

The Contribution of Ingrebourne Hill 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 Ingrebourne Hill Community Woodland (hereafter: 'Ingrebourne Hill'). 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 Ingrebourne Hill 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

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.

engagement with local woodland, quality of experience, and personal and social benefits 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 Ingrebourne Hill 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 Ingrebourne Hill over the three-year monitoring period to produce the results reported:

1. On-site surveying of visitors to Ingrebourne Hill 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 Ingrebourne Hill's catchment population to establish quantitative values for indicators relating to use, engagement, quality of experience, personal and social benefits. Surveys were conducted in September during 2008 and 2010.
3. An Activities and Events³ database was established at Ingrebourne Hill in 2009 to record the diary of programmed events, associated finance, attendance, and related information.
4. Geo-spatial profiling of Ingrebourne Hill's catchment area (nominally defined as the area within a 2.5 mile (4 km) 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

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 (ANGst), the Forestry Commission the working definition for the catchment area of woodland as the area within a 2.5 mile (4 km) 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.)

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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 Ingrebourne Hill including data on the range of events held, delivery themes, staffing and resourcing.

Section 4 represents a detailed, dynamic '**visit profile**' for Ingrebourne Hill, 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 Ingrebourne Hill.

Section 5 represents a detailed, dynamic '**visitor profile**' for Ingrebourne Hill, 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 Ingrebourne Hill'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 Ingrebourne Hill and reveals whether certain sub-sections of the site's catchment population are under-represented.

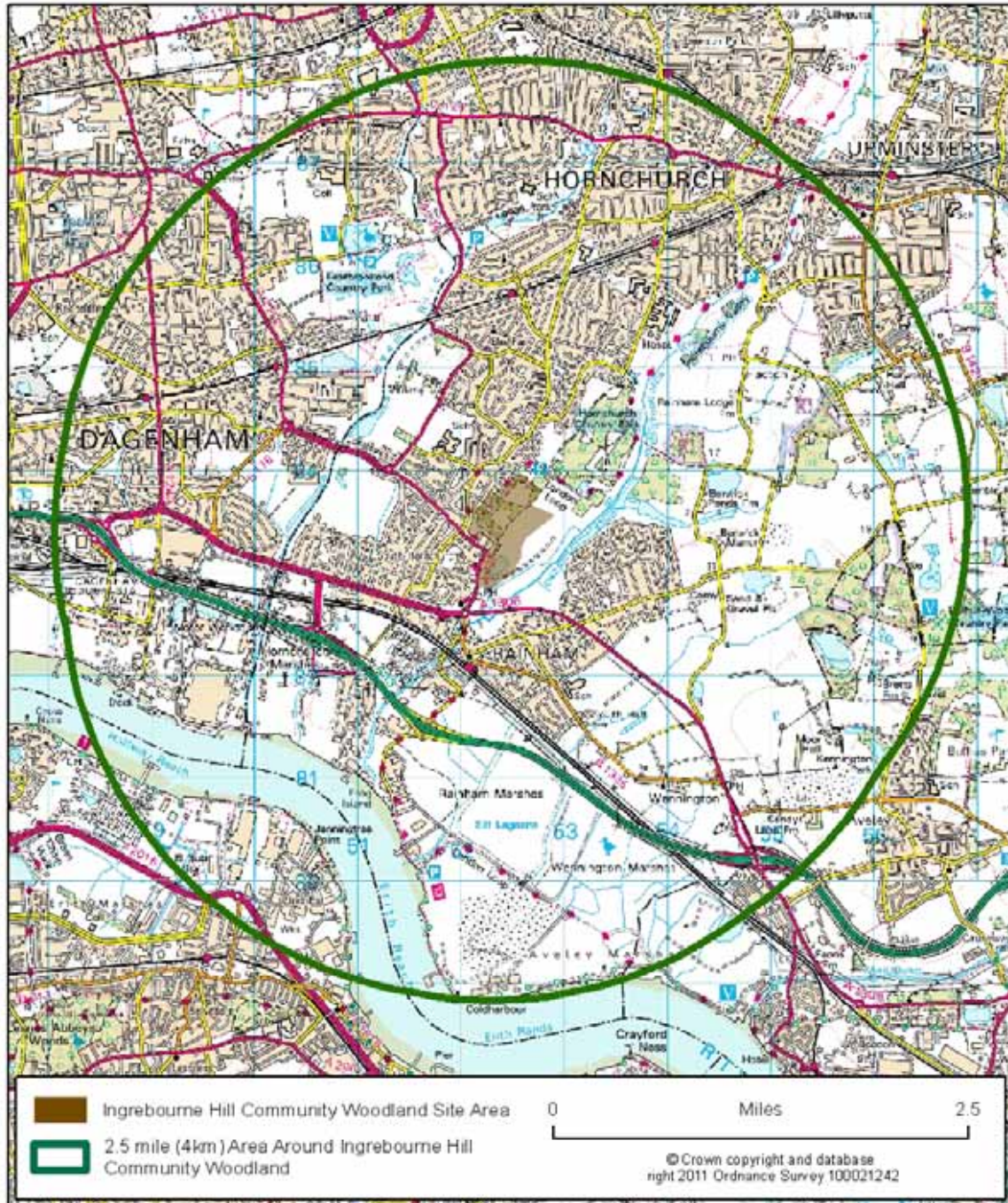
Figure 1 (below) shows the site, its location, and the 2.5 mile catchment area defined as part of the catchment profiling exercise carried out in 2008. The definition of the catchment enabled the calculation of Ingrebourne Hill's total catchment population at 134,498 persons, on the basis of data from the 2001 Census.

1.4 Introduction to Ingrebourne Hill Community Woodland

Ingrebourne Hill is a former gravel extraction and landfill site. Originally poorly restored, the current owners and a civil engineering firm (C J Pryor) set up Ingrebourne Valley Ltd to undertake a second restoration and convert it into a country park during the 1990s. The Forestry Commission (FC) became involved with the site towards the end of the decade, entering into a long-term management lease of the site as part of the Thames Chase Community Forest. The FC sought government funding as part of the Sustainable Communities Programme. In 2006, the Department for Communities and Local Government (DCLG) provided £1 m funding to develop the site beyond its existing planning regulations.

Today, Ingrebourne Hill has a wide range of attractive facilities on offer, including play areas, a view point, picnic tables and benches. A mountain bike track - the first in the area - provides an introduction for young and old to mountain biking and can introduce local people to the health and well-being benefits of cycling. Staffing for Ingrebourne Hill comprises a Community Ranger, a Community Forester and the Team Leader.

Figure 1: Ingrebourne Hill 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 Ingrebourne Hill. In 2008, of 401 respondents, 51 (or 13% \pm 3.29%⁵) said that they had visited. In 2010, of 398 respondents, 66 (or 17% \pm 3.68%) said that they had visited. Although the results suggest a slight rise in the proportion of the population who have visited Ingrebourne Hill, 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 and catchment surveys were asked about their involvement in management-related activities at Ingrebourne Hill 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 the proportion of visitors who have been involved fell from 9% in 2008 to 6% in 2009, but then rose to 13% in 2010.

The results of the catchment surveys show that in 2008 4 \pm 1.92% (95% confidence level) of the catchment population had been involved in management related activities. In 5 \pm 2.14% had been involved, but this does not constitute a statistically significant rise, within the 95% confidence level.

Data from the activities and events database shows that there were no formal events to promote engagement in the planning or management of the community woodland for the reporting period November 2009 to October 2010, suggesting that those who had been involved may have done so prior to the current study. The current result is very similar to results obtained through the 2008 on-site survey, which showed that 9% of visitors had been involved in management related activities.

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

2.3 Quality of experience

Across the three years of monitoring at Ingrebourne Hill, on-site survey (all respondents) and catchment survey respondents (visitors only) were asked if they would recommend Ingrebourne Hill as a place to visit to friends and family. Data obtained from this question can be used to calculate a net promoter score for Ingrebourne Hill ⁶

In 2008 the proportion of visiting respondents (on-site and catchment surveys) who would recommend Ingrebourne Hill to friends or family was calculated at 96%, giving Ingrebourne Hill a baseline net promoter score of 69%.

In 2009, Ingrebourne Hill's net promoter score fell significantly to 43% (based on the results of the on-site survey only).

In 2010, of those respondents to the catchment survey who had visited Ingrebourne Hill (17%, n=66), 83% (n=55) either said they would 'definitely' (41%), 'probably' (30%), or were 'fairly likely' (13%) to recommend Ingrebourne Hill as a place to visit to friends or family. Of those respondents to the 2010 on-site survey who answered this question (n=138, or 91%), 89% said they would 'definitely' (58%), 'probably' (23%), or were fairly likely (8%) to recommend Ingrebourne Hill as a place to visit to friends or family. Taking the total number of relevant respondents from both surveys (66+138=204), the proportion of visiting respondents who would definitely recommend Ingrebourne Hill to friends or family (n=27+80=107), can be calculated at 52%, **giving Ingrebourne Hill a final net promoter score of 42%**. Ingrebourne Hill'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 2012/13 ⁷.

2.3.1 Quality of experience at events

Quality of experience can be measured via pertinent questions on Activity and Event feedback forms:

- How would you rate the value for money of today's event?
- How would you rate your impression of today's event overall?
- How would you rate the facilities at Ingrebourne Hill?
- How would you rate the site overall?
- Would you recommend our site to others?

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.

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 used at both Events in the current reporting period (there were no Activities held at Ingrebourne Hill in this reporting period). Feedback forms were distributed at the community event and 40 completed forms were received from the ca. 2500 attendees (ca. 1.6% return rate). Twenty nine completed feedback forms were received after the recreation event (ca. 73% return rate). The results are presented in Table 1.

Table 1: Event visitors feedback at Ingrebourne Hill (1st November 2009 to 31st October 2010)

Community	Excellent	Very Good	Good	Poor	N/a*
Rating of Staff	25%	45%	30%	0%	
Rating of Event	13%	38%	48%	3%	
Rating of Facilities	10%	40%	45%	3%	3%
Overall rating of site	13%	48%	40%	0%	
Visited site before?	Yes:	72%	No:	28%	
Recreation	Excellent	Very Good	Good	Poor	N/a*
Rating of Staff	93%	7%	0%	0%	
Rating of Event	69%	31%	0%	0%	
Rating of Facilities	66%	24%	10%	0%	
Overall rating of site	62%	34%	3%	0%	
Visited site before?	Yes:	55%	No:	45%	

N/a: no answer (n = 40 - community event; n = 29 - recreation event)

Visitors perception of the staff, event, facilities and site overall were lower at the community event than at the recreation event, with 50-70% of visitors rating these as ‘excellent’ or ‘very good’ at the community event, in comparison to 90-100% of visitors to the recreation event. The lowest ratings provided by visitors to the community event were for the facilities with scores of 10%, 40%, 45% and 3% for ‘excellent’, ‘very good’, ‘good’ and ‘poor’, respectively. Considerably more people attending the community event than the recreation event had been to the site before (72% and 55%, respectively).

A net promoter score was calculated for Ingrebourne Hill from the event feedback forms. The NPS for the community event was 58%, for the recreation event it was 93% (Table 2). These scores reflect the visitors ratings of the staff, event, facilities and site overall, suggesting that improvements to the facilities, first, and the events, second, would increase future net promoter scores.

Table 2: Net promoter scored based on event feedback forms (1st November 2009 to 31st October 2010)

Event type	Answer to: would you recommend future events?						Net Promoter Score
	Definitely	Probably	Fairly likely	Probably not	Definitely not	No answer	
Community	63%	23%	5%	0%	0%	10%	58%
Recreation	93%	7%	0%	0%	0%	0	93%

n = 40 - community event; n = 29 - recreation event

Aggregating the survey responses from both events provides an overall net promote score for Ingrebourne Hill events of 72%, which is higher than the 68% score recorded in the previous reporting period. Both net promote scores (current and previous reporting periods) were higher than the NPS calculated through the on-site surveys in the respective year.

