



**FOREST OF DEAN
VISITOR SURVEY
2004**

AUTHOR

Harvey Snowling

Economics & Statistics
Forestry Commission
231 Corstorphine Road
Edinburgh
EH12 7AT

Tel: 0131 314 6218

Email: statistics@forestry.gsi.gov.uk

FC ENGLAND

Carolyn Potter

Forest of Dean FD
Bank House
Coleford
Gloucestershire
GL16 8BA

Tel: 01594 833057

Email: carolyn.potter@forestry.gsi.gov.uk

CONTENTS

| | |
|---|-----------|
| INTRODUCTION | 5 |
| SUMMARY | 6 |
| FOREST OF DEAN VISITOR SURVEY 2004 | 7 |
| APPENDIX 1: Questionnaire | 21 |
| APPENDIX 2: Results tables | 27 |

INTRODUCTION

This report gives the results of a visitor survey carried out at Beechenhurst Lodge and Symonds Yat in Forest of Dean forest district between 25th July and 30th August 2004. A total of 200 questionnaires were completed, 100 at each site.

The questionnaire used in the survey is appended (Appendix 1), along with a set of tables of responses (Appendix 2).

SUMMARY

Beechenhurst Lodge

There were 326 visitors in the 100 groups interviewed, an average of 3.3 visitors per group.

There were slightly more female visitors (53%) than male (47%). Half of the visitors (50%) were aged 25-59 years, 1% were non-white and 3% had a disability or special need.

Three-fifths of respondents (60%) travelled to the site from home, 61% travelled 15 miles or less and 94% came by car or van.

Nearly one-third of respondents (32%) were locals, 28% were on a day-trip from home and 40% were holiday-makers. 30% of the holiday-makers were staying in self-catering accommodation.

Two-thirds of respondents (67%) had visited the site before. Of these, 40% visited Beechenhurst 1-3 times a year and a further 33% visited less often than once a year.

Nearly half of respondents (46%) were walkers (7% dog walkers, 39% other walkers) and 22% came to the site for fresh air and exercise.

More than one-third of respondents (36%) stayed at Beechenhurst for around 2 hours. The average length of stay was 2.7 hours.

Symonds Yat

There were 329 visitors in the 100 groups interviewed, an average of 3.3 visitors per group.

There were an equal number of females (50%) and males (50%). Three-fifths of the visitors (60%) were aged 25-59 years and 1% were non-white.

Under half of those interviewed (42%) travelled from home and 63% travelled 15 miles or less. 89% came to the site by car or van and a further 7% came on foot.

Over half of the respondents (58%) were holiday-makers, 16% were locals and 26% were on a day-trip from home. 40% of the holiday-makers were camping or staying in a caravan.

Nearly two-thirds of respondents (63%) had visited Symonds Yat before. Of these, nearly half (48%) visited the site less than once a year.

29% of respondents were walkers (6% dog walkers, 23% other walkers) and 20% came to the site to watch the wildlife.

More than one-third of respondents (35%) stayed for around 2 hours. The average length of stay was 3.0 hours.

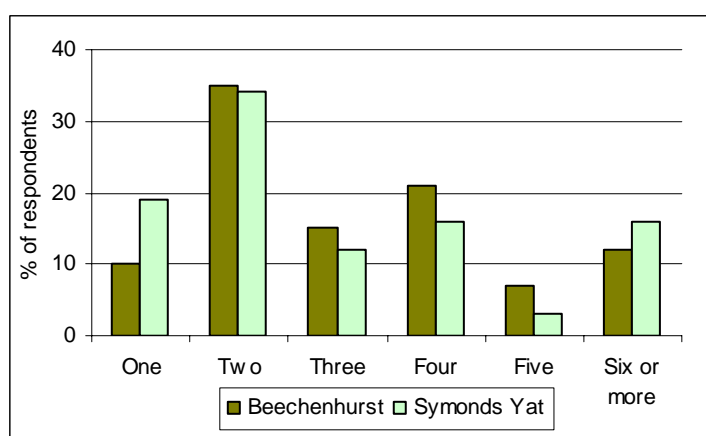
FOREST OF DEAN VISITOR SURVEY 2004

Group composition

Overall, there were a total of 655 visitors in the 200 groups interviewed – 326 in the 100 groups interviewed at Beechenhurst Lodge and 329 in the 100 groups interviewed at Symonds Yat. The average group size at both sites was 3.3 people.

Groups ranged in size from 1 to 14 people. At both sites, over one-third of groups consisted of two visitors. At Symonds Yat, nearly one in five groups (19%) were single visitors. Group of six or more visitors made up 12% of those interviewed at Beechenhurst and 16% at Symonds Yat. At each site, 1% of those interviewed were part of a formally led group (Figure 1).

Figure 1: Group size

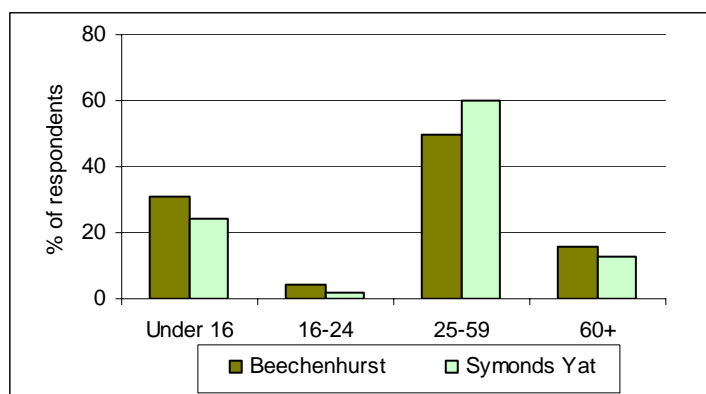


Base: All respondents - Beechenhurst 100, Symonds Yat 100

At Beechenhurst, there were slightly more female visitors (53%) than male (47%), while at Symonds Yat there were equal numbers of female (50%) and male (50%) visitors.

The majority of visitors were adults aged 25-59 years (50% at Beechenhurst, 60% at Symonds Yat). Children accounted for 31% of visitors at Beechenhurst and 24% at Symonds Yat, while senior citizens aged 60 or more accounted for 16% of visitors at Beechenhurst and 13% at Symonds Yat. Young adults, aged between 16 and 24, made up the remainder of visitors (Figure 2).

Figure 2: Age group of visitors

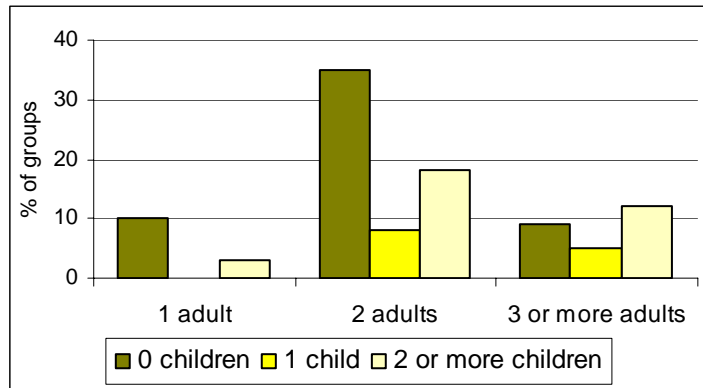


Base: All respondents - Beechenhurst 100, Symonds Yat 100

The majority of groups interviewed had no children with them.

At Beechenhurst, over half (54%) had no children (10% consisted of a single adult, 35% of two adults, and 9% of three or more adults). 13% of the groups had 1 child with them, while the remaining 33% had 2 or more children (Figure 3).

