

4.2.2 Negative aspects

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 7 to 13 (below). The results reveal that, for a significant number of visitors (19%, 15%, and 20% respectively), litter or fly tipping, dogs and dog dirt and motorised sports affect the enjoyment of Bentley either a lot or a little.

Figure 7: Litter or fly tipping

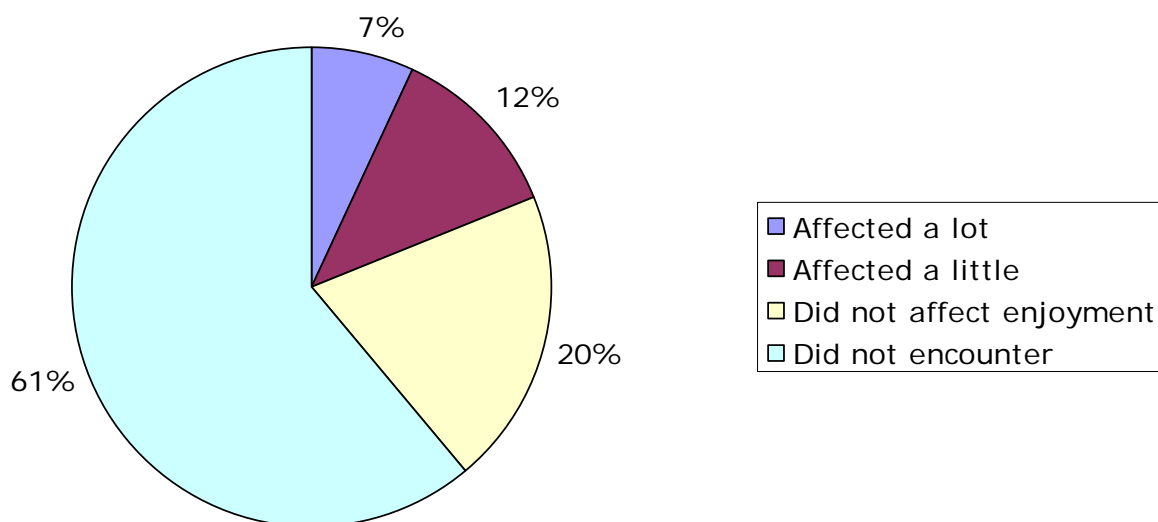


Figure 8: Dogs and dog dirt

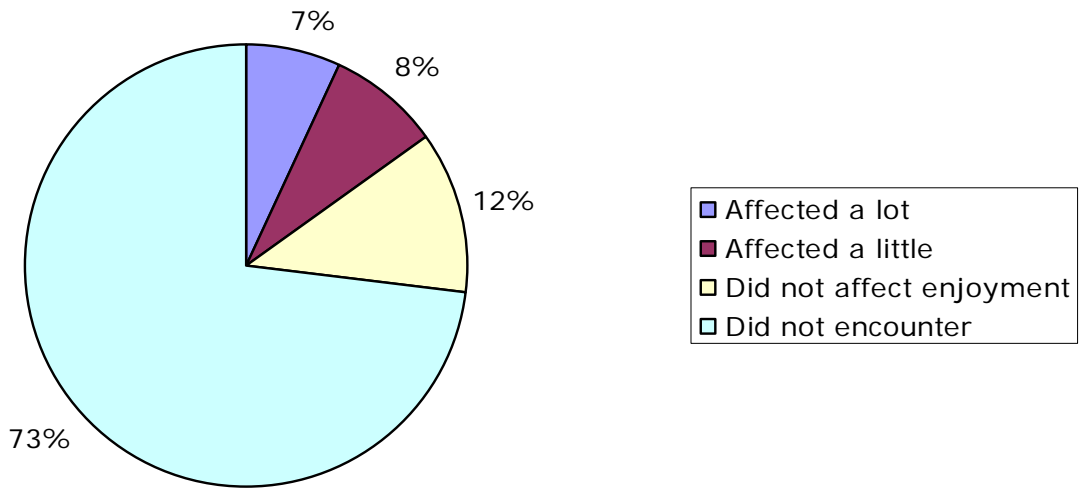


Figure 9: Muddy tracks

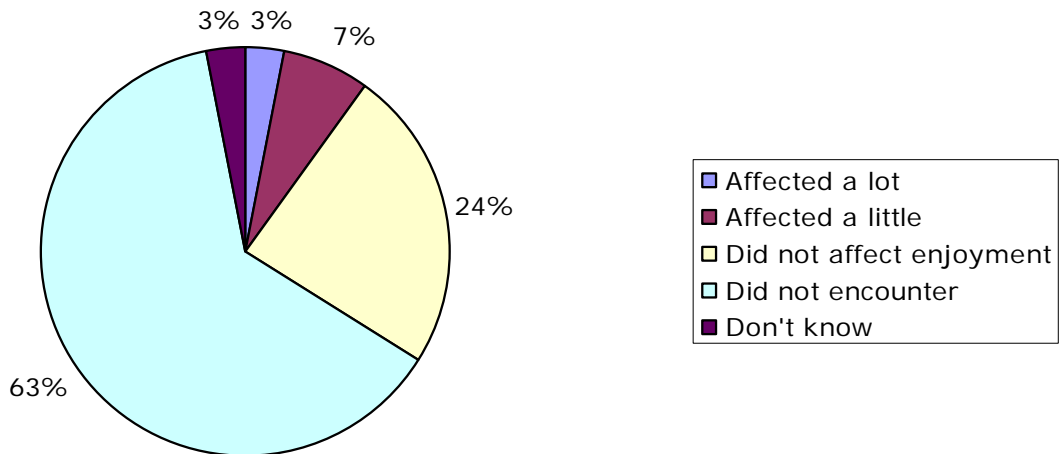