2.4 Personal benefits

Respondents to the catchment surveys (only those respondents who had heard of Ingrebourne Hill) and all respondents to the on-site surveys were asked about ways in which Ingrebourne Hill 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 3, and show no significant changes in the proportion of respondents who strongly agree or agree with the benefit statements. We can conclude, therefore, that personal benefits delivered at Ingrebourne has been maintained.

Table 3: Personal benefits derived from Ingrebourne Hill (catchment survey 2008 and 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	5% ± 4.29%	5% ± 3.9%	77%	83%	18%	12%
It's a place where I can relax and de-stress	73% ± 8.75%	74% ± 7.85%	10%	11%	17%	15%
It's a place where I can exercise and keep fit	68% ± 9.19%	77% ± 7.53%	12%	9%	20%	14%
It's a place where I can have fun and enjoy myself	68% ± 9.19%	81% ± 7.02%	10%	6%	22%	13%
It's a good place to socialise	50% ± 9.85%	62% ± 8.68%	26%	20%	24%	18%
It's a place where I can learn about the environment	60% ± 9.65%	70% ± 8.2%	14%	14%	26%	16%
It's an important place for wildlife	75% ± 8.43%	86% ± 6.21%	6%	1%	19%	13%
It brings the community together	55% ± 9.8%	63% ± 8.64%	19%	19%	26%	18%
It makes this area a nicer place to live	79% ± 8.02%	89% ± 5.6%	4%	1%	17%	10%
It gets me involved in local issues	32% ± 9.19%	37% ± 8.64%	46%	44%	22%	19%
It's a place where I feel at home	55% ± 9.8%	61% ± 8.73%	18%	20%	27%	19%

The results from the 2008, 2009 and 2010 on-site surveys are presented in Table 4, and show high proportions of visitors (>90%) strongly agreeing or agreeing with 4 benefit statements. In addition, the results show a significant increase in the proportion of visitors strongly agreeing or agreeing with one benefit statements (It helps me to earn a living or make ends meet – coloured green). However, for two benefit categories there has been a significant reduction in the proportion of visitors agreeing (It makes this area a nicer place to live; It's a place where I feel at home).

Table 4: Personal benefits derived from Ingrebourne Hill (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	1% ± 1.59 %	2%	14% ± 5.53 %	3%	27%	29%	96%	71%	57%
It's a place where I can relax and de-stress	99%	72%	96%	0%	0%	0%	1%	28%	4%
It's a place where I can exercise and keep fit	95%	65%	94%	0%	2%	3%	5%	33%	3%
It's a place where I can have fun and enjoy myself	95%	67%	90%	1%	3%	5%	4%	30%	5%
It's a good place to socialise	76%	53%	67%	12%	8%	21%	12%	39%	12%
It's a place where I can learn about the environment	59%	47%	71%	28%	12%	18%	13%	41%	11%
It's an important place for wildlife	95%	65%	90%	1%	4%	4%	4%	31%	6%
It brings the community together	66%	48%	64%	24%	10%	16%	10%	42%	20%
It makes this area a nicer place to live	97% ± 2.72 %	63%	81% ± 6.26 %	1%	3%	9%	2%	34%	10%
It gets me involved in local issues	36%	24%	48%	43%	31%	27%	21%	45%	25%
It's a place where I feel at home	93% ± 4.07 %	51%	70% ± 7.31 %	3%	10%	12%	4%	39%	18%

Five questions on personal benefit were included on Ingrebourne Hill event feedback forms. The results (Table 5) show that 75-80% of respondents ‘strongly agree’ or ‘agree’ that the site is a place where they can relax and exercise, is important for wildlife and helps bring the community together. Fewer respondents (70%) strongly agree/agree that the site gets them involved in local issues, with 7% disagreeing/strongly disagreeing with this statement.

Table 5: Personal benefits (event feedback forms)

Categories of personal benefit	% event participant who [#]		
	Strongly agree / Agree	Disagree / Strongly disagree	Don't know/ not relevant / no answer
It's a place where I can relax	78%	1%	20%
I can exercise and keep fit here	80%	0%	20%
It's an important place for wildlife	77%	3%	20%
It brings the community together	75%	4%	20%
It gets me involved in local issues	70%	7%	23%

n= 69 (feedback forms for all events)

The percentages of respondents who strongly agree/agree with the categories of personal benefit were higher on event feedback forms than on-site survey questionnaires, as observed for the net promoter scores (Section 2.3, above).

2.5 Social benefits

Respondents to the catchment and on-site surveys were also asked about ways in which Ingrebourne Hill 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 6. The survey sample is sufficiently large to be representative of Ingrebourne Hill’s catchment (confidence level = 95%). As such, statistically significant changes in the proportion of the survey sample who strongly agree / agree with the statements relating to social benefits delivered by Ingrebourne Hill can be taken to represent changes within the wider catchment population. The results show statistically significant increases for a number of categories of social benefit:

- It’s a place where people can relax and de-stress

- It's a place where people can exercise and keep fit
- It's a place where people can have fun and enjoy themselves
- It's an important place for wildlife
- It brings the community together
- It makes this area a nicer place to live
- It gets people involved in local issues

Table 6: Social benefits derived from Ingrebourne Hill (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	50%	55%	16%	16%	34%	29%
It's a place where people can relax and de-stress	74% ± 4.29%	85% ± 3.51%	2%	1%	24%	14%
It's a place where people can exercise and keep fit	73% ± 4.35%	87% ± 3.3%	3%	2%	24%	11%
It's a place where people can have fun and enjoy themselves	74% ± 4.29%	86% ± 3.41%	2%	2%	24%	12%
It's a place where people can learn about the environment	68%	76%	5%	2%	27%	18%
It's an important place for wildlife	74% ± 4.29%	86% ± 4.41%	2%	3%	24%	11%
It brings the community together	57% ± 4.85%	68% ± 4.58%	13%	15%	30%	17%
It makes this area a nicer place to live	73% ± 4.35%	86% ± 3.41%	3%	2%	24%	12%
It gets people involved in local issues	54% ± 4.88%	64% ± 4.72%	14%	17%	32%	19%

Table 7 (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 4 of the 9 social benefit statements. No statistically significant changes were observed over the three year monitoring period.

Table 7: Social benefits derived from Ingrebourne Hill (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	35%	72%	30%	18%	28%	14%	47%	0%	54%
It's a place where people can relax and de-stress	95%	100%	97%	0%	0%	1%	5%	0%	2%
It's a place where people can exercise and keep fit	94%	99%	98%	0%	1%	0%	6%	0%	2%
It's a place where people can have fun and enjoy themselves	93%	97%	91%	0%	3%	6%	7%	0%	3%
It's a place where people can learn about the environment	75%	92%	81%	14%	8%	13%	11%	0%	6%
It's an important place for wildlife	92%	99%	90%	1%	1%	2%	7%	0%	8%
It brings the community together	68%	87%	61%	19%	13%	18%	13%	0%	21%
It makes this area a nicer place to live	92%	98%	84%	1%	2%	6%	7%	0%	10%
It gets people involved in local issues	49%	72%	57%	28%	27%	15%	23%	1%	28%

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.

No events were held at Ingrebourne Hill to promote volunteering on site during the period November '09 and October '10. One volunteer assisted in the running of 1 community-recreation event in the currently reporting period (Table 8).

Table 8: Volunteering contribution at Ingrebourne Hill

Activity and Event type	Ingrebourne Hill	
	No. of events	No. of volunteers
Event – community	0	0
Event – education	0	0
Event – recreation	1	1
Permission – community	0	0
Permission – education	0	0
Permission – recreation	0	0
Total	1	1
No. of volunteer days	0.5	

The contribution made by volunteers at Ingrebourne Hill, in this reporting period, was 0.5 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 £25, based upon the Heritage Lottery Fund's 'Guidance for Landscape Partnerships' unskilled labour rate of £50 a day. The contribution made by volunteers at Ingrebourne Hill in the current reporting period is ca.30% of the estimated contribution (£82.50 per annum) made in 2008-09.

3. Ingrebourne Hill'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 Ingrebourne Hill. 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 Ingrebourne Hill'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.

Two ranger led events were held at Ingrebourne Hill in the current reporting period. One had a primary focus on the community, the other on skills/training. Attendance was 2,500 and 60 participants, respectively.

Table 9: Event profile at Ingrebourne Hill (1st November 2009 to 31st October 2010)

Event type	Specific type	Type	Quarter								Totals	
			1		2		3		4		No. of events	No. of partic.
			No. of events	No. of partic.	No. of events	No. of partic.	No. of events	No. of partic.	No. of events	No. of partic.	No. of events	No. of partic.
Event - community	Other	Summer Fayre			1	2,500					1	2,500
Event - recreation	Skills/training								1	60	1	60
Grand Totals			0	0	1	2,500	0	0	1	60	2	2,560

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).

The Activities and Events database shows that, in this reporting period, 0 (zero) events were held specifically related to managing the site. No planning or consultation events were held; however, the Community event did provide a forest experience of the site.

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

Zero formal health events were held. One led and zero self-led learning events were held. The number of cultural events was 0 (zero). Whilst no events were specifically held to enable people to volunteer on site (such as a Volunteering day), one volunteer did assist with the recreational event.

Ingrebourne Hill is one of 10 woodland sites owned and managed by Forestry Commission England within the Thames Chase Community Forest. The event programme for the Community Forest is developed on an annual basis encompassing each site, with events held at locations suited to the site, anticipated audience, type of event; and whilst aiming to maintain a spread of events across all sites. Staff deliver a range of events across the range of sites within the community forest. As a site based assessment, this report only considers events held at the Ingrebourne Hill site.

Two events were held at Ingrebourne Hill in the previous reporting period (2008/09), with a total attendance of the order of 270 persons. Previous events were oriented towards the community and education.

3.2 Resourcing

Events at Ingrebourne Hill are principally organised by the Community ranger based at the Thames Chase office at Cranham, London. The Forester, Team Leader and an additional community ranger from the Beat provide additional staffing support as required.

No charge was made to attend either event held at Ingrebourne Hill in the current reporting period. No data was collected in the events database at Ingrebourne Hill on financial contributions made in support of running these events.

Direct expenditure incurred in holding events at Ingrebourne Hill was estimated by Ingrebourne Hill staff based on charges for stationery and equipment purchases (i.e. excluding staff time and transport charges). Expenditure was estimated at £10,200.00 for the two events. An estimate of the time required to plan each event was 42 days for the Community-Summer Fayre, which had a 6 hour event duration, and 0.3 days (2 hours) for the recreation event, which had a 4 day event duration.

An alternative perspective on the level of resourcing (input) required to hold events at Ingrebourne Hill is the annual budget allocation (which covers staffing, administration, materials, refreshments and all other related costs). The budget allocation for Ingrebourne Hill (as a single site) is not available, however budget allocations for the Forestry Commission's Thames Beat team managing Ingrebourne Hill plus 9 additional

Thames Chase Community Forest sites in the locality can be considered⁹. The total 2010/11 spend for the Thames Beat team for the 10 sites was £34,733, comprising £21,899 for community engagement and consultation events and 101 days (total) ranger time (ca. 44% of a full time equivalent). The Thames Beat team aims to hold events on each of the 10 Thames Chase Community Forest sites each year, with event-type matched to location, clientele and site type (for example, large community events are held at the larger sites). A range of events are held across the 10 sites that appeal to a range of people.

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 Ingrebourne Hill'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, 2 events (out of the total 2 events held) were assessed for their main themes to be delivered. The results are presented in Table 10.

⁹ The Thames Beat team manages 11 sites in total: 10 sites within the Thames Chase Community Forest plus 'Jeskyms' woodland located approximately 22 miles to the East. The Thames Beat separate budget allocations for Thames Chase sites and Jeskyms. Therefore, the figures represented here are the cost to manage 10 sites within the Thames Chase Community Forest (including Ingrebourne Hill), but exclude Jeskyms.

