

**KIELDER  
SHOP SURVEY  
2000**



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## **AUTHOR**

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

Tel: 0131 314 6218  
Fax: 0131 316 4344  
Email: [statistics@forestry.gov.uk](mailto:statistics@forestry.gov.uk)

## **FOREST ENTERPRISE**

Kielder Forest District  
Eals Burn  
Bellingham  
Hexham  
Northumberland  
NE48 2AJ

Tel: 01970 890500  
Fax: 01970 890340



## **SUMMARY**

This report provides results from a visitor survey that took place at Kielder Forest District. A total of 277 questionnaires were completed, 129 at Hamsterley and 148 at Kielder.

40% of the groups consisted of 2 people, with a further 22% of groups consisting of 4 people. 74% of groups included adults aged between 25-59 years, 45% included senior citizens, 7% included young adults aged 16-24 years, and 36% of groups included children.

25% of respondents had travelled between 6-15 miles to reach the site. 22% had travelled between 16 and 25 miles.

53% of respondents had visited the sites before. Of those who had visited the woodland before, 41% visited between 1 and 3 times a year. 40% visited less often and a further 12% visited between 1 and 3 times a month.

35% had always known about the woodland. 21% found out through friends and relatives. A further 15% found out through a local guide book/map.

23% of respondents at the woodland were visiting for fresh air/exercise. 22% of respondents were visiting the sites to walk (with or without dogs).

41% of respondents were staying at the woodland for around 4 hours plus.

98% of respondents said they would go to the visitor centre again.

Most of the respondents expressed an opinion about the lay out, opening hours, range of products and the standard of service in the shop. They were all generally rated good.

## KIELDER VISITOR SURVEY 2000

A total of 277 interviews were carried out, 129 at Hamsterley and 148 at Kielder.

**Table 1.1** Number of completed interviews

	Number of interviews
Hamsterley	129
Kielder	148
<b>Total</b>	<b>277</b>

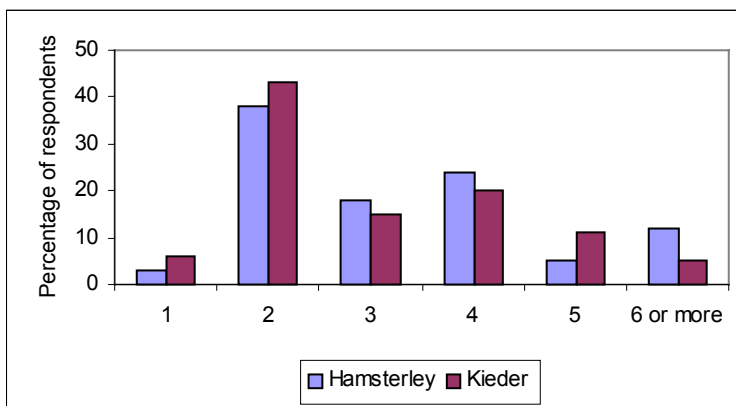
### Group Composition

There were a total of 945 visitors in the 277 groups interviewed. There were more females (58%) than males (42%).

40% of groups included 2 people, and 22% consisted of 4 people. 16% of groups consisted of 3 people.

Excluding groups of 10 or more, there were on average 3.1 people per group.

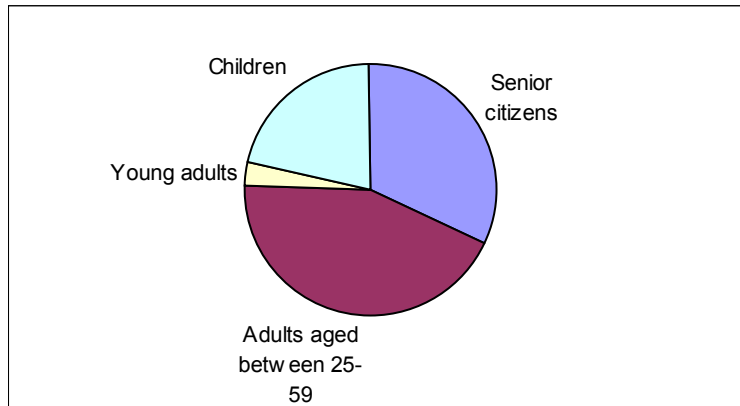
**Figure 1.1: Group Size**



The majority of groups (74%) included adults aged between 25-59 years, and 45% included at least one senior citizen. 7% of groups included young adults and 36% included children.

