

The Contribution of Bentley Community Woodland to Quality of Life

'Monitoring and Evaluating Quality of Life'
A Flagship Case Study Report

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1. Introduction

This annex report presents the results of research undertaken between 2008 and 2010 at Bentley Community Woodland (hereafter: 'Bentley'). The research investigated 5-headline indicators - i) Use, ii) Engagement, iii) Quality of Experience, iv) Personal benefit and v) Social benefit, measuring the contribution of Bentley to "Quality of Life". Definition of the 5-headline indicators and methodologies for their measurement were developed as part of the 3-year 'Monitoring & Evaluating Quality of Life' project¹.

1.1 Project context

In England, at 9% of the land area, forests, woodlands and trees make a vital contribution to the well-being and prosperity of communities. They are an important component of the environment that shapes landscape and street scenes and, in the urban environment, provide an important role in terms of 'green space' and summer cooling. The UK Government believes it is important to protect the environment for future generations and to improve quality of life and well-being². As such, the Government holds that the emerging roles of forests, woods and trees in England and hence the abiding principles for their ownership and management should include:

- the protection and enhancement of biodiversity, contributing to a network of wildlife corridors across England
- the maintenance of public access for recreation and leisure
- ensure the continuing role of woodlands in climate change mitigation and adaptation; and
- protection of nationally important landscapes.

These principles will help to ensure that England's woodland resource continues to improve to increase the benefits that society derives from them; such as biodiversity, beautiful landscapes, public access, ecosystems services, quality of life and well-being.

1.2 Introduction to the 'Monitoring & Evaluating Quality of Life' project

Forestry Commission England's Corporate Plan (2008-2011) outlined a range of targets relating to 'Quality of Place' and 'Quality of Life', including increased provision of accessible woodland (Target 1: Quality of Place), and increased visits to and engagement with local woodland, quality of experience, and personal and social benefits

¹ Morris, J., Doick, K. (2009). Monitoring and Evaluating Quality of Life for CSR 07. Final annual report 2008/9 and Deliverable 7.1.1 to Forestry Commission England. Forest Research, Farnham.

² Forestry Commission England and Defra. (2011). The Future of the Public Forest Estate in England. A Public Consultation. Forestry Commission England, Bristol.

derived from woodland (Target 2: Quality of Life). The 'Monitoring and Evaluating Quality of Life' project is a 3-year research project delivered by Forest Research (FR) on behalf of Forestry Commission England (FCE) to develop a broad monitoring and evaluation framework to measure performance against Target 2: Quality of Life.

The Quality of Life indicator developed is a compound indicator comprising a 'basket' of five component indicators - Use, Engagement, Quality of Experience, Personal benefit, Social benefit. As a 'Flagship' case study site, results from Bentley will be used to measure changes in use, engagement, quality of experience, personal and social benefits as part of an evaluation of national delivery (England) against Quality of Life objectives.

The following research activities were undertaken at Bentley over the three-year monitoring period to produce the results reported:

1. On-site surveying of visitors to Bentley to establish quantitative values for indicators relating to engagement, quality of experience, personal and social benefits. Surveys were conducted between August and October in 2008, 2009 and 2010.
2. Surveying of a representative sample of Bentley's catchment population to establish quantitative values for indicators relating to use, engagement, quality of experience, personal and social benefits. Surveys conducted in September during 2008 and 2010.
3. An Activities and Events³ database was established at Bentley in 2009 to record the diary of programmed events, associated finance, attendance, and related information.
4. Geo-spatial profiling of Bentley's catchment area (nominally defined as the area within a 2.5 mile (4km) radius from the site boundaries⁴) to establish total catchment population and, using socio-demographic data from the 2001 Census, to establish demographic make-up of the catchment population. (Datasets are derived from the Census 2001, except the Index of Multiple Deprivation which is from Communities and Local Government. Income estimates are Model-Based Estimates 2004-05 (Office for National Statistics) based on the Family Resources Survey. The Census Area Statistics are Crown copyright 2003. This Crown copyright material is produced with the permission of the Controller of HMSO and the Queen's Printer for Scotland. Reproduced under the terms of the Click-Use licence.)

³ An 'activity' is defined as: organised and led by a group or an individual from outside the Forestry Commission (FC) on FC land. The group, or individual, request permission (a permit) to hold the activity on FC land.

An 'event' is defined as: organised and led by FC staff. May take place on or off of FC land.

⁴ Aligned to the Woodland Trust's Woodland Access Standard (WAS_t), and complementary to the Natural England's Accessible Natural Greenspace standards (ANG_{st}), the Forestry Commission the working definition for the catchment area of woodland as the area within a 2.5 mile (4km) radius of the site's boundaries. (See: Morris, J., Doick, K., 2009). Monitoring and Evaluating Quality of Life for CSR 07. Final annual report 2008/9 and Deliverable 7.1.1 to Forestry Commission England. Forest Research, Farnham.)

1.3 Introduction to report chapters

Section 2 presents results for headline indicators relating to **use, engagement, quality of experience, personal and social benefits**. Data are drawn from on-site and catchment surveying and the events database across the three year monitoring period.

Section 3 draws on data from the events database to present a profile of the organised programme of events at Bentley, including data on the range of events held, delivery themes, staffing and resourcing.

Section 4 represents a detailed, dynamic '**visit profile**' for Bentley, drawing on results from the on-site and catchment surveys and from the events database, to present data relating to frequency and seasonal variation of visits, distance travelled, mode of transport, activities, and barriers to more frequent use. A detailed analysis of quality of experience on-site is also presented, followed by a more detailed analysis of personal and social benefits derived during visits to Bentley.

Section 5 represents a detailed, dynamic '**visitor profile**' for Bentley, presenting an analysis of changes in the demographic make-up of visitors to the site and showing how different categories of visitors respond to questions about use, engagement, quality of experience and benefits. The section also draws comparisons between the demographic make-up of visitors (as revealed by the on-site and catchment surveys and the events database) and the demographic make-up of Bentley's catchment population (as revealed by the catchment profiling work conducted in 2008). This comparative analysis of visitor and catchment profiles addresses questions about the 'representativeness' of visitors to Bentley and reveals whether certain sub-sections of the site's catchment population are under-represented.

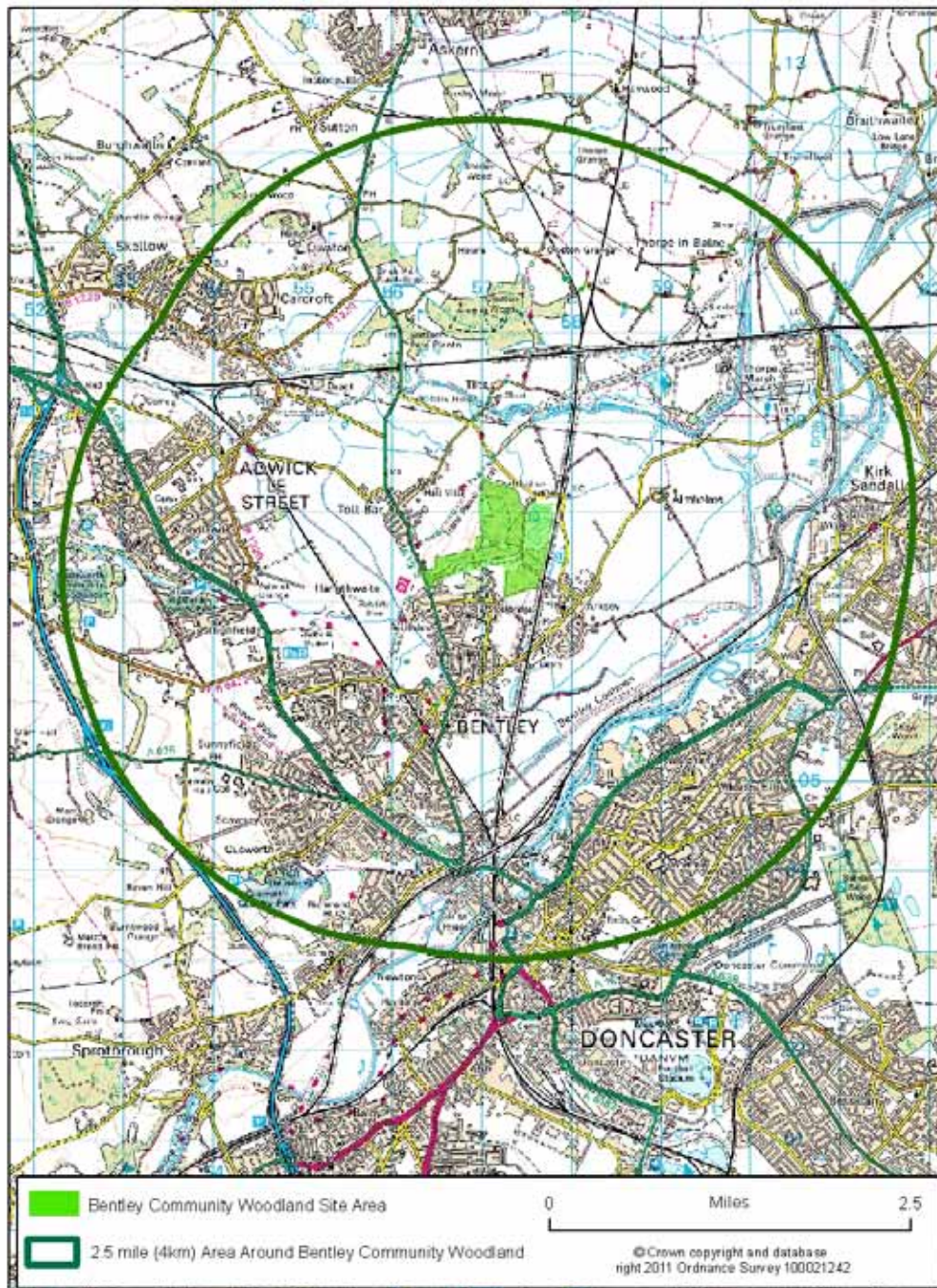
1.4 Introduction to Bentley Community Woodland

Bentley Community Woodland in South Yorkshire is a 93 hectare woodland established on the disused Bentley Colliery site. Bentley is part of the South Yorkshire Community Forest, falling within the Sherwood Forest District and is situated on the edge of Bentley, near Doncaster. The site is owned by The Land Trust and managed by the Forestry Commission. Staffing for Bentley Community Woodland comprises a Community Ranger, a Forester and a Forest Works Supervisor; each of whom also attends other sites managed by the Forestry Commission in the area. A Community health ranger, funded by NHS Doncaster, holds events promoting health at Bentley and other sites in the Beat.

Figure 1 (below) shows the site, its location, and the 2.5 mile (4km) catchment area defined as part of the catchment profiling exercise. The definition of the catchment

enabled the calculation of Bentley's total catchment population at 74,146 persons, on the basis of data from the 2001 Census.

Figure 1: Bentley Community Woodland and 2.5 mile catchment area



2. Headline indicators

In this section, values for headline indicators relating to use, engagement, quality of experience, personal and social benefits are presented, based on data from the on-site (2008, 2009 and 2010) and catchment (2008, 2010) surveys and the events database (2009 and 2010).

2.1 Use

Respondents to the 2008 and 2010 catchment surveys were asked if they had ever visited Bentley. In 2008, of 398 respondents, 38 (or 10% \pm 2.9%⁵) said that they had visited. In 2010, of 396 respondents, 57 (or 14% \pm 3.4%) said that they had visited. Although the results suggest a slight rise in the proportion of the population who have visited Bentley, we cannot be confident of this rise at the 95% confidence interval. However, we can confidently say that the proportion who have visited has at least remained stable.

2.2 Engagement

Respondents to on-site (n=66) and catchment (n=396) surveys were asked about their involvement in management-related activities at Bentley in the last 12 months, including being involved in or consulted about plans for the site, organised tree planting events, or voluntary work.

The results of the on-site surveys show that a similar proportion of visitors have been involved throughout the monitoring period: 17% in 2008, 16% in 2009, 16% in 2010.

The results of the catchment surveys show that in 2008 3% \pm 1.7% of the catchment population had been involved in management related activities. In 2010, this proportion rose to 8% \pm 2.7%.

There were 16 formal events at Bentley for the reporting period November 2009 to October 2010 to promote engagement in management of the community woodland. A total of 196 participants attended. Events were typically 3 hours in duration.

2.3 Quality of experience

Across the three years of monitoring at Bentley, on-site survey (all respondents) and catchment survey respondents (visitors only) were asked if they would recommend

⁵ All statistics are reported at the 95% confidence level.

Bentley as a place to visit to friends and family. Data obtained from this question can be used to calculate a net promoter score for Bentley⁶.

In 2008, the proportion of visiting respondents (on-site and catchment surveys) who would recommend Bentley to friends or family was calculated at 93%, giving Bentley a baseline net promoter score of 65%.

In 2009, Bentley's net promoter score rose significantly to 88% (based on the results of the on-site survey only).

In 2010, of those respondents to the catchment survey who had visited Bentley (14%, n=57), 86% (n=49) either said they would 'definitely' (46%), 'probably' (32%), or were 'fairly likely' (8%) to recommend Bentley as a place to visit to friends or family. Of those 2010 respondents to the on-site survey who answered this question (n=66, or 100% or all respondents), 100% said they would 'definitely' (85%), or 'probably' (15%) recommend Bentley as a place to visit to friends or family. Taking the total number of visitors from both surveys (57+66=123), the proportion of visiting respondents who would definitely recommend Bentley to friends or family (n=26+56=82), can be calculated at 67%, **giving Bentley a 2010 net promoter score of 56%**. Bentley's net promoter score compares favourably with that of the National Trust, who reported a national net promoter score of 36% in 2009/10, with a target 40% score for 2012/13⁷.

