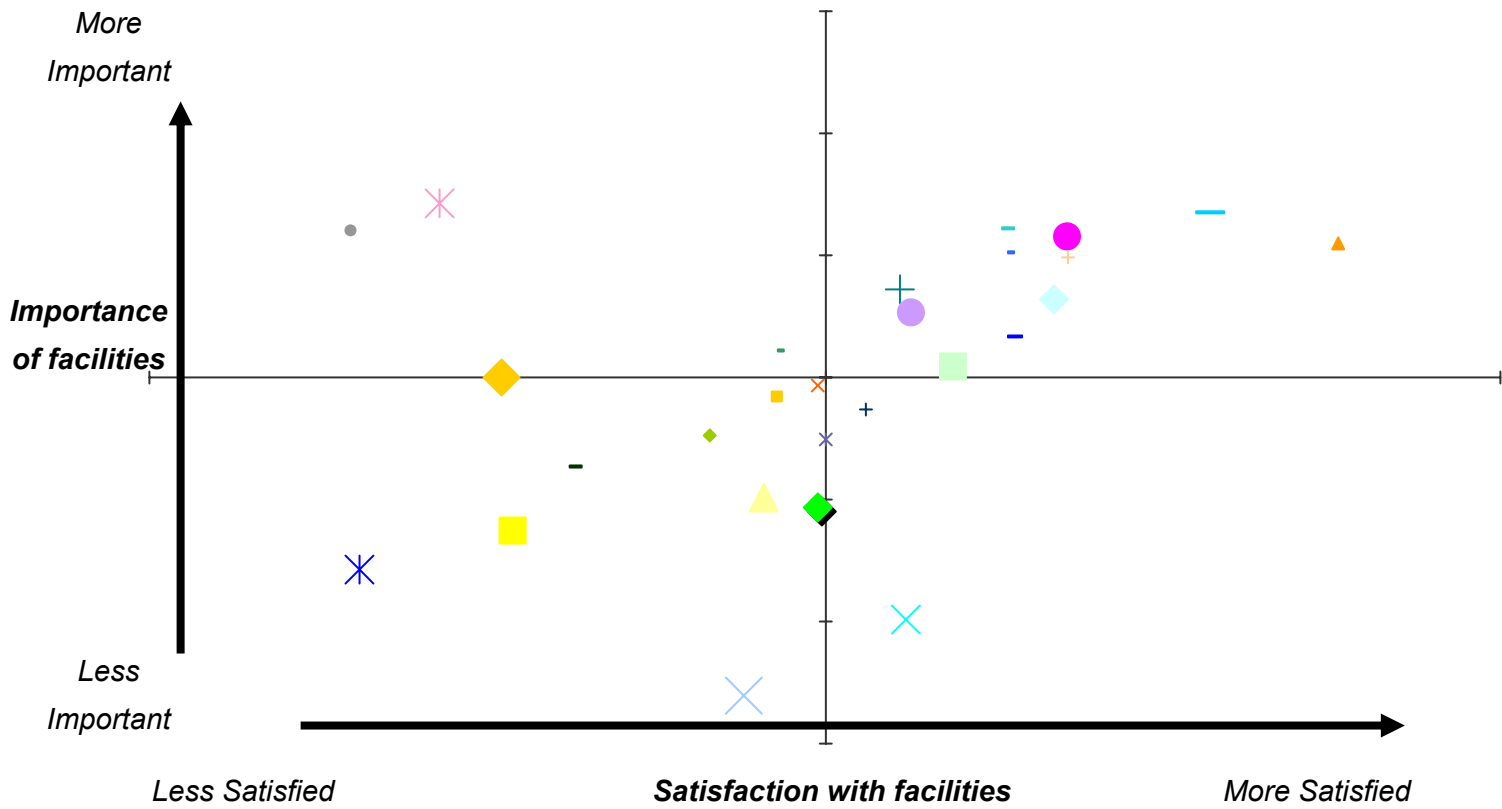
When comparing these scores it is important to bear in mind that not all variations are statistically significant. This ranking should therefore be treated as providing an indication of what visitors are most and least satisfied with.

Compared to the average scores obtained across the other sites included in this programme of research, visitors to Alice Holt Forest were generally more likely to be satisfied with the children's play equipment. However, there were some areas where levels of satisfaction were lower than average, including the café, the baby changing facilities and the solitude, peace and quiet.

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

- More bins needed (13)
- Toilets not cleaned enough (12)
- Did not see any staff (9)
- Bins needed on trails / in forest (8)
- Lots of people around / too busy (6)
- Limited choice in the café (5)
- Not much wildlife to see / too many people (5)
- Not much wildlife to see (in general) (5)
- No printed information on what needed (4)
- Bad odour in Portaloos (4)
- Toilets are old / don't work well (4)

**Analysis of importance of elements of visit V satisfaction with same elements – Alice Holt Forest**  
 Base: All respondents (255)



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

### Identification of issues

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

The chart on the previous page presents each of the elements that were rated in terms of both importance and satisfaction. The centre point is where the 'average' importance crosses the 'average' satisfaction score (as in B-8 and B-13). Each of the elements are plotted in the 4 quadrants as follows:

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

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

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

### Other visitors

When asked to identify, from a list of other users, those that had been encountered during recent visits to Alice Holt, the vast majority of visitors stated that they had seen walkers (96%) and children (96%). Four in five visitors saw cyclists (82%) while just 16% encountered horse riders. Smaller proportions had encountered vehicles or motorbikers in the forest (13% and 4% respectively).

