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Research Report

Quality of the Visitor
Experience 2015

Top Lodge Fineshade Wood



Prepared for:
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Forestry Commission England

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1. Executive summary

1.1 Quality of Visitor Experience Research

Between 2013 and 2015, Beaufort Research conducted 8,417 interviews with visitors to forest and woodland sites across England and Wales. In 2015, a total of 2,950 interviews were conducted: 1,762 in England and 1,188 in Wales.

A total of 42 sites were surveyed: 14 per year (7 in each country). All selected sites in England are high usage, while sites in Wales consist of a combination of medium and high usage sites. In 2015, interviews were conducted at 9 high usage sites (7 in England and 2 in Wales) and 5 medium usage sites (all in Wales).

This report summarises the findings from the 274 visitor interviews conducted at Fineshade Wood in 2015. Throughout the report, comparisons have been made to the previous research conducted in 2011, and the all England average (aggregated data from all 7 sites surveyed in 2015).

1.2 Top Lodge Fineshade Wood

Top Lodge Fineshade Wood is located just off the A43, halfway between Stamford and Corby. It offers visitors an opportunity to explore the local environment, to see local wildlife up close, and to learn about the wildlife and heritage of the area.

A popular destination for walkers, Top Lodge Fineshade Wood also has extensive provision for cyclists, with seven blue grade taster skills loops, a cycle hire centre and shop, as well as a more challenging red grade trail in Wakerley wood, just across the road from Fineshade.

The wood has an environmentally friendly youth shelter based on a Danish design, which has been built by local craftsmen from timber felled in the local woodlands. It also hosts numerous events such as husky rallies and craft fairs.

1.3 Perceptions of the site

Perceptions of Fineshade as a place to visit were very positive. None of the visitors interviewed at Fineshade in 2015 gave a negative rating of the site, whilst a fifth of visitors said it was excellent (20%). This does, however, represent a significant drop in the excellent rating since 2011, when 48% said

it was excellent. Overall, 82% of visitors in 2015 said Fineshade was excellent or very good: this is slightly lower than the 2011 research and the all England average (90% and 88% respectively).

Similarly, ratings of how safe and welcoming Fineshade was seen to be, were very positive. This was also found across all England sites on average, and in the 2011 survey. Only 1% said the site was fair in terms of how safe and welcoming it was and none of the visitors gave the site a negative rating. However, fewer visitors gave an excellent rating in 2015 compared to 2011 (17% in 2015 compared to 57% in 2011) but views were positive overall.

When asked whether visitors would recommend Fineshade, scores for Fineshade and all England sites generally were extremely positive: only 2% gave a rating of less than 8/10 for Fineshade, and just under one in five gave it 10 out of 10 (18%). Significantly more visitors gave the top rating back in 2011 (54%); however, overall, the mean scores are very consistent at 8.94 in 2015 and 9.1 in 2011. Across all England sites on average, the mean rating was 9.14.

1.4 Strengths of the site

Over three fifths of visitors to Fineshade said that the walks / paths / trails were their favourite aspect of the site. This is significantly higher than the proportion citing the walks / trails in 2011 (39%), and it is also higher than the all England average (40%). Around a third of visitors said their favourite aspects of the site were the trees / plants (34%) and the fact that there are activities that are good for children (30%) at Fineshade.

1.5 Areas for improvement

Over two fifths of visitors to Fineshade could not think of anything that would add to their enjoyment and only made positive comments (45%); this was exactly the same as the all England average (also 45%).

Most suggestions to improve the site were therefore made by relatively small numbers of visitors. However, the main improvement required was made by a fairly substantial 22% of visitors, and that was to have more dog poo bins / remove dog poo.

Just under one in five (18%) wanted better parking facilities (easier, cheaper, more spaces), while one in ten wanted more bins / more recycling bins / less litter (10%).

1.6 Visitor profile

In 2015 over four fifths of visitors (85%) had been to Fineshade before. This proportion of repeat visitors was slightly lower in 2011 (78%) but both were still higher than the all England average of 77%. Only 15% of visitors to Fineshade were first time visitors.

Typically across all England sites, 85% were 'day trippers' and 14% were staying visitors, whereas at Fineshade the split was 93% day trippers and 7% staying visitors. Almost all the Fineshade visitors had travelled for less than three hours for their day trip (92%), which was marginally lower than reported in the previous research (97%), and considerably higher than the all England average (74%).

Group sizes at Fineshade were very similar to the all England average with 3.15 people on average per group at Fineshade, while the all England average per group was 3.23 people. Just over half the visitors to Fineshade in 2015 were there with children (53%). This was in similar to the all England average (48%) but was higher than the 2011 survey (38%).

The gender profile was skewed towards females: 56% of visitors were women, and 44% were men. This was also the case, to a lesser extent, across all England sites on average: 47% of all England visitors were men and 53% were women.

In terms of the age profile, Fineshade visitors tended to be older than all England average, as they were more likely to be over 45: just over half of visitors at Fineshade were over 45 (53%), whilst 47% were aged under 45. Across the other England sites, the split was the reverse with 51% being younger than 45, 48% being older than 45.

Visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 68%) than C2DE (skilled and unskilled manual workers and the unemployed = 31%). This was also replicated across all England sites on average (69% ABC1, 30% C2DE). *NB 1% refused to answer this question in Fineshade hence the total not equalling 100%.*

Just over half (51%) of Fineshade visitors had children in the household, which was slightly higher than the all England average (47%).

The overwhelming majority of visitors to Fineshade were white British / Welsh / Irish (99%), with only a small number of visitors describing their ethnicity as

'White Other European' (1%). None of the visitors to Fineshade described themselves as 'Black / Asian / Mixed'.

2. Introduction

2.1 Background

The woodland estates managed by Natural Resources Wales (NRW) and Forestry Commission England (FCE) cover some 105,000 hectares and 256,000 hectares respectively. NRW also manages a number of National Nature Reserves (NNRs) across Wales.

Each year in Wales, around 4 million visits are made to the woodland estate including 0.5 million to sites with visitor centres with a further 3 million visits made to NNRs. In England, around 40 million visits are made to the estate each year, including 3 million to sites with visitor centres.

The use and enjoyment of woodlands and green-space can contribute to the physical, mental and emotional well-being of visitors. Well-managed, welcoming green space provides an excellent setting for outdoor recreation such as walking, cycling and horse riding. Regular outdoor exercise lowers rates of obesity, cardiovascular disease, osteoporosis and type-2 diabetes as well as some cancers. It can contribute to a lifelong pattern of healthy living if encouraged amongst the young, and in the elderly it contributes to greater mobility and fewer injuries associated with ageing.

The experience of a natural environment and the opportunity for exercise can assist in treating people with mental health problems, in modifying anti-social behaviour in young children and adolescents, in supporting people dealing with stress and depression, and can also help to improve concentration in the workplace.

The provision of a quality visitor experience will help to encourage both repeat and new visitors. The quality of visitor experience depends not only on the facilities provided at a site (notice boards, playgrounds, toilets, car park, walking trails), but also on the 'sense of welcome' that the woodland provides. This 'sense of welcome' in turn depends both on the maintenance of the woodland (rubbish, dog dirt, brambles, mud) and also the nature of the woodland itself (light & open or dense & dark).

Maintaining or improving the quality of experience at NRW and FCE managed sites is part of a wide-ranging programme of work to encourage the development and promotion of woodland access throughout Wales and England with suitable infrastructure and well managed woodlands that feel safe and welcoming.

NRW and FCE have commissioned a variety of visitor surveys in recent years in relation to the usage of their forests, woodlands and National Nature Reserves. The Quality of the Visitor Experience Survey has been conducted since 2006, but has been run in its current format since 2010. The main aims of the survey are:

- To provide information on the quality of visitor experience at each site
- Use a set of standard questions so that the quality of visitor experience at each site can be scored, benchmarked and tracked over time
- For sites in Wales, also use a set of tailored questions at each site to give information on how the visitor experience at that particular site could be improved.

2.2 Research programme

Between 2013 and 2015, Beaufort Research conducted 8,417 interviews with visitors to forest and woodland sites across England and Wales. In 2015, a total of 2,950 interviews were conducted: 1,762 in England and 1,188 in Wales.

A total of 42 sites were surveyed: 14 per year (7 in each country). All selected sites in England are high usage, while sites in Wales consist of a combination of medium and high usage sites. In 2015, interviews were conducted at 9 high usage sites (7 in England and 2 in Wales) and 5 medium usage sites (all in Wales).

Table 1 below details the sites surveyed in 2015, along with the number of interviews completed at each.

Table 1: Interviewing sites and number of interviews conducted

England		Wales	
Site	No. of interviews	Site	No. of interviews
Dalby	259	Cadair Idris (H)	233
Fineshade	274	Craig y Ddinas (M)	144
Haldon	243	Fforest Fawr (M)	147
Hicks Lodge	233	Gwaun Hepste (M)	127
Jeskyns	287	Hafod (M)	140
Kielder	244	Newport Wetlands (H)	233
Wyre	222	Tan y Coed (M)	164
TOTAL	1,762	TOTAL	1,188

* H = High usage; M = Medium usage

Interviews were conducted face-to-face with visitors who were exiting the site or coming to the end of their visit, with interviewing points situated at key access points.

The core interviewing period ran from March to October 2015. At Fineshade, interviewing took place between 31st March and 10th October, and a total of 274 interviews were conducted.

2.3 Report

This report summarises the results of the interviews undertaken at Fineshade in 2015, and includes individual sites' scores on key visitor measures. Throughout the report, comparisons have been made to the All England figures (aggregated results from all 7 sites) and previous findings from the 2011 research (where applicable).

Results are presented as rounded percentages (no decimals), which may mean that some percentages do not add up exactly to 100%.

2.4 Data tables

Comprehensive data tables are available separately, and contain the following cross-breaks:

- Home region
- Home nation
- Age
- Ethnicity
- Gender
- Social class
- Group composition
- Ages of children
- Day trip vs. staying visitor
- First time vs. repeat visitor
- Limiting illness
- Quality of experience.

3. Visitor profile information

3.1 Visitor profile

Visitors were asked a number of questions to determine the types of people who were visiting Fineshade. Table 2 overleaf details the profile of visitors, compared with the profile of visitors to all sites surveyed in England in 2015 and shows that the demographic profile of visitors to Fineshade was largely in line with that of the visitors to all the England sites.

The gender profile was skewed towards females: 56% of visitors were women, and 44% were men. This was also the case, to a lesser extent, across all England sites on average: 47% of all England visitors were men and 53% were women.

In terms of the age profile, Fineshade visitors tended to be older than all England average, as they were more likely to be over 45: just over half of visitors at Fineshade were over 45 (53%), whilst 47% were aged under 45. Across the other England sites, the split was the reverse with 51% being younger than 45, 48% being older than 45.

Visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 68%) than C2DE (skilled and unskilled manual workers and the unemployed = 31%). This was also replicated across all England sites on average (69% ABC1, 30% C2DE). *NB 1% refused to answer this question in Fineshade hence the total not equalling 100%.*

Just over half (51%) of Fineshade visitors had children in the household, which was slightly higher than the all England average (47%).

The overwhelming majority of visitors to Fineshade were white British / Welsh / Irish (99%), with only a small number of visitors describing their ethnicity as 'White Other European' (1%). None of the visitors to Fineshade described themselves as 'Black / Asian / Mixed' – similar to the all England data. See Table 2 overleaf for more details.

Table 2: Profile of visitors by key demographics 2015

		Fineshade %	All England %
Gender	Male	44	47
	Female	56	53
Age	16 - 24	1	4
	25 - 34	16	17
	35 – 44	30	30
	45 – 54	20	22
	55 – 64	14	14
	65+	19	12
Social class	AB	41	37
	C1	27	32
Working status	C2	20	20
	DE	11	10
	Refused	<1	1
	Full-time employee (30+ hours per week)	50	54
	Part-time employee (<30 hours per week)	18	17
	Self-employed	3	4
	Full-time education	1	2
	Unemployed	1	1
	Permanently sick / disabled	1	1
	Retired	21	15
	Looking after home	7	5
	Other	-	<1
Refused	-	1	
Limiting illness	Yes – limited a lot	<1	1
	Yes – limited a little	3	4
	No	97	94
	Refused	<1	1
Children in household	Yes	51	47
	No	49	53
	Refused	-	<1
Ethnicity	White – British / Welsh / Irish	99	96
	White – Other	1	2
	Black / Asian / Mixed	-	2
	Refused	-	<1

Base: All visitors – Fineshade (274); All England (1,762)

3.2 Group profile

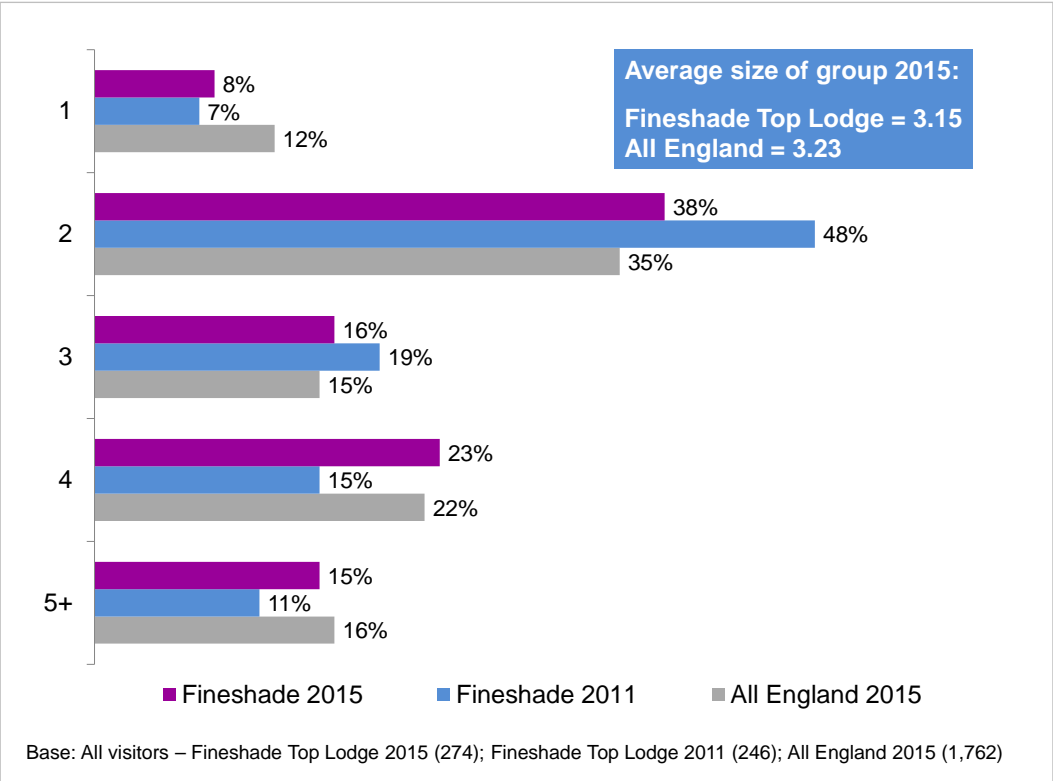
3.2.1 Size of group

Group sizes at Fineshade were very similar to the all England average with 3.15 people on average per group at Fineshade, while the all England average per group was 3.23 people.

