



SCOTTISH BORDERS VISITOR SURVEY 2002

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INTRODUCTION

Glentress forest is the most popular visitor attraction in the Scottish Borders and a focal point for visitors to the Tweed Valley Forest Park which was formally launched in August 2002. In 2002 we estimate that there were around 190,000 visits to Glentress and around 300,000 visits to the Forest Park as a whole.

Our ongoing development programme aims not only to boost the quality of visitor facilities in the Forest Park, but also to create economic benefit for the visitor / tourist economy of South Scotland. Glentress forest plays an important part in rural development at the regional scale as part of the 7Stanes Project which is developing the South of Scotland as a centre of excellence for mountain biking. The 7Stanes Project has been made possible with funding from the EU Objective 2 funding stream which is administered by the South of Scotland European Partnership.

This report will be the first in an annual visitor monitoring programme which will help us to gain a better understanding of the characteristics of our visitors. Armed with good information about our visitors we should be in the best possible position to target resources effectively and to refine the modelling of local economic benefit.

James M S Simpson
Forest District Manager

SUMMARY

This report provides details from self-complete visitor survey forms that were placed on the windscreens of cars at Glentress Forest. A total of 107 questionnaires were completed.

62% of respondents were male. Adults aged between 25 and 59 accounted for the vast majority of respondents (82%), 11% were senior citizens, 7% were young adults and 1% were children. Over two-thirds (69%) of respondents were in full time employment with a further 20% either retired or working part time.

All respondents visited from within the British Isles, with the majority (86%) visiting from Scotland.

62% of respondents indicated that they were visiting as part of a group and there was an average of 3.7 people per group. The majority of groups included adults aged between 25-59 years. Children constitute a quarter of visitors to the park, whereas senior citizens represent 7% of visitors and young adults 6%.

Two-fifths of visitors to the park were on a day trip from home, with a similar number (37%) living locally. 20% of visitors were tourists.

The majority of tourists opted for hotel accommodation, and a considerable number (32%) favoured camping or caravanning. Other holidaymakers stayed in youth hostels, B&Bs or with friends and relatives.

30% of respondents had travelled up to 15 miles to the site, one half had travelled between 16-50 miles, and 19% had travelled further than this.

Over four fifths of visitors (82%) had visited Glentress Forest before. Of those who had visited the site before, 30% visited more than once per week, and 62% visit up to three times a year. 7% visit less than this.

62% of visitors envisaged Tweed Valley National Park as a place of scenic beauty, with many more having a visual image of tranquillity. Frequent mentions were also made of visualisations of an action packed site with the opportunity to enjoy activities such as mountain biking and walking. The attractions of the site to visitors proved to be similar to that of the visual image portrayed, but with more emphasis on the activity side rather than the scenic.

When asked about what activities visitors would be interested in participating in, mountain biking proved to be the most popular along with walking and looking at scenery. Also popular was an interest in participating in picnicking, photography and bird watching. When asked of the purpose of their visit, mountain biking again proved the most purposeful, particularly on way-marked trails. Many also visited to enjoy the scenery, to walk, be it with a dog or not, or to purchase a Christmas tree in the festive season.

Many respondents suggested the site could be improved by introducing more trails for both mountain biking and walking. The building of showers and changing facilities was also a popular suggestion. Other suggestions included more information signs, improved car parking facilities and a bigger café.

98% of respondents intended to return to the site based on their experiences.

Scottish Borders Visitor Survey 2002

Self-complete survey forms were left on cars at several car parks in Glentress Forest in the Scottish Borders Forest District in July, November and December 2002. A total of 107 forms were returned.

Car Parks and Form Completion

Forms were distributed in 4 car parks in Glentress Forest. These were the 'Buzzards Nest Car Park', the 'Red Squirrel Car Park', the 'Christmas Tree Sales Centre', and the 'Hub Café'. The majority of the forms returned were from the 'Hub Café', and the least from the 'Buzzards Nest' (Table 1).

Table 1: Number of Completed Questionnaires

	Number of Completed Questionnaires	Percentage of Number Completed
Buzzards Nest	15	14
Red Squirrel	22	21
Christmas Tree	23	21
The Hub Cafe	47	44
Total	107	100

Respondent composition

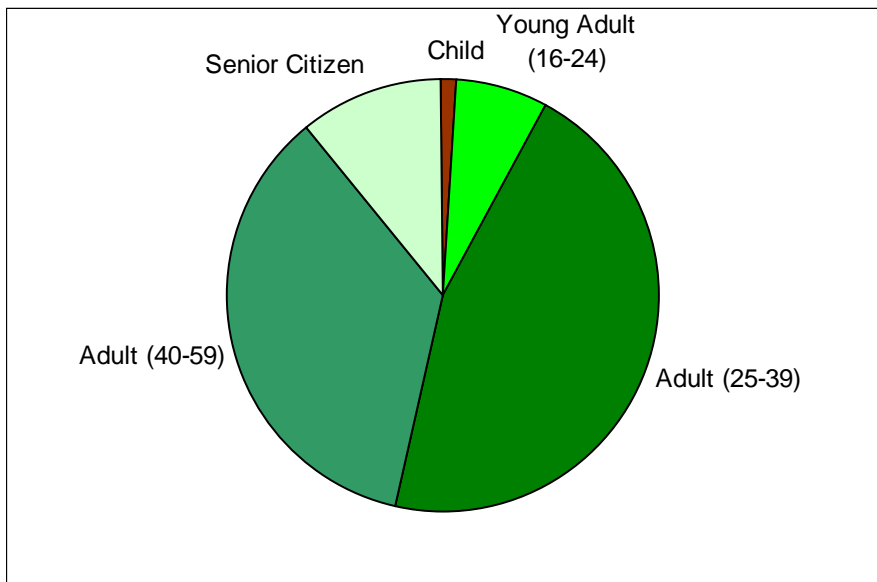
Sex of Respondents

There were significantly more male respondents than female (62% of respondents were male).

Age of Respondents

In terms of the age of the respondents, adults aged between 25-39 years accounted for 46% of respondents, and 36% were aged 40-59 years. Senior citizens accounted for 11% of respondents, whereas 7% were young adults and 1% were children (Figure 1).

Figure 1: Age of Respondents to Glentress Forest



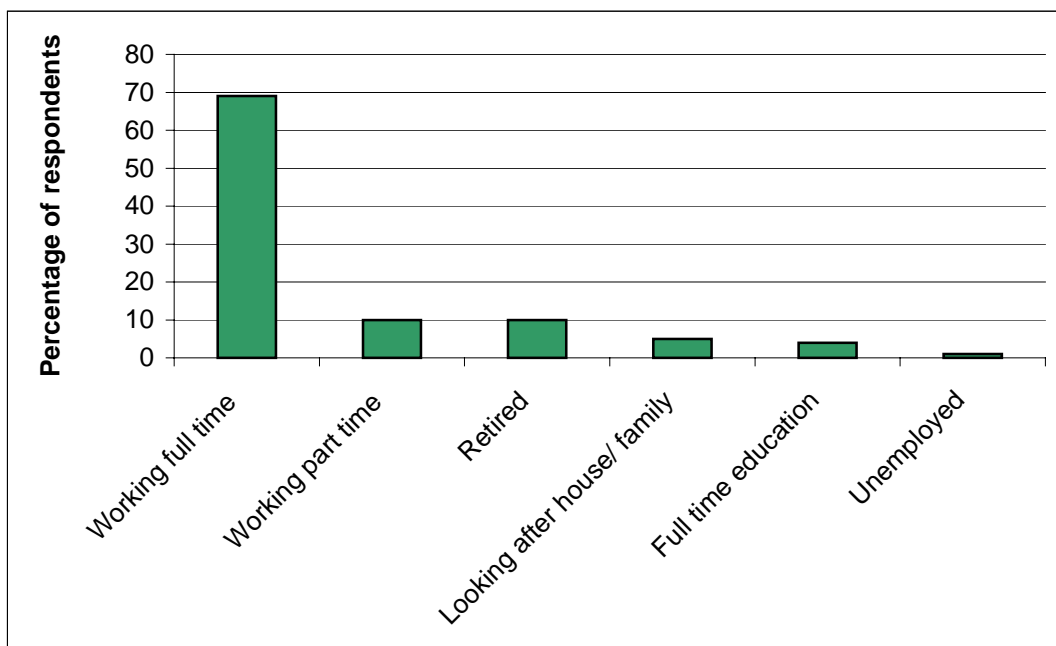
Ethnic Origin of Respondents

The ethnic origin of almost all respondents (97%) was White, with 1% being Asian. The remaining 2% are missing returns.