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

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

Base: All frequent visitors and self completion respondents (142)

	%	Increased enjoyment a lot <b>+2</b>	Increased enjoyment a little <b>+1</b>	Made no difference <b>0</b>	Decreased a little <b>-1</b>	Decreased a lot <b>-2</b>	Score
Walkers	96	5	9	84	2	-	+0.2
Children	96	9	15	72	4	-	+0.3
Cyclists	82	1	7	90	3	-	+0.1
Horse riders	16	4	13	83	-	-	+0.2
Vehicles driving in the forest	13	-	-	58	32	11	-0.5
Motorbikers/ moto cross	4	-	-	67	17	17	-0.5
None of these visitors	2						

As the table illustrates, while encounters with other walkers, children, cyclists or horse riders usually had no impact or were predominantly positive, encounters with motorbikers or other vehicles were more likely to be negative. That said, the number of visitors who encountered vehicles or motorbikes was small and just 2 visitors had their enjoyment disrupted by motorbikes and 8 by vehicles. The reason for dissatisfaction with motorbikes was the noise generated, while vehicles were criticised for damage to tracks, safety issues and because visitors have to 'get out their way'.

Vehicles driving in the forest are seen as more of an issue at Alice Holt than at all but two of the other sites included in this programme of research (Whiston in Merseyside and Cannock Chase Forest in Staffordshire). A negative score of -0.5 was obtained at Alice Holt for vehicles compared to the 'norm' of -0.4 obtained across all of the sites surveyed to date. Alice Holt also received a negative score of -0.5 for motorbikes but this is more positive than the average score of -0.7.

### Disturbances to visit

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

However, the disruptions most likely to have a more negative effect were dogs and dog dirt (decreased the enjoyment a lot amongst 13% of visitors and a little amongst 18% of visitors) and litter or fly tipping (6% decreased a lot and a further 6% a little).

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

Base: All frequent visitors and self completion respondents (142)

	Didn't reduce enjoyment <b>0</b>	Decreased a little <b>-1</b>	Decreased a lot <b>-2</b>	Don't know	<b>Score</b>
Dogs and dog dirt	61	18	13	8	-0.5
Litter or fly tipping	74	6	6	15	-0.2
Vandalised, missing or damaged signposts	77	3	1	18	-0.1
Noise from other users or motorised sports	78	3	2	17	-0.1
Muddy tracks	85	8	-	6	-0.1
Forest operations such as felling	84	1	-	15	0

Comparing the scores obtained for the same potential disruptions at the other locations included in this programme of research, visitors to Alice Holt were more likely than the 'norm' to be dissatisfied with dogs and dog dirt (-0.5 compared to -0.3 overall). However, Alice Holt visitors were generally less likely to state that the other factors prompted impacted negatively upon their enjoyment.

Visitors who stated that their enjoyment had been disrupted by any of the factors were asked to provide more information. Key reasons provided and the numbers of respondents providing each comment were as follows:

- People do not clean up after their dogs (14)
- Dog / dog dirt is dangerous for children (13)
- There are not enough dog litter bins / bins are not emptied often enough (6)
- Litter is untidy / dirty / nuisance (5)
- Noise disrupts the atmosphere / peace and quite (5)
- Dog dirt gets on your feet / bike (5)

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 (85%). The following issues were mentioned by more than one visitor:

- Improve play areas (5)
- More benches / seating (3)
- Keep dogs under control (2)
- Need more information on the forest (2)
- Improve / repair trails and roads (2)
- Improve and maintain toilets (2)

## Expectations V Reality

Respondents to the self completion questionnaire (47 respondents), who were either on their first ever visit to the site or visited less than once a month, were asked to indicate how their overall visit had compared with expectations.

One in four respondents stated that the visit was ‘much better’ than they had expected (26%), whilst a similar proportion (28%) stated that it was ‘a little better’. Overall, just 2% thought that it was a little worse.

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

Base: All self-completion respondents (46)

	%
Much better (+2)	26
A little better (+1)	28
As expected (0)	45
A little worse (-1)	2
Much worse (-2)	-
Don't know/not stated	0.8

- No responses

When scores were applied to responses from +2 (‘much better’) to -2 (‘much worse’), an overall positive score of 0.8 was obtained - in line with the average of 0.8 across all of the sites surveyed to date.

When asked to state why they found the forest better than expected, responses mainly related to the wide range of things to do (more to do and larger forest than had been anticipated). It was also stated that the scenery and views were better than expected and that there was no dog fouling at the picnic areas.

One visitor commented that the site was not as peaceful as expected and another stated that there was some deterioration and misuse.

## Improvements

When asked what, if anything, needed to be improved at Alice Holt Forest, over one in two visitors either stated that nothing should be improved, stated that they ‘didn’t know’ what should be improved or provided no answer (51%).

The suggestions that were made by more than 1% of respondents are listed below. The most frequent suggestions related to improved toilet facilities (12%) and children's play areas (11%).

