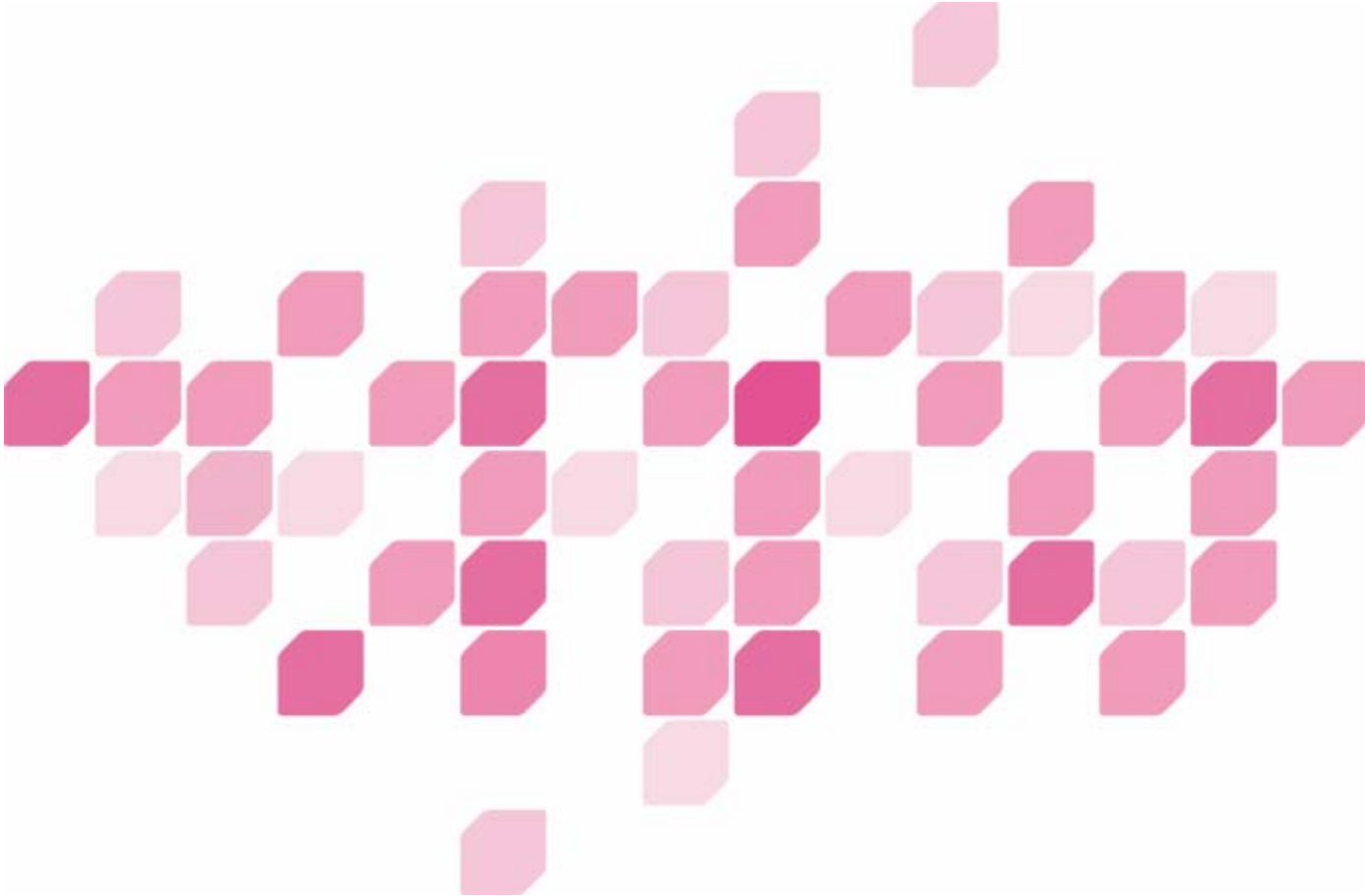


**Monitoring the quality of experience in forests
Forest of Dean, Gloucestershire**

Final Report

January 2006



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Prepared by:

TNS Tourism & Leisure

19 Atholl Crescent
Edinburgh, EH3 8HQ

Telephone: 0131 656 4000
Facsimile: 0131 656 4001
e-mail: enquiries@tns-global.com

120778

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A. Background and introduction

Background

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

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

This report contains the results of a survey undertaken at the Forest of Dean, the results of the surveys undertaken at other locations have been produced separately.

Method

A total of 247 visitors were interviewed at Forest of Dean between 17th July and 29th October during 22 days of interviewing.

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

- Beechenhurst Lodge (98 interviews)
- Pedalabikeaway Cycle Centre (79 interviews)
- Symonds Yat (70 interviews).

Report

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

A total of 247 visitors were interviewed and 68 self completion questionnaires were returned (38% of the 181 distributed). The following section provides the survey results across the total survey sample and, where appropriate, compares the responses provided by visitors in different demographic groups and those taking part in different activities. In addition, comparisons have been made between visitors to each of the three interview locations (Beechenhurst Lodge, Pedalabikeaway Cycle Centre, Symonds Yat), with full details of the responses obtained at each location included in the appendix.

Answers to open ended questions have been appended.

B. Main results

Summary

The Forest of Dean attracts a variety of visitor types including local Family groups taking picnics and cycle rides and using play areas, Young Independents on longer day trips who take part in off-road cycling and Empty Nesters who visit the forest as part of a wider holiday in the region.

Compared to other forests included in this survey programme, visits to the Forest of Dean tend to be taken less frequently, last longer and are more likely to involve a range of leisure activities such as visiting the café, birdwatching, photography, looking at sculpture in the forest and cycling. In converse, dog walkers represent a lower proportion of all users at this site than at many others.

Factors of most importance for visitors who are deciding to come to the Forest of Dean include the scenery and views, opportunities to see wildlife and opportunities to spend time with family and friends in a convenient, accessible location. The provision of clean toilets, sufficient secure car parking and a safe environment are also paramount.

The aspects visitors like most about the Forest of Dean reflect the factors of most importance and include the scenery, the rural environment, peace and quiet and that the forest is a safe place for children to play.

While the main 'source' of information used by most visitors when they were planning their trip was their own personal experience, large proportions also used leaflets, tourist brochures and the Internet. These formal sources were more likely to be used by visitors to the Forest of Dean than amongst visitors to other forests and were especially likely to be used by holiday makers. Also, the Internet was most likely to be used by cyclists.

Overall levels of satisfaction with the Forest of Dean are very high and most visitors find the site better than or as expected. The main drivers of the quality of experience are the scenery, wildlife, convenient location, café facilities, car parking and value for money.

However, possible areas for improvement include toilet facilities, signposting on paths, provision of bins and the provision of maps. There also appear to be some limited conflicts between cyclists and walkers relating to the shared use of paths.

Suggested improvements included more and improved cycle tracks, better signage and maps, more and improved toilet and shower facilities and more litter and dog waste bins.

Visitor profile

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

Demographics

Around three in five visitors to the Forest of Dean were male (59%). This majority was most notable amongst visitors who took part in cycling during their visit (66%) while more than two-thirds of dog walkers were female (67%).

Over two-fifths of visitors (44%) were in the Family lifecycle group (children under 16 living in the household) while a third (33%) were Empty Nesters. A smaller proportion (16%) were Young Independents.

The lifestage profile of visitors varied according to activities undertaken with more Young Independents and Families found amongst cyclists (27% and 59% respectively) but fewer Empty Nesters (8%). Furthermore, a larger proportion of visitors who were on holiday when they visited the forest were in the Empty Nester group (52%) while over half of those visitors who were on a short trip from home were in the Family lifecycle group (55%).

Table B-1 – Age and lifecycle (%)

Base: All respondents (247)

	%
Age	
16 – 24	6
25 – 34	16
35 – 44	33
45 – 54	21
55 – 64	14
65+	9
Lifecycle	
Young Independents	16
Families	44
Empty Nesters	33
Other	7

Some 22% of all visitors were aged between 16 and 34, 54% were aged between 35 and 54 and the remaining 23% were aged 55 or over.

Within the Forest of Dean the majority of male visitors was most notable at Symonds Yat Rock and Pedalabikeaway Cycle Centre (67% male) while there was a more even gender split at Beechenhurst Lodge (46% male, 54% female). In terms of lifecycle, a larger proportion of visitors to Beechenhurst Lodge and Pedalabikeaway were Families (49% and 58% respectively) while visitors to Symonds Yat Rock were more likely to be Empty Nesters (57%).

It is also useful to compare these results with the averages obtained across all of the forests included in this programme of research to date¹. The profile of visitors at the Forest of Dean was very similar to the average across all of the sites. In terms of specific locations, the lifecycle profile at the Forest of Dean was most alike that recorded in Cannock Forest and Grizedale Forest Park.

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

In terms of social class, as the table below illustrates, almost two-fifths of visitors (38%) were in the AB social classes (higher and intermediate managerial, administrative or professional) while a similar proportion (36%) were C1s (supervisory or clerical, junior managerial, administrative or professional). The remaining 26% of visitors were in the C2 and DE classes.

By comparison, in the UK population as a whole 43% of people are ABs or C1s while larger proportions are C2s or DEs.