Table 10: Themes delivered through activities and events at Ingrebourne Hill (1st November 2009 to 31st October 2010)

		Ingrebourne Hill
Theme	Number of:	Event - community
Physical activity	events	0
	attendees	0
Sport	events	0
	attendees	0
Healthy eating	events	0
	attendees	0
Natural play	events	0
	attendees	0
Enjoyment	events	2
	attendees	2,560
Climate	events	0
	attendees	0
Community	events	2
	attendees	2,560
Culture	events	1
	attendees	2,500
Environment	events	0
	attendees	0
Diversity	events	1
	attendees	2,500
Skills	events	1
	attendees	60
Total:	events	2
	attendees	2,560

Events at Ingrebourne Hill in the current reporting period contributed to the delivery of policy objectives related to enjoyment, community, culture, diversity and skills to ca.2,500 persons.

4. Ingrebourne Hill's 'visit profile'

In this section, results from the 2010 on-site and catchment surveys (only responses given by those respondents who have visited (17%, n=66) are used to present a detailed 'visit profile' for Ingrebourne Hill. 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 Ingrebourne Hill, 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 Ingrebourne Hill.

4.1 Visit characteristics

4.1.1 Frequency / seasonal variation of visits to Ingrebourne Hill

On-site (n=66) and catchment survey (visitors only; n=66) respondents were asked how often they visit Ingrebourne Hill 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 amongst on-site survey respondents. Amongst respondents to the catchment survey there is also little seasonal variation amongst regular visitors (weekly and monthly). However, less frequent visitors are less likely to visit in autumn / winter.

Figure 2: Frequency / seasonal variation of visits to Ingrebourne Hill (on-site survey)

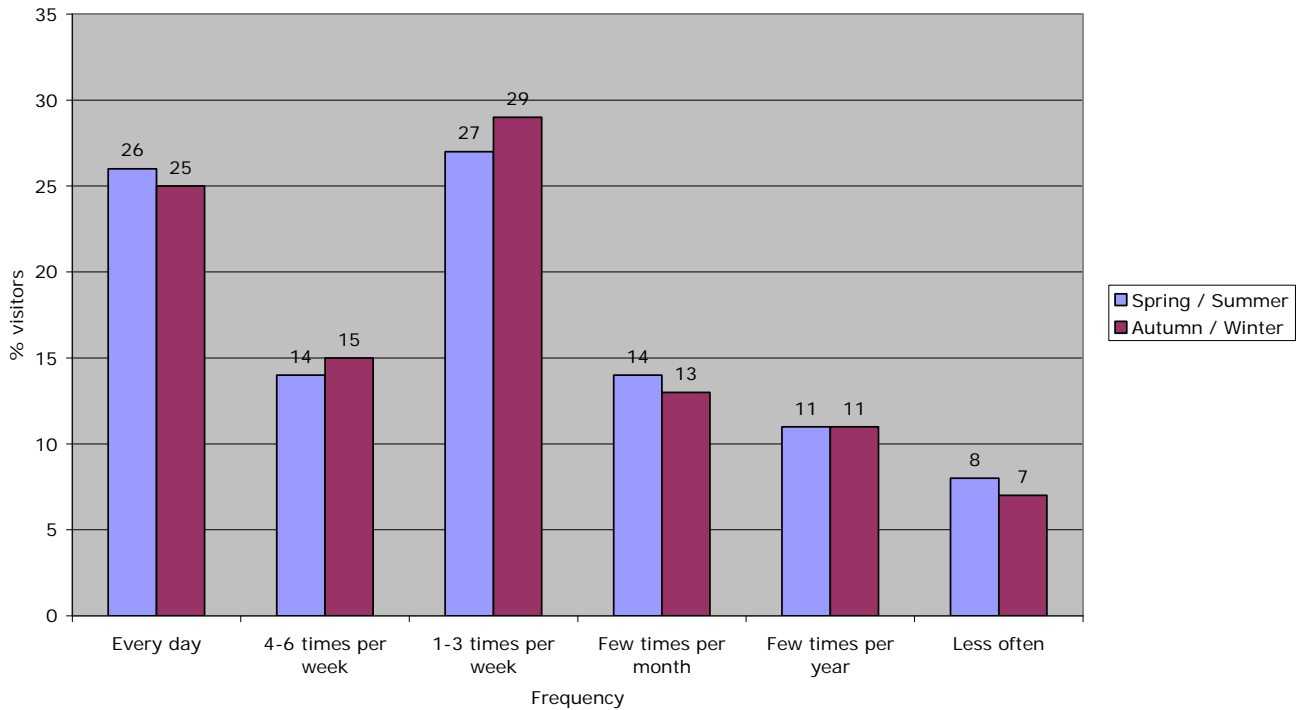
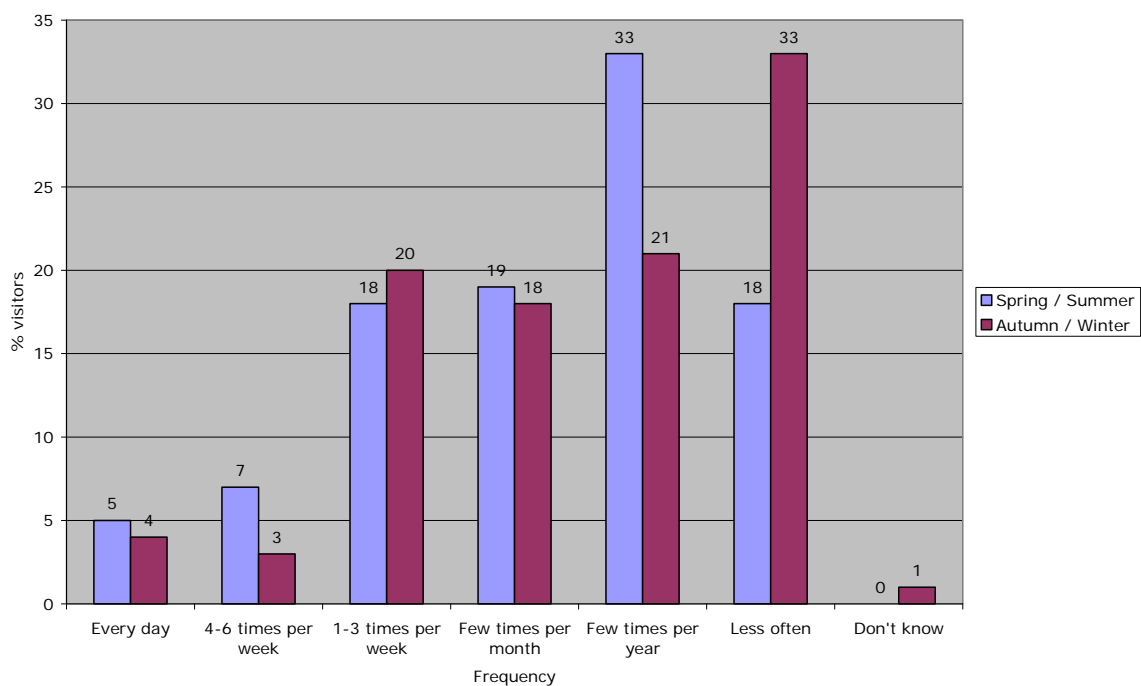


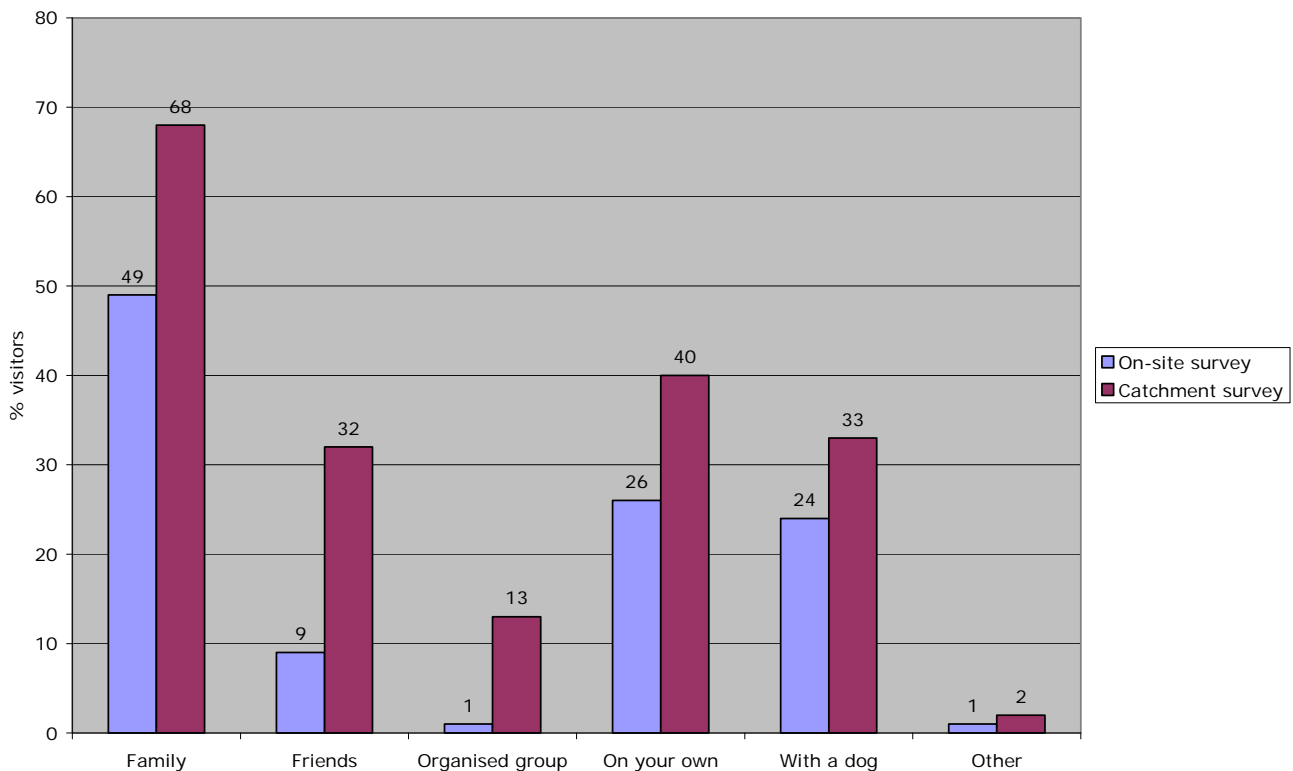
Figure 3: Frequency / seasonal variation of visits to Ingrebourne Hill (catchment survey)



4.1.2 Who do people visit Ingrebourne Hill with?

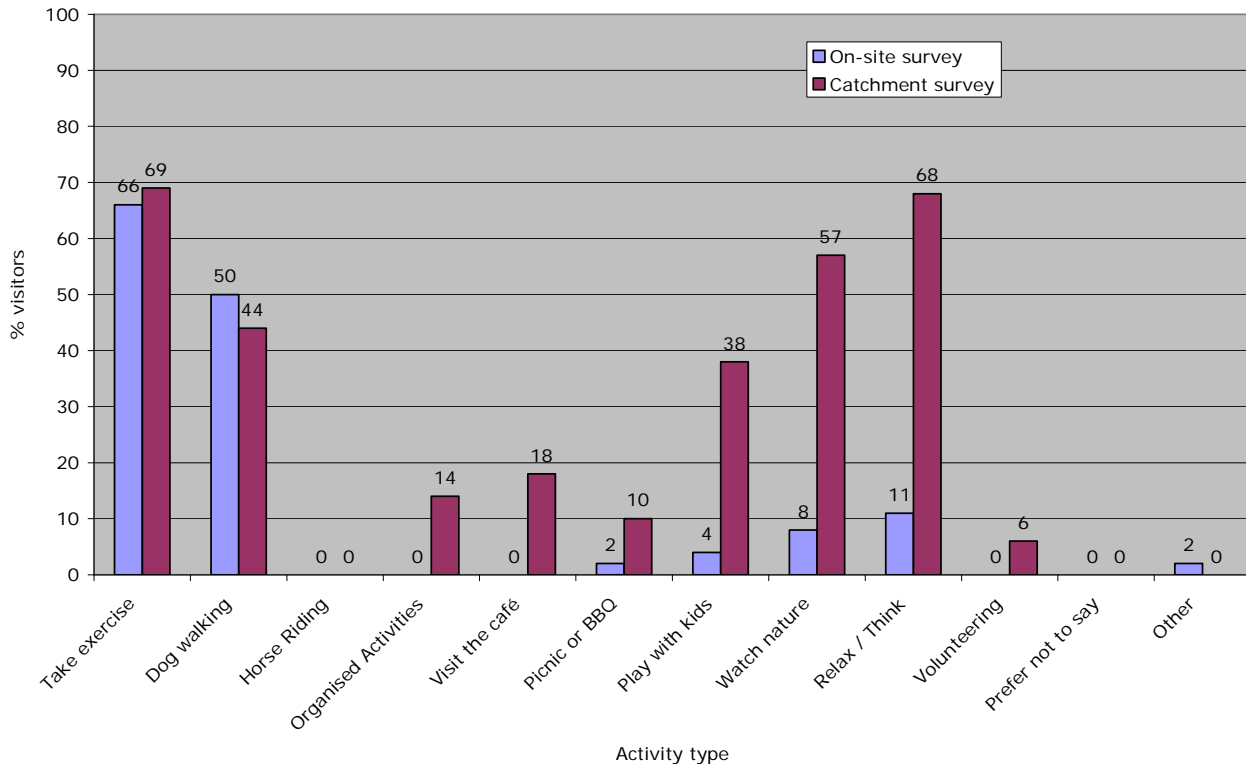
Respondents to the on-site and catchment (visitors only (17%, n=66)) surveys were asked who they tend to visit Ingrebourne Hill with. The results from both surveys are shown in Figure 4, below. The results show that visiting with family is most popular amongst both survey respondents. Visiting alone, with friends, or with a dog are also popular amongst catchment survey respondents.