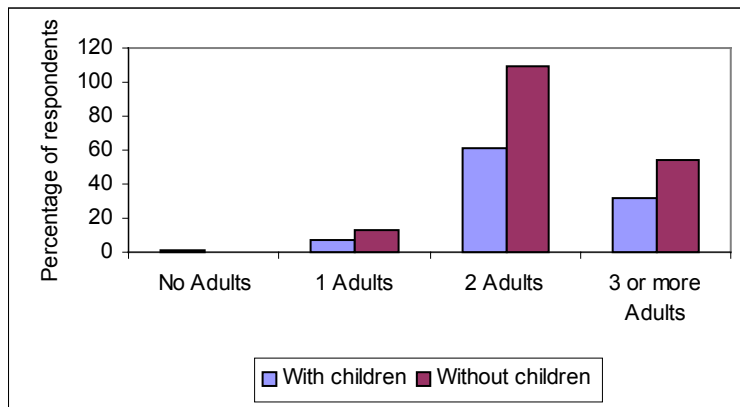
In terms of total visitors, adults aged between 25-59 years accounted for 43% of all visitors. 22% of all visitors were children, and 3% were young adults.

**Figure 1.2: Visitor Composition**



Almost a third of groups included two adults and no children, and a further quarter included 1 adult. 20% of groups consisted of two adults with children.

**Figure 1.3: Type of Group**



## Type of Visitor

56% of visitors were holidaymakers. 30% of visitors were on a day trip from home. 14% were locals (lived within 15 miles of the site).

**Figure 1.4: Type of Visitor**





## Visitor Profile

All of those interviewed were asked to provide their full home postcode.

Each of these postcodes was assigned an “ACORN” code. The Acorn classification was created using cluster analysis of the 1991 Population Census to divide almost all postcodes in 54 “types”. These types can be aggregated into 17 “groups” and the groups into 6 broad “categories” (A to F). Addresses in postcodes within any “type” will therefore tend to have a lot in common and can be given a label which describes the typical member of that “type”, e.g. “Wealthy suburbs, large detached houses”.

The acorn codes are reassigned each year to represent demographic changes since 1991.

The table below 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.

The table shows that the level of visits to Kielder is highest amongst the ‘Affluent Greys, Rural Communities’ (A2) and “Older People, Less Prosperous Areas” (F13).

**Table 1.2 Acorn coded postcodes**

Acorn group	GB Population Base	Survey	Index
<b>A1</b> Wealthy Achievers, Suburbia	15.0	24.0	119
<b>A2</b> Affluent Greys, Rural Communities	2.1	5.9	317
<b>A3</b> Prosperous Pensioners, Retirement Areas	2.5	3.1	133
<b>B4</b> Affluent Executives, Family Areas	4.4	5.8	126
<b>B5</b> Well-off Workers, Family Areas	7.3	8.8	91
<b>C6</b> Affluent Urbanites, Town & City Areas	2.6	2.1	43
<b>C7</b> Prosperous Professionals, Metropolitan Areas	2.0	0.9	0
<b>C8</b> Better-off Executives, Inner City Areas	4.0	2.4	111
<b>D9</b> Comfortable Middle Agers, Mature Home Owning Areas	13.0	15.5	154
<b>D10</b> Skilled Workers, Home Owning Areas	12.7	12.2	66
<b>E11</b> New Home Owners, Mature Communities	8.1	7.5	130
<b>E12</b> White Collar Workers, Better-off Multi-Ethnic Areas	4.0	2.4	125
<b>F13</b> Older People, Less Prosperous Areas	3.2	2.4	191
<b>F14</b> Council Estate residents, Better-off Homes	11.2	4.9	35
<b>F15</b> Council Estate residents, High Unemployment	3.0	1.0	19
<b>F16</b> Council Estate residents, Greatest Hardship	2.5	1.0	0
<b>F17</b> People in Multi-Ethnic, Low Income Areas	2.1	0.1	0
<b>U</b> Unclassified	0.2	0.2	0

## Visitor Origin

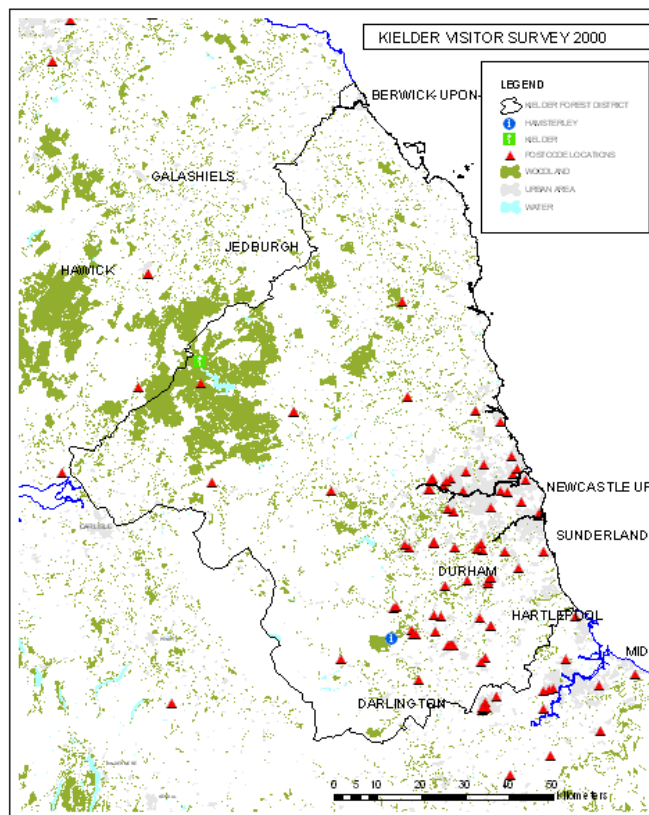
All those interviewed were asked to provide their full postcode. Table 1.3 shows the origin of visitors, based on the home postcodes and town/country names supplied.