Visitors to Fineshade were more likely to visit in pairs (38%): this has decreased since 2011 (48%) but is slightly higher than the all England average (35%).

The proportion of those visiting Fineshade in larger groups, of four or more people has increased significantly in 2015 compared to 2011 (38% in 2015 compared to 26% in 2011). Just under one in ten visitors visit Fineshade on their own which is similar to the 2011 survey but slightly lower than the all England average (12%).

Figure 1: Q1. Total size of the group



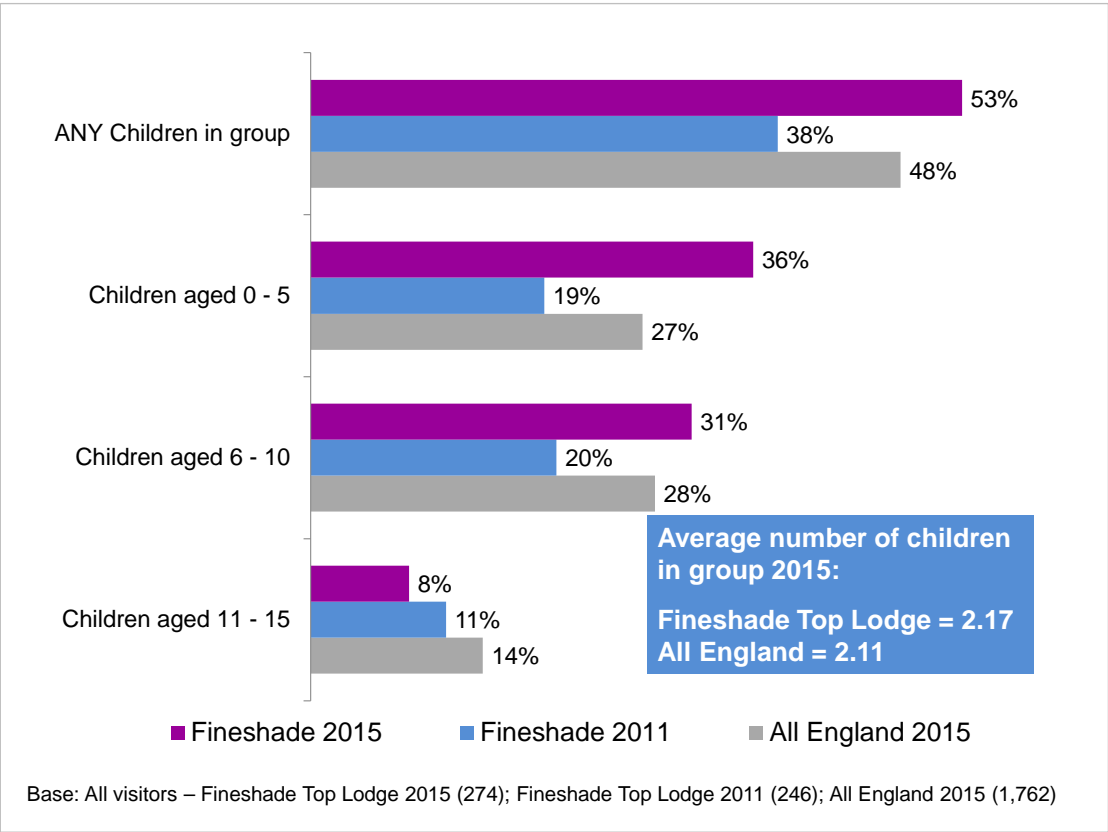
3.2.2 Composition of group

Just over half the visitors to Fineshade in 2015 were there with children (53%). This was similar to the all England average (48%) but was higher than the 2011 survey (38%).

The average number of children per group visiting Fineshade in 2015 was also similar to the all England average (mean of 2.17 children per group at Fineshade compared with 2.11 all England).

Visitors to Fineshade were more likely to be with younger children as the proportion of children aged 0-5 was the highest (36%). There was a significant increase in the proportion of children in this age group in 2015 compared to 2011 but the proportion of older children who were 11-15 had decreased in 2015 compared to 2011 (8% in 2015 down from 11% in 2011) – see Figure 2 below for more details

Figure 2: Q1. Composition of group



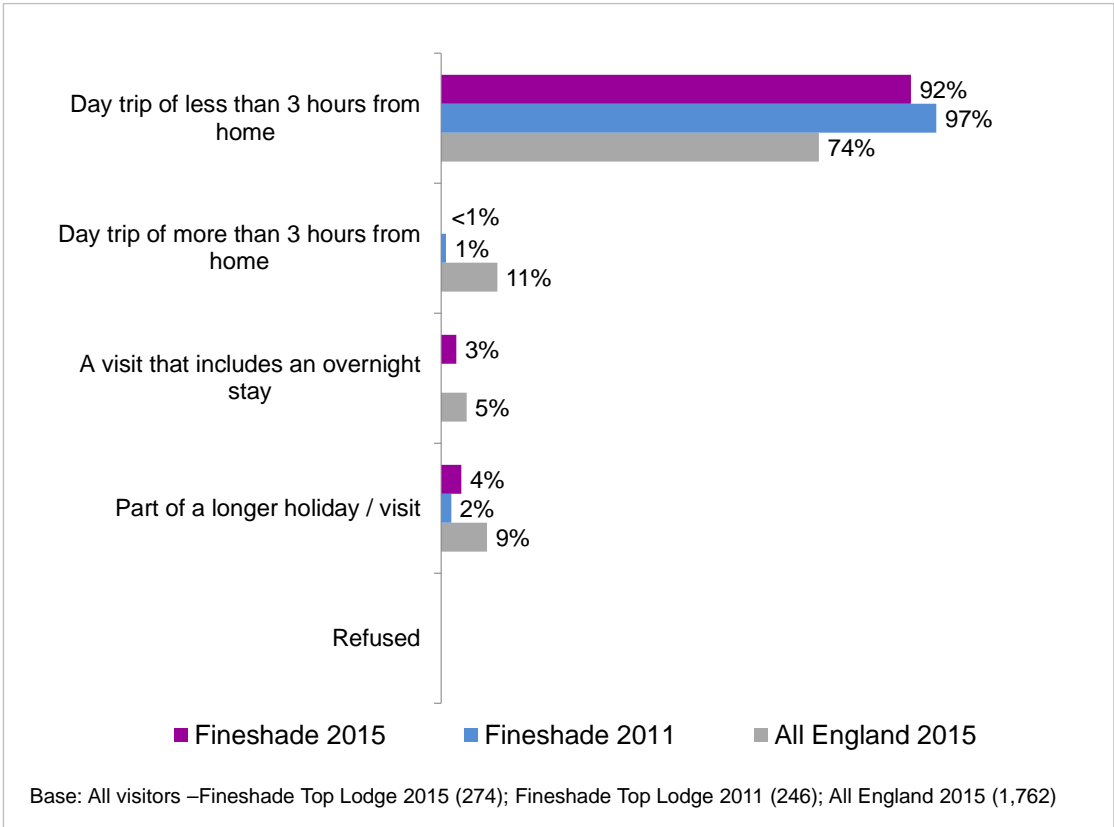
4. Profile of visit

4.1 Type of visit

Typically across all England sites, 85% were ‘day trippers’ and 14% were staying visitors, whereas at Fineshade the split was 93% day trippers and 7% staying visitors.

Almost all the Fineshade visitors had travelled for less than three hours for their day trip (92%), which was marginally lower than reported in the previous research (97%), and considerably higher than the all England average (74%).

Figure 3: Q2. Type of visit



4.2 Visitor origin

Visitors were asked to provide their postcode in order to determine their area of residence.

All the visitors to Fineshade travelled from within England, most of whom came from the East Midlands (73%). The majority of the remaining visitors had come from the East of England (21%). None of the visitors to Fineshade had come from outside of England.

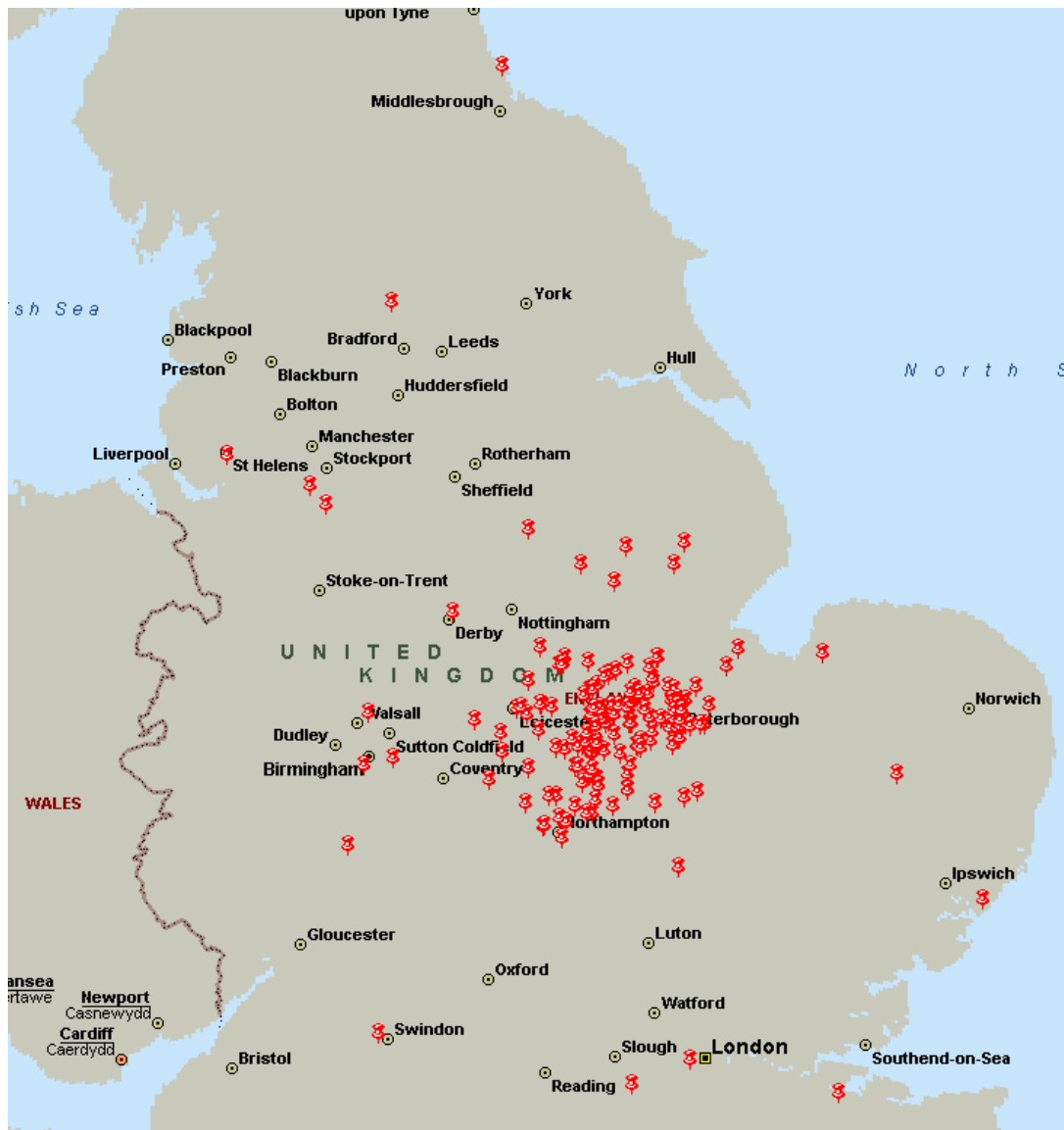
Table 3 below and Figure 4 overleaf provide more details.

Table 3: Q28b. Visitor origin 2015

		Fineshade %	All England %
Home region	North East England	<1	11
	Yorkshire & Humberside	<1	11
	North West England	1	2
	West Midlands	1	14
	East Midlands	73	24
	East of England	21	4
	Greater London	<1	1
	South East England	1	17
	South West England	<1	13
Home nation	England	100	
	Wales	-	<1
	Rest of UK	-	1
	Abroad	-	<1

Base: All visitors – Fineshade (274); All England (1,762)

Figure 4: Map of visitor origin for Fineshade



4.3 Frequency of visits

4.3.1 First-time visitors

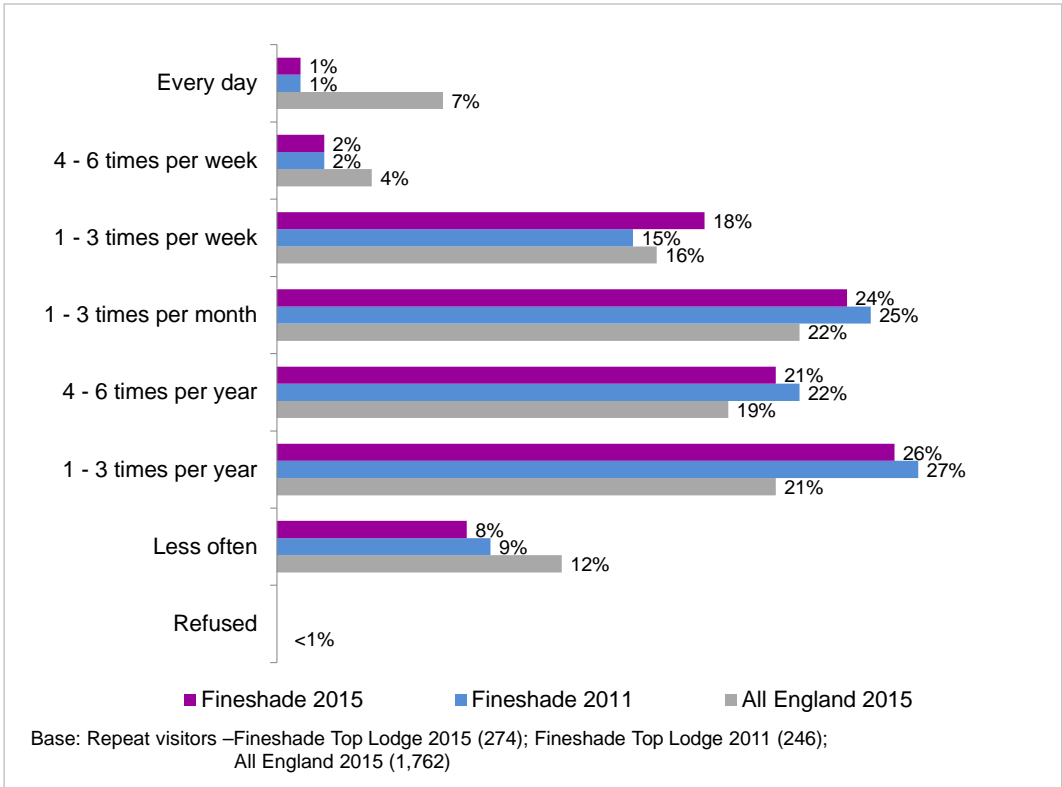
In 2015 over four fifths of visitors (85%) had been to Fineshade before. This proportion of repeat visitors was slightly lower in 2011 (78%) but both were still higher than the all England average of 77%. Only 15% of visitors to Fineshade were first time visitors.

