

**Monitoring the quality of experience  
in Nant Yr Arian**

**Final Report**

February 2006



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**Forestry Commission**

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## A. Background and introduction

### Background

Forestry Commission (FC) forests and woodlands offer many recreation opportunities such as walking, cycling and picnicking, as well as more formalised activities such as mountain biking, horse riding, car rallies and orienteering. They also offer log cabins, camping and caravan accommodation, with a number of sites also equipped with a visitor centre. Printed material is produced in order to maximise the visitor experience and the FC currently working alongside Ordnance Survey to incorporate information on land access into their maps.<sup>1</sup>

In June 2002, TNS (then NFO) were commissioned to undertake a study which would investigate what constitutes quality of experience for visitors, addressing related concepts such as motivations, expectations and the needs of different groups. The output of this study was a survey method which could be used across Forestry Commission sites to effectively monitor quality of experiences.

Reflecting the increasing importance of community forests, TNS were commissioned in 2004 and 2005 to undertake surveys amongst residents of areas close to selected woodland sites in the Thames Chase and South Yorkshire areas. Research conducted at these sites employed a method developed from the on-site QOE approaches and investigated the profile of both users and non-users of the forests, the motivations and barriers to use, the benefits received from the forest and any improvements that could be made.

The *Forestry Commission Corporate Plan for Wales and Great Britain* identifies a need for further evidence to demonstrate the benefits that woodlands and forests bring to society and it is on this basis that the FC continued the QOE survey programme through a series of on-site and community surveys in England and Wales during 2006. These surveys had the following key objectives

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<sup>1</sup> 'Forestry Commission Corporate Plan for Wales and Great Britain Activities 2005/06'  
[http://www.forestry.gov.uk/pdf/gbengcorp2005.pdf/\\$FILE/gbengcorp2005.pdf](http://www.forestry.gov.uk/pdf/gbengcorp2005.pdf/$FILE/gbengcorp2005.pdf)

- to undertake on-site surveying of a minimum 300 visitors per site at 5 sites in England and Wales in 2006;
- to undertake community surveys at a minimum of 300 households surrounding 2 community woodland areas, one in England, one in Wales in 2006;
- to provide full reports and data to FC

### **Method**

A total of 294 visitors were interviewed at Nant Yr Arian Forest between 26<sup>th</sup> July and 28<sup>th</sup> October during 25 days of interviewing.

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

### **Report**

This report provides the results of the survey undertaken at Nant Yr Arian Forest. As mentioned previously, similar surveys have also been undertaken in nine other Forestry Commission sites to date, providing a total 'database' of over 3,800 interviews with forest users. The results of the surveys undertaken at other sites have been used within this report to help draw comparisons and to highlight the key variations at Nant Yr Arian Forest. It should be noted that variations between the results obtained at Nant Yr Arian Forest and at other locations may not always be statistically valid (i.e. are within margins of error) so should be treated with some caution.

A total of 295 visitors were interviewed and 79 self completion questionnaires were returned (34% of the 235 distributed). The following section provides the survey results across the total survey sample and, where appropriate, compares the responses provided by visitors in different demographic groups and those taking part in different activities.

Answers to open ended questions have been appended.

## **B. Main results**

### **Summary**

Visitors to Nant Yr Arian were predominantly Empty Nesters (aged 55 or over, no children) and Families who took part in walking without a dog, visiting the café and birdwatching.

Visitors to Nant Yr Arian were geographically dispersed in terms of origin, with the largest proportions were from the Shrewsbury and Aberystwyth postcode area. Visitors to Nant Yr Arian were significantly more likely than those at other sites included in this programme of research to be on holiday when they visited the site.

Leisure activities most frequently undertaken at Nant Yr Arian included visiting the café, walking without a dog, visiting the Red Kite viewing area, birdwatching and dog walking. Visitors particularly appreciated the scenery, beauty and views at this forest, as well as the peace, quiet and tranquillity, the walks available, the upkeep of the paths and the wildlife.

Nant Yr Arian was an important factor in the decision to visit for a large proportion of those who did not originate from the local area. As with the other forests surveyed, previous experience and/or knowledge was the information source most frequently used when planning visits. Word of mouth recommendations, road signs and leaflets were also mentioned.

Most visitors found their encounters with other users to be positive, although encounters with motorbikes and other vehicles driving in the forest were more likely to be negative. The issues with the greatest potential to impact negatively on the visitor experience were dogs and dog dirt, the noise from other users or motorised sports, litter or fly tipping and vandalised, missing or damaged signposts.

Over half of those visiting Nant Yr Arian felt that there was nothing about the site that needed to be improved. However, small proportions felt that the paths, dog bin provision and cycle tracks could be improved.

A summary of the results of the TRI\*M analysis regarding visitor experiences can be found at the end of Section C.

## Visitor profile

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

### *Demographics*

**Table B-1 – Age and lifecycle (%)**

Base: All respondents (294)

	%
<b>Age</b>	
16 – 24	3
25 – 34	17
35 – 44	21
45 – 54	21
55 – 64	20
65+	18
<b>Lifecycle</b>	
Young Independents	15
Families	30
Empty Nesters	49
Other	6

Four-fifths of visitors to Nant Yr Arian were over the age of 35 (80%), with fairly similar proportions in the 35-44, 45-54, 55-64 and 65+ age groups (21%, 21%, 20% and 18% respectively). 17% were between the ages of 25 and 34, with a small proportion aged 16-24 (3%).

In terms of lifecycle, almost half of those visiting Nant Yr Arian were as Empty Nesters (aged over 55 with no children, 49%). Three in ten were in the Family lifecycle (children in household, 30%), while 15% were Young Independents (under 35, no children in household). A small proportion of visitors (6%) did not fit into the any of these lifecycle groupings.

It is also useful to compare these results with the averages obtained across all of the forests included in this programme of research to date<sup>2</sup>. The profile of visitors at Nant Yr Arian is slightly older than the average across all of the sites, with 59% aged 45 or over compared to 48% across all sites surveyed to date. In terms of the specific locations, the lifecycle profile at Nant Yr Arian was fairly similar to that obtained at Garwnant Forest.

**Table B-2 – Social class (%)**

Base: All responses (294)

	Visitors	UK Population
AB – ‘upper middle class’ – higher/ intermediate managerial, administrative or professional	37	17
C1 – ‘lower middle class’ – supervisory or clerical, junior managerial, administrative or professional	33	26
C2 – ‘skilled working class’ – skilled manual workers	21	25
DE – ‘working class’ and unemployed – semi and unskilled manual workers, state pensioners, unemployed	9	32

Seven in ten visitors to Nant Yr Arian were in the ABC1 socio-economic groupings, a higher proportion than amongst the UK population as a whole (70% and 42% respectively). Conversely, the proportions of visitors in the C2 and DE social classes, particularly the proportion of DEs, were lower than amongst those resident in the UK overall (21% v 25% and 9% v 32% respectively).

The social class profile of visitors to Nant Yr Arian contained a slightly higher proportion of ABs than the overall average recorded across the other sites included within this programme of research (37% compared to 33%). The profile at this forest was most alike those recorded at Garwnant and Grizedale forests.

<sup>2</sup> See Appendix 2 for full details of results obtained at other sites and overall benchmarking scores.



## Origin

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

**Table B-3 – Area of residence (%)**

Base: All respondents (294)

	%		%
Shrewsbury area (SY)	26	Dudley	2
- <i>Aberystwyth (SY23)</i>	11	Llandrindod Wells	2
- <i>Shrewsbury (SY1/2/3)</i>	2	Llandudno	2
- <i>Newtown (SY16)</i>	2	Newport	2
- <i>Others in Shrewsbury area</i>	11	Walsall	2
Swansea	7	Hereford	1
Stoke-on-Trent	4	Manchester	1
Birmingham	3	Southampton	1
Wolverhampton	3	Stockport	1
Cardiff	2		
Derby	2		

Visitors to Nant Yr Arian were more geographically dispersed than at the other sites covered in 2006 in terms of origin, with visitors originating from a number of different places in Wales and England. The largest proportions originated from the Shrewsbury postcode area (26%), which includes 11% from Aberystwyth, 7% from the Swansea area and smaller proportions from Stoke-on-Trent (4%) and the Birmingham area (3%).

### **Season Ticket ownership**

Only 3% of visitors indicated that they had a season ticket for Nant Yr Arian. 17% of visitors who came to the site once a month or more stated that they had a season ticket, with none of those visiting less often having bought one.

Visitors to Nant Yr Arian who stated that they had a season ticket were also asked how they rated the value for money they obtained from it. Of the 10 respondents who owned a ticket, 8 felt that the value for money was 'very good', with the remaining 2 stating that it was 'quite good'. Please bear in mind that due to the small sample size for this question, results should be treated with caution.