Over half of all respondents were from North England.

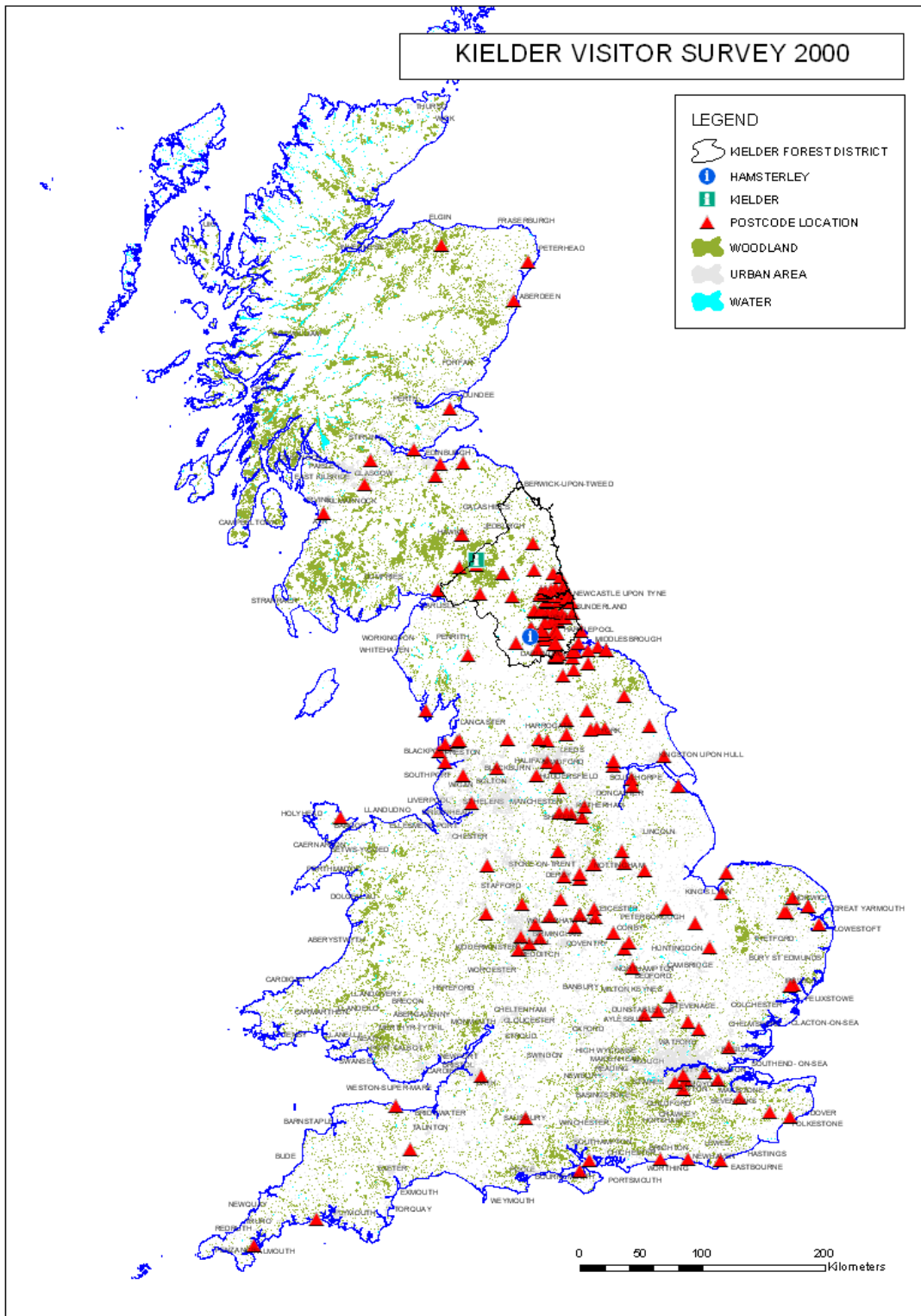
**Table 1.3: Visitor origin**

Region	Percentage of respondents
North England	101
Yorkshire & Humberside	30
East Midlands	21
South East	29
Elsewhere in England	44
Scotland	16
Wales	1
N.Ireland	1
Overseas	6
Unknown	28
<b>All respondents</b>	<b>100% (=277)</b>

Figure 1 shows the origin of visitors to the Kielder sites who lived locally, and those from the whole of GB are shown in Figure 2.