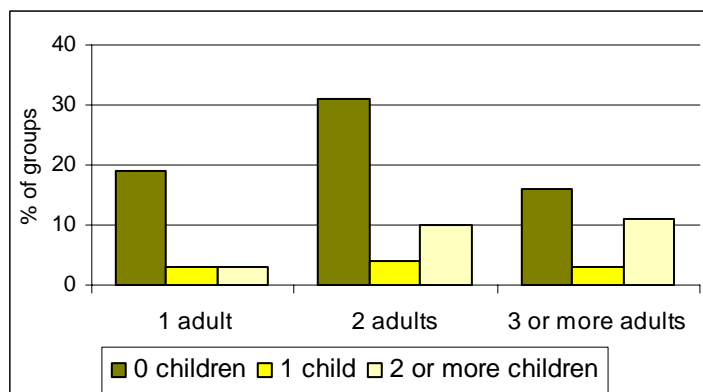
Figure 3: Number of adults and children in the groups at Beechenhurst



Base: All respondents - Beechenhurst 100

At Symonds Yat, two-thirds of the groups (66%) had no children (19% consisted of a single adult, 31% of two adults, and 16% of three or more adults). 10% of the groups had 1 child with them, while the remaining 24% had 2 or more children (Figure 4).

Figure 4: Number of adults and children in the groups at Symonds Yat



Base: All respondents - Symonds Yat 100

Special needs

At Beechenhurst, 3% of the groups included someone with a special need or disability. None of the groups interviewed at Symonds Yat included anybody with a special need or disability.

Ethnicity

At both sites, 1% of visitors were from a non-white background.

Dogs

At Beechenhurst, 12% of groups had one or more dogs with them, while 6% of the groups at Symonds Yat had dogs with them.

Visitor origin

Respondents were asked to provide the postcode of their home address (or their home town if they were unable to give the postcode). Nearly half the visitors to Beechenhurst came from the South West, compared with under a quarter (23%) at Symonds Yat. The South East, West Midlands and Wales were the other areas that provided most visitors to the sites (Table 1).

Table 1: Origin of visitors

| Region/Country | Beechenhurst | Symonds Yat |
|--------------------------|---------------------|--------------------|
| South West | 48 | 23 |
| South East | 13 | 20 |
| West Midlands | 12 | 14 |
| Wales | 9 | 17 |
| East of England | 5 | 7 |
| London | 5 | 6 |
| North West | 3 | 0 |
| East Midlands | 1 | 7 |
| Yorkshire and the Humber | 1 | 3 |
| Scotland | 1 | 0 |
| Overseas | 1 | 0 |
| Unknown | 1 | 3 |
| Total | 100 | 100 |

Visitor profile

All of those interviewed were asked to provide their full home postcode. The majority of respondents gave a valid postcode (75% at Beechenhurst and 78% at Symonds Yat).

Each of these postcodes was assigned an “ACORN” code. The Acorn classification was created by CACI Ltd using cluster analysis of the 2001 Population Census, together with data from a number of other sources, to divide almost all postcodes into 56 “types”. These types can be aggregated into 17 “groups” (A to Q) and the groups into 5 broad “categories”. Addresses in postcodes within any “type” will therefore tend to have a lot in common and can be given a label that describes the typical member of that “type”, e.g. “Mature couples, smaller detached homes”.

Table 2 shows the proportion of valid postcodes from the survey that fall into each group. This is then compared to the overall UK population using an index, to look for similarities and differences between the two.

The table shows that the level of visits to Beechenhurst and Symonds Yat is generally highest amongst those from the most prosperous non-urban communities (groups 1 and 3) and lowest for those from low income and ethnic communities (groups 4 and 5).

Table 2: ACORN coded postcodes

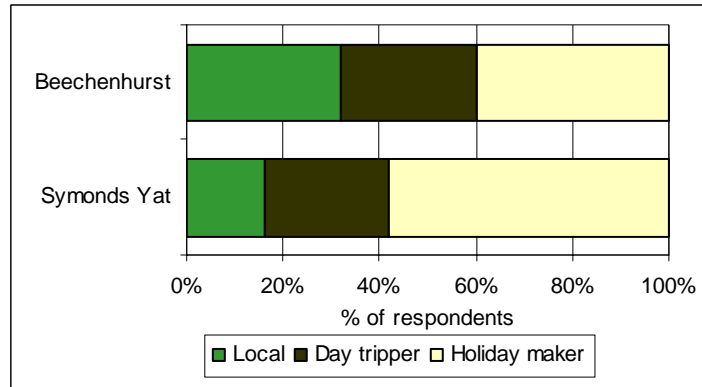
| ACORN Group | UK Pop'n Base | Beechenhurst | | Symonds Yat | |
|------------------------------|---------------|--------------|-------|-------------|-------|
| | | Survey | Index | Survey | Index |
| 1. Affluent Achievers | | | | | |
| 1.A Wealthy Executives | 7.4 | 8.0 | 108 | 17.9 | 242 |
| 1.B Affluent Greys | 7.8 | 10.7 | 137 | 6.4 | 82 |
| 1.C Flourishing Families | 8.1 | 21.3 | 263 | 20.5 | 253 |
| 2. Urban Prosperity | | | | | |
| 2.D Prosperous Professionals | 2.3 | 4.0 | 174 | 1.3 | 57 |
| 2.E Educated Urbanites | 5.4 | 4.0 | 74 | 1.3 | 24 |
| 2.F Aspiring Singles | 4.2 | 0.0 | 0 | 1.3 | 31 |
| 3. Comfortably Off | | | | | |
| 3.G Starting Out | 2.7 | 1.3 | 48 | 2.6 | 96 |
| 3.H Secure Families | 14.8 | 20.0 | 135 | 24.4 | 165 |
| 3.I Settled Suburbia | 6.5 | 5.3 | 82 | 5.1 | 78 |
| 3.J Prudent Pensioners | 3.3 | 8.0 | 242 | 1.3 | 39 |
| 4. Moderate Means | | | | | |
| 4.K Asian Communities | 1.1 | 0.0 | 0 | 0.0 | 0 |
| 4.L Post Industrial Families | 4.2 | 2.7 | 64 | 5.1 | 121 |
| 4.M Blue Collar Roots | 8.9 | 6.7 | 75 | 7.7 | 87 |
| 5. Hard Pressed | | | | | |
| 5.N Struggling Families | 13.4 | 8.0 | 60 | 5.1 | 38 |
| 5.O Burdened Singles | 5.2 | 0.0 | 0 | 0.0 | 0 |
| 5.P High Rise Hardship | 2.3 | 0.0 | 0 | 0.0 | 0 |
| 5.Q Inner City Adversity | 2.2 | 0.0 | 0 | 0.0 | 0 |
| Unclassified | 0.4 | 0.0 | 0 | 0.0 | 0 |

Base: All respondents who provided a valid postcode - Beechenhurst 75, Symonds Yat 78

Visitor type

At both sites, holidaymakers made up the largest group of visitors interviewed. At Beechenhurst, 40% were holidaymakers, 32% were locals and 28% were day-trippers. At Symonds Yat, 58% were holidaymakers, 16% were locals and 26% were day-trippers. Note that the surveys took place in July and August 2004 (Figure 5).

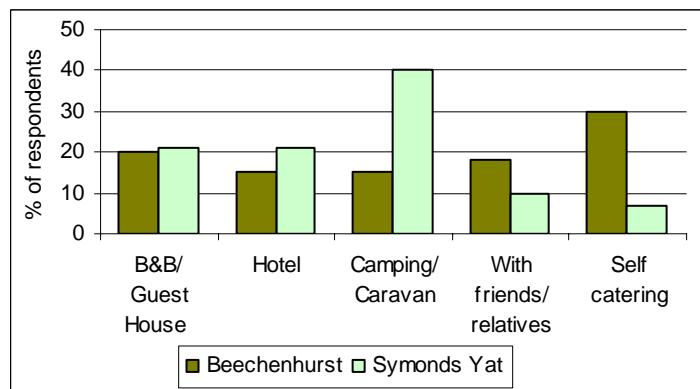
Figure 5: Visitor type



Base: All respondents - Beechenhurst 100, Symonds Yat 100

Of those who were in the area on holiday, self-catering (30%) was the most popular option with visitors to Beechenhurst and camping/caravanning (40%) was the most popular with visitors to Symonds Yat. Around one-fifth of holidaymakers stayed at a B&B or guest-house, while slightly fewer stayed in a hotel (Figure 6).