Work Status of Respondents

The current employment status of respondents was asked and the majority of visitors (69%) were in full time employment. A further 10% worked part time and 10% were retired. In addition to this, 1% of respondents were unemployed, 5% described themselves as looking after the house and/or family and 4% of respondents were in full time education (Figure 2).

Figure 2: Employment Status of Respondents at Glentress Forest



Origin of Respondents

Table 2 shows the origin of respondents, based on the home postcodes and town/country names supplied. The vast majority of respondents at Glentress Forest (86%) came from within Scotland, with Lothian, in particular, and the Borders providing the biggest number from the country. The majority of respondents from England came from the North, and two visitors came from Wales.

Table 2: Origin of Visitors to Glentress Forest

Region	Number of Respondents
SCOTLAND:	
Lothian	42
Borders	29
Strathclyde	10
Other	11
TOTAL SCOTLAND	92
ENGLAND	
North	8
Other	5
TOTAL ENGLAND	13
WALES	2
TOTAL	107

Social Class of Respondents

All of those interviewed were asked to provide their full home postcode. 93% of respondents gave a valid postcode.

Each of these postcodes is assigned an “ACORN” code. The ACORN classification is created by CACI Ltd to provide a demographic classification, combining geography with demographics- the places where people live and their underlying characteristics. ACORN classifies people living in Great Britain into any one of 6 categories, 17 groups or 54 types. Addresses in postcodes within the same “type” will therefore tend to have a lot in common and are given a label which easily describes a typical member of that “type”, e.g. “Wealthy suburbs, large detached houses” etc.

Table 3 shows the proportion of valid postcodes from the survey that fall into each group. This is then compared to the overall GB population using an index, to look for similarities and differences between the two. An index greater than 100 implies that more than the average number of people from that category are visiting the forest sites.

Table 3 shows that significantly more than the average number of respondents classified as ‘Affluent Greys, Rural Communities’ (A2), ‘Well-off Workers, Family Areas’ (B5), ‘Affluent Urbanities, Town and City Areas’ (C6), and ‘Prosperous Professionals, Metropolitan Areas’ (C7) visited Glentress Forest compared to the composition of GB as a whole. There were slightly more than the average number of people visiting from groups A1, B4, C8 and F15 compared to the GB composition as a whole. In comparison to the composition of GB as a

whole, the groups significantly under-represented in visits to Glentress Forest were; 'People in Multi-Ethnic, Low Income Areas' (F17, with an index of zero), and (to a lesser degree) groups F16, F14 and E11.

Table 3: Acorn coded postcodes

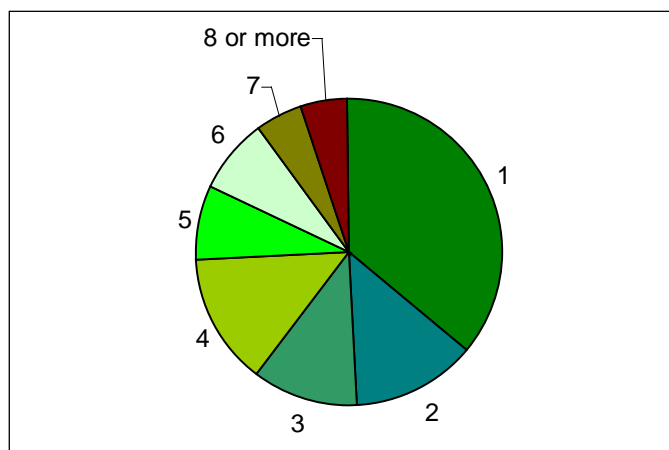
Acorn group		2002 GB Population Base	Survey	Index
A1	Wealthy Achievers, Suburbia	14.3%	15%	105
A2	Affluent Greys, Rural Communities	2.2%	11%	500
A3	Prosperous Pensioners, Retirement Areas	2.7%	2%	74
B4	Affluent Executives, Family Areas	4.5%	5%	111
B5	Well-off Workers, Family Areas	7.2%	12%	167
C6	Affluent Urbanites, Town & City Areas	2.6%	11%	423
C7	Prosperous Professionals, Metropolitan Areas	2.1%	4%	190
C8	Better-off Executives, Inner City Areas	4.1%	6%	146
D9	Comfortable Middle Ageds, Mature Home Owning Areas	12.7%	7%	55
D10	Skilled Workers, Home Owning Areas	13.2%	7%	53
E11	New Home Owners, Mature Communities	8.1%	4%	49
E12	White Collar Workers, Better-off Multi-Ethnic Areas	4.1%	3%	73
F13	Older People, Less Prosperous Areas	3.3%	3%	91
F14	Council Estate residents, Better-off Homes	11.1%	5%	45
F15	Council Estate residents, High Unemployment	3.3%	4%	121
F16	Council Estate residents, Greatest Hardship	2.3%	1%	43
F17	People in Multi-Ethnic, Low Income Areas	2.2%	0%	0
U	Unclassified	0.1%	0%	0

Group composition

Size of Visiting Groups

The majority of respondents (62%) indicated that they were visiting as part of a group. A large proportion came in either groups of two (13% of total visitors), groups of three (11%), or groups of four (14%). Groups of five, six or seven, although less common, were still noticeable, whereas groups sizes greater than this accounted for 5% of visitors to the site (Figure 3).

Figure 3: Size of Groups Visiting Glentress Forest



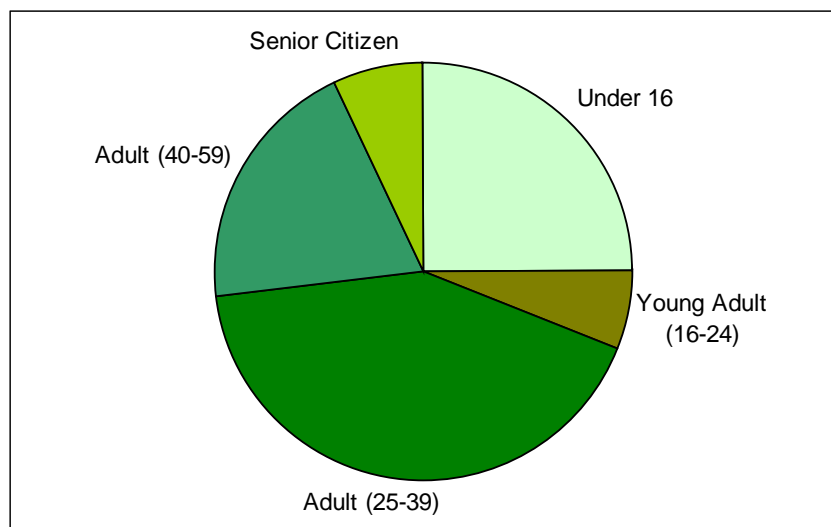
Sex of Visitors

Almost two-thirds (65%) of the total number of those visiting the park were male.