**Figure 1: Map showing the origin of visitors to the Kielder Forest District sites living in the local area, who gave a postcode**

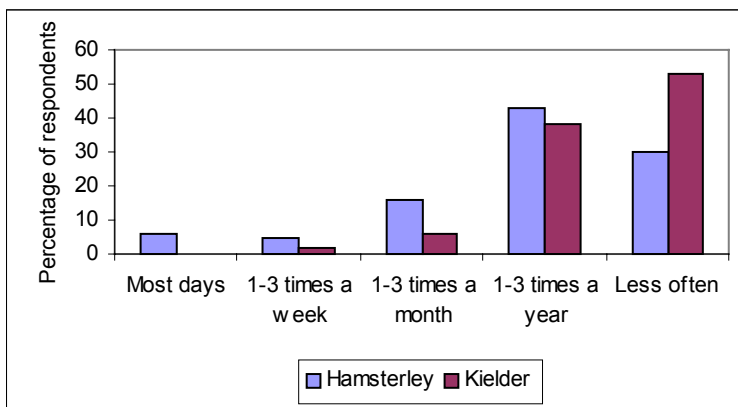


**Figure 2: Map indicating the origin of visitors to the Kielder sites from the whole of GB, who gave a valid postcode**

## Previous Visits

53% of visitors had been to the woodland before. Of those who had visited the site before, 41% visited between 1 and 3 times a year, 40% visited less often and a further 12% visited between 1 and 3 times a month.

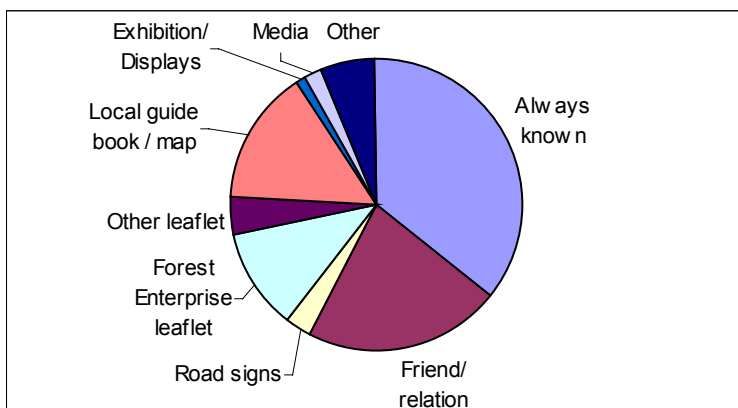
**Figure 2: Frequency of Visits**



## Finding out about the site

35% of all respondents had always known about the woodland. 21% found out through friends or relatives. A further 15% of respondents found out through local guide book/ map.

**Figure 3: Finding out about the woodland**



The table below shows that the majority of repeat visitors had always known about the site, or had found out through friends or relatives. 24% of first time visitors had found out about the site through friends or relatives, and further 24% through local guidebooks or maps.

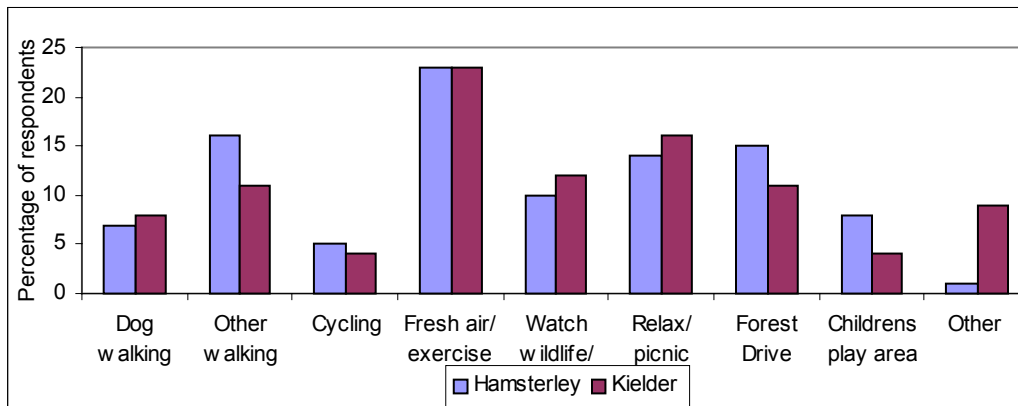
**Table 2: How first time and repeat visitors found out about the woodland**

	Repeat visitor	First time visitors	Total
Always known	54	15	36
Friend/ relation	19	24	22
Road signs	3	2	3
Forest Enterprise leaflet	8	15	11
Other leaflet	0	9	4
Local guide book/ map	7	24	15
Exhibition/Displays	1	2	1
Media	2	2	2
Other	4	8	6
<b>Total</b>	<b>100%(=147)</b>	<b>100%(=130)</b>	<b>100%(=277)</b>

**Main purpose of visit**

23% of respondents at the woodland were visiting for fresh air/exercise. 22% of respondents were visiting to walk (including dog walking).