Figure 6: Accommodation used by holidaymakers



Base: Respondents on holiday in area - Beechenhurst 40, Symonds Yat 58

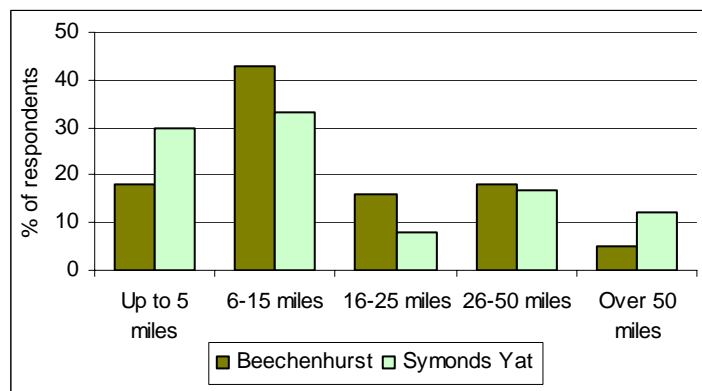
Travel to forest site

At Beechenhurst, 60% of respondents travelled to the site from their home, while at Symonds Yat less than half (42%) travelled from home.

At Beechenhurst, 18% of respondents travelled 5 miles or less to get to the site and a further 43% travelled 6-15 miles. 16% travelled 16-25 miles, while a similar number (18%) travelled 26-50 miles. The remaining 5% travelled over 50 miles to the site (Figure 7).

At Symonds Yat, 30% of respondents travelled 5 miles or less to get to the site and a further 33% travelled 6-15 miles. 8% travelled 16-25 miles, while 17% travelled 26-50 miles. One in eight (12%) travelled over 50 miles to the site (Figure 7).

Figure 7: Distance travelled to site



Base: All respondents - Beechenhurst 100, Symonds Yat 100

The majority of those interviewed travelled to the site by car or van (94% at Beechenhurst, 89% at Symonds Yat). At Symonds Yat, 7% of respondents travelled on foot to the site.

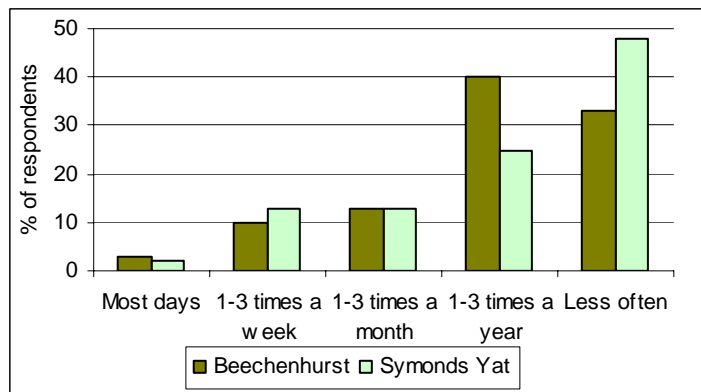
Previous visits

Two-thirds of those interviewed at Beechenhurst (67%) had visited the site before, while 63% of those interviewed at Symonds Yat had been there before.

At Beechenhurst, two in five of those who had been before (40%) said they visited the site 1-3 times a year, while a further 33% visited less than once a year. 13% said they visited Beechenhurst at least once a week and the same number (13%) visited 1-3 times a month (Figure 8).

At Symonds Yat, nearly half of those who had been before (48%) said they visited the site less than once a year. A further 25% visited the site 1-3 times a year. 15% said they visited Symonds Yat at least once a week and a similar number (13%) visited 1-3 times a month (Figure 8).

Figure 8: Frequency of visits to the site



Base: Respondents who had been to site before - Beechenhurst 67, Symonds Yat 63

Main attraction

Respondents were asked what was the main thing that attracted them to the site.

One quarter of those interviewed at Beechenhurst (25%) were attracted by the opportunities available for walking at the site. A further 18% were attracted by the sculptures, while the play facilities for children were the main attraction for 13% of respondents. The peace and quiet of the site was given as the main attraction by 7% and the same number stated that Beechenhurst was a good place for a day out. Other attractions at Beechenhurst included the craft fair, the picnic areas, the café, recommendation by friends, while the location of the forest was important to some visitors (Table 3).

Table 3: Main attraction for visitors to Beechenhurst

| Attraction | No. of responses |
|---------------------|-------------------------|
| Walking | 25 |
| Sculptures | 18 |
| Play facilities | 13 |
| Peace and quiet | 7 |
| Place for a day out | 7 |
| Other | 29 |
| Missing | 1 |
| Total | 100 |

Over one quarter of those interviewed at Symonds Yat (26%) were attracted by the views and scenery at the site. A further 19% were attracted by the opportunities for bird-watching, with the peregrines being especially popular. The site was considered a good place for a day out by 12% and a good place for walking by 11%. The forest itself at Symonds Yat was the main attraction for 6% of those interviewed, while the same number were attracted by the forest while passing through the area. Other attractions at Symonds Yat included the craft fair, canoeing, the café and recommendation by friends (Table 4).

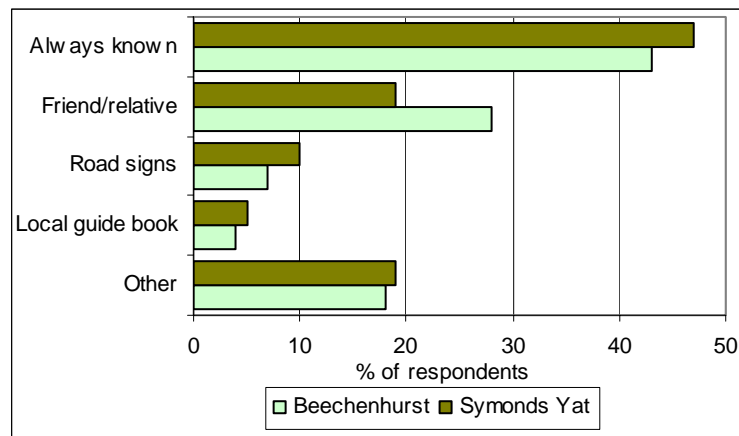
Table 4: Main attraction for visitors to Symonds Yat

| Attraction | No. of responses |
|---------------------|-------------------------|
| Views/Scenery | 26 |
| Bird-watching | 19 |
| Place for a day out | 12 |
| Walking | 11 |
| Forest | 6 |
| Passing through | 6 |
| Other | 20 |
| Total | 100 |

Finding out about the forest

At each site, just under half of those interviewed said they had always known about the woodland (43% at Beechenhurst and 47% at Symonds Yat). Friends and relatives were a source of information for 28% at Beechenhurst and 19% at Symonds Yat. A number of respondents discovered the sites by chance from road signs (7% at Beechenhurst and 10% at Symonds Yat). Small numbers (5% or less in each case) found about the sites from a variety of sources, including guide books and maps, websites, newspapers, tourist information centres, school trips and mailshots (Figure 9).