Figure 4: Who do you visit Ingrebourne Hill with?



4.1.3 Activities at Ingrebourne Hill

Respondents to the on-site and catchment (visitors only; n=66) surveys were asked what they tend to do at Ingrebourne Hill. The results from both surveys are shown in Figure 5, below. Taking exercise and dog walking are popular amongst both survey respondents. Relaxing and thinking, nature watching, and playing with the kids are also popular amongst catchment survey respondents.

Figure 5: Activity types at Ingrebourne Hill


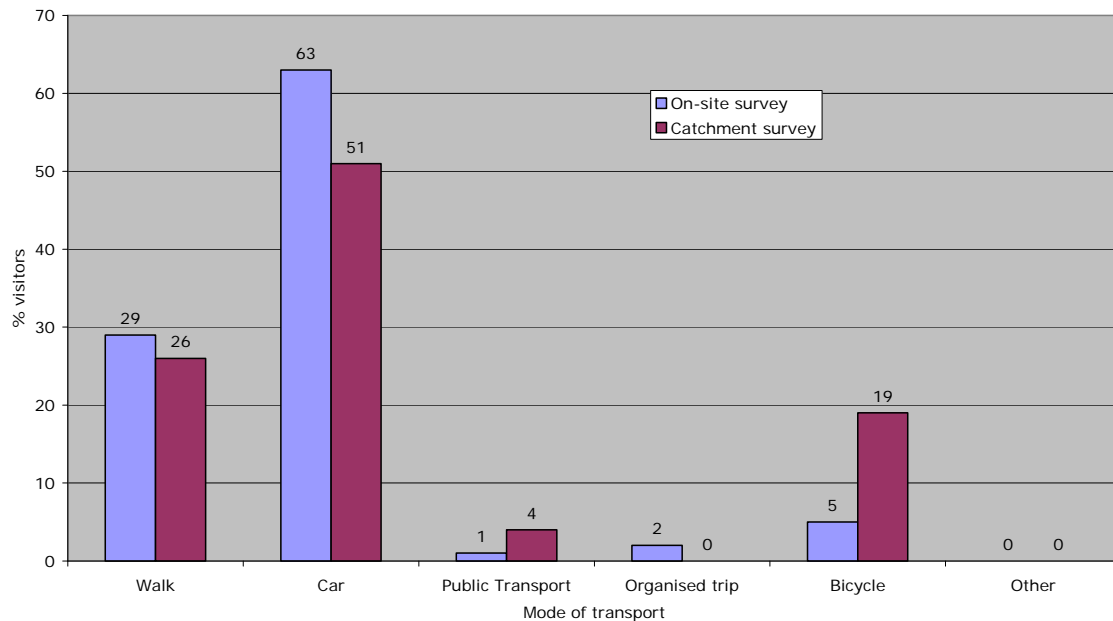
Ingrebourne Hill does not have a café on site. That 18% of users (on-site and catchment respondents) state that visiting the café is something they do when visiting Ingrebourne Hill suggests that they incorporate a visit to Ingrebourne Hill with other activities off-site. It is very unlikely that this result is caused by respondents confusing their visits to Ingrebourne Hill with visits to other greenspaces as the interview introduction for the catchment interviews were carefully presented to identify those who know of and used Ingrebourne Hill specifically.

4.1.4 Travelling to Ingrebourne Hill

Respondents to the on-site survey were asked how they had travelled to Ingrebourne Hill. Catchment survey respondents (visitors only; n=66) were asked how they usually get to Ingrebourne Hill. The results in Figure 6 (below) show that most visitors come by car. Walking and cycling are also popular ways of getting to Ingrebourne Hill.

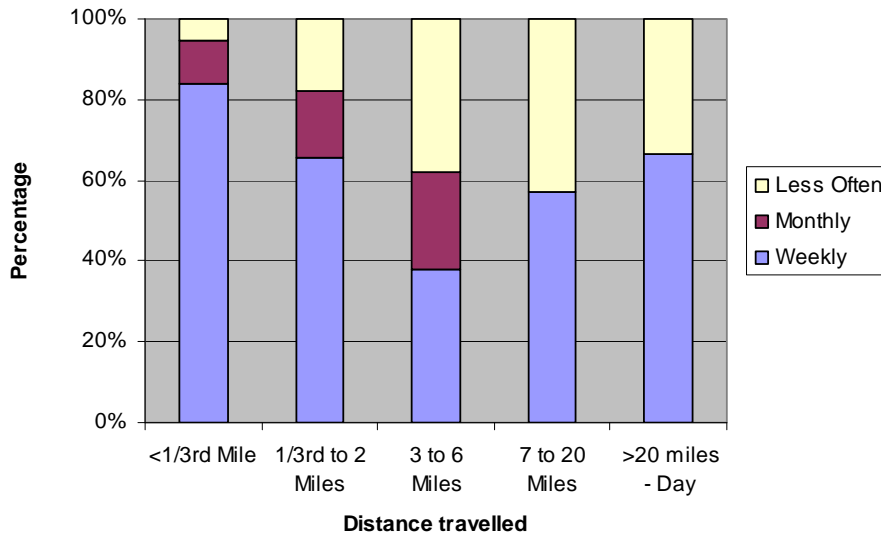
Respondents to the on-site survey were also asked how far they live from Ingrebourne Hill. The results show that 73% of visitors live within 2 miles of the site (2 mile = 3.22 km; within the 2.5 mile catchment area).

Figure 6: Travelling to Ingrebourne Hill



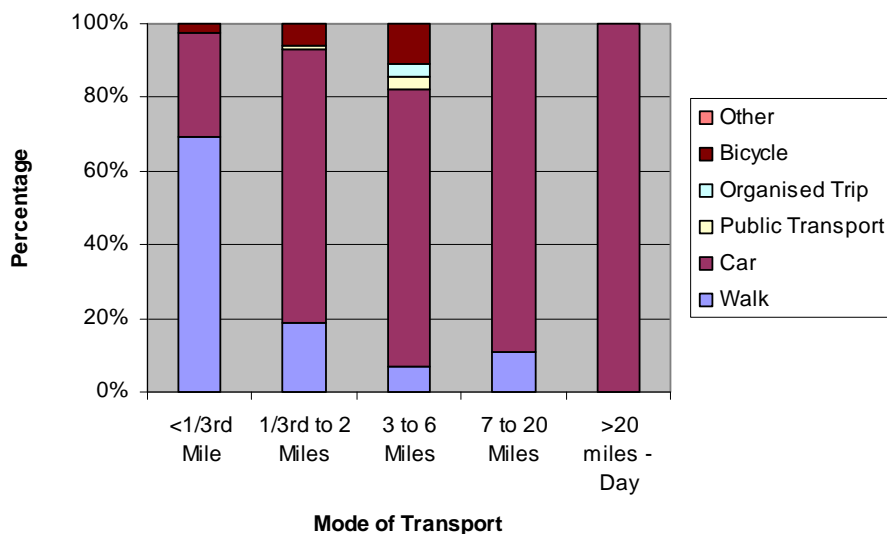
Analysis of how far respondents travelled to Ingrebourne Hill and their stated frequency of visit is presented in Figure 7. The data demonstrates that of those visitors who live within 1/3 and 2 miles of the site, 84% and 66% visit weekly, respectively (i.e. 'every day', '4-6 times per week' or '1-3 times per week'). Contrastingly, of the visitors who travelled 7-20 miles to the site (and who had been to the site previously), 57% visited weekly and the remaining 43% visited 'less often'.

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



Analysis of how far respondents travelled to Ingrebourne Hill and their stated usual mode of travel is presented in Figure 8. The data demonstrates that of those visitors who live <1/3 and 2 miles of the site, 69% and 19% walk to Ingrebourne Hill, and 28% and 74% travelled by car, respectively. Of those visitors who lived 7-20 miles from Ingrebourne Hill, 11% walked to site and the remaining 89% travelled by car.

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

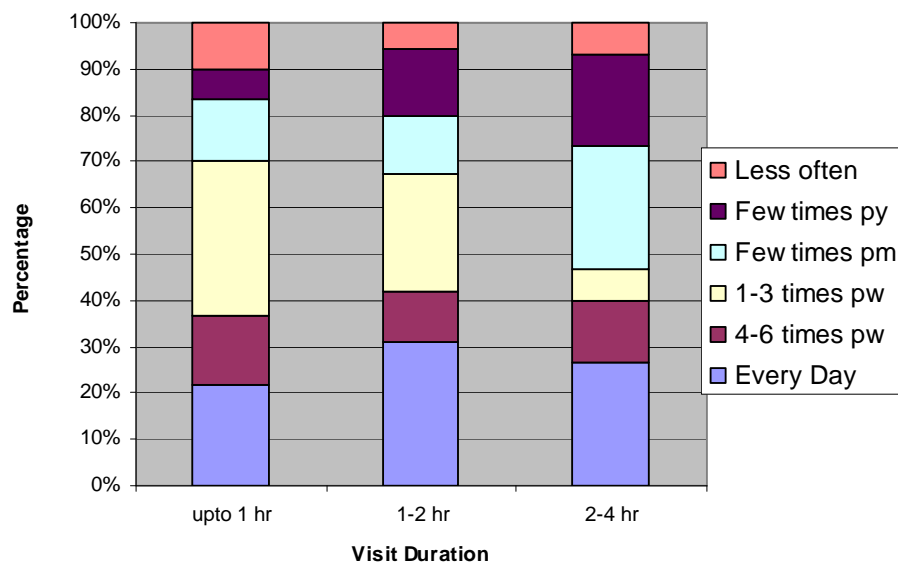


4.1.5 Duration of visits to Ingrebourne Hill

Respondents to the on-site survey were asked how long a typical visit to Ingrebourne Hill lasts. The results show that the mean length of a visit is 1 hour and 15 minutes. 87% of visitors stay less than 2 hours. 13% stay between 2-4 hours.