**Table B-17 – Suggested improvements (%)**

Base: All frequent visitors and self completion respondents (142)

	%
Improved toilet facilities	12
Improved play areas, more for different ages	11
Bigger and improved café	5
Walking tracks – more / improved surface	4
More seating / benches	4
Improve signposting	4
More litter bins	4
More dog waste bins	4
More / better cycle tracks	3
More sculptures	3
More activities	3
Better range of food in café	2
More detailed information/ maps	2

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

***“New children’s equipment on the walks to replace damaged ones”***

***“More better leaflets, as you know forests, there are smaller trails which need to be mentioned in leaflets”***

***“Increase toilet facilities, better advertising of activities available, group bookings of activities”***

***“Better quality tea and coffee facilities, more challenging sculptures for children’s enjoyment”***

***“Educational amenities so can find out more about forest, more activities”***



## Expenditure

To obtain an indication of the value of visitors to Alice Holt, respondents were asked to specify the amount they had personally spent during the day of their visit to the forest. Overall, 6% of all respondents stated that they did not spend anything during their visit. The table below presents the average expenditure per person for different elements of their visit based upon those who spent anything in each category (for example the average accommodation spend amongst those who stayed in commercial accommodation only, excluding day trippers and others who spent nothing on this area).

**Table B-17 - Average expenditure per person per day (incl. day trip and overnight stay)**

Base: All frequent visitors and self completion respondents (142)

	<b>Average spend (Based on those who spent anything on each category)</b>
Accommodation (incl. food and drink)	<b>£54</b>
Food and drink (excl. at accommodation)	<b>£7</b>
Admission fees	<b>£3</b>
Shopping (non-routine, souvenirs)	<b>£6</b>
Transport (incl. petrol, taxis, public transport)	<b>£4</b>
Equipment (e.g. hire of boat, horse-riding)	<b>£10</b>
Miscellaneous	<b>£5</b>
<b>Overall average spend</b>	<b>£14</b>

Overall, visitors to Alice Holt spent an average of £14 per person per day.

## **C. Appendices**

### **Questionnaires**

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

*Good Morning/Afternoon/Evening, I am an interviewer from TNS, an independent market research agency. We are conducting a survey of visitors on behalf of the Forestry Commission. Your views are very important. Could you spare a few minutes to answer some questions?*

First of all, can I check that you have not been interviewed already at this site since July this year:

A.1	Yes – been interviewed already	1	<i>Close</i>
	-----		
	No – not been interviewed	2	<i>Continue</i>

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

Q.1	Are you currently..... <b>READ OUT</b>	
	On a short trip of less than 1 hour from home	1
	On a short trip of between 2 and 3 hours from home	2
	On a day out (for more than 3 hours) from home	3
	-----	
	On holiday away from home in the area	4
	Other (SPECIFY)	

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

**N.B. LOCAL AREA IS DEFINED AS FOLLOWS:**

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

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

Q.2b)	<b>ASK ALL</b> Is this your first visit to <Cannock Forest/Alice Holt Forest/the Forest of Dean>?		
	Yes	1	<i>Check quotas Go to Q3</i>
	-----		
	No	2	<i>Go to Q2c</i>

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

**SHOW SCREEN**

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

	EVERY DAY	1	
	4 TO 6 TIMES A WEEK	2	<i>Check quotas Full interview after Q7</i>
	1 TO 3 TIMES A WEEK	3	
	1 TO 3 TIMES A MONTH	4	
-----			
	4 TO 6 TIMES A YEAR	5	<i>Check quotas Self completion after Q7</i>
	1 TO 3 TIMES A YEAR	6	
	LESS OFTEN	7	
	DON'T KNOW	Y	

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

**ASK ALL**

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

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

**ASK IF RESPONDENT OWNS A SEASON TICKET:**

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

**READ OUT ROTATING ORDER. SINGLE CODE** (40)

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

**ASK ALL  
SHOW SCREEN**

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

**CODE ALL MENTIONED**

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

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

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

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

**ASK ALL  
SHOW SCREEN**

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

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

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

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

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

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

**ASK ALL**

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

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

**SHOW SCEEN**

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

**CODE ALL MENTIONED**

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

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

**ASK ALL****SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**

Q.9 Next I will read you out a list of facilities that are often found at Forestry Commission sites such as this one.

Using one of the possible answers on the card I would like you to tell me how important each facility was in your decision to visit today.

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

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

**Q.10** **SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**  
 Next I would like to ask you how important the following aspects relating to your personal safety and security were in your decision to visit today?

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

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

**Q.11** **SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**  
 Now I would like to ask you how important some other, more general aspects of the forest were to you in your decision to visit today?

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

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

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

..... (69)

..... (70)

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

**OTHERS CONTINUE**



Q.13

**SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**

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

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

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

Q.14

**SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**

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

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

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

**SHOW CARD E ILLUSTRATING POSSIBLE ANSWERS**

Q.15

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

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

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

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

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

	<b>ASPECT (WRITE IN)</b>	<b>REASON</b>
i)	.....	.....
		.....
ii)	.....	.....
		.....
iii)	.....	.....
		.....

**SHOW SCREEN LISTING TYPES OF VISITOR**

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

**SHOW SCREEN LISTING POSSIBLE ANSWERS**

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

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

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

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

i) ..... ..  
 ..... ..

ii) ..... ..  
 ..... ..

iii) ..... ..  
 ..... ..

**SHOW SCREEN LISTING POSSIBLE ANSWERS**

Q.18a) And during your most recent visits here, did any of these other potential issues decrease your enjoyment?  
 Again please answer using the phrases on the card.  
**READ OUT. CODE ALL MENTIONED. IF PROBLEM NOT ENCOUNTERED OR NOT RELEVANT CODE AS DIDN'T REDUCE ENJOYMENT (CODE 1).**

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

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

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

**ASPECT (WRITE IN)**

**REASON**

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

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

.....  
 .....  
 .....  
 .....