Age of Visitors

In terms of total visitors, the majority of people visiting the forest were those aged between 25 and 39 years (42%). Next greatest were children, accounting for a quarter of the total number of visitors, which can be attributed to both parents bringing their children to the site and the existence of the 'Hub Junior Club'. Adults aged between 40 and 59 years made up one fifth of the total visitors, whereas senior citizens and young adults contributed less proportionally, consisting 7% and 6% of the total visitors respectively (Figure 4).

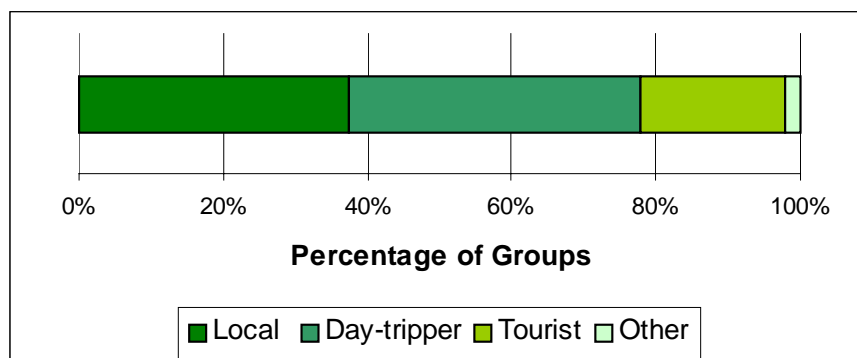
Figure 4: Age Range of Total Visitors



Type of Visitor

Almost two-fifths of the visitors to Glentress (37%) lived locally, with a similar proportion (40%) on a day trip from home. In addition, 20% of visitors were tourists. The other 3% classified themselves as either mountain-bikers or weekend visitors (Figure 5).

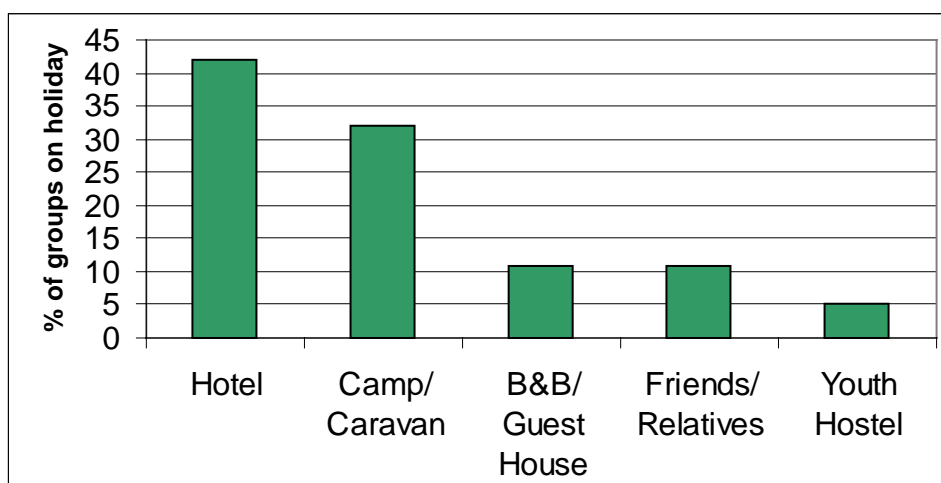
Figure 5: Type of visitor



Type of accommodation

Almost one-fifth (18%) of those surveyed indicated that their visit involved an overnight stay and were consequently asked about the type of accommodation they were using. Of these groups, 42% of them stayed in a hotel, 32% were camping or caravanning, and 11% stayed in a B&B or Guest House. In addition to these numbers, 11% stayed with friends or relatives and 5% stayed overnight in a youth hostel (Figure 6).

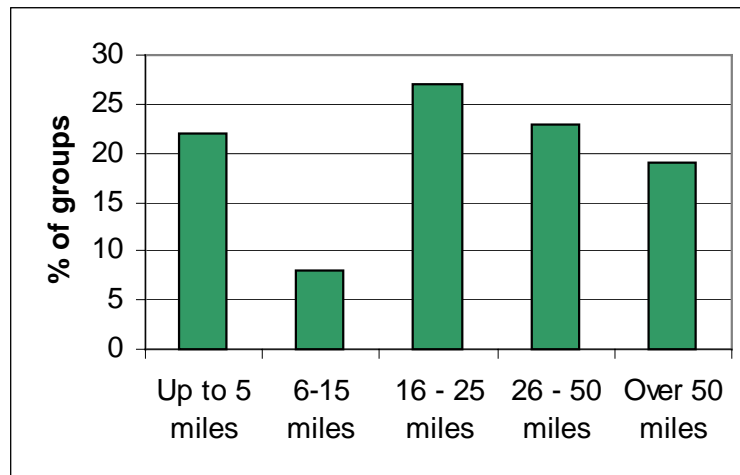
Figure 6: Type of Accommodation Stayed In



Travel to the Forest Site

Just over one fifth (22%) of the visitors to Glentress Forest travelled up to 5 miles to the site, and a further 8% had travelled between 6 and 15 miles. Just over a quarter (27%) of visitors travelled between 16 and 25 miles to the site in addition to 23% who travelled between 26 and 50 miles. 19% of visitors travelled further than 50 miles to reach the site (Figure 7).

Figure 7: Distance Travelled to Glentress



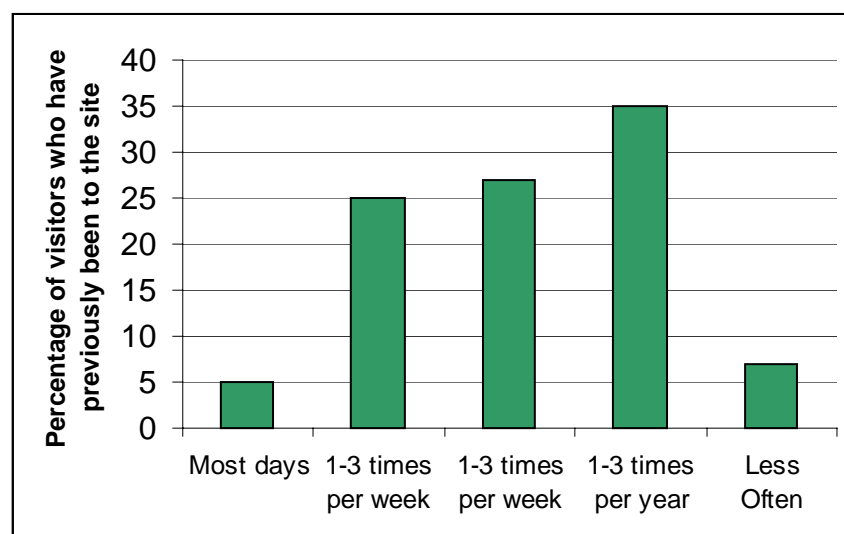
Length of Stay

Around 25% of visitors to Glentress Forest stayed for an hour or less, almost a tenth (9%) stayed for around 2 hours, 14% stayed for 3 hours and a further 23% stayed for 4 hours. In addition to this, 27% of visitors stayed between 5 and 12 hours and 15 stayed for 24 hours.

Previous Visits

Four groups in five had visited the site on a previous occasion (82%). Of those who had been to the site before, 30% visited more than once per week. 27% of visitors frequent the site between one and three times a month with a further 35% visiting up to three times a year. Only 7% of groups visit the site less than once a year (Figure 8).

Figure 8: Frequency of Visits to Glentress



Visual images portrayed by Tweed Valley Forest Park

Groups were asked what visual images Tweed Valley Forest Park suggested to them. Out of the 78 respondents who answered this question, the majority (48) replied that their image of the site is that of the scenery that it has to offer, quoting specifically the beauty of the trees, hills and river to name but a few. Many respondents also mentioned the tranquillity and remoteness of the area and the calming effect that comes with it. Activities performed within the site were also mentioned frequently, with the image of mountain biking proving to be the most popular but walking also featuring. Finally, a small number of respondents indicated the image of an ‘active woodland’ with an opportunity for bird-watching.