Figure 9: How respondent found out about the forest

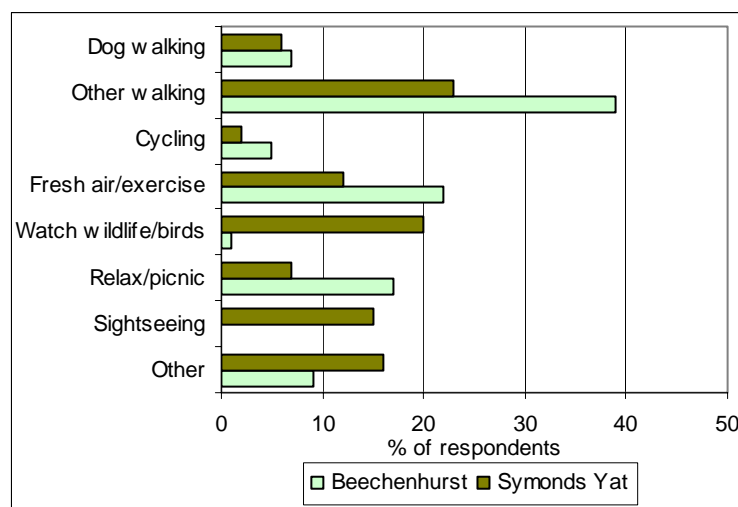


Base: All respondents - Beechenhurst 100, Symonds Yat 100

Main purpose of the visit

Nearly half of those interviewed at Beechenhurst were walkers (7% dog walkers and 39% other walkers). A further 22% visited Beechenhurst for fresh air and exercise, while 17% came to relax or have a picnic. At Symonds Yat, walkers made up 29% of those interviewed (6% dog walkers and 23% other walkers). One-fifth (20%) visited Symonds Yat to watch wildlife, 15% said they had come for sightseeing and 12% came for fresh air and exercise. Cycling was the main purpose of the visit for 5% at Beechenhurst and 2% at Symonds Yat. Respondents specified a number of other reasons for their visit, such as a 'craft fair' at Beechenhurst, a 'family day out' and 'interest in area' (Figure 10).

Figure 10: Main purpose of visit

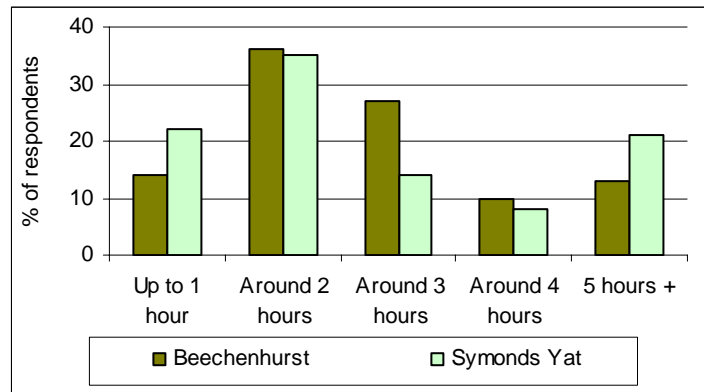


Base: All respondents - Beechenhurst 100, Symonds Yat 100

Duration of the visit

Visits to the sites ranged from 15 minutes to 10 hours in duration. At both sites, just over one-third of those interviewed stayed at the site for around two hours. At Beechenhurst, a further 27% stayed for around three hours and 13% stayed for five hours or more. At Symonds Yat, 22% stayed for up to around one hour, while 21% stayed for five hours or more (Figure 11). On average, visitors to Beechenhurst stayed for 2.7 hours and visitors to Symonds Yat stayed for 3.0 hours.

Figure 11: Length of stay at site



Base: All respondents - Beechenhurst 100, Symonds Yat 100

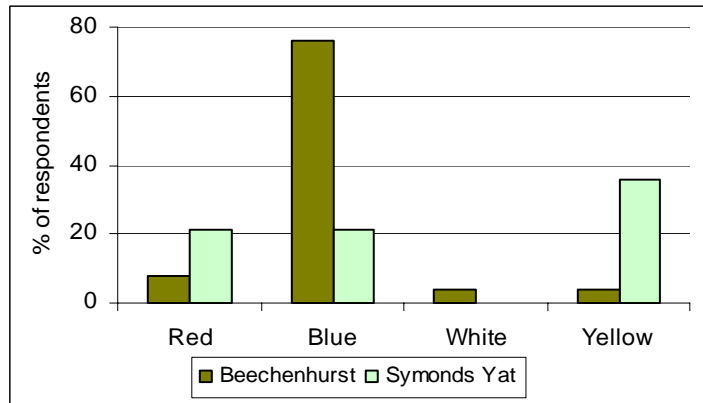
Waymarked walks

Respondents were asked which of the waymarked walks they had used or intended to use during their visit, and the reason they chose that particular walk.

At Beechenhurst, 79% of respondents had used or were intending to use a waymarked walk during their visit. Of these, the 'Blue' walk was the most popular, with over three-quarters (76%) choosing this walk. A small number of visitors used the 'Red', 'White' and 'Yellow' walks. For those using the 'Blue' walk the main attractions were the sculptures. Some respondents also commented that their children liked the 'Blue' walk. The 'Yellow' walk was popular with cyclists (Figure 12).

At Symonds Yat, 55% of respondents had used or were intending to use a waymarked walk during their visit. Over one-third of these respondents (36%) had used or intended to use the 'Yellow' walk. Just over one-fifth (21%) had used or intended to use the 'Red' walk and the same number (21%) used the 'Blue' walk. Only a small number of respondents gave a reason for using each of the walks (Figure 12).

Figure 12: Waymarked walks used

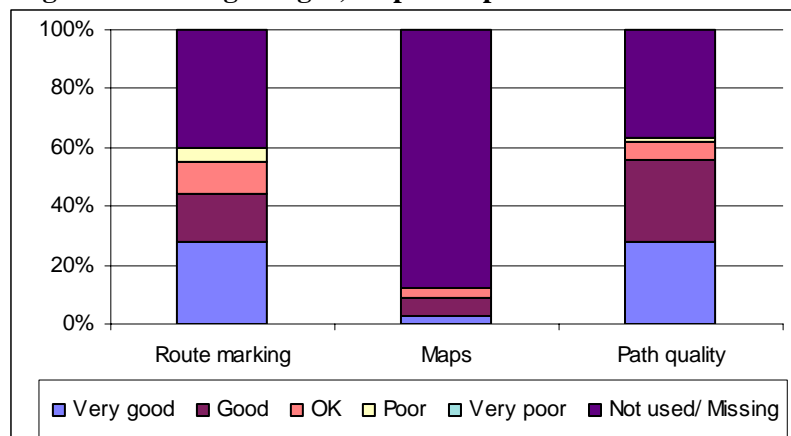


Base: Respondents who had used walks - Beechenhurst 79, Symonds Yat 55

Respondents who had used the walks were then asked to rate the route marking, the maps and the quality of the path, using a scale of 'very good', 'good', 'OK', 'poor', 'very poor' and 'not used'. However, in most cases there were a high number of 'not used' or missing responses, so results should be treated with caution

At Beechenhurst, 79 respondents had used, or intended to use the waymarked walks. Of these, 44% thought that the route markings were 'very good' or 'good' and 11% rated them 'OK'. However, 5% thought the route markings were 'poor'. Over half of those who had used the waymarked walks (56%) thought the quality of the paths was 'very good' or 'good'. A further 6% said the quality of the paths was 'OK' and 1% rated them 'poor'. The remaining 37% did not answer the question on the quality of the paths. The vast majority of those interviewed at Beechenhurst did not give a rating for the maps of the sites (Figure 13).