Figure 10: Vandalised or missing signs

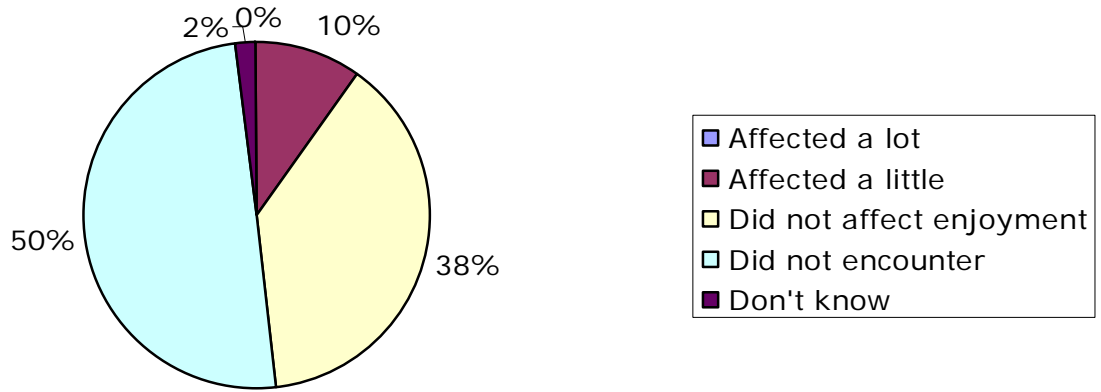


Figure 11: Forestry operations e.g. felling

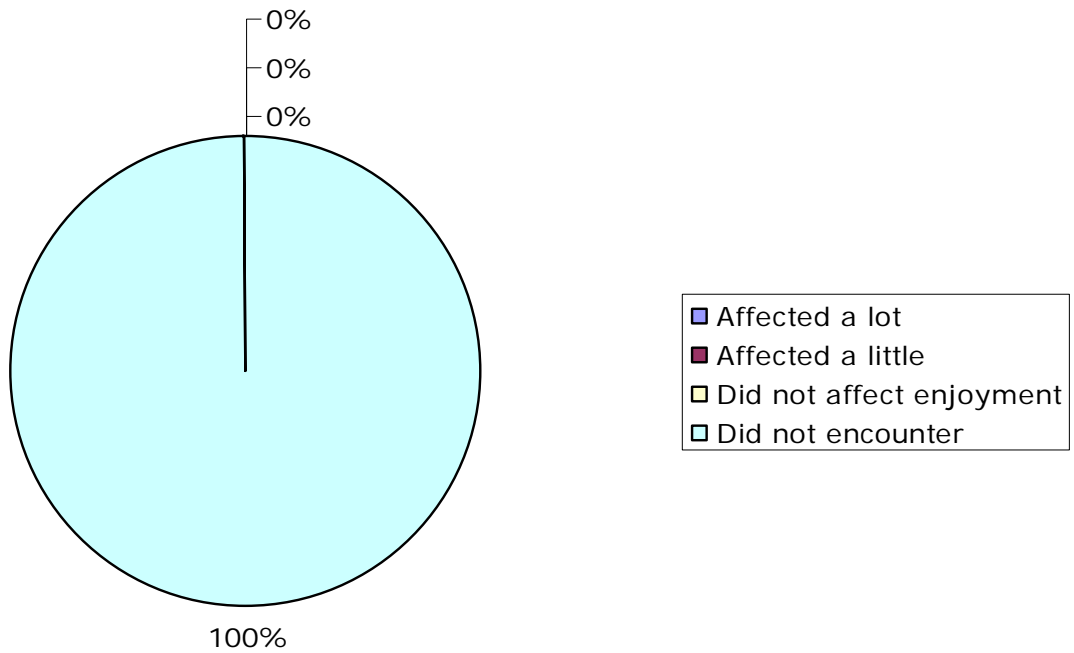


Figure 12: Motorised sports

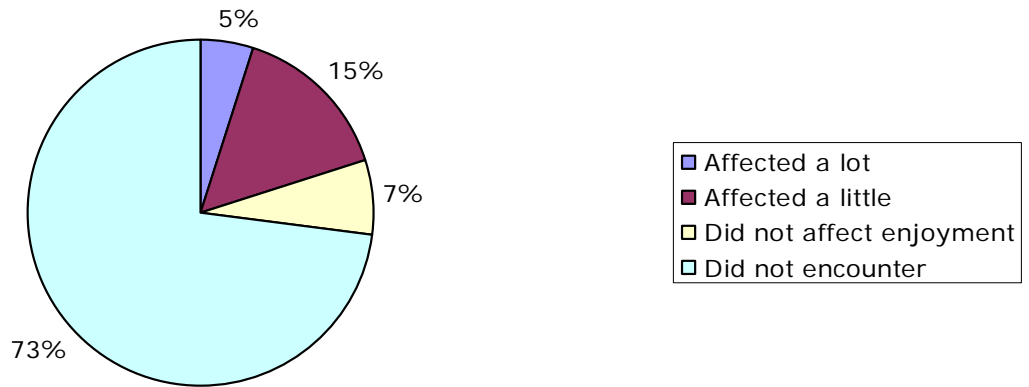
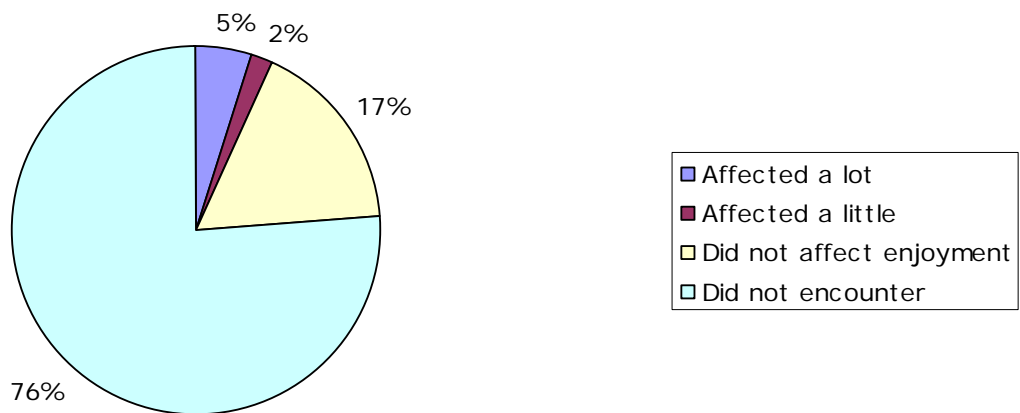