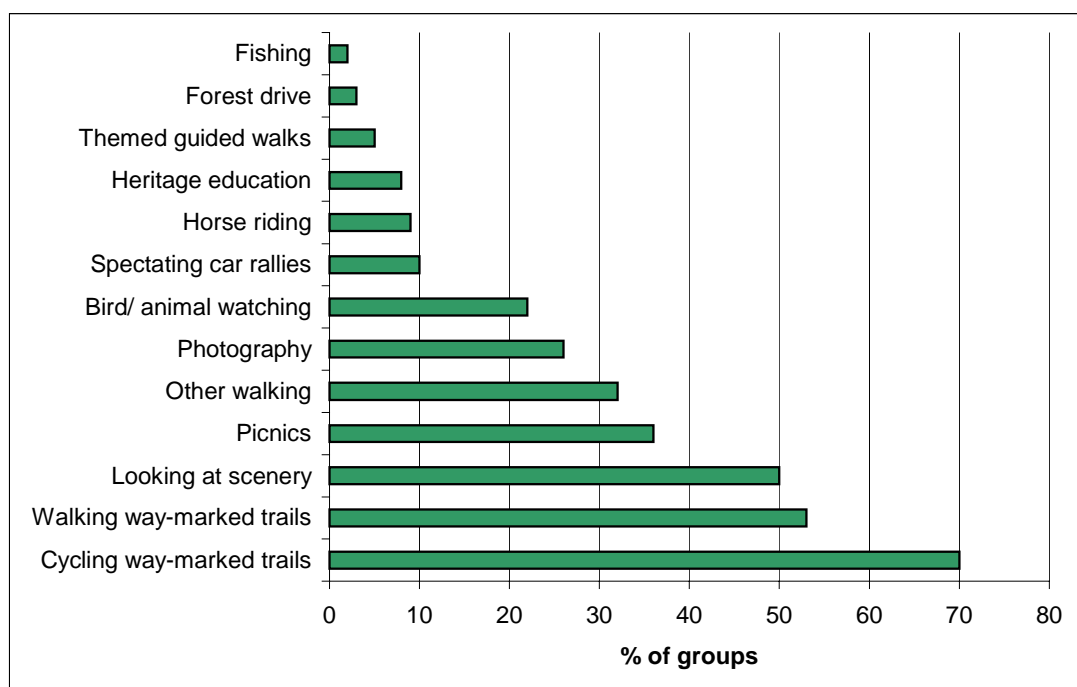
Attractions to Glentress Forest

Groups were asked what the attractions of the site were for them. The response rate for this question was over 90%. By far the most popular response was Mountain Biking, with 61 respondents citing this as the main attraction of the site. Walking also proved another popular activity, both on its own and with a dog. The scenery and tranquillity also featured as an attraction but were not nearly as influential as they were in the image of the site. A few people were attracted to the wildlife of the park and the attraction of going to the park to purchase a Christmas Tree was also evident.

Interest in Various Activities

Groups were asked what activities they would participate in within the forest. The information collected in this section includes multiple responses. By far the most popular activity was cycling on way-marked trails, which interested 70% of those who had visited the park. Also popular was walking on way-marked trails and looking at scenery, which interested 53% and 50% of visitors respectively. Picnicking interested 36% of visitors, whereas around a quarter would be keen in participating in both photography and bird-watching. Around a tenth of visitors each would be interested in spectating car rallies and horse riding in addition to 7% who were eager to find out about heritage education. Less popular suggestions included forest drives, guided walks and fishing. Of those activities that were not listed on the questionnaire, visitors indicated that they would be interested in a children’s bike club, orienteering, trail building or the opportunity of purchasing a Christmas Tree (Figure 9).

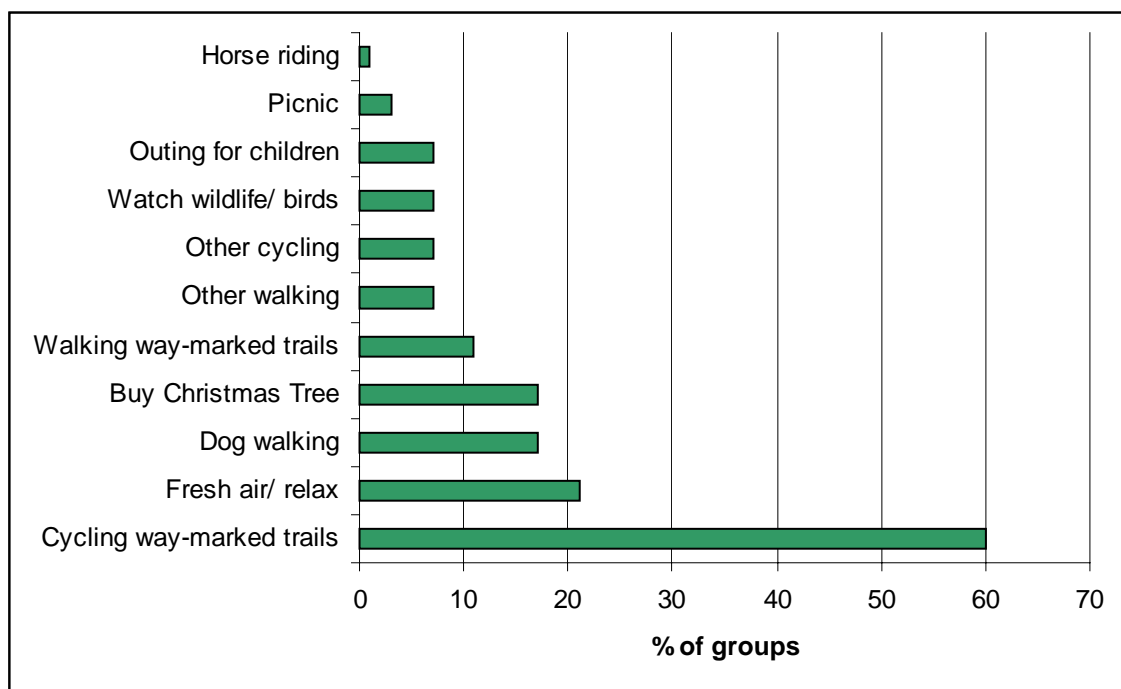
Figure 9: Interest in participating in various activities



Purpose of Visit

Groups were asked about the purpose of their visit to Glentress Forest on the day of the questionnaire. Again note that respondents could indicate several responses. By far the most popular activity that enticed people to travel to the park was mountain biking, which 60% of visitors cited as their purpose for visiting the park. 21% of visitors came to the park in order to relax and appreciate the fresh air. Walking also proved popular with 17% of visitors walking dogs and 11% walking on the way-marked trails. 7% of groups came to watch wildlife and birds and, similarly, 7% came as an outing for the children. Picnicking was the purpose of 3% of people and 1% of visitors came to horse ride. In addition to the reasons stated, 21% of visitors indicated that they had other reasons for visiting the park. The majority of these people (17%) cited that they came to the park to purchase a Christmas Tree but other reasons given were that they came to collect fir branches or to visit the café (Figure 10).

Figure 10: Purpose of Visit to Glentress Forest



Visitor spend whilst at Glentress Forest

Respondents were asked how much their party expected to spend whilst at Glentress Forest. Groups were asked to budget approximately for spending on food and beverages, retail/shopping, car parking, activities and ‘other’ (Table 4). This question was very poorly completed, with at best only a quarter of respondents not answering on spending relating to food and beverage, and at worst over 70% refusing to answer about ‘other’ spending. It is possible that some of the ‘missing’ amounts were actually ‘nil’ amounts.