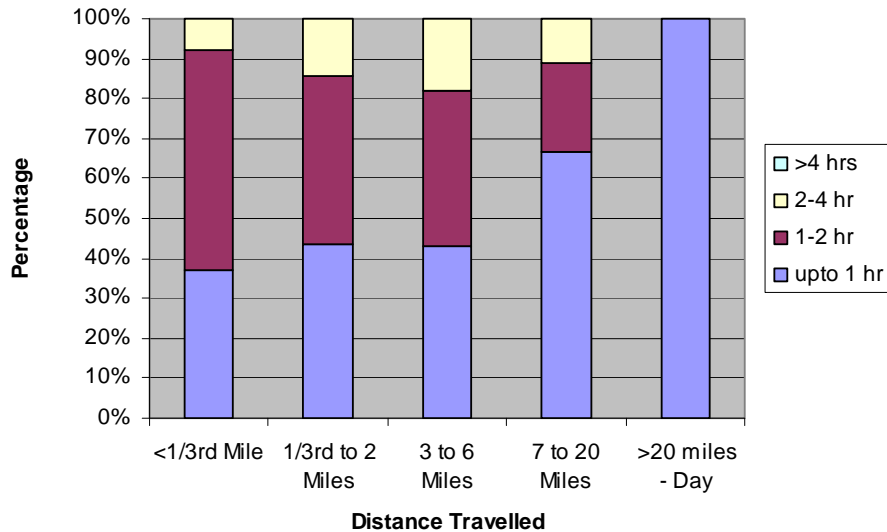
Analysis of how long respondents visit Ingrebourne Hill and their stated frequency of visit is presented in Figure 9. The data demonstrates that of those visitors who spend up to 1 hour at Ingrebourne Hill, 22% visit every day, 15% visit 4-6 times per week and a further 33% visit 1-3 times per week. Of those respondents who visit Ingrebourne Hill for 2-4 hours, 27% visit every day, 13% visit 4-6 times per week, 7% visit 1-3 times per week, 27% visit a few times per month and 20% visit a few times per year.

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



A comparison of how far respondents travelled to Ingrebourne Hill and their stated duration of visit is presented in Figure 10. The data demonstrates that of those visitors who live within 1/3rd and 2 miles of the site 37% and 43% up to 1 hr, respectively. Of those visitors who live 7-20 miles from the site 67% reported staying for up to 1 hour, 22% stayed for 1-2 hrs and 11% stayed for 2-4 hrs. No visitors reported staying for >4 hours.

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



4.1.6 Group visits to Ingrebourne Hill

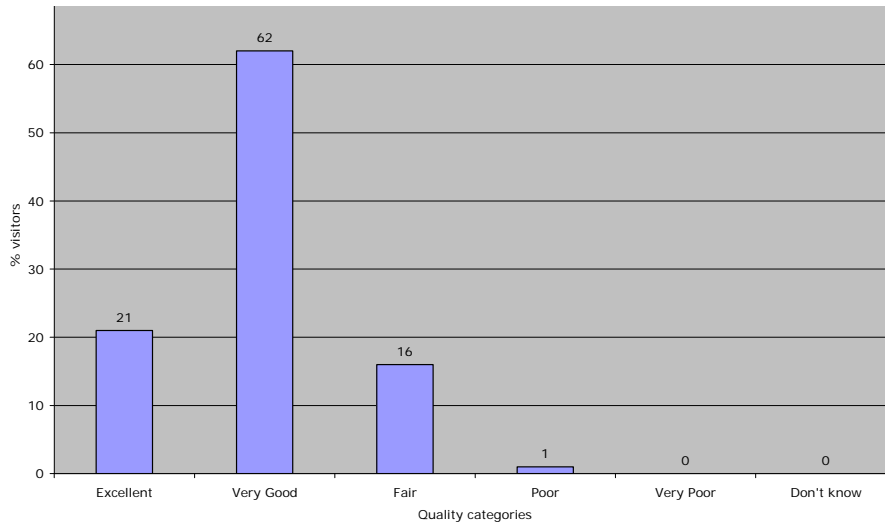
Two ranger led events were held at Ingrebourne Hill in the current reporting period, neither were targeted at a specific group. This result is the same as in the previous reporting period which also contained 2 ranger-led events not targeted at a specific group.

4.2 Visitors' experiences at Ingrebourne Hill

4.2.1 Ingrebourne Hill's quality rating

Visitors surveyed on-site were asked to give an overall quality rating for Ingrebourne Hill as a place to visit, using the following quality scale: Excellent, Very good, Fair, Poor, Very poor, Don't know. The results show that 83% of visitors rate Ingrebourne Hill as either 'excellent' or 'very good' (Figure 11). 1% of visitors gave Ingrebourne Hill a negative overall quality rating.

Figure 11: Overall quality rating for Ingrebourne Hill



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 Ingrebourne Hill, 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 11 (below) suggest that the car park, trails and paths, the design of the site are largely responsible for the overall high quality ratings shown in Figure 11 (above). There were no aspects of the site that received a negative quality rating (3 and above).

Table 11: Quality ratings for facilities / features at Ingrebourne Hill

Facilities / features	Mean quality rating
Car Park	2.1
Design of site	2.2
Site Maintenance	2.4
Trails and paths	2.1
Visitor facilities	2.7
Nature Conservation	2.2
Kids Facilities	2.9
Sports Facilities	2.8
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 Ingrebourne Hill. 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 12 to 18 (below) and reveal that, for a significant number of visitors (27%, 31% and 15%, respectively), litter or fly tipping, dogs and dog dirt, and vandalised or missing signs affect the enjoyment of Ingrebourne Hill either a lot or a little.