Figure 13: Disturbance from other users



4.3 Additional benefits

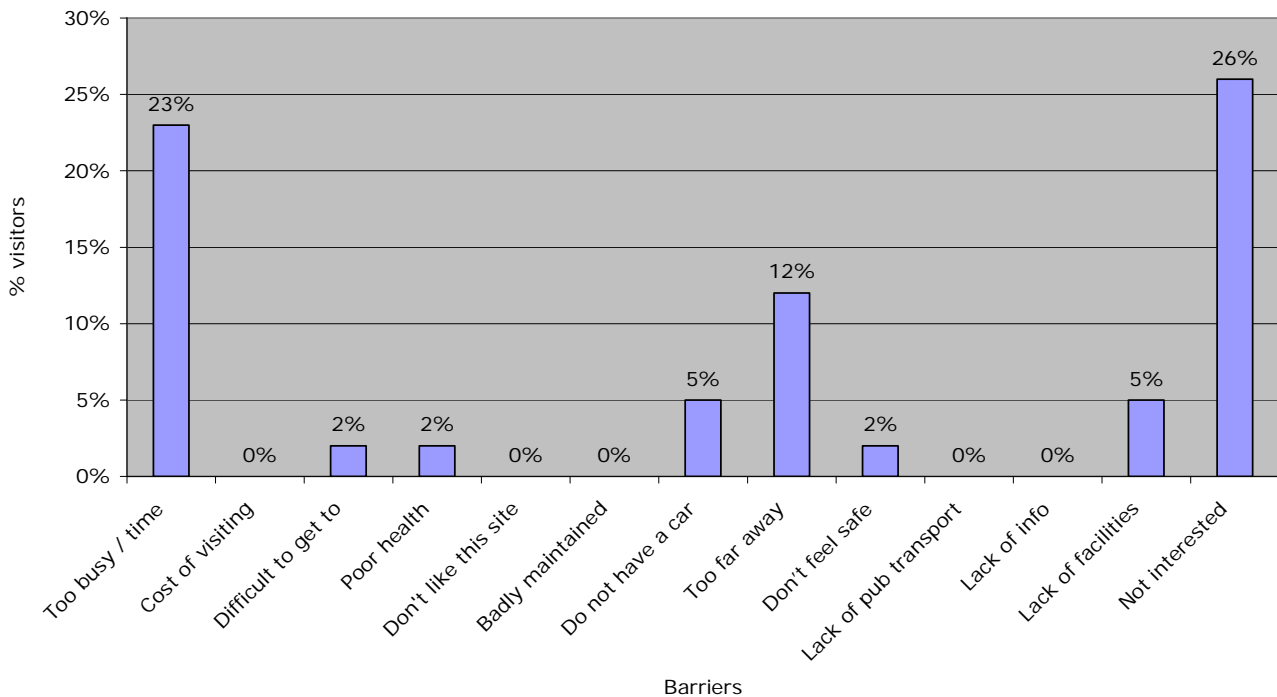
In addition to the closed list of personal and community benefit categories, on-site survey respondents were given the opportunity to state other types of benefit that they felt they had gained through visits to Bentley. Responses included:

- attending courses run by the FC
- helping with rehabilitation after a stroke
- a nice place to walk the dog.

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 14 (below) show that for many visitors a lack of time (23%) and lack of interest (26%) prevent them from visiting more often.

Figure 14: Barriers to visiting Bentley more often



5. Bentley's visitor profile

In this section, results from the on-site survey and the analysis of management data returns are used to present a detailed, baseline '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