### **Trip profile**

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

#### *Type of visit<sup>3</sup>*

Slightly under half of those visiting Nant Yr Arian forest were on holiday (48%). Approximately a fifth were on a short trip of less than a hour from home (22%), with an equal proportion on a trip of between 1 and 3 hours from home. 9% of visitors were on a day trip of 3 hours or more from home.

Compared to the average for all of the sites included in this programme of research, visitors to Nant Yr Arian were significantly more likely to be on holiday while visiting the forest (48% v 17%) and considerably less likely to be on a short trip of less than 3 hours from home (44% and 73% respectively). Other sites with a high proportion of visitors on holiday were Grizedale and Dalby.

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<sup>3</sup> Please note that this question refers to the type of trip respondents were taking (short trip, day trip or holiday), with short and day trips further broken down by distance travelled from home. Times mentioned do not relate to time spent in the forest.

**Table B-4 – Type of visit (%)**

Base: All respondents (294)

	%
On a short trip of less than 1 hour from home	22
On a short trip of 1-2 hours from home	11
On a short trip of 2 to 3 hours from home	11
On a day out for more than 3 hours from home	9
On holiday away from home	48

64% of those who visited Nant Yr Arian at least once a month were on a short trip of less than an hour from home, while 58% of those visiting less frequently or who were on their first visit were on holiday. Visitors in the Young Independent lifecycle were more likely than those in the Empty Nester lifecycle to be on a short trip of an hour from home (35% and 17% respectively).

### Frequency of visits

38% of visitors to Nant Yr Arian were on their first visit to the site, while 63% were on a repeat visit to the forest. Amongst those who had visited before, slightly over half visited Nant Yr Arian between 1 and 6 times a year, while a further 14% visited less often than once a year. Approximately a fifth of visitors stated that they came to the forest 1 to 3 times a month (23%), with one in ten visiting between 1 and 6 times per week. None of those interviewed visited the site every day.

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

Base: Respondents who have been to Nant Yr Arian Forest before (182)

	%
Every day	-
4 to 6 times per week	2
1 to 3 times a week	8
1 to 3 times a month	23
4 to 6 times a year	14
1 to 3 times a year	40
Less often	14

Visitors to Nant Yr Arian were more likely than any of the other sites surveyed to date to be on their first visit to the site (38% compared to an average of 23% across all sites). Visitors to this site tended to visit less frequently, with 64% visiting 6 times a year or less compared to an average of 48% for all of the sites surveyed to date.

## Length of visits

On average, visitors to Nant Yr Arian spent 2 hours and 12 minutes visiting the forest. 32% of visitors spent between 1 and 2 hours on site, while a further 28% stayed for between 2 and 3 hours. Approximately a fifth spent more than 3 hours on site (21%), with a similar proportion having spent 15 minutes to an hour visiting the forest (19%).

The average length of time spent varied between several visitor groups. 54% of those who visited Nant Yr Arian at least once a month spent between 1 and 2 hours at the site, while three in ten of those who visited less often or were on their first visit spent 2 to 3 hours visiting the forest (30%). In terms of activities undertaken, those who cycled spent an average of 3 hours visiting Nant Yr Arian forest compared to 2 hours and 17 minutes amongst those taking part in any type of walking during their visit.

**Table B-6 – Length of visit (%)**

Base: All respondents (294); All who walked (166); All who cycled (57)

	Total time on site %	Time spent on any walking %	Time spent cycling %
Up to 15 minutes	-	7	2
15 – 30 minutes	4	13	2
30 minutes – 1 hour	15	22	2
1 hour – 2 hours	32	37	30
2 hours – 3 hours	28	13	40
3 hours – 5 hours	17	7	23
More than 5 hours	4	1	5
<i>Average</i>	<i>2 hrs 12 mins</i>	<i>1 hr 24 mins</i>	<i>2 hrs 29 mins</i>
<i>Proportion of time on site</i>	<i>100%</i>	<i>61%</i>	<i>83%</i>

- No responses \* Less than 0.5%

Table B-6 also illustrates the amount of time spent walking or cycling by those visitors who took part in such activities. Overall, visitors who took part in walking spent an average of 1 hour and 24 minutes undertaking this activity, 61% of their time on site. Visitors who took part in cycling spent an average of 2 hours and 29 minutes undertaking this activity, around four-fifths of their total time on site (83%).

Overall the average length of visit to Nant Yr Arian was shorter than the average across all of the sites included in this programme of research (2 hours 33 minutes).

### Activities undertaken

When asked what they did during their visit, the most frequently mentioned activities were visiting the café (43%), walking without a dog (38%) and visiting the Red Kite area (35%). Approximately a quarter of visitors took part in birdwatching (26%), while 16% walked with a dog.

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

Base: All respondents (294)

	%
Visiting the café	43
Walking without a dog	38
Visit Red Kite viewing area	35
Birdwatching	26
Dog walking	16
Cycling on un-surfaced roads/tracks/trails	12
Picnic or barbecue	12
Off-road cycling	11
Visiting the forest shop	11
Hill walking/ rambling	10
Other wildlife watching	9
Photography	6
Cycling on surfaced roads	2
Nature/ natural history visit	2
Orienteering	1
Motor sports	1

When asked, 85% of visitors who had taken part in walking or cycling during their visit to Nant Yr Arian forest indicated that they had followed waymarked trails. Visitors who took part in cycling were more likely than those undertaking any type of walking to have used a waymarked trail (98% and 81% respectively).

With the provision of the Red Kite viewing area, it is unsurprising that, compared to the average across all of the sites included in this programme of research, visitors to Nant Yr Arian were more likely to have taken part in birdwatching (8% and 26% respectively).

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

- *Visiting the café (43% overall)* – female visitors were more likely than the average to have visited the café during their visit (55%). A higher proportion of those taking part in any type of walking undertook this activity compared to those who cycled (48% v 23%), with Empty Nesters more likely than those in the Family lifecycle to use this facility (48% v 24%).
- *Walking without a dog (38% overall)* – women were more likely than men to take part in this activity (48% v 32%). Participation in this activity varied by lifecycle, with those in the Family and Empty Nester segments more likely than Young Independents to have walked without a dog (47%, 41% and 9% respectively).
- *Visiting the Red Kite viewing area (35% overall)* – women were also more likely than the average to take part in this activity (47%). Those taking part in any walking were more likely to visit the Red Kite area than those who took part in cycling (45% v 12%).
- *Bird watching (26% overall)* – visitors in the Empty Nester lifecycle were more likely to take part in this activity than those in the Young Independent lifecycle (30% v 9%).

#### *Children's play area*

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

Overall, 22% of respondents indicated that they were with children who would use the play area. As might be expected, this proportion was considerably higher amongst those in the Family lifecycle group (53%) than amongst Empty Nesters (12%).

### Favourite aspects of forest

When visitors were asked what they liked most about Nant Yr Arian forest (Table B-10, below), the most frequently provided responses were the scenery, beauty and views (33%), the Red Kites (18%) and the peace, quiet and tranquillity (14%). Equal proportions mentioned nice walks, good or well maintained paths or trails and/or the wildlife (9% each). The table below lists those mentioned by 2% or more of visitors.

**Table B-10 – Most liked aspects of Nant Yr Arian Forest (%)**  
Base: All frequent respondents and self completion respondents (138)

	%
Scenery/ beautiful/ views	33
Red Kites	18
Peace/quiet/ tranquil	14
Nice walks	9
Good/well maintained pathways/trails	9
Wildlife	9
Cycling facilities/freedom to cycle	7
Convenient/ easy to get to	6
Restaurants/catering/café/coffee shop	6
Activities for children	5
Others	4
Open spaces	3
Safe environment	3
Variety of activities/lots of things to do and see	3
Easy access/more accessible	2
Lovely park	2
Only stopped off en route elsewhere	2
Don't know/ not stated	12

Other responses related to the facilities for available, the variety of things to do, the staff and the weather.

Some of the specific answers provided were:

***“Sheer beauty of it - the kites.”***

***“Peace - wildlife - views – kites.”***

### Use of café/restaurant

43% of visitors to Nant Yr Arian used or planned to use the café or restaurant. Those who did use these facilities (125 respondents) were asked to rate these on a scale of 1 to 5, where 1 = poor and 5 = excellent. Two-fifths of visitors to Nant Yr Arian rated the value for money of the catering facilities as 'good', while a further 29% described them as 'very good' and 8% as 'excellent'. A small proportion of visitors rated the value for money of the facilities as 'fair' or 'poor' (3%). Overall, the value for money of catering facilities at Nant Yr Arian received a 'good' average satisfaction score of 3.45.