4.3.2 Repeat visitors

Focussing on the repeat visitors, most would be classified as infrequent visitors, visiting the site 4 – 6 times a year or less often (55%). Over two fifths of visitors therefore visited the site monthly or more often.

The proportion of visitors who visit once a month or more often was slightly higher on average across the all England sites (49%), but there was a small increase in the proportion of regular visitors at Fineshade in 2015 (45%) compared to 2012 (43%)

Figure 5: Q3. Frequency of visits (where visited the site before)



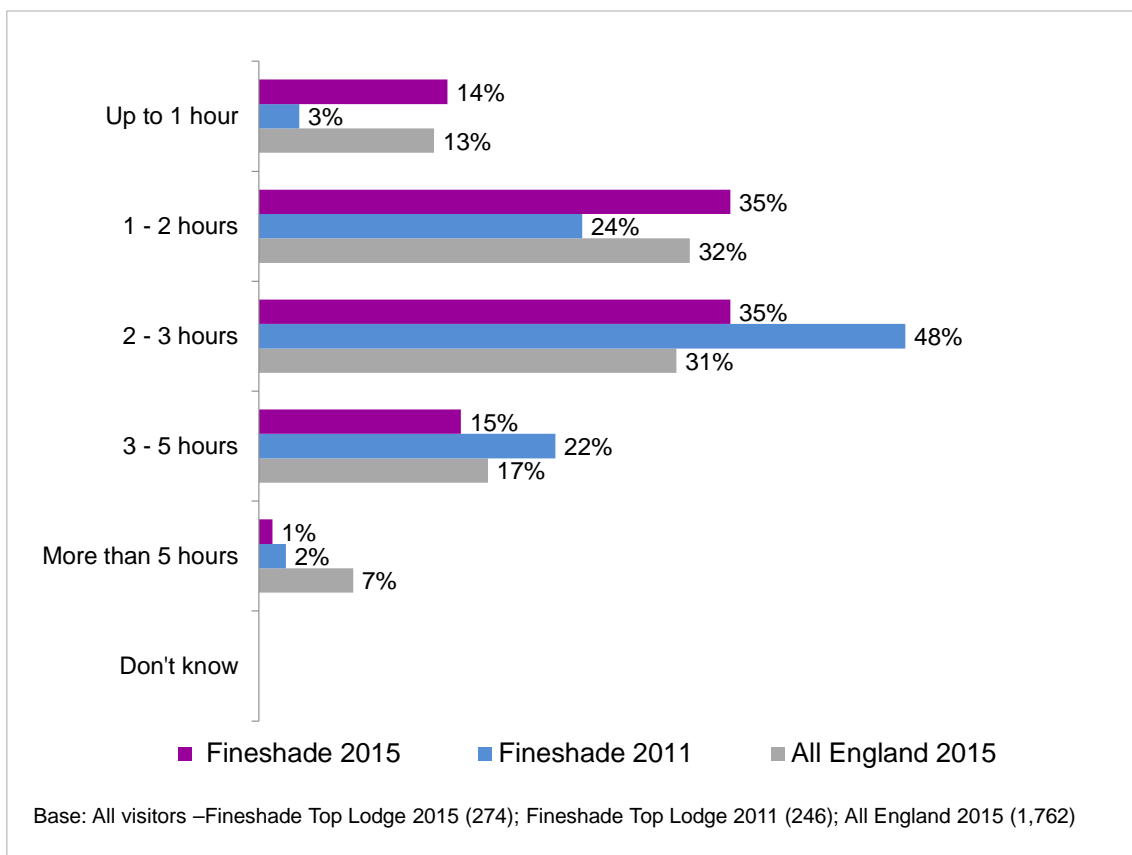
4.4 Length of visit

The average length of visit was 23 minutes shorter at Fineshade in 2015 than in 2011, with visitors spending, on average, 2 hours and 10 minutes at the site. The average length of stay across all sites in England was slightly longer, at 2 hours and 26 minutes.

Figure 6 shows the individual lengths of time visitors spent at Fineshade and shows that the shorter average visit duration reported in 2015 was as a result of significantly fewer visitors saying they stayed for more than 2 hours – down from 72% to 51%.

On the whole, the visit duration data follows a similar pattern to that seen across all England sites on average – see Figure 6 below:

Figure 6: Q5. Approximate length of time spent at the site during visit



4.5 Activities undertaken

Visitors were presented with a list of activities and asked which ones they themselves, or others in their group, had either taken part in already, or intended to take part in during their visit. They were able to choose as many activities as applicable, and could choose activities of a similar nature (e.g. walking on trails and walking off trails).

Table 4 shows the combined figures for the following:

- Activities that visitors had already taken part in
- Activities that other members of the group had already taken part in
- Activities that visitors and other members of their group intended to take part in before they left the site.

By far the most popular activity at Fineshade was walking generally (84%) which was considerably higher than the all England average (67%) and also an increase on 2011 when 77% said they had taken part in walking activities on their visit.

Conversely, cycling was less popular in 2015 than 2011, with only 19% having taken part recently, compared with 26% in the previous survey. Across all England sites in 2015, 30% had taken part in cycling activities.

The café was very popular at Fineshade, with 77% of visitors using it: up from 62% in 2011 and higher than the all England average (54%).

The play area was used by 47% of visitors, which is a significant increase since 2011 when 17% had used it.

The Visitor Centre / shop and the picnic and BBQ area were less popular with visitors in 2015 compared to 2011 (10% and 1% down from 21% and 8% respectively).

Overall, the vast majority of visitors took part in 'active' activities (99%), which is a significant increase on 2011 (38%) and also slightly higher than the all England average (94%) - see Table 4 overleaf.

Table 4: Q4a/Q4b/Q4c. Activities taken / intend to take by all members of visitor group

	Fineshade 2015 %	Fineshade 2011 %	All England 2015 %
Cycling on forest roads, tracks or trails	15	20	20
Cycling off trails or tracks	8	11	15
TOTAL CYCLING	19	26	30
Walking on a sign-posted trail	63	61	38
Walking but not following sign-posts	3	22	8
Dog walking	26	27	29
TOTAL WALKING	84	77	67
Using the café / restaurant / other catering	77	62	54
Using the play area	43	17	25
Admiring the views	16	8	13
Seeing something in the forest	15	-	6
Using the Visitor Centre / shop	10	21	9
Bird watching	3	18	3
Photography	1	9	2
Picnic or barbeque	1	8	7
Nature / natural history visit	1	4	2
Running / jogging	<1	3	2
Gruffalo Trail / Superworm Trail	<1	-	2
Orienteering / Geocaching	-	1	<1
Organised event / trip	-	-	1
Other	1	4	6
Taken part in ACTIVE activities	99	38	94

Base: All visitors – Fineshade 2015 (274); Fineshade 2011 (246); All England 2015 (1,762)

NB – Aggregated scores for cycling, walking, active and passive indicate that a proportion of visitors took part / intended to take part in more than one type of activity.

4.6 Length of time spent on activities

Those visitors who had taken part in certain physical activities were asked how long they had spent doing these. Walking and cycling activities have been analysed in Table 5 below.

As previously mentioned, visits to Fineshade lasted 2 hours and 10 minutes on average. Those walking spent an average of 1 hour and 17 minutes doing this; an 18 minute decrease since 2011, when the average time walking was 1 hour and 35 minutes.

The average time spent cycling at Fineshade in 2015 was slightly longer than the average walking time, at 2 hours and 6 minutes: again, a little shorter than 2011, when the average cycling duration was 2 hours and 9 minutes.

Table 5: Q5/Q6. Time spent taking part in walking at Fineshade

	Total duration of visit		Time spent on any walking		Time spent on any cycling	
	2015 %	2011 %	2015 %	2011 %	2015 %	2011 %
Up to 30 minutes	2	0	7	3	-	2
31 – 60 minutes	12	3	33	16	15	8
1 – 2 hours	35	24	50	60	33	38
2 – 3 hours	35	48	9	19	39	33
3 – 5 hours	15	22	<1	2	13	14
5+ hours	1	2	-	-	-	-
Don't know	-	-	<1	1	-	5
AVERAGE	2 hrs 10 mins	2 hrs 33 mins	1 hr 17 mins	1 hr 35 mins	2 hrs 6 mins	2 hrs 9 mins

Base: All respondents - 2015 (274); 2011 (246), Respondents who walked - 2015 (227); 2011 (188), Respondents who cycled – 2015 (46); 2011 (63)

4.7 Money spent at the site and in the area as a result of the visit

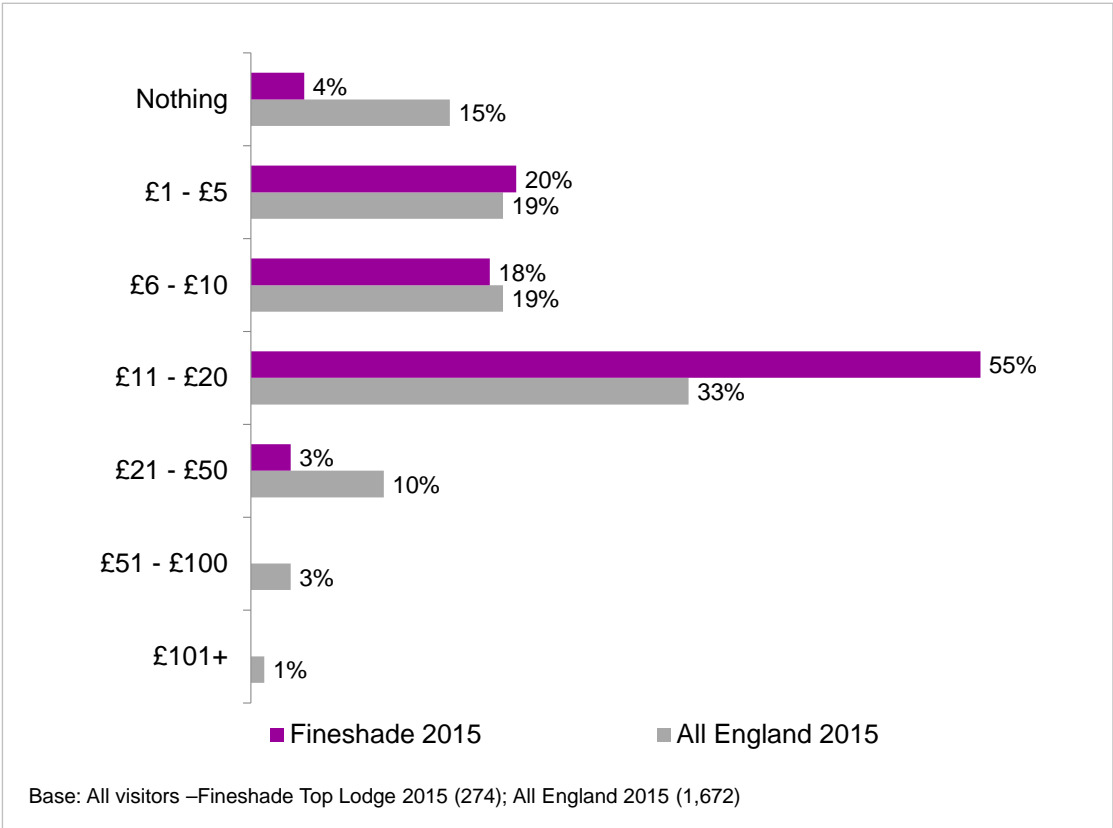
Visitors to Fineshade were asked how much they intended to spend during their visit at the site on a variety of things, including food and drink, activities, parking, souvenirs and the hiring of equipment. Figure 7 shows the figures calculated by combining the data across all types of intended spending. Please note that due to a change in the administering of this question, comparisons with 2011 spend were not possible.

Only a small proportion of the visitors interviewed said that they did not intend to spend any money at the site (4%), which was lower than the all England average (15%).

Only 3% of visitors planned to spend over £21 on their visit, which represents significantly less spending than typically recorded, as almost one in six visitors spent over £21 on their visit across all England sites on average (14%).

Overall, the average spend at Fineshade was slightly lower than the average at all England sites at £11.11 (compared with £14.69 all England).

Figure 7: Q18a. Average spend per person/group at site – frequency of spending within each price range



When looking at individual types of spending at the site, the item that the highest proportion of visitors to Fineshade was likely to spend on was parking, with almost nine out of ten (88%) planning to spend on this. The average planned spend on parking was £2.66, a little less than the all England average of £3.01.

NB The spend data is based on all visitors, not only on those who said they would spend something. This allows an average spend across all visitors to be calculated. However, when not many visitors to a site plan to spend on something (particularly if that feature is not available at a site), the average spend shown can appear to be low/unusual, and comparisons to the all England data should be considered with this in mind.

Another area of spend at the site was food and drink; four fifths of visitors were likely to spend on food and drink (79%), with an average spend of £8.43. This was similar to the all England average (£8.32).