**Figure 4: Main purpose of Visit**

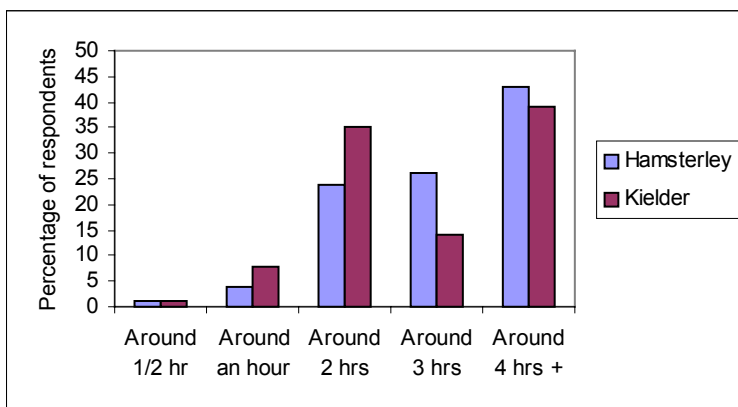


## Length of Stay

41% of respondents were staying at the woodland for around 4 hours plus. 30% were staying for around 2 hours and 20% were staying around 3 hours.

The average length of stay at the woodland was 3.6 hours.

**Figure 5: Length of Stay**



## Visitor Centre

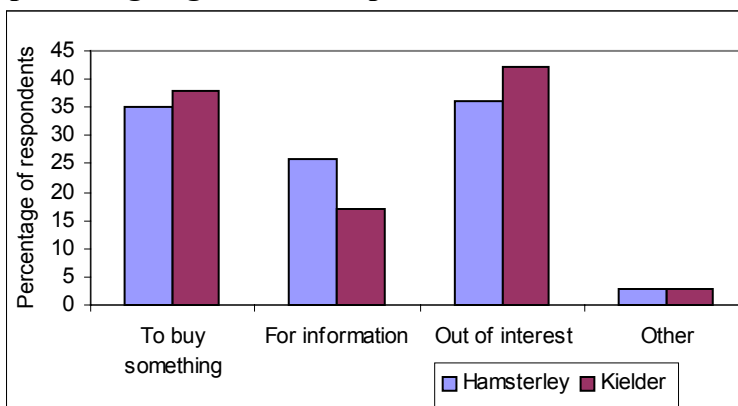
98% of respondents in Hamsterley found the visitor centre easily.

98% of respondents said that they would go to the visitor centre again.

## Shop

39% of respondents went into the shop out of interest and a further 36% to buy something.

**Figure 6: Purpose for going into the shop**



## Shop ratings:

The results below present the ratings for each facility in terms of the proportion of visitors who expressed an opinion (i.e. provided a rating for it).

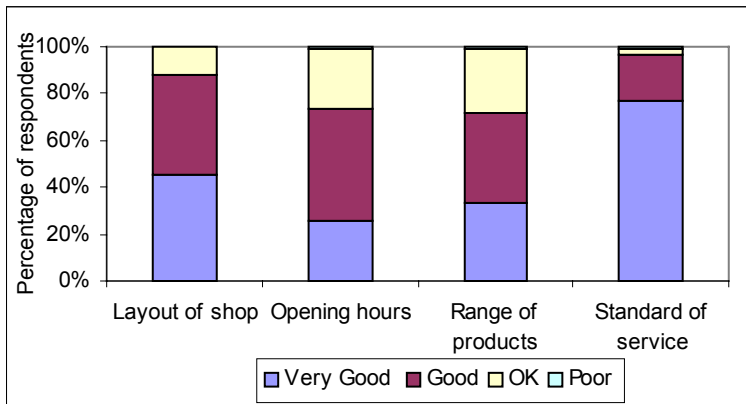
98% of respondents expressed an opinion about the layout of the shop. Of these 89% thought it was good or very good.

90% of respondents expressed an opinion about the opening hours of the shop. Of these 66% thought it was good or very good.

98% of respondents expressed an opinion about the range of products. Of these 71% thought it was good or very good.

98% of respondents expressed an opinion about the standard of service in the shop. Of these 98% thought it was good or very good.