**Table B-11 – Value for money (%)**

Base: All who used/plan to use Café/Restaurant/other catering (125)

	%
Excellent	8
Very good	29
Good	40
Fair	2
Poor	1
Don't know/not stated	20
<i>Average score</i>	<i>3.45</i>

The reasons given by those who rated the catering facilities as 'fair' or 'poor' were as follows (4 respondents):

- *“Too expensive/could be cheaper”* - 2 respondents
- *“It's ok/nothing special”* - 1 respondent
- *“Limited choice”* – 1 respondent



Respondents who used the café or restaurant were also asked to rate the quality of the food and drink served at Nant Yr Arian using the same scale as applied to value for money. 4% of those who used these facilities rated them as 'excellent', while 34% rated the food and drink as 'very good' and 38% as 'good'. 2% of café or restaurant users rated the food and drink supplied as 'fair' or 'poor'. The average satisfaction score given quality was 3.51.

**Table B-12 – Quality of food and drink (%)**

Base: All who used/plan to use Café/Restaurant/other catering (125)

	%
Excellent	4
Very good	34
Good	38
Fair	1
Poor	1
Don't know/not stated	23
<i>Average score</i>	<i>3.51</i>

Again, those who rated the quality as 'fair' or 'poor' were asked to give reason why they felt that this was the case (2 respondents), which included:

- *“Not fresh/in packets”* – 1 respondent
- *“Nothing special/mediocre”* - 1 respondent

Table B-13, below, lists the types of food and drink that those using the catering facilities would like to see on offer and includes those mentioned by 5% of these respondents or more. Respondents were asked to specify both items already on the menu and those they would like to see added. 24% of those who used these facilities felt that the range was 'fine as it is'. The most frequently mentioned refreshments that café users would like to see on sale included light snacks (22%), tea and coffee (20%) and sandwiches (18%).

**Table B-13 – Food and drink would like on sale (%)**

Base: All who used/plan to use Café/Restaurant/other catering (125)

	%
Good range already/fine as it is	24
Light snacks (unspecified)	22
Tea/Coffee	20
Sandwiches	18
Cakes/pastries	8
Cold drinks	6
Soup	6
Hot drinks (unspecified)	6
Drinks (unspecified)	6
Jacket potatoes	5
Hot food (unspecified)	5

### Importance of Nant Yr Arian Forest

To help determine the influence of Nant Yr Arian Forest in the decision to visit the local area, visitors who did not live in the local area were asked to indicate how important the site had been in their decision to visit.

**Table B-14 – Importance of site and its facilities in decision to visit area (%)**

Base: All respondents living outside of Nant Yr Arian Forest area (94)

	%
The only reason for coming	22
Very important	29
Quite important	13
Neither important nor unimportant	19
Not very important	2
Not at all important	10

- No responses

Around a fifth of visitors who lived outside of the area stated that Nant Yr Arian forest was their ‘only reason’ for visiting the area (22%), while a further 42% indicated that it was ‘very’ or ‘quite important’ . 12% of visitors stated that the site was ‘not very’ or ‘not at all’ important in their decision to visit the area.

### Information sources used to plan visit

When visitors were asked about the sources of information they had used to plan their visit to Nant Yr Arian forest, slightly more than half relied upon previous experience (52%). 23% cited word of mouth recommendations, while 14% followed road signs to the site and 10% picked up a leaflet.

**Table B-15 – Information used to plan visit to Nant Yr Arian Forest (%)**

Base: All respondents (276)

	%
Previous experience/ knowledge	52
Word of mouth recommendations	23
Road signs to the site	14
Leaflets picked up	10
Information on the Internet	3
Tourist board or other brochures	3
Maps	1
Magazines	1
Books	1
None of these sources of information	-

- No responses

As might be expected, visitors who went to the site at least once a month were the most likely to rely upon previous experience (86%). There was little variation across the visitor groups in relation to word of mouth and those using road signs to the site. Visitors on holiday away from home (18%) were more likely than the average to have picked up an information leaflet about the forest.

## Other visitors

When asked which of a list of other users had been encountered during recent visits to Nant Yr Arian forest, high proportions had seen walkers (92%), children (80%) and cyclists (76%). Equal proportions had encountered horse riders and/or motorbikers and moto cross users (22% each), while 19% had encountered vehicles driving in the forest.

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

**Table B-16 – Other visitors encountered (%) and impact on enjoyment (row %)**

Base: All frequent visitors and self completion respondents (138)\*

	%	Increased enjoyment a lot <b>+2</b>	Increased enjoyment a little <b>+1</b>	Made no difference <b>0</b>	Decreased a little <b>-1</b>	Decreased a lot <b>-2</b>	Score
Walkers	92	6	9	80	2	-	0.20
Children	80	6	12	73	6	1	0.17
Cyclists	76	8	9	78	2	1	0.21
Horse riders	22	3	10	74	6	-	0.10
Motorbikers/ moto cross	22	3	3	42	19	23	-0.61
Vehicles driving in the forest	19	4	-	65	4	15	-0.30

\* Base for responses regarding impact of encounters with visitors is smaller and varies by user type.

As the table above illustrates, while encounters with other walkers, children, cyclists and horse riders usually had no impact or were predominantly positive, encounters with vehicles driving in the woods and motorbikers or moto cross users were more likely to be negative.

1 respondent who was a frequent visitor stated that vehicles in the forest disturbed their enjoyment as they did not feel that they need to be there. 7 frequent visitors were unhappy with their encounters with motorbikers or moto cross users due to the noise, the effect on the paths and them not keeping to their own paths. The only other negative comment was given by one respondent who felt that cyclists should have bells on their bikes to warn people when they are coming.

Visitors to Nant Yr Arian forest were less likely than the average across all of the sites included in this programme of research to have had their enjoyment decreased by other users, particularly cyclists (mean score 0.21 v 0.11 average for all sites).

### Disturbances to visit

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

However, the disruptions most likely to have a negative effect were dogs or dog dirt (decreased the enjoyment a lot amongst 19% of visitors), noise from other users or motorised sports (12%), litter or fly tipping and vandalised, missing or damaged signposts (11% each).

**Table B-17 –Impact of potential disruptions on enjoyment (row %)**

Base: All frequent visitors and self completion respondents (138)

	Didn't reduce enjoyment	Decreased a little	Decreased a lot	Don't know	Score
	0	-1	-2		
Muddy tracks	72	4	3	21	-0.19
Forest operations such as felling	72	2	1	24	-0.07
Noise from other users or motorised sports	66	6	6	22	-0.22
Vandalised, missing or damaged signposts	65	6	5	24	-0.21
Litter or fly tipping	68	7	4	21	-0.19
Dogs and dog dirt	58	10	9	22	-0.37

Respondents were asked to indicate what else, if anything, had decreased their enjoyment. Encouragingly, most respondents could not think of anything or did not state any other issues (69%). However, areas which were mentioned by small numbers of respondents included the car park (opening times and size), the toilets, overcrowding and the need for shorter trails for children.

## Expectations V Reality

Respondents to the self completion questionnaire (79 respondents), who were either on their first ever visit to the site or visited less than once a month, were asked to indicate how their overall visit had compared with expectations.

46% of visitors stated that their visit to Nant Yr Arian was ‘much better’ than they had expected, while a 14% felt that it was ‘a little better’. 35% found their visit ‘as expected’ and 1% thought that it was a little worse.

**Table B-18 – Overall rating of visit to forest compared to expectations (%)**

Base: All self-completion respondents (79)

	%
Much better (+2)	46
A little better (+1)	14
As expected (0)	35
A little worse (-1)	1
Much worse (-2)	-
Don't know/not stated	4

- No responses; Percentages equal more than 100% due to rounding

When scores were applied to responses from +2 (‘much better’) to -2 (‘much worse’), an overall positive score of 1.08 was obtained. This is higher than the overall average across all sites surveyed to date (0.83), which suggests that visits to Nant Yr Arian were more likely than the ‘norm’ to be better than expected.

When asked to state why they found the forest better than expected, responses mainly related to the facilities being better than expected, the scenery, good paths or cycling trails, a good adventure play area for children, better wildlife than expected and a good car park.

The respondent who found the forest to be worse than expected was also asked to state why. They were disappointed as they did not see any Red Kites.

## Improvements

When asked what, if anything, needed to be improved at Nant Yr Arian, over half of visitors either stated that nothing should be improved or that they ‘didn’t know’ what should be improved (59%).

The suggestions that were made by 2% or more of visitors are listed below. The most frequent suggestions related to improving the paths (7%), providing or improving the dog bins and more or better cycle tracks (4% each).