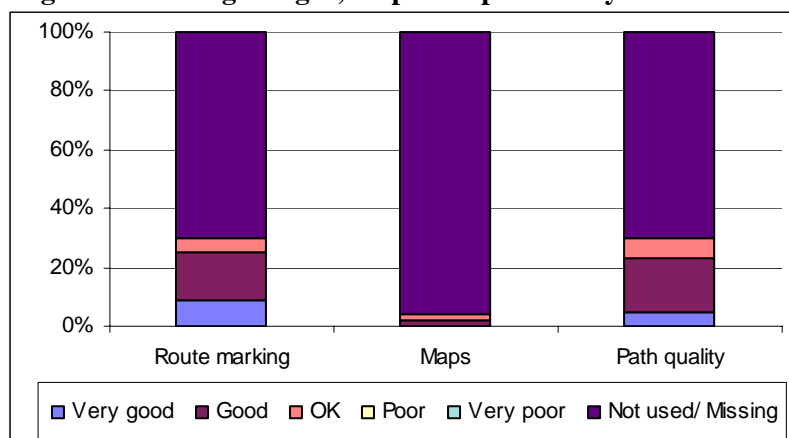
Figure 13: Rating of signs, maps and paths at Beechenhurst



Base: Respondents who had used walks at Beechenhurst (79)

At Symonds Yat, 55 respondents had used, or intended to use the waymarked walks. When asked to rate the route markings, maps and the quality of the paths, the response was missing or a 'not used' response was given in most cases (Figure 14).

Figure 14: Rating of signs, maps and paths at Symonds Yat



Base: Respondents who had used walks at Symonds Yat 55

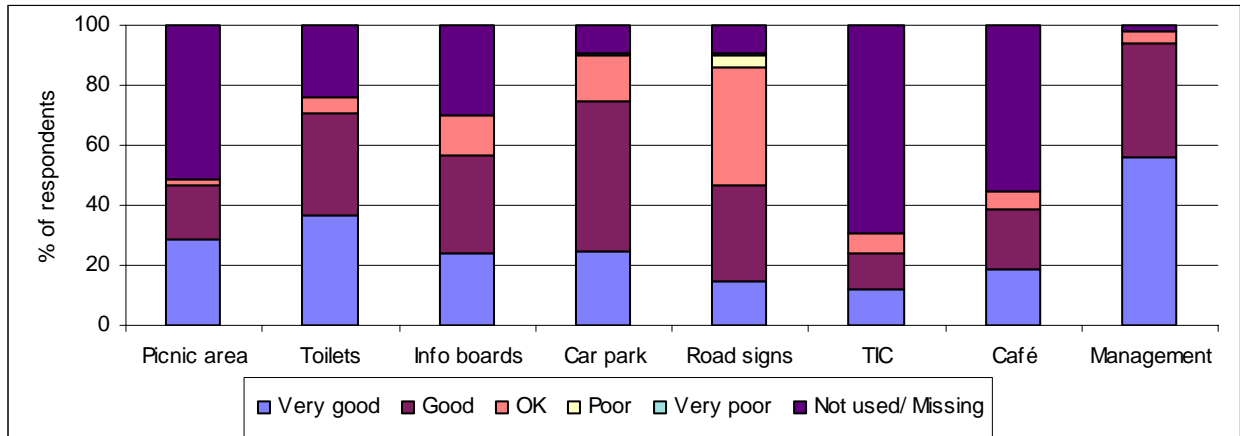
Rating of visitor facilities

Respondents were then asked to rate various facilities at the sites - picnic area, toilets, information boards, car park, road signs, log cabin (Symonds Yat only), tourist information centre (Beechenhurst only), café (Beechenhurst only) and the overall management of the site. Facilities were rated as 'very good', 'good', 'OK', 'poor', 'very poor' or 'not used'.

Note that, in some cases, the number of 'not used' or missing responses is high and results should be treated with caution.

At Beechenhurst, the picnic area was rated 'very good' or 'good' by 47% of respondents. 2% rated it 'OK', while the remaining 51% had not used it. The toilets were rated 'very good' or 'good' by nearly three-quarters (71%) of respondents. 5% rated them 'OK' and the remaining 24% had not used them. The information boards were rated 'very good' or 'good' by 57% of respondents. A further 13% rated them 'OK'. The remaining 30% had not used them. Three-quarters of respondents (75%) thought the car park was 'very good' or 'good'. However, 1% said they thought the car park was 'very poor'. The road signs were rated 'very good' or 'good' by 47% of respondents and a further 39% rated them 'OK'. They were rated 'very poor' or 'poor' by 5% of respondents. Only 31% of respondents were able to rate the tourist information centre. 24% rated it 'very good' or 'good' and 7% rated it 'OK'. The café was rated 'very good' or 'good' by 39% of the respondents. Over half of the respondents (51%) had not used the café. The management of the site was rated 'very good' or 'good' by 94% of the respondents at Beechenhurst (Figure 15).

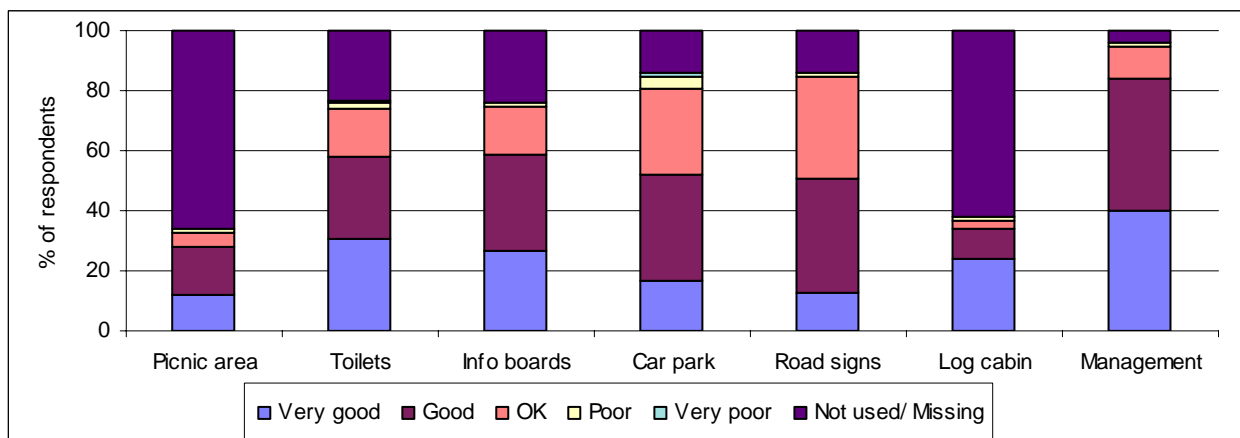
Figure 15: Rating of facilities at Beechenhurst



Base: All respondents at Beechenhurst (100)

At Symonds Yat, the picnic area was rated 'very good' or 'good' by 28% of respondents. 5% rated it 'OK' and 1% rated it 'poor'. Nearly two-thirds of respondents (65%) had not used the picnic area. The toilets were rated 'very good' or 'good' by 58% of respondents, while 3% rated them 'poor' or 'very poor'. The information boards were rated 'very good' or 'good' by 59% of respondents. A further 16% rated them 'OK' and 1% thought they were 'poor'. Over half of the respondents (52%) thought the car park was 'very good' or 'good'. A further 29% rated the car park 'OK'. However, 6% said they thought the car park was 'poor' or 'very poor'. The road signs were rated 'very good' or 'good' by 51% of the respondents and a further 34% rated them 'OK'. They were rated 'poor' by 1% of the respondents. Over one-third of the respondents (35%) thought the log cabin at the site was 'very good' or 'good'. 1% thought the log cabin was 'poor', while the majority of respondents (61%) had not used it. The management of the site was rated 'very good' or 'good' by 84% of the respondents at Symonds Yat. 11% rated it 'OK', while 1% thought the management was 'poor' (Figure 16).

Figure 16: Rating of facilities at Symonds Yat



Base: All respondents at Symonds Yat (100)

Improvements

Respondents were asked to suggest one improvement they would like to see at the site they visited. A total of 50 valid responses were received from visitors to Beechenhurst and 41 from visitors to Symonds Yat. Table 5 summarises the responses when grouped into broad categories.