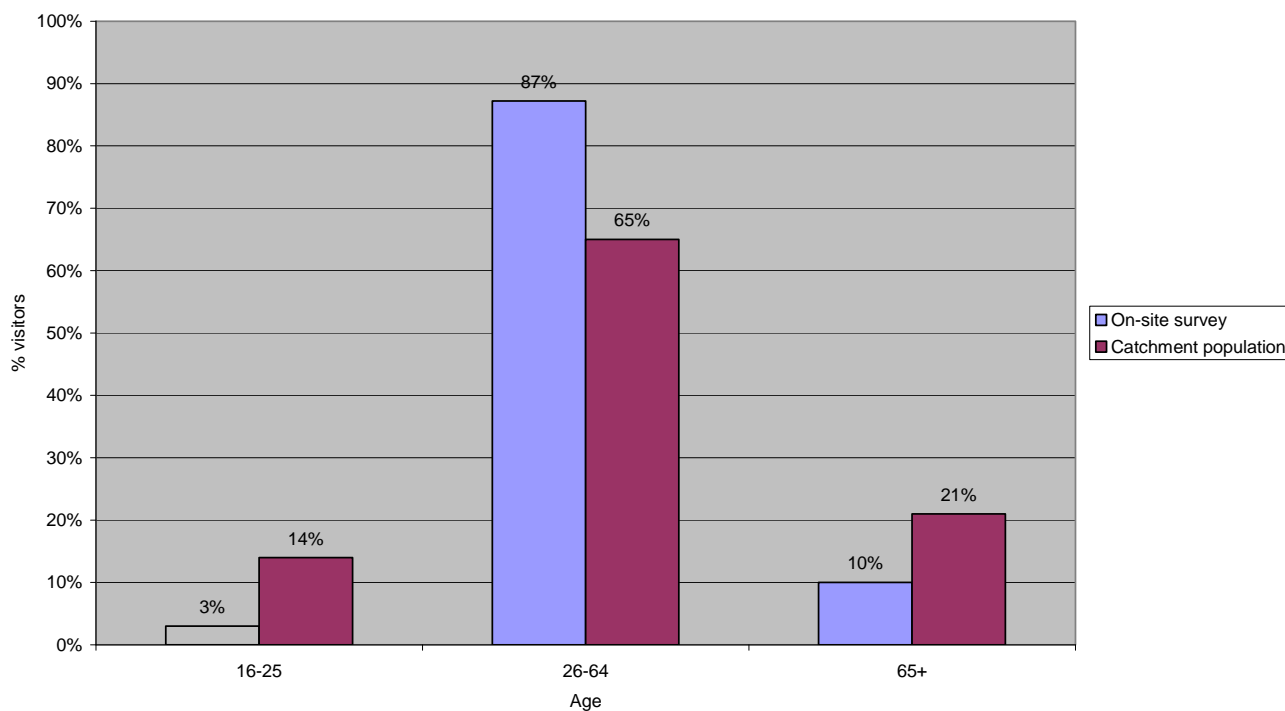
5.1.1 Gender profile

The on-site survey results show that male visitors (60%) outnumber female visitors (40%) at Bentley. This is in contrast to the results of the baseline survey which revealed that female visitors slightly outnumbered males. The profiling of Bentley's catchment population reveals that females (51%) slightly outnumber males (49%). As such, the 2009 survey results suggest that, during this survey year, female visitors were under-represented at Bentley.

5.1.2 Age profile

The age profile of visitors surveyed through the on-site survey (see Figure 15) shows that most visitors (87%) fall within the 26-64 yrs age category. Figure 15 also presents the age profile of the catchment population (adjusted to exclude the under 16 yrs category) and shows that, as was the case in 2008, representation of 16-25yrs and 65+yrs groups at Bentley is slightly lower than in the background population. The results of the research indicate that these age groups may be slightly under-represented amongst visitors to Bentley. This is significant because these age groups are often targeted by specific interventions and policies aimed at increasing their use of green space, usually as a means of addressing health problems.

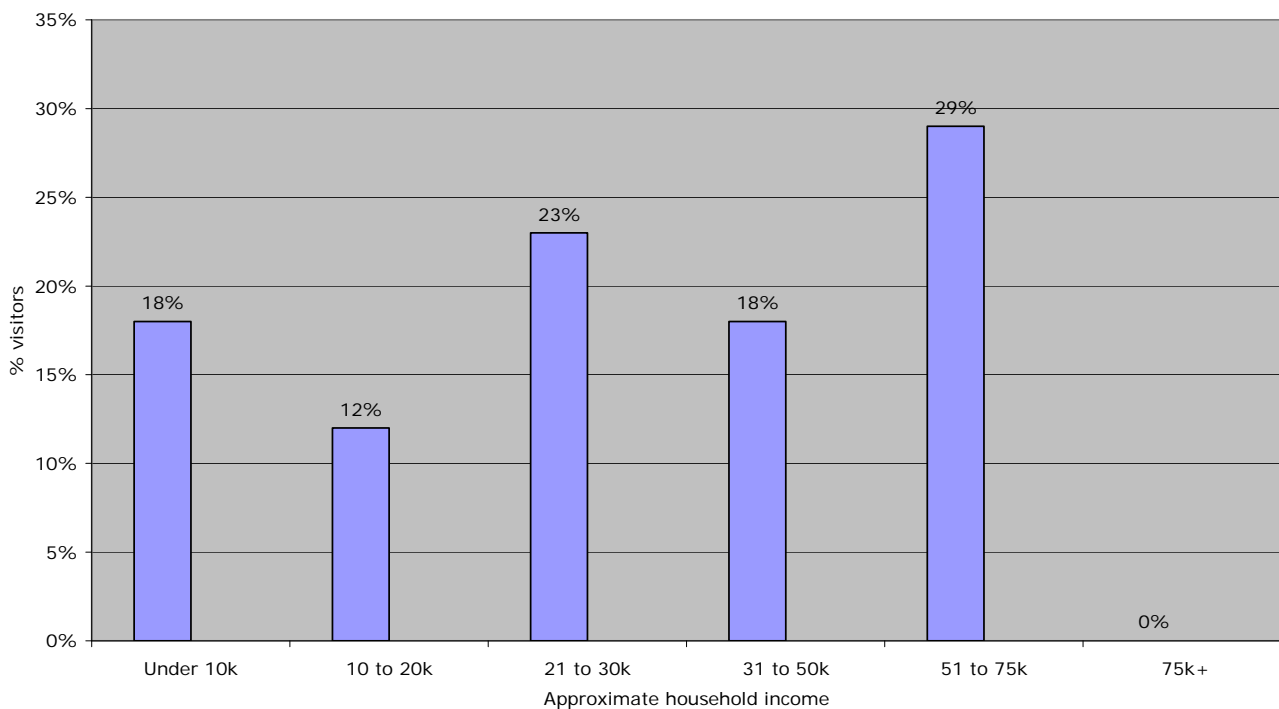
Figure 15: Age profile of visitors to Bentley



5.1.3 Income profile

Results of the on-site survey reveal that of those respondents who answered the question relating to household income (40%, n=17), 30% are from low income households (20K or less; see Figure 16). The profiling of Bentley's catchment population reveals an average household income of £23,806. Given that at least 30% of respondents to the on-site survey recorded a household income lower than the average for the catchment, the research results provide a strong indication that people from low income households are well represented amongst visitors to Bentley.