Table 6a: Q18a. Average spend across individual items at the site (includes zero spend)

	% spending anything on items		Average spend on items £	
	Fineshade %	All England %	Fineshade £	All England £
Parking	88	71	£2.66	£3.01
Food and drink	79	65	£8.43	£8.32
Hiring equipment	<1	2	£0.09	£0.56
Activities at the site	1	5	£2.56	£3.09
Souvenirs / gifts	1	5	£0.03	£0.50
Anything else	1	2	£0.04	£0.32

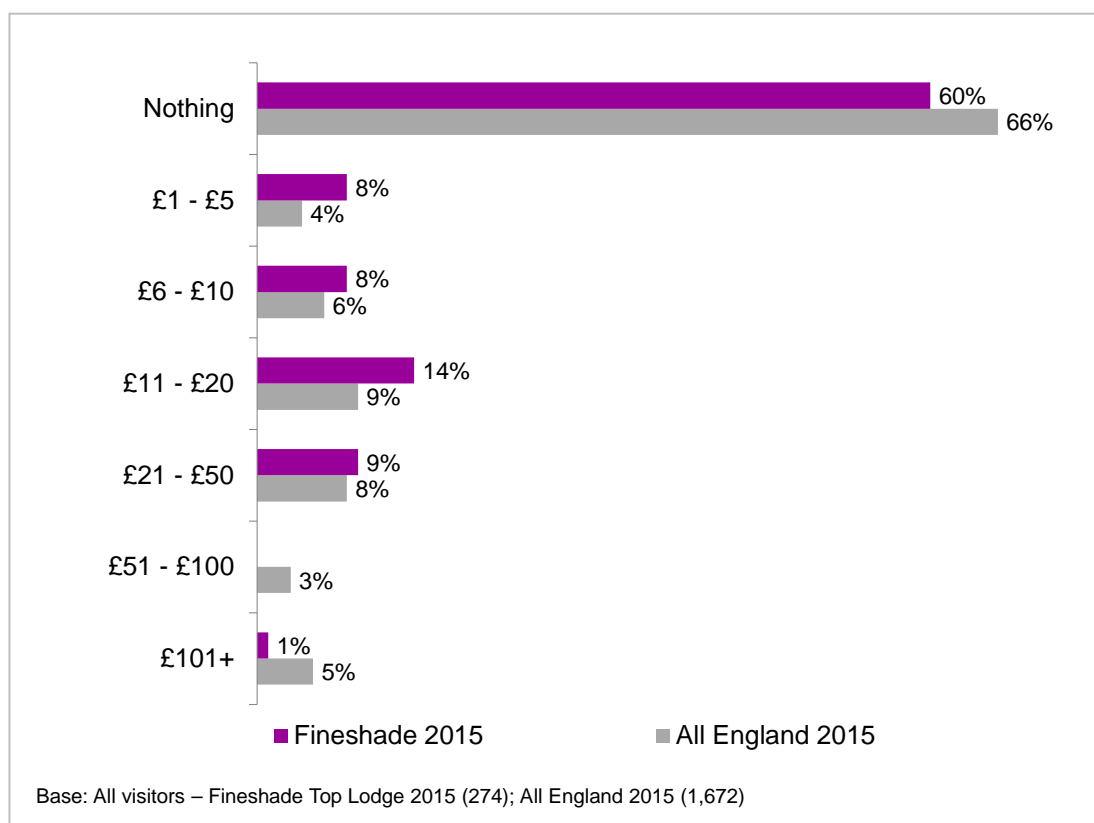
Base: All visitors – Fineshade 2015 (274); All England 2015 (1,762)

Visitors to Fineshade were also asked how much they intended to spend in the area (on a variety of things) as a result of their trip to the site. Figure 8 shows the figures calculated by combining the data across all types of spending. Again, 2011 comparisons have not been made due to changes in the administering of this question.

Three fifths of visitors to Fineshade said that they would not be spending any money in the local area as a result of their trip (60%); this was a similar proportion to the all England average (66%).

The average intended spend in the area was £7.33, much lower than the all England sites average of £31.32.

Figure 8: Q18b. Average spend per person/group in local area



Looking at individual spend in the local area as a result of their visit to Fineshade, food and drink and parking were the main areas of intended spending: 30% planned to spend on food and drink (average of £3.34); 25% would spend on parking (average of £0.74).

Table 6b: Q18b. Average spend across individual items in the local area (includes zero spend)

	% spending anything on items		Average spend on items £	
	Fineshade %	All England %	Fineshade £	All England £
Food and drink	30	25	£3.34	£10.02
Parking	25	19	£0.74	£1.26
Accommodation	2	5	£1.57	£14.69
Souvenirs / gifts	1	4	£0.07	£1.61
Transport	1	11	£0.11	£3.47
Admissions to other attractions	<1	3	£0.07	£1.16
Hiring equipment	<1	1	£0.09	£0.40
Anything else	10	5	£1.53	£2.35

Base: All visitors – Fineshade 2015 (274); All England 2015 (1,762)

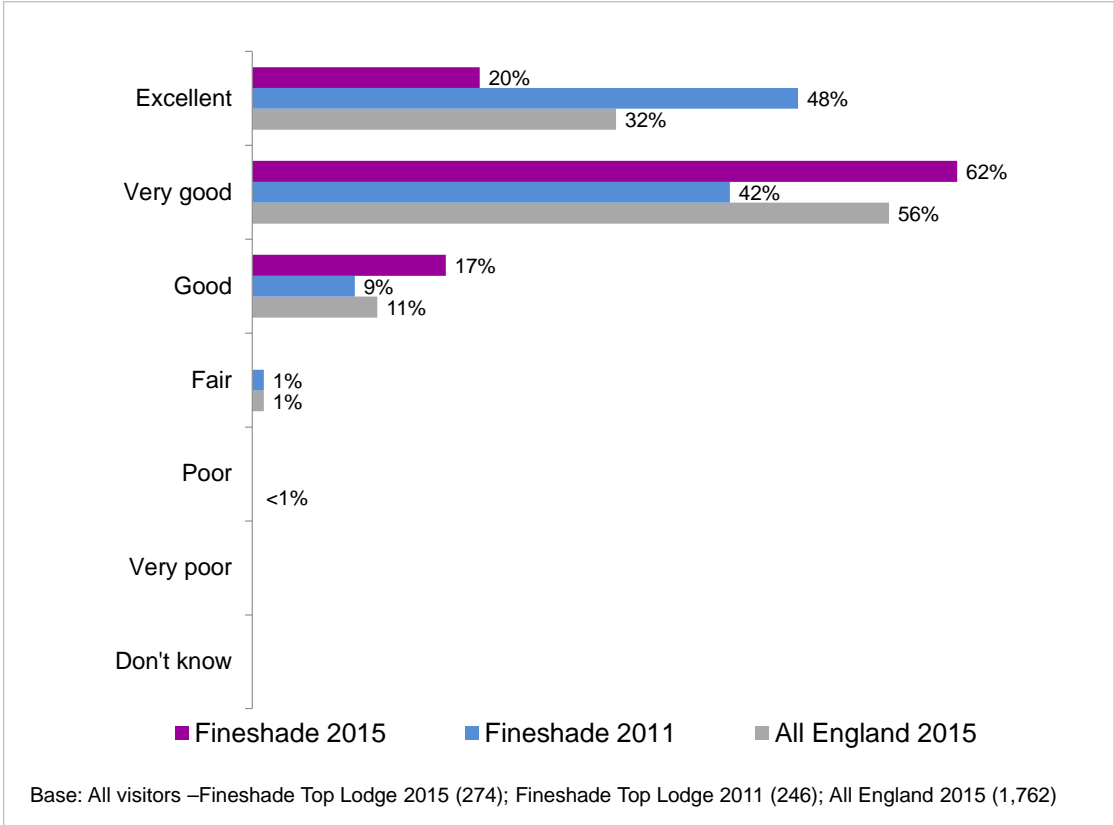
5. Perceptions of the site

5.1 Overall rating of the site as a place to visit

Perceptions of Fineshade as a place to visit were very positive. This was also true across all England sites and was found in the previous study conducted in 2011. None of the visitors interviewed at Fineshade in 2015 gave a negative rating of the site, whilst a fifth of visitors said it was excellent (20%). This does, however, represent a significant drop in the excellent rating since 2011, when 48% said it was excellent.

Overall, 82% of visitors in 2015 said Fineshade was excellent or very good: this is slightly lower than the 2011 research and the all England average (90% and 88% respectively).

Figure 9: Q16. Rating of the site as a place to visit

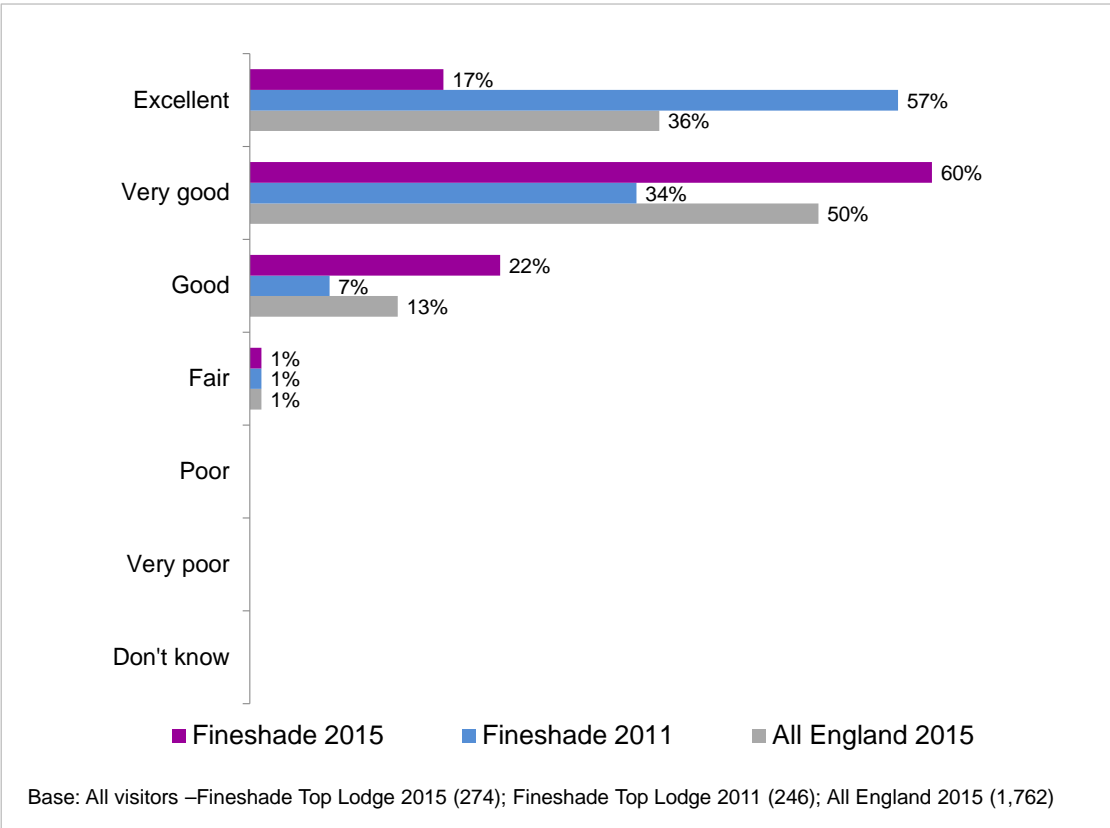


5.2 Overall rating of the site as safe and welcoming

Similarly, ratings of how safe and welcoming Fineshade was seen to be, were very positive. This was also found across all England sites on average, and in the 2011 survey.

Only 1% said the site was fair in terms of how safe and welcoming it was and none of the visitors gave the site a negative rating. However, fewer visitors gave an excellent rating in 2015 compared to 2011 (17% in 2015 compared to 57% in 2011) but views were positive overall.

Figure 10: Q11. Rating of the site in terms of being safe and welcoming



Visitors were asked why they gave that rating. The question was unprompted and visitors could mention more than one aspect of the site. Table 7 overleaf details the comments provided by 2% or more of visitors giving a positive rating (excellent, very good, good) for Fineshade and all England sites.

When asked why they gave Fineshade a positive rating, visitors were most likely to mention the scenery / beautiful environment (41%). This was the main reason on average for all England sites as well (also 41%)

Other popular mentions included good provision of paths / trails and tracks (40%), it being a good, safe place for the kids to run around and play (37%) and fresh air / open space / plenty of space / freedom (33%).

Other comments made by less than one in five visitors giving a positive rating are outlined in detail in Table 7 below:

Table 7: Q12. Reasons for giving a positive rating on how safe and welcoming the site feels – main mentions

	Fineshade 2015 %	All England 2015 %
The scenery / views / beautiful environment	41	41
Good provision of paths / trails and tracks	40	25
Good, safe place for the kids to play / run around	37	22
Fresh air / open space / plenty of space / freedom	33	24
Well laid out / well organised / good set-up	17	18
Peaceful / pleasant / tranquil / relaxing / welcoming	17	21
Safe environment generally for all people	15	19
Good quality facilities / amenities	10	11
Live locally / convenient / easy to get to / close	8	9
Well signposted / good maps / info boards	5	13
Friendly / helpful staff or rangers	5	8
Clean / tidy / well maintained / litter free	3	11
Other visitors here are friendly	3	5

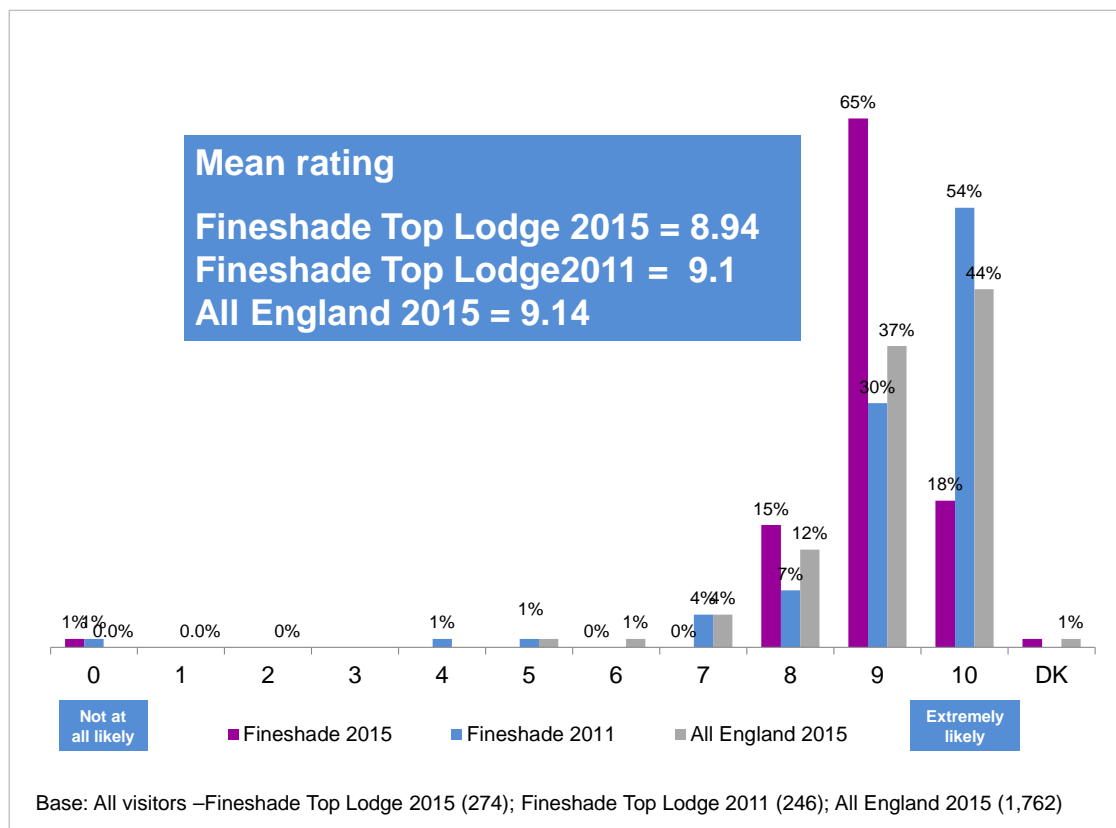
Base: Visitors rating the site as excellent, very good or good – Fineshade 2015 (274); All England 2015 (1,762)

5.3 Recommending the site as a place to visit

Visitors were asked whether they would be likely to recommend Fineshade as a place to visit to a friend or relative, using a score of 0-10, where zero equalled 'not at all likely' and 10 equalled 'extremely likely'. Scores for Fineshade and all England sites generally were extremely positive: only 2% gave a rating of less than 8/10 for Fineshade, and just under one in five gave it 10 out of 10 (18%).