At Beechenhurst, over one-quarter of the suggested improvements (26%) related to signs, maps and other sources of information. 'Ambiguous signs on route' and 'Better signposting' were two of the comments made. 18% of responses to this question suggested improvements to the facilities for children ('Baby swing' and 'Play area for toddlers' were two suggestions). 16% of responses related to various aspects of the car park (road surface, charging, etc.), while 10% felt that the trails and roads could be improved and the same number (10%) suggested improvements to the café. A small number of visitors mentioned the need for more bins for litter and dog mess.

At Symonds Yat, the car park was the area that attracted most suggestions for improvement. Over one-quarter (27%) commented on the parking facilities - 'Closure of car park' and 'Parking meter in car park' were two suggestions. The signs, maps and other sources of information at the site were the subject of 17% of the comments (for example, 'Signage for facilities'). The same number (17%) commented on the quality of the trails and roads (for example, 'Erosion of road'). 10% of responses felt that improvements could be made to both the facilities available to children and the number of litter bins at the site.

Table 5: Suggested improvements to sites

| Improvement | Beechenhurst | | Symonds Yat | |
|-------------------------|--------------|------------|-------------|------------|
| | No. | % | No. | % |
| Signs, maps, etc. | 13 | 26 | 7 | 17 |
| Facilities for children | 9 | 18 | 4 | 10 |
| Car park | 8 | 16 | 11 | 27 |
| Trails, roads, etc. | 5 | 10 | 7 | 17 |
| Café | 5 | 10 | 0 | 0 |
| Litter | 3 | 6 | 4 | 10 |
| Other | 4 | 8 | 5 | 12 |
| Don't know | 3 | 6 | 3 | 7 |
| Total | 50 | 100 | 41 | 100 |

APPENDIX 1: Questionnaire

FOREST OF DEAN QUESTIONNAIRE 2004

Hello; I am carrying out a survey for Forest Enterprise, part of the Forestry Commission. Can you please spare a few minutes to answer some questions?

1. Group size - enter number of people in each category in each box. (Estimate age group - don't ask)

| Male | | Female |
|----------------------|------------------------------|----------------------|
| <input type="text"/> | Senior Citizens (Age 75+) | <input type="text"/> |
| <input type="text"/> | Senior Citizens (Age 60 -74) | <input type="text"/> |
| <input type="text"/> | Other Adults (Age 45-59) | <input type="text"/> |
| <input type="text"/> | Other Adults (Age 35-44) | <input type="text"/> |
| <input type="text"/> | Other Adults (Age 25-34) | <input type="text"/> |
| <input type="text"/> | Young Adults (Age 16-24) | <input type="text"/> |
| <input type="text"/> | Children (Under 16) | <input type="text"/> |
| <input type="text"/> | Predominantly White | <input type="text"/> |
| <input type="text"/> | Asian | <input type="text"/> |
| <input type="text"/> | Afro-Caribbean | <input type="text"/> |
| <input type="text"/> | Dogs | |

1a. Is it a formally led group?

Circle One

Yes **1**
No **2**

2. Have you travelled from home today?

Circle One

Yes **1** *Skip to Q3*
No **2** *Ask Q2a*

2a. What type of accommodation did you stay in last night?

Circle one

| | | |
|------------------------------|----------|----------|
| Bed & Breakfast/ Guest House | 1 | |
| Hotel | | 2 |
| Camping | 3 | |
| With friends/ relatives | | 4 |
| Youth Hostel | 5 | |
| Self Catering | | 6 |
| Other | 7 | |

2b. If 3, was it Forest Holidays?

Circle One

Yes **1**
No **2**

3. How far have you travelled to get here today?

Circle one

Up to 5 miles **1**
6 - 15 miles **2**
16 - 25 miles **3**
26 - 50 miles **4**
Over 50 miles **5**

3a How long has it taken you to get here today?

Under 15 minutes **1**
15 to 29 minutes **2**
30 to 59 minutes **3**
1 to 2 hrs **4**
Over 2 Hrs **5**

4. What was the main type of transport you used to get here today? (The one used for the longest distance)

Circle one

Car/ van **1**
Minibus/ coach **2**
Public transport **3**
Bicycle **4**
On foot **5**
Forest Hopper **6**
Other **7**

5. Have you been here before?

Circle One

Yes **1** *Ask Q5a*
No **2** *Skip to Q6*

5a. How often do you come here?

Circle one

Most days **1**
1 - 3 times a week **2**
1 - 3 times a month **3**
1 - 3 times a year **4**
Less often **5**

5b. Do you have a season ticket?

Circle One

Yes **1**
No **2**

6. What was the main thing that attracted you to this site?

7. How did you first find out about this woodland?

(if answer 8 - 11 ask Q7a, all others skip to Q8)

Circle One

- | | | |
|----------------------------------|----|----|
| Always known | 1 | |
| Friend/ relation | | 2 |
| Road signs | 3 | |
| Mailshot at home | | 4 |
| Tourist information point/centre | 5 | |
| Local guide book or map | | 6 |
| Exhibitions/ displays | 7 | |
| TV | | 8 |
| Newspaper | 9 | |
| Radio | | 10 |
| Website | 11 | |
| Following child's school visit | | 12 |
| Other | 13 | |

Please specify _____

7a. Can you say where you saw it? (i.e TV/ Radio programme or newspaper or website)

8. What is the main purpose of your visit today?

Circle one

- | | | |
|-----------------------|---|---|
| Dog walking | 1 | |
| Other walking | | 2 |
| Cycling | 3 | |
| Fresh air/ exercise | | 4 |
| Watch wildlife/ birds | 5 | |
| Relax/ picnic | | 6 |
| Other | 7 | |

Specify

9. How long in total are you staying at this site today?

| | |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
| hours | mins |

10. To give us an idea of where visitors come from, can you tell me your postcode?

Yes: Record full postcode

No: Record part postcode if possible, then ask Q10a.

10a. (only ask if full postcode not given) Can you tell me instead which town or other area you live in?

Record name of town or other area (e.g. English/Welsh county, Scottish council area, or country if from abroad)

11. Have you used one of the waymarked walks?

Circle One

- Yes **1**
No **2** *Skip to Q13*
Intend to **3**

12. Which walk was it?

Circle One

- Red **1**
Blue **2**
White **3**
Yellow **4**

12a. Was there a reason you chose this walk?

13. What did you think of the route marking on the walk?

Circle One

- Very good **1**
Good **2**
OK **3**
Poor **4**
Very poor **5**
No opinion **6**

Comments

14. If you used a trail map what did you think of it?

Circle One

- Very good **1**
Good **2**
OK **3**
Poor **4**
Very poor **5**
Didn't use one **6**

15. What did you think of the quality of the path?

Circle One

- Very good **1**
Good **2**
OK **3**
Poor **4**
Very poor **5**
No opinion **6**

Comments

16. I would like to ask you to rate any of the facilities that you have used here, on a scale of very good, Good, OK, Poor, Very poor.

What is your overall rating for:

Circle one number in each row

| | VG | G | O K | P | V P | Not used |
|-------------|----|---|--------|---|--------|-------------|
| Picnic area | 1 | 2 | 3 | 4 | 5 | 6 |
| Toilets | 1 | 2 | 3 | 4 | 5 | 6 |
| Info boards | 1 | 2 | 3 | 4 | 5 | 6 |
| Car park | 1 | 2 | 3 | 4 | 5 | 6 |
| Road signs | 1 | 2 | 3 | 4 | 5 | 6 |
| TIC | 1 | 2 | 3 | 4 | 5 | 6 |
| Café | 1 | 2 | 3 | 4 | 5 | 6 |

Comments

17. This is a Forestry Commission site. On a scale of 1-5 where 1 means very good and 5 means very poor, how would you rate the management of this site?