Table 4: Spend of party whilst at Glentress Forest (figures represent percentage)

	Nil	£1-5	£6-10	£11-15	£16-20	£21-25	£25+	Missing
Food/ Beverage	14	21	15	8	6	3	7	26
Retail/ Shopping	22	1	3	6	7	3	5	53
Car Parking	23	19	0	0	0	0	0	58
Activities	27	1	2	0	1	3	0	66
Other	21	1	0	0	5	0	2	71

Visitor spend in the last 24 hours

Tourists who had stayed a night away from home were asked about their spend outside the park but ‘within the area’. This included money spent in the last 24 hours on accommodation, travel, food and beverage and other (Table 5). Again, the ‘missing’ values are high, but overall they are less than the ‘missing’ values encountered from asking about spending within the park itself. It is possible that the high ‘missing’ values reflect the fact that it is sometimes difficult for respondents to remember what they have spent in the last 24 hours.

Table 5: Spend of tourists around Glentress Forest (figures in percent)

	Nil	£1-10	£11-20	£21-40	£41-60	£61-80	£81-100	£100+	Missing
Accommodation	8	4	4	13	0	4	0	25	42
Travel	17	4	21	8	0	0	0	4	46
Food/ Beverage	4	8	25	4	4	4	4	17	29
Other	8	4	8	13	0	0	0	4	63

Return to Glentress Forest

Groups were asked if they would return to Glentress Forest based on the experiences of their visit. Almost all respondents (98%) declared that they would return to the site based on their experiences, with the remaining 2% being missing returns.

Improvements

Groups were asked what improved facilities would make them return to Glentress Forest and of those who returned the questionnaire, 58% made a suggestion.

Again the most popular suggestion was that concerning mountain biking, with 16 respondents (26%) requesting more trails and facilities. Connected to this, 7 groups (11%) suggested the introduction of showers and changing facilities within the park. Walkers also requested more walking trails, but also complained about the amount of cyclists in the park and the problem of bicycles using their tracks. Less emphatic, but still desirable, would be better information boards, car parking facilities, and a larger café.

It should be noted, however, that of those who responded to this question, 13% believed that the park needs no improvements and that the facilities that currently exist are quite sufficient.



For admin use only Forest District: _____
 Car park/ visitor centre code **37 HUB** Location name: _____ Date: **April 2003**

This survey is being undertaken by the Forestry Commission. Can you please spare a few minutes to answer the following questions and return it in the attached freepost envelope or use the freepost address at the end of the survey?

Everyone who returns a completed questionnaire will be eligible to be entered into a draw for a £50 B&Q voucher.

1 Are you male or female? (Please circle one) Male **1** Female **2**

1a What is your age? Circle one
 Under 16 years **1** 16-24 years **2** 25-39 years **3**
 40-59 years **4** 60 years and above **5**

1b Please indicate your ethnic origin. Circle one
 White **1** Asian **2** Afro-Caribbean **3**

2 Are you visiting this site as part of a group? Circle one Yes **1** No **2**

If no go to Q3. If yes, please specify e.g. family/friends/club _____

2a Please write the number of people in your group that fall into the appropriate age boxes.
 (Do not include yourself)

Under 16 years 16-24 years 25-39 years
 40-59 years 60 years and above

2b How many males and females? Male Female
 (Do not include yourself)

3 Where is your normal place of residence? Circle one
 Scotland **1** England **2** Wales **3**
 N. Ireland **4** Rep. of Ireland **5** Overseas **6**

3a Which country do you live in if you are from overseas or which town you live in if you are from the UK?

3b To give us a better idea of where visitors come from, can you tell me your postcode?

4 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**

5 Does your visit to this area involve an overnight stay? Yes **1** No **2**

5a If yes, what type of accommodation did you or will you use? Circle one
 B&B/Guesthouse **1** Hotel **2** Camp/caravan **3** Friends/relatives **4**
 Youth Hostel **5** Self Catering **6** Other (please specify) _____ **7**

5b What term best describes you? Circle one

Local to the area **1** Day Visitor **2** Leisure Tourist **3**
 Business Tourist **4** Other (please specify) _____ **5**

6 Please estimate the amount of money your party have spent at this site during your visit today.

	Nil	£1- 5	£6-10	£11-15	£16-20	£21-25	£25+	Please specify
Food/ Beverage								_____
Retail/Shopping								_____
Car Parking								_____
Activities								_____
Other								_____

6a Please indicate how much money your party have spent on the following items in the area over the last 24 hours. (Day trippers ignore this question):

	Nil	£1-10	£11-20	£21-40	£41-60	£61-80	£81-100	£100+	Please specify
Travel									_____
Accommodatio									_____
Food/Beverage									_____
Other									_____

7 Which of the following terms best applies to you? Circle one

Working full-time **1** Working part-time **2** Unemployed **3**
 Retired **4** Looking after house/family **5** On government training scheme **6**
 In full time education **7** Sick/disabled **8** Other **9**

8 Have you been to this site before? Circle one Yes **1** No **2****8a How often do you come to this site? 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**

9 What visual images does the Tweed Valley Forest Park suggest to you?

10 For you what are the main attractions at this site?

11 What activities would you participate in within the forest? Circle all that apply

Walking way-marked trails **A** Other walking **B** Themed guided walks **C**
 Cycling way-marked trails **D** Fishing **E** Horse-riding **F**
 Picnics **G** Photography **H** Bird/animal watching **I**
 Heritage education **J** Spectating car rallies **K** Looking at scenery **L**
 Other (please specify) _____ **M**

11a What were the purposes of your visit today? Circle all that apply

Dog walking **A** Walking way-marked trails **B** Other walking **C**
 Themed guided walks **D** Cycling way-marked trails **E** Other cycling **F**
 Fresh air/ relax **G** Watch wildlife/ birds **H** Picnic **I**
 Horse riding **J** Outing for Children **K**
 Other (please specify) _____ **L**

12. How long in total did you stay at this site today? Hours Mins

13. Based on your experience of this site, would you return? Yes 1 No 2
If no, why not? _____

13a What new/improved facilities/ attractions/ activities would make you wish to return?

If you would like to be entered into the prize draw for a £ 50 B&Q voucher, please supply your name and address:

NAME: _____

ADDRESS: _____

POSTCODE: _____

Thank you for sparing the time to complete this questionnaire. Please return to:
Forest Enterprise, FREEPOST SCO7597, Selkirk, TD7 0BR
(THE DRAW WILL TAKE PLACE ON 27 JUNE 2003 AT FOREST ENTERPRISE, SELKIRK)

South Scotl and Vi si tor Survey

Number of completed questions										
	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Total	15	100	22	100	23	100	47	100	107	100
1. Gender of respondent										
Male	11	73	16	73	6	26	33	70	66	62
Female	3	20	6	27	17	74	14	30	40	37
Missing	1	7							1	1
Total	15	100	22	100	23	100	47	100	107	100
Q1a. Age of respondent										
Under 16 years							1	2	1	1
16 - 24 years	4	27					3	6	7	7
25 - 39 years	2	13	4	18	7	30	36	77	49	46
40 - 59 years	8	53	10	45	13	57	7	15	38	36
60 years and above	1	7	8	36	3	13			12	11
Total	15	100	22	100	23	100	47	100	107	100
1b. Ethnic origin of respondent										
White	15	100	22	100	22	96	45	96	104	97
Asian							1	2	1	1
Missing					1	4	1	2	2	2
Total	15	100	22	100	23	100	47	100	107	100
Q2. Visiting as part of a group										
Yes	13	87	10	45	10	43	33	70	66	62
No	2	13	12	55	12	52	14	30	40	37
Missing					1	4			1	1
Total	15	100	22	100	23	100	47	100	107	100

(Includes multiple responses - and assumes that 'ticks' count as one)