**Table B-19 – Suggested improvements (%)**

Base: All frequent visitors and self completion respondents (138)

	%
Improve/better paths	7
Provide/improve dog bins	4
More/ better cycle tracks	4
Provide more facilities i.e. showers/changing areas etc.	3
More/improved disabled facilities	2
Nothing/fine as it is/don’t know	59

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

***“As it is advertised for families - there are a lot of sharp rocks that could cause injury.”***

***“Dog litter bins around the lake.”***

***“A cycle track for younger kids. My daughter does not cope well with cycling uphill.”***

## Expenditure

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

**Table B-20 - Average expenditure per person per day (incl. day trip and overnight stay)**

Base: All frequent visitors and self completion respondents (138)

	<b>Average spend (Based on those who spent anything on each category)</b>
Accommodation (incl. food and drink)*	<b>£76</b>
Food and drink (excl. at accommodation)	<b>£17</b>
Admission fees*	<b>£8</b>
Shopping (non-routine, souvenirs)*	<b>£12</b>
Transport (incl. petrol, taxis, public transport)	<b>£12</b>
Equipment (e.g. hire of boat, horse-riding)*	<b>£6</b>
Miscellaneous*	<b>£5</b>
<b>Overall average spend</b>	<b>£42</b>

\*Small sample size

Overall, visitors to Nant Yr Arian spent an average of £42 per person per day (this figure excludes those who did not spend anything). Excluding accommodation, food and drink and transport were the aspects with the highest average expenditure amongst those who spent anything.



## C. TRI\*M Results

A key objective of this survey was to identify issues relating to the quality of visitor experiences at Nant Yr Arian Forest and priorities for improvements. In addition to the standard analysis of the responses to questions regarding satisfaction, the information collected from visitors to Nant yr Arian Forest has also been analysed using TRI\*M.

The TRI\*M system has been developed by TNS to measure, manage and monitor customer relationships with products and services and, for the purposes of this study, it has been possible to adapt it to the 'product' offered by Forestry Commission sites.

The following sections provide details of the responses provided to the questions asked regarding the claimed importance of different aspects of the forest in decisions to visit, levels of satisfaction with these same elements and the results of the TRI\*M analysis.

**Claimed importance of different aspects of visit**

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

It is important to note that these ratings are levels of *claimed* importance. The TRI\*M analysis has also allowed the identification of which of these aspects have the greatest impact on overall levels of satisfaction, their real relevance to the overall quality of experience, as described later in this chapter.

**Table C-1 – Importance of different aspects in decision to visit (mean score)**

Base: All respondents (294)

	<b>Importance score</b>
Being able to enjoy scenery and views	4.26
Clean toilets	4.24
Feeling happy to leave your car in the car park	4.04
Being able to enjoy the wildlife	4.04
Solitude, peace and quiet	3.99
Enough car parking	3.97
Being able to spend time with family and friends	3.95
Litter bins	3.93
Feeling safe in the forest	3.87
Friendliness of staff	3.86
Value for money of your whole trip or day out	3.82
Being able to get fit and healthy	3.80
Clear signposting on footpaths	3.78
Choice of paths for walking	3.66
A café	3.66
Leaflets and maps to help you find your way around	3.64
Red Kite Hide	3.61
Printed information about the forest	3.54
Dog waste bins	3.49
Picnic areas	3.48
Information provided by staff	3.38
Availability of staff at the site	3.19
Choice of trails for cycling	3.06
Choice of trails for other activities	2.96
A shop	2.93
Children's play equipment	2.90
Bike wash	2.45
Showers	2.32
Baby changing	2.29

This analysis suggests that the aspects claimed to be of most importance amongst most visitors included being able to enjoy scenery and views, clean toilets, feeling happy to leave your car in the car park and being able to enjoy the wildlife. On the other hand, facilities claimed to be of less importance overall or only of importance to specific groups of visitors included the bike wash, showers and baby changing.

Respondents were also asked to specify in their own words what else, if anything, had influenced their decision to visit. The most frequently provided responses related to the

site being a nice place for walking (17%), good for cycling (11%) and the Red Kites which could be seen (11%).

**Table C-2 – Other influences on decision to visit (%)**

Base: All respondents (294)

	%
Nice place for walking	17
Good for cycling	11
Red Kites	11
Passing en route to somewhere else	8
Been before	7
Good/safe place for children playing	5
Fresh air/just out for the day	4
Scenery	4
Stopped to eat and drink	4
Good facilities – open-air concerts/café/toilets etc.	4
The weather	3
Close to home/convenient	3
Spend time with friends/family	3
Walk the dog	3
To see the wildlife	3
Go for picnic	2
Go for picnic	2
Nothing	23

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

***“Sounded like good walks in the leaflet. Wanted to see kites and wildlife.”***

***“Wanted different types of walks for elderly and younger.”***

***“We thought the weather was going to be bad so thought it could be good place to come.”***

### Performance of different aspects of visit

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

Scores were then applied to responses, allowing averages to be obtained across the whole sample - the higher the average score, the more satisfied visitors were with this aspect. This analysis suggests that, overall, visitors were most likely to be satisfied with the value for money of their trip, being able to enjoy scenery and views, the Red Kite hide and play equipment. Elements ranked lowest on average included litter and dog waste bins and the availability of staff at the site.

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

Base: All frequent visitors and self completion respondents (294)

	Satisfaction score
Value for money of your whole trip or day out	4.27
Being able to enjoy scenery and views	4.25
Red Kite hide	4.25
Children's play equipment	4.16
Being able to enjoy the wildlife	4.14
Being able to get fit and healthy	4.12
Clean toilets	4.12
Being able to spend time with family and friends	4.06
Feeling happy to leave your car in the car park	4.06
Choice of trails for cycling	4.06
Clear signposting on footpaths	4.02
Baby changing	4.00
Choice of paths for walking	3.99
Enough car parking	3.94
Picnic areas	3.90
Feeling safe in the forest	3.89
Solitude, peace and quiet	3.88
Leaflets and maps to help you find your way around	3.86
A café	3.82
Choice of trails for other activities	3.79
Bike wash	3.74
Printed information about the forest	3.65
A shop	3.48
Availability of staff at the site	3.31
Litter bins	3.31
Dog waste bins	3.23

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

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

- Lack of litter bins (6 respondents)
- Lack of dog waste bins (5 respondents)
- Not enough printed information (3 respondents)
- Not enough parking spaces (3 respondents)
- Showers not working (3 respondents)

### **TRI\*M Index**

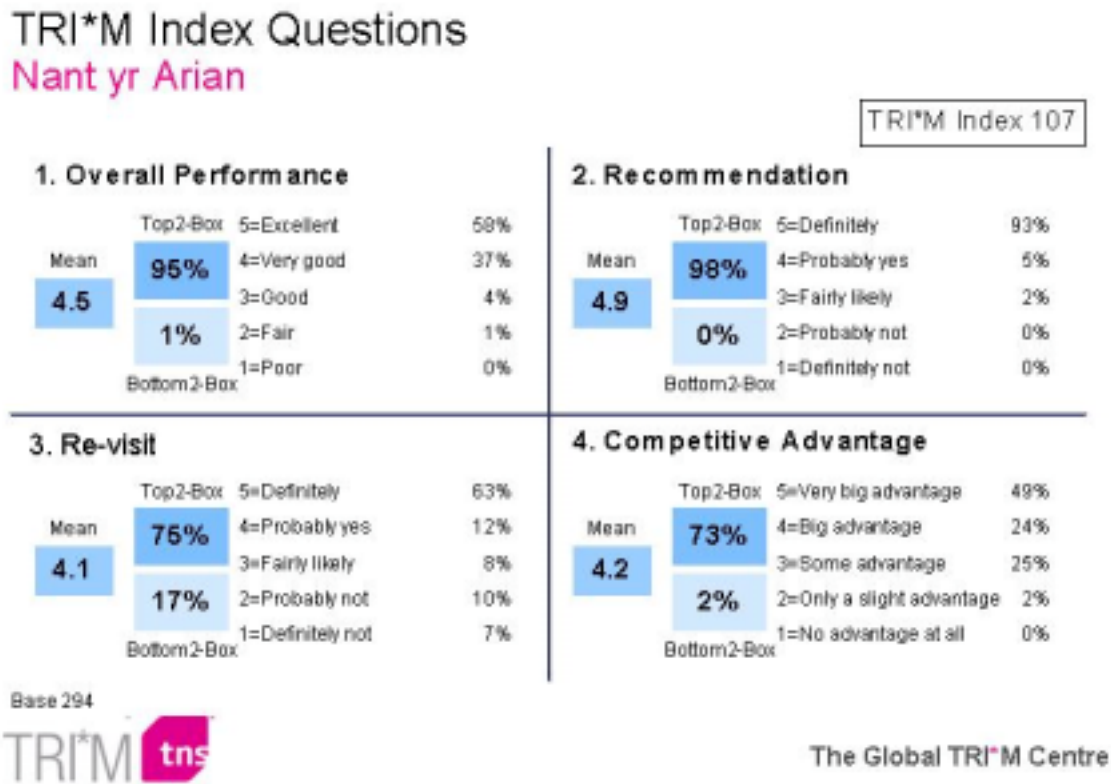
The TRI\*M Index is a weighted calculation based on responses to the following four questions:

- How would you rate your visit to Nant Yr Arian overall? (*Overall performance*)
- Based on your experience, would you recommend Nant Yr Arian Forest as a place to visit to a friend or relative? (*Recommendation*)
- Based on your experiences on this trip, would how likely are you to visit Nant Yr Arian Forest again in the next few months? (*Repurchase*)
- How would you rate Nant Yr Arian Forest as a place to visit compared to the other forests, parks or outdoor recreation sites you could have gone to today instead? (*Competitive advantage*)

These four questions provide the TRI\*M index score for overall visitor satisfaction with Nant Yr Arian Forest (and the context within which all of the detailed satisfaction ratings are placed). It has been used in this report to benchmark Nant Yr Arian Forest against other forest sites included in the 2006 survey programme and could also be used as a benchmark score for future comparison.