Significantly more visitors gave the top rating back in 2011 (54%); however, overall the mean scores are very consistent at 8.94 in 2015 and 9.1 in 2011. Across all England sites on average, the mean rating was 9.14.

Figure 11: Q17. Likelihood of recommending the site as a place to visit



These results can be further analysed by using a Net Promoter Score (NPS), which divides visitors into three types:

- Promoters (loyal enthusiasts) - score of 9-10
- Passives (satisfied but unenthusiastic) – score of 7-8
- Detractors (somewhat less satisfied) – score of 0-6

To calculate the NPS, the percentage of ‘Detractors’ is subtracted from the percentage of ‘Promoters’ to produce a net score. The NPS for Fineshade is 82, which is not dissimilar to the score of 80 reported in 2011, and a little higher than the all England score of 78.

5.4 Favourite things about the site

Visitors to Fineshade were asked what they liked most about the site. The question was unprompted and visitors could mention more than one aspect of the site. The comments given by 2% or more of the sample are outlined in Table 8 below.

Over three fifths of visitors to Fineshade said that the walks / paths / trails were their favourite aspect of the site. This is significantly higher than the proportion citing the walks / trails in 2011 (39%), and it is also higher than the all England average (40%). Around a third of visitors said their favourite aspects of the site were the trees / plants (34%) and the fact that there were activities that were good for children (30%) at Fineshade.

Visitors' other favourite things about the site are outlined below in more detail - see Figure 12b.

Table 8: Q8. Favourite things about the site – main mentions

Activities	Fineshade 2015 %	Fineshade 2011 %	All England 2015 %
Walks / paths / trails	61	39	40
Like forests / trees / variety of trees and plants	34	20	16
Activities that are good for the children	30	19	20
Scenery / views / beautiful / natural	26	35	29
Opportunity to spend time with family / friends	24	20	14
Fresh air / being outside	17	19	16
Peace / tranquillity / relaxation / atmosphere	15	39	30
Cycle trails / freedom / opportunity to cycle	15	25	22
Been before / wanted to come again	13	5	12
Close to home / convenient location	10	9	16
Exercise / keeping fit	9	15	12
Good on-site facilities / BBQ areas / gift shop	7	17	12
Safe environment generally	6	11	10
Wildlife / bird watching	4	17	5
Lots to see and / or do	4	11	6
Ideal for dogs / dog friendly / safe for dogs	3	-	5
Clean / well looked-after	2	11	11
The weather	2	8	3

Base: All visitors – Fineshade 2015 (247); Fineshade 2011 (246); All England 2015 (1,762)

Some other favourite aspects of the site that were mentioned by fewer than 2% of visitors included:

- Café / restaurant
- Helpful / pleasant staff
- Plenty / cheap / other reference to parking
- Cost / value for money / free
- Well laid out / good layout
- Information Centre
- Good accessibility
- Not crowded / not too many people
- Friendly people
- Something different / a change

There were a few differences observed between different sub-groups of the sample:

- The walking trails were more popular than average with adult only visitors (68%) and female visitors (65%).
- First time visitors were more likely to say that they liked the scenery / views and the variety of plants / forest most (39% and 51% respectively), while repeat visitors were more likely to say they enjoyed the opportunity to spend time with friends (25% v 17%).

5.5 Suggested improvements to the site

Visitors were asked if there was anything that would enhance their enjoyment of the site, and if anything interfered with their enjoyment of the site. Again, these questions were unprompted and visitors could mention more than one improvement or issue.

Over two fifths of visitors to Fineshade could not think of anything that would add to their enjoyment and only made positive comments (45%); this was exactly the same as the all England average (also 45%).

Most suggestions to improve the site were therefore made by relatively small numbers of visitors, and Table 9 below outlines the comments that were made by 2% or more. However, the main improvement required was made by a fairly substantial 22% of visitors, and that was to have more dog poo bins / remove dog poo.

Just under one in five (18%) wanted better parking facilities (easier, cheaper, more spaces), while one in ten wanted more bins / more recycling bins / less litter (10%).

Others asked for improved / more signage and maps, improved toilets / more toilets, or more activities for children / more play areas (3% for each).

Table 9: Q9. What would enhance enjoyment of site – main mentions

	Fineshade 2015 %	All England 2015 %
Nothing / general positive comments	45	45
More dog poo bins / remove dog poo	22	11
Better parking (easier, cheaper, free)	18	14
More bins / recycling bins / less litter	10	4
Improve signage / more maps / better maps	3	2
Improve toilets / more toilets	3	2
More activities for children / more play areas	3	5

Base: All visitors – Fineshade 2015 (274); All England 2015 (1,762)

Other potential improvements not shown above as mentioned by 2% or fewer visitors only, included:

- Longer / more challenging trails, paths and cycle routes
- Improve maintenance of paths, cycle tracks and trails
- More information on wildlife / vegetation / area
- Bike shop / more shops
- More trails / paths / cycle tracks
- More seating
- More picnic areas / BBQ / picnic tables and benches
- Improve café / catering
- More wildlife / birds
- More advertising
- Cheaper cafe
- Better weather / more sunshine
- Better access / more accessible (including disabled access)
- Fewer people / fewer cyclists

When asked if there was anything that interfered with their enjoyment of their visit to Fineshade almost three out of five visitors reported that nothing had interfered with their enjoyment (58%): this was very similar to the all England average of 57%.

The main thing that interfered with visitors' enjoyment of the site was the expensive car park (13%). A further 6% complained that there was dog mess on the paths / in the play area or thought there was a need for more litter bins / recycling bins because there was too much litter.

Table 10: Q10. What interfered with enjoyment of site – main mentions

	Fineshade 2015 %	All England 2015 %
Nothing	58	57
Car parking expensive / should be free	13	9
Dog mess on paths / in play area	6	8
Need more littler bins / recycling bins / too much litter	6	3
Signs unclear / need better signs / more maps	4	1

Base: All visitors – Fineshade 2015 (274); All England 2015 (1,762)

Other comments, not shown above as made by just one percent of visitors included:

- Wet / raining / windy (poor weather)
- Toilets – not enough / closed / out of order / cleaner toilets needed / lack of changing facilities
- Should have separate trails for cyclists / dog walkers / walkers with children
- Problems with the car park - faulty machines in the car park / limited space
- Poor service in the café / long queues / inconvenient opening hours
- Dogs off leads / loose dogs / don't want dogs around
- Lack of information about nature / forest / history
- Problems getting around the site (trails closed, no disabled access)
- Complaints about other visitors
- Comments on costs (e.g. admission)

6. Site facilities

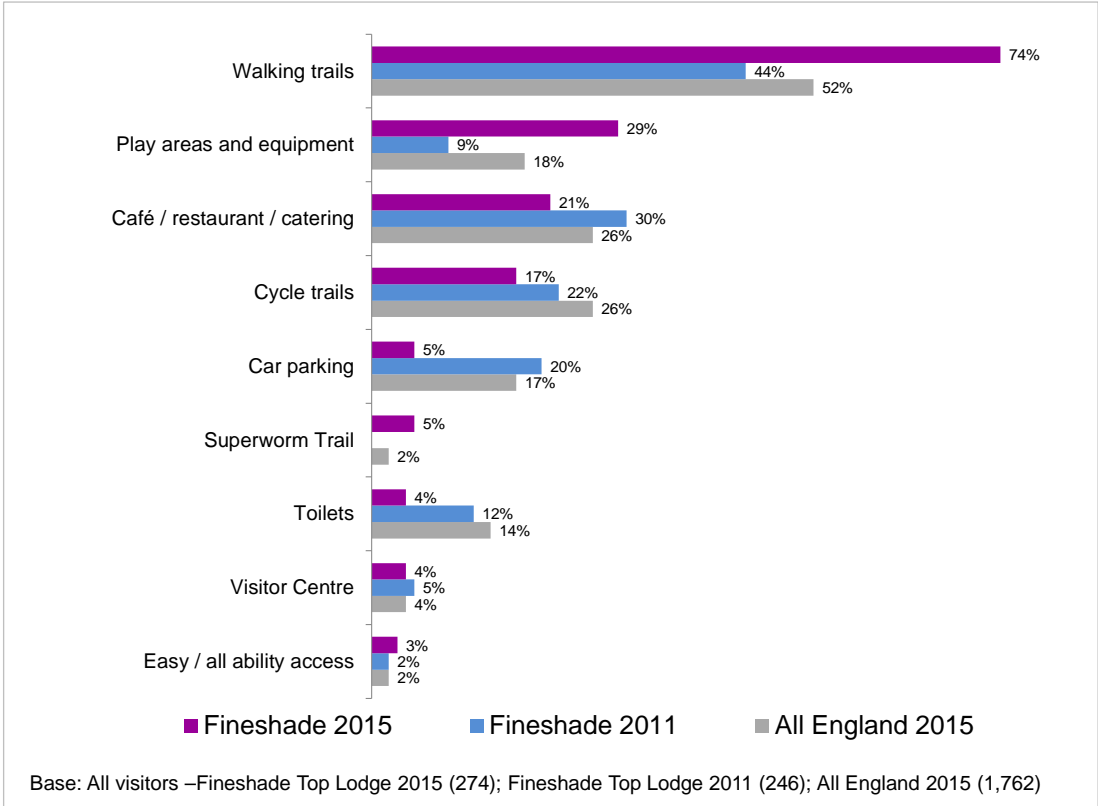
6.1 Importance of site facilities

Visitors were presented with a list of facilities available at Fineshade and asked which ones were important to their decision to visit. Visitors could mention as many facilities as were applicable.

Walking trails were mentioned by the highest proportion of visitors (74%); this figure was considerably higher than in the 2011 survey (44%) and the all England average (52%).

This was followed by play areas and equipment (29%), which was significantly above the 2011 figure of 9% and also above the all England average of 18% – see Figure 12a below.

Figure 12a: Q13. Importance of different facilities in deciding to visit

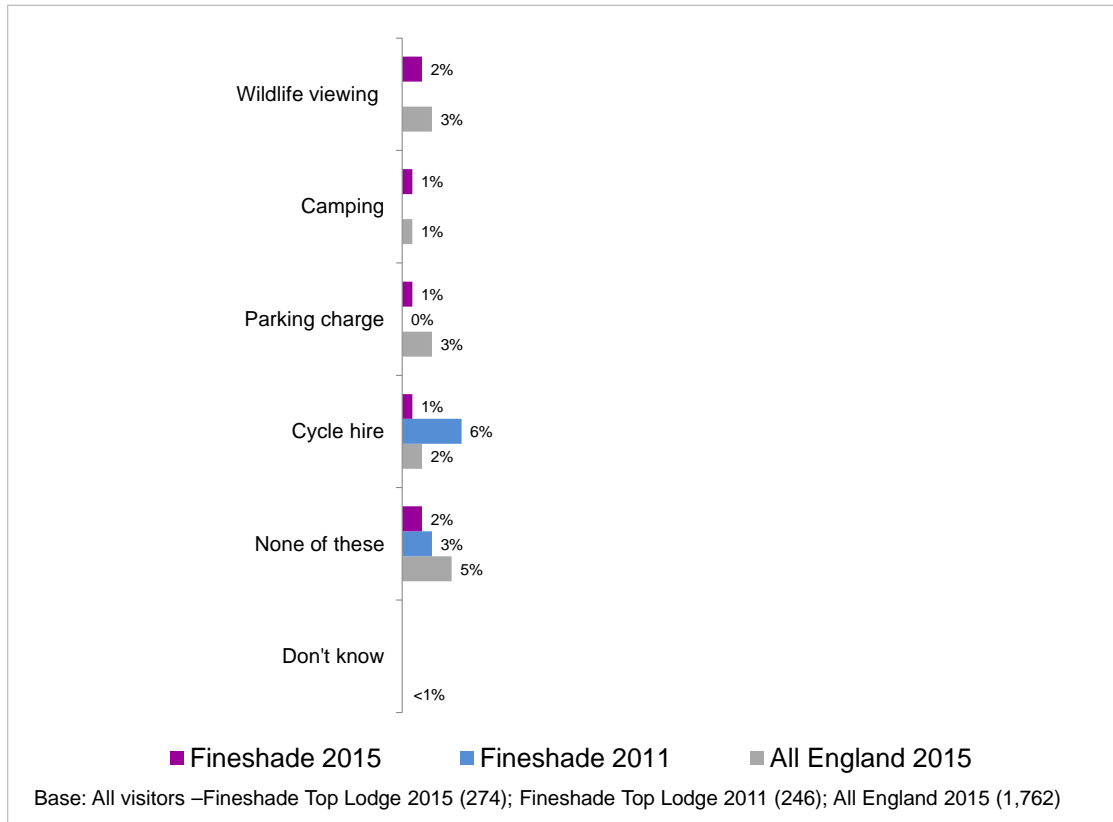


In addition, café / restaurant / catering (21%), cycle trails (17%) and car parking (5%) were most likely to influence the decision to visit, although all of these factors had decreased in importance since the 2011 survey, particularly car parking (down from 20%).

Conversely, new factors were cited as important for a small number of visitors – Superworm Trail (5%), Wildlife viewing (2%) Camping (1%) and parking charge (1%).

