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# Research Report

Quality of the Visitor  
Experience 2014

Forest of Dean



Prepared for:  
Natural Resources Wales /  
Forestry Commission England

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# 1. Executive summary

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## 1.1 Quality of Visitor Experience Research

Between 2013 and 2015, Beaufort Research will conduct approximately 9,000 interviews with visitors to forest and woodland sites across England and Wales. In 2014, a total of 2,808 interviews were conducted: 1,654 in England and 1,154 in Wales.

A total of 42 sites will be 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 2014, interviews were conducted at 11 high usage sites (7 in England and 4 in Wales) and 3 medium usage sites (all in Wales).

This report summarises the findings from the 230 visitor interviews conducted at Forest of Dean in 2014. Throughout the report, comparisons have been made to the previous research conducted at Beechenhurst Lodge in 2010/2011 (a visitor site within Forest of Dean), and the all England average (aggregated data from all 7 sites surveyed in 2014).

## 1.2 Forest of Dean

Forest of Dean is an ancient forest that has changed many times over the centuries. In medieval times it was a royal hunting forest, before becoming a source of timber for the navy's Tudor warships. By Victorian times it was a major site of industry, with coal mining and tramways punctuating the landscape.

Today the forest is home to a wide variety of wildlife, and has four main visitor sites : Symonds Yat Rock, Cannop Cycle Centre, Beechenhurst Lodge and Mallards Pike Lake.

### **1.3 Perceptions of the site**

Perceptions of the Forest of Dean as a place to visit were very positive. Four in ten rated the site as excellent (40%) which is very similar to the all England average and the 2010/11 finding. Most of the remainder said the site was very good (51%) whilst 6% said it was good.

Similarly, ratings of how safe and welcoming the Forest of Dean was were very positive. This was also true across all England sites, and was found in the previous study in 2010/11. Almost half of visitors gave this measure an 'excellent' rating (47%) which is similar if not slightly more positive than the proportion saying this across all England sites (43%) and in the 2010/11 survey (45%). Another half of visitors said the site was very good (48%) whilst 5% said it was good. No-one gave a negative rating on this measure.

When asked whether they would be likely to recommend the Forest of Dean as a place to visit to a friend or relative (using a score of 0-10), scores for the Forest of Dean and all England sites generally were extremely positive: only 4% gave a rating of less than 8/10 for the Forest of Dean whilst over half (54%) gave it full marks (10 out of 10).

Overall, the mean rating was 9.2, slightly higher than the 2010/22 rating for Beechenhurst of 9.0 and slightly lower than the all England average of 9.4.

### **1.4 Strengths of the site**

Three favourite things about the Forest of Dean stood out. These were the scenery and beautiful views (65%), the peace, tranquillity and relaxing atmosphere (57%) and the walks, paths and trails (47%).

A further third mentioned the forests, trees and variety of plants (35%) and the cycle trails (33%). Others liked the fresh air (23%) the bird watching and wildlife (18%), the opportunity to exercise (16%), the good on-site facilities (15%) or the good children's activities (15%).

## 1.5 Areas for improvement

Around two fifths of visitors to the Forest of Dean could not think of anything that would add to their enjoyment and only made positive comments (43%), which was almost identical to the all England average of 44%.

Most suggestions to improve the site were made by relatively small numbers of visitors. The main improvement requested, however, was made by a not insubstantial 18% of visitors: to improve the parking. A further one in ten requested better or more signage and maps (8%), or a better café (9%).

Around one in twenty asked for better toilet facilities (6%), more bins / less litter (5%) or more dog poo bins / remove the dog poo (4%).

## 1.6 Visitor profile

The majority of visitors to the Forest of Dean had visited the site before (79%); this is similar to the all England average (76%). Most repeat visitors were infrequent visitors, coming to the site less often than once a month (71%), whilst only 29% visited more than once a month. This almost identical to visiting frequency across all England sites on average, where 68% visit less than once a month and 32% visit more often.

Typically across all England sites, 84% were 'day trippers' and 16% were staying visitors, and at the Forest of Dean the overall pattern of visit type is similar to this: 70% on a day trip and 29% staying over. What is different to the all England site average, and to the previous study, is how far the day trippers had travelled; half had travelled for more than 3 hours to reach the Forest of Dean, compared with 17% on average across England sites, and just 8% in 2010/11.

The demographic profile of visitors to the Forest of Dean was largely in line with that of the visitors to all the England sites.

The gender profile was slightly more skewed to females, with 56% of visitors being female and 44% being male (52%/48% all England).

In terms of the age profile, Forest of Dean visitors tended to be slightly older than visitors to all England sites on average: 53% were under 45 whilst 47% were over 45. Typically across England, 61% of visitors were under 45 whilst 39% were over 45.