2.3.1 Quality of experience at events

Quality of experience can be measured via pertinent questions on organiser and participant feedback forms:

- How would you rate our staff?
- How would you rate your impression of today's event overall?
- How would you rate the facilities at Bentley?
- How would you rate the site overall?
- Would you recommend our site to others?

The question "Have you been to this site before?" may also be used as a proxy for satisfaction with a site.

Individual feedback forms incorporating quality of experience questions were not used at any event at Bentley in the current reporting period.

⁶ Net promoter score is a proxy indicator for quality of experience. Based upon the interview question "would you recommend this site as a place to visit to friends or family?" it is calculated as the percentage of 'promoters' (those who would 'definitely' recommend the site to friends or family) minus the number of 'detractors' (those who would 'fairly likely' 'probably not' or 'definitely not' recommend the site).

⁷ National Trust. (Undated). Going Local: Strategy and Organisational Plan 2010-13.

Feedback forms were received from the group organiser attending the Forest School and one out of the four half-day programmed education events. Both leaders rated the staff and the event as 'excellent' and the facilities and overall impression of site as either 'excellent' or 'very good'. To the question 'would you recommend our site / services to others' both answered 'definitely'. Trends in perceptions of the site cannot be made as feedback forms were not used in previous reporting periods.

2.4 Personal benefits

Respondents to the catchment survey (only those respondents who had heard of Bentley) and all respondents to the on-site survey were asked about ways in which Bentley is important to them personally. Respondents were asked whether they strongly agreed, agreed, disagreed or strongly disagreed with a series of statements relating to different categories of personal benefit. The results from the 2008 and 2010 catchment surveys are presented in Table 1, and show statistically significant increases in the proportion of respondents who strongly agree or agree with 1 benefit statement (wildlife – shaded green). The results show that the proportion of the catchment population who perceive Bentley to be delivering personal benefits has been largely maintained over the three year monitoring period.

Table 1: Personal benefits derived from Bentley (catchment survey 2008, 2010)

Categories of personal benefit	Strongly agree / Agree		Disagree / Strongly disagree		Don't know/ not stated	
	2008	2010	2008	2010	2008	2010
It helps me to earn a living or make ends meet	10% ± 5.66%	6% ± 4.34%	75%	83%	15%	11%
It's a place where I can relax and de-stress	70% ± 8.64%	77% ± 7.39%	8%	14%	17%	9%
It's a place where I can exercise and keep fit	68% ± 8.8%	81% ± 7.17%	10%	11%	17%	8%
It's a place where I can have fun and enjoy myself	69% ± 8.72%	76% ± 7.81%	10%	14%	16%	10%
It's a good place to socialise	43% ± 9.34%	56% ± 9.07%	24%	30%	28%	14%
It's a place where I can learn about the environment	58% ± 9.31%	69% ± 8.45%	16%	20%	20%	11%
It's an important place for wildlife	75% ± 8.17%	90% ± 5.48%	4%	1%	16%	9%
It brings the community together	51% ± 9.34%	66% ± 8.66%	16%	19%	28%	15%
It makes this area a nicer place to live	73% ± 8.37%	86% ± 6.34%	5%	8%	17%	6%
It gets me involved in local issues	37% ± 9.11%	32% ± 8.53%	38%	56%	20%	12%
It's a place where I feel at home	53% ± 9.41%	57% ± 9.05%	20%	31%	22%	12%

The results from the 2008, 2009 and 2010 on-site surveys are presented in Table 2, and show generally consistent high proportions of visitors strongly agreeing or agreeing with the majority of benefit statements. In addition, the results show significant increases in the proportion of visitors strongly agreeing or agreeing with one benefit statement (It's a good place to socialise).

Table 2: Personal benefits derived from Bentley (on-site survey 2008, 2009 and 2010)

Categories of personal benefit	Strongly agree / Agree			Disagree / Strongly disagree			Don't know/ not stated		
	2008	2009	2010	2008	2009	2010	2008	2009	2010
It helps me to earn a living or make ends meet	12%	5%	3%	14%	67%	34%	74%	28%	63%
It's a place where I can relax and de-stress	99%	100%	97%	1%	0%	2%	0%	0%	1%
It's a place where I can exercise and keep fit	99%	100%	98%	1%	0%	2%	0%	0%	0%
It's a place where I can have fun and enjoy myself	96%	100%	97%	0%	0%	2%	4%	0%	1%
It's a good place to socialise	76% ± 9.13 %	68%	92% ± 6.55 %	12%	22%	5%	12%	10%	2%
It's a place where I can learn about the environment	83%	82%	92%	10%	8%	2%	7%	10%	6%
It's an important place for wildlife	98%	100%	98%	0%	0%	2%	2%	0%	0%
It brings the community together	54%	37%	71%	26%	48%	11%	20%	15%	18%
It makes this area a nicer place to live	95%	93%	100%	1%	5%	0%	4%	2%	0%
It gets me involved in local issues	34%	20%	56%	43%	63%	29%	23%	17%	15%
It's a place where I feel at home	81%	93%	87%	2%	2%	3%	17%	5%	10%

Visitors attending events at Bentley may also be asked about ways in which Bentley is important to them personally, using event feedback forms. Event feedback forms incorporating these questions were not, however, used at Bentley in the current reporting period.

2.5 Social benefits

Respondents to the catchment and on-site surveys were asked about ways in which Bentley is important to their local community. Respondents were asked whether they strongly agreed, agreed, disagreed or strongly disagreed with statements relating to different categories of collective, social benefit.

The results from the 2008 and 2010 catchment surveys are presented in Table 3. The survey methodology adopted a sample size (400±2 respondents per catchment) this was sufficiently large to be, statistically, representative of the whole catchment population (at the 95% confidence level). Responses obtained in the survey can be confidently assumed to be representative of 95% of the population living within 2.5 miles of Bentley. The catchment survey results, presented in Table 3, show a significant increase in the proportion of respondents strongly agreeing or agreeing with 8 of the 9 social benefit statements and, as such, show a corresponding significant increase in the proportion of the catchment population strongly agreeing or agreeing that Bentley delivers these categories of social benefit.

Table 3: Social benefits derived from Bentley (catchment survey 2008 and 2010)

Categories of social benefit	Strongly agree / Agree		Disagree / Strongly disagree		Don't know/ not stated	
	2008	2010	2008	2010	2008	2010
It contributes to the local economy	46%	55%	17%	22%	37%	23%
It's a place where people can relax and de-stress	67% ± 4.62%	83% ± 3.7%	3%	3%	30%	14%
It's a place where people can exercise and keep fit	70% ± 4.5%	87% ± 3.31%	2%	2%	28%	11%
It's a place where people can have fun and enjoy themselves	70% ± 4.5%	87% ± 3.31%	2%	3%	28%	10%
It's a place where people can learn about the environment	62% ± 4.77%	82% ± 3.78%	6%	6%	32%	12%
It's an important place for wildlife	69% ± 4.54%	88% ± 3.2%	4%	3%	27%	9%
It brings the community together	48% ± 4.91%	65% ± 4.7%	15%	18%	36%	17%
It makes this area a nicer place to live	68% ± 4.58%	87% ± 3.31%	4%	3%	28%	10%
It gets people involved in local issues	49% ± 4.98%	64% 4.73± %	13%	18%	38%	18%

Table 4 (below) shows the results from the same question asked during the on-site survey (2008, 2009 and 2010), revealing a consistently high proportion (> 90%) of respondents strongly agreeing or agreeing with 6 of the 9 social benefit statements. The results also reveal a statistically significant increase in the proportion of visitors strongly agreeing or agreeing with statements relating to community cohesion and participation benefits.

Table 4: Social benefits derived from Bentley (on-site survey 2008, 2009 and 2010)

Categories of social benefit	Strongly agree / Agree			Disagree / Strongly disagree			Don't know / not stated		
	2008	2009	2010	2008	2009	2010	2008	2009	2010
It contributes to the local economy	15%	17%	12%	12%	83%	23%	73%	0%	65%
It's a place where people can relax and de-stress	100%	100%	100%	0%	0%	0%	0%	0%	0%
It's a place where people can exercise and keep fit	99%	100%	100%	0%	0%	0%	1%	0%	0%
It's a place where people can have fun and enjoy themselves	97%	100%	100%	0%	0%	0%	3%	0%	0%
It's a place where people can learn about the environment	92%	93%	100%	4%	7%	0%	4%	0%	0%
It's an important place for wildlife	95%	100%	100%	2%	0%	0%	3%	0%	0%
It brings the community together	58% ± 10.5 5%	42%	84% ± 8.84 %	21%	58%	8%	21%	0%	8%
It makes this area a nicer place to live	95%	95%	100%	0%	5%	0%	5%	0%	0%
It gets people involved in local issues	46% ± 10.6 6%	36%	70% ± 11.0 6%	32%	64%	16%	22%	0%	14%

2.6 Volunteering

Volunteering is an indicator of personal and social benefit. Volunteering is measured two ways through the Activities and Events database:

- number of events promoting volunteering on site and attendance at these events
- contribution of volunteers through support in the running of events.

The contribution of volunteers to the running of Activities (i.e. self-led group events) was not monitored at Bentley in the current reporting period.

Thirteen events promoted or benefited from volunteering on site for the reporting period November 2009 to October 2010 (one of the 4 conservation management events plus 12 volunteering events), with a total attendance of 167 (Table 5). Unlike in the 2008-09 reporting period, no volunteers are recorded as having assisted at events other the Event-Community conservation management and volunteering events (Table 5).

Table 5: Volunteering contribution at Bentley

Activity and Event type	Bentley	
	No. of events	No. of volunteers
Event – community: Conservation management	1	13
Event – community: Volunteering	12	154
Total	16	167
No. of volunteer days	67.7	

The contribution made by volunteers at Bentley, in this reporting period, was 67.7 person-days (based upon a 7.4 hr working day or a 37 hr working week). In monetary terms, the value of volunteering contribution equates to £3,385, based upon the Heritage Lottery Fund’s ‘Guidance for Landscape Partnerships’ unskilled labour rate of £50 a day. The contribution made by volunteers at Bentley in the current reporting period is ca.30% lower than the estimated contribution (£4,710 per annum) made in 2008-09.

3. Bentley's event profile

Drawing on data from the Activities and Events database, this section provides a profile of the organised programme of events held at Bentley. In order to report a full 12-month period, data from 1st November 2009 to 31st October 2010 is used. Data on staffing and resourcing are presented to highlight Bentley's inputs to promoting use, engagement, personal and social benefit.

3.1 Event profile

The events database categories events according to whether they are a ranger led event or a self-led group activity and, secondly, whether the primary focus is community, education or recreation⁸.

Seventy (70) ranger led events were held at Bentley in the reporting period. There were fourteen self-led (group) activities held at in the current reporting period. The majority of events (n=36) had a primary focus on the community. Seventeen had a primary focus on education and learning and 26 had a primary focus on recreation. A total of 963 people attended these 84 activities and events. Per event, attendance ranged from 2 to 46 participants; the majority of events had an attendance of <10. On occasions, an event was cancelled due to zero attendance, poor weather or staff shortage.

The Activities and Events database shows that, in this reporting period, 16 events were held specifically in relation to getting involved in the management of and/or volunteering at the site (i.e. the conservation management and volunteering events). No planning or consultation events were held; 2 community events were held to provide an experience or raise awareness of the site. Forty-five events held had a primary focus on health (excluding the volunteering events). No event held at Bentley in the current reporting period had a primary focus on culture or cultural awareness.

⁸ A community event aims to encourage participation at, feedback or consultation on a site; it may have an engagement plan with defined objectives

- An education event aims disseminate specific knowledge; it may have an education or lesson plan, with associated learning aims, objectives and/or outcomes

- A recreation event aims to promote and/or encourage participation in sports or leisure activities; it may have an event plan to manage people safely for an enjoyable visit

Table 6: Event profile at Bentley (1st November 2009 to 31st October 2010)

Event type	Specific type	Q1		Q2		Q3		Q4		Total	
		Events	Part. #	Events	Part.	Events	Part.	Events	Part.	Events	Part.
Event - community	Conservation Management					2	13	2	29	4	42
Event - community	Environmental Education			1	15					1	15
Event - community	Forest Experience	1	20	1	13					2	33
Event - community	Health Activities	11	66	4	33			2	11	17	110
Event - community	Volunteering	7	88	4	55	1	11			12	154
	Event - community - Total	19	174	10	116	3	24	4	40	36	354
Event - education	Community Forest			1	26					1	26
Event - education	Forest School	1	10	1	10					2	20
Event - education	Other					1	27	2	16	3	43
Event - education	Programmed - half day	1	46			2	20	1	13	4	79
Event - education	Promoted					1	2			1	2
	Event - education - Total	2	56	2	36	4	49	3	29	11	170
Event - recreation	Education/Leaming	1	14	4	120					5	134
Event - recreation	Health	1		11	97			3	8	15	105
Event - recreation	Hobbies			1	12					1	12
Event - recreation	Other			1	13	1	33			2	46
	Event - recreation - Total	2	14	17	242	1	33	3	8	23	297
Permission - community	Organised Walk			11	95					11	95
	Permission - community - Total	0	0	11	95	0	0	0	0	11	95
Permission - recreation	Other	1	8							1	8
	Physical activity	1	16	1	23					2	39
	Permission - recreation - Total	2	24	1	23	0	0	0	0	3	47
		25	268	41	512	8	106	10	77	84	963

Q1, Q2, Q3, Q4: quarters of the reporting period

#: Part = number of participants (registered for the event, counted by lead ranger or, in the case of Activities, as provided by organiser).