Figure 12: Litter or fly tipping

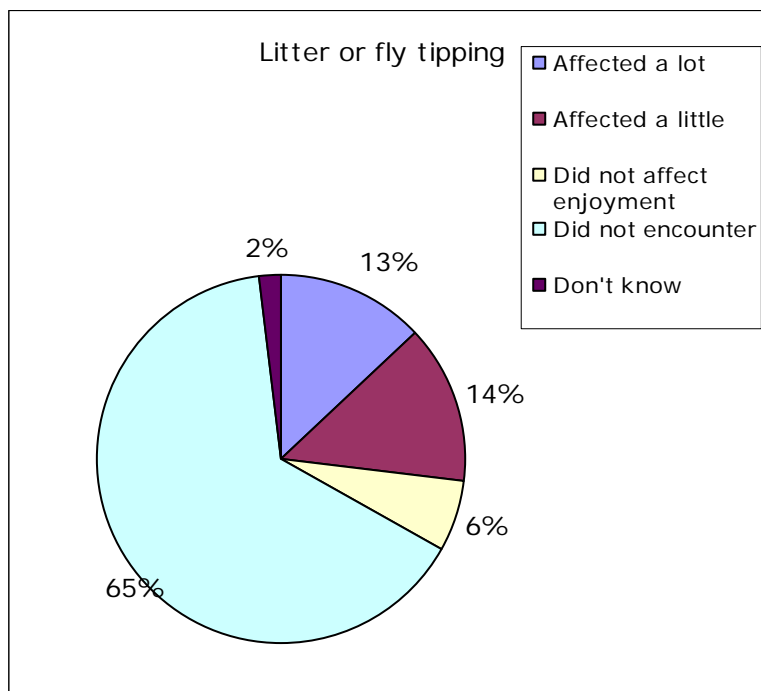


Figure 13: Dogs and dog dirt

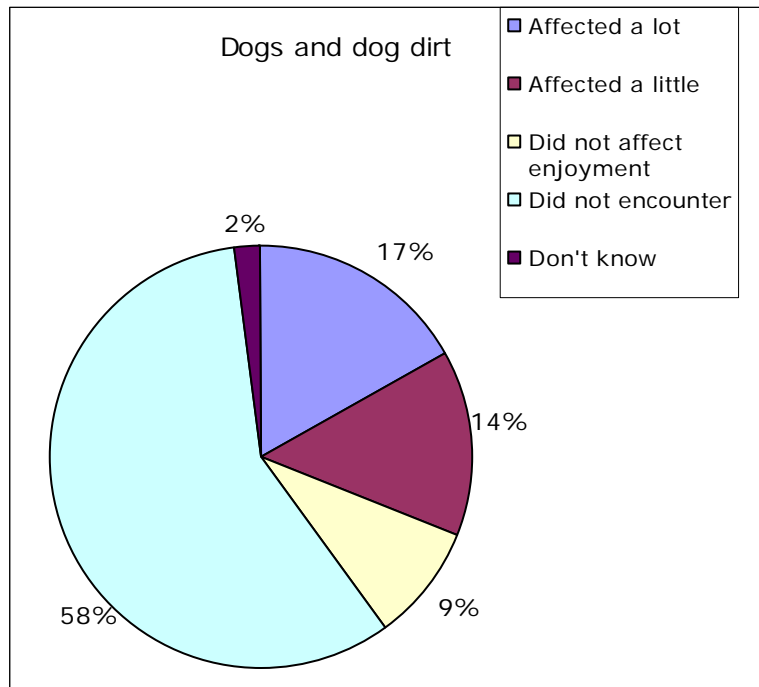


Figure 14: Muddy tracks

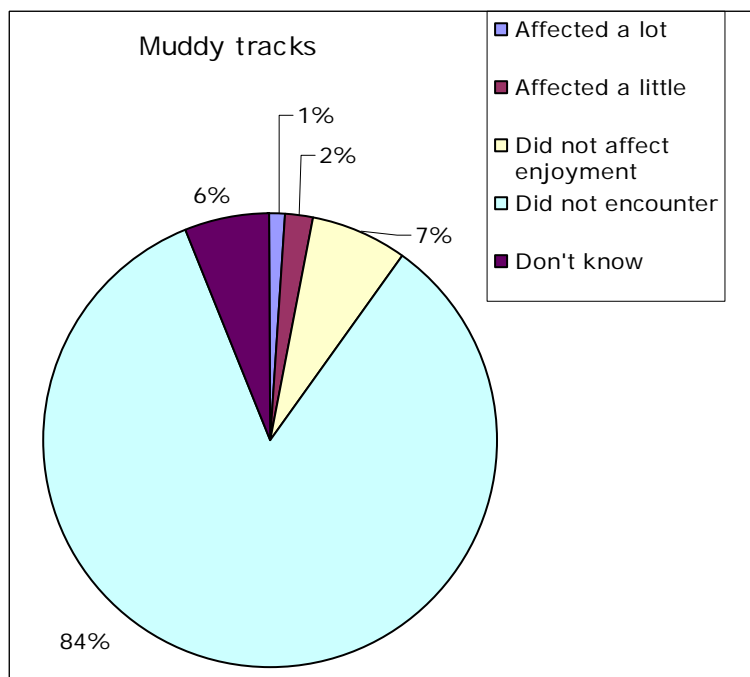


Figure 15: Vandalised or missing signs

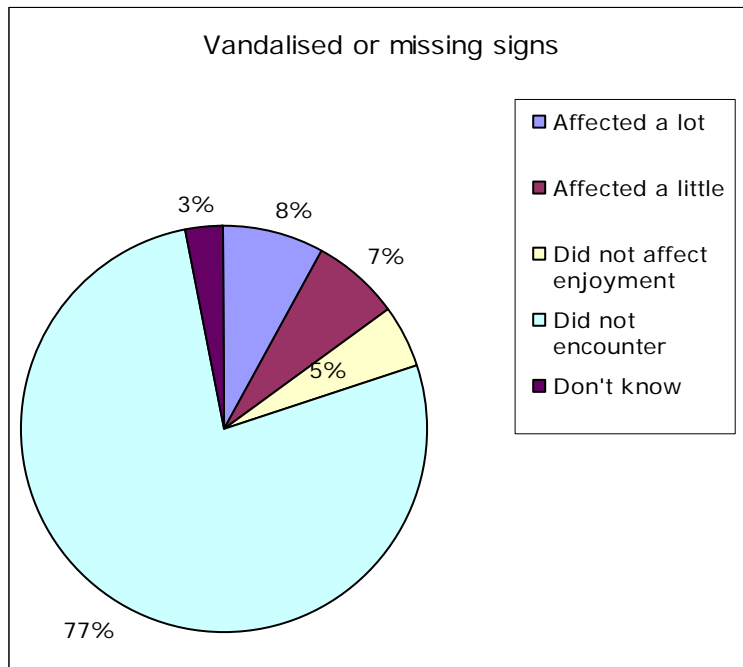


Figure 16: Forestry operations e.g. felling

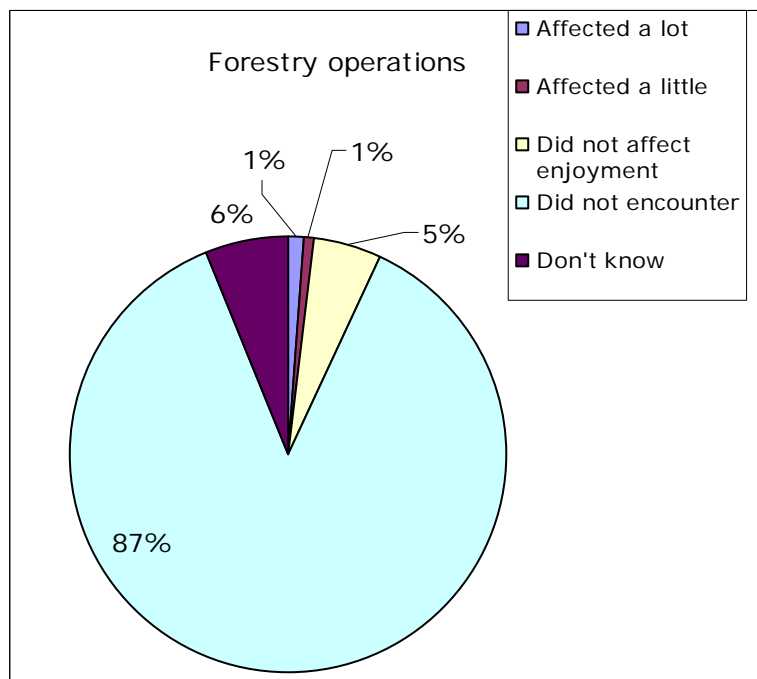


Figure 17: Motorised sports

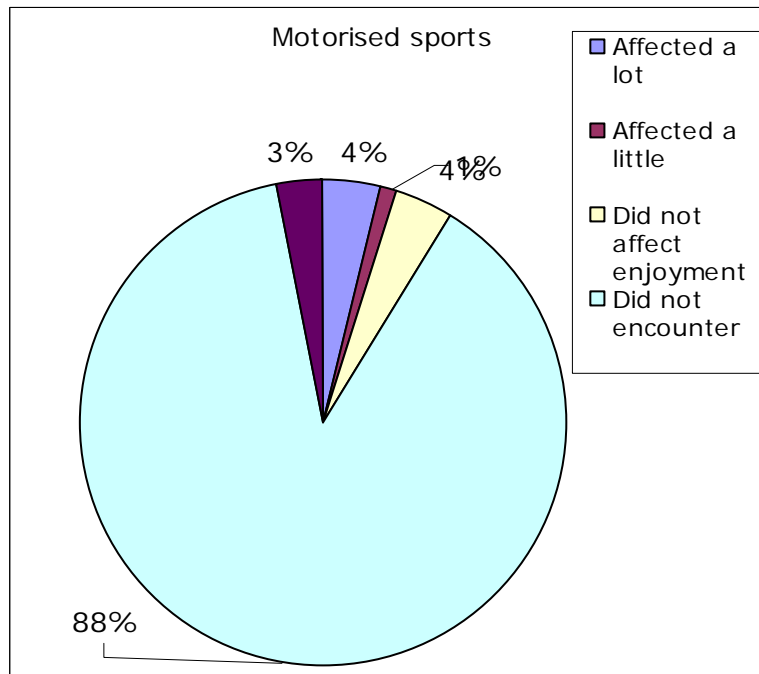
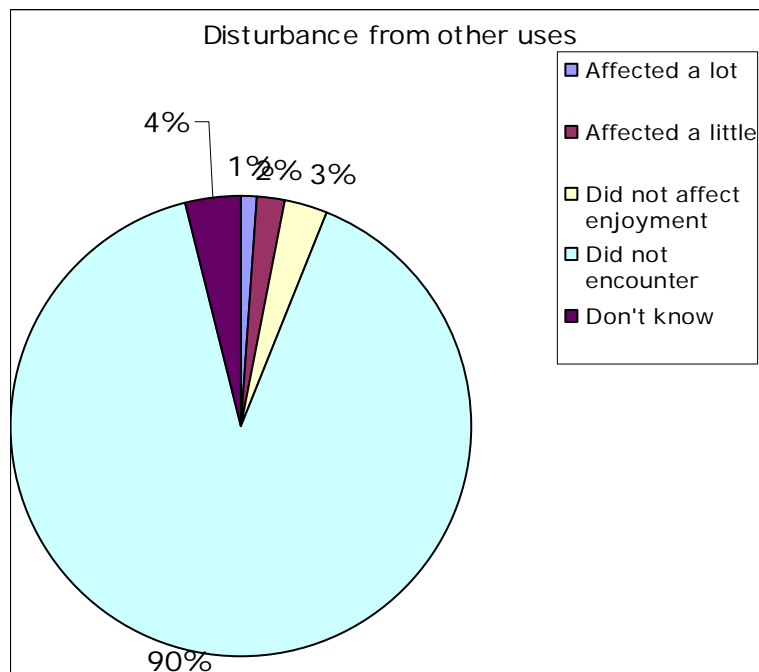


Figure 18: Disturbance from other users



4.3 Additional benefits

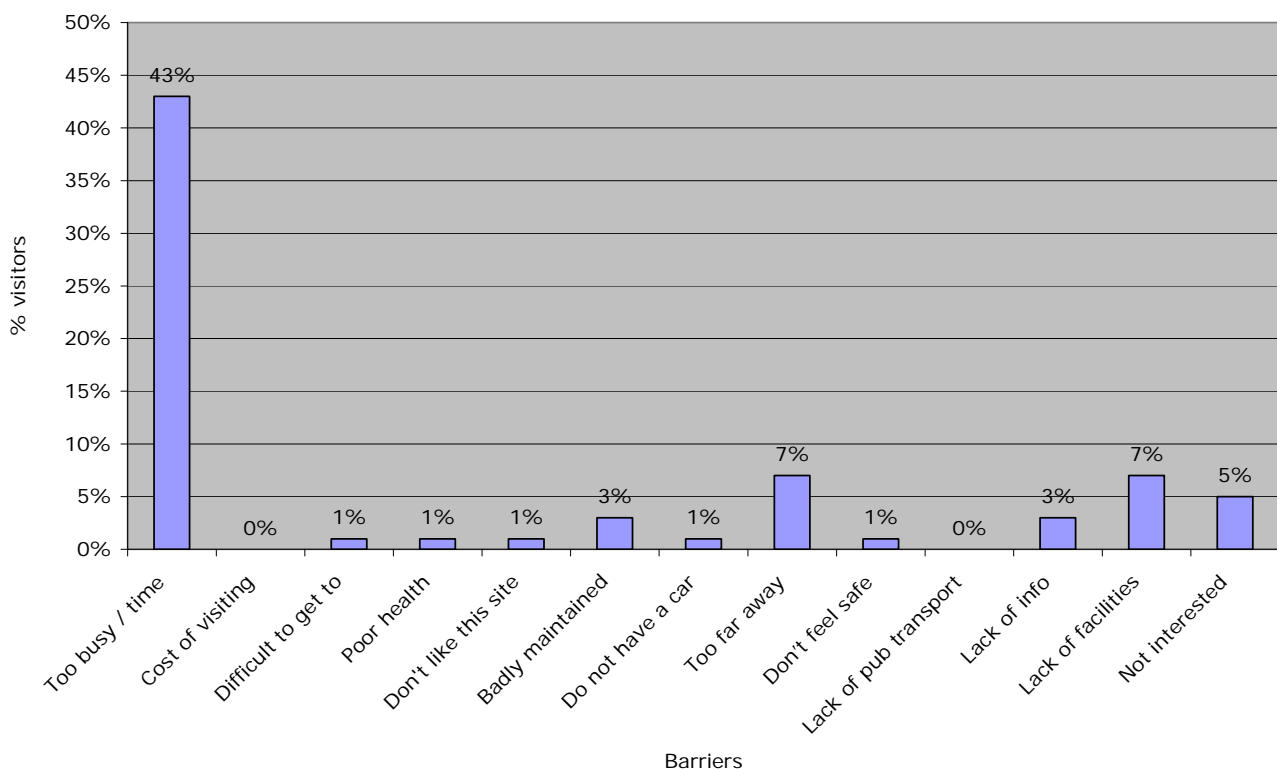
In addition to the closed list of personal and community benefit categories, respondents to the on-site survey in 2010 were given the opportunity to state other types of benefit that they felt they had gained through visits to Ingrebourne Hill. Responses included:

- Very good met a lot of new people
- Generally very good, better than having more houses

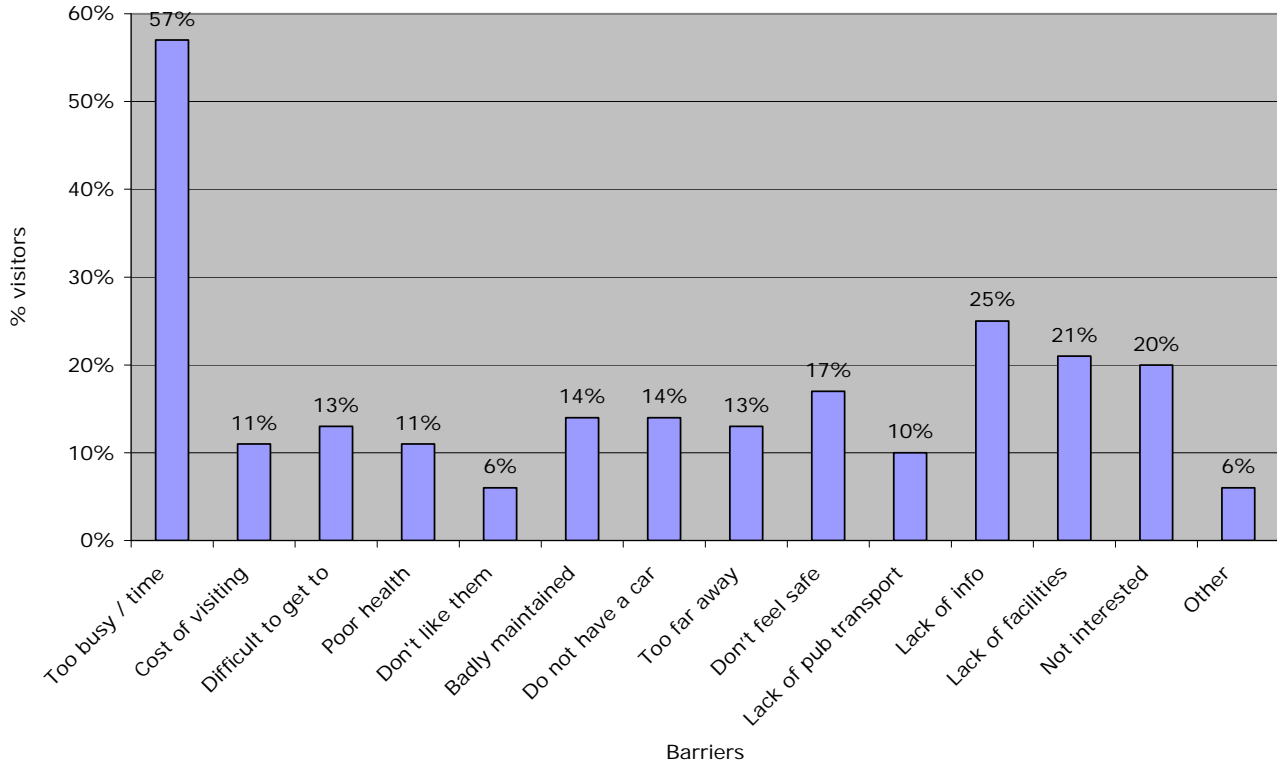
4.4 Barriers to visiting

Respondents to the 2010 on-site survey were asked about factors that prevent them from visiting Ingrebourne Hill more often. The results in Figure 19 (below) show that, for many visitors (43%), lack of time prevents them from visiting more often. 7% of respondents identified 'woods are too far away' and 'lack of facilities' as barriers.

Figure 19: Barriers to visiting Ingrebourne Hill 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 20 (below) show that many respondents (57%) cite 'lack of time' as a barrier. Significant numbers of respondents also cite 'Lack of information' (25%), 'Lack of facilities' (21%), and 'Not interested' (20%) as reasons for not visiting local green spaces more often.