As found across all England sites, Forest of Dean visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 71%), than C2DE (skilled and unskilled manual workers and the unemployed = 28%).

Over one in ten visitors said they had a limiting illness (12%), which is somewhat higher than found across All England sites on average (6%): 3% of visitors said they were 'severely' limited by their condition whilst 9% were limited 'a little'.

Under half of Forest of Dean visitors had children in the household (44%), which was somewhat lower than the all England average (54%).

The overwhelming majority of visitors to the Forest of Dean were white British / Welsh / Irish (95%), with only a small number of visitors describing their ethnicity as 'White Other European' (3%) or 'Black / Asian / Mixed' (1%); again this was in line with the all England data.



## 2. Introduction

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### 2.1 Background

The woodland estate managed by Natural Resources Wales (NRW) and Forestry Commission England (FCE) covers 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 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 will conduct approximately 9,000 interviews with visitors to forests, woodlands and National Nature Reserves across England and Wales. In 2014, a total of 2,808 interviews were conducted: 1,654 in England and 1,154 in Wales.

A total of 42 sites will be 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 2013, interviews were conducted at 11 high usage sites (7 in England and 4 in Wales) and 3 medium usage sites (all in Wales).

Table 1 below details the sites surveyed in 2014, 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 |
| Bedgebury                   | 236               | Alwen (M)                 | 133               |
| Delamere                    | 240               | Bwlch y Nant yr Arian (H) | 190               |
| Forest of Dean              | 230               | Clocaenog (M)             | 136               |
| Hamsterley                  | 234               | Coed y Brenin (H)         | 205               |
| High Lodge, Thetford Forest | 246               | Cors Caron (H)            | 176               |
| Salcey                      | 239               | Crychan (M)               | 125               |
| Whinlatter                  | 229               | Garwnant (H)              | 189               |
| <b>TOTAL</b>                | <b>1,654</b>      | <b>TOTAL</b>              | <b>1,154</b>      |

\* H = High usage; M = Medium usage

Interviews are conducted face-to-face with visitors who are 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 2014. At Forest of Dean, interviewing took place between 29<sup>th</sup> March and 28<sup>th</sup> September, and a total of 230 interviews were conducted.

## **2.3 Report**

This report summarises the results of the interviews undertaken Forest of Dean in 2014, 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 Beechenhurst Lodge 2010/2011 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

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#### 3.1 Visitor profile

Visitors were asked a number of questions to determine the types of people who were visiting the Forest of Dean. Table 2 overleaf details the profile of visitors, compared with the profile of visitors to all sites surveyed in England in 2014.

The profile of visitors to the Forest of Dean was largely in line with that of the visitors to all the England sites.

The gender profile was slightly more skewed to females, with 56% of visitors being female and 44% being male. The gender split for all England sites was similar at 48% male / 52% female.

In terms of the age profile, Forest of Dean visitors tended to be slightly older than visitors to all England sites on average: 53% were under 45 whilst 47% were over 45. Typically, 61% of visitors were under 45 whilst 39% were over 45.

As found across all England sites, Forest of Dean visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 71%), than C2DE (skilled and unskilled manual workers and the unemployed = 28%).

Over one in ten visitors said they had a limiting illness (12%), which is somewhat higher than found across All England sites on average (6%): 3% of visitors said they were 'severely' limited by their condition whilst 9% were limited 'a little'.

Under half of Forest of Dean visitors had children in the household (44%), which was somewhat lower than the all England average (54%).

The overwhelming majority of visitors to the Forest of Dean were white British / Welsh / Irish (95%), with only a small number of visitors describing their ethnicity as 'White Other European' (3%) or 'Black / Asian / Mixed' (1%); again this was in line with the all England data – see Table 2 overleaf for more details.