Table B-2 – Social class (%)

Base: All responses (247)

	Visitors	UK Population
AB – ‘upper middle class’ – higher/ intermediate managerial, administrative or professional	38	17
C1 – ‘lower middle class’ – supervisory or clerical, junior managerial, administrative or professional	36	26
C2 – ‘skilled working class’ – skilled manual workers	14	25
DE – ‘working class’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed	12	32

Visitors most likely to be in the ABC1 social classes included cyclists (78%), holiday makers (81%) and Young Independents (85%) while a larger proportion of C2DEs were present amongst visitors on a trip of less than 1 hour from home (30%). The proportion of ABC1s was also higher at Pedalabikeaway Cycle Centre (79%) than at the other locations.

The social class profile of visitors to the Forest of Dean contained a slightly higher proportion of ABC1s than the overall average recorded across the other sites included within this programme of research (74% compared to 69%). The profile at this forest was most alike those recorded at Cannock Forest and Dalby Forest Park.

Origin

All visitors were asked to provide the postcode of their place of residence. The table below lists the areas of residence mentioned by 1% or more of visitors.

Table B-3 – Area of residence (%)

Base: All respondents (247)

	%		%
Gloucestershire	31	Hamshire	3
<i>Gloucester</i>	11	Hereford & Powvs	3
<i>Coleford</i>	4	Sussex	3
<i>Cheltenham</i>	4	Warwickshire	3
<i>Blakeney</i>	3	Kent	2
<i>Drvbrook</i>	3	London	2
<i>Coleford</i>	2	Wiltshire	2
<i>Tewksburv</i>	2	Cornwall	2
<i>Cirencester</i>	1	Dvfed	1
<i>Lonahope</i>	1	Shropshire	1
Somerset	10	Buckinghamshire	1
<i>Bristol</i>	8	Devon	1
Oxfordshire	8	Hertfordshire	1
Herefordshire	4	Lancashire	1
<i>Hereford</i>	4	Staffordshire	1
Gwent	4	Suffolk	1
Worcestershire	4	Solihull	1
West Midlands	3	West Yorkshire	1
<i>Birmingham</i>	2		

The largest proportions of visitors lived in Bristol, to the South of the forest (8%) and in Gloucester to the East (11%). Visitors also came from a wide range of other areas including Oxfordshire (8%), Herefordshire (4%) and Gwent (4%).

Season ticket ownership

Around a tenth of visitors (11%) indicated that they owned a season ticket. As might be expected, visitors who came to the site at least once a month were the most likely to own a season ticket (38%) while none of the holidaymakers interviewed had one. In terms of demographics, women were more likely than men to have a season ticket (16% and 7% respectively) while the activity group most likely to hold one was dog walkers (26%).

By comparison, the proportion of visitors with a season ticket was slightly lower at both Cannock Forest (7%) and Alice Holt (9%) but higher at Dalby Forest Park during 2004 (20%).

At the Forest of Dean, visitors who stated that they had a season ticket were also asked how they rated the value for money they obtained from the ticket. Over four-fifths of visitors (82%) said that the value for money was 'very good', 12% thought the value for money was 'quite good' and 4% were neutral. Similar levels of satisfaction were recorded at the other sites mentioned above.

Trip profile

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

Type of visit

Three out of five visitors were on a short trip from home of less than 1 hour in duration (59%) while a further 11% were on a short trip of between 2 and 3 hours duration. A much smaller proportion were on a longer day trip of over 3 hours from home (1%) while the remaining quarter of visitors were on holiday (25%).

Within the Forest of Dean, the largest proportion of visitors on short trips of less than 3 hours were recorded at Peddleabikaway Cycle Centre (73%) while 40% of visitors to Symonds Yat Rock were on holiday.

By comparison, across all of the sites included in this programme of research a similar sized proportion were on short trips of less than 3 hours (70% overall) but more were on longer day trips (13%). Compared to the average across all of the sites, visitors to the Forest of Dean were more likely to be on holiday (25% compared to 17%); indeed the proportion of visitors on holiday was higher at the Forest of Dean than at any of the other sites with the exception of Dalby Forest Park and Grizedale Forest Park.

Table B-4 – Type of visit (%)

Base: All respondents (247)

	%
On a short trip of less than 1 hour from home	59
On a short trip of 2 to 3 hours from home	11
On a day out for more than 3 hours from home	3
On holiday away from home	25

Visitors most likely to be on a short trip of less than 1 hour from home included those who came to the site at least once a month (92%), dog walkers (74%) and Families (74%) while Empty Nesters were more likely to be on holiday (39%) and Young Independents were more likely to be on visits of 2 to 3 hours from home (23%).

Frequency of visits

Some 78% of all visitors had been to the Forest of Dean before. Visitors on short trips of less than 1 hour, dog walkers, cyclists and Families were the most likely to be on repeat visits (89%, 85%, 86% and 82% respectively). Visitors who were on Holiday and those who took part in walking without a dog were more likely to be on their first visit (52% and 30% respectively). Within the Forest of Dean, visitors to Symonds Yat Rock were the most likely to be on their first visit (39%).

In terms of frequency of visits, while 14% of visitors who had been to the site before visited at least once a week, larger proportions visited 1 to 3 times a year (35%) or less often (19%).

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

Base: Respondents who have been to the Forest of Dean before (193)

	%
Every day	4
4 to 6 times per week	2
1 to 3 times a week	8
1 to 3 times a month	20
4 to 6 times a year	12
1 to 3 times a year	35
Less often	19

Compared to the averages recorded across all of the sites included in this programme of research, visitors to the Forest of Dean were less likely to be very frequent visitors with 27% of all visitors visiting the forest at least once a month compared to the 'norm' of 38%. The variation is largely a reflection of the larger proportion of holiday makers visiting this site, many of whom were on their first ever visit to the forest.

Length of visits

Visitors spent an average of almost 3 and a half hours (3 hours 20 minutes) in the Forest of Dean. The largest proportions of visitors stayed on the site for between 2 and 3 hours (30%) or 3 and 5 hours (37%).

The average length of time spent varied between several visitor groups with those who were on holiday typically spending longest (3 hours 35 minutes) while cyclists typically stayed longer than dog walkers (3 hours 28 minutes compared to 2 hours 42 minutes).

Table B-6 – Length of visit (%)

Base: All respondents (247); All who walked (121); All who cycled (86)

	Total time on site %	Time spent on any walking %	Time spent cycling %
Up to 15 minutes	*	7	1
15 – 30 minutes	*	4	-
30 minutes – 1 hour	3%	17	1
1 hour – 2 hours	13%	40	30
2 hours – 3 hours	30%	19	31
3 hours – 5 hours	37%	9	31
More than 5 hours	16%	2	2
<i>Average</i>	<i>3 hrs 20 mins</i>	<i>1 hr 46 mins</i>	<i>2 hrs 42 mins</i>
<i>Proportion of time on site</i>	<i>100%</i>	<i>55%</i>	<i>78%</i>

- No responses * Less than 0.5%

Table B-6 also illustrates the amount of time spent walking or cycling by those visitors who took part in such activities. Overall, visitors who took part in walking spent an average of 1 hour and 46 minutes undertaking this activity, just over half of their time on site (55%). Visitors who took part in cycling spent an average of 2 hours and 42 minutes undertaking this activity, almost four-fifths of their total time on site (78%).

Overall length of visit at the Forest of Dean was longer than the average across all of the sites included in this programme of research (2 hours 37 minutes). Indeed the average length of time spent at the Forest of Dean was longer than that recorded at all of the other locations, with the exception of Thetford Forest Park where the length of visit was similar (3 hours 24 minutes).

Activities undertaken

When asked what they did during their visit, the most frequently mentioned activities were visiting the café (44%) and walking without a dog (43%). A further 32% of visitors stated that they had cycled off-road, 28% had gone to see something in the forest and 23% had a picnic or barbecue.

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

Base: All respondents (247)

	%
Visiting the café	44
Walking without a dog	43
Off-road cycling	32
Seeing something in the forest (e.g. sculpture/ ancient tree)	28
Picnic or barbecue	23
Birdwatching	18
Hill walking/ rambling	15
Visiting the forest shop	14
Photography	13
Dog walking	11
Cycling on surfaced roads	10
Nature/ natural history visit	6
Educational visit	4
Climbing	2
Canoeing	1

When asked, 87% of visitors who had taken part in walking or cycling during their visit to the Forest of Dean indicated that they had followed waymarked trails. The proportion of users of waymarking was highest amongst cyclists (93%), visitors to Symonds Yat Rock (96%) and visitors to Peddleabikeaway (91%) but slightly lower amongst dog walkers (74%) and visitors to Beechenhurst Lodge (78%).

The types of activities undertaken varied between the different locations within the Forest of Dean. As might be expected the majority of those interviewed at Peddleabikeaway Cycle Centre took part in off-road cycling (85%) while visitors to Beechenhurst Lodge were more likely to visit the café (56%), see something in the forest (52%), have a picnic or barbecue

(32%) or walk their dog (21%). By comparison, visitors to Symonds Yat Rock were the most likely to walk without a dog (61%), birdwatch (39%) or take photographs (20%).