3.2 Resourcing

Events at Bentley are principally organised by the Community ranger or Community Health ranger based at the Beat office at Bentley Resource Centre. The Forester and Works Supervisor provided additional staffing support in the running of events, as required.

Events at Bentley are typically admissible free of charge as funding is provided by the landowner (The Land Trust) and partners such as NHS Doncaster (who made a contribution to staff employment costs). Seventy four events were free of charge in the current reporting period; ten events carried a flat-rate event charge of £5-20; no charge was made to groups for their activities on site. The DMBC made four contributions to community health events in the current reporting period, and Alba Fitness Initiatives made one contribution. No data were collected at Bentley on the size of the financial contributions made during this reporting period.

Direct expenditure incurred in holding events at Bentley was estimated by Bentley staff based on charges incurred for stationery and equipment purchases (i.e. excluding staff time and transport charges). Expenditure was estimated at £885.00, or a mean average of £10.54 per event (n=84). The majority of the cost (£500) was associated with two community events on fruit tree grafting, promoting community orchards, conservation management and site use.

Indirect costs incurred in holding events (i.e. staffing, administration, materials, refreshments, and other related costs) are complex to determine on a per event basis as many staff may be involved, each with a different level of input into the organising and running of an event and staff may run events at several sites consecutively, as part of a programme of events. The event delivery budget at Bentley for the financial year 2010-11 was £2,778; this figure includes all costs except staffing, e.g. materials, supplies, publicity, refreshments. The total staffing budget for Bentley for the financial year 2010-11 was £35,800; this figure includes the Community ranger (50%), the Forester (12%) and the Forest Works Supervisor (13%). Both the event delivery budget and the staffing budget for Bentley are financed by the site owners: The Land Trust. Funding for the Community Health ranger who also runs events at Bentley was provided by NHS Doncaster in the current reporting period.

3.3 Event delivery themes

Each event can be grouped according to its main themes of delivery. Themes provide an indication of the possible outcomes of Bentley's events programme. The themes adopted for this project were: physical activity, sport, healthy eating, natural play, enjoyment, climate change, community, culture and heritage, natural environment, diversity/equality, skills/employment. The assessment of themes may be undertaken by the ranger leading an event or, in the case of permission activities, by the organiser. During the current reporting period, 75 events (out of the total 84 events held) were assessed for their main themes to be delivered. The results are presented in Table 7.

Table 7: Themes delivered through activities and events at Bentley (1st November 2009 to 31st October 2010)

Theme	Number of events delivering a 'theme' (by activity/event type)				
	Event - community	Event - education	Event - recreation	Permission - community	Permission - recreation
Physical activity	29	4	19	11	2
Sport	2	0	9	0	0
Healthy eating	0	0	0	0	0
Natural play	2	2	1	0	0
Enjoyment	31	5	22	11	2
Climate change	0	0	0	0	0
Community	34	2	6	11	1
Culture / heritage	3	2	1	0	0
Natural environment	30	4	10	11	2
Diversity / equality	24	1	4	11	1
Skills / employment	24	1	4	11	1

Events at Bentley contributed to the delivery of a diverse range of themes in the current reporting period. Healthy lifestyles (physical activity and enjoyment) and the community (cohesion, diversity/equality and skills) featured regularly. The environment also featured heavily as a delivery objective at Bentley. The figures are similar to those for events in the previous reporting period (1st April through to 30th November 2009), with a small increase in emphasis on enjoyment of the site, the environment and community. Focusing on these themes of delivery supports the programme of work at Bentley to foster diverse use of the site by the community, and to promote community cohesion. Themes delivered through self-led activities included community (cohesion and diversity), natural environment and skills/employment in the current reporting period.

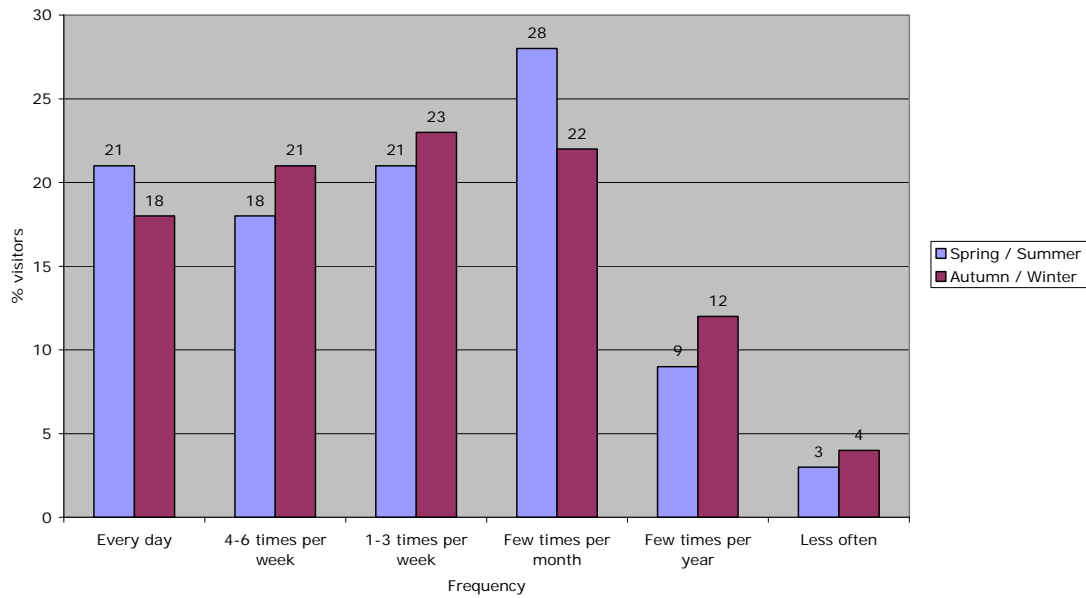
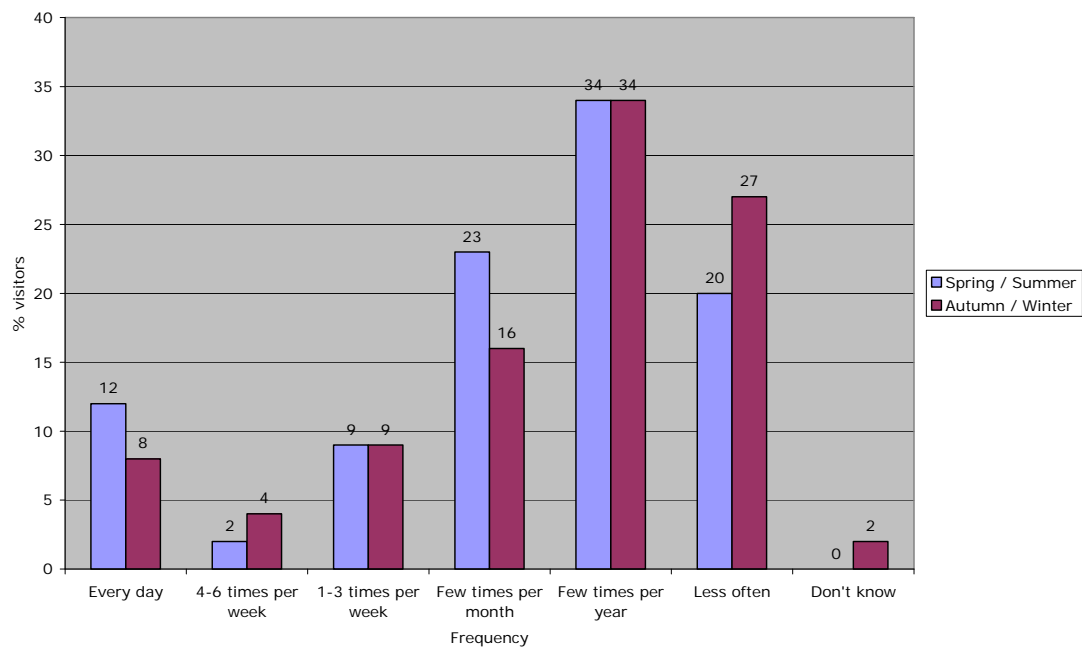
4. Bentley's 'visit profile'

In this section, results from the 2010 on-site and catchment surveys (only responses given by those respondents who have visited Bentley (14%, n=57) are used to present a detailed 'visit profile' for Bentley. In a first sub-section (4.1), survey responses relating to basic visit characteristics are presented, such as frequency and seasonal variation of visits, who people visit with, activity types, distance travelled, mode of transport, and barriers to more frequent use. The second sub-section (4.2) presents an analysis of visitors' actual experiences on-site, focusing on feedback provided in relation to particular features, facilities and other factors that shape the visitor experience at Bentley, thereby complementing the results relating to quality of experience presented in Section 3 (above). Sub-section 4.3 looks at barriers and presents an analysis of responses to questions about factors that prevent more frequent use of Bentley.

4.1 Visit characteristics

4.1.1 Frequency / seasonal variation of visits to Bentley

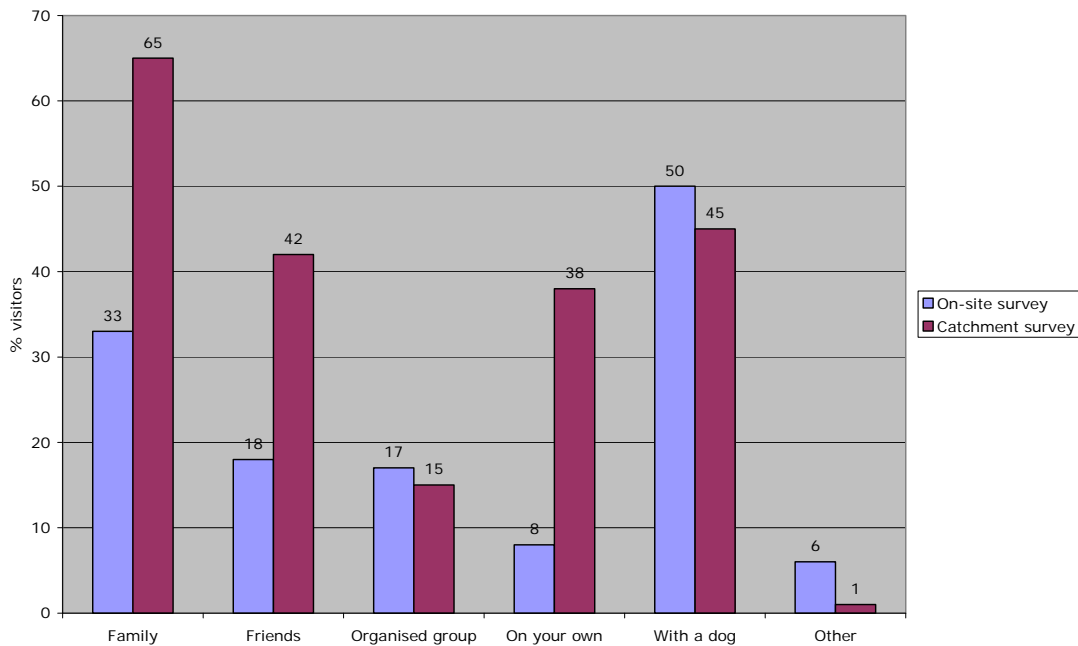
On-site (n=151) and catchment survey (visitors only; n=57) respondents were asked how often they visit Bentley in Spring/Summer and Autumn/Winter. Results are shown in Figure 2 (on-site survey) and Figure 3 (catchment survey), below. The results reveal that there is little significant seasonal variation in frequency of visits for either set of respondents. Respondents to the on-site survey visit much more frequently than the catchment survey respondents. For example, 60% of on-site survey respondents visit at least once a week (in Spring/Summer, rising to 62% in Autumn/Winter). This finding may be an artefact of the sampling methodology: the sampling strategy is less likely to engage respondents who visit only a few times of year in the survey because these respondents are on-site less often. In contrast, weekly visits are made by only 23% of catchment survey respondents (visitors only) in Spring/Summer and only 21% in Autumn/Winter. The results indicate that 21-23% of the catchment population visit Bentley at least once a week (sum of 'every day', '4- times per week' and '1-3 times per week), 16-23% visit Bentley a few times per month, and 34% visit a few times per year.

Figure 2: Frequency / season variation of visits to Bentley (on-site survey)

Figure 3: Frequency / season variation of visits to Bentley (catchment survey)


4.1.2 Who do people visit Bentley with?

Respondents to the on-site and catchment (visitors only; 10%, n=38) surveys were asked who they tend to visit Bentley with. The results from both surveys are shown in Figure 4, below. The results show that visiting with family, friends, or with a dog are most popular. Respondents were permitted to select more than one category and therefore the sum of values presented in Figure 4 is >100%.