Other facilities that were important to visitors' decision to visit the site are outlined in more detail in Figure 12b below:

Figure 12b: Q13. Importance of different facilities in deciding to visit the site - continued



Certain other factors (apart from site facilities) were important to around one in five visitors when choosing to come to the site (22%). The main factor influencing visits was that dogs could come off the lead / dog friendly site (6%): slightly higher than the all England average of 4%. For the remaining factors, only a very small proportion of visitors mentioned each one. Those mentioned by 1% - 3% of visitors are outlined below in Table 11:

Table 11: Q14. Others factors influencing visit to site – main mentions

	Fineshade 2015 %	All England 2015 %
Nothing	78	69
Dog friendly / dogs can come off leads / dog facilities	6	4
A good / nice day out	3	2
Local / close to home / convenient	3	4
Beautiful scenery / views / natural beauty	2	2
Good facilities	1	1
Close to where I am staying (staying visitors)	1	1
Wanted to go walking / cycling	1	2
Had some free time (over Easter / Bank Holiday)	1	1
Meeting / visiting with family and friends	1	1
Good for the children / can run around and play	1	2

Base: All visitors – Fineshade 2015 (274); All England 2015 (1,762)

Other factors mentioned by fewer than 1 percent included:

- Good weather / sunny / warm
- Outdoors / fresh air / open spaces
- Play trails (Gruffalo, Superworm)
- Friend / family recommended it / owner of B&B recommended it / word of mouth
- Relaxing / peaceful / tranquil / quiet
- Been before / come here a lot / good memories
- Not too busy
- Easy to find / easy to get to

6.2 Facilities used

Visitors were then presented with the same list, and asked which facilities they had used during their visit.

The car park was the facility used by the highest proportion of visitors at the site (84%), and was closely followed by the walking trails (80%), parking charge (76%) and the café / restaurant / catering (72%). The toilets were also used by seven out of 10 visitors (70%), while almost a quarter of visitors used the play areas and equipment (23%).

However, the cycle trails and the Visitor Centre were only used by small proportions of the visitors (16% and 5% respectively). The Superworm trail, which was a new attraction, was used by 16 % of visitors.

Other facilities were used by very small proportions of visitors – see Figure 13a and 13b overleaf for more details:

Figure 13a: Q15. Facilities used at Fineshade 2015

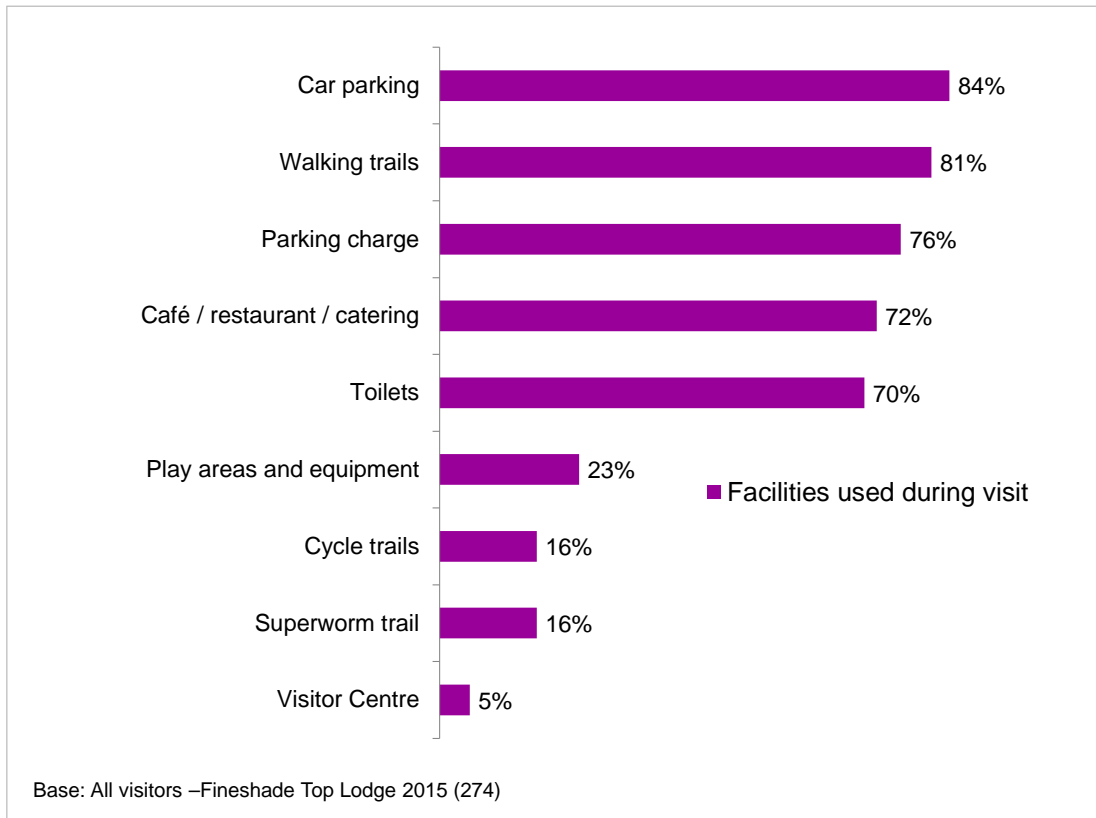
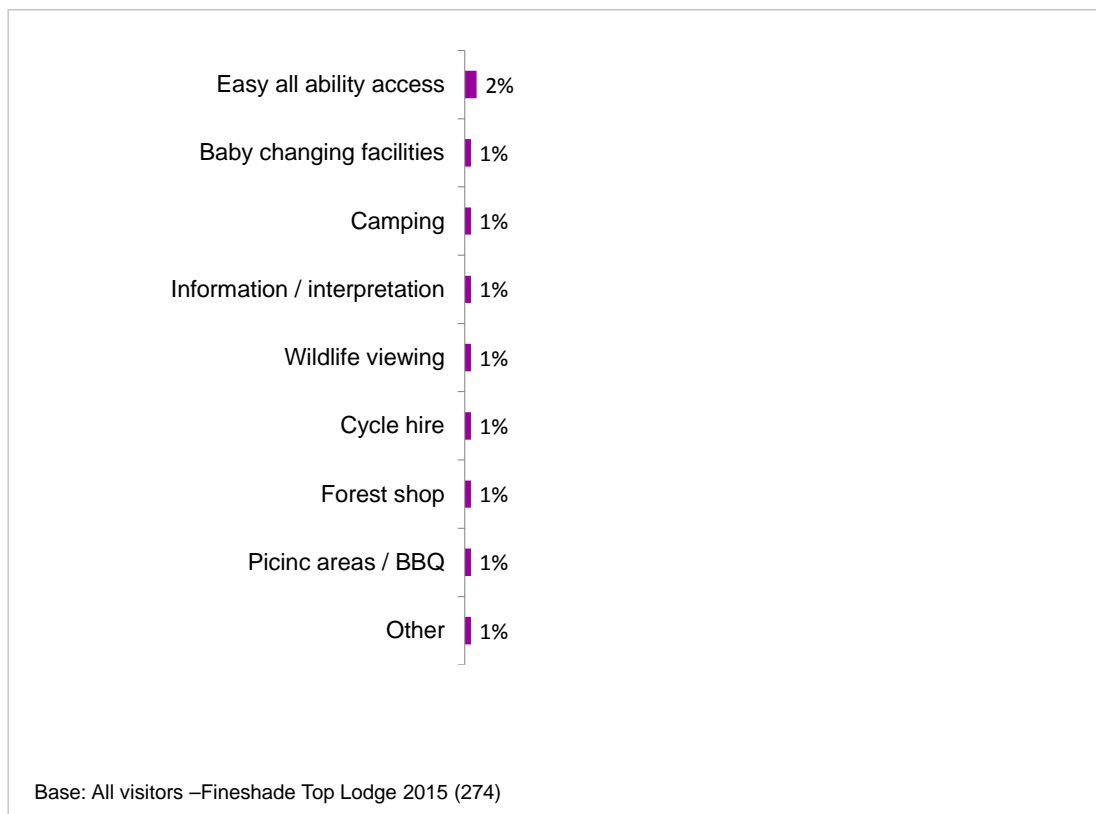


Figure 13b: Q15. Facilities used at Fineshade 2015 - continued



6.3 Rating of site facilities

Visitors were then asked to rate the facilities they had used. The ratings for the facilities used by 40 or more visitors to Fineshade have been detailed in Figure 14 below. Ratings of most of the facilities were very positive, with only small proportions giving most of these facilities a poor rating, and the vast majority giving a positive rating of either ‘excellent’, ‘very good’ or ‘good’.

Cycle trails received the highest score, with 28% rating this facility as excellent and nearly all of the remaining users rating it as very good (65%) or good (7%).

Ratings of walking trails were similarly positive, with 18% saying they were excellent and 70% saying they were very good: nobody rated the walking trails as poor.

As shown in Figure 14, a majority of users rated all other facilities positively, and very few gave negative ratings. The exceptions to this were the car park and the parking charge; whilst only 9% rated the car park as ‘poor’, a further 21% could only report a ‘fair’ rating, and only 9% said it was excellent. Almost a quarter of visitors said the parking charge in the car park was poor (23%), while 41% said it was only fair.

Figure 14: Q15b. Rating of Fineshade site facilities 2015 – main facilities used

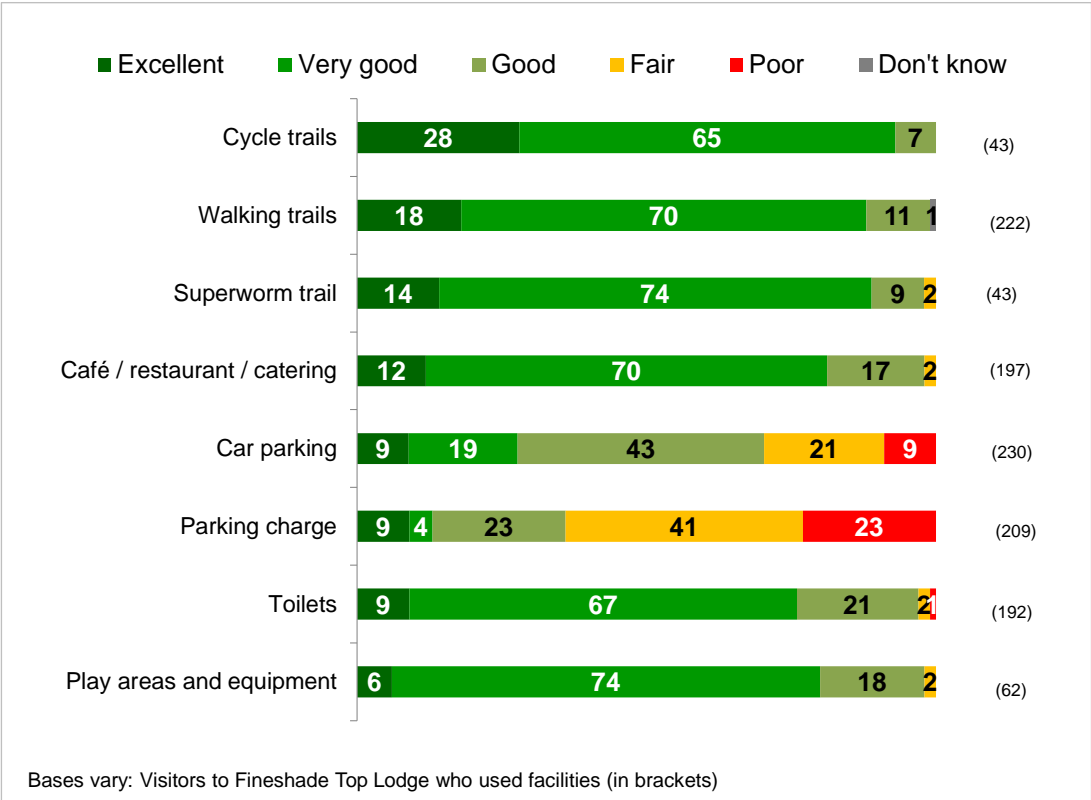


Table 12 compares the proportions giving ‘excellent’ ratings to the facilities used in 2015 compared with 2011, where they were mentioned in the previous survey.

The proportion who gave an ‘excellent’ rating has decreased since the previous research, for all the facilities listed. The most significant decreases are seen in the ratings of the car parking, the café and the toilets (32 and 21 and 21 percentage point decreases respectively).

Despite the decrease in the proportion of visitors rating the site facilities as excellent, the ratings were still very positive for most of the facilities listed below.

Table 12: Q15b – Proportions rating facilities at Fineshade as ‘Excellent’ 2015 vs. 2011

Facilities	Fineshade 2015 %	Fineshade 2011 %	% point change
Cycle trails	28	37	-9
Walking trails	18	37	-19
Café / restaurant / catering	12	33	-21
Car parking	9	41	-32
Toilets	9	30	-21
Play areas and equipment	6	24	-18

Bases vary: visitors using each facility

7. Information about sites

7.1 Sources used to plan visit

Visitors were asked where they found out about Fineshade as a place to visit. This question was prompted and visitors could mention as many sources of information as were applicable – those given by 2% or more of visitors are outlined below.

Just over half of visitors had always known about the site (52%), whilst almost two fifths had heard about it through word of mouth (37%): this increases to over half of first time visitors (59%).

Around one in ten became aware of the site online, with 4% mentioning the Forestry Commission website, and 2% mentioning Google / other search engine and other websites.