Compared to the average across all of the sites included in this programme of research, visitors to Forest of Dean were more likely to take part in birdwatching (18% at Forest of Dean compared to 7% overall), photography (13% compared to 6%) or seeing something in the forest (28% compared to 11%) but less likely to take part in dog walking (11% compared to 22%).

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

- *Visiting the café (44% overall)* – visitors most likely to undertake this activity included those who also took part in dog walking (52%) and female visitors (51%).
- *Walking without a dog (43% overall)* – larger proportions of visitors who were on holiday (52%) and those aged 45 to 54 (49%) took part in this activity.
- *Off-road cycling (32% overall)* – visitors who came to the forest at least once a month (39%) and Young Independents (58%) were the most likely to take part in off-road cycling while visitors who were on holiday, women and Empty Nesters were less likely to participate (13%, 25% and 29% respectively).
- *Seeing something in the forest (28% overall)* – visitors more likely to participate in this activity included those who also took part in dog walking (48%) and those aged 55 or over (38%). Conversely, those who took part in cycling were less likely to state that ‘seeing something in the forest’ was an activity they undertook (19%).
- *Picnic or barbecue (23% overall)* – larger proportions of visitors in the Family lifecycle group (31%) had a picnic or barbecue during their visit to the forest.
- *Birdwatching (18% overall)* – participation in this activity was highest amongst Empty Nesters (30%).

Other variations in the profile of visitors taking part in different activities included a larger proportion of visitors who were on holiday taking part in photography (21%) and a larger proportion of visitors who came to the forest at least monthly taking part in dog walking (26%).

Children's play area

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

Overall, some 32% of respondents indicated that they were with children who would use the play area. As might be expected, this proportion was higher amongst those in the Family lifecycle group (60%) but much lower amongst Empty Nesters (12%) and Young Independents (5%).

Importance of different aspects of visit

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

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

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

Base: All respondents (247)

	Importance score
<i>Being able to enjoy scenery and views</i>	4.24
<i>Clean toilets</i>	4.01
<i>Being able to spend time with family and friends</i>	3.94
<i>Being able to enjoy the wildlife</i>	3.92
<i>Feeling happy to leave your car in the car park</i>	3.86
<i>Enough car parking</i>	3.78
<i>Feeling safe in the forest</i>	3.68
<i>Solitude, peace and quiet</i>	3.52
<i>Being able to get fit and healthy</i>	3.51
<i>Value for money of your whole trip or day out</i>	3.45
<i>Clear signposting on footpaths</i>	3.44
<i>Litter and dog waste bins</i>	3.30
<i>A café</i>	3.27
<i>Choice of paths for walking</i>	3.11
<i>Leaflets and maps to help you find your way around</i>	3.10
OVERALL AVERAGE	3.09
<i>Friendliness of staff</i>	2.96
<i>Printed information about the forest</i>	2.96
<i>Picnic areas</i>	2.93
<i>Information provided by staff</i>	2.73
<i>Choice of trails for cycling</i>	2.68
<i>Open grassy areas for ball games, sunbathing, etc.</i>	2.54
<i>A shop</i>	2.53
<i>Availability of staff at the site</i>	2.44
<i>Children's play equipment</i>	2.20
<i>Baby changing</i>	1.78
<i>Availability of cycle hire on site</i>	1.75
<i>Choice of trails for other activities</i>	1.74

This analysis suggests that the overall priorities amongst the majority of visitors to the Forest of Dean included 'Being able to enjoy scenery and views', 'Clean toilets' and 'Being able to spend time with family and friends'.

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

Respondents were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The most frequently provided responses related to the good weather (18%), convenience of the forest's location (14%), the scenery (11%) and the cycle tracks (10%). The table below shows the influences mentioned by 2% or more.

Table B-9 – Other influences on decision to visit (%)
Base: All respondents (247)

	%
Good weather	18
Convenient/ easy to get to	14
Scenery/ beauty	11
Cycle tracks/ facilities	10
Been before	7
Good for the children	6
Forest/ nature	4
Meeting with family or friends	4
A day off work	4
Good tracks/ trails	3
Lots to see and do	3
Bird watching	3
Not been before/ somewhere new	2
Walking	2
Open spaces	2
Children's activities/ play	2
Fresh air	2
Recommended	2
Peace and quiet	2
Work/ voluntary work	2

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

“Close to home. Facilities to learn to cycle off road.”

“The best facility in Gloucestershire, not overly commercialised. It's very informal not restricted.”

“Opportunity for my husband and daughter to cycle.”

“Local to where I was staying, previous enjoyable experiences of the forest.”

“Somewhere nice to walk, cool in the forest.”

It is interesting to compare the reasons for visiting given by visitors to different locations within the Forest of Dean. At Beechenhurst Lodge larger proportions than elsewhere mentioned the convenient location of the site, nature and opportunities to spend time with family and friends while visitors to Symonds Yat Rock were more likely to mention opportunities to birdwatch. At Peddleabikeaway, the primary reason for visiting was (as probably expected) most likely to be the cycling facilities.

Favourite aspects of forest

When visitors were asked what they liked most about the Forest of Dean, the most frequently provided responses were the scenery/ beauty of the site (35%), peace, quiet and tranquillity (28%), nature (15%), opportunities to take part in walking for exercise (10%) and the convenience of the forest's location (10%). The table below lists those mentioned by 2% or more of visitors.

Table B-10 – Most liked aspects of Forest of Dean (%)

Base: All frequent respondents and self completion respondents (134)

	%
Scenery/ beautiful/ rural	35
Peace and quiet/ tranquil/ relaxing	28
Nature	15
Walking/ exercise	10
Convenient/ easy to get to	10
Cycling facilities	9
Variety of things to do	9
Wildlife	9
Unspoilt	8
Open spaces	6
Good/ safe for children	4
Being outdoors	4
Fresh air	4
Trails to follow	4
Friendly place	3
No traffic	2
Picnic/ BBQ areas	2
Others	10
Don't know/ not stated	14

Other responses related to the opportunities and facilities for cycling, the variety of things to do, the wildlife and the unspoilt, open spaces. It was also commented that the site is good for children and that it is good to be outdoors in the fresh air.

Some of the specific answers provided were:

“No chips in the cafe, no plastic cartons, they have kept the tone up.”

“The changing of the seasons. It has different beauty at different times of the year. It’s nice throughout the year.”

“The fact that it’s still quite quiet and not too touristy.”

“Its near, its clean, its safe.”

Comparing the responses obtained at different locations within the Forest of Dean, those interviewed at Beechenhurst Lodge were more likely to like the peace and quiet and greenery, visitors to Symonds Yat Rock were more likely to mention the nature and scenery and visitors to Peddleabikeaway were most likely to like the facilities for cycling and other activities.

Importance of the Forest of Dean

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

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

Base: All respondents living outside of Gloucestershire (51)

	%
The only reason for coming	33
Very important	27
Quite important	16
Neither important nor unimportant	5
Not very important	1
Not at all important	2
Don't know	16

Over half of those who lived outside of the area stated that the Forest of Dean was either ‘very important’ (27%) or their ‘only reason’ (33%) for visiting the area. In contrast, only 3% stated that the site was ‘not very’ or ‘not at all’ important.

Information sources used to plan visit

When visitors were asked about the sources of information they had used to plan their visit to the Forest of Dean, while the majority had relied upon previous experience (67%), large proportions also mentioned using leaflets they had picked up (30%) and road signs showing the way to the site (18%).

The other sources of information used by a tenth or more of visitors were word of mouth recommendations (15%), tourist board brochures (13%) and information on the Internet (12%)

Table B-12 – Information used to plan visit to Forest of Dean (%)

Base: All respondents (247)

	%
Previous experience/ knowledge	67
Leaflets picked up	30
Road signs to the site	18
Word of mouth recommendations	15
Tourist board or other brochures	13
Information on the Internet	12
Maps	3
Newspaper advertisements	2
Magazines	1
Leaflets or other information received in post	1
Books	1
None of these sources of information	2

As might be expected, visitors who went to the site at least once a month were the most likely to rely upon previous experience (94%) while visitors who were on holiday were more likely to have used leaflets they picked up (52%), road signs (26%), recommendations (24%) or tourist board brochures (19%). Cyclists and Young Independents were the groups most likely to have obtained information on the Internet (21% and 20% respectively).

Satisfaction with different aspects of visit

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

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

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

Base: All frequent respondents and self completion respondents (134)

	Satisfaction score
<i>Your visit as a whole</i>	4.33
<i>Being able to enjoy scenery and views</i>	4.15
<i>Being able to spend time with family and friends</i>	4.14
<i>Value for money of your whole trip or day out</i>	4.13
<i>Being able to get fit and healthy</i>	4.05
<i>Enough car parking</i>	3.92
<i>Feeling safe in the forest</i>	3.91
<i>Availability of cycle hire on site</i>	3.86
<i>Baby changing</i>	3.86
<i>Solitude, peace and quiet</i>	3.84
<i>Children's play equipment</i>	3.84
<i>Being able to enjoy the wildlife</i>	3.81
<i>Choice of trails for cycling</i>	3.80
<i>Choice of paths for walking</i>	3.78
<i>A café</i>	3.78
<i>Feeling happy to leave your car in the car park</i>	3.77
<i>Friendliness of staff</i>	3.74
<i>Choice of trails for other activities</i>	3.73
<i>Picnic areas</i>	3.72
OVERALL AVERAGE	3.71
<i>Open grassy areas for ball games, sunbathing, etc.</i>	3.69
<i>Clean toilets</i>	3.65
<i>Clear signposting on footpaths</i>	3.55
<i>Information provided by staff</i>	3.54
<i>Printed information about the forest</i>	3.43
<i>Leaflets and maps to help you find your way around</i>	3.39
<i>A shop</i>	3.34
<i>Litter and dog waste bins</i>	3.21
<i>Availability of staff at the site</i>	3.04

An overall ‘average’ of all of the mean scores has been included in the ranking. Elements ranked lowest on average include litter and dog waste bins and the availability of staff at the site.