Q.19 Thinking about your most recent visits to <Cannock Forest/Alice Holt Forest/Forest of Dean> and others you may have made in the past, what if anything would you like to see changed or improved to make any future visits more enjoyable?

.....  
 .....

PROBE What else?

.....  
 .....

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

.....  
.....

What else? PROBE

.....  
.....

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

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

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

**SINGLE CODE**

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

**ASK ALL. SHOW MAP**

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

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

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

**OR**

**IF RESPONDENT HAS NOT YET SPENT A NIGHT AWAY FROM HOME**

How much do you personally expect to spend on accommodation (including food and drink at the accommodation) **TONIGHT** within this area only? Please **include** the amount spent/you will spend on any others (adults and children) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

WRITE IN BELOW UNDER APPROPRIATE AREA. IF RESPONDENT DOES NOT KNOW EXACT AMOUNT AN ESTIMATE WILL DO. DO **NOT** LEAVE BLANK. IF NOTHING SPENT WITHIN AREA SHOWN ON MAP WRITE IN 0 0 0. IF DON'T KNOW WRITE IN D/K

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

(b-h)

Can you tell me how much you **PERSONALLY** have spent/will spend **TODAY** on each of the following categories within <LOCAL AREA>. That is the amount you have spent today already plus that which you will spend later today. Please **include** the amount spent/you will spend on any others (adults and children) for whom you have paid/will pay. If you are on a business trip please include any expenditure paid for by your company.

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

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

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

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

**CLASSIFICATION INFORMATION**

Name.....

Address.....

**Sex:** Male 1  
Female 2

**Postcode**

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

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

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

Telephone number.....

**Occupation of chief income earner in household:**

.....

**SEG:**  
AB 1  
C1 2  
C2 3  
DE 4

	Day		Month					
<b>Date of interview</b>	<table border="1" style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr></table>				July 1	Sep 3		
			Aug 2	Oct 4				

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

Yes 1  
No 2

**Time of interview**

--	--	--	--

 (24 hours clock)

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

**Place of residence:** (from address)

.....

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

Yes 1  
No 2

**COLLECT CLASSIFICATION DETAILS AND THANK RESPONDENT**



## **Results obtained at other Forestry Commission sites**

Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean	AVERAGE
District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside	N.Yorkshire	Suffolk				
Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005	
BASE	176	153	336	321	52	290	316	259	255	247	2405
	%	%	%	%	%	%	%	%			
AGE											
16-24	3	8	5	1	12	6	9	5	1	6	6
25-34	17	35	19	13	19	13	20	20	17	16	19
35-44	32	29	36	19	21	32	38	33	53	33	33
45-54	14	12	18	17	15	18	16	18	11	21	16
55-64	17	10	15	26	23	14	8	12	10	14	15
65+	17	6	7	23	10	16	8	12	8	9	12
LIFECYCLE											
Young Independent	11	58	18	8	15	9	16	16	2	16	17
Family	50	20	38	23	33	40	54	40	77	44	42
Empty Nester	39	23	33	63	42	40	23	33	18	33	35
SEG											
AB			32	43	12	32	27	34	52	38	34
C1			44	40	15	38	41	34	29	36	35
C2			19	12	25	21	21	20	13	14	18
DE			6	5	48	9	11	12	7	12	14
ORIGIN											
UK	100	100	98	100	100	100	100	100			100
Overseas	0	0	2	0	0	0	0	1			0
TRIP TYPE											
Short trip, <3 hours	85	69	21	64	100	30	76	91	94	70	70
Day trip, 3+ hours	11	23	16	25	0	30	15	3	4	3	13
Holiday	5	8	63	11	0	40	9	5	2	25	17
FREQUENCY OF VISITS											
Every day	16	24	1	1	40	1	1	2	2	3	9
1-6 times per week	15	5	2	11	34	5	6	22	10	8	12
1-3 times per month	20	10	10	29	8	22	17	16	26	16	17
1-6 times a year	38	48	37	35	6	27	35	32	39	36	33
Less often	6	11	18	23	0	13	10	3	3	15	10
First visit	5	3	31	26	12	30	31	25	20	22	21
LENGTH OF VISIT											
Average (mins)	134	157	180	180	36	187	204	141	147	199	157
ACTIVITIES											
Walking without dog	47	20	61	60	37	55	52	36	59	43	47
Walking with dog	39	13	15	12	63	20	12	17	16	11	22
Picnic/ BBQ	22	4	18	20	0	43	32	20	32	23	21
Cycling (any)	15	69	27	0	14	30	46	44	29	42	32
Bird watching	5	3	10	12	2	9	5	5	4	18	7
Nature/ natural history	3	1	4	7	0	6	4	5	1	6	4
Children's playground	22	0	0	41	0	2	24	8	39	1	14
Seeing something in woodland (e.g.sculpture)	10	0	34	0	0	0	10	6	21	28	11
Motor sports	13	0	0	0	0	0	0	0	0	0	1
Adventure playground	0	0	0	0	0	20	0	1	0	0	2
Driving on forest drive	0	0	0	0	0	46	0	0	0	0	5
Children's play activities	0	0	0	0	0	0	13	0	2	0	2
Photography	0	0	15	24	0	0	0	4	3	13	6

Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean	AVERAGE
District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside	N.Yorkshire	Suffolk				
Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005	
BASE	176	153	336	321	52	290	316	259	255	247	2405
	%	%	%	%	%	%	%	%			
<b>IMPORTANCE SCORES</b>											
Overall average	3.84	3.97	3.89	3.97	3.22	3.72	3.43	3.4	3.4	3.09	3.59
A 'go ape' high rope course			2.47				2.82				2.65
<b>A cafe</b>	<b>3.12</b>	<b>3.96</b>	<b>3.53</b>	<b>3.78</b>			<b>3.53</b>	<b>3.75</b>	<b>3.4</b>	<b>3.27</b>	<b>3.54</b>
A forest drive						3.32	2.10				2.71
A plant centre				3.09							3.09
<b>A shop</b>	<b>2.83</b>	<b>3.48</b>	<b>3.03</b>	<b>3.12</b>		<b>3.39</b>	<b>3.15</b>	<b>3.16</b>	<b>2.87</b>	<b>2.53</b>	<b>3.06</b>
Availability of cycle hire on-site			2.46			2.86	2.44	2.1	2.41	1.75	2.34
Availability of staff at the site (for example rangers)	3.12	3.86	3.24	3.56	2.62	2.93	3.27	2.82	2.77	2.44	3.06
<b>Baby changing facilities</b>	<b>2.56</b>	<b>2.37</b>	<b>2.67</b>	<b>2.69</b>	<b>1.71</b>	<b>2.93</b>	<b>2.08</b>	<b>2.29</b>	<b>2.61</b>	<b>1.78</b>	<b>2.37</b>
Barbeque facilities					1.19						1.19
<b>Being able to enjoy scenery and views</b>	<b>4.68</b>	<b>4.78</b>	<b>4.81</b>	<b>4.83</b>	<b>4.77</b>	<b>4.15</b>	<b>4.14</b>	<b>4.12</b>	<b>3.97</b>	<b>4.24</b>	<b>4.45</b>
<b>Being able to enjoy the wildlife</b>	<b>4.59</b>	<b>4.50</b>	<b>4.60</b>	<b>4.52</b>	<b>4.76</b>	<b>3.74</b>	<b>3.93</b>	<b>3.92</b>	<b>3.76</b>	<b>3.92</b>	<b>4.22</b>
Being able to get fit and healthy			4.44			3.52	3.68	3.96	3.56	3.51	3.78
Being able to learn about trees and the environment				4.33							4.33
<b>Being able to spend time with family and friends</b>	<b>4.48</b>	<b>4.21</b>	<b>4.51</b>	<b>4.41</b>	<b>4.02</b>	<b>3.92</b>	<b>4.23</b>	<b>3.88</b>	<b>4.07</b>	<b>3.94</b>	<b>4.17</b>
Benches/seats					4.12						4.12
Children's play equipment	3.54	2.41	3.20	2.39	2.00	3.65	3.17	2.82	3.72	2.2	2.91
Choice of paths for walking	4.34	3.55	4.31	4.35	4.30	3.61	3.68	3.2	3.44	3.1	3.79
Choice of trails for cycling		4.42	3.00			3.78	3.26	3.26	2.91	2.68	3.33
Choice of trails for other activities (e.g. horse riding)	3.74		3.00		2.32	2.82	2.58	2.26	2.1	1.74	2.57
Clean toilets	4.01	4.68	4.41	4.74	2.36	3.85	4.34	4.27	4.11	4	4.08
Clear signposting on footpaths	3.99	4.28	4.34	4.18	2.73	3.73	3.89	3.73	3.66	3.44	3.80
Enough car parking	4.54	4.47	4.32	4.49	1.69	3.85	4.04	3.99	3.89	3.78	3.91
Feeling happy to leave your car in the car park	4.74	4.82	4.65	4.57	1.91	4.11	4.48	4.08	3.91	3.86	4.11
Feeling safe in the forest	4.64	4.24	4.37	4.47	4.77	3.78	4.32	3.92	4.01	3.68	4.22
Information about the site's history and conservation						3.28					3.28
Information panels about the place you are visiting				4.14							4.14
Leaflets and information about the place you are visiting	3.62	3.80	3.98	4.00	2.72		3.50				3.60
Leaflets and maps to help you find your way around						3.39		3.1	3.16	3.1	3.19
Restaurant				3.68							3.68
Sculpture			3.80								3.80
<b>Solitude, peace and quiet</b>	<b>3.89</b>	<b>4.23</b>	<b>3.34</b>	<b>4.21</b>	<b>4.75</b>	<b>4.03</b>	<b>3.65</b>	<b>3.54</b>	<b>3.32</b>	<b>3.52</b>	<b>3.85</b>
Undercover picnic area				3.42							3.42
<b>Value for money of your whole trip or day out</b>	<b>4.48</b>	<b>4.50</b>	<b>4.36</b>	<b>4.32</b>	<b>4.27</b>	<b>3.75</b>	<b>4.15</b>	<b>3.75</b>	<b>3.95</b>	<b>3.45</b>	<b>4.10</b>
Friendliness of staff								3.53	3.37	2.96	3.29
Information provided by staff								3.18	3.15	2.73	3.02
Litter and dog waste bins								3.82	4	3.3	3.71
Open grassy areas								2.75	3.27	2.53	2.85
Picnic areas								3.22	3.51	2.93	3.22
Printed information about the forest								3.26	3.03	2.96	3.08