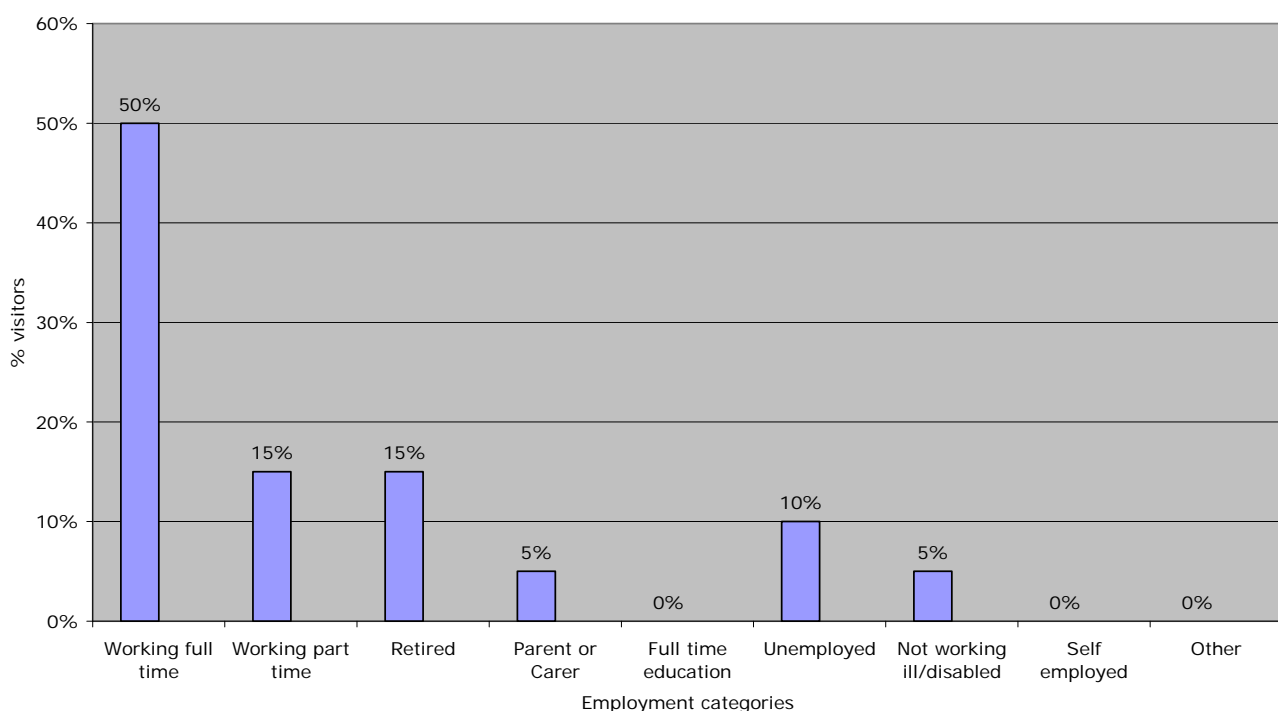
Figure 16: Income profile of visitors to Bentley



5.1.4 Employment profile

The employment profile of visitors to Bentley is presented in Figure 17, below. The results reveal that 50% of visitors to Bentley are in full-time employment. Retired and unemployed people account for 25% 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 17: Employment profile of visitors to Bentley



5.1.5 Disability profile

On-site survey results show that 14% of visitors to Bentley are disabled. Disabled respondents to the on-site survey fell within the following categories of disability: Mobility (n=2), Visual impairment (n=0), Hearing impairment (n=0), Mental health (n=0), Physical health (n=3), Other (n=1).

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 ca. 23% of people living in the catchment suffer from limiting, long-term illness. The research allows a tentative conclusion to be drawn that people with disabilities are slightly under-represented amongst visitors to Bentley.

5.1.6 Ethnic profile

100% of visitors surveyed categorised themselves as ‘White British’. 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 were under-represented amongst visitors to Bentley during 2009.

5.1.7 Diversity profile for events

Total attendance at Bentley events in the current reporting period was 402 persons (Table 1), or 0.5% of the catchment population. To provide an indication of the representativeness of diversity to events relative to the catchment population the data was aggregated by Event type; grand totals were also generated (Table 8). Representativeness was considered relative to ethnicity, age and gender, and disability.