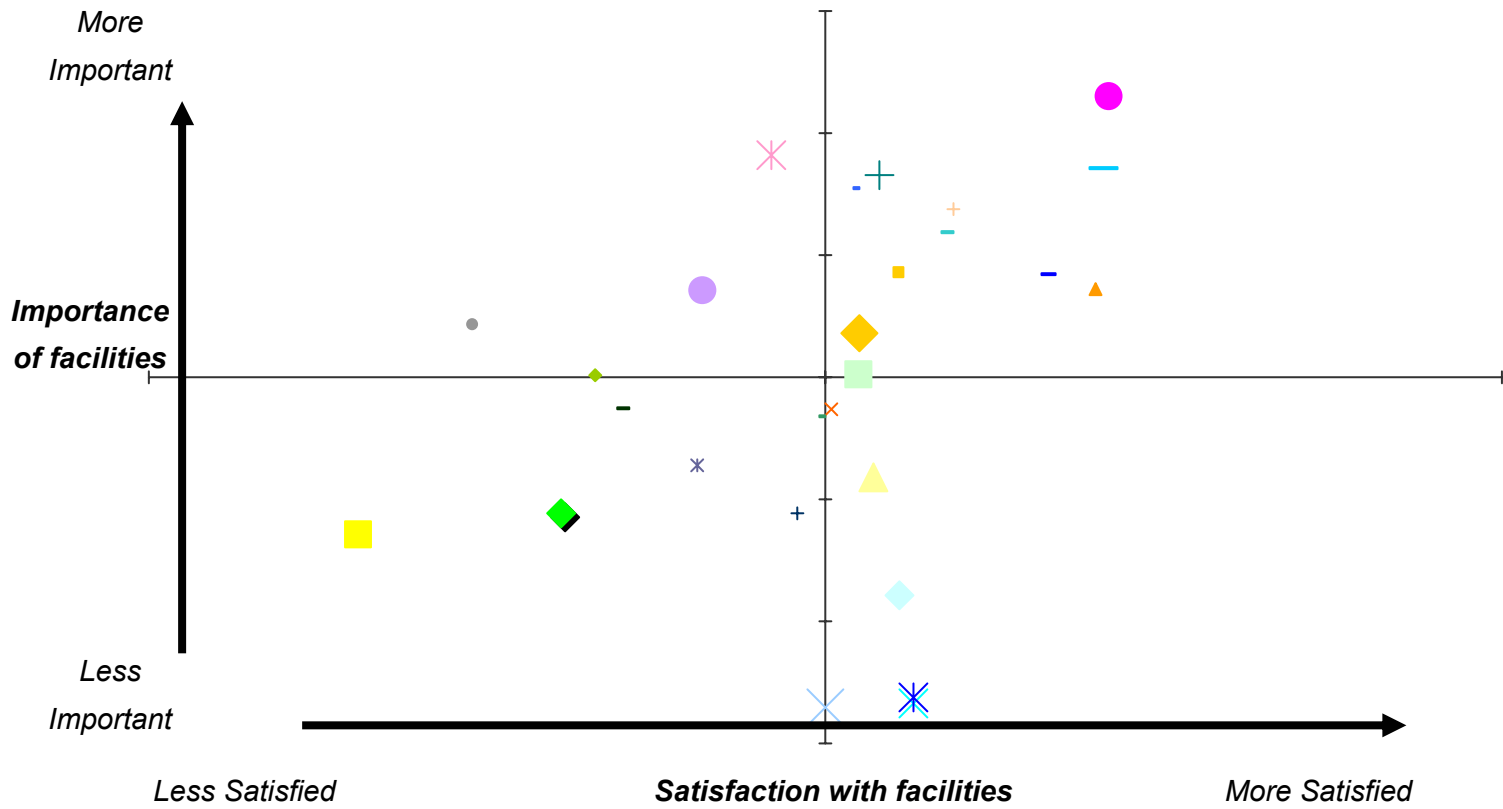
When comparing these scores it is important to bear in mind that not all variations are statistically significant. This ranking should therefore be treated as providing an indication of what visitors are most and least satisfied with.

Compared to the average scores obtained across the other sites included in this programme of research, visitors to the Forest of Dean were generally more likely to be satisfied with the baby changing facilities, friendliness of staff, provision of litter and dog waste bins.

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

- More litter/ dog waste bins are needed (on trails/ in forest) (16)
- More staff needed/ did not see any (7)
- Limited variety/ range in shop/ shop is too small (6)
- Toilets not cleaned enough (3)
- Not enough cycle trails for experienced cyclist (3)
- Unclear signage (3)
- Lack of solitude – too many children around (3)
- No cycling map (2)
- Not enough jumps on cycle trail (2)
- Not enough toilets (2)

Analysis of importance of elements of visit V satisfaction with same elements – Forest of Dean
 Base: All respondents (247)



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

Identification of issues

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

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

- *Top right – More Satisfied – More Important* – Scenery and views, being able to spend time with family and friends, being able to see wildlife, enough car parking, feeling safe in the forest, solitude, peace and quiet, being able to get fit and healthy, value for money and the cafe. Elements in this quadrant are rated highly in terms of both importance and satisfaction. These are the site's key strengths which should be maintained.
- *Bottom right – More Satisfied - Less Important* – Trails for cycling, paths for walking, play equipment, trails for other activities, cycle hire, baby changing facilities and cycle hire. Visitors are generally very satisfied with these elements although they are rated as less important overall, possibly because they are only used by certain groups of visitors.
- *Top left – Less Satisfied – More Important* – Clean toilets, clear signposting on paths, litter and dog waste bins and leaflets and maps to help you find your way around. Elements which are in or near this quadrant are rated as more important than 'average' but have received lower satisfaction scores. These are the elements which possibly require further attention.
- *Bottom left – Less Satisfied – Less Important* – Printed information about the forest, open grassy areas, shop and availability of staff. Overall, visitors were less satisfied than average with these aspects but they are also seen as less important by most visitors. These elements might therefore be considered as lower priorities for investment.

It is important to note that the scores presented in this chart are averages across *all visitors* during the period in which the survey took place. It should be remembered that the scores for satisfaction and importance varied between different types of visitors so their priorities will also differ.

Other visitors

When asked which of a list of other users had been encountered during recent visits to the Forest of Dean, the vast majority had seen walkers (92%), children (92%) and/or cyclists (83%). Around a fifth had seen motorbikers in the forest (19%), with similar sized proportions having seen vehicles driving in the forest (21%) or horse riders (19%).

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

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

Base: All frequent visitors and self completion respondents (134)

	%	Increased enjoyment a lot +2	Increased enjoyment a little +1	Made no difference 0	Decreased a little -1	Decreased a lot -2	Score
Walkers	92	6	9	81	3	-	+0.19
Children	92	6	9	82	2	1	+0.17
Cyclists	83	5	11	74	7	3	+0.07
Motorbikers/ moto cross	19	4	-	54	19	19	-0.52
Vehicles driving in the forest	21	11	-	64	14	4	0
Horse riders	19	4	-	92	4	-	+0.04
None of these visitors	3						

As the table illustrates, while encounters with other walkers, children, cyclists or horse riders usually had no impact or were predominantly positive, encounters with motorbikers were more likely to be negative.

Motorbikes or motocross disrupted the enjoyment of 10 respondents. Their impact was mentioned by visitors in a variety of user groups with reasons for dissatisfaction including the noise generated, safety issues, that they used the wrong trails and the general attitude of riders.

5 respondents stated that vehicles in the forest disturbed their enjoyment. These respondents stated that vehicles were a hazard and damaged tracks.

Further negative comments regarding other users included comments relating to cyclists riding on footpaths and being inconsiderate to walkers and of walkers not moving out of the way of cyclists.

Motorbikes and vehicles driving in the forest are seen as less of an issue at the Forest of Dean than at most of the other sites included in this programme of research.

Disturbances to visit

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

However, the disruptions most likely to have a more negative effect were litter or fly tipping (decreased the enjoyment a lot amongst 4% of visitors), dogs or dog dirt (3%) and noise from other users (4%).

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

Base: All frequent visitors and self completion respondents (151)

	Didn't reduce enjoyment	Decreased a little	Decreased a lot	Don't know	Score
	0	-1	-2		
Litter or fly tipping	54	16	4	25	-0.33
Dogs and dog dirt	59	18	3	20	-0.30
Vandalised, missing or damaged signposts	62	10	2	25	-0.20
Noise from other users or motorised sports	66	4	4	26	-0.16
Forest operations such as felling	66	7	1	25	-0.13
Muddy tracks	78	4	1	17	-0.07

Respondents were asked to indicate what else, if anything had decreased their enjoyment. Encouragingly, most respondents could not think of anything or did not state any other issues (81%). However areas which were mentioned by small numbers of respondents

included litter, cyclists on the wrong tracks, the need to improve tracks and a lack of information on things to do.