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BASE	176	153	336	321	52	290	316	259	255	247	2405
	%	%	%	%	%	%	%	%			
<b>SATISFACTION SCORES</b>											
Overall average	4.42	4.54	4.32	4.34	3.59	3.90	3.95	3.8	3.59	3.73	4.02
A 'go ape' high rope course			4.41				4.36				4.39
A cafe	4.28	4.45	4.43	4.20			3.85	3.78	3.11	3.78	3.99
A forest drive							4.03	3.70			3.87
A shop	4.17	4.45	4.18	4.17			3.78	3.71	3.42	3.58	3.87
A plant centre				4.09							4.09
Availability of cycle hire on-site			4.30				3.76	3.81	3.79	3.71	3.86
Availability of staff at the site (for example rangers)	3.89	4.49	3.82	4.13	2.05	3.05	3.40	3.22	3.13	3.04	3.42
Baby changing facilities	4.33	3.90	3.84	4.21		3.50	3.81	3.79	2.9	3.86	3.79
Barbeque facilities					2.68						2.68
Being able to enjoy scenery and	4.67	4.79	4.77	4.82	4.73	4.31	4.15	4.22	3.95	4.15	4.46
Being able to enjoy the wildlife	4.53	4.66	4.42	4.51	4.68	3.89	3.89	3.96	3.7	3.81	4.21
Being able to get fit and healthy			4.60				4.11	4.06	4.31	3.86	4.05
Being able to learn about trees and the environment				4.34							4.34
Being able to spend time with family and friends	4.76	4.63	4.76	4.66	4.41	4.26	4.32	4.2	4.16	4.14	4.43
Benches/seats				3.00	3.68						3.34
Children's play equipment	4.62	3.81	2.99	3.45		4.04	4.05	3.84	3.93	3.84	3.84
Choice of paths for walking	4.58	4.54	4.54	4.54	4.24	3.89	4.00	3.9	3.78	3.78	4.18
Choice of trails for cycling			4.49			3.93	4.09	4.04	3.5	3.8	3.98
Choice of trails for other activities (e.g. horse riding)	4.41	4.73	3.00		4.11	3.59	3.70	4	3.47	3.73	3.86
Clean toilets	4.41	4.65	4.22	4.53		3.82	3.94	3.9	3.02	3.65	4.02
Clear signposting on footpaths	4.26	4.61	4.30	4.34	2.97	3.89	3.69	3.46	3.72	3.55	3.88
Enough car parking	4.45	4.74	4.32	4.77	2.43	4.35	4.09	3.6	3.95	3.92	4.06
Feeling happy to leave your car in the car park	4.42	4.65	4.41	4.75	2.00	4.09	4.15	3.68	3.86	3.77	3.98
Feeling safe in the forest	4.64	4.69	4.62		4.36	4.20	4.16	3.92	3.86	3.91	4.26
Friendliness of staff						3.68		3.64	3.58	3.74	3.66
Information about the site's history and conservation						3.42					3.42
Information panels about the place you are visiting				4.16							4.16
Information provided by staff						3.67		3.56	3.59	3.54	3.59
Leaflets and maps to help you find your way around						3.63		3.36	3.42	3.39	3.45
Litter and dog waste bins								3.08	2.89	3.21	3.06
Leaflets and information about the place you are visiting	4.06	4.73	4.07	4.19	2.38		3.71				3.86
Open grassy areas								3.72	3.65	3.69	3.69
Picnic areas								3.73	3.52	3.72	3.66
Printed information about the forest								3.52	3.22	3.43	3.39
Restaurant				3.98							3.98
Sculpture			4.30								4.30
Solitude, peace and quiet	4.51	4.71	4.55	4.46	4.66	4.25	3.93	3.91	3.52	3.84	4.23
Undercover picnic area				4.12							4.12
Value for money of your whole trip or day out	4.68	4.73	4.59	4.34	4.54	4.02	4.09	4.38	4.35	4.13	4.39
<b>OTHER VISITORS - SCORES</b>											
Walkers	0.41	0.20	0.24	0.12	0.36	0.31	0.13	0.18	0.17	0.19	0.23
Children	0.53	0.22	0.21	0.08	0.29	0.24	0.16	0.13	0.29	0.17	0.23
Cyclists	0.19	0.26	0.11	-0.41	0.07	0.26	0.11	0.09	0.06	0.07	0.08
Motorbikers	-0.68	-0.59	-0.50	-	-1.62	-0.54	-0.71	-0.94	-0.5	-0.52	-0.73
Horse riders	0.33	0.08	0.23	-0.03	0.18	0.04	0.25	0.16	0.22	0.04	0.15
Vehicles driving in forest	0.19	-0.16	-0.26	-	-2.00	-0.15	-0.20	-0.54	-0.53	0.00	-0.41