Figure 20: Barriers to visiting local green spaces more often


5. Ingrebourne Hill's visitor profile

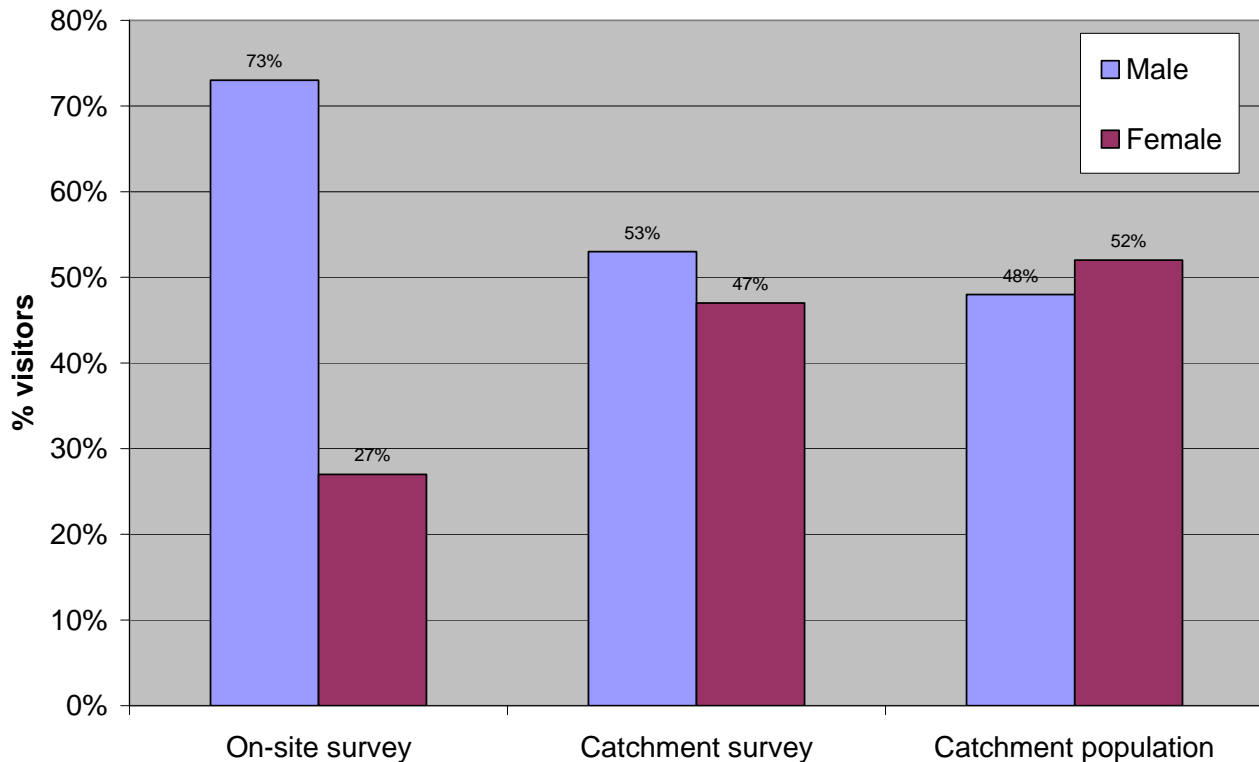
In this section, results from the on-site and catchment surveys and the analysis of management data returns are used to present a detailed 'visitor profile' for Ingrebourne Hill. Sub-section 5.1 presents an analysis of the socio-demographic make-up of visitors, focusing on gender, age, household income, employment status, disability and ethnicity. For each socio-demographic category, comparisons are made between the visitor profile and the profile of Ingrebourne Hill'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 Ingrebourne Hill 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 Ingrebourne Hill

5.1.1 Gender profile

The catchment survey results (2010) show that there are slightly more male than female visitors to Ingrebourne Hill (Figure 21, below). The profiling of Ingrebourne Hill's catchment population in 2008 revealed that females (52%) slightly outnumbered males (48%). As such, the catchment survey results suggest a slight under-representation of females amongst visitors to Ingrebourne Hill. However, the results of the on-site survey suggest that males (73%) significantly outnumber females (27%) amongst visitors. It is unclear what lies behind this discrepancy between the results of the two surveys.

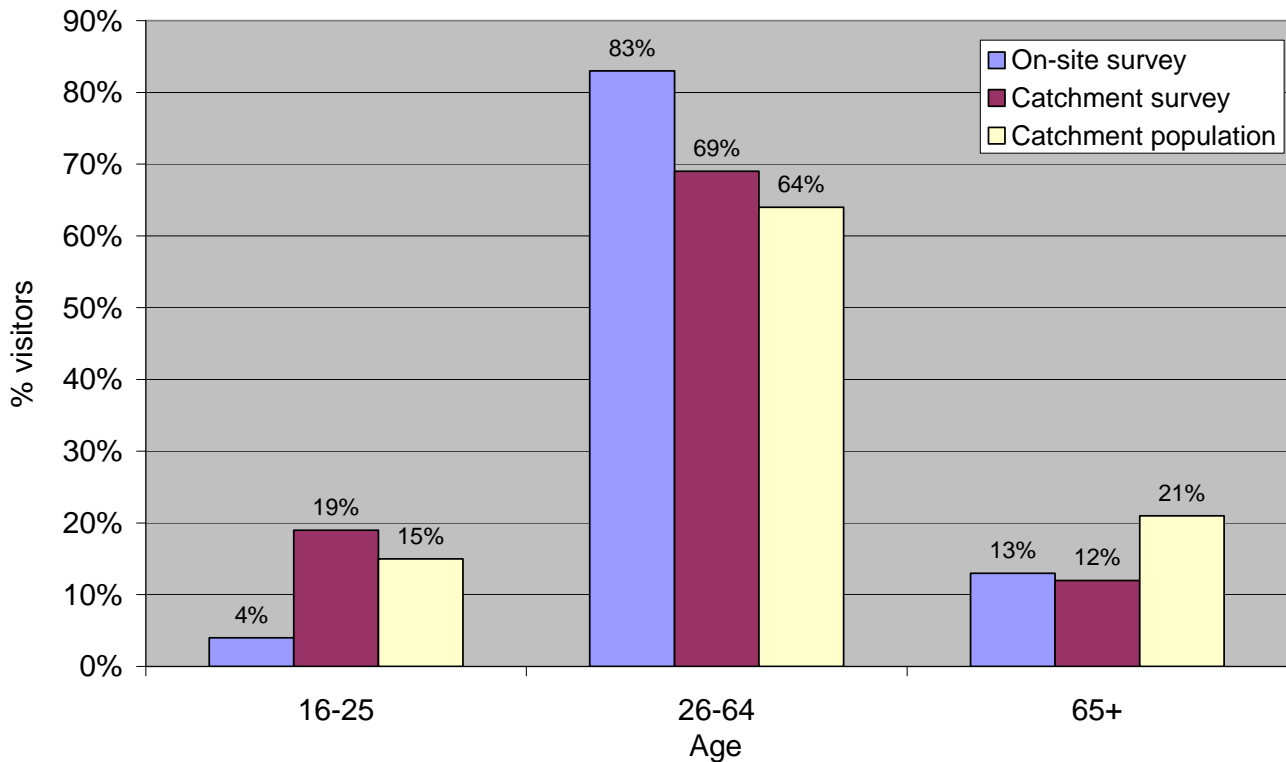
Figure 21: Gender profile of visitors to Ingrebourne Hill



5.1.2 Age profile

The age profile of visitors surveyed through the on-site and catchment survey are compared in Figure 22, below. Most visitors (83% on-site survey, 69% 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 65+yrs within the on-site and catchment survey respondents is lower than in the background population. The results of the on-site survey indicate, therefore, that this age group is under-represented amongst visitors to Ingrebourne Hill.

Figure 22: Age profile of visitors to Ingrebourne Hill



5.1.3 Income profile

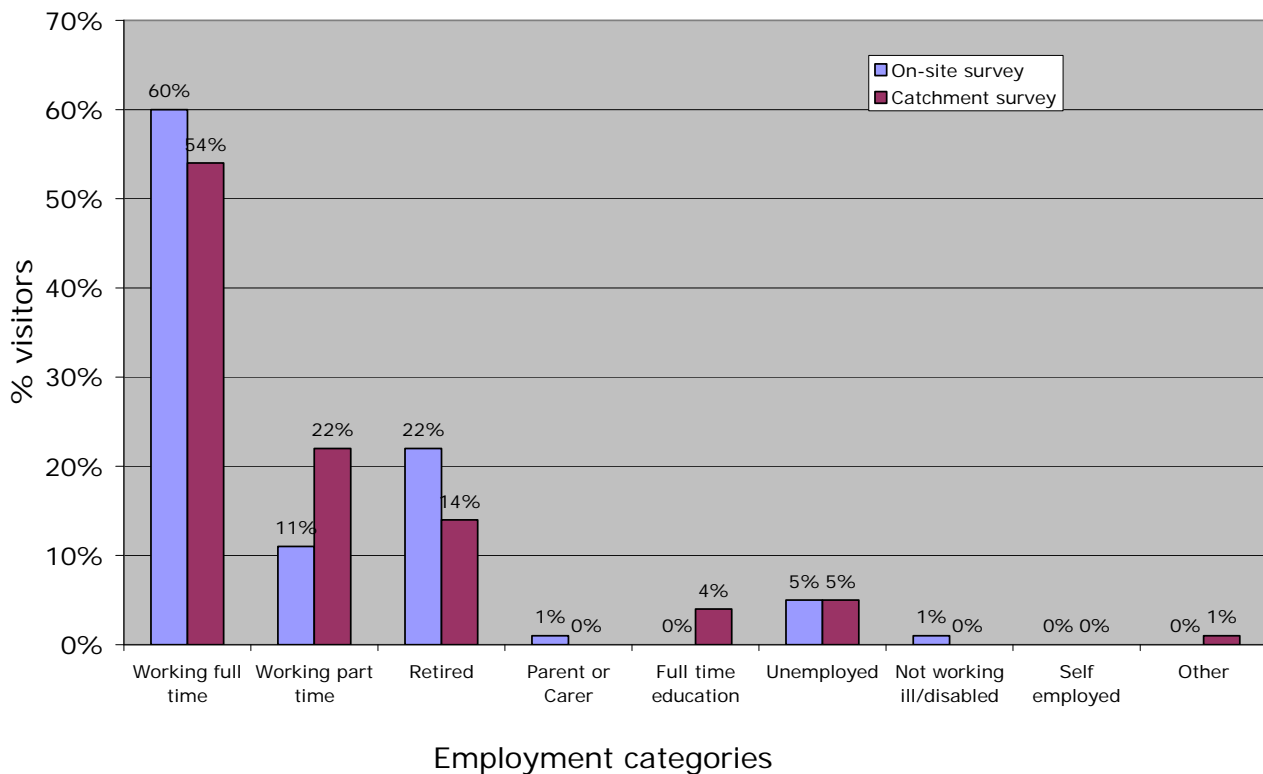
Results from the on-site and catchment surveys in 2010 reveal that not all respondents were willing to answer questions about household income. Out of 151 on-site survey respondents, only 122 (81%) answered this question. In the catchment survey, of the 66 respondents who had visited Ingrebourne Hill, only 42 (64%) answered. As such, the results presented here should be treated with caution.

Of those on-site survey respondents who answered the question relating to household income (81%, n=122), 24% are from low income households (20K or less). Respondents from low income households accounted for 24% (n=10) of visiting respondents to the catchment survey who answered this question. The profiling of Ingrebourne Hill's catchment population reveals a mean average household income of £33,586 (median: £33,655). In 2008, over 55% 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 43% in 2010. These results suggest that i) the representation of low income visitors is falling at Ingrebourne Hill, 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 23, below. The majority of on-site (93%) and catchment (90%) survey respondents are either working full-time, part-time, or retired. Taking the visitor population from both surveys (151+66=217), retired (n=33+9=41) and unemployed people (n=8+3=11) account for about 24% of visitors to Ingrebourne Hill. The results of the catchment profiling reveal that about 17% 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 Ingrebourne Hill.