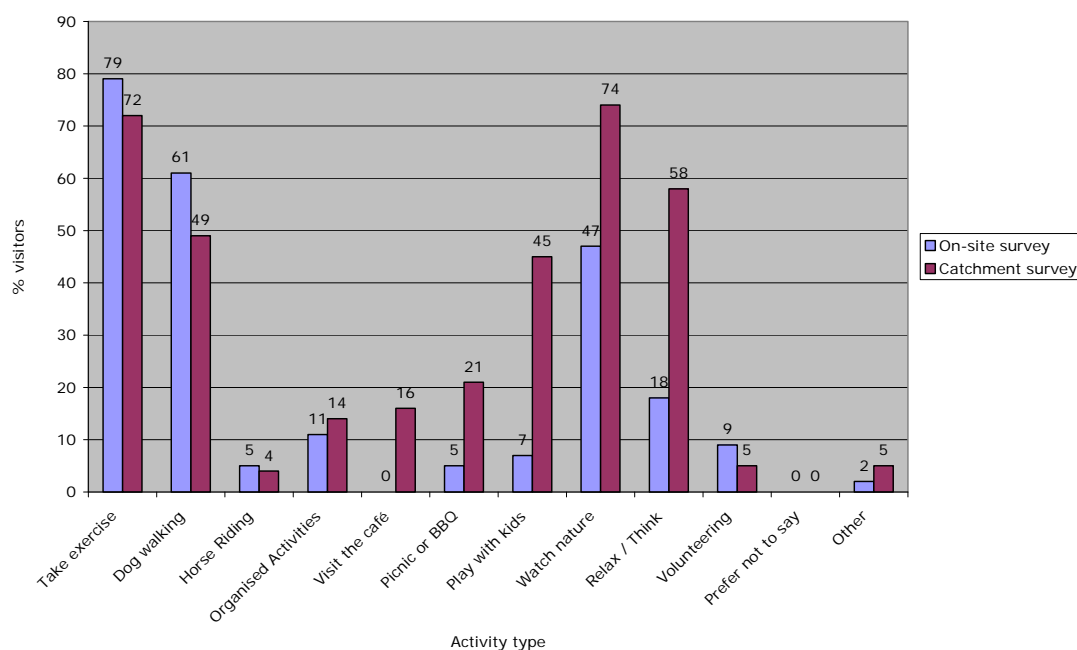
Figure 4: Who do you visit Bentley with?



4.1.3 Activities at Bentley

Respondents to the on-site and catchment (visitors only; n=57) surveys were asked what they tend to do at Bentley. The results from both surveys are shown in Figure 5, below. Taking exercise, dog walking, relaxing/thinking, playing with the kids and nature watching are the most popular activities.

Figure 5: Activity types at Bentley

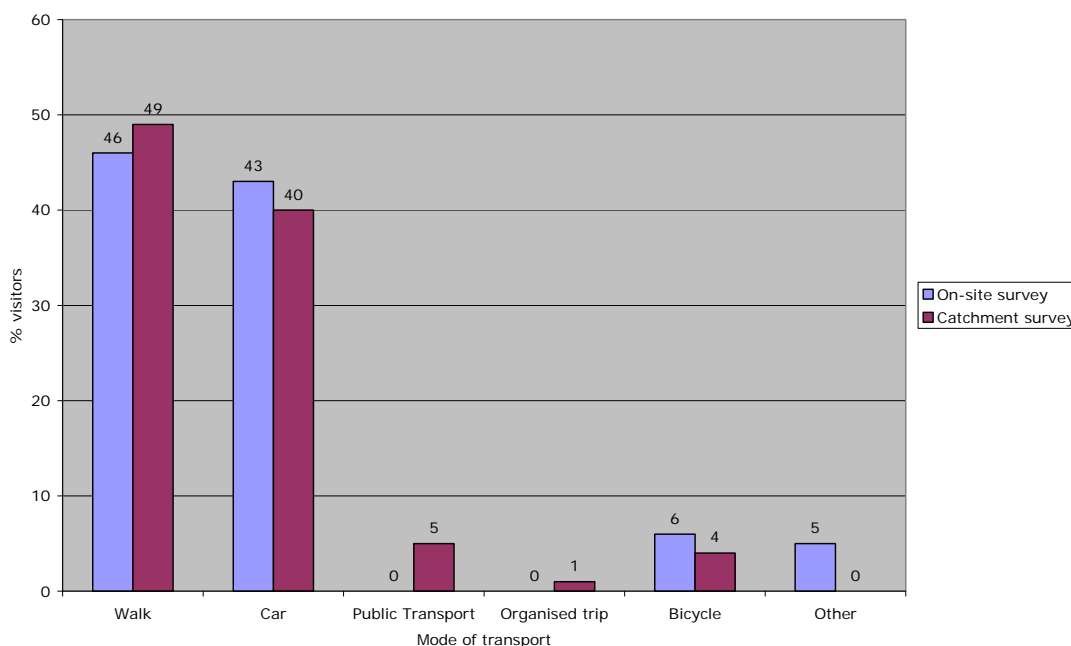


Bentley does not have a café on site. That 16% of users (on-site and catchment respondents) state that visiting the café is something they do when visiting Bentley suggests that they incorporate a visit to Bentley with other activities off-site. It is very unlikely that this result is caused by respondents confusing their visits to Bentley with visits to other greenspaces as the interview introduction process for the catchment interviews were carefully presented to identify those who know of and used Bentley specifically.

4.1.4 Travelling to Bentley

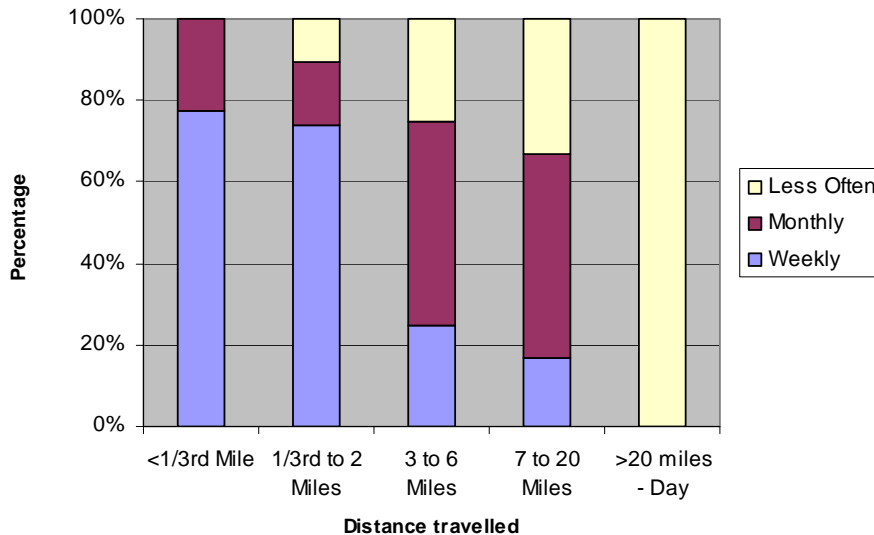
Respondents to the on-site survey were asked how they had travelled to Bentley. Catchment survey respondents (visitors only; n=57) were asked how they usually get to Bentley. The results in Figure 6 (below) show that walking is the most popular way of getting to Bentley. A significant number of visitors also come by car. Respondents to the on-site survey were also asked how far they live from Bentley. The high proportion of visitors who walk to Bentley correlates with the results for this question, which show that the majority (66%) of visitors live within 2 miles of the site (2 mile = 3.22 km; within the 2.5 miles catchment area). This does show, however, that a significant proportion (34%) of visitors live outside the catchment (between 3 and 20 miles from Bentley).

Figure 6: Travelling to Bentley



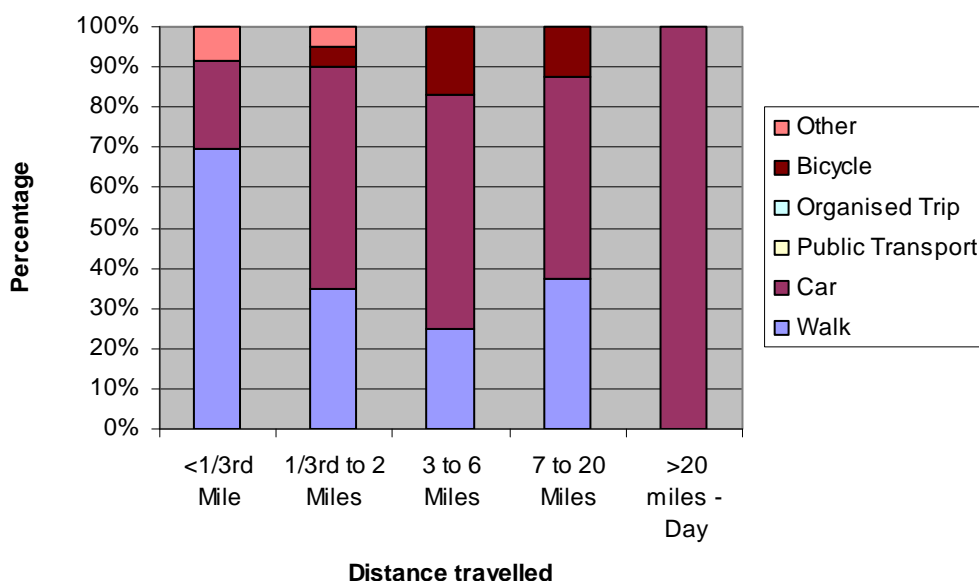
Analysis of how far respondents travelled to Bentley and their stated frequency of visit is presented in Figure 7. The data demonstrates that of those visitors who live within 1/3 and 2 miles of the site, 77% and 74% visit weekly, respectively (i.e. 'every day', '4-6 times per week' or '1-3 times per week'). Contrastingly, 100% of the visitors who travelled >20 miles to the site (and who had been to the site previously) visited Bentley less than monthly (i.e. 'a few times per year' or 'less often').

Figure 7: Variation in distance travelled to Bentley and frequency of visit (on-site survey)



Analysis of how far respondents travelled to Bentley and their stated usual mode of travel to Bentley is presented in Figure 8. The data demonstrates that of those visitors who live <1/3 and 2 miles of the site, 75% and 35% walk to Bentley, and 22% and 55% travelled by car, respectively. Of those visitors who lived 7-20 miles from Bentley, 38% walked to site, 50% travelled by car, and 13% reported cycling to Bentley.

Figure 8: Variation in distance travelled to Bentley and usual mode of travel (on-site survey)

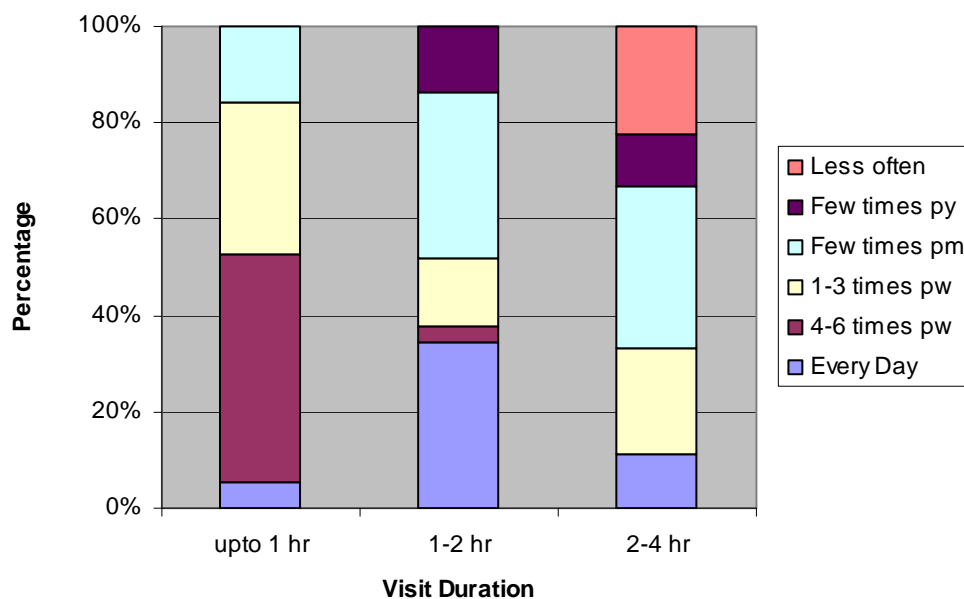


4.1.5 Duration of visits to Bentley

Respondents to the on-site survey were asked how long a typical visit to Bentley lasts. The results show that the mean length of a visit is 85 minutes. For 30% of visitors, a typical visit lasts up to 1 hour, 55% visit for between 1 - 2 hours, and 15% between 2-4 hours.

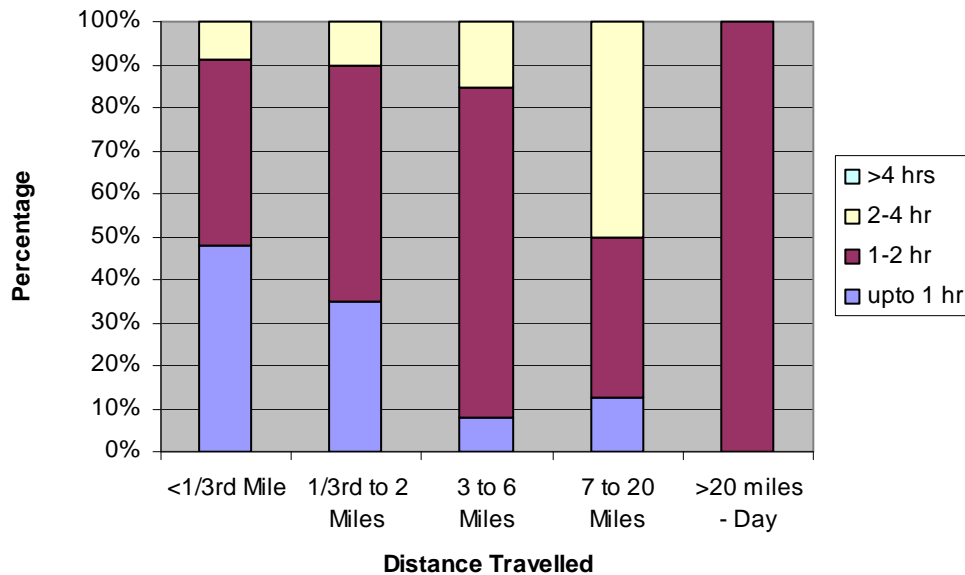
Analysis of how long respondents visit Bentley and their stated frequency of visit is presented in Figure 9. The data demonstrates that of those visitors who spend up to 1 hour at Bentley, 5% visit every day, 47% visit 4-6 times per week and a further 32% visit 1-3 times per week. Contrastingly, of respondents who visit Bentley for 2-4 hours, 11% visit every day, 22% visit 1-3 times per week and 33% visit a few times per month.