Expectations V Reality

Respondents to the self completion questionnaire (68 respondents), who were either on their first ever visit to the site or visited less than once a month, were asked to indicate how their overall visit had compared with expectations.

A quarter of respondents stated that the visit was ‘much better’ than they had expected (24%), whilst a similar sized proportion (29%) stated that it was ‘a little better’. Overall, 3% thought that it was a little worse.

Table B-16 – Overall rating of visit to forest compared to expectations (%)
Base: All self-completion respondents (68)

	%
Much better (+2)	24
A little better (+1)	29
As expected (0)	54
A little worse (-1)	3
Much worse (-2)	-
Don't know/not stated	+0.63

- No responses

When scores were applied to responses from +2 (‘much better’) to -2 (‘much worse’), an overall positive score of 0.63 was obtained. By comparison, the average across all of the sites surveyed to date was 0.79 which suggests that visits to the Forest of Dean were slightly less likely than the ‘norm’ to be better than expected.

When asked to state why they found the forest better than expected, responses mainly related to the scenery, views and helpful staff.

The two respondents who found the forest to be worse than expected were also asked to state why. One indicated that they were disappointed at the lack of signposting and one thought that it was not as peaceful as they had expected.

Improvements

When asked what, if anything, needed to be improved at the Forest of Dean, almost half of the visitors either stated that nothing should be improved or that they 'didn't know' what should be improved (45%).

The suggestions that were made are listed below. The most frequent suggestions related to more or improved cycle tracks (11%), improved signposting (10%) and more detailed maps (8%).

Table B-17 – Suggested improvements (%)

Base: All frequent visitors and self completion respondents (134)

	%
More/ better cycle tracks	11
Improved signposting	10
More detailed maps	8
More/ better play areas for different ages	7
More/ better equipped toilets (e.g. showers, open longer)	4
More activities to do	3
Bigger/ better car parking	3
Free/ cheaper car parking for locals	3
Bigger/ better café	3
More sculptures	3
Bike free zone/ rules for cyclists	2
Better range of food in café	1
More paths for walking	1
More dog bins	1
Improved mobile phone reception	1
More benches	1
More litter bins	1
Improved visitor centre	1
Better bikes at cycle hire	1
Cheaper café	1
Longer shop opening	1

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

“Bigger designated area for downhill, keep children away from extreme area for everyone’s safety.”

“During busy times car parking is limited and availability of tables outside cafe is limited.”

“Leaflets made available outside of buildings in waterproof containers i.e. no need to take the children into the shop, leaving cycles unattended.”

“Separate the cyclists from the walkers especially on the sculpture trail.”

“More downhill tracks and better made trails, better maintained trails.”

Expenditure

To obtain an indication of the value of visitors to the Forest of Dean, respondents were asked to specify the amount they had personally spent during the day of their visit to the forest. Some 4% of all respondents stated that they did not spend anything during their visit. The table below presents the average expenditure per person for different elements of their visit based upon those who spent anything in each category (for example the average accommodation spend amongst those who stayed in commercial accommodation only, excluding day trippers and others who spent nothing on this area).

Table B-18 - Average expenditure per person per day (incl. day trip and overnight stay)

Base: All frequent visitors and self completion respondents (134)

	Average spend (Based on those who spent anything on each category)
Accommodation (incl. food and drink)	£73
Food and drink (excl. at accommodation)	£13
Admission fees	£12
Shopping (non-routine, souvenirs)	£7
Transport (incl. petrol, taxis, public transport)	£10
Equipment (e.g. hire of boat, horse-riding)	£27
Miscellaneous	£6
Overall average spend	£36

Overall, visitors to the Forest of Dean spent an average of £36 per person per day.

C. Appendices

Questionnaires

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

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

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

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

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

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

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

N.B. LOCAL AREA IS DEFINED AS FOLLOWS:

AHF: Surrey
CF: The West Midlands
FD: Gloucestershire

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

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

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

SHOW SCREEN

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

	EVERY DAY	1	
	4 TO 6 TIMES A WEEK	2	<i>Check quotas Full interview after Q7</i>
	1 TO 3 TIMES A WEEK	3	
	1 TO 3 TIMES A MONTH	4	

	4 TO 6 TIMES A YEAR	5	<i>Check quotas Self completion after Q7</i>
	1 TO 3 TIMES A YEAR	6	
	LESS OFTEN	7	
	DON'T KNOW	Y	

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

ASK ALL

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

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

ASK IF RESPONDENT OWNS A SEASON TICKET:

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

READ OUT ROTATING ORDER. SINGLE CODE (40)

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

**ASK ALL
SHOW SCREEN**

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

CODE ALL MENTIONED

	Activities	
CYCLING ON SURFACED ROADS	1	<i>Ask Q.5</i>
OFF-ROAD CYCLING	2	
DOG WALKING	3	
OTHER WALKING	4	

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

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

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

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

**ASK ALL
SHOW SCREEN**

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

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

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

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

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

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

ASK ALL

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

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

SHOW SCEEN

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

CODE ALL MENTIONED

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

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

ASK ALL**SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS**

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

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

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

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

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

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

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

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

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

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

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

..... (69)

..... (70)

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

Q.13

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

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

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

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

Q.14

SHOW SCREEN ILLUSTRATING POSSIBLE ANSWERS

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

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

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

SHOW CARD E ILLUSTRATING POSSIBLE ANSWERS

Q.15

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

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

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

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

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

ASPECT (WRITE IN)	REASON
i)
ii)
iii)

SHOW SCREEN LISTING TYPES OF VISITOR

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

SHOW SCREEN LISTING POSSIBLE ANSWERS

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

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

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

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

	VISITOR TYPE (WRITE IN)	REASON
i)
	
ii)
	
iii)
	

SHOW SCREEN LISTING POSSIBLE ANSWERS

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

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

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

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

ASPECT (WRITE IN)

REASON

- | | | |
|------|--|--|
| i) | | |
| | | |
| ii) | | |
| | | |
| iii) | | |
| | | |

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

.....

.....

.....

.....

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

.....

.....

PROBE What else?

.....

.....

Q.20

What do you like the most about <Cannock Forest/Alice Holt Forest/Forest of Dean>?

IF RESPONDENT STATES 'WEATHER' OR 'SCENERY' PROBE FURTHER

.....
.....

What else? PROBE

.....
.....

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

SHOW SCREEN

Q.21

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

DAY TRIPPERS: to visit <LOCAL AREA> for a day out?

THOSE STAYING AWAY FROM HOME: to visit <LOCAL AREA> while on holiday?

SINGLE CODE

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

ASK ALL. SHOW MAP

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

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

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

OR

IF RESPONDENT HAS NOT YET SPENT A NIGHT AWAY FROM HOME

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

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

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

(b-h)

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

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

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

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

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

CLASSIFICATION INFORMATION

Name.....

Address.....

Sex: Male 1
Female 2

Postcode

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

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

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

Telephone number.....

Occupation of chief income earner in household:

SEG:
AB 1
C1 2
C2 3
DE 4

Date of interview	Day		Month					
<table border="1" style="display: inline-table; border-collapse: collapse;"><tr><td style="width: 30px; height: 20px;"></td><td style="width: 30px; height: 20px;"></td></tr></table>					July 1 Sep 3			
			Aug 2 Oct 4					

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

Yes 1
No 2

Time of interview

--	--	--	--

 (24 hours clock)

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

Place of residence: (from address)

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

Yes 1
No 2

COLLECT CLASSIFICATION DETAILS AND THANK RESPONDENT

Results obtained at other Forestry Commission sites

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

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

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

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BASE	176	153	336	321	52	290	316	259	255	247	2405
	%	%	%	%	%	%	%	%			
DISTURBANCES - SCORES											
Dogs and dog dirt	0.41	0.30	0.30	0.25	0.30	0.27	0.29	0.37	0.47	0.47	0.34
Noise from other users/ motorised sport	0.20	0.24	0.25	0.15	1.00	0.17	0.14	0.15	0.08	0.08	0.25
Litter or fly tipping	0.46	0.25	0.26	0.16	0.30	0.17	0.24	0.3	0.2	0.2	0.25
Vandalised/ missing signposting	0.10	0.15	0.18	0.12	0.50	0.11	0.23	0.2	0.07	0.03	0.17
Forest operations such as felling	0.06	0.28	0.12	0.09	0.00	0.07	0.01	0.09	0.01	0.01	0.07
Muddy tracks	0.31	0.20	0.10	0.07	0.10	0.16	0.19	0.11	0.09	0.09	0.14
EXPECTATIONS v REALITY											
Overall average			0.65	0.70		1.02	0.85	0.94	0.77	0.63	0.79
% with season ticket						20%		7%	9%	11%	

Responses to open-ended questions

What else influenced your decision to visit today?