Figure 23: Employment profile of visitors to Ingrebourne Hill



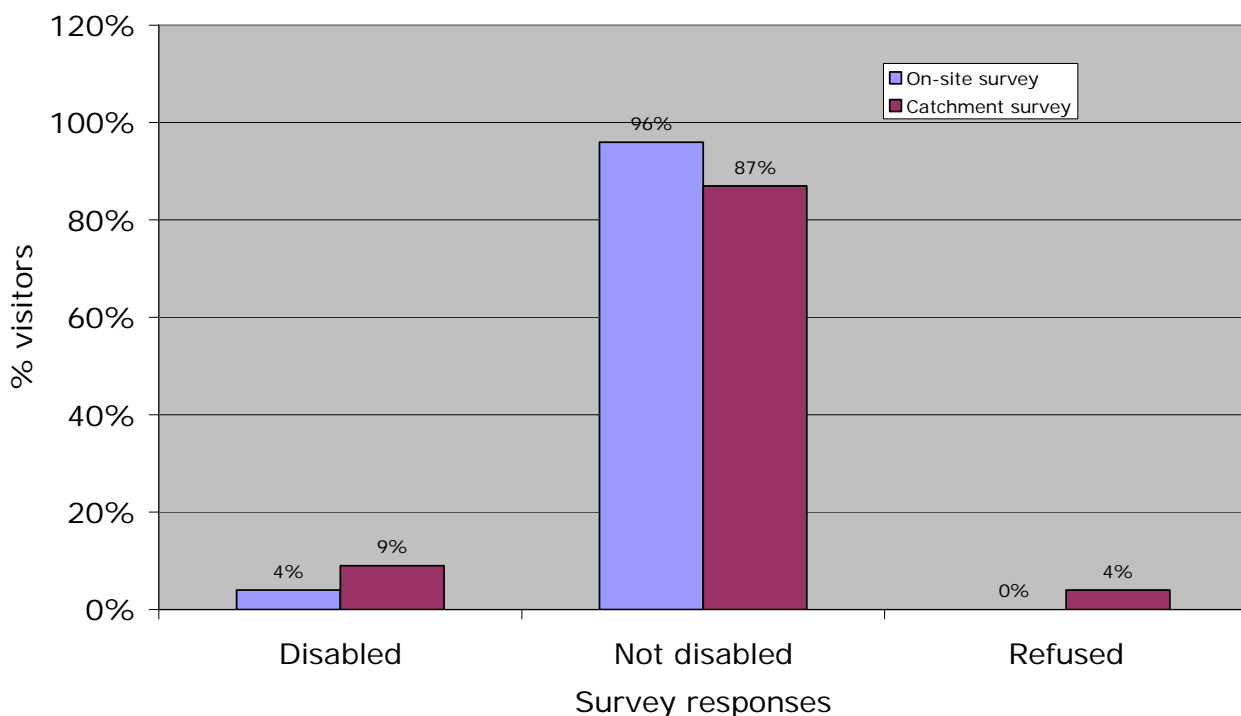
5.1.5 Disability profile

The 2010 on-site and catchment survey results show, respectively, that 4% and 9% of visitors to Ingrebourne Hill 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=1), Mental health (n=1), Physical health (n=2), Other (n=0).

Taking the visitor population from both surveys (151+66=217), visiting disabled respondents (n=6+6=12) account for about 6% of visitors to Ingrebourne Hill. The

socio-demographic indicator 'Disability' was not used to profile the Ingrebourne Hill catchment, so direct comparisons with the catchment profile are not possible. However, the catchment profiling does show that about 18% 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 under-represented amongst visitors to Ingrebourne Hill.

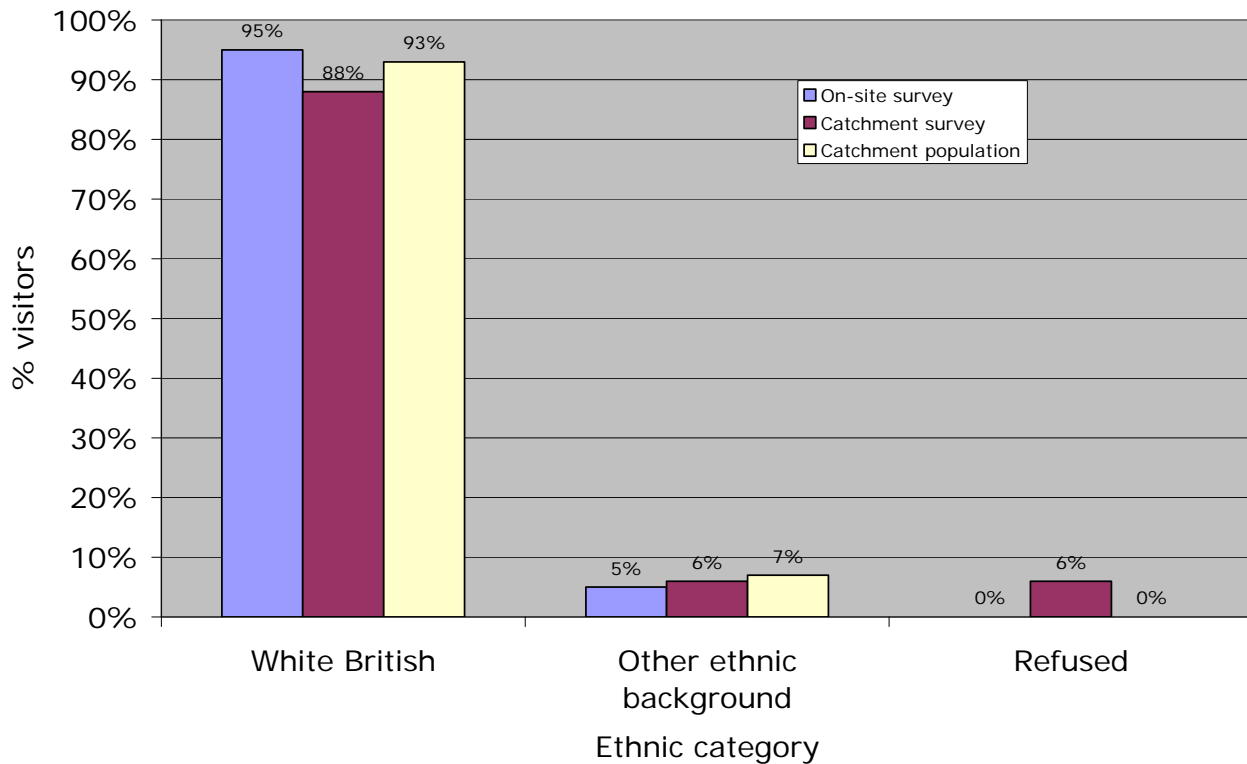
Figure 24: Disability profile of visitors to Ingrebourne Hill



5.1.6 Ethnic profile

Results from both on-site and catchment surveys reveal that the vast majority of visitors to Ingrebourne Hill categorise themselves as 'White British' (see Figure 25, below).

Taking the visitor population from both surveys (only those who answered this question) (150+62=212), people who categorise themselves as other than 'White British' (n=7+8=15) account for about 7% of visitors to Ingrebourne Hill. The ethnic profiling of visitors and Ingrebourne Hill's catchment population shows that people falling within the 'Other ethnic background' category account for just over 7% of the catchment population. The research results indicate, therefore, that minority ethnic groups are adequately represented amongst visitors to Ingrebourne Hill.

Figure 25: Ethnicity profile of visitors to Ingrebourne Hill


5.1.7 Diversity profile for events

Total attendance at Ingrebourne Hill events in the current reporting period was 2,560 persons or 2% of the catchment population (based on 2001 Census data); this is an approximately 6-fold pro rata increase in Event attendance in comparison to the previous reporting period. To provide an indication of the representativeness of diversity at events data is aggregated by Event type and representativeness considered relative to ethnicity, age and gender, and disability within the catchment population (Table 12).

Of the 2 events held at Ingrebourne Hill in the reporting period November 2009 to October 2010, ethnicity data was collected from only the 1 community event (total = 40); 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 (93%) and 7% ‘Other ethnic background’. The ethnic profiling of Ingrebourne Hill’s catchment population shows that people falling within the ‘Other ethnic background’ category account for about 7% of the catchment population. The research results indicate, therefore, that minority ethnic groups were well-represented amongst event participants in the current reporting period.

Age and gender was collected from the 1 community event. Participants were 53% male and 47% female; indicating that males and females were well-represented at Activities and Events held at Ingrebourne Hill in the current reporting period (Table 12).

Table 12. Age diversity of attendees at Ingrebourne Hill events between 1st November 2009 to 31st October 2010.

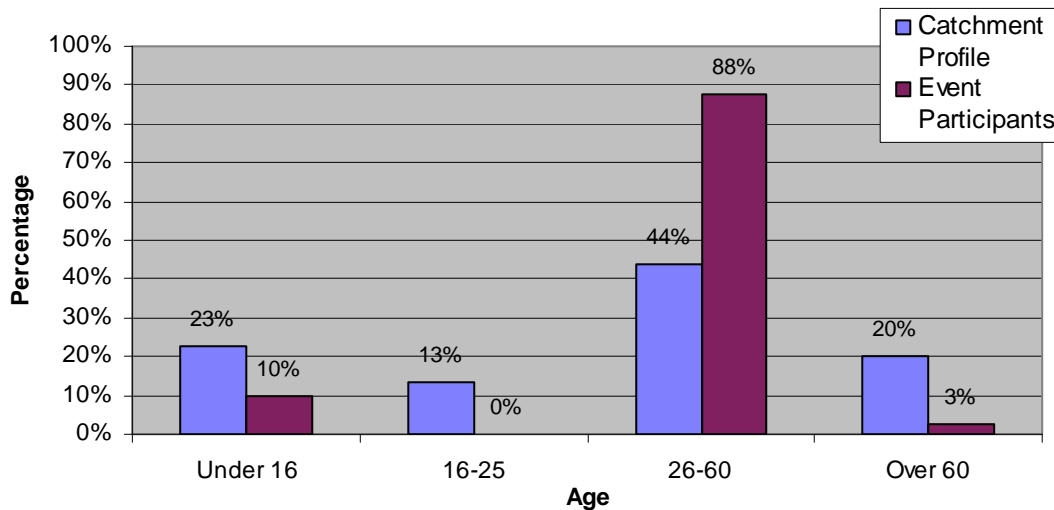
Event type	Age												No. of events*		
	0-4		5-11		12-15		16-25		26-59		Over 60			Total	
	M	F	M	F	M	F	M	F	M	F	M	F		M	F
Event - community			1	3					20	15		1	21	19	1 (1)
Event - education	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 (1)
Total	0	0	1	3	0	0	0	0	20	15	0	1	21	19	1 (2)

* = number of events that data is based upon; number in brackets is total number of events for current reporting period

The data on age diversity to the one community event (Table 12) held at Ingrebourne Hill in the current reporting period shows that 10% were under 16's, 88% were 26-60 years, and 3% were over 60's. Comparison of event participant ages and the age profile of the catchment population (Figure 26, see over) shows that under 16's, 16-25 and over 60 year olds are heavily under-represented whereas 26-59 year old are over represented (Figure 26, below), relative to the catchment demographics.

Event feedback forms include a demographic section on disability. Respondents have the option to tick the box on feedback forms if they 'do not wish to assist us with monitoring'. As in the previous reporting period, disability data was not recorded by event participants at Ingrebourne Hill in the current reporting period.

Figure 26: Age profile of participants at events at Ingrebourne Hill



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 Ingrebourne Hill. 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 benefits

The results of the statistical analysis reveal a significant relationship between socio-demographic categories and some categories of social benefit at Ingrebourne Hill. Females were more likely ($p < 0.01$) to agree with the statement that Ingrebourne Hill is a good place to socialise. In terms of social benefits, 55+ yrs were more likely ($p < 0.01$) to agree with the statement that Ingrebourne Hill gets people involved in local issues. White British respondents were more likely to agree that Ingrebourne Hill is a good place for wildlife.

5.2.2 Socio-demography and barriers

The results of the statistical analysis reveal a significant relationship between socio-demographic categories and some barriers to visiting Ingrebourne Hill. Young people are more likely to be affected by lack of car and lack of facilities ($p < 0.01$).