Of the 50 events held at Bentley in the reporting period April to December 2009, ethnicity data was collected from 8 community events, 5 education events and 1 recreational event (Table 8) and age and gender was collected from 8 community events, 5 education events and 2 recreational events (Table 8). The low percentage of events for which diversity data is available for analysis, in part, relates to flexibility granted to participants to part-take in monitoring; groups were given the opportunity on feedback forms to tick the box if they “do not wish to assist us with monitoring”.

Table 8. Diversity of attendees at events between April and December 2009.

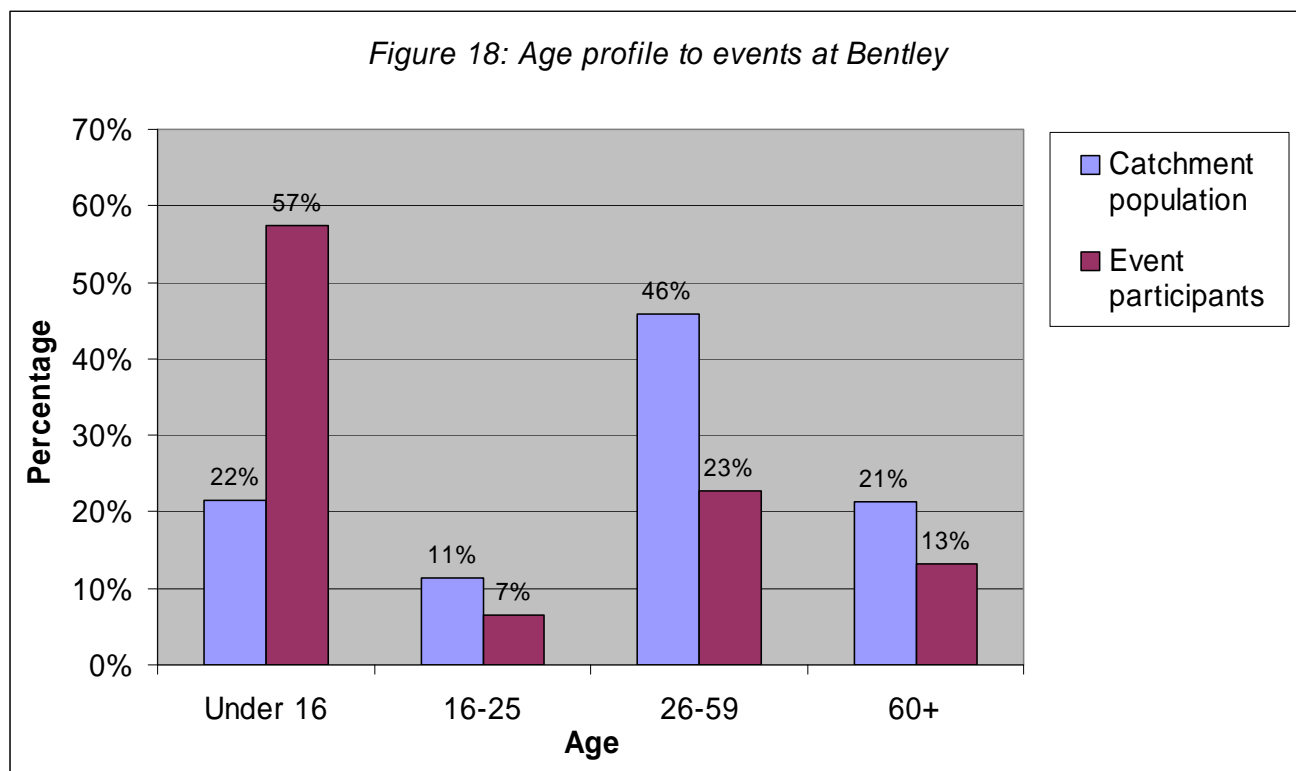
Event type	Ethnicity				Age												No. of events *		
	White British	White other	Non-white	No. of events *	0-4		5-11		12-15		16-25		26-59		Over 60			Total	
					M	F	M	F	M	F	M	F	M	F	M	F		M	F
Event - community	87		2	8 (40)#	7	6	11	6	15	4	3	1	14	13	4	5	54	35	8 (40)#
Event - education	37			5 (6)			22	13					8				22	21	5 (6)
Event - recreation	16	1		1 (4)			1	1	4	6	7	1	2		13		6	29	2 (4)
Total	140	1	2	14 (50)	7	6	34	20	19	10	3	8	15	23	4	18	82	85	15 (50)