Forest	Ringwood	Afan Argoed	Grizedale	Westonbirt	Whiston	Dalby	Thetford	Cannock Chase	Alice Holt	Forest of Dean	AVERAGE
District	New Forest	Wales	Cumbria	Gloucestershire	Merseyside	N.Yorkshire	Suffolk				
Fieldwork period	Feb - Mar 2003	Feb - Mar 2003	25 Aug - 30 Oct 2003	25 Aug - 30 Oct 2003	25 Aug - 20 Sep 2003	19 Jul - 29 Oct 2004	25 Aug - 30 Oct 2004	17 Jul - 29 Oct 2005	18 Jul - 29 Oct 2005	19 Jul - 29 Oct 2005	
BASE	176	153	336	321	52	290	316	259	255	247	2405
	%	%	%	%	%	%	%	%			
<b>DISTURBANCES - SCORES</b>											
Dogs and dog dirt	0.41	0.30	0.30	0.25	0.30	0.27	0.29	0.37	0.47	0.47	0.34
Noise from other users/ motorised sport	0.20	0.24	0.25	0.15	1.00	0.17	0.14	0.15	0.08	0.08	0.25
Litter or fly tipping	0.46	0.25	0.26	0.16	0.30	0.17	0.24	0.3	0.2	0.2	0.25
Vandalised/ missing signposting	0.10	0.15	0.18	0.12	0.50	0.11	0.23	0.2	0.07	0.03	0.17
Forest operations such as felling	0.06	0.28	0.12	0.09	0.00	0.07	0.01	0.09	0.01	0.01	0.07
Muddy tracks	0.31	0.20	0.10	0.07	0.10	0.16	0.19	0.11	0.09	0.09	0.14
<b>EXPECTATIONS v REALITY</b>											
Overall average			0.65	0.70		1.02	0.85	0.94	0.77	0.63	0.79
% with season ticket						20%		7%	9%	11%	

## Responses to open-ended questions.

Q12 What else, if anything influenced your decision to visit today

Activities, the parks safe environment  
 Amenities, like forest, limited traffic  
 An outdoor place that is inexpensive  
 Being able to have a traffic free day  
 Being able to walk on dry paths when raining  
 Better place in rain  
 Big open space, value for money, safe for kids, with lots to do  
 Bring the kids out  
 Cheap, cost effective, kids love it because they are outside  
 Cheap day out for the family  
 Cheap day out with children  
 Cheap, forestry commission short distance, fresh air  
 Cheapness of car parking and activities  
 Cheapness of day out, exercise while kids having fun  
 Children's activities  
 Children's activities, value for money, the wildlife  
 Children's habitat walk, length of time it entails  
 Childs health  
 Close to home and somewhere different to go  
 Close to home, enjoy visiting here  
 Close to home, variety of things offered  
 Closeness, wheelchair access, the trees  
 Convenient  
 Convenient  
 Cycle hire and play areas for children  
 Cycle riding  
 Cycle trails, picnic area, being a nice day  
 Daughter wanted to ride her bike in safety  
 Dog walking, availability to have long walk, peace and quiet  
 Dry  
 Easy to get to from home, everything accessible, feel very safe, lots of things to do for the kids  
 Easy to ride on paths when nice, and dry not wet, gate shutting times later tonight about 9pm  
 Enjoyed previous visits so came again  
 Facilities, didn't have much variety  
 Facilities for toddlers and variety of things to do, value for money  
 Family visited and decided to take them here  
 Get out of house due to building  
 Getting out in the fresh air and being local to us  
 Getting out of the house, fresh air and freedom, see wildlife  
 Good availability at short notice, always something to do  
 Good central point to meet families  
 Good for families, however cost is from £5 very expensive  
 Good if fair weather conditions  
 Good stop for where going later

Good weather, not raining, not far to come, good facilities for children, good value for money  
Good weather, accessibility from, excellent cost  
Good weather, children asked to come  
Good weather, good value for money, good for children  
Good weather, meeting with friends, big place, caters for all ages  
Good weather, open space for children, nice countryside  
Good weather, value for money  
Had a cycle with me  
Have cycle area  
Having a picnic and enjoy the space  
Health  
Heard good layout for car parks  
Holidaying in Alton and seeing leaflet contacted office, open spaces and being able to walk dogs  
Its cheap, good value for money  
Its local, really love it here  
Its local, a nice day, recommended by friends, a change from the beach, a cheap day out  
Keeping coming for years, quiet  
Knew it would be a nice place to visit, covers all areas of children's activities  
Knowing it would be open and not having to book beforehand  
Lack of facilities anywhere else and availability of trails  
Length of walks, children's activities  
Local to me  
Local, nice big green space, quieter later on, good value, children like playground  
Locality close, past experience from previous visits, no set routine  
Love it  
Meet family, would have brought dogs  
Meet up with friends and take dogs for walk  
Meeting friends, good weather  
More family facilities  
My children asked to come  
Nice day out for the children and have some exercise  
Nice forest and on my doorstep, somewhere to take the children  
Nice place to come, local  
Nice place to come with friends for a picnic  
Nice pleasant environment  
Nice weather  
Nice weather  
Not been before  
Only costs to park car, good exercise for children  
Open space  
Open spaces, made up paths  
Organized children's activities  
Organised, children's activities  
Outdoor experience  
Popular  
Pre existing knowledge of a pleasant area to visit  
Proximity to home

Recommendations from friends, the pleasantness of the park  
Recommended to me  
See the autumn colours  
Something to do for children to tire them out  
Somewhere children can cycle safely, convenience  
Somewhere different to take dog in all weathers i.e. gravel paths to walk on  
Somewhere good for the children to play, it is local  
Somewhere suitable for kids to play around  
Son likes to go to gift shop, children to play areas  
Specific care for the cycling and fine weather today  
Suits all children's age groups, walking the dogs  
Sunny  
Sunny day not raining  
Sunny day weather  
Sunshine  
The cost for all the family  
The ease of the day, being able to relax with ones children  
The environment  
The forest and peace and quiet  
The openness, safe facilities for children's play area, close to home  
The space, scenery  
The weather makes it more accessible, generally feel like doing more  
Think it would be crowded  
To do the activities and walk around  
To escape from nasty neighbours and come to a quiet park  
To have a good day out  
To wear the children out, a walk when not too hot  
Too much traffic on road so decided to come here to get a good walk in  
Value for money, variety  
Variety of things for grandchildren and distance from home  
Very pleasant, variety  
Pushchair friendly  
Warm weather for the kids, a cheap day out for the kids  
Weather  
Weather  
Weather  
Weather  
Weather being good for friends children to meet and play  
Weather dry not raining  
Weather nice and sunny, value for money  
Weather when its very good  
Well managed, good facilities  
Whether  
Word of mouth recommendation