Figure 9: Variation in duration of visit to Bentley and frequency of visit (on-site survey)



A comparison of how far respondents travelled to Bentley and their stated duration of visit is presented in Figure 10. The data demonstrates that of those visitors who live within 2 miles of the site > 90% stay 1-2 hrs. No visitors reported staying >4 hours.

Figure 10: Variation in distance travelled to Bentley and duration of visit (on-site survey)



4.1.5 Group visits to Bentley

Seventy ranger-led events were held at Bentley in the current reporting period. Representing a mix of community, education and recreation events, 24 of these were targeted at a specific group (Table 8). Nine events were held specifically for people from deprived communities, two community events were targeted for parents with pre-school aged children, five for young people and five for vulnerable adults. Three groups from deprived communities made their first visit to a community, education or recreation event. Fifty-eight groups made a return visit. The figures demonstrate both a small increase in the number of first-time visitors to Bentley events and a significant increase in groups returning for ranger led events.

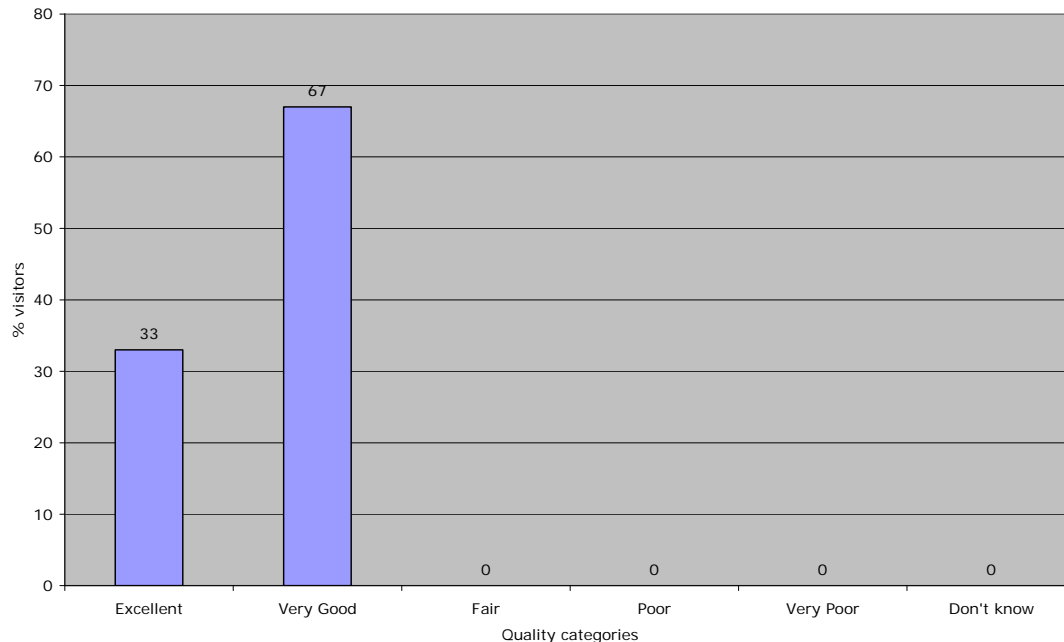
Table 8: Categories of groups attending events at Bentley

Event Type	Group		Targeted		Visit Type				Total
	Type	Subgroup	Yes	No	First time	Follow-up	First guided visit	NS.	
Community	Community group	From deprived community; Over 60's; Parents with pre-schoolers; Vulnerable adults	7	6	1	8	0	4	13
Community	Other	Health/GP referrals; Volunteers; others	7	16	0	23	0	0	23
Education	Education body	From deprived community; Young people	10	0	1	9	0	0	11
Recreation	Community group	From deprived community	0	4	0	3	0	1	4
Recreation	Other	Health/GP referrals; Education body; Other	0	19	1	15	0	3	19
Totals			24	45	3	58	0	8	70

4.2 Visitors' experiences at Bentley

4.2.1 Bentley's quality rating

Visitors surveyed on-site were asked to give an overall quality rating for Bentley as a place to visit, using the following quality scale: Excellent, Very good, Fair, Poor, Very poor, Don't know. The results show that 100% of visitors rate Bentley as either 'excellent' or 'very good' (Figure 11). No visitors gave Bentley a negative overall quality rating.

Figure 11: Overall quality rating for Bentley


To understand what aspects of the site might be contributing to the overall quality ratings, visitors were also asked to rate the quality of individual features and facilities at Bentley, using the same quality scale. Mean scores for each feature / facility were calculated, where a score of 1=Excellent, 2=Very Good, 3=Fair, 4=Poor, 5=Very Poor. The results in Table 9 (below) suggest that nature conservation, the design of the site, site maintenance, and the trails and paths are largely responsible for the overall high quality ratings shown in Figure 6 (above). Kids and sports facilities received a negative quality rating (3 and above).

Table 9: Quality ratings for facilities / features at Bentley

Facilities / features	Mean quality rating
Car Park	2.8
Design of site	1.6
Site Maintenance	1.7
Trails and paths	1.7
Visitor facilities	2.3
Nature Conservation	1.6
Kids Facilities	3.1
Sports Facilities	3.4
Info Available	2.6

4.2.2 Negative aspects

In 2010, on-site survey respondents were asked about problems that had impacted negatively on their enjoyment of Bentley. Respondents were asked whether a range of potentially problematic aspects had 'affected a lot', 'affected a little', or 'did not affect' their enjoyment. If respondents did not encounter the problem, they could state this as a response. The results for each potentially problematic aspect are shown in Figures 8 to 14 (below). The results reveal that, for a significant number of visitors (20%, 16% and 16% respectively), litter or fly tipping, dogs and dog dirt and motorised sports (including illegal motorised activity on site) affect the enjoyment of Bentley either a lot or a little.