Table 13: Q7 – How found out about the site as a place to visit – main mentions

	Fineshade 2015 %	Fineshade 2011 %	All England 2015 %
Always known about it / been here before	52	45	53
Word of mouth	37	31	34
Forestry Commission website	4	*	4
Google / other search engine	2	*	4
Other websites	2	*	2
Road signs	2	2	1
Just passing / en route	2	4	2

Base: All visitors – Fineshade 2015 (274); Fineshade 2011 (246); All England 2015 (1,762)

* Data not available

There were several other sources of information used by fewer than 2 percent of visitors in 2015. These included:

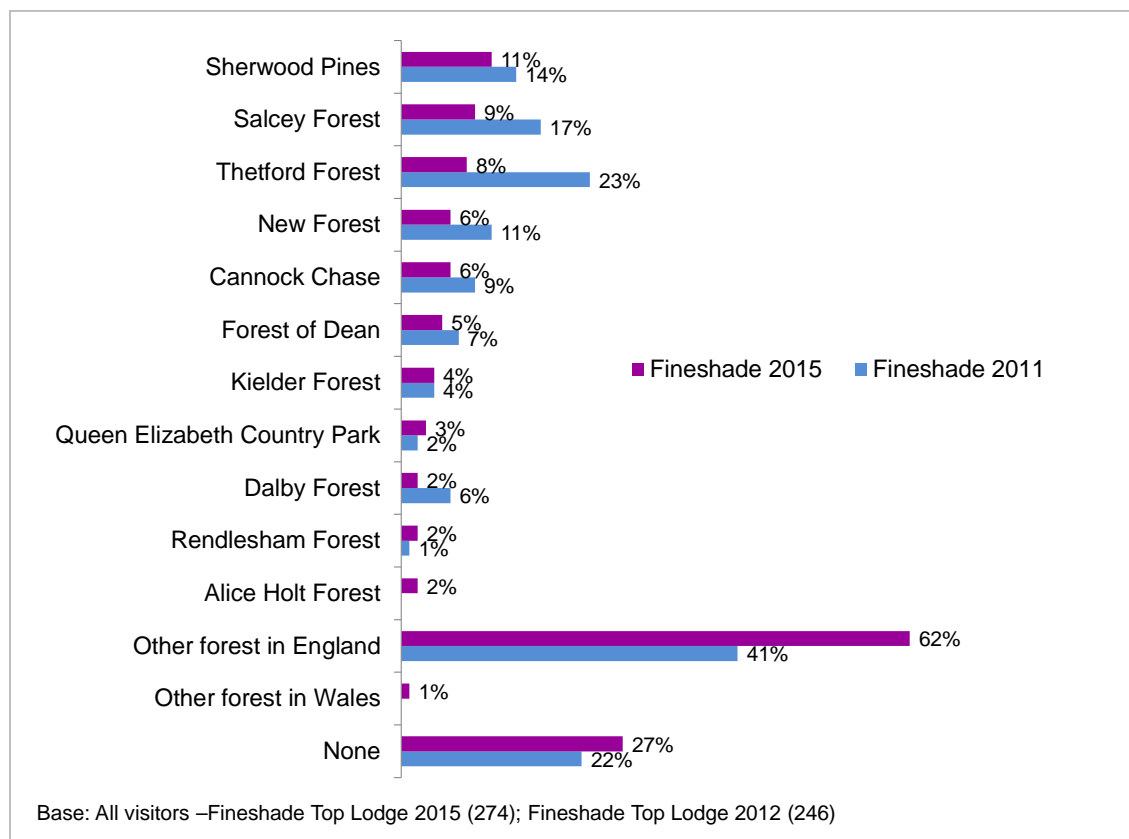
- Facebook
- Leaflet
- Caravan magazine
- Live locally
- Tourist Information Centres / Tourist Board
- TV
- Book / guide book

7.2 Visiting other sites

Visitors to Fineshade were presented with a list of FCE managed forests and woodlands, and asked whether they had visited any of these other sites in the last 12 months. Just under three quarters of visitors had visited at least one other site (73%), although in 2011, 78% had visited another site.

Sherwood Pines was mentioned by the highest proportion of visitors to Fineshade (11%). A further one in ten mentioned Salcey Forest (9%), followed by Thetford Forest (8%), New Forest and Cannock Chase (6% for each) and Forest of Dean (5%). Less than one in twenty Fineshade visitors had visited the remaining listed sites.

Figure 15: Other sites visited in the last 12 months



Other sites mentioned by small numbers (1%) of visitors included:

- Dunwich Forest
- Hicks Lodge
- Whinlatter
- Westonbirt Arboretum
- Wyre Forest
- Grizdale

8. Discovery passes

8.1 Uptake and interest in season tickets and annual Discovery Passes

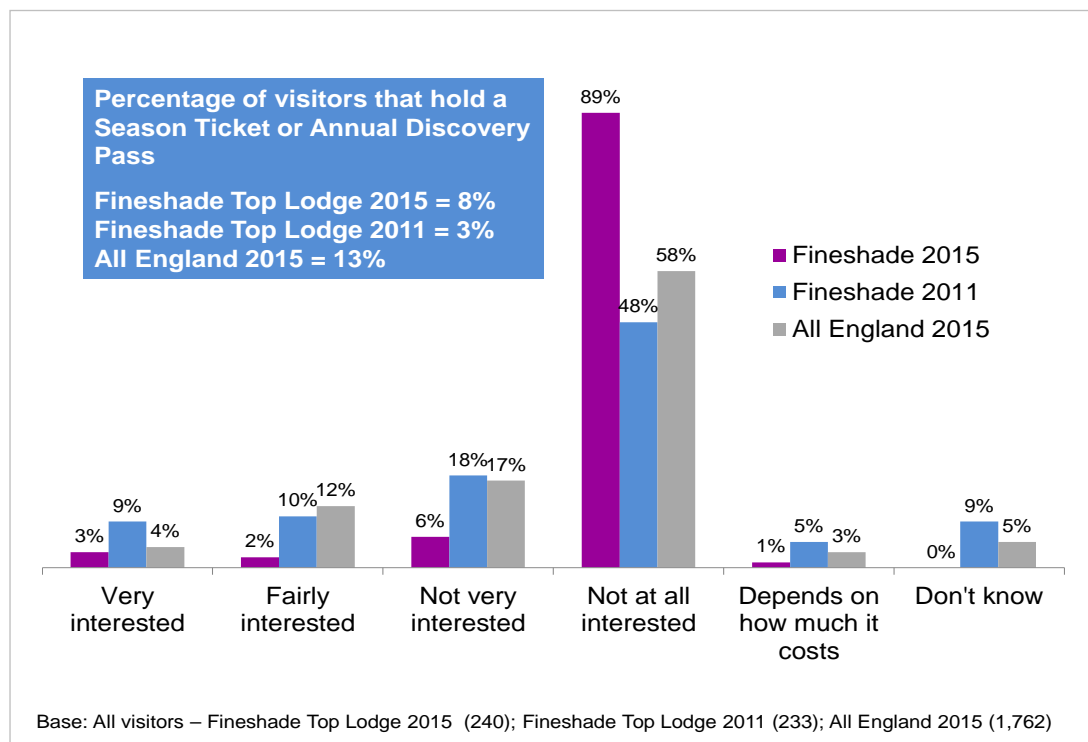
Around one in ten visitors to Fineshade held a season ticket or annual Discovery Pass (8%); this was slightly higher than the 2011 figure (3%) but is slightly lower than the all England average (13%).

All visitors (whether they currently hold a pass or not) were then asked how interested they would be in purchasing one in the future. They were prompted with the price (approximately £70) and the benefits (free parking and discounts to FCE sites).

Levels of interest amongst visitors to Fineshade on purchasing an Annual Discovery Pass were very low, with 5% saying they were interested (3% very interested and 2% fairly interested). This was considerably lower than the proportion of visitors who were interested in a pass back in 2011 (19%). Across all England sites, levels of interest in purchasing a pass were also higher than current interest levels in Fineshade, with 16% saying they were interested in buying one.


Most of the visitors interviewed were therefore not interested in purchasing an Annual Discovery Pass (95%) which was also true, to a lesser extent, across all England sites in 2015 (75%).

Figure 16: Current usage and levels of interest in season tickets and annual Discovery Passes



Appendix I

Questionnaire

 2 Museum Place, Cardiff, CF10 3BG	B01326-3 NRW / FCE Quality of Visitor Experience – Year 3 FINAL	FOR OFFICE USE ONLY		INTERVIEWER RECORD WEATHER CONDITIONS (3-6m) CAN MULTI-CODE Sunshine 1 Cloud 2 Rain 3 Wind 4 Other (specify) _____
	Case No.	Point (1-2)		

APPROACH ADULTS AGED 16+ - READ OUT

Hello, my name is of Beaufort Research. We are conducting some market research in this area on behalf of the Forestry Commission to find out how this site is being used, and your views on the site and the facilities it offers. Your feedback will help to improve the quality of the visitor experience at this site and ensure that managed woodlands such as this are welcoming places to be.

Reassure if necessary: Beaufort is an independent market research company and we are not selling anything.

Can you spare just a few minutes to answer some questions? The interview should only take around 10 minutes to complete and all of your responses will be treated with the strictest confidence, and will only be reported in combination with the answers of other visitors.

S1 Have you come to the end of your visit, or are you about to come to the end of your visit here?

- Yes → **CONTINUE**
- No → **THANK AND CLOSE**

ASK S2 AND S3 IN WALES ONLY – CHANGE TO WELSH VERSION WHERE REQUIRED

S2 Do you speak Welsh? **IF YES** Is that.....?

- Yes – fluently
- Yes – but not fluently
- No

(7)
1
2
3

IF SPEAK WELSH, ASK S3 BEFORE CONTINUING WITH INTERVIEW

S3 We can conduct this interview in English or in Welsh - which would you prefer?

- English
- Welsh

(8)
1
2

ASK ALL

Q1 Can I just check how many people there are in total in your group?
WRITE IN NUMBER FOR EACH GROUP – IF NONE RECORD Ø

Adults aged 16+ (including respondent) _____
Children aged 0-5 years _____
Children aged 6-10 years _____
Children aged 11-15 years _____

(9-10)
(11-12)
(13-14)
(15-16)

SHOWCARD A

Q2 Which of the following best describes your trip today
SINGLE CODE

A day trip of less than 3 hours away from home
A day trip of more than 3 hours away from home
A visit that includes an overnight stay
Part of a longer holiday / visit
Don't know

(17)
1
2
3
4
5

SHOWCARD B

Q3 How often, on average do you come to this site?
SINGLE CODE

First visit

Every day
4-6 times a week
1-3 times a week
1-3 times a month
4-6 times a year
1-3 times a year
Less often
Don't know

(18)
1
2
3
4
5
6
7
8
9

ASK ALL

SHOWCARD C

Q4a Which of these activities have you personally taken part in during your visit here today?

PROBE - Any others?

RECORD IN FIRST COLUMN IN GRID BELOW - CODE ALL MENTIONED

ONLY ASK Q4b IF MORE THAN ONE PERSON IN GROUP

SHOWCARD C AGAIN

Q4b And which of these activities have other members of your group taken part in during your visit here today? **PROBE** - Any others?

RECORD IN SECOND COLUMN IN GRID BELOW - CODE ALL MENTIONED

ASK ALL

SHOWCARD C AGAIN

Q4c And which of these activities are you (**IF PART OF GROUP:** or other members of your group) **planning** to take part in during your visit here today? **PROBE** - Any others?

RECORD IN THIRD COLUMN IN GRID BELOW - CODE ALL MENTIONED

		(20-23m)	(28-31m)	(36-39m)
		Q4a Personally taken part in	Q4b Others in group taken part in	Q4c Personally / other PLANNING to take part in
A	Cycling on forest roads, tracks or trails	1	1	1
B	Cycling / mountain biking off trails or tracks	2	2	2
C	Dog walking	3	3	3
D	Walking on a sign-posted trail	4	4	4
E	Walking but not following sign posts	5	5	5
F	Orienteering / Geocaching	6	6	6
G	Running / jogging	7	7	7
H	Horse riding / pony trekking	8	8	8
I	Using the café / restaurant / other catering	9	9	9
J	Using the Visitor Centre / shop	A	A	A
K	Using the play area	B	B	B
L	Nature / natural history visit	C	C	C
M	Bird watching	D	D	D
N	Photography	E	E	E
O	Picnic or barbeque	F	F	F
P	Camping	G	G	G
Q	Go Ape!	H	H	H
R	Seeing something in the forest	I	I	I
S	Organised event / trip	J	J	J
T	Admiring the views	K	K	K
U	A forest drive	L	L	L
		(24-27m)	(32-35m)	(40-43m)
	OTHERS			
	None of these	M	M	M

ASK ALL

SHOWCARD D

Q5 Approximately how long have you spent here today in total?
SINGLE CODE

- 0 - 15 minutes
- 16 - 30 minutes
- 31 - 60 minutes
- 1 - 2 hours
- 2 - 3 hours
- 3 - 5 hours
- 5+ hours

Don't know

(45)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

INSTRUCTIONS:

Q6 IS ASKED OF PHYSICAL ACTIVITIES THAT THE RESPONDENT HAS PERSONALLY TAKEN PART IN AT Q4a – OTHERWISE GO TO Q7

- ASK ABOUT TIME SPENT CYCLING IF CODED **1 OR 2 AT Q4a**
- ASK ABOUT TIME SPENT WALKING IF CODED **3, 4 OR 5 AT Q4a**
- ORIENTEERING, RUNNING AND HORSE RIDING – CHECK IF CODED **6, 7 OR 8 AT Q4a**

SHOWCARD D AGAIN

Q6 And approximately how long have you spent here today.....?
SINGLE CODE

	(46)	(47)	(48)	(49)	(50)
TIME SPENT	<u>RESPONDENT</u> CYCLING FROM Q4a	<u>RESPONDENT</u> WALKING FROM Q4a	<u>RESPONDENT</u> ORIENTEERING / GEOCACHING FROM Q4a	<u>RESPONDENT</u> RUNNING / JOGGING FROM Q4a	<u>RESPONDENT</u> HORSE RIDING / PONY TREKKING FROM Q4a
0 - 15 minutes	1	1	1	1	1
16 - 30 minutes	2	2	2	2	2
31 - 60 minutes	3	3	3	3	3
1 – 2 hours	4	4	4	4	4
2 – 3 hours	5	5	5	5	5
3 – 5 hours	6	6	6	6	6
5+ hours	7	7	7	7	7
Don't know	8	8	8	8	8

ASK ALL

SHOWCARD E

<p>Q7 How or where did you find out about this site as a place to visit? CODE ALL MENTIONED</p>	<p>(55-58m)</p>
<p>Always known about it / been here before Word of mouth Newspaper Leaflet ----- Tourist Information Centre</p>	<p>1 2 3 4 5</p>
<p>Road signs Just passing / en route Map Smartphone app ----- Facebook</p>	<p>6 7 8 9 A</p>
<p>----- Twitter Forestry Commission website Natural Resources Wales website Google / other search engine Other website (please specify) _____</p>	<p>B C D E X</p>
<p>----- Other (please specify) _____ Don't know / can't remember</p>	<p>(59-62m) X M</p>
<p>Q8 What do you like most about the site? PROBE Anything else? DO NOT PROMPT – CODE ALL MENTIONED</p>	<p>(63-66m)</p>
<p>Peace / tranquillity / relaxation Scenery / views / beautiful Walks / paths / trails ----- Cycle trails / freedom / opportunity to cycle</p>	<p>1 2 3 4</p>
<p>----- Wildlife / bird watching Fresh air / being outside Exercise / keeping fit ----- Activities that are good for the children</p>	<p>5 6 7 8</p>
<p>----- Close to home / convenient Opportunity to spend time with family / friends Safe environment ----- Lots to see and / or do</p>	<p>9 A B C</p>
<p>----- Like forests / trees / variety of trees Good on-site facilities Clean / well looked-after ----- The weather</p>	<p>D E F G</p>
<p>----- Been before / wanted to come again Helpful / pleasant staff Plenty / cheap / other reference to parking Cost / value for money -----</p>	<p>H I J K</p>
<p>Other (please specify) ----- ----- Nothing Don't know</p>	<p>(67-70m) L M</p>