Circle One

| | | |
|------------|---|---|
| Very good | 1 | |
| Good | | 2 |
| OK | 3 | |
| Poor | | 4 |
| Very poor | 5 | |
| No opinion | | 6 |

18. If we could improve just one thing here, what would that be?

19. If you would like us to send you more information about events and activities in the Forest of Dean please give us your full name and address.

That's all! Thank you very much for your time.

APPENDIX 2: Results tables

| Number in group | Beechenhurst | Symonds Yat |
|-----------------|--------------|-------------|
| 1 | 10 | 19 |
| 2 | 35 | 34 |
| 3 | 15 | 12 |
| 4 | 21 | 16 |
| 5 | 7 | 3 |
| 6 | 7 | 7 |
| 7 | 2 | 4 |
| 8 | 2 | 0 |
| 9 | 0 | 1 |
| 10 | 1 | 1 |
| 12 | 0 | 2 |
| 14 | 0 | 1 |
| Total | 100 | 100 |

| Number of Males | Beechenhurst | Symonds Yat |
|-----------------|--------------|-------------|
| 0 | 7 | 17 |
| 1 | 56 | 48 |
| 2 | 23 | 14 |
| 3 | 8 | 13 |
| 4 | 3 | 5 |
| 5 | 3 | 1 |
| 11 | 0 | 1 |
| 12 | 0 | 1 |
| Total | 100 | 100 |

| Number of Females | Beechenhurst | Symonds Yat |
|-------------------|--------------|-------------|
| 0 | 7 | 12 |
| 1 | 45 | 48 |
| 2 | 24 | 18 |
| 3 | 19 | 15 |
| 4 | 2 | 4 |
| 5 | 3 | 2 |
| 11 | 0 | 1 |
| Total | 100 | 100 |

| Number of Senior Citizens (75+) | Beechenhurst | Symonds Yat |
|------------------------------------|--------------|-------------|
| 0 | 99 | 98 |
| 1 | 0 | 2 |
| 2 | 1 | 0 |
| Total | 100 | 100 |

| Number of Senior Citizens (60-74) | Beechenhurst | Symonds Yat |
|--------------------------------------|--------------|-------------|
| 0 | 77 | 76 |
| 1 | 5 | 8 |
| 2 | 13 | 15 |
| 3 | 2 | 0 |
| 4 | 3 | 1 |
| Total | 100 | 100 |

| Number of Adults (45-59) | Beechenhurst | Symonds Yat |
|--------------------------|--------------|-------------|
| 0 | 69 | 53 |
| 1 | 10 | 22 |
| 2 | 20 | 14 |
| 3 | 0 | 5 |
| 4 | 1 | 3 |
| 6 | 0 | 1 |
| 12 | 0 | 2 |
| Total | 100 | 100 |

| Number of Adults (35-44) | Beechenhurst | Symonds Yat |
|--------------------------|--------------|-------------|
| 0 | 58 | 56 |
| 1 | 16 | 18 |
| 2 | 24 | 21 |
| 3 | 0 | 2 |
| 4 | 2 | 1 |
| 6 | 0 | 2 |
| Total | 100 | 100 |

| Number of Adults (25-34) | Beechenhurst | Symonds Yat |
|--------------------------|--------------|-------------|
| 0 | 80 | 92 |
| 1 | 5 | 6 |
| 2 | 13 | 2 |
| 3 | 2 | 0 |
| Total | 100 | 100 |

| Number of Young Adults (16-24) | Beechenhurst | Symonds Yat |
|-----------------------------------|--------------|-------------|
| 0 | 91 | 95 |
| 1 | 6 | 4 |
| 2 | 3 | 1 |
| Total | 100 | 100 |

| Number of Children (under 16) | Beechenhurst | Symonds Yat |
|----------------------------------|--------------|-------------|
| 0 | 54 | 66 |
| 1 | 13 | 10 |
| 2 | 20 | 13 |
| 3 | 9 | 8 |
| 4 | 2 | 2 |
| 5 | 1 | 0 |
| 7 | 1 | 0 |
| 12 | 0 | 1 |
| Total | 100 | 100 |

| Number of Non White Visitors | Beechenhurst | Symonds Yat |
|---------------------------------|--------------|-------------|
| 0 | 99 | 99 |
| 2 | 1 | 0 |
| 3 | 0 | 1 |
| Total | 100 | 100 |

| Number of Dogs | Beechenhurst | Symonds Yat |
|----------------|--------------|-------------|
| 0 | 88 | 94 |
| 1 | 10 | 4 |
| 2 | 2 | 1 |
| 5 | 0 | 1 |
| Total | 100 | 100 |

| 1. Are you part of a formally led group? | Beechenhurst | Symonds Yat |
|--|--------------|-------------|
| Yes | 1 | 1 |
| No | 79 | 74 |
| Missing | 20 | 25 |
| Total | 100 | 100 |

| 2. Have you travelled from home today? | Beechenhurst | Symonds Yat |
|--|--------------|-------------|
| Yes | 60 | 42 |
| No | 40 | 58 |
| Total | 100 | 100 |

(Of those who are staying away from home)

| 2a. What type of accommodation did you stay in last night? | Beechenhurst | | Symonds Yat | |
|--|--------------|-----|-------------|-----|
| | No. | % | No. | % |
| B&B/Guest House | 8 | 20 | 12 | 21 |
| Hotel | 6 | 15 | 12 | 21 |
| Camping/Caravan | 6 | 15 | 23 | 40 |
| With friends/relatives | 7 | 18 | 6 | 10 |
| Youth hostel | 0 | 0 | 1 | 2 |
| Self Catering | 12 | 30 | 4 | 7 |
| Missing | 1 | 3 | 0 | 0 |
| Total | 40 | 100 | 58 | 100 |

(Holiday-makers staying at campsite/caravan park only)

| 2a. Was it Forest Holidays? | Beechenhurst | | Symonds Yat | |
|-----------------------------|--------------|-----|-------------|-----|
| | No. | % | No. | % |
| Yes | 8 | 20 | 2 | 9 |
| Missing | 6 | 15 | 21 | 91 |
| Total | 6 | 100 | 23 | 100 |

| 3. How far have you travelled to get here today? | Beechenhurst | Symonds Yat |
|--|--------------|-------------|
| Up to 5 miles | 18 | 30 |
| 6-15 miles | 43 | 33 |
| 16-25 miles | 16 | 8 |
| 26-50 miles | 18 | 17 |
| Over 50 miles | 5 | 12 |
| Total | 100 | 100 |

| 3a. How long has it taken you to get here today? | Beechenhurst | Symonds Yat |
|--|--------------|-------------|
| Under 15 mins | 26 | 27 |
| 15-29 mins | 31 | 25 |
| 30-59 mins | 21 | 25 |
| 1-2 hours | 18 | 13 |
| Over 2 hours | 4 | 10 |
| Total | 100 | 100 |

| 4. Main type of transport used to get here today? | Beechenhurst | Symonds Yat |
|---|--------------|-------------|
| Car/van | 94 | 89 |
| Minibus/coach | 1 | 2 |
| Bicycle | 3 | 2 |
| On foot | 1 | 7 |
| Other | 1 | 0 |
| Total | 100 | 100 |

| 5. Have you been here before? | Beechenhurst | Symonds Yat |
|-------------------------------|--------------|-------------|
| Yes | 67 | 63 |
| No | 33 | 37 |
| Total | 100 | 100 |