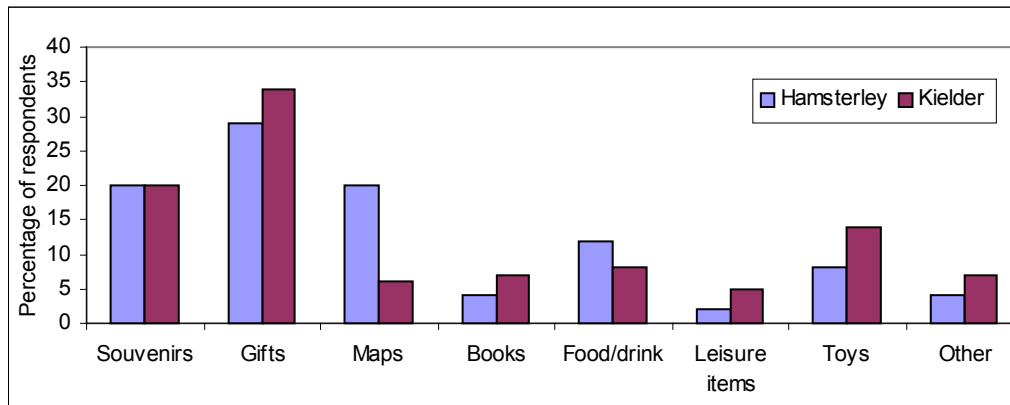
**Figure 6: Shop ratings**



96% of respondents made a purchase from the shop.

32% of respondents brought gifts from the shop, 20% brought souvenirs and a further 12% brought maps.

**Figure 7: What was brought at the shop**



### Special needs

20% of respondents had at least one person in their group with a special need. Of these 66% had mobility needs.

92% of those with special needs found the facilities at the woodland easy to use. Those who did not find the facilities easy to use were asked to suggest possible improvements. These included new wheelchairs, an exclusive trail for wheelchairs and pushchairs without cobbles, easier access to the café in Kielder and more toilets at Hamsterley.





**APPENDIX 1: Kielder Castle and Hamsterley, Kielder FD Self-Completion Shop Questionnaire 2000**

**8. Why did you come into the shop today?**

- Circle all*
- To buy something **1**
- For information **2**
- Out of interest **3**
- Other **4**

*Please specify*

**9. On a scale of Very good, Good, OK, Poor or Very poor, what is your overall rating for:**

*(circle one number in each row)*

	VG	G	OK	P	VP	Not used
<b>Layout of the Shop</b>	1	2	3	4	5	6
<b>Opening hours</b>	1	2	3	4	5	6
<b>Range of products</b>	1	2	3	4	5	6
<b>Standard of service</b>	1	2	3	4	5	6

**10. Did you make a purchase?**

- Circle One*
- Yes **1** *Answer Q10a*
- No **2** *Skip to 11*

**10a. What did you buy?**

- Circle One*
- Souvenirs **1**
- Gifts **2**
- Maps **3**
- Books **4**
- Food/ drink **5**
- Leisure items **6**
- Toys **7**
- Other **8**

*Please specify*

**11. What other products, if any, would you have liked to have been able to buy from the shop?**

**12. Would you come to the Visitor Centre again?**

- Circle One*
- Yes **1** *Skip to Q13*
- No **2** *Answer Q12a*

**12a. If not, why not?**

**13. To give us an idea of where visitors come from, please enter your postcode, and/or the name of the town or other area where you live in the box below.**

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**14. Do you (or does anyone in your group) have any disability or special needs?**

- Circle One*
- Yes **1** *Ask 14a*
- No **2** *Skip to end*

**14a. What type of special need is it?**

- Circle all*
- Sight **1**
- Hearing **2**
- Mobility **3**
- Other **4**

*Specify*

**14b. Have the facilities here been easy to use?**

- Circle One*
- Yes **1** *Skip to end*
- No **2** *Ask 14c*

**14c. If not, what improvements would you suggest?**

**Finally, please use the space below for any other comments or suggestions that you would like to make.**

**Thank you very much for your time. Please now return your completed questionnaire to the Visitor Centre.**

**APPENDIX 2: Kielder Castle and Hamsterley, Kielder Forest District Results 2000**

Number of interviews

	Hamsterley	Kielder	Total
	No.	No.	No.
Total	129	148	277

Group size

Number in Group	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
1	4	3	9	6	13	5
2	49	38	63	43	112	40
3	23	18	22	15	45	16
4	31	24	30	20	61	22
5	7	5	16	11	23	8
6 or more	15	12	8	5	23	8
Total	129	100	148	100	277	100

Number of Males	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	18	14	17	11	35	13
1	72	56	81	55	153	55
2	26	20	31	21	57	21
3	7	5	15	10	22	8
4	1	1	2	1	3	1
5	3	2	.	.	3	1
6 or more	2	2	2	1	4	1
Total	129	100	148	100	277	100

Number of Females	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	1	1	2	1	3	1
1	61	47	76	51	137	49
2	33	26	40	27	73	26
3	15	12	21	14	36	13
4	6	5	6	4	12	4
5	2	2	2	1	4	1
6 or more	11	9	1	1	12	4
Total	129	100	148	100	277	100