ASK ALL

Q9 What, if anything, would enhance your enjoyment of this site?
PROBE Anything else?
DO NOT PROMPT – CODE ALL MENTIONED
IF MENTIONS WEATHER, PROBE FOR MORE DETAILS

(75-78m)

- Better parking (easier, more, cheaper, free)
- Improve toilets / more toilets / shower facilities / changing area
- More activities for children / more play areas
- More trails / paths / cycle tracks
- Improve signage / more maps / better maps
- Improve café / catering
- More dog poo bins / remove dog poo
- More bins / litter bins / recycling bins
- Longer / more challenging trails, paths and cycle routes
- More seating
- More picnic areas / BBQ / picnic tables and benches
- Improve maintenance of paths / cycle tracks / better surfacing

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- A
- B
- C

Other (please specify)

(79-82m)

Nothing

L

Don't know

M

Q10 What, if anything, interfered with your enjoyment of this site today?
PROBE Anything else?
DO NOT PROMPT – CODE ALL MENTIONED
IF MENTIONS WEATHER, PROBE FOR MORE DETAILS

(83-86m)

- Wet / raining / windy (poor weather)
- Car parking expensive
- Signs unclear / need better signs / more maps
- Problems with car parks
- Poor service in café / long queues / inconvenient opening hours
- Too busy
- Dogs off leads / loose dogs / don't want dogs around
- Toilets – not enough / closed / out of order
- Need more litter bins / recycling bins / too much litter
- Dog mess on paths / in play areas

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- A

Other (please specify)

(87-90m)

Nothing

L

Don't know

M

ASK ALL

SHOWCARD F

Q11 How would you rate the site in terms of how safe and welcoming it feels?
SINGLE CODE

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

Don't know / not sure

(95)

1 }
2 } **Q12**
3 }
4 }
5 }
6 }
7 → **Q13**

ASK Q12 IF CODED 1-6 AT Q11

Q12 What are the reasons for your rating? **PROBE** Anything else?
DO NOT PROMPT – CODE ALL MENTIONED

- The scenery / views / beautiful environment
- Peaceful / pleasant / tranquil / relaxing
- Fresh air / open space
- Safe environment generally
- Good, safe place for the kids to play and run around
- Clean / tidy / well maintained / litter free
- Well signposted / good maps / info boards
- Well laid out / well organised / good set up
- Other visitors here are friendly
- Good quality facilities or amenities
- Good provision of paths, trails and tracks
- Friendly / helpful staff or rangers
- Live locally / convenient / easy to get to

(96-99m)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- A
- B
- C
- D

Other (please specify)

(100-103m)

Don't know

M

FINESHADE – TOP LODGE

ASK ALL

SHOWCARD G9

Q13 Looking at this card, which of these aspects **of the site** were important to your decision to visit today?

CODE ALL MENTIONED

		(105-108m)
A	Art or sculpture in the forest	4
B	Baby changing facilities	6
C	Bike wash	7
D	Bus links	9
E	Café / restaurant / catering	A
F	Camping	B
G	Car parking	C
H	Cycle hire	E
I	Cycle trails	F
J	Disabled toilets	G
K	Easy / all ability access	H
L	Educational resources	I
M	Forest shop	M
		(109-112m)
N	Horse riding	4
O	Information available / interpretation	5
P	Orienteering / Geocaching	A
Q	Parking charge	B
R	Picnic areas / BBQ	C
S	Play areas and equipment	E
T	Superworm Trail	J
U	Toilets	K
V	Visitor Centre	N
W	Walking trails	O
		(113-116m)
X	Wildlife viewing / activities	3

None of these
Don't know

M
N

Q14 Can you tell me about anything else that might have influenced your decision to visit here today, other than the site facilities you have just mentioned?

PROBE Anything else?
RECORD VERBATIM

(117-120m)

(121-124m)

Nothing
Don't know

M
N

FINESHADE – TOP LODGE

ASK ALL

SHOWCARD G9 AGAIN

Q15a Which aspects of the site have you used during your visit today? **PROBE** Any others?
RECORD IN COLUMN A – CODE ALL MENTIONED

SHOWCARD H

Q15b Now I would like you to rate each of the aspects of the site that you have used during today's visit. So how would you rate....?
 FOU: (140-231 FOR Q15)

ONLY ASK FOR ASPECTS THAT HAVE BEEN CODED AT Q15a – IF 'NONE' OR 'D/K' AT Q15a, SKIP TO Q16, DO NOT ASK Q15b

ASPECTS USED		Q15a COL. A CIRCLE IF USED	Q15b - COLUMN B ONLY RATE THOSE TICKED IN COLUMN A							
			Excellent	Very good	Good	Fair	Poor	Very poor	DK	
		(125-128m)								
A	Art or sculpture in the forest	4	1	2	3	4	5	6	7	(143)
B	Baby changing facilities	6	1	2	3	4	5	6	7	(145)
C	Bike wash	7	1	2	3	4	5	6	7	(146)
D	Bus links	9								(148)
E	Café / restaurant / catering	A	1	2	3	4	5	6	7	(149)
F	Camping	B	1	2	3	4	5	6	7	(150)
G	Car parking	C	1	2	3	4	5	6	7	(151)
H	Cycle hire	E	1	2	3	4	5	6	7	(153)
I	Cycle trails	F	1	2	3	4	5	6	7	(154)
J	Disabled toilets	G	1	2	3	4	5	6	7	(155)
K	Easy / all ability access	H	1	2	3	4	5	6	7	(156)
L	Educational resources	I	1	2	3	4	5	6	7	(157)
M	Forest shop	M	1	2	3	4	5	6	7	(161)
		(129-132m)								
N	Horse riding	4	1	2	3	4	5	6	7	(167)
O	Information available / interpretation	5	1	2	3	4	5	6	7	(168)
P	Orienteering / Geocaching	A	1	2	3	4	5	6	7	(173)
Q	Parking charge	B	1	2	3	4	5	6	7	(174)
R	Picnic areas / BBQ	C	1	2	3	4	5	6	7	(175)
S	Play areas and equipment	E	1	2	3	4	5	6	7	(177)
T	Super Worm Trail	J	1	2	3	4	5	6	7	(182)
U	Toilets	K	1	2	3	4	5	6	7	(183)
V	Visitor Centre	N	1	2	3	4	5	6	7	(186)
W	Walking trails	O	1	2	3	4	5	6	7	(187)
		(133-136m)								
X	Wildlife viewing / activities	3	1	2	3	4	5	6	7	(190)
OTHERS (WRITE IN)										
			1	2	3	4	5	6	7	()
			1	2	3	4	5	6	7	()

None of these M
 Don't know N

ASK ALL

SHOWCARD H AGAIN

Q16 Overall, how would you rate this site as a place to visit?
SINGLE CODE

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor

Don't know / not sure

(235)

- 1
- 2
- 3
- 4
- 5
- 6
- 7

Q17 Using a scale of 0 – 10, where 0 means 'Not at all likely' and 10 means 'Extremely likely', how likely is it that you would recommend this site as a place to visit to a friend or relative?
SINGLE CODE

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

(236)

SHOWCARD I

Q18a Thinking about your visit to this site today, how much are you (and your group) likely to spend here on the following things?

WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND £
IF NONE, DON'T KNOW OR REFUSED, TICK APPROPRIATE BOX

ITEMS	£	Nothing	DK	Ref.	
Food and drink		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(237-240)
Activities available at this site		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(241-244)
Parking		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(245-248)
Souvenirs / gifts		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(249-252)
Hiring equipment such as boats, bikes or horses		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(253-256)
Anything else		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(257-260)

SHOWCARD J

Q18b And more generally, how much are you (and your group) likely to spend during your visit to this local area on the following things?

WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND
IF NONE, DON'T KNOW OR REFUSED, TICK APPROPRIATE BOX

ITEMS	£	Nothing	DK	Ref.	
Food and drink		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(261-264)
Accommodation (if staying overnight)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(265-268)
Admission to other attractions		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(269-272)
Parking		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(273-276)
Transport, including public transport, taxis and petrol		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(277-280)
Souvenirs / gifts		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(281-284)
Hiring equipment such as boats, bikes or horses		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(285-288)
Anything else		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(289-292)

SHOWCARD K (E) AND GREEN ENGLAND MAP

Q19 Looking at this map, can you tell me which, if any, of the sites marked you have visited in the last 12 months?

CODE ALL MENTIONED

(300-303m)

Alice Holt Forest	1
Abbotts Wood	2
Bedgebury Forest and Pinetum	3
Cannock Chase	4
Cardingham Woods	5
Chambers Farm Wood	6
Chopwell	7
Dalby Forest	8
Delamere Forest	9
Dunwich Forest	A
Fineshade Woods	B
Forest of Dean	C
Gisburn	D
Grizedale	E
Guisborough Forest	F
Haldon Forest Park	G
Hamsterley	H
Haughmond Hill	I
Hicks Lodge	J
Jeskyns	K
Kielder Forest	L
Moors Valley Country Park	M
New Forest	N
Queen Elizabeth Country Park	O

(304-307m)

Rendlesham Forest	1
Rosliston	2
Rowney Warren	3
Salcey Forest	4
Savemake Forest	5
Sherwood Pines	6
Thames Chase	7
Thetford Forest	8
Wendover Woods	9
Westonbirt Arboretum	A
West Walk	B
Wharnccliffe	C
Whinlatter	D
Wyre Forest	E
Other woodland / forest in England	F
Other woodland / forest in Wales	G
None of these	H
Don't know / can't remember	I

Q20a Do you currently hold an annual Discovery Pass or Friends membership for this site?	(330)
Yes	1
No	2
Don't know / can't remember	3

SHOWCARD L

Q20b Currently you can get season tickets or Discovery Passes for individual Forestry Commission sites in a local area. How interested would you be in having a pass that allowed free parking and discounts at all Forestry Commission sites nationally? This would probably cost around £70 per year? SINGLE CODE	(331)
Very interested	1
Fairly interested	2
Not very interested	3
Not at all interested	4
Depends on how much it costs – DO NOT PROMPT WITH THIS CODE	5
Don't know	6

ASK ALL

READ OUT – Finally, I'd like to ask some questions to help with our analysis.

Q21 INTERVIEWER RECORD GENDER

- Male
- Female

(415)
1
2

Q22 Which of the following age bands do you fall into?

- 16-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65+ years

Refused

(416)
1
2
3
4
5
6
7

SHOWCARD M

Q23 Which of these best describes your employment status right now?
SINGLE CODE

- Employee in full time job (30 hours plus a week)
- Employee in part time job (under 30 hours per week)
- Self-employed full or part time
- On a government supported training programme
- Full time education at school, college or university
- Unemployed and available for work
- Permanently sick / disabled
- Wholly retired from work
- Looking after the home
- Other (please specify) _____

Refused

(417)
1
2
3
4
5
6
7
8
9
Z

Q24 Can you tell me the occupation of the Chief Income Earner within the household?
(The Chief Income Earner is the member of the household with the largest income, whether from employment, pensions, state benefits, investments or any other source. This person can be of either sex.)

NOTE: IF CHIEF INCOME EARNER IS RETIRED OR REGISTERED UNEMPLOYED, ASK FOR PREVIOUS OCCUPATION

Job title _____

Position / Grade _____

- AB
- C1
- C2
- DE

Refused

(418)
1
2
3
4
5

Q25	Do you have any children aged 15 or under living in your household?	(420)
	Yes	1
	No	2
	Refused	3
Q26	Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? INCLUDES PROBLEMS RELATED TO OLD AGE	(421)
	Yes – limited a lot	1
	Yes – limited a little	2
	No	3
	Refused	4
SHOWCARD N		
Q27	Which of these best describes your ethnic origin? SINGLE CODE	(422)
	White British	1
	White Welsh	2
	White Irish	3
	White East European	4
	White other European	5
	Any other White background	6
	Caribbean	7
	African	8
	Any other Black background	9
	Indian	A
	Pakistani	B
	Bangladeshi	C
	Any other Asian background	D
	White and Black Caribbean	E
	White and Black African	F
	White and Asian	G
	Any other Mixed background	H
	Chinese	I
	Other (please specify) _____	J
	Refused	Z

ASK Q28a AT ENGLAND SITES ONLY

SHOWCARD O (E) AND PURPLE ENGLAND MAP

Q28a Which of the following regions do you live in?
SINGLE CODE

- North East England
- Yorkshire & Humberside
- North West England
- West Midlands
- East Midlands
- East of England
- Greater London
- South East England
- South West England

- Wales
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(425)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

- A
- B
- C
- D

X

Z

ASK Q28b AT WALES SITES ONLY

SHOWCARD O (W) AND WALES MAP

Q28b Which of the following regions do you live in? **(WALES)**
SINGLE CODE

- North Wales
- Mid / West Wales
- South West Wales
- Valleys
- South East Wales

- England
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(426)

- 1
- 2
- 3
- 4
- 5

- 6
- 7
- 8
- 9

X

Z

Q29 So we can map where visitors have come from, can I please have your postcode?
 Please be assured that this information will only be used for analysis purposes and will not be used to identify individuals.

ENSURE POSTCODE IS COLLECTED IN FULL WHERE POSSIBLE, OR AS MUCH OF POSTCODE AS RESPONDENT WILL PROVIDE . LEADING PART OF POSTCODE IS MOST IMPORTANT

(427)	(428)	(429)	(430)	(431)	(432)	(433)

Respondent Name:					
Address:					
Telephone number:					
THANK YOU FOR YOUR TIME - PROVIDE LEAFLET.					
<i>Interviewer Declaration:</i> I declare that I have conducted this interview face to face with the above named person (who is unknown to me) according to your instructions:					
Signature				Date of interview:	
				(435)(436)(437)(438)	
WRITE IN YOUR INTERVIEWER NUMBER →				(439)	(440)
				(441)	(442)
B01326-3	F.O.U (BACK CHECKS)		Accompanied	Yes 1 No 2	Supervisor signature

Appendix II

Explanation of social class categories

Social-class groupings are based on the occupation of the Head of Household (i.e. the chief income earner within the household). The following definition outlines the groupings used and the types of occupation included in each:

AB

Professionals, senior managers, middle management of large organisation, top management of small businesses.

C1

Junior management, owners of small establishments and all other non-manual positions.

C2

Skilled manual workers, manual workers with responsibility for other people.

DE

Semi-skilled and unskilled manual workers, apprentices and trainees to skilled workers, those dependent on state benefits, casual workers and those without regular income.

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