#### Q19 Suggestions for improvements

A cafe for the winter  
A gate on entrance to children's play areas, more benches



### Accommodation facilities

Better quality tea and coffee facilities, more challenging sculptures for children's enjoyment

Better range of food

Better toilet facilities

Bigger cafe

Bigger if you could

Can't think of anything

Car park price for time. More signposts. More facilities for tea

Clean dry toilets, more benches especially in shade

Could do with more covered areas i.e. umbrellas, outside tap for dogs water

Covered in door lake area

Dog bins

Educational amenities so can find out more about forest, more activities

Extra cycle paths

Happy with it

Improved toilet facilities, better qualities of coffee

Increase toilet facilities, better advertising of activities available, group bookings of activities

Just how it is

Just more dog bins

Larger and more walks and cycle tracks

Larger visitor centre and cafe

Less people

Lovely as it is

Make sure all children's area is open like space area

More and different walks for children

More benches around park

More better leaflets, as you know forests, there are smaller trails which need to be mentioned in leaflets

More cycle paths even further into forest

More footpaths for children and older children, especially closed down adventure playground i.e. archery very expensive

More interaction with nature e.g. fox holes

More of litter and dog waste bins

More picnic areas

More play areas

More play equipment, more signs

More single tracks and mountain bikes trials

More toilets

More toilets

More toilets, better cleaned toilets

More wooden structures in forest

New children's equipment on the walks to replace damaged ones

Nothing yet

Play area before was much better

Portable loos

Proper toilets rather than porta cabins

Proper ventures, better choice of play enjoyment

Public telephone you can use, a better baby changing facility

Quite satisfied

See more little bins about

Some equipment has been out of order so would like replaced or repaired

Some extra drinking taps around trails in forest trails especially for kids in summer

Some pathways could be opened up more

Something safer for the under 4s to play on

Suits us as it is

Theme parks for older children

Things on activity trail have been closed down

To be opened later especially in the summer

Toilets

Toilets could be bigger, busy periods more child swings

Toilets to be open same hours as park

Toilets with small hand basins

Update of equipment for children

Wish more diversity in plant life, environmental seating

Q20 What do you like most about the forest?

Access to wide open spaces, good for children

Accessibility

Accessible forest, user friendly

Be able to get fresh air and enjoy the forest

Beautiful

Beauty of forest

Being a forest with large open spaces to wander

Best walking area

Bike ride, challenging for families

Bike trails

Biking with child, no risk of cars

Cheap day out for all the family, nice countryside

Child safety

Children like the playground

Children's play areas, proximity to home

City but isolated

Clean family area, that is safe

Cleanliness

Close by, beautiful natural unspoilt

Close to home, variety of things to do

Coming out with the family, countryside

Convenience freedom

Convenient, everything clean and tidy, space for everyone

Cycling

Enjoyable

Fact have children play area and walks

Forest is scenic

Freedom for children

Freedom for the children to roam

Good for kids  
Good to be out in forest, good for kids to climb in wooden apparatus  
Here for day  
If in wheel chair can use on tracks for disabled users  
Its got everything  
Its local  
Its natural beauty and openness  
Kids can run free and play, plenty of activities, parents can chat in peace  
Like it as it is  
Lots of nature, lots of playthings for children, good exercise  
Natural  
Natural and unspoilt  
Natural environment  
Natural, kept well, everything  
Nature/open space, walks, children's equipment  
Nice peaceful walks  
Nice walk  
Not expensive, you can play/walk etc, more swings and a sandpit and paddling pool  
Peaceful walks and having a coffee after  
Open air facilities for play/walking etc  
Open land and scenery  
Open safe place for enjoyment  
Open space for children  
Open space, trees, wildlife in general, good safe play area for children  
Open space, trees, fresh air  
Peace and quiet, variety of trees  
Peaceful and cycling  
Play areas  
Play areas  
Quiet  
Quiet  
Quietness and peace  
Quite nature and trees, wildlife  
Rain keeps people away, peace and quiet, the forest, the change of each day  
Safe for kids  
Seclusion, being in nature  
Sign posted trails  
Signpost walks, lake  
Something for everyone, play area, cycling, walking, nature trails plus parks and other educational areas  
Space  
Space to play, reasonable price, peace and quiet  
Space to walk dog privately, natural environment  
Taking my children outside  
The children feel safe and can run about forest, enjoy the facilities and is not too commercialized  
The countryside, just nice here  
The cycle paths  
The environment and staff/rangers  
The facilities and beauty

The facilities, closeness to home, great for children to come and play  
The open air its very cheap  
The woodlands, activities, the solitude, its clean, the people who work here enjoy it  
Toilets with small hand basins for little people, more sculptures on the habitat trail  
Tranquil  
Type of walk we do, availability of drinks/snacks etc  
Variety of activities  
Variety of things to do for the whole family  
Walking fabulous  
Want a tree  
Want activity, a walk and play area for children  
You don't have to spend a lot of money, I like the walks