**APPENDIX 2: Kielder Castle and Hamsterley, Kielder Forest District Results 2000**

Number of Adults	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	1	1	.	.	1	0
1	8	6	12	8	20	7
2	74	57	96	65	170	61
3	25	19	16	11	41	15
4	11	9	20	14	31	11
5	1	1	2	1	3	1
6 or more	9	7	2	1	11	4
Total	129	100	148	100	277	100

Number of Senior Citizens	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	66	51	85	57	151	55
1	18	14	21	14	39	14
2	27	21	37	25	64	23
3	3	2	2	1	5	2
4	11	9	2	1	13	5
6 or more	4	3	1	1	5	2
Total	129	100	148	100	277	100

Number of Other Adults (16-24)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	36	28	37	25	73	26
1	21	16	23	16	44	16
2	63	49	74	50	137	49
3	8	6	4	3	12	4
4	1	1	8	5	9	3
5	.	.	1	1	1	0
6 or more	.	.	1	1	1	0
Total	129	100	148	100	277	100

Number of Young Adults (16-24)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	120	93	137	93	257	93
1	6	5	8	5	14	5
2	2	2	3	2	5	2
6 or more	1	1	.	.	1	0
Total	129	100	148	100	277	100

**APPENDIX 2: Kielder Castle and Hamsterley, Kielder Forest District Results 2000**

Number of Children	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	83	64	93	63	176	64
1	19	15	22	15	41	15
2	17	13	21	14	38	14
3	6	5	9	6	15	5
4	3	2	3	2	6	2
6 or more	1	1	.	.	1	0
Total	129	100	148	100	277	100

Number of Male Senior Citizens (Over 60)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	85	66	101	68	186	67
1	34	26	43	29	77	28
2	6	5	3	2	9	3
4	1	1	.	.	1	0
5	3	2	.	.	3	1
6 or more	.	.	1	1	1	0

Number of Female Senior Citizens (Over 60)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	73	57	93	63	166	60
1	35	27	48	32	83	30
2	11	9	6	4	17	6
3	2	2	.	.	2	1
4	4	3	.	.	4	1
5	1	1	.	.	1	0
6 or more	3	2	1	1	4	1

Number of Male Other Adults (25-59)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	67	52	58	39	125	45
1	60	47	81	55	141	51
2	2	2	7	5	9	3
3	.	.	1	1	1	0
6 or more	.	.	1	1	1	0

Number of Female Other Adults (25-59)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	40	31	44	30	84	30
1	69	53	86	58	155	56
2	18	14	15	10	33	12
3	2	2	2	1	4	1
4	.	.	1	1	1	0

**APPENDIX 2: Kielder Castle and Hamsterley, Kielder Forest District Results 2000**

Number of Male Young Adults (16-24)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	120	93	142	96	262	95
1	8	6	5	3	13	5
2	.	.	1	1	1	0
3	1	1	.	.	1	0

Number of Female Young Adults (16-24)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	126	98	142	96	268	97
1	2	2	5	3	7	3
2	.	.	1	1	1	0
3	1	1	.	.	1	0

Number of Male Children (Under 16)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	106	82	114	77	220	79
1	16	12	26	18	42	15
2	4	3	8	5	12	4
3	2	2	.	.	2	1
6 or more	1	1	.	.	1	0

Number of Female Children (Under 16)	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
0	96	74	105	71	201	73
1	19	15	29	20	48	17
2	8	6	10	7	18	6
3	2	2	4	3	6	2
4	3	2	.	.	3	1
6 or more	1	1	.	.	1	0

2. Have you travelled from home today	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Yes	81	63	41	28	122	44
No	47	36	104	70	151	55
Missing	1	1	3	2	4	1
Total	129	100	148	100	277	100

**APPENDIX 2: Kielder Castle and Hamsterley, Kielder Forest District Results 2000**

3. How far have you travelled to get here	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Up to 5 miles	15	12	33	22	48	17
6-15 miles	45	35	24	16	69	25
16-25 miles	41	32	20	14	61	22
26-50 miles	23	18	33	22	56	20
Over 50 miles	4	3	37	25	41	15
Missing	1	1	1	1	2	1
Total	129	100	148	100	277	100

4. Have you been here before	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Yes	81	63	66	45	147	53
No	48	37	82	55	130	47
Total	129	100	148	100	277	100

(Those who have been before)

4a. How often do you come here?	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Most days	5	6	.	.	5	3
1-3 times a week	4	5	1	2	5	3
1-3 times a month	13	16	4	6	17	12
1-3 times a year	35	43	25	38	60	41
Less often	24	30	35	53	59	40
Missing	.	.	1	2	1	1
Total	81	100	66	100	147	100

5. How did you find out about this woodland	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Always known	52	40	46	31	98	35
Friend / relation	31	24	28	19	59	21
Road signs	2	2	6	4	8	3
Forest Enterprise leaflet	12	9	19	13	31	11
Other leaflet	5	4	7	5	12	4
Local guide book / map	22	17	19	13	41	15
Exhibition/Displays	2	2	2	1	4	1
Newspaper/TV/Radio	1	1	4	3	5	2
Other	2	2	14	9	16	6
Missing	.	.	3	2	3	1
Total	129	100	148	100	277	100