**Table 2: Profile of visitors by key demographics 2014**

|                              |   | Forest of Dean % | All England % |
|------------------------------|---|------------------|---------------|
| <b>Gender</b>                | Male                                    | 44               | 48            |
|                              | Female                                  | 56               | 52            |
| <b>Age</b>                   | 16 - 24                                 | 6                | 5             |
|                              | 25 - 34                                 | 17               | 21            |
|                              | 35 – 44                                 | 30               | 35            |
|                              | 45 – 54                                 | 25               | 20            |
|                              | 55 – 64                                 | 11               | 11            |
|                              | 65+                                     | 11               | 8             |
|                              |   |                  |               |
| <b>Social class</b>          | AB                                      | 36               | 40            |
|                              | C1                                      | 35               | 31            |
|                              | C2                                      | 18               | 18            |
|                              | DE                                      | 10               | 10            |
|                              | Refused                                 | <1               | 1             |
| <b>Working status</b>        | Full-time employee (30+ hours per week) | 55               | 59            |
|                              | Part-time employee (<30 hours per week) | 22               | 17            |
|                              | Self-employed                           | 1                | 5             |
|                              | Full-time education                     | 3                | 2             |
|                              | Unemployed                              | 1                | 1             |
|                              | Permanently sick / disabled             | <1               | <1            |
|                              | Retired                                 | 13               | 10            |
|                              | Looking after home                      | 4                | 5             |
|                              | Other                                   | <1               | <1            |
|                              | Refused                                 | <1               | <1            |
|                              |   |                  |               |
| <b>Limiting illness</b>      | Yes – limited a lot                     | 3                | 2             |
|                              | Yes – limited a little                  | 9                | 4             |
|                              | No                                      | 87               | 92            |
|                              | Refused                                 | 1                | 1             |
| <b>Children in household</b> | Yes                                     | 44               | 54            |
|                              | No                                      | 56               | 46            |
|                              | Refused                                 | -                | <1            |
| <b>Ethnicity</b>             | White – British / Welsh / Irish         | 96               | 96            |
|                              | White – Other                           | 3                | 3             |
|                              | Black / Asian / Mixed                   | <1               | 1             |
|                              | Refused                                 | -                | <1            |

Base: All visitors – Forest of Dean (230); All England (1,654)

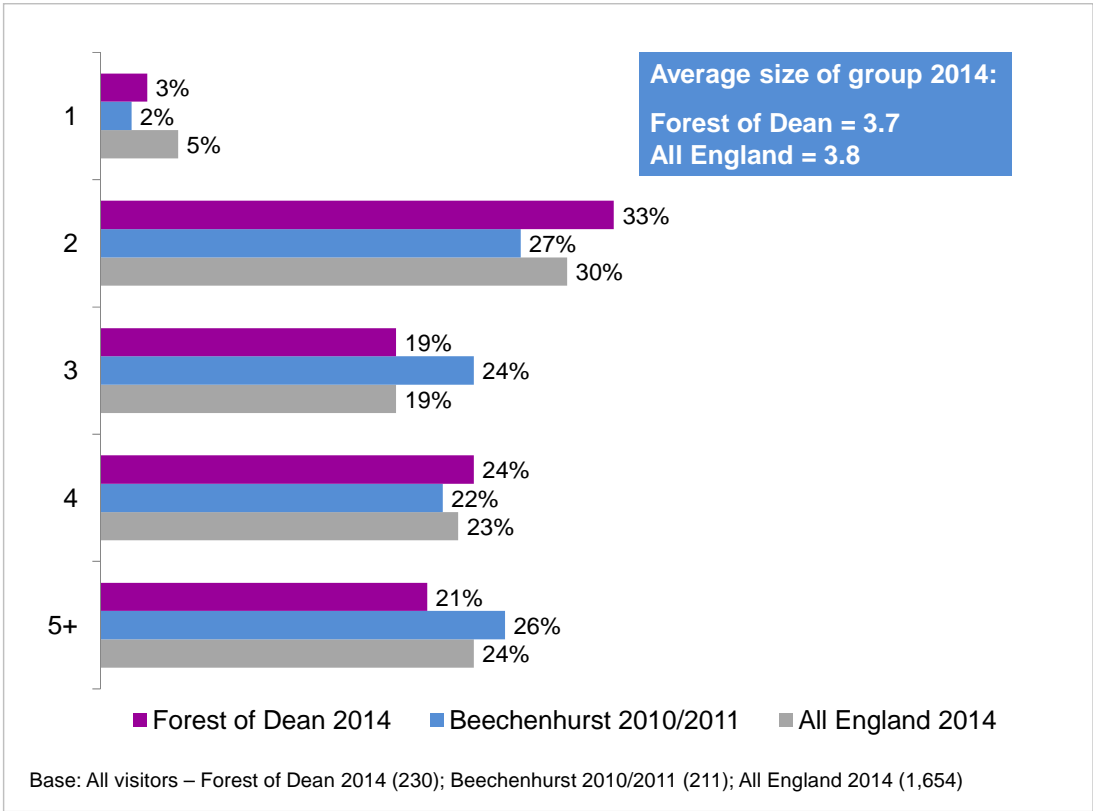
### 3.2 Group profile

#### 3.2.1 Size of group

The average group size at the Forest of Dean was 3.7 people, which is comparable to the all England average (3.8 people).

There was little variation by group size, other than a third of visitors being in a group of two (33%).

Figure 1: Q1. Total size of the group