Figure 12: Litter or fly tipping

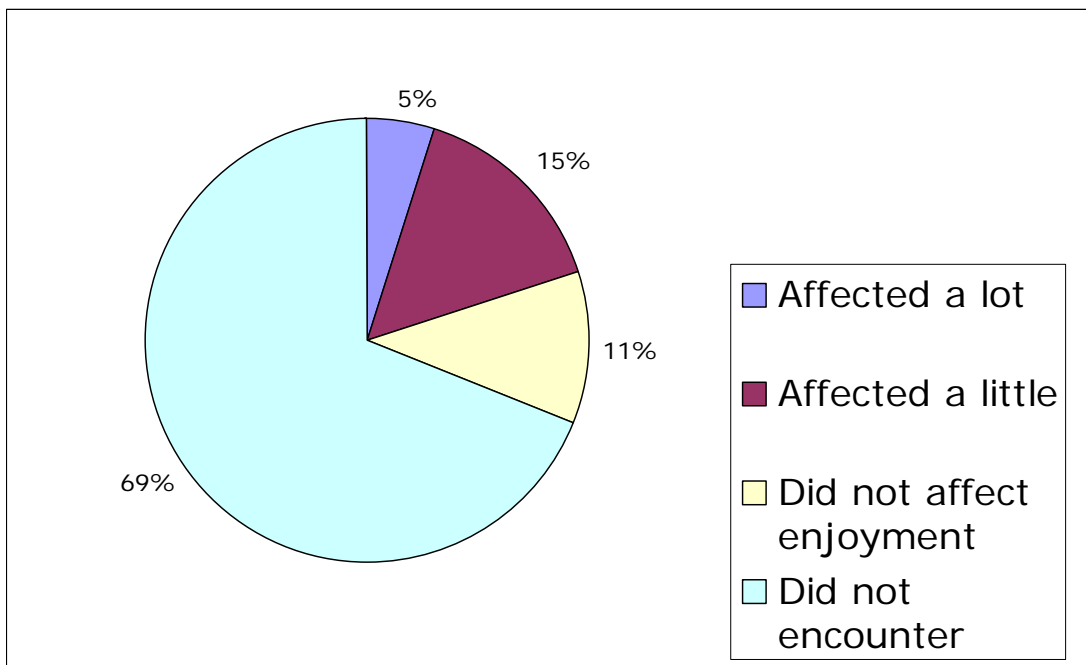


Figure 13: Dogs and dog dirt

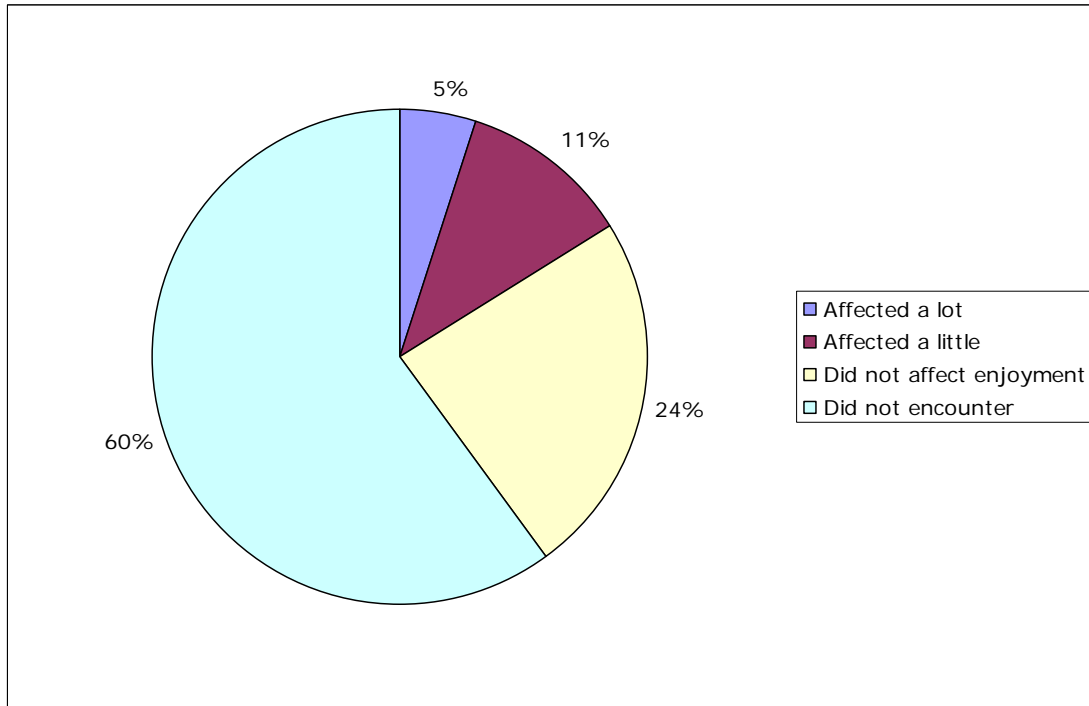


Figure 14: Muddy tracks

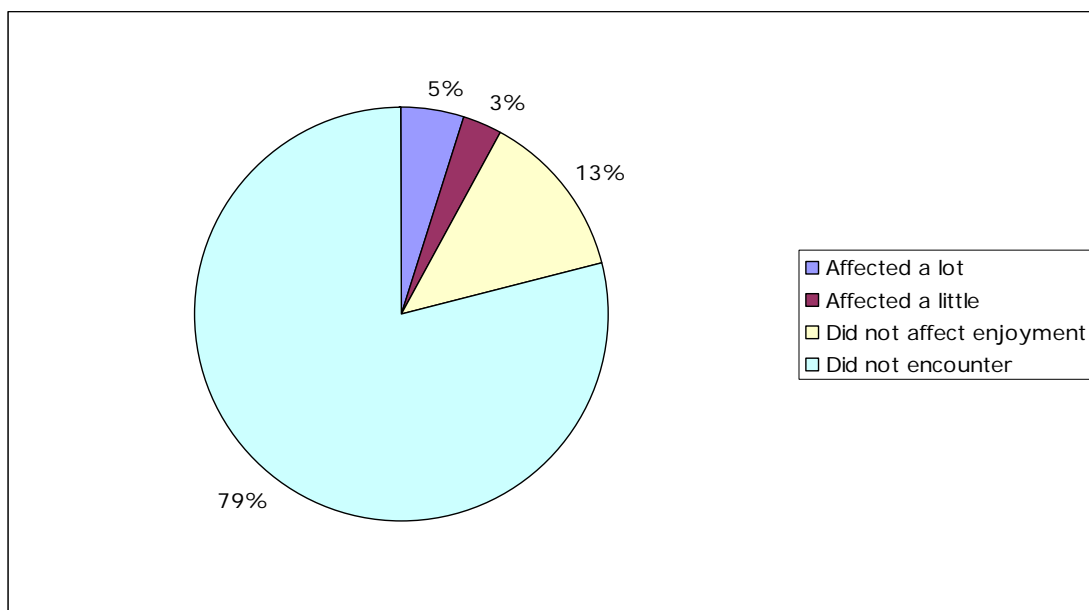


Figure 15: Vandalised or missing signs

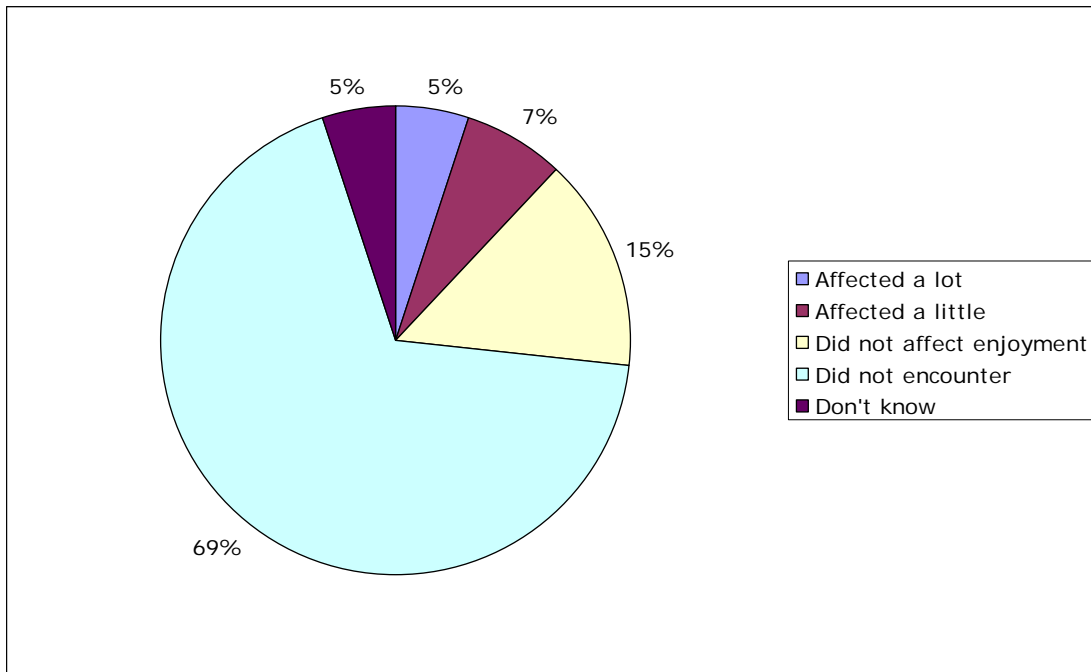


Figure 16: Forestry operations e.g. felling

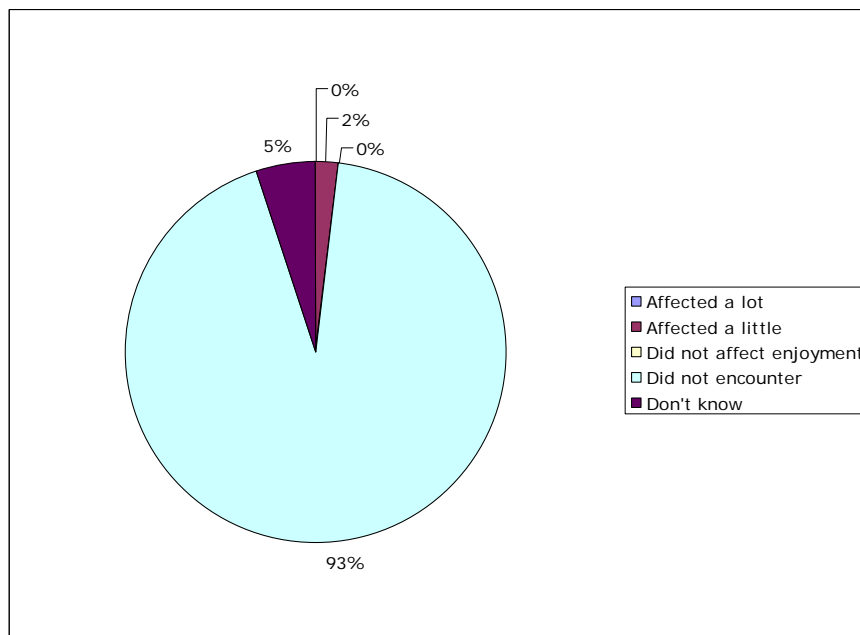


Figure 17: Motorised sports (including illegal motorised activity on site)

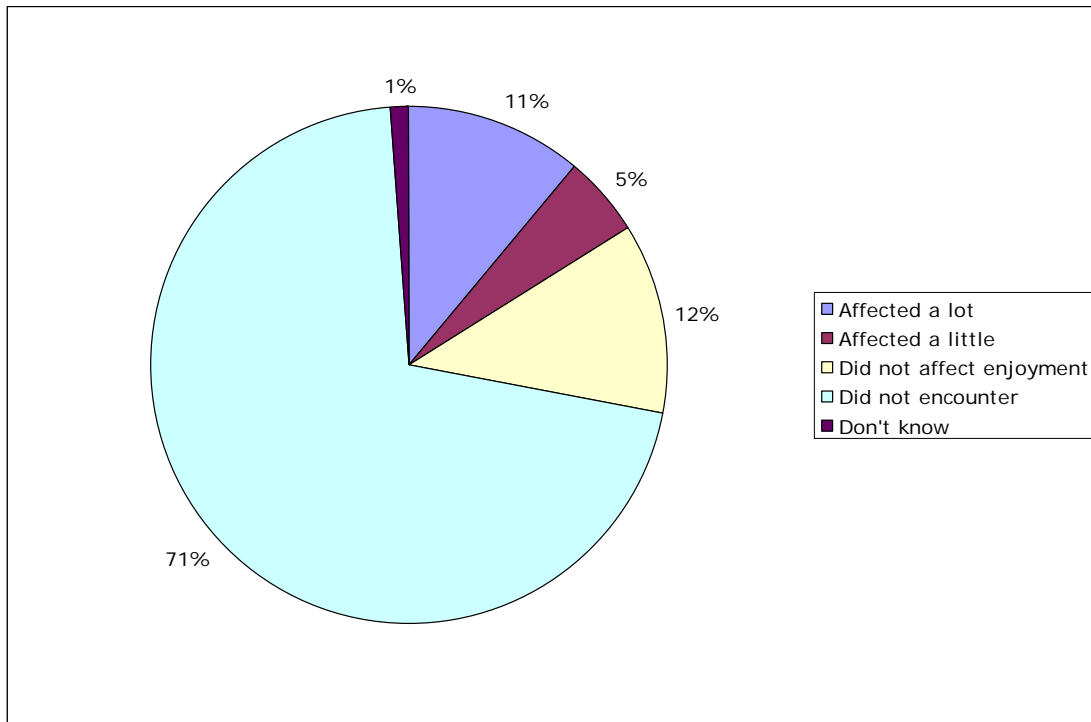
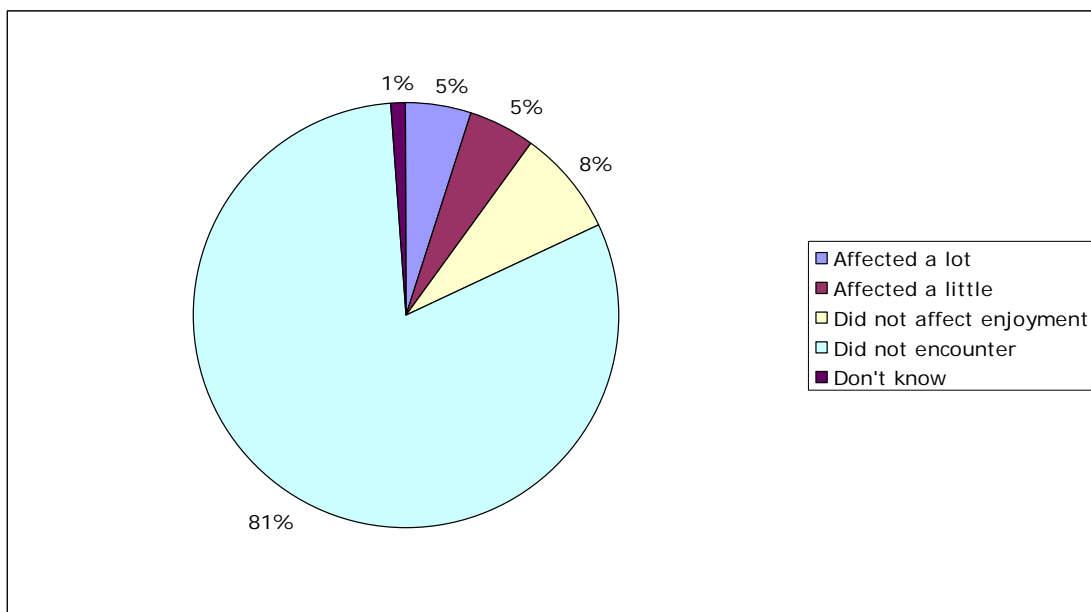


Figure 18: Disturbance from other users



4.3 Additional benefits

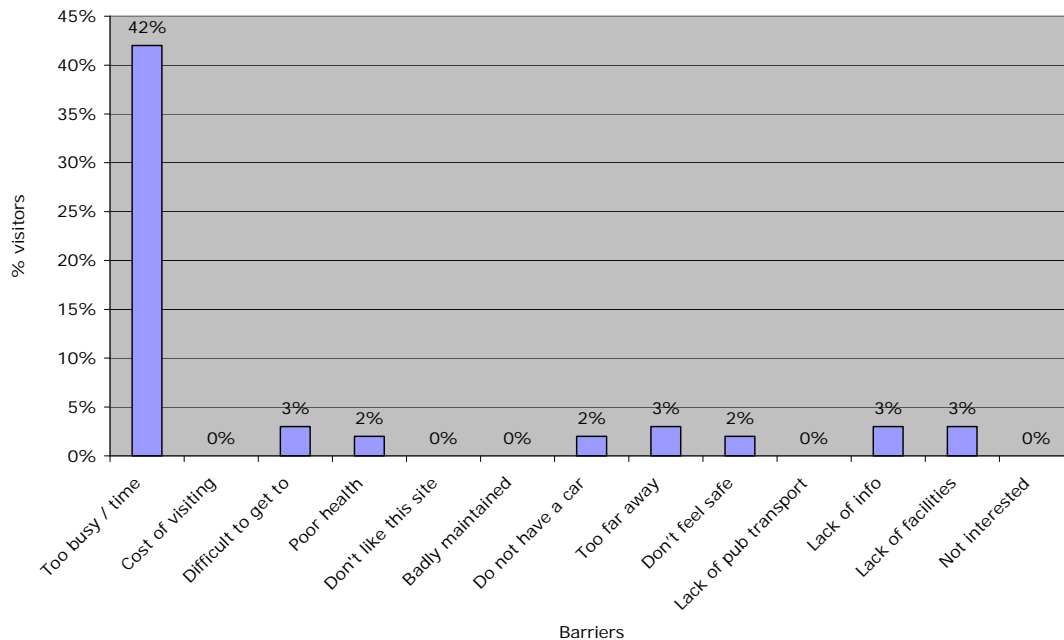
In addition to the closed list of personal and community benefit categories, respondents to the on-site survey in 2010 were given the opportunity to state other types of benefit that they felt they had gained through visits to Bentley. Responses included:

- It brings nature to my doorstep
- Provides open space away from traffic
- A great place to walk the dog
- A good place to exercise my horse
- Good tracks for wheelchairs.

4.4 Barriers to visiting

Respondents to the on-site survey were asked about factors that prevent them from visiting Bentley more often. The results in Figure 19 (below) show that, for many visitors (42%), lack of time prevents them from visiting more often. The other barriers listed in the questionnaire were not applicable to many respondents.

Figure 19: Barriers to visiting Bentley more often

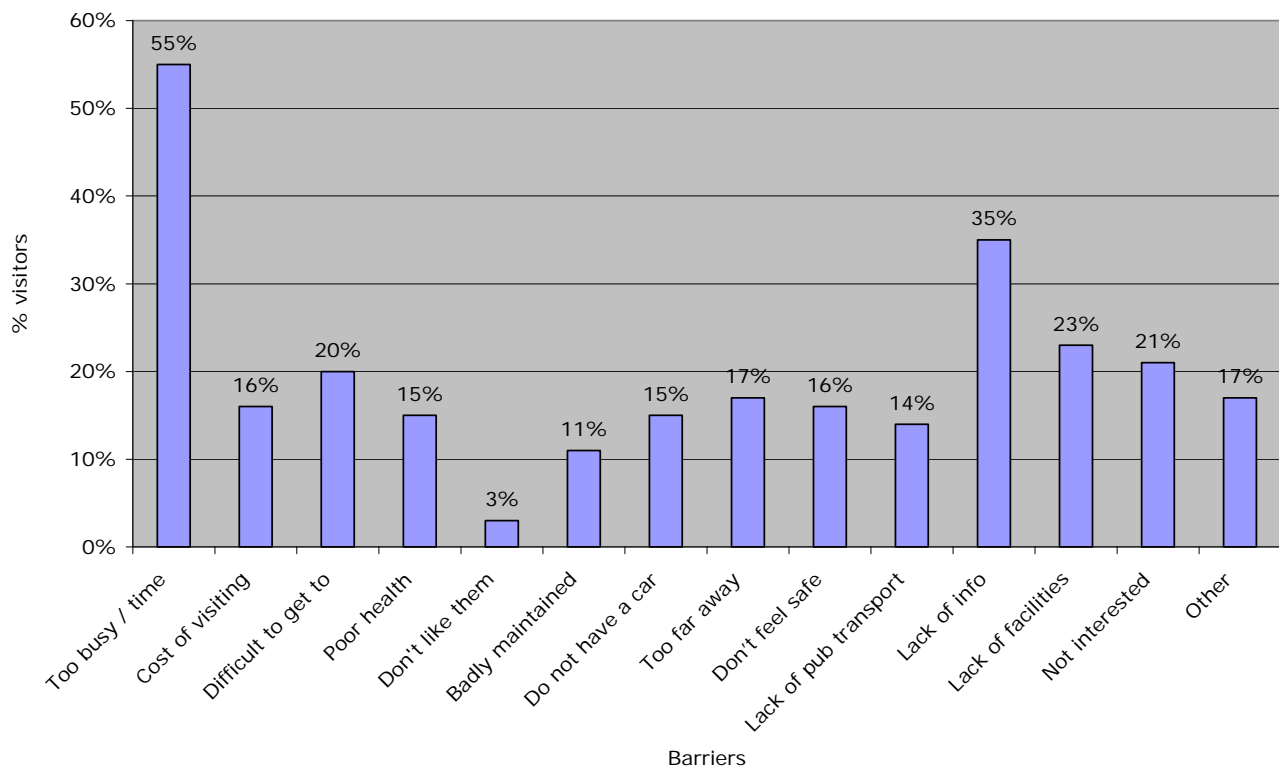


Respondents to the 2010 catchment survey were asked about factors that prevent them from visiting local parks, woods and green spaces more often. The results in Figure 16 (below) show that many respondents (55%) cite 'lack of time' as a barrier. Significant numbers of respondents also cite 'Lack of information' (35%), 'Lack of facilities' (23%),

'Not interested' (21%), and 'Difficult to get to' (20%) as reasons for not visiting local green spaces more often.