Q2a. Number of people in each age range (excl respondant)										
	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Under 16 years	75	66	1	4	15	47	8	6	99	33
16 - 24 years	10	9	.	.	1	3	7	5	18	6
25 - 39 years	8	7	11	46	8	25	96	73	123	41
40 - 59 years	10	9	7	29	6	19	20	15	43	14
60 years and above	11	10	5	21	2	6	.	.	18	6
Total	114	100	24	100	32	100	131	100	301	100
Q2b. Number of Males (excl respondant)										
	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
0	3	20	14	64	14	61	14	30	45	42
1	3	20	3	14	2	9	8	17	16	15
2	2	13	2	9	4	17	9	19	17	16
3	3	20	1	5	3	13	8	17	15	14
4	1	7	1	5	.	.	4	9	6	6
5	.	.	1	5	.	.	1	2	2	2
6 or more	3	20	3	6	6	6
Total	15	100	22	100	23	100	47	100	107	100
Q2b. Number of Females (excl respondant)										
	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
0	7	47	19	86	15	65	24	51	65	61
1	3	20	2	9	6	26	12	26	23	21
2	.	.	1	5	2	9	10	21	13	12
3	1	7	1	1
4	1	2	1	1
6 or more	4	27	4	4
Total	15	100	22	100	23	100	47	100	107	100
Q3. Where is your normal place of residence										
	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Scotland	14	93	18	82	19	83	33	70	84	79
England	.	.	2	9	.	.	10	21	12	11
Wales	2	4	2	2
Mi ssi ng	1	7	2	9	4	17	2	4	9	8
Total	15	100	22	100	23	100	47	100	107	100
Q4. How far have you travelled to get here today?										
	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Up to 5 miles	6	40	9	41	7	30	2	4	24	22
6 - 15 miles	.	.	1	5	6	26	2	4	9	8
16 - 25 miles	3	20	7	32	7	30	12	26	29	27
26 - 50 miles	5	33	2	9	3	13	15	32	25	23
Over 50 miles	1	7	3	14	.	.	16	34	20	19
Total	15	100	22	100	23	100	47	100	107	100

Q5. Does your visit involve an overnight stay

	37 BUZZ	37 RED	37 XMAS	HUB	Total
	No.	%	No.	%	No.
Yes	2	9	17	36	19
No	14	93	20	91	23
Missing	1	7	1	3	1
Total	15	100	22	100	23

(Those who have stayed overnight)

Q5a. What type of accomodation did/will you use?

	37 RED	HUB	Total
	No.	%	No.
B&B/Guesthouse	2	12	2
Hotel	6	35	8
Camp/caravan	6	35	6
Friends/relatives	2	12	2
Youth Hostel	1	6	1
Total	17	100	19

Q5b. What term best describes you?

	37 BUZZ	37 RED	37 XMAS	HUB	Total
	No.	%	No.	%	No.
Local to the area	8	53	12	55	14
Day Visitor	7	47	7	32	8
Leisure Tourist	3	14	18	38	21
Other	2	4	2	4	2
Missing	1	4	1	4	1
Total	15	100	22	100	23

Q6. Expect to spend on food and beverage

	37 BUZZ	37 RED	37 XMAS	HUB	Total
	No.	%	No.	%	No.
Nil	3	20	9	41	3
£1 - £5	6	40	1	5	2
£6 - £10	3	20	1	5	12
£11 - £15	1	7	2	9	6
£16 - £20	6	13	6	13	6
£21 - £25	3	6	3	6	3
£25 +	1	7	1	5	7
Missing	2	13	8	36	18
Total	15	100	22	100	23

Q6. Expect to spend on retail / shopping

	37 BUZZ	37 RED	37 XMAS	HUB	Total
	No.	%	No.	%	No.
Nil	5	33	10	45	1
£1 - £5	1	2	1	5	1
£6 - £10	3	6	3	6	3
£11 - £15	1	7	3	13	2
£16 - £20	1	7	1	5	7
£21 - £25	2	9	1	5	3
£25 +	1	7	3	13	1
Missing	8	53	11	50	7
Total	15	100	22	100	23

APPENDIX 2

GLENTRESS FOREST TABLES 2002

"....."											
, Q6. Expect to spend on , 37 BUZZ , 37 RED , 37 XMAS , HUB , Total ,											
, car parking											
, No. , % , No. , % , No. , % , No. , % , No. , % ,											
"....."											
, Nil	, 4,	27,	7,	32,	3,	13,	11,	23,	25,	23,	
, £1 - £5	, 5,	33,	8,	36,	1,	4,	6,	13,	20,	19,	
, Mi ssi ng	, 6,	40,	7,	32,	19,	83,	30,	64,	62,	58,	
, Total	, 15,	100,	22,	100,	23,	100,	47,	100,	107,	100,	
\$....."											
"....."											
, Q6. Expect to spend on , 37 BUZZ , 37 RED , 37 XMAS , HUB , Total ,											
, activi ties											
, No. , % , No. , % , No. , % , No. , % , No. , % ,											
"....."											
, Nil	, 5,	33,	10,	45,	3,	13,	11,	23,	29,	27,	
, £1 - £5	, .,	.,	.,	.,	.,	.,	1,	2,	1,	1,	
, £6 - £10	, 1,	7,	.,	.,	.,	.,	1,	2,	2,	2,	
, £16 - £20	, 1,	7,	.,	.,	.,	.,	.,	.,	1,	1,	
, £21 - £25	, .,	.,	.,	.,	.,	.,	3,	6,	3,	3,	
, Mi ssi ng	, 8,	53,	12,	55,	20,	87,	31,	66,	71,	66,	
, Total	, 15,	100,	22,	100,	23,	100,	47,	100,	107,	100,	
\$....."											
"....."											
, Q6. Expect to spend on , 37 BUZZ , 37 RED , 37 XMAS , HUB , Total ,											
, 'other'											
, No. , % , No. , % , No. , % , No. , % , No. , % ,											
"....."											
, Nil	, 4,	27,	10,	45,	1,	4,	8,	17,	23,	21,	
, £1 - £5	, .,	.,	.,	.,	.,	.,	1,	2,	1,	1,	
, £16 - £20	, .,	.,	.,	.,	5,	22,	.,	.,	5,	5,	
, £25 +	, .,	.,	.,	.,	1,	4,	1,	2,	2,	2,	
, Mi ssi ng	, 11,	73,	12,	55,	16,	70,	37,	79,	76,	71,	
, Total	, 15,	100,	22,	100,	23,	100,	47,	100,	107,	100,	
\$....."											
"....."											
, Q6a. How much spent on , 37 RED , 37 XMAS , HUB , Total ,											
, travel											
, No. , % , No. , % , No. , % , No. , % ,											
"....."											
, Nil	, 1,	33,	.,	.,	3,	15,	4,	17,			
, £1 - £10	, .,	.,	.,	.,	1,	5,	1,	4,			
, £11 - £20	, .,	.,	.,	.,	5,	25,	5,	21,			
, £21 - £40	, 1,	33,	.,	.,	1,	5,	2,	8,			
, £100 +	, .,	.,	.,	.,	1,	5,	1,	4,			
, Mi ssi ng	, 1,	33,	1,	100,	9,	45,	11,	46,			
, Total	, 3,	100,	1,	100,	20,	100,	24,	100,			
\$....."											
"....."											
, Q6a. How much spent on , 37 RED , 37 XMAS , HUB , Total ,											
, accomodati on											
, No. , % , No. , % , No. , % , No. , % ,											
"....."											
, Nil	, 1,	33,	.,	.,	1,	5,	2,	8,			
, £1 - £10	, .,	.,	.,	.,	1,	5,	1,	4,			
, £11 - £20	, .,	.,	.,	.,	1,	5,	1,	4,			
, £21 - £40	, .,	.,	.,	.,	3,	15,	3,	13,			
, £61 - £80	, .,	.,	.,	.,	1,	5,	1,	4,			
, £100 +	, 1,	33,	.,	.,	5,	25,	6,	25,			
, Mi ssi ng	, 1,	33,	1,	100,	8,	40,	10,	42,			
, Total	, 3,	100,	1,	100,	20,	100,	24,	100,			
\$....."											