(Of those who had been before)

| 5a. How often do you come here? | Beechenhurst | | Symonds Yat | |
|---------------------------------|--------------|-----|-------------|-----|
| | No. | % | No. | % |
| Most days | 2 | 3 | 1 | 2 |
| 1-3 times a week | 7 | 10 | 8 | 13 |
| 1-3 times a month | 9 | 13 | 8 | 13 |
| 1-3 times a year | 27 | 40 | 16 | 25 |
| Less often | 22 | 33 | 30 | 48 |
| Total | 67 | 100 | 63 | 100 |

| 5. Do you have a season ticket? | Beechenhurst | Symonds Yat |
|---------------------------------|--------------|-------------|
| Yes | 10 | 12 |
| No | 72 | 83 |
| Missing | 18 | 5 |
| Total | 100 | 100 |

| 7. How did you find out about this woodland? | Beechenhurst | Symonds Yat |
|--|--------------|-------------|
| Always known | 43 | 47 |
| Friend/relative | 28 | 19 |
| Road signs | 7 | 10 |
| Mailshot at home | 1 | 0 |
| Tourist information | 3 | 1 |
| Local guide book/map | 4 | 5 |
| Exhibitions/displays | 1 | 0 |
| Newspaper | 1 | 1 |
| Website | 1 | 4 |
| School visit | 2 | 0 |
| Other | 9 | 13 |
| Total | 100 | 100 |

| 8. What is the main purpose of your visit today? | Beechenhurst | Symonds Yat |
|--|--------------|-------------|
| Dog walking | 7 | 6 |
| Other walking | 39 | 23 |
| Cycling | 5 | 2 |
| Fresh air/exercise | 22 | 12 |
| Watch wildlife/birds | 1 | 20 |
| Relax/picnic | 17 | 7 |
| Other | 9 | 30 |
| Total | 100 | 100 |

| 9. How long in total are you staying at the site today? | Beechenhurst | Symonds Yat |
|---|--------------|-------------|
| Up to around 1 hour | 14 | 22 |
| Around 2 hours | 36 | 35 |
| Around 3 hours | 27 | 14 |
| Around 4 hours | 10 | 8 |
| 5 hours plus | 13 | 21 |
| Total | 100 | 100 |

| 11. Have you used one of the waymarked walks today? | Beechenhurst | Symonds Yat |
|---|--------------|-------------|
| Yes | 51 | 21 |
| No | 21 | 44 |
| Intend to | 28 | 34 |
| Missing | 0 | 1 |
| Total | 100 | 100 |

(Those who had used / intend to use a waymarked walk)

| 12. Which walk was it? | Beechenhurst | | Symonds Yat | |
|------------------------|--------------|-----|-------------|-----|
| | No. | % | No. | % |
| Red | 6 | 8 | 12 | 21 |
| Blue | 60 | 76 | 12 | 21 |
| White | 3 | 4 | 0 | 0 |
| Yellow | 3 | 4 | 20 | 36 |
| Missing | 7 | 9 | 12 | 21 |
| Total | 79 | 100 | 56 | 100 |

(Those who had used a waymarked walk)

| 13. How did you rate the route marking? | Beechenhurst | | Symonds Yat | |
|---|--------------|-----|-------------|-----|
| | No. | % | No. | % |
| Very good | 22 | 28 | 5 | 9 |
| Good | 13 | 16 | 9 | 16 |
| OK | 9 | 11 | 3 | 5 |
| Poor | 4 | 5 | 0 | 0 |
| Very poor | 0 | 0 | 0 | 0 |
| Not used | 2 | 3 | 0 | 0 |
| Missing | 29 | 37 | 39 | 70 |
| Total | 79 | 100 | 56 | 100 |

(Those who had used a waymarked walk)

| 14. How did you rate the maps? | Beechenhurst | | Symonds Yat | |
|--------------------------------|--------------|-----|-------------|-----|
| | No. | % | No. | % |
| Very good | 2 | 3 | 0 | 0 |
| Good | 5 | 6 | 1 | 2 |
| OK | 2 | 3 | 1 | 2 |
| Poor | 0 | 0 | 0 | 0 |
| Very poor | 0 | 0 | 0 | 0 |
| Not used | 39 | 49 | 15 | 27 |
| Missing | 31 | 39 | 39 | 70 |
| Total | 79 | 100 | 56 | 100 |

(Those who had used a waymarked walk)

| 15. How did you rate the quality of the path? | Beechenhurst | | Symonds Yat | |
|---|--------------|-----|-------------|-----|
| | No. | % | No. | % |
| Very good | 22 | 28 | 3 | 5 |
| Good | 22 | 28 | 10 | 18 |
| OK | 5 | 6 | 4 | 7 |
| Poor | 1 | 1 | 0 | 0 |
| Very poor | 0 | 0 | 0 | 0 |
| Missing | 29 | 37 | 39 | 70 |
| Total | 79 | 100 | 56 | 100 |

| 16. How did you rate the picnic area? | Beechenhurst | Symonds Yat |
|---------------------------------------|--------------|-------------|
| Very good | 29 | 12 |
| Good | 18 | 16 |
| OK | 2 | 5 |
| Poor | 0 | 1 |
| Very poor | 0 | 0 |
| Not used | 51 | 65 |
| Missing | 0 | 1 |
| Total | 100 | 100 |

| 16. How did you rate the toilets? | Beechenhurst | Symonds Yat |
|-----------------------------------|--------------|-------------|
| Very good | 37 | 31 |
| Good | 34 | 27 |
| OK | 5 | 16 |
| Poor | 0 | 2 |
| Very poor | 0 | 1 |
| Not used | 24 | 21 |
| Missing | 0 | 2 |
| Total | 100 | 100 |

| 16. How did you rate the information boards? | Beechenhurst | Symonds Yat |
|--|--------------|-------------|
| Very good | 24 | 27 |
| Good | 33 | 32 |
| OK | 13 | 16 |
| Poor | 0 | 1 |
| Very poor | 0 | 0 |
| Not used | 30 | 21 |
| Missing | 0 | 3 |
| Total | 100 | 100 |

| 16. How did you rate the car park? | Beechenhurst | Symonds Yat |
|------------------------------------|--------------|-------------|
| Very good | 25 | 17 |
| Good | 50 | 35 |
| OK | 15 | 29 |
| Poor | 0 | 4 |
| Very poor | 1 | 1 |
| Not used | 8 | 13 |
| Missing | 1 | 1 |
| Total | 100 | 100 |

| 16. How did you rate the road signs? | Beechenhurst | Symonds Yat |
|--------------------------------------|--------------|-------------|
| Very good | 15 | 13 |
| Good | 32 | 38 |
| OK | 39 | 34 |
| Poor | 4 | 1 |
| Very poor | 1 | 0 |
| Not used | 7 | 13 |
| Missing | 2 | 1 |
| Total | 100 | 100 |

| 16. How did you rate the log cabin? | Symonds Yat |
|-------------------------------------|-------------|
| Very good | 24 |
| Good | 10 |
| OK | 3 |
| Poor | 1 |
| Very poor | 0 |
| Not used | 61 |
| Missing | 1 |
| Total | 100 |

| 16. How did you rate the tourist information centre? | Beechenhurst |
|--|--------------|
| Very good | 12 |
| Good | 12 |
| OK | 7 |
| Poor | 0 |
| Very poor | 0 |
| Not used | 66 |
| Missing | 3 |
| Total | 100 |

| 16. How did you rate the café? | Beechenhurst |
|--------------------------------|--------------|
| Very good | 19 |
| Good | 20 |
| OK | 6 |
| Poor | 0 |
| Very poor | 0 |
| Not used | 51 |
| Missing | 4 |
| Total | 100 |

| 17. How would you rate the management of the site? | Beechenhurst | Symonds Yat |
|--|--------------|-------------|
| Very good | 56 | 40 |
| Good | 38 | 44 |
| OK | 4 | 11 |
| Poor | 0 | 1 |
| Very poor | 0 | 0 |
| Not used | 2 | 3 |
| Missing | 0 | 1 |
| Total | 100 | 100 |