The same question was put to respondents of the Public Opinion of Forestry Survey in 2009. The results show that 'Lack of time' (38%), 'Too far away' (14%) and 'Don't have a car' (10%) emerged as the most significant barriers to accessing forests and woodlands in England.

Figure 20: Barriers to visiting local green spaces more often



5. Bentley's visitor profile

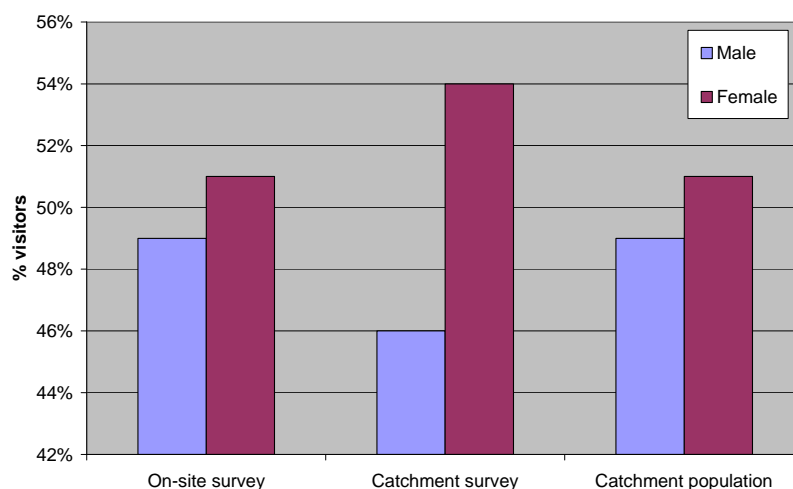
In this section, results from the on-site and catchment surveys and the analysis of management data returns are used to present a detailed 'visitor profile' for Bentley. Sub-section 5.1 presents an analysis of the socio-demographic make-up of visitors, focusing on gender, age, household income, employment status, disability and ethnicity. For each socio-demographic category, comparisons are made between the visitor profile and the profile of Bentley's catchment population carried out in 2008 to assess the 'representativeness' of the visitor profile. In sub-section 5.2 the socio-demographic disaggregation of visitors to Bentley is then used in a re-analysis of the headline indicators presented in Section 2 to reveal whether there is any significant relationship between the demographic categories and engagement, quality of experience, personal and social benefits, and barriers. Analyses are only presented in those cases where there is a statistically significant relationship between the socio-demographic category of visitors and responses to questions in the surveys – in other words, where the research results warrant the conclusion that socio-demography has an influence over quality of experience, benefits, or barriers.

5.1 Socio-demographic profile of visitors to Bentley

5.1.1 Gender profile

Both on-site and catchment survey results (2010) show that there are slightly more female than male visitors to Bentley (see Figure 21, below). The profiling of Bentley's catchment population in 2008 revealed that females (51%) slightly outnumbered males (49%). As such, the research suggests that the gender profile of visitors to Bentley is closely representative of the gender profile of the catchment population.

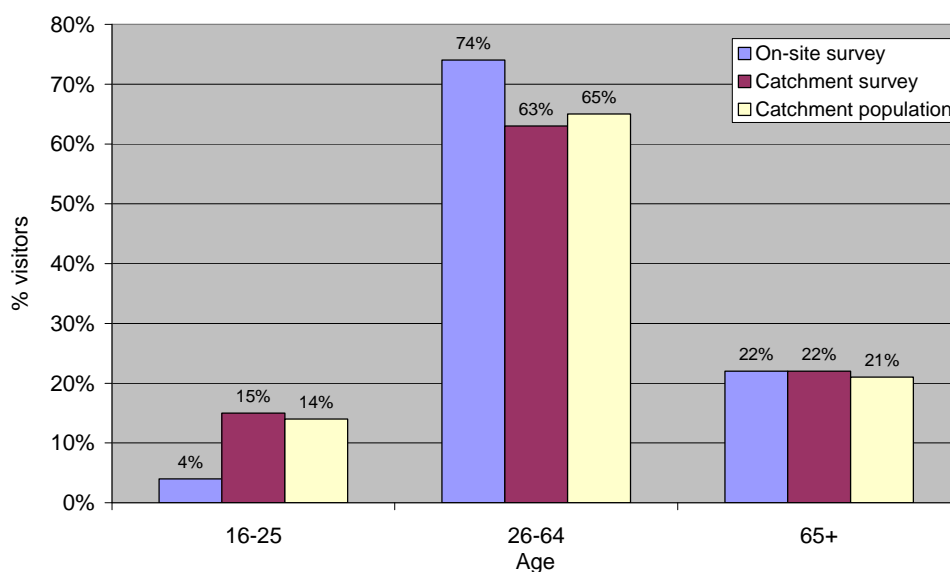
Figure 21: Gender profile of visitors to Bentley



5.1.2 Age profile

The age profile of visitors surveyed through the on-site and catchment survey are very similar (see Figure 22, below). Most visitors (74% on-site survey, 63% catchment survey) fall within the 26-64 yrs age category. Figure 22 also presents the age profile of the catchment population (adjusted to exclude the under 16 yrs category) and shows that representation of 16-25yrs within the on-site survey respondents is lower than in the background population. The results of the on-site survey indicate, therefore, that this age group may be slightly under-represented amongst visitors to Bentley; this result is also confirmed by Bentley staff. Apathy or reluctance amongst young people to participate in questionnaire surveys and a pre-requisite of the project not to interview those under 16 years of age unless accompanied by an adult may also give rise to lower numbers of young persons as respondents within the project, even when they were present on site.

Figure 22: Age profile of visitors to Bentley



5.1.3 Income profile

Results from the on-site and catchment surveys in 2010 reveal that few respondents were willing to answer questions about household income. Out of 66 on-site survey respondents, only 20 answered this question. In the catchment survey, of the 57 respondents who had visited Bentley, only 32 answered. Given that in each case the sample is small, the results presented here should be treated with caution.

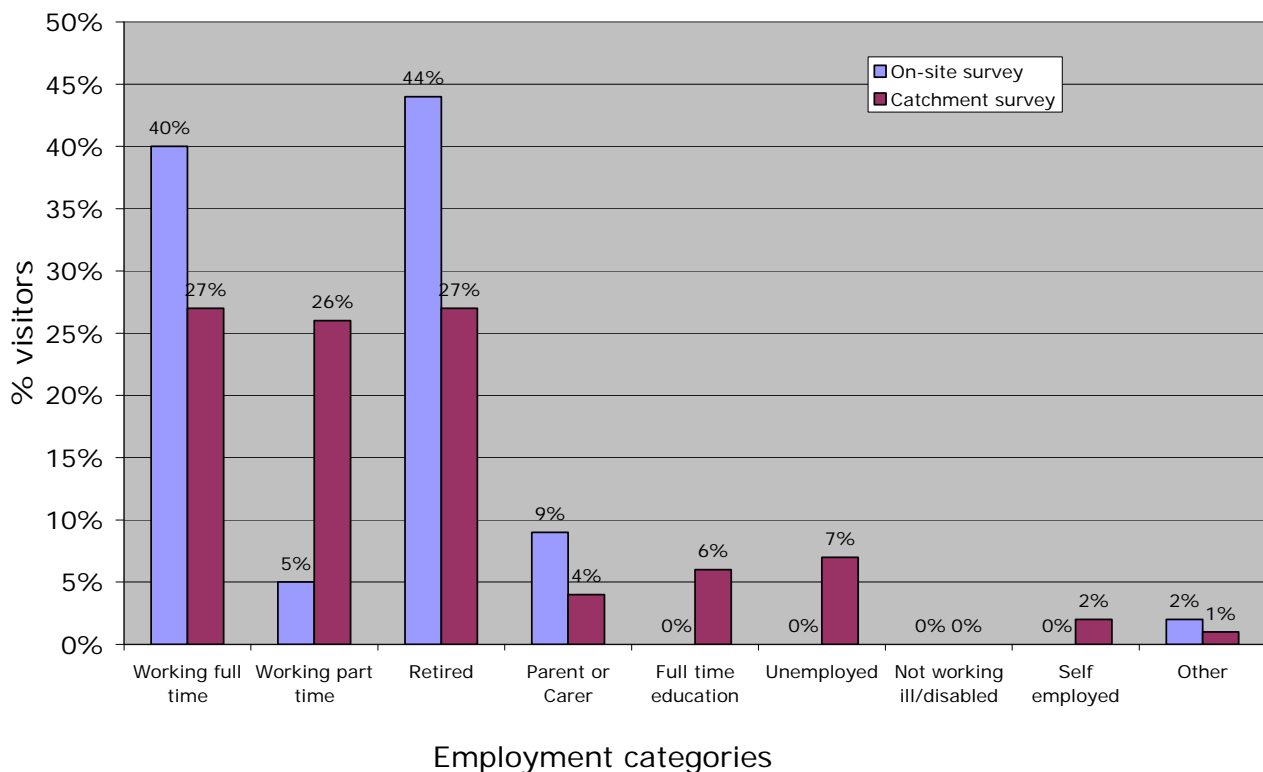
Of those on-site survey respondents who answered the question relating to household income (30%, n=20), 45% are from low income households (20K or less). Respondents from low income households accounted for 21% (n=12) of visiting respondents to the catchment survey. The profiling of Bentley's catchment population reveals a mean

average household income of £23,806 (median: £22,959). In 2008, more than 50% of respondents to the on-site survey recorded a household income lower than the mean average for the catchment, whereas this proportion had dropped to just over 30% in 2010. These results suggest that i) the representation of low income visitors is falling at Bentley, or ii) incomes have risen slowly (NB: average income figures are based on the 2001 Census and therefore are fixed for the project period).

5.1.4 Employment profile

The employment profile of visitors surveyed through the on-site and catchment surveys is shown in Figure 19, below. The majority of on-site (89%) and catchment (80%) survey respondents are either working full-time, part-time, or retired. Taking the visitor population from both surveys (66+57=123), retired (n=25+15=40) and unemployed people (n=0+4=4) account for about 36% of visitors to Bentley. The results of the catchment profiling reveal that about 20% of the catchment population fall within social grade 'E', which includes unemployed people, pensioners and all people on state benefits. The results of the research suggest, therefore, that unemployed and retired people are well represented amongst visitors to Bentley.

Figure 23: Employment profile of visitors to Bentley

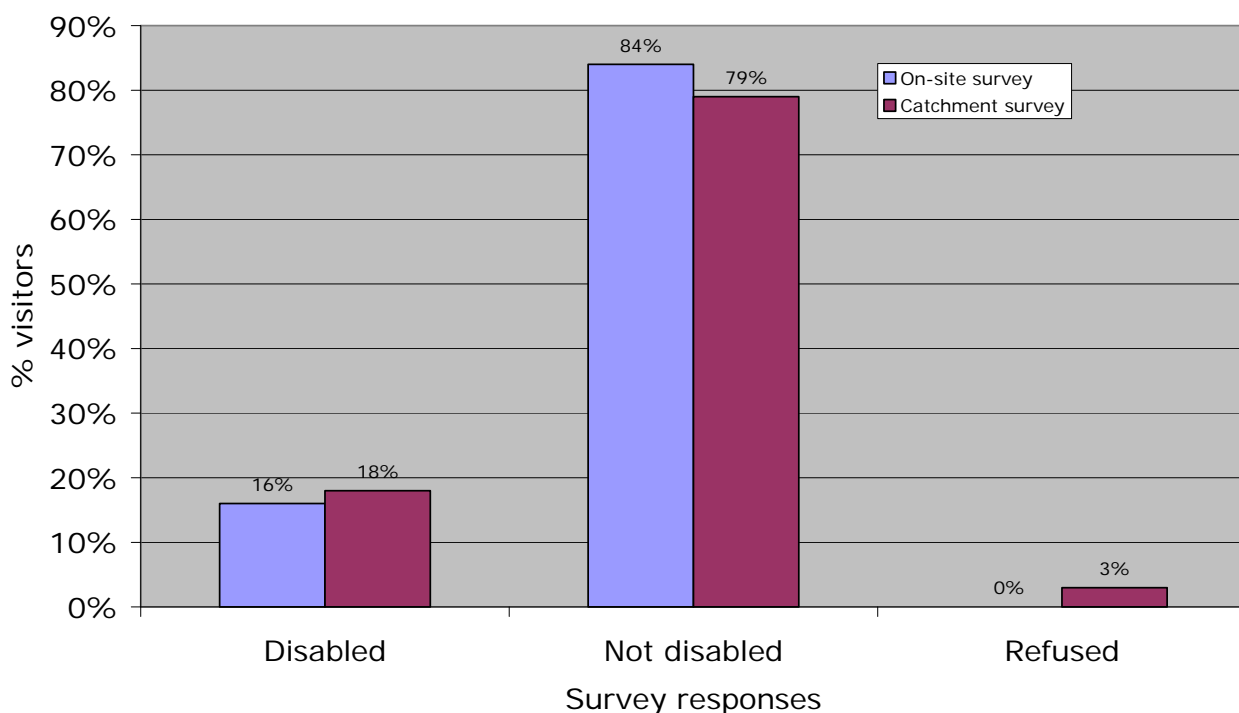


5.1.5 Disability profile

The 2010 on-site and catchment survey results show, respectively, that 12% and 17% of visitors to Bentley are disabled. Disabled respondents to the on-site survey fell within the following categories of disability: Mobility (n=1), Visual impairment (n=1), Hearing impairment (n=3), Mental health (n=1), Physical health (n=4), Other (n=0).