APPENDIX 2

GLENTRESS FOREST TABLES 2002

Q6a. How much spent on food and beverage										
	37 RED	37 XMAS	HUB	Total						
	No.	%	No.	%	No.	%	No.	%	No.	%
Nil	1	33					1	4		
£1 - £10					2	10	2	8		
£11 - £20	1	33			5	25	6	25		
£21 - £40					1	5	1	4		
£41 - £60					1	5	1	4		
£61 - £80	1	33					1	4		
£81 - £100					1	5	1	4		
£100 +					4	20	4	17		
Missing			1	100	6	30	7	29		
Total	3	100	1	100	20	100	24	100		
Q6a. How much spent on 'other'										
	37 RED	37 XMAS	HUB	Total						
	No.	%	No.	%	No.	%	No.	%	No.	%
Nil	1	33			1	5	2	8		
£1 - £10					1	5	1	4		
£11 - £20	1	33			1	5	2	8		
£21 - £40	1	33			2	10	3	13		
£100 +					1	5	1	4		
Missing			1	100	14	70	15	63		
Total	3	100	1	100	20	100	24	100		
Q7. Which best applies to you										
	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Working full-time	10	67	11	50	11	48	42	89	74	69
working part-time	2	13	3	14	4	17	2	4	11	10
Unemployed							1	2	1	1
Retired	1	7	7	32	3	13			11	10
Looking after house/family	1	7	1	5	3	13			5	5
In full-time education	1	7			1	4	2	4	4	4
Missing					1	4			1	1
Total	15	100	22	100	23	100	47	100	107	100
Q8. Have you been to this site before?										
	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Yes	14	93	21	95	19	83	34	72	88	82
No	1	7	1	5			13	28	15	14
Missing					4	17			4	4
Total	15	100	22	100	23	100	47	100	107	100

(Only those who have been before)

Q8a. How often do you come to this site?	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Most days	4	19	4	5
1 - 3 times a week	8	57	1	5	13	38	22	25
1 - 3 times a month	4	29	7	33	3	16	10	29	24	27
1 - 3 times a year	2	14	5	24	14	74	10	29	31	35
Less often	3	14	2	11	1	3	6	7
Missing	1	5	1	1
Total	14	100	21	100	19	100	34	100	88	100

What images does 'Tweed Valley Forest Park' suggest to you?

- 1 EXCITEMENT/FUN/BEAUT
- 3 BIKING
- 4 MOUNTAIN BIKING
- 6 SOFT HILLS AND WATER
- 7 HEAVEN ON EARTH
- 10 FOREST/BIKE TRAILS
- 11 TREES
- 12 NICE SCENERY
- 13 THE HILLS/COLOUR/PEA
- 14 GREEN UNSPOILED
- 15 MISTY TREES/CLAD HIL
- 16 FOREST/HILLS/TWEED
- 17 VERY SCENIC
- 19 GREAT MB TRAILS
- 21 GETTING AWAY
- 22 CONIFER TREES
- 23 ACTIVE POPULAR WOODL
- 24 TREES
- 25 TREES
- 26 LOTS OF CYCLISTS
- 27 ENVIRONMENT/TREES
- 28 TRANQUILITY
- 30 TRANQUILITY
- 31 HILLS/TREES & TWEED
- 32 PEACE
- 33 BEAUTIFUL TREES
- 34 TREES
- 35 VIEWS
- 36 BROWN AUTUMN COLOURS
- 37 RIVERSIDE SCENERY
- 38 RUGGED BEAUTY
- 39 WOODLANDS
- 42 GREEN/CALMING
- 43 HILLS
- 45 NATURAL BEAUTY
- 46 TRANQUIL
- 47 LOVELY TREES/BIRDS
- 49 BEAUTIFUL COUNTRYSID
- 50 MOUNTAIN BIKING
- 53 FOREST WALKS
- 58 TREES/WATER/OPEN SPA
- 59 PEACE/FORESTS
- 60 PEACE/FRESH AIR
- 61 BEAUTIFUL
- 62 GREEN/OPEN VIEWS
- 63 MB TRACKS/OPEN VIEWS
- 64 GREEN TREES
- 65 BEAUTIFUL
- 66 TRAILS
- 67 DOWNHILL SLOPES
- 69 LEISURE
- 71 WATER/HILLS/WOODLAND
- 72 WIDE VALLEYS
- 74 A FESTIVAL OF GREEN
- 78 LUSH GREEN BEAUTIFUL

Visual images cont

80	TREES
81	TREES/RI VER
83	WOODED HI LLS
84	SCENI C
85	SCENI C
86	TWEED & FOREST
88	SCAREY DOWNHI LL MBT
89	PI NE FOREST
90	HI LLS/FOREST/OUTDOOR
91	PEACE/TRANQUI LITY
92	TREES/FOREST
94	SUPERB MBI KING
95	TREES/SCENERY
96	EXCELLENT MB TRAI LS
97	PEACE/STUNNI NG VI EW
98	WELL LAI D OUT PARK
99	MATURE PINES
100	AWESOME MB TRAI LS
101	TREES
103	PEACEFUL/ADVENTUROUS
104	WATER/TREES/HI LLS
105	ROLLI NG HI LLS/FOREST
106	TREES/TRAI LS

What are the main attractions at this site?

- 1 SAFE MOUNTAINBIKING
- 2 FREERIDE BIKING
- 3 FREERIDES/BIKING
- 4 BIKE TRAILS
- 5 FRIENDLY/SCENERY
- 6 MOUNTAIN BIKE TRAILS
- 7 SUPERB BIKE TRAILS
- 8 MTB TRAILS/WALKING
- 9 BIKING/WALKING
- 10 BIKE TRACKS
- 11 FAMILY POSSIBILITIES
- 12 HILLWALKING/ORIENTEE
- 13 FREEDOM TO WALK
- 14 WELL MAINTAINED
- 15 SUPERB MTB FACILITIES
- 16 MB TRAILS
- 17 CYCLING/WALKING
- 19 THE BLACK BIKE ROUTE
- 20 MBT BLACK ROUTE
- 21 LOTS OF SPACE TO WALK
- 22 WELL MADE PATHS/SCENERY
- 23 GENTLE SAFE WALKING
- 24 WALKING/BIRDS/SCENERY
- 26 GOOD WALKS
- 27 MOUNTAIN BIKE TRAILS
- 28 SILENCE
- 30 CYCLE ROUTES
- 31 ABILITY TO WALK DOG
- 32 WALKING
- 33 DOG WALKING
- 34 GOOD SAFE PATHS
- 35 WALKING & CLIMBING
- 36 CHOICE OF WALKS
- 37 MB TRAILS
- 38 THE WALKS/VIEWS
- 39 BUYING A TREE
- 42 CYCLE ROUTES
- 43 LACK OF PEOPLE
- 44 XMAS TREE
- 45 WALKS/XMAS TREES
- 46 WILDLIFE
- 47 TREES/BIRDS
- 49 TREES/WALKING
- 50 FOREST WALKS/XMAS TRAILS
- 53 FOREST WALKS
- 54 WALKING
- 55 WALKING
- 56 TRAILS/XMAS TREE
- 57 FOREST
- 58 WALK PAST WATER
- 59 FOREST WALKS
- 60 NEAR HOME/BEAUTIFUL
- 61 MOUNTAIN BIKE TRAILS
- 62 MB TRAILS
- 63 MBT OPPORTUNITIES
- 64 MB TRAILS
- 65 TRAILS
- 66 BIKING TRAILS
- 67 THE BLACK & RED TRAILS
- 68 WALKING/CYCLING

Main attractions cont.