A bike wash, a drinking water tap
A nice day
An organized social trip
Anything
Beauty of the area.
Been before and quick and easy to visit for day out
Bird watching, members of my family invited me
Boredom, sunny day
Brought visitor to the area, training for a bicycle event
Came last year
Came on Sunday and enjoyed it, wanted to do it again
Came to go cycling for children
Campsite close to home
Children's play facilities
Close easy run from the midlands
Close proximity
Close to home. Facilities to learn to cycle off road.
Closeness to home
Curiosity never been there before
Cycle centre
Cycle paths, no traffic
Daughter taking photos for gcse project
Day off work
Dennis potters bbc4 plays
Distance from home and cycle routes that are marked
Doing a Wye valley walk
Downhill cycle trail for my teenage children
Ease of site, good quality of the paths
Easy to get to
For dog walking and fresh air, cheap parking
For the family peace and quite, cycling and also room for dog
Freedom to come and go at any time during the day
Fresh air. Letting the children enjoy everyday things they can do in the forest.
Getting out into the fresh air.
Good access to forest.
Good clean cycle route
Good previous experience
Good weather
Good weather
Good weather, day off work
Having some free time
I have never visited here before, it was on my way from Hereford to Wiltshire
Ideal location for an outdoor party
It is very local and its always clean and tidy and well laid out, everything is easy access
It was a nice day
It was a nice day, been here before, children like this site

It was a nice sunny day
It was an opportune day to come
It was nice, somewhere nice to walk, cool in the forest
It's beautiful.
Its convenient
Its just a beautiful place close by and nice trails
Its just nice. good weather, good for the kids, good exercise
Its local, minutes away, good facilities
It's near, it's beautiful at this time of year.
Its near, weather was nice
Its not raining
Just passing through the area, thought I would see if anything changed at the cycle place
Just somewhere nice to enjoy a picnic
Just the good tracks
Just to be out in the open
Just to enjoy a day out
Just wanted a day out in the forest
Just wanted to be out in the sunshine, enjoying the nice weather whilst it lasts
Knowing it is a nice area, my husband had visited before
Leader of group made the decision
Local to where I was staying, previous enjoyable experiences of the forest
Local, good place for children to play
Marked cycle track suitable for family
My friends birthday
My visitor needs space to frolic in and likes being out in the woods
Near to Cheltenham where I am staying
Nearby, large open spaces
Nice and pleasant, plenty of open spaces for the children to play
Nice shady forest to keep kids out of sun, local site
Nice weather for children during school holidays
Nice weather for it
Nice weather, visiting nearby
None
None
None
None.
Not far from home
One of the few places where you can bring a bike
Open space, shade, toilets, ice cream
Opportunity for husband and daughter to cycle
Past visit
Personal recommendation
Planning a school trip, on family outing
Previous experience
Previous experience, children need to see particular things
Previous experience, location, hospitality is good, they are pleasant
Proximity to home. Fair weather.
Really to get out and about and have the open space
Safe cycling for the young children.
Scenery

School organised trip. This was an ideal place for it.
See falcons
Showing a friend the forest
Something all of the family can do together
Special activity for children
Staying in Herefordshire
Sunny day and last days of kids holidays
The availability of climbing
The beauty of the place. Place to relax.
The best facility in Gloucestershire, not over commercialised. It's very informal not restricted.
The cycle track facility, its a good facility, takes you off the road
The facilities
The facilities for cycling
The fact it is open, cafe, the fact that it is not raining and the ambiance
The guys (sons) had a choice and they choose here
The location is accessible to my home
The nature of the trail you have got here, there is nothing else locally like this, the cycle rails are really good, also good spares shop
The off road bike trail, its accessible, and we are on the way to Oxford and stopped off to see friends
The reputation of the forest
The sunny weather
The sunny weather and health and fitness
The weather as long as its not raining, that is fine
The weather was ideal.
They are the best tracks within an hour of Bristol, a big decider
To see if council have sorted out the road signs here
Today was ideal to take part in water activities
Voluntary work, watching the progress of the falcons
Wanted to go around the sculpture trail
We have got the day off
We just like it up here
We knew we could cycle here
We liked it before and word of mouth recommendations
Weather
Weather
Weather
Weather
Weather
Weather
Weather - nice day for it.
Weather and having time off from work, its nice and warm but shady in the trees
Weather, depending where you are and how you are feeling
Weather, did not have to travel too far
Weather, never visited before
Weather, nice day, found some new trails on visit last week for cycling
Weather, time available
Weather, wet overcast
Weather, time
Well we heard how nice it was, the views, we have come a long way

Woodlands

Work

You have just about covered it

Suggestions for improvements

A skills loop for cyclists

As a local resident I would like a parking permit for free

Being able to buy a season ticket on site or a postal service or join on internet

Better sign posting on the cycle trail, death row sculpture is depressing

Better signposts and clearer maps

Bigger designated area for downhill, keep children away from extreme area for everyone's safety

Cafe should be cheaper, would be nice to see forestry commission to be on site to take people to places of interest, some activities for children in summer holidays

Canoeing on the ponds, swimming in the ponds

Car parks are expensive, season ticket is very reasonable

Clear signpost from Beechenhurst to Cycle Centre

Could be better sign posts to know where things are, would like some more children's play area

During busy times car parking is limited and availability of tables outside cafe is limited

Enforce motor bikes off tracks, motor bike ban

I like it as it is. Don't change anything, do not make it too commercialised.

I think the forest has improved a lot in the last five years

I would like to see more facilities for youngsters and families

Improve toilet facilities, more experience trails for cycling

In play area more swings and small climbing frames for younger children

Internet site to advise of any planned felling.

Its great even when its packed, its peaceful

Its nice

Later closing of car parks up until just after sunset

Leaflets made available outside of buildings in waterproof containers i.e. no need to take the children into a shop, leaving cycles unattended

Leave it as it is

Loose chipping paths lethal for people with walking disabilities especially those who use wheel chairs, more public toilets

Make general information e.g. history of the forest more readily available.

More activity trails for the older children

More and clearer signs, both on car park and on the walks.

More cycle paths, more children's play facilities, free entry for families to the dean heritage playground, play area for older children e.g. assault course

More cycle tracks, more variation, big jumps

More downhill cycle tracks off road

More downhill tracks and better made trails, better maintained trails

More play areas

More play equipment areas

More sculptures on trails

More seating for adults in children's play area to enable adults to watch and supervise children

More things for the children, climbing equipment, swings, drawings e.g. bark rubbings

More tolerance of mountain bikers, the walkers seem to get priority

More variety in choice of cycle trails and off-road tracks

New sculptures, more about how to protect what is here

No more development building etc
Phone signal
Play area for older children, an adventure trail for older children
Revamp the café, make it more spacious and to give more variety of choice
Separate the cyclists from the walkers especially on the sculpture trail
So long as they maintain what is here, they could put up more areas, if more visitors will need new tracks
Toilet doors in ladies
Unofficial keep motor cycle users out of the forest, give motor cyclists their own area well away from other users of the forest
We were quite happy with it
Would like car park charges reduced for everyone, Cannock Forest a bit steep
Would like to see hedging treatment by rock so you can see river clearly

What do you like most about the forest?

Ability to access work areas
Beautiful scenery, the wildlife
Being outdoors a spiritual feeling whilst in it
Freedom the access to it throughout the year its just on my doorstep
Fresh air and nature the trees
Getting out and about on the trails. Getting away from the traffic.
Good for down hilling
Handy beautiful place
I like the trees
Its a pleasant rural area, a nice place to come, nice scenery and wildlife, unspoilt
It's beautiful.
Its naturalness
Its near, its clean, its safe
Its peaceful but too many people, nice scenery etc
Its peaceful, its green
Its quick
Just being able to get out and cycle car traffic free
Just getting outdoors away from the traffic
Location easy to use, good variety of facilities
Lots to do, open till late
My mobile phone doesn't work
Natural beauty
Natural beauty
No chips in the cafe, no plastic cartons, they have kept the tone up
Nothing
Off road cycling
Peace
Peace and quiet
Peace, beautiful surroundings
Proximity of bus stop, feeling of wildness
Quiet opportunity to get out in the fresh air and beautiful surroundings and wildlife
Quiet scenery
Quiet, greenery, views

Quietness, the variety like the sculptures toilets and barbecue areas, cycling and walking
Remoteness, solitude, scenery, wildlife
Restful and peaceful ideal for family quality time
Scenery national habitat
Scenery the river is lovely and being able to peregrine
Scenery.
Scenery, trees
Somewhere different for us to ride
Space
The changing of the seasons. It has different beauty at different times of the year. It's nice throughout the year.
The Cycle Centre
The fact that its still quite quiet and not too touristy
The forest trees and scenery
The great outdoors
The hills, stress relief, great day out, a day away from family ties, good mechanics at cycle stop
The open space
The tracks I whinge about them not being enough but its worse elsewhere
The trees
The trees, seeing the seasons changing
The vastness of it, the openness and the variety
This particular cycle trail, in the forest in general the sheep on the roads are a nuisance, didn't like the parking charges it used to be free
Tranquility
Trees scenery wildlife.
Trees very old big trees
Trees, wildlife, solitude, clean air, accessibility.
Trees, peaceful, everyone friendly
Unspoilt
Unspoilt, not so commercialized
Vastness of it, they do welcome dogs, provide dog bins, provide water for the dogs
Well planted, no litter and its a nice place to come for a day out
Wildlife, flora and the views