Figure C-1 shows the overall results for each of these questions, as illustrated by the 4 quadrants in the diagram.

Figure C-1 – Overall satisfaction with Nant Yr Arian Forest



The overall TRI\*M index figure for Nant Yr Arian Forest was **107**, a very high index that suggests overall satisfaction with visits to the forest was very high. By comparison, the TRI\*M index figures obtained at the other sites included in the 2006 survey were as follows:

- Delamere Forest Park – 104
- Sherwood Pines Forest Park - 108
- Hamsterley Forest – 106
- Garwnant - 104

The overall satisfaction data shows that the majority of visitors rated their trip very highly, with over one half (58%) claiming it was 'excellent' and 37% claiming that it was 'very good'. In addition to this high satisfaction with their trip, the vast majority of visitors

(93%) would 'definitely' recommend a visit to Nant Yr Arian Forest. This is a very good indicator of the enjoyment of a visit and friends and family are one of the most cited sources of information when visitors are planning to visit this location.

Most of the respondents would return to the forest for a repeat trip – nearly two-thirds (63%) would 'definitely' return for a repeat visit. When asked how the forest compared to other outdoor recreation sites, most of the sample stated that Nant Yr Arian does have an advantage over alternative sites, with half (49%) claiming the site had a 'very big' advantage and 24% claiming that it had a 'big' advantage. A further quarter of the sample (25%) saw the forest as having only 'some' advantage over other sites which could have been visited.

All of the scores are very high which is encouraging and suggests that most people enjoy their visits to Nant Yr Arian, they would highly recommend it as a place to visit to friends and family, would return for another visit and are likely to perceive it as a better place to visit than other, alternative outdoor recreation sites.



## TRI\*M Typology

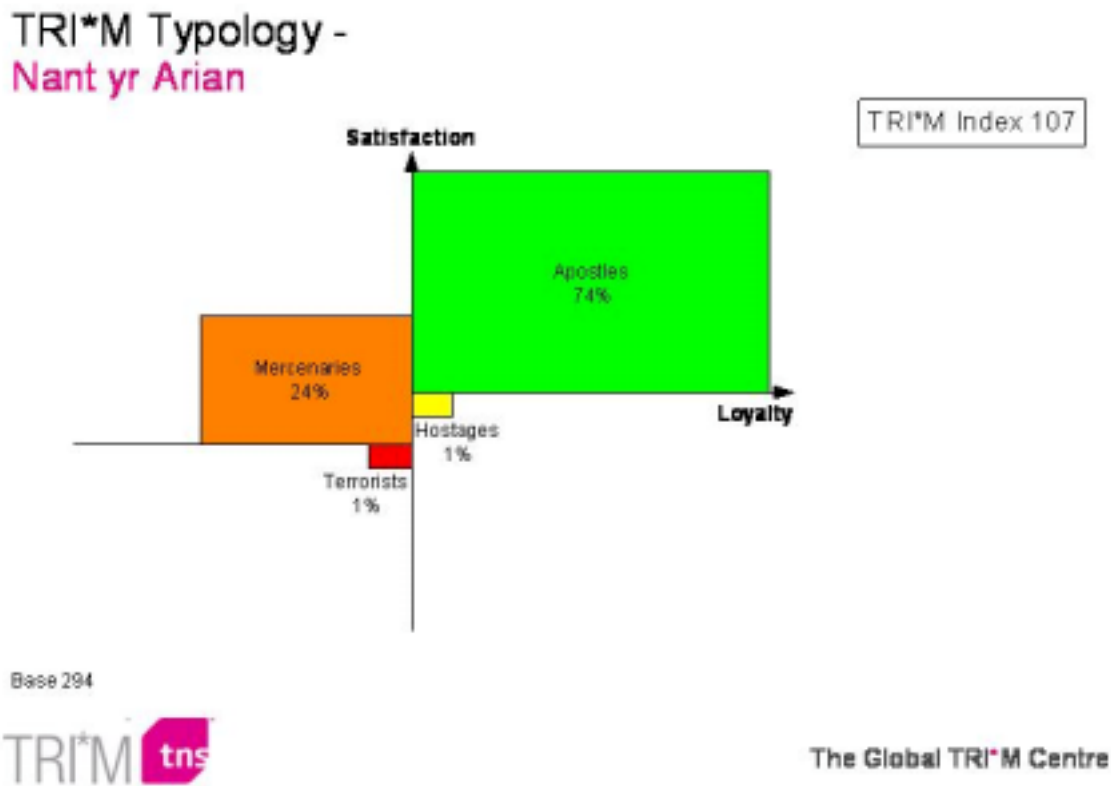
The next stage of the TRI\*M analysis involved the categorisation of all respondents into four different groups. This categorisation is based upon responses to the four key questions described previously with respondents classified by level of satisfaction, based upon their overall performance and recommendation responses, and levels of loyalty, based upon their repeat visit and competitive advantage responses.

The four groups are as follows:

- *Apostles* – visitors with high levels of satisfaction and loyalty. Visitors essential to the long term success of the site. The focus should be on how to retain these visitors.
- *Hostages* – visitors with low levels of satisfaction but high levels of loyalty. These visitors may be visiting the site due to a lack of alternatives or barriers to travel elsewhere. The focus should be on how to satisfy these visitors, to ‘move’ them to the Apostles group.
- *Mercenaries* – visitors with high levels of satisfaction but low levels of loyalty. Typically these types of visitors are always looking for better options and are likely to visit a range of different locations to take part in outdoor recreation. The focus for this type of visitors should be to identify what will engender loyalty.
- *Terrorists* – visitors with low levels of satisfaction and low levels of loyalty. These types of visitors are actively disruptive via negative word of mouth.

As Figure C-2 overleaf illustrates, the majority of visitors to Nant Yr Arian (74%) were categorised into the Apostles grouping i.e. both satisfied and loyal. Most of the remainder (24%) were classified as Mercenaries (satisfied but not loyal), 1% were classified as Terrorists (neither satisfied nor loyal) and 1% were classified as Hostages (not satisfied but loyal).

Figure C-2 – Visitors to Nant yr Arian by TRI\*M Typology



The next stage of the TRI\*M analysis involved the categorisation of all respondents into four different groups. This categorisation is based upon responses to the four key questions described previously with respondents classified by level of satisfaction, based upon their overall performance and recommendation responses, and levels of loyalty, based upon their repeat visit and competitive advantage responses.

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### **TRI\*M Grid**

The third stage of the TRI\*M analysis combined responses to the series of importance and satisfaction ratings (as detailed in Tables C-1 and C3) with the TRI\*M index which was derived for each respondent on the basis of the four key questions described previously.