- 69 MOUNTAIN BIKING
- 70 MB TRAILS
- 71 CAFE/WALKING
- 72 OUTDOOR/MBIKING
- 73 MOUNTAIN BIKING
- 74 BIKING
- 75 MOUNTAIN BIKING
- 76 MOUNTAIN BIKING
- 77 GLENTRESS BIKE ROUTE
- 78 BIKING
- 79 BIKE TRAILS
- 80 MOUNTAINBIKE TRAILS
- 81 MOUNTAIN BIKING
- 82 MOUNTAIN BIKING
- 83 CYCLING FACILITIES
- 84 NICE AREA
- 85 MOUNTAINBIKING
- 86 GREAT RIDING/BIKE HI
- 87 MOUNTAIN BIKING
- 88 MB TRAILS
- 89 MBT SINGLE TRACKS
- 91 CYCLE ROUTES CHALLENGE
- 92 MOUNTAIN BIKING
- 93 MOUNTAIN BIKING
- 94 BLACK ROUTE
- 95 MB TRAILS
- 96 MBIKING
- 97 THE CYCLE TRAILS
- 98 MBIKING/CAFE
- 99 MB TRAILS
- 100 MB TRAILS
- 101 MB TRAILS
- 102 CYCLING ROUTE
- 103 MBIKING
- 104 CYCLING/WALKING
- 105 MOUNTAIN BIKING
- 106 PURPOSE BUILT TRAIL
- 107 MB ROUTES

(Includes multiple responses)

Q11. What activities would you participate in within the forest?	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Walking way-marked trails	8	14	17	22	17	20	15	12	57	16
Other walking	4	7	11	14	10	11	9	7	34	10
Themed guided walks	1	2	1	1	1	1	2	2	5	1
Cycling way-marked trails	13	23	10	13	7	8	45	35	75	21
Fishing	1	1	1	1	2	1
Horse-riding	1	1	4	5	5	4	10	3
Picnics	5	9	8	10	14	16	12	9	39	11
Photography	5	9	6	8	6	7	11	9	28	8
Bird/ animal watching	5	9	8	10	9	10	2	2	24	7
Heritage education	2	4	1	1	3	3	2	2	8	2
Spectating car rallies	3	5	3	4	1	1	4	3	11	3
Looking at scenery	8	14	13	16	13	15	19	15	53	15
Forest Drive	2	4	1	1	3	1
Missing	1	1	1	0
Total	56	100	79	100	87	100	128	100	350	100

(Includes multiple responses)

Q11a. What were the purposes of your visit today?	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Dog walking	1	4	12	26	4	11	1	2	18	10
Walking way-marked trails	7	15	3	8	2	3	12	7
Other walking	2	8	4	9	1	3	7	4
Cycling way-marked trails	11	44	6	13	1	3	46	74	64	37
Other cycling	3	12	1	2	3	5	7	4
Fresh air/ relax	2	8	8	17	4	11	8	13	22	13
Watch wildlife/ birds	1	4	5	11	2	5	8	5
Picnic	2	4	1	2	3	2
Horse-riding	1	3	1	1
Outing for children	3	12	2	4	1	3	1	2	7	4
Other activity	17	45	17	10
Missing	2	8	4	11	6	3
Total	25	100	47	100	38	100	62	100	172	100

Q12. How long did you stay at this site today?	37 BUZZ	37 RED	37 XMAS	HUB	Total					
	No.	%	No.	%	No.	%	No.	%	No.	%
Around 1/2 hour	1	7	1	5	13	57	15	14
Around 1 hour	6	27	5	22	1	2	12	11
Around 2 hours	1	7	4	18	4	17	1	2	10	9
Around 3 hours	3	20	4	18	8	17	15	14
Around 4 hours	4	27	4	18	17	36	25	23
5-12 hours	6	40	3	14	1	4	19	40	29	27
24 hours	1	2	1	1
Total	15	100	22	100	23	100	47	100	107	100

„fffffffffffffffffffffffff...fffffffffff...fffffffffff...fffffffffff...fffffffffff...fffffffffff...fffffffffff†
 , Q13. Based on your , 37 BUZZ , 37 RED , 37 XMAS , HUB , Total ,
 , experience of this †fffff...fffff^fffff...fffff^fffff...fffff^fffff...fffff^fffff...fffff^fffff...fffff%
 , site, would you return , No. , % , No. , % , No. , % , No. , % , No. , % , No. , % ,
 †fffffffffffffffffffffffff^fffff^fffff^fffff^fffff^fffff^fffff^fffff^fffff^fffff^fffff^fffff^fffff%
 , Yes , 15, 100, 22, 100, 21, 91, 47, 100, 105, 98,
 , Missing , , , , , , , 2, 9, , , , 2, 2,
 , Total , 15, 100, 22, 100, 23, 100, 47, 100, 107, 100,
 \$fffffffffffffffffffffffff<fffff<fffff<fffff<fffff<fffff<fffff<fffff<fffff<fffff<fffff<fffff<fffffE

What new/ improved facilities would make you return?

- 1 MORE CPARKS/SEATING/REPAIR CYC
- 2 DEVELOP MBI KING FACIL ITIES
- 3 DH SITE
- 4 DOWNHILL MBI KE TRACK
- 5 TOILETS/SHELTERED AREA HELI PA
- 6 RANDON PATROL BI KE TRAILS
- 8 BBQ AREA AROUND MTB TRAIL
- 10 MORE INFO MBI KE TRACKS/MORE TR
- 11 WE THINK ITS GREAT
- 14 FIX ROAD FOR CARS
- 15 DEVELOP NEW MB TRAILS
- 19 THE BI KE ROUTES ALREADY SUPERB
- 20 LARGER I NDOOR SEAT AREA CAFE
- 21 MORE OFF ROAD WALKS
- 22 CLEARER MAPS DI SPLAY BOARD
- 24 NONE
- 26 CYCLI ST FREE TRACKS
- 27 MAP OF MB TRAILS
- 28 YEARLY PARKING TICKET
- 30 SHOWER FACIL ITIES
- 32 MORE WALKING ROUTES
- 33 BENCH ON WALKING ROUTE
- 35 MORE TRAILS
- 36 DETAILED GUIDED FAUNA/FLORA
- 37 MORE MB TRAILS
- 38 DON' T SPOIL WHAT YOU HAVE
- 42 MORE REFRESHMENT FACIL ITIES
- 45 MORE CHI LDRENS ACTI VI TI ES
- 46 LESS THE BETTER
- 49 BUSY WITH CYCLI STS PREFER PEAC
- 58 ENJOY AS IT IS
- 60 TOO MANY CYCLI STS
- 61 SHOWERS/PRESSURE W TOO STRONG
- 62 CAMPSI TE
- 63 MORE SIGNS "YOU ARE HERE"
- 64 BIGGER CAFE
- 65 HOT SHOWERS
- 66 MORE TRAILS
- 67 CHANGING FACIL ITIES
- 70 MORE TRAILS
- 74 GONDOLA LI FT TO THE TOP
- 75 OPEN LONGER HOURS - SUMMER
- 77 MORE WAYMARKED BI KE TRAILS
- 78 MORE TRAILS
- 79 MORE MOUNTAIN BI KE TRAILS

What improved facilities/ attractions/ activities would make you rtn cont

- 80 SHOWERS
- 81 DON' T TELL TOO MANY PEOPLE
- 82 CHAIRLIFT TO TOP OF BLACK ROUT
- 86 BETTER SIGNAGE
- 87 MB TRAILS
- 88 DONT CHANGE THE HUB
- 89 MORE SINGLE MB TRACKS
- 91 MORE ROUTES
- 92 MORE MB ROUTES
- 93 SHOWERS
- 97 PARKING
- 99 LONGER MB TRAILS
- 101 LONGER OPENING HRS SUMMER-HUB
- 103 LI FTS TO THE TOP
- 104 DONT MAKE TOO BUSY
- 105 MOUNTAIN BI KE TRAILS
- 106 MORE TRAILS