* = Total number of events that data is based upon

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

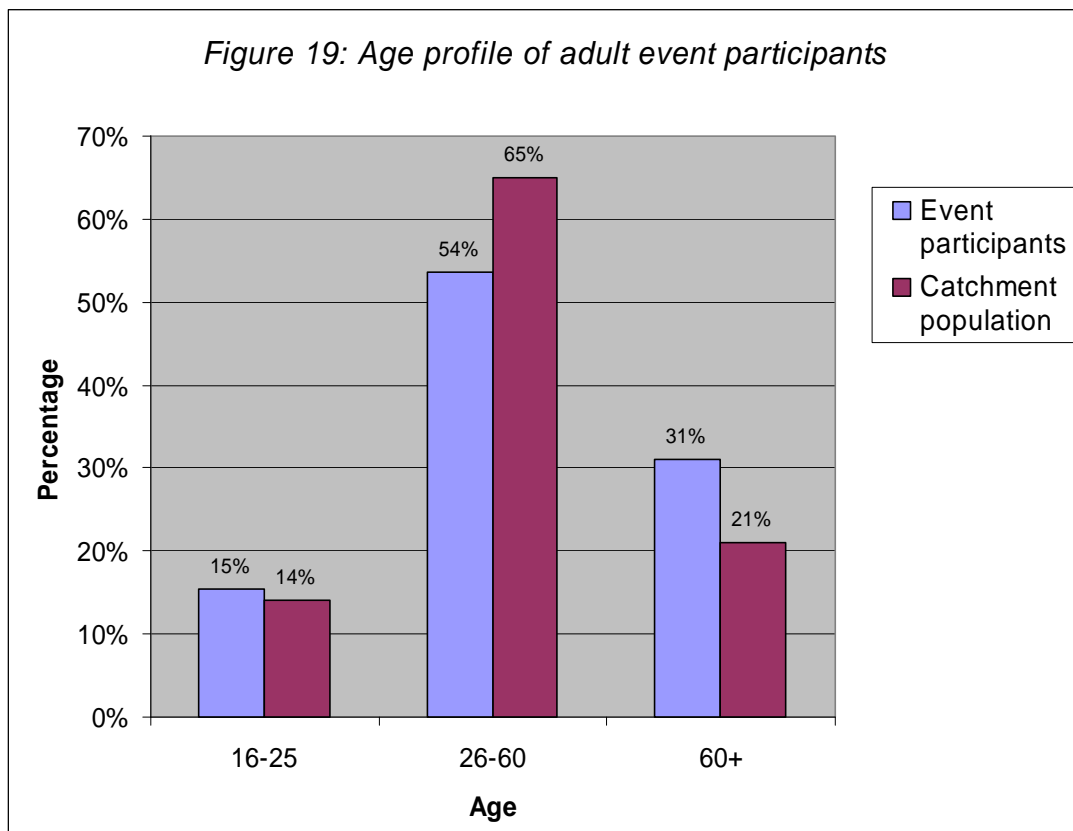
Participants were majoritatively White-British at events (98%). The ethnic profiling of Bentley’s catchment population shows that people falling within the ‘Other ethnic background’ category account for about 3% of the catchment population. The research results indicate, therefore, that minority ethnic groups were marginally under-represented amongst event participants at Bentley during 2009.

At 15 events, age data was recorded by gender group. Across all ages, participants were 49% male and 51% female. Attendance by age group was 57% 0-15's, 7% 16-25 years old, 23% 26-60 years, and 13% over 60's.



Comparison of event participant age and the age profile of the catchment population show that under 16s are heavily over-represented (Figure 18). Consequently, event participants in the age brackets 16-25, 26-59 and 60+ are under-represented relative to the catchment.

Figure 19 shows a comparison of event participant age and the age profile of the catchment population excluding children. Figure 19 indicates that the age group 26-59 may be slightly under-represented amongst adults participating in events at Bentley. Significantly, the target age groups of 16-25 and 60+ are well represented relative to the catchment population. Overall, there is an event bias at Bentley to children.



No disability data was recorded for event participants at Bentley in the current reporting period.

5.2 Socio-demography and 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 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 over quality of experience, benefits, or barriers.

5.2.1 Socio-demography and engagement

The results of the on-site survey reveal that 16% (n=7) 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 younger visitors are more likely to get involved in management related activities than other age groups ($p < 0.01$).

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. For example, females ($p < 0.01$) and high income earners ($p < 0.01$) are more likely to strongly agree that the site is a nice place to live.

5.2.4 Socio-demography and barriers

The results of the statistical analysis reveal that young visitors (16-25 yrs) were more likely to cite the barrier: 'I'm too busy / not enough time' as a reason for not visiting more often.