Taking the visitor population from both surveys (66+57=123), visiting disabled respondents (n=8+9=17) account for about 14% of visitors to Bentley. The socio-demographic indicator 'Disability' was not used to profile the Bentley catchment, so direct comparisons with the catchment profile are not possible. However, the catchment profiling does show that about 23% of people living within the catchment suffer from limiting, long-term illness. The research allows a tentative conclusion to be drawn, therefore, that people with disabilities are broadly represented amongst visitors to Bentley.

Figure 24: Disability profile of visitors to Bentley

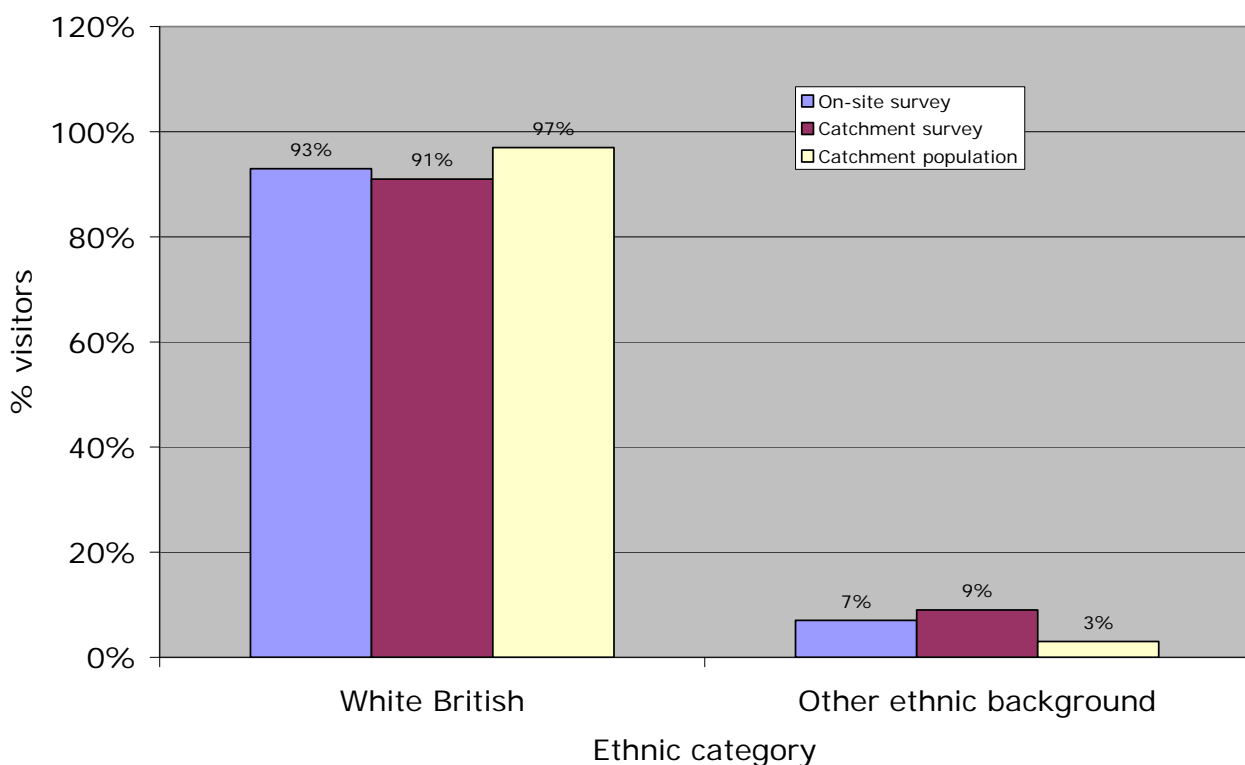


5.1.6 Ethnic profile

Results from both on-site and catchment surveys reveal that the vast majority of visitors to Bentley categorise themselves as 'White British' (see Figure 21, below).

Taking the visitor population from both surveys (only those who answered this question) (58+57=115), people who categorise themselves as other than 'White British' (n=3+6=9) account for about 8% of visitors to Bentley. The ethnic profiling of visitors and Bentley's catchment population shows that people falling within the 'Other ethnic background' category account for about 3% of the catchment population. The research results indicate, therefore, that minority ethnic groups are well represented amongst visitors to Bentley.

Figure 25: Ethnicity profile of visitors to Bentley



5.1.7 Diversity profile for events

Total attendance at Bentley events in the current reporting period was 963 persons or 1.3% of the catchment population (based on 2001 Census data); this is a 1.5-fold pro rata increase in Event attendance in comparison to the previous reporting period. To provide an indication of the representativeness of diversity to events relative to the catchment population the data was aggregated by Event type and representativeness considered relative to ethnicity, age and gender, and disability (Table 10).

Of the 70 events held at Bentley in the reporting period November 2009 to October 2010, ethnicity data was collected from 26 community events, 5 education events and 19 recreational events (total = 50); respondents were given the opportunity on feedback forms to tick the box if they “do not wish to assist us with monitoring”. No ethnicity data is recorded from self-led activities in the current reporting period. Participants were majoritatively White-British at events (99.8%). The ethnic profiling of Bentley’s catchment population shows that people falling within the ‘Other ethnic background’ category account for about 3% of the catchment population. The research results indicate, therefore, that minority ethnic groups were under-represented amongst event participants at Bentley in the current reporting period and note a reduction in the representativeness of people from other ethnic backgrounds at Bentley’s events in comparison to the previous reporting periods.

Age and gender was collected from 51 events and 13 activities (Table 10). Taking all activities and events together, participants were 38% male and 62% female. Considering events and activities separately, the male:female ratios were 39:61% at Events and 32:68% at Activities. Males were generally under-represented at Activities and Events held at Bentley in the current reporting period (Table 10), although both genders were well represented in the previous reporting period.

Table 10. Age diversity of attendees at Bentley events between 1st November 2009 to 31st October 2010.

Event type	Age										Total	No. of events*			
	0-4		5-11		12-15		16-25		26-59				Over 60		
	M	F	M	F	M	F	M	F	M	F			M	F	
Event - community	17	11					5		81	77	28	70	131	158	27 (36) [#]
Event - education	13	13	28	31					7	25			48	69	5 (11)
Event - recreation			69	77					6	65	20	53	69	195	19 (23)
Permission - community											20	60	20	60	10 (11)
Permission - recreation	2	4	7	8					10	12			19	24	3 (3)
Total	32	28	104	116	0	0	5	0	104	179	68	183	313	506	64 (84)

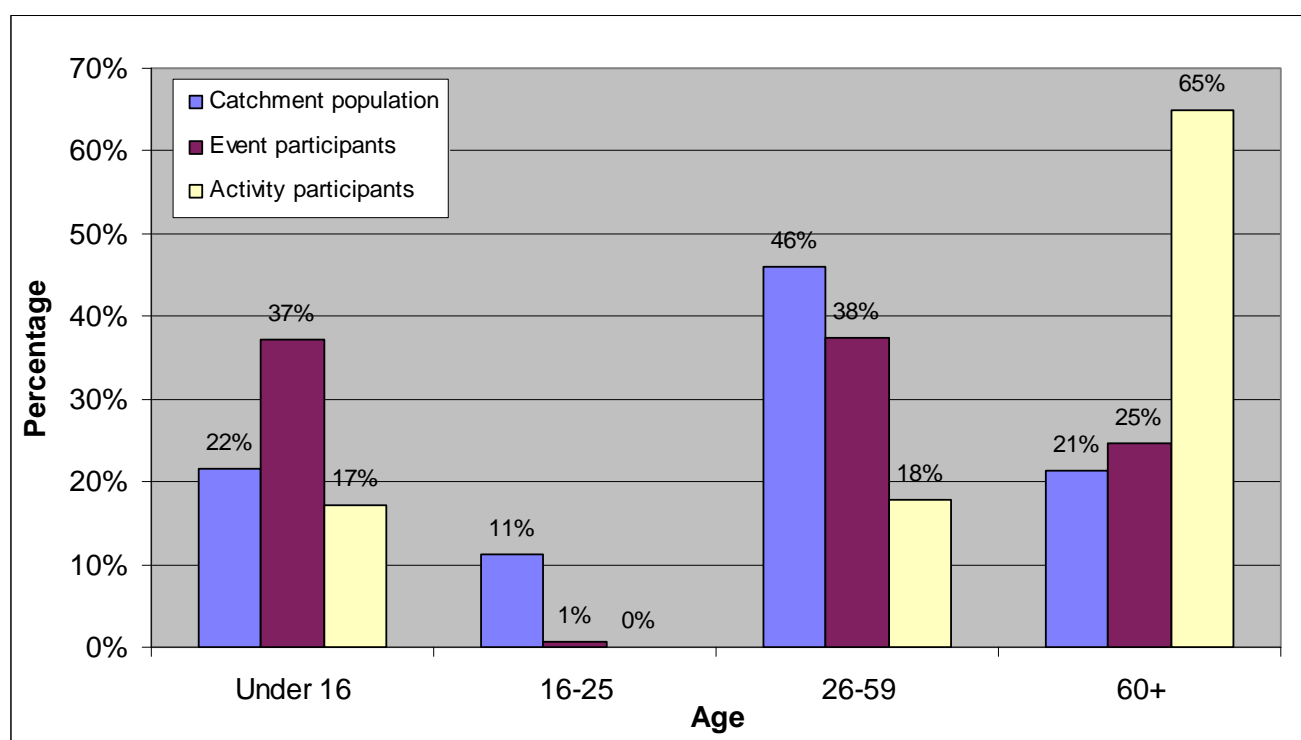
* = Total number of events that data is based upon

= number in brackets is total number of events for current reporting period

Data on attendance, by age group, was collected from 51 events and 13 activities (Table 10). Considering all the activity and event attendance data together, participant age diversity was 34% under 16's, 0.5% 16-25 years old, 34.5% 26-60 years, and 31% over 60's. Comparison of event participant ages and the age profile of the catchment population shows that 16-25 year olds are heavily under-represented, under 16's are over represented, and 26-59 and over 60 years are well represented (Figure 22). In the previous reporting period, event participants in the age brackets 16-25, 26-59 and 60+ were under-represented relative to the catchment demographics.

Comparison of activity participant age data shows that 16-25 and 26-59 year olds are heavily over-represented (Figure 22), where as over 60s are over-represented in comparison to the age profile of the catchment population.

Figure 26: Age profile of participants at events at Bentley



Disability data was collected following 10 of the 84 activities and events held at Bentley in the current reporting period (Table 11). Forty-four people with a range of physical, mental and learning disabilities participated in ranger and self-led group events at Bentley between 1st November 2009 and 31st October 2010. No comparison is available to previous reporting periods due to the lack of historical data.

Table 11. Disability diversity of attendees at Bentley events between 1st November 2009 to 31st October 2010.

	Disability						Total
	Physical	Visual	Hearing	Mental	Learning	Other	
Event - community	6	0	0	12	10	0	28
Event - education	0	0	0	0	0	0	0
Event - recreation	0	0	0	0	0	0	0
Permission - community	0	0	0	8	0	0	8
Permission - recreation	0	0	0	8	0	0	8
Total	6	0	0	28	10	0	44

5.2 Socio-demography and use, engagement, quality of experience, benefits and barriers

In this sub-section, the relationship between socio-demographic categories of visitors and responses to the questions about use, engagement, quality of experience, benefits and barriers are analysed to discover whether there is any significant relationship between the demographic categories and respondents' perceptions and experiences of Bentley. As stated above, analyses are only presented in those cases where there is a statistically significant relationship between the socio-demographic category of visitors and responses to questions in the surveys – in other words, where the research results warrant the conclusion that socio-demography has an influence.

5.2.1 Socio-demography and engagement

The results of the on-site survey reveal that 14% (n=9) of visitors to Bentley have been involved in management related activities. Given that the number of visitors involved is small, differences between responses given by different categories of respondents need to be large in order to conclude that socio-demography has an influence.

The results of the statistical analysis of responses to the on-site survey indicate that disabled visitors are more likely to be involved in management related activities than non-disabled visitors (p=0.07).

5.2.2 Socio-demography and benefits

The results of the statistical analysis reveal a significant relationship between socio-demographic categories and some categories of social benefit at Bentley. Higher income groups were more likely (p<0.01) to identify with learning about the environment, wildlife, bringing community together, and a nice place to live as categories of personal benefit.

In terms of social benefits, higher income groups were more likely ($p < 0.01$) to agree with statements about the Bentley as a good place for people to relax, keep fit, have fun, and to see wildlife. They were also more likely to agree that Bentley brings the community together, makes the area nicer place to live, and gets people involved in local issues.