Results by interview location

Q.1 Trip Type				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
On a short trip of less than 1 hour from home	59%	63%	37%	73%
On a short trip of between 2 and 3 hours from home	11%	8%	13%	11%
On a day out (for more than 3 hours) from home	3%	2%	7%	1%
On holiday away from home in the area	25%	26%	40%	11%
Other	2%	1%	3%	3%

Q.2b First visit to Forest of Dean				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
Yes	22%	16%	39%	14%
No	78%	84%	61%	86%

Q.2c How often during year visit Forest of Dean				
Base : All who have visited Forest of Dean before				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	193	82	43	68
Every day	4%	5%	5%	3%
4 TO 6 times a week	2%	2%	2%	1%
1 TO 3 times a week	8%	6%	7%	10%
1 TO 3 times a month	20%	23%	12%	22%
4 TO 6 times a year	12%	9%	19%	12%
1 TO 3 times a year	35%	45%	23%	29%
Less often	19%	10%	33%	22%

Q.3a Whether own a season ticket for Forest of Dean				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
Yes	11%	13%	10%	8%
No	89%	87%	90%	92%

Q.4 Activities expect to take part in or have already taken part in during visit				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
Visiting the cafe	44%	56%	30%	41%
Other walking	43%	49%	61%	18%
Off-road cycling	32%	9%	3%	85%
Seeing something in the forest (e.g. a sculpture or an ancient tree)	28%	52%	10%	13%
Picnic or barbecue	23%	32%	16%	19%
Birdwatching	18%	12%	39%	6%
Hill walking\ rambling	15%	15%	21%	8%
Visiting the forest shop	14%	13%	16%	13%
Photography	13%	14%	20%	5%
Dog walking	11%	21%	6%	3%
Cycling on surfaced roads	10%	7%	1%	20%
Nature\natural history visit	6%	4%	16%	1%
Educational visit	4%	6%	4%	-
Climbing	2%	-	6%	-
Play area/ playground	1%	2%	-	-
Canoe	1%	-	1%	1%
Orienteering	*	-	1%	-

Q.5 Do you expect to use any waymarked trails during your visit				
Base : All walking or cycling during visit				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	188	68	46	74
Yes	87%	78%	96%	91%
No	12%	19%	4%	9%
Don't know/ not stated	1%	3%	-	-

Q.6a Approximate length of time intend to spend in Forest of Dean today				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
Up to 15 minutes (7.5)	*	1%	-	-
Over 15 minutes - 30 minutes (22.5)	*	-	-	1%
Over 30 minutes - 1 hour (45)	3%	2%	4%	3%
Over 1 hour - 2 hours (90)	13%	11%	13%	15%
Over 2 hours - 3 hours (150)	30%	35%	30%	24%
Over 3 hours - 5 hours (240)	37%	39%	23%	48%
More than 5 hours (330)	16%	12%	29%	9%
Average minutes	200.3	196.607	210.652	195.854

Q.6b Approximate length of time expect to spend walking during visit				
Base : All walking during visit				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	121	60	46	15
Up to 15 minutes (7.5)	7%	10%	2%	7%
Over 15 minutes - 30 minutes (22.5)	4%	2%	2%	20%
Over 30 minutes - 1 hour (45)	17%	20%	9%	27%
Over 1 hour - 2 hours (90)	40%	42%	37%	47%
Over 2 hours - 3 hours (150)	19%	13%	33%	-
Over 3 hours - 5 hours (240)	9%	10%	11%	-
More than 5 hours (330)	2%	3%	2%	-
Don't know/ not stated	2%	-	4%	-
Average minutes	105.57	102.625	125.455	59

Q.6c Approximate length of time expect to spend cycling during visit				
Base : All cycling during visit				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	86	14	2	70
Up to 15 minutes (7.5)	1%	7%	-	-
Over 15 minutes - 30 minutes (22.5)	-	-	-	-
	-	-	-	-
Over 30 minutes - 1 hour (45)	1%	-	-	1%
Over 1 hour - 2 hours (90)	30%	43%	-	29%
Over 2 hours - 3 hours (150)	31%	36%	-	31%
Over 3 hours - 5 hours (240)	31%	14%	-	36%
More than 5 hours (330)	2%	-	-	3%
Don't know/ not stated	2%	-	100%	-
Average minutes	161.7	126.964	-	168.643

Q.7 Are you accompanied by any children who will use the children's play area today				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
Yes	32%	50%	16%	23%
No	68%	50%	84%	76%
Don't know/ not stated	*	-	-	1%

Q.8 Which of the following sources of information, if any, have you used to help plan your visit to Forest of Dean				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
Previous experience\ knowledge	67%	77%	49%	71%
Leaflets you picked up	30%	35%	34%	22%
Road signs to the site	18%	16%	20%	18%
Word of mouth recommendations	15%	11%	17%	19%
Tourist board or other brochures	13%	11%	19%	9%
Information on the Internet	12%	8%	7%	22%
Maps	3%	1%	4%	5%
Newspaper advertisements	2%	2%	1%	1%
Leaflets or other information sent to you in the post	1%	1%	1%	-
Magazines	1%	1%	-	1%
Books	1%	-	3%	-
TV advert	-	-	-	-
Others	*	1%	-	-
None of these	2%	1%	1%	4%
Don't know/ not stated	*	-	1%	-

Q.9 Importance of facilities in decision to visit site - Mean Summary Table				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
Being able to enjoy scenery and views	4.243	4.265	4.414	4.063
Clean toilets	4.008	4.276	4.188	3.519
Being able to spend time with family and friends	3.943	4.092	3.826	3.861
Being able to enjoy the wildlife	3.919	3.867	4.271	3.671
Feeling happy to leave your car in the car park	3.857	3.918	4.072	3.595
Enough car parking	3.785	3.847	4.029	3.494
Feeling safe in the forest	3.683	3.816	3.667	3.532
Solitude, peace and quiet	3.522	3.571	3.6	3.392
Being able to get fit and healthy	3.506	3.306	3.632	3.646
Value for money of your whole trip or day out.	3.447	3.227	3.714	3.481
Clear signposting on footpaths	3.441	3.357	3.857	3.177
Litter and dog waste bins	3.297	3.306	3.594	3.025
A cafe	3.267	3.408	3.371	3
Choice of paths for walking	3.106	3.186	3.696	2.494
Leaflets and maps to help you find your way around	3.101	2.908	3.429	3.051
Friendliness of staff	2.963	2.396	3.551	3.139
Printed information about the forest	2.96	2.827	3.329	2.797
Picnic areas	2.931	3.224	2.943	2.557
Information provided by staff	2.733	2.237	3.269	2.886
Choice of trails for cycling	2.683	2.01	2.043	4.076
Open grassy areas for ball games, sunbathing, etc	2.537	2.98	2.329	2.167
A shop	2.531	2.316	2.638	2.705
Availability of staff at the site (for example rangers)	2.443	2.021	2.87	2.59
Children's play equipment	2.198	2.796	1.957	1.671
Baby changing facilities	1.785	1.827	2	1.544
Availability of cycle hire on-site	1.751	1.388	1.647	2.291

Q.12 What else, if anything, influenced your decision to visit today				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
Near at hand/easy to get to	14%	17%	10%	14%
Weather - good/sunny/ fair	12%	15%	4%	15%
Scenery/beauty/nice place	11%	13%	14%	4%
Cycle tracks/centre Biking	10%	4%	-	25%
Been before/like it here	7%	8%	3%	9%
Weather - no details	6%	1%	16%	4%
Children like it/good for children	6%	6%	1%	9%
Forest/nature	4%	9%	-	3%
Meeting/here with family/friends	4%	6%	1%	4%
Day off work/free time today/day out	4%	2%	4%	6%
Trails/tracks good - no details	3%	2%	-	6%
Lots to see and do	3%	2%	-	6%
Bird watching/Birds of Prey	3%	-	10%	-
NOT been before/ somewhere new	2%	2%	6%	-
Walking	2%	2%	4%	-
Open spaces	2%	4%	1%	-
Children's activities/ playground	2%	3%	-	1%
Fresh air	2%	2%	3%	-
Recommended / saw leaflet	2%	-	3%	3%
Quiet / peaceful	2%	2%	1%	1%
Work/voluntary work	2%	-	6%	-
Cafe - use cafe	1%	1%	-	3%
Safe environment	1%	3%	-	-
Walking dog	1%	-	3%	1%
Exercise	1%	1%	-	3%
Just passing - stopped to visit	1%	1%	-	3%
Day out	1%	2%	-	-
Clean tidy place/well looked after	1%	-	-	3%
Opening times/long/good/ open all the time	1%	2%	-	-
NO traffic/limited traffic	1%	1%	-	1%
Camping/camp sites any mention	1%	-	1%	1%
Other specific outdoor activities	1%	-	3%	-
Picnics	*	1%	-	-
Not expensive/cheap/free	*	-	1%	-