To produce each TRI\*M grid each of the aspects of Nant Yr Arian was given a relative value in terms of the following three dimensions:

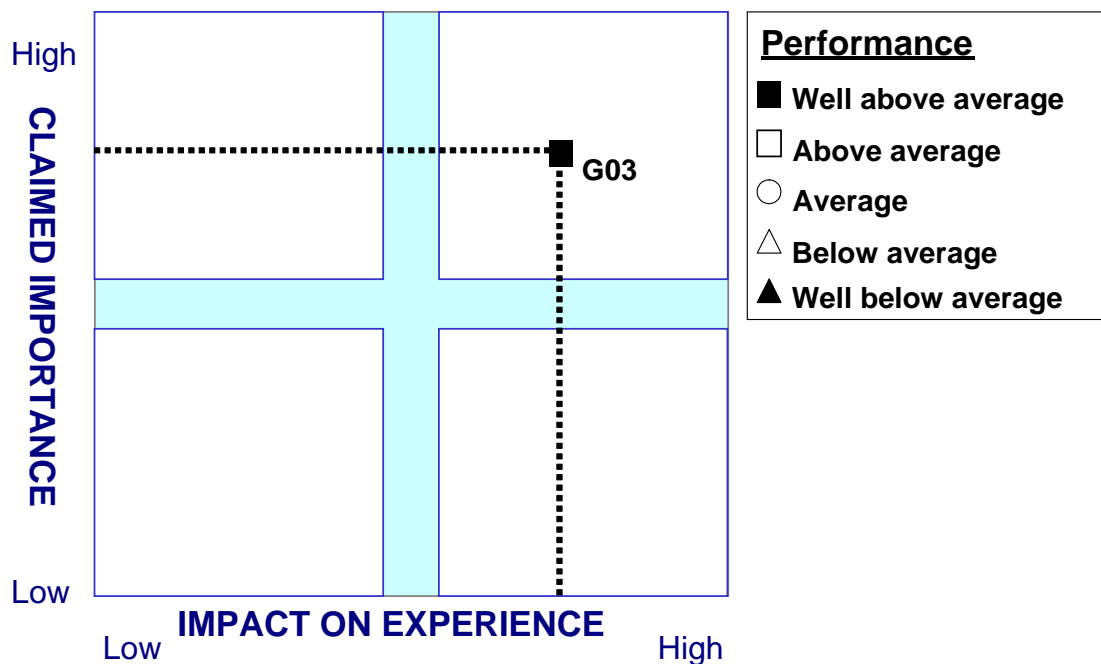
- *Levels of claimed importance* – as reported in Table C-1. This measurement provides an indication of the aspects that visitors believe to most important in their decision to visit Nant Yr Arian, those which should be reinforced in marketing communications.
- *Impact on experience* – this measurement is statistically derived from an analysis of the correlation of each aspect's performance (i.e. levels of satisfaction reported) with the TRI\*M index. If there is positive correlation between the TRI\*M index and the performance of a particular aspect it is rated as having a high impact on quality of experience. Conversely if there is no correlation between the TRI\*M index and the performance of an aspect, it is rated as having a low of impact on quality of experience.
- *Levels of satisfaction* – as reported in Table C-3. This measurement provides an indication of the relative performance of each of the aspects which were rated. This measurement provides an indication of areas which require improvement.

In the following TRI\*M grids, each of these three dimensions is plotted as follows:

*Levels of claimed importance* - this score is displayed on the vertical axis which runs along the left hand side of the grid. The closer to the top of the grid the higher the claimed importance and the closer to the bottom of the grid the lower the claimed importance.

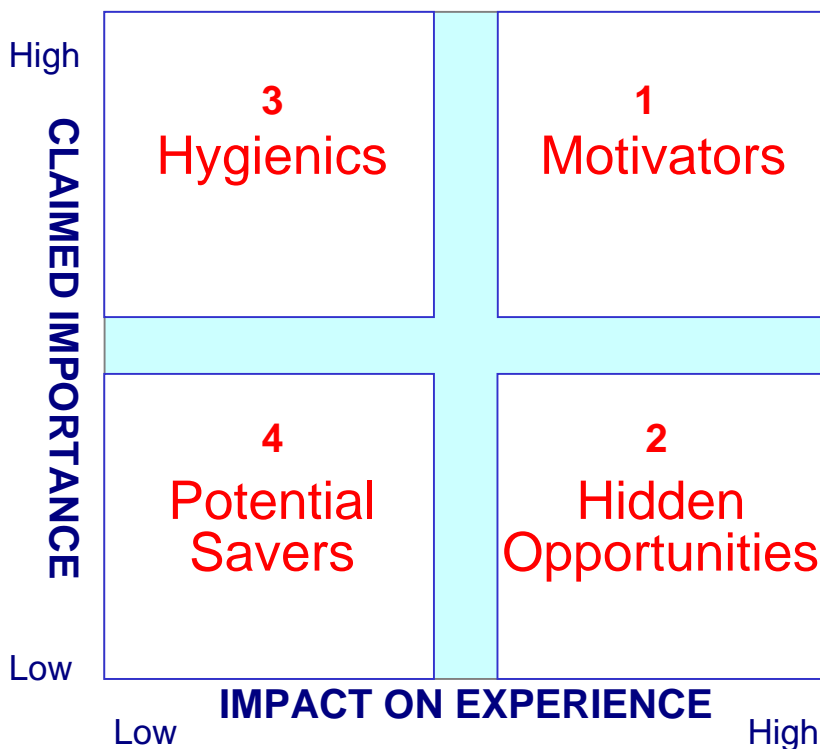
*Impact on experience* - this measurement is displayed on the horizontal axis which runs along the bottom of the grid (see below). The further to the right of the grid the higher the impact on the quality of experience, the further to the left of the grid the lower the impact on quality of experience.

*Levels of satisfaction* – the previous two dimensions (claimed importance and impact on experience) tell us where on the grid each attribute falls. On the example below these are represented by the dotted lines. Where the two dotted lines cross is where on the grid the aspect of the forest is located. The third dimension is levels of satisfaction, the measurement of performance. The average satisfaction score respondents gave to each aspect is displayed by the shape plotted on the grid, for example the filled in square on the grid below. This tells us how well the forest is performing on each attribute. In the hypothetical example below the attribute **G03** has fairly high claimed importance (because it is near the top of the grid), a fairly high impact on experience (as it is to the right of the grid) and its performance is well above average (because it has a filled in square).



As illustrated in Tables C-1 and C-3 a total of 28 aspects of Nant yr Arian have been rated by respondents. The results of the TRI\*M Grid analysis can provide an insight into which ones should be priorities for improvement or marketing. Each aspect's impact on experience rating should be considered to be a higher priority than the claimed importance rating as this measure has a direct relationship to overall levels of satisfaction. As such, aspects that are further to the right on the grid should be considered as higher priorities. However, claimed importance also has some bearing so things that are towards the top of the grid also have some priority. To help identify which aspects to prioritise each of the four quadrants has been given a name indicating its relative priority.

The top priorities should be those that fall into the Motivators quadrant (top right hand corner of the grid) because these have both a high impact on experience and high claimed importance. Second priority should be any aspects in the Hidden Opportunities quadrant (bottom right hand corner) because these also have a high impact on experience. Third priority is aspects in the Hygienics quadrant (top left hand corner) because although these have high claimed importance they are less motivating and therefore have less influence on the quality of experience. The last priority is the Potential Savers quadrant (bottom left hand corner) where aspects have both a low impact on experience and low claimed importance.



### *TRI\*M Grids for Nant Yr Arian Forest*

Over the following pages the strengths and priorities for Nant Yr Arian have been identified. Strengths and priorities are defined as those aspects which fall in or on the boundaries of the Motivators quadrant. The crossbars on the grid are there to remind us that there are no hard and fast dividing lines between quadrants. Each aspect must be interpreted in relation to the position of the other aspects in order to determine its relative priority in the overall assessment of quality of experience.

The TRI\*M grids illustrating the results obtain across all visitors to Nant yr Arian are presented on page 38. For clarity the results are presented across 4 grids but all of these findings should be considered together.

*Strengths* - strengths are classified as attributes in or on the boundaries of the Motivators quadrant, in the top right hand corner of the grids, that are represented by squares. An unfilled square denotes above average performance and a filled square means well above average performance.

At this overall level, 3 of the 28 attributes were considered as strengths for Nant Yr Arian. Of these those with the greatest impact on experience (i.e. furthest to the right of the grids) were the Red Kite hide (F25) and being able to get fit and healthy (G06). The other aspect which should be considered as a secondary strength is the value for money of the whole trip or day out (G05).

*Priorities* - priorities, like strengths, are also found in or on the boundaries of the Motivators quadrant. They are indicated by triangles (below average performance) and circles (average performance). Six aspects were identified as priorities for Nant yr Arian at the overall market level – feeling happy to leave your car in the car park (A02), solitude, peace and quiet (G01), the café or restaurant (F15), choice of paths for walking (F08), leaflets, maps and interpretation panels (F07) and friendliness of staff (F12) – all of these aspects received an average performance rating. Printed information about the forest (F07) was also on the edge of the Motivators quadrant and received a lower than average performance rating.

*Hidden Opportunities* - hidden opportunities are indicated by any aspect that appears in or on the borders of the quadrant in the bottom right of the grid. These attributes have a high impact on quality of experience but have lower claimed importance than attributes

in the Motivators quadrant. 4 of the 28 aspects are in this quadrant – the choice of trails for activities other than walking and cycling (F10), the choice of trails for cycling (F09), information provided by staff (F13) and a bike wash (F23). Of these aspects only one (choice of trails for cycling) is performing above average. Improving the quality of the other aspects in this quadrant could be the driver for further improving overall levels of quality of experience at Nant Yr Arian.