**APPENDIX 2: Kielder Castle and Hamsterley, Kielder Forest District Results 2000**

(Includes multiple responses)

6. Purpose of your visit today?	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Dog Walking	24	7	28	8	52	8
Other walking	52	16	40	11	92	14
Cycling	17	5	14	4	31	5
Fresh air/ exercise	75	23	81	23	156	23
Watch wildlife/ birds	32	10	43	12	75	11
Relax/ picnic	48	14	57	16	105	15
Forest Drive	50	15	39	11	89	13
Childrens play area	28	8	13	4	41	6
Other	4	1	30	9	34	5
Missing	2	1	3	1	5	1
Total	332	100	348	100	680	100

7. Length of stay	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Missing	3	2	3	2	6	2
Around 1/2 hr	1	1	2	1	3	1
Around an hour	5	4	12	8	17	6
Around 2 hrs	31	24	52	35	83	30
Around 3 hrs	34	26	21	14	55	20
Around 4 hrs +	55	43	58	39	113	41
Total	129	100	148	100	277	100

(Asked at Hamsterley only)

Did you find the visitor centre easily	Hamsterley		Total	
	No.	%	No.	%
Yes	122	95	122	95
No	2	2	2	2
Missing	5	4	5	4
Total	129	100	129	100

(Includes multiple responses)

8. Why did you come into the shop?	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
To buy something	69	35	91	38	160	36
For information	52	26	42	17	94	21
Out of interest	71	36	101	42	172	39
Other	5	3	7	3	12	3
Missing	2	1	1	0	3	1
Total	199	100	242	100	441	100



**APPENDIX 2: Kielder Castle and Hamsterley, Kielder Forest District Results 2000**

9. Ratings: Layout of shop	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Very good	64	50	60	41	124	45
Good	48	37	68	46	116	42
OK	14	11	19	13	33	12
Not used	1	1	1	1	2	1
Missing	2	2	.	.	2	1
Total	129	100	148	100	277	100

9. Ratings: Opening hours	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Very good	30	23	33	22	63	23
Good	58	45	62	42	120	43
OK	30	23	34	23	64	23
Poor	1	1	1	1	2	1
Not used	5	4	15	10	20	7
Missing	5	4	3	2	8	3
Total	129	100	148	100	277	100

9. Ratings: Range of products	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Very good	42	33	49	33	91	33
Good	47	36	56	38	103	37
OK	36	28	39	26	75	27
Poor	1	1	3	2	4	1
Not used	1	1	1	1	2	1
Missing	2	2	.	.	2	1
Total	129	100	148	100	277	100

9. Ratings: Standard of service	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Very good	106	82	104	70	210	76
Good	16	12	39	26	55	20
OK	2	2	4	3	6	2
Poor	1	1	1	1	2	1
Not used	2	2	.	.	2	1
Missing	2	2	.	.	2	1
Total	129	100	148	100	277	100

10. Did you make a purchase?	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Yes	120	93	142	96	262	95
No	6	5	4	3	10	4
Missing	3	2	2	1	5	2
Total	129	100	148	100	277	100

**APPENDIX 2: Kielder Castle and Hamsterley, Kielder Forest District Results 2000**

(Includes multiple responses)

10a. What did you buy?	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Souvenirs	35	20	43	20	78	20
Gifts	52	29	73	34	125	32
Maps	35	20	12	6	47	12
Books	7	4	14	7	21	5
Food/drink	22	12	17	8	39	10
Leisure items	4	2	10	5	14	4
Toys	14	8	30	14	44	11
Other	8	4	15	7	23	6
Missing	1	1	.	.	1	0
Total	178	100	214	100	392	100

12. Would you come to the VC again?	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Yes	125	97	143	97	268	97
No	1	1	5	3	6	2
Missing	3	2	.	.	3	1
Total	129	100	148	100	277	100

14. Does anyone in group have special needs?	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Yes	27	21	29	20	56	20
No	98	76	117	79	215	78
Missing	4	3	2	1	6	2
Total	129	100	148	100	277	100

(Those with a special need - includes multiple responses)

What type of special need is it?	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Sight	4	12	3	9	7	10
Hearing	6	18	2	6	8	12
Mobility	20	59	23	70	43	64
Other	3	9	4	12	7	10
Missing	1	3	1	3	2	3
Total	34	100	33	100	67	100

(Those with a special need)

Have facilities here been easy to use?	Hamsterley		Kielder		Total	
	No.	%	No.	%	No.	%
Yes	27	79	30	91	57	85
No	3	9	2	6	5	7
Missing	4	12	1	3	5	7
Total	34	100	33	100	67	100