Q.13 Satisfaction with aspects during most recent visits to Forest of Dean - Mean Summary Table				
Base : All frequent visitors and self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	134	66	29	39
Your visit as a whole	4.333	4.492	4.357	4.051
Being able to enjoy scenery and views	4.152	4.262	4.393	3.795
Being able to spend time with family and friends	4.135	4.317	4.038	3.892
Value for money of your whole trip or day out	4.129	4.242	4.185	3.897
Being able to get fit and healthy	4.047	3.984	4.143	4.079
Enough car parking	3.923	4.076	4.143	3.472
Feeling safe in the forest	3.909	4.092	3.964	3.564
Availability of cycle hire on-site	3.86	3.909	3	3.85
Baby changing facilities	3.857	4	4	3.4
Children's play equipment	3.836	4	3.25	3.364
Solitude, peace and quiet	3.835	3.985	4.036	3.436
Being able to enjoy the wildlife	3.81	3.855	4.222	3.432
Choice of trails for cycling	3.8	3.771	4.143	3.763
Cafe	3.781	4	3.842	3.333
Feeling happy to leave your car in the car park	3.771	3.939	3.714	3.514
Choice of paths for walking	3.757	3.984	3.556	3.444
Friendliness of staff	3.742	3.833	3.95	3.484
Choice of trails for other activities (e.g. horse riding)	3.731	3.769	4.4	3.25
Picnic areas	3.723	3.968	3.524	3.345
Open grassy areas for ball games, sunbathing, etc	3.691	4.145	3.429	2.852
Clean toilets	3.648	3.75	3.741	3.4
Clear signposting on footpaths	3.548	3.79	3.357	3.278
Information provided by staff	3.535	3.731	3.647	3.286
Printed information about the forest	3.429	3.593	3.217	3.286
Leaflets and maps to help you find your way around	3.387	3.614	2.955	3.259
A shop	3.34	3.388	3.429	3.222
Litter and dog waste bins	3.214	3.509	3.053	2.667

Q.17a Types of visitors have seen or heard during most recent visits to Forest of Dean				
Base : All frequent visitors				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	66	30	11	25
Walkers	91%	90%	91%	92%
Children	89%	90%	82%	92%
Cyclists	85%	87%	64%	92%
Motorbikers/ Moto Cross	27%	13%	18%	48%
Horse riders	18%	10%	9%	32%
Vehicles driving in the forest	18%	7%	9%	36%
None of these types of visitors	3%	3%	9%	-

Q.18a Whether other potential issues decreased enjoyment during most recent visits				
“Noise from other users or motorised sports”				
Base : All frequent visitors and self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	134	66	29	39
Didn't reduce enjoyment (3)	66%	73%	52%	64%
Decreased enjoyment a little (2)	4%	3%	3%	8%
Decreased enjoyment a lot (1)	4%	-	10%	5%
Don't know/ not stated	26%	24%	34%	23%
Mean Score	2.838	2.96	2.632	2.767

Q.18a Whether other potential issues decreased enjoyment during most recent visits				
“Litter or fly tipping”				
Base : All frequent visitors and self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	134	66	29	39
Didn't reduce enjoyment (3)	54%	62%	38%	54%
Decreased enjoyment a little (2)	16%	12%	17%	21%
Decreased enjoyment a lot (1)	4%	3%	3%	8%
Don't know/ not stated	25%	23%	41%	18%
Mean Score	2.67	2.765	2.588	2.563

Q.18a Whether other potential issues decreased enjoyment during most recent visits				
“Dogs and dog dirt”				
Base : All frequent visitors and self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	134	66	29	39
Didn't reduce enjoyment (3)	59%	67%	48%	54%
Decreased enjoyment a little (2)	18%	17%	17%	21%
Decreased enjoyment a lot (1)	3%	2%	-	8%
Don't know/ not stated	20%	15%	34%	18%
Mean Score	2.701	2.768	2.737	2.563

Q.18a Whether other potential issues decreased enjoyment during most recent visits				
“Muddy tracks”				
Base : All frequent visitors and self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	134	66	29	39
Didn't reduce enjoyment (3)	78%	83%	66%	77%
Decreased enjoyment a little (2)	4%	5%	3%	5%
Decreased enjoyment a lot (1)	1%	-	-	3%
Don't know/ not stated	17%	12%	31%	15%
Mean Score	2.928	2.948	2.95	2.879

Q.18a Whether other potential issues decreased enjoyment during most recent visits				
“Vandalised, missing or damaged signposts”				
Base : All frequent visitors and self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	134	66	29	39
Didn't reduce enjoyment (3)	62%	70%	45%	62%
Decreased enjoyment a little (2)	10%	9%	17%	8%
Decreased enjoyment a lot (1)	2%	-	-	8%
Don't know/ not stated	25%	21%	38%	23%
Mean Score	2.8	2.885	2.722	2.7

Q.18a Whether other potential issues decreased enjoyment during most recent visits				
“Forestry operations such as felling”				
Base : All frequent visitors and self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	134	66	29	39
Didn't reduce enjoyment (3)	66%	73%	66%	56%
Decreased enjoyment a little (2)	7%	3%	3%	15%
Decreased enjoyment a lot (1)	1%	-	-	5%
Don't know/ not stated	25%	24%	31%	23%
Mean Score	2.87	2.96	2.95	2.667

Q.19 Thinking about your most recent visits to Forest of Dean and others you may have made in the past, what if anything would you like to see changed or improved to make any future visits more enjoyable				
Base : All frequent visitors and self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	134	66	29	39
Cycle / bike tracks more/better	11%	5%	3%	28%
Signposting - improve	10%	6%	17%	10%
Information available more detailed/maps	8%	6%	10%	10%
Play areas - more/ improve/for different ages	7%	11%	7%	3%
Toilet facilities More/better equipped e.g. with shower/open longer	4%	5%	3%	3%
Activities - more	3%	3%	3%	3%
Car park - bigger/ better/more secure	3%	5%	-	3%
Car park - free/cheaper/ pass for locals	3%	3%	-	5%
Cafe - bigger/improve	3%	6%	-	-
Sculptures - more	3%	5%	-	3%
Cycle/Bike - code of conduct/ bike free zone	2%	2%	3%	3%
Cafe - better food/ better range of food	1%	3%	-	-
Walking tracks - more/ improve surface	1%	3%	-	-
Bins - dog bins	1%	2%	-	3%
Phones - public phone/ mobile phone reception improve	1%	-	-	5%
Seating - more benches	1%	-	3%	3%
Bins - more litter bins	1%	-	-	3%
Visitor Centre - improve	1%	-	3%	-
Cycle/bike - better bikes available	1%	-	-	3%
Cafe - expensive/ to be cheaper	1%	-	3%	-
Shop - open longer	1%	2%	-	-

Q.20 What do you like the most about Forest of Dean				
Base : All frequent visitors and self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	134	66	29	39
Scenery/beauty/rural	35%	38%	48%	21%
Peace and quiet/ tranquil/relaxing	28%	36%	28%	15%
Trees/greenery/forest	15%	18%	7%	15%
Nature	10%	5%	17%	13%
Walking/exercise	10%	14%	14%	-
Easy to get to/ near at hand	9%	11%	-	13%
Cycling/biking (inclCycle Centre)	9%	8%	-	18%
Variety of things to see and do/activities	9%	6%	7%	15%
Wildlife	8%	9%	10%	5%
Unspoilt	6%	8%	3%	5%
Open spaces	4%	6%	-	5%
Good/Safe for children	4%	5%	-	8%
Being outdoors	4%	6%	-	3%
Fresh air	4%	5%	-	5%
Trails (various different kinds) to follow	4%	3%	3%	5%
Friendly place	3%	6%	-	-
No traffic	2%	3%	-	3%
Picnic/BBQ areas	2%	2%	-	5%
Free/Not expensive	1%	2%	3%	-
Clean	1%	3%	-	-
No litter	1%	-	3%	3%
Car park here	1%	-	3%	3%
Birds	1%	2%	3%	-
Walk the dog	1%	2%	-	-
Cafe	1%	2%	-	-
Toilets here	1%	-	-	3%
Safe - general	1%	2%	-	-
Freedom	1%	2%	-	-

Q.11sc How visit to the forest compared with expectations overall				
Base : All self completion respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	68	36	18	14
Much better (+2)	24%	28%	28%	7%
A little better (+1)	19%	11%	22%	36%
As expected (0)	54%	58%	44%	57%
A little worse (-1)	3%	3%	6%	-
Much worse (-2)	-	-	-	-
Mean Score	0.632	0.639	0.722	0.5

CLASSIFICATION				
Base : All respondents				
		INTERVIEW LOCATION		
	Total	Beechenhurst Lodge	Symonds Yat Rock	Cycle Centre
Base	247	98	70	79
SEX				
Male	59%	46%	67%	67%
Female	41%	54%	33%	33%
AGE				
16 - 24	6%	6%	1%	11%
25 - 34	16%	12%	14%	23%
35 - 44	33%	41%	23%	33%
45 - 54	21%	15%	23%	28%
55 - 64	14%	17%	21%	4%
65+	9%	8%	17%	1%
CLASS				
AB	38%	27%	46%	44%
C1	36%	45%	26%	35%
C2	14%	14%	14%	14%
DE	12%	14%	14%	6%
CHILDREN AGED 15 OR UNDER LIVING IN HOUSEHOLD				
Yes	44%	49%	20%	58%
No	56%	51%	80%	42%
LIFECYCLE				
Independent	16%	10%	13%	27%
Families	44%	49%	20%	58%
Empty Nesters	33%	34%	57%	11%