*Hygenics* – while the performance of aspects in this quadrant are important to the viability of the site, high levels of satisfaction will not improve retention in themselves. Aspects included in this quadrant or close to boundaries are clean toilets, enough car parking, clear signposting on footpaths, litter bins, feeling safe in the forest, being able to enjoy scenery and views, being able to spend time with family and friends and being able to enjoy the wildlife. One of these aspects was performing well below average – the provision of litter bins.

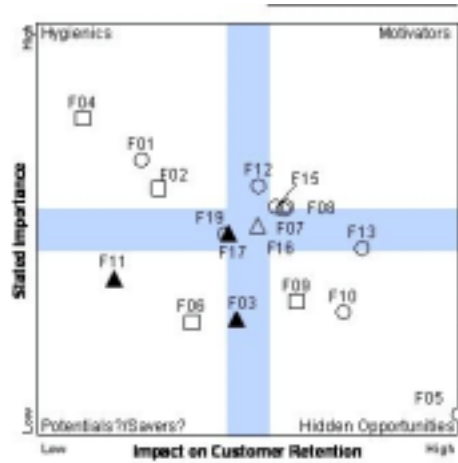
*Potential savers* - aspects in this quadrant receive lower than average levels of claimed importance and have a lower than average impact upon the quality of experience. These aspects may be considered as lower priorities at the 'all visitors' level, although they may be of more importance to smaller groups of visitors. Aspects included in this quadrant are availability of staff at the site (F11), children's play equipment (F06), picnic areas (F17), dog waste bins (F19) and showers (F24).



**FACILITIES IN DECISION TO VISIT SITE**

- F01 Enough car parking
- F02 Clear signposting on footpaths
- F03 A Shop
- F04 Clean toilets
- F05 Baby changing facilities
- F06 Children's play equipment
- F07 Leaflets, maps and interpretation panels to help you find your way around
- F08 Choice of paths for walking
- F09 Choice of trails for cycling
- F10 Choice of trails for other activities (e.g. horse riding)
- F11 Availability of staff at the site (e.g. rangers)
- F12 Friendliness of staff
- F13 Information provided by staff
- F14 Availability of cycle hire on-site\*
- F15 Cafe or restaurant
- F16 Printed information about the forest
- F17 Picnic areas
- F18 Open grassy areas for ball games, sunbathing, etc.\*
- F19 Dog waste bins

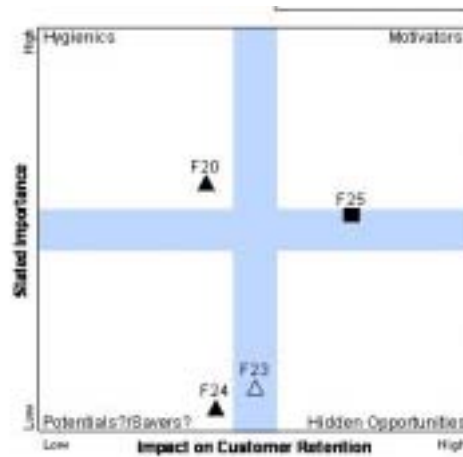
Base 294



**FACILITIES IN DECISION TO VISIT SITE**

- F20 Litter bins
- F21 Go Ape course\*
- F22 A forest drive\*
- F23 Bike wash
- F24 Showers
- F25 Red kite hide

Base 294

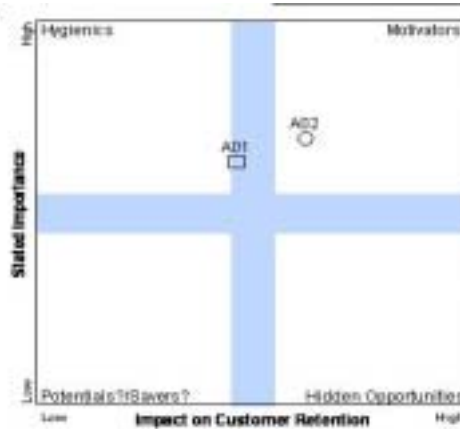


**ASPECTS OF PERSONAL SAFETY AND SECURITY IN DECISION TO VISIT**

- A01 Feeling safe in the forest
- A02 Feeling happy to leave your car in the car park

\*Not available at this site

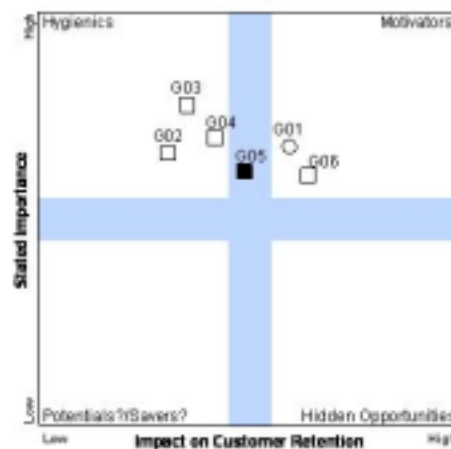
Base 294



**GENERAL ASPECTS IN DECISION TO VISIT**

- G01 Solitude, peace and quiet
- G02 Being able to spend time with family and friends
- G03 Being able to enjoy scenery and views
- G04 Being able to enjoy the wildlife
- G05 Value for money of your whole trip or day out
- G06 Being able to get fit and healthy

Base 294



## **Summary of key TRI\*M Grid findings**

The TRI\*M Grid analysis for Nant Yr Arian has highlighted the following key drivers of quality of experience and potential areas for improvement:

**Strengths** – these are the attributes of the site which are considered as important amongst most visitors, are proven to have a high impact on overall levels of satisfaction and are currently performing well. At Nant Yr Arian the main strengths are the Red Kite hide, being able to get fit and healthy and value for money of the whole trip or day out.

It is vital that these strengths are maintained and communicated in promotional materials.

**Immediate, top priority issues** – these are attributes of the site which are considered to be important amongst most visitors, have an impact on overall levels of satisfaction but are currently performing below average. At Nant Yr Arian feeling happy to leave your car in the car park, solitude, peace and quiet, the café or restaurant, choice of paths for walking, leaflets, maps and interpretation panels and friendliness of staff received an ‘average’ performance rating – increasing satisfaction in these areas should therefore be considered a priority in the site’s management and maintaining current levels of satisfaction.

**Second priority issues** – there are a number of attributes at this site which, although most visitors rated them as important, were found to have less impact on overall levels of satisfaction. Of these attributes, one was found to be performing below average – the provision of litter bins. This should be considered as a second priority in maintaining levels of satisfaction at Nant Yr Arian.

**Future opportunities** – these are attributes which, although most visitors do not perceive them as important in their decision to visit, have been proven to have an impact on the overall quality of experience of those who rated them. At Nant Yr Arian the aspects included in this category are the choice of trails for activities other than walking and cycling, the choice of trails for cycling, information provided by staff and the bike wash.

Investing and improving these facilities in the future will provide opportunities to develop levels of satisfaction beyond those currently achieved.

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## **D. Appendices**

**Questionnaires**

## **Results obtained at other Forestry Commission sites**

## Responses to open-ended questions

### What else influenced your decision to visit today?

A bit of everything here.  
A bit of lunch and walk the dog.  
A stop on journey.  
A walk - get a phone signal.  
Access-scenery-loos-familiarity.  
Always come here.  
Annual visit. Visit different mountain bike venues. Very good. Free riding.  
Been before. Looking for somewhere to bring a group walking.  
Been here before.  
Been here before.  
Been here before.  
Been here before. Guaranteed fun. Healthy.  
Been several times. Enjoy the riding.  
Bike trails on internet.  
Biking.  
Biking.  
Bird event.  
Boyfriend and friends biking.  
Break from driving to eat and drink.  
Break in a journey.  
Bring grandchildren.  
Children wanted to go to playground.  
Children's facilities and space to play.  
Clean, friendly, play area.  
Cleanliness. Handy route. Knowing vehicle is safe. Toilets.  
Close to where we are based.  
Close to where we are staying -somewhere for the kids to come.  
Coffee stop today.  
Come every week. Enjoy the rides. More variety. Make own track as you go along.  
Somewhere we hadn't been to before.  
Commercial on television.  
Coming here for many years.  
Convenience. 15minutes away, enjoy the walking.  
Cycling.  
Cycling.  
Cycling.  
Cycling.  
Cycling.  
Cycling.  
Cycling, wildlife.  
Cycling/keep fit.  
Dog sitting. Good walk over the mountains to get here.  
Dog swap.  
En route to home.  
Enjoy mountain biking. Just been to Scotland.  
Facilities.  
Family.  
Feeding the kites. Marked trails to walk.  
First overall impression, made me stay longer than planned - very user friendly.  
Friend's advice.  
Friend's been here before.  
Fun way to visitation.  
Get out onto the countryside and hills.  
Get out the house.  
Get the children way from TV.  
Good bike trails.  
Good place to walk.  
Good stopping point.  
Good walk to help keep fit.

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Green building. Heard about it - wanted to see it.  
Handy place to stop in Wales. Kite feeding.  
Haven't been for a while. Good place to ride. Would be good to have changing rooms - have to get changed in the toilets.  
Healthy walk.  
I go for something not commercialised and natural.  
In the area.  
It is a routine. We are in transit to the coast.  
It was decision of people I was staying with.  
It's a bike trail they have not done.  
It's a good stop off place.  
It's a nice place to stop.  
It's a nice walk.  
Just curiosity.  
Just eat food. Wanted somewhere to sit away from the traffic.  
Just interesting.  
Just like it here - nice walks.  
Just passing by.  
Just passing by. Stopped to eat.  
Just passing, use café.  
Just the whole beauty of the place.  
Just to go cycling.  
Just to have a picnic.  
Kids like to play and take dogs.  
Kite viewing.  
Kites.  
Kites.  
Kites.  
Kites /some flat walks.  
Kites feeding.  
Kites feeding and look at walks available.  
Kites feeding, views.  
Kites feeding, wet, didn't see any.  
Like being out and about with the kids.  
Like surrounding facilities.  
Local.  
Local.  
Local, ease of use.  
Look at the lake.  
Look at the view. Break. The air.  
Looked it up on mountain. Mb Wales website. Been to other.  
Meeting other people.  
Mix of people.  
More fresh air and environment is nice.  
Mountain biking.  
Mountain biking in the area.  
Mountain track.  
Mtb trails are not too technical. Kid/family friendly.  
My sister died here.  
Near to home. Came to have something to eat and have a walk.  
Nesting places for summer birds.  
New, it was late June, came for a look.  
Nice day. Walk. Child likes it.  
Nice view.  
Nice walk for the dogs.  
Not too far from home.  
Nothing, not mentioned.  
On route elsewhere, stopped of to see birds (my sister comes regularly).  
On the way, have been before and like it, gives kids a chance to stretch their legs.  
On way home from holiday. Always call in on way back. Sometimes walk. Sometimes use cafe. Sometimes watch kite feeding.  
On way to another location.  
Open day at another location.

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Organised trip.  
Other bird hides in Wales.  
Other visitors to talk with and children to watch.  
Parking and loos.  
Part of a club yearly visit.  
Partner doing the bike trails which I would have done as well but injured at the moment. Working the way through the book. The site is one of the better ones for facilities. Hope showers are working.  
Passed many times.  
Passing, always call in, rides.  
Passing by.  
Passing by and saw the sign - needed a break from driving.  
Past experience.  
Past experience.  
Picnic area.  
Picnic park and wildlife.  
Picnic-in transit.  
Pressure from son.  
Previous experience.  
Previous visit.  
Probably the red kites.  
Quality of bike trails.  
Quality of cycle trails.  
Recommended by a friend. Grandchildren staying - good place to bring them.  
Recommended by friends.  
Red kite feeding.  
Red kite viewing.  
Red kites.  
Red kites.  
Red kites.  
Red kites.  
Red kites and wildlife.  
Red kites feeding.  
Red kites feeding views.  
Red kites. Know the facility.  
Ride the trails.  
Room for the kids to expand themselves and use their imagination.  
Safe, free, sheep free area for dogs.  
Saw it by chance.  
Scenery.  
Scenery.  
Scenery.  
Seasons - weather. Get out of town.  
See the rides.  
See the wildlife.  
Show friend.  
Soft surface.  
Somewhere to park and have breakfast, motor homes, be more motor home friendly.  
Son taking part in scout biking day.  
Sounded good walks on the leaflets. Wanted to see kites and wildlife.  
Specifically to buy gifts.  
Stop in pleasant surroundings on journey from (and to) holiday.  
Stop of point.  
Stop off on long journey.  
Stop off on the way to holiday.  
Stop over after a long journey. Amenities.  
Stopped for a picnic. Stop here because of the environment.  
Stopped for lunch.  
Supporting things that are local.  
Take children on play area.  
Take the dog for a walk.  
The bike trails very good off road.  
The cafe was the main attraction.  
The closeness to home.

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The kites.  
The last time we came we missed the kites coming in and I wanted to see them come in.  
The red kites.  
The red kites.  
The suitability for traveling.  
The view.  
The weather, rain, was going elsewhere.  
The weather. Fine day. Good for walking.  
The weather. Was fine not raining.  
To get out in the country.  
To have a family meal in the restaurant.  
To ride my bike.  
To see a red kite  
To see the red kite.  
To walk.  
To walk dogs. For grandson to play. Lunch.  
To walk the dogs where they can go off their leads.  
To watch feeding.  
Travelling to Cheshire - good stop off.  
Use café. And see what was here.  
View.  
Views - but weather is so misty you can't see, only went in café.  
Visiting my Nan. She comes here quite often. I like walking.  
Walking.  
Walking was main reason.  
Wanted good walk.  
Wanted a good ride - good facilities.  
Wanted different types of walks for elderly and younger.  
Wanted to see the red kite.  
Wanted to try the off road stuff.  
Wasn't sunny enough to go on the beach.  
We thought weather was going to be bad so thought it could be good place to come.  
We wanted a safe place for the kids to play around.  
Weather.  
Weather.  
Weather - dry. Good for cycling.  
Weather fined up a bit. Came to walk.  
Weekend trip to this site in particular.  
Weekend trip to visit this particular site will come again and bring more people.  
Wildlife.  
Wildlife. Solitude. Good cycle trails.  
You got it all.

### **Suggestions for improvements**

A cycle track for younger kids. My daughter does not cope well with cycling uphill.  
A place to hire cycles including children.  
Another shorter walk for toddlers.  
Another trail.  
As it is advertised for families - there are a lot of sharp rocks that could cause injury.  
Book shop.  
Build more tracks.  
Campsites.  
Can't go inside cafe when muddy (mountain biker). If the cafe is shut the toilet is shut.  
Charge people more money.  
Closer to home.  
Dog litter bins around the lake.  
Enduro trail for motorcycles off road.  
Few more seating areas on some walks more view points.  
Its perfect for what we want.  
Just more dog bins and stop jets flying over.

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Keep the doors open later.

Keep the showers working. Bike shop or accessories.

Longer opening hours for facilities. Especially toilets. They seem to close early before. I have friends who bring disabled children and cannot use the toilets.

More car parking.

More cycling trails.

More info about the trails for visitors.

More information about birds.

More maintenance on trails.

More off-road tracks - not in the forests - more exposed.

More play equipment.

More trails.

Nothing really. It can get busy around the car park. Noisy kids sometimes.

Nothing it would be too commercial if they did too much.

Nothing. Don't develop any more.

Open the showers.

Perfect as it is.

Provide a canopy to cover part of the veranda (all dog walkers need somewhere when it rains).

Season ticket available. Better access for disabled e.g. surfaced walk suitable for wheelchairs.

Season tickets should be available, toilets open late.

Showers. Family/flat MTB trail. Card facilities in cafe. New MTB trails.

### **What do you like most about the forest?**

Accessibility. Straight off the road. All the forest to enjoy.

Better public spaces.

Birds

Come here any time.

Good trails for cycling.

Convenience.

Convenience from home.

Convenience to me.

Convenient solitude.

Cycling.

Downhill rides freedom to ride.

General ambience and layout.

Good for small children.

Good place to come.

Great trails. View.

Having safe play equipment and paved paths all together.

It's convenient nice setting plenty of activities.

It's got to be the cycle tracks.

Local.

Local.

Natural resources – scenery.

Peace - views and walks.

Peace - wildlife - views – kites.

Peace and quiet.

Peaceful.

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Quality of the tracks. Scenery of the whole thing.  
Remoteness when walking.  
Safe area for children.  
Scenery.  
Scenery – peace.  
Scenery, wildlife.  
Scenery. Children friendly.  
Scenery. Cycle trails.  
Scenery. Quietness.  
Scenery. Red kites.  
Scenery. Tranquility.  
Sheer beauty of it - the kites.  
Solitude. Views.  
Solitude. Wildlife. Peace.  
The beauty and quiet.  
The location - by the sea as well as countryside.  
The meals we have and the people in the café always pleasant.  
The moorland section.  
The quality of the trails.  
The scenery and solitude.  
The scenery.  
The scenery.  
The setting.  
Trails.  
Views. Birds.  
Views. Red kites.  
Views. Wildlife. Red kites.  
Walk with my son. Safe environment.  
Watch the birds.  
Watching kites.  
What's in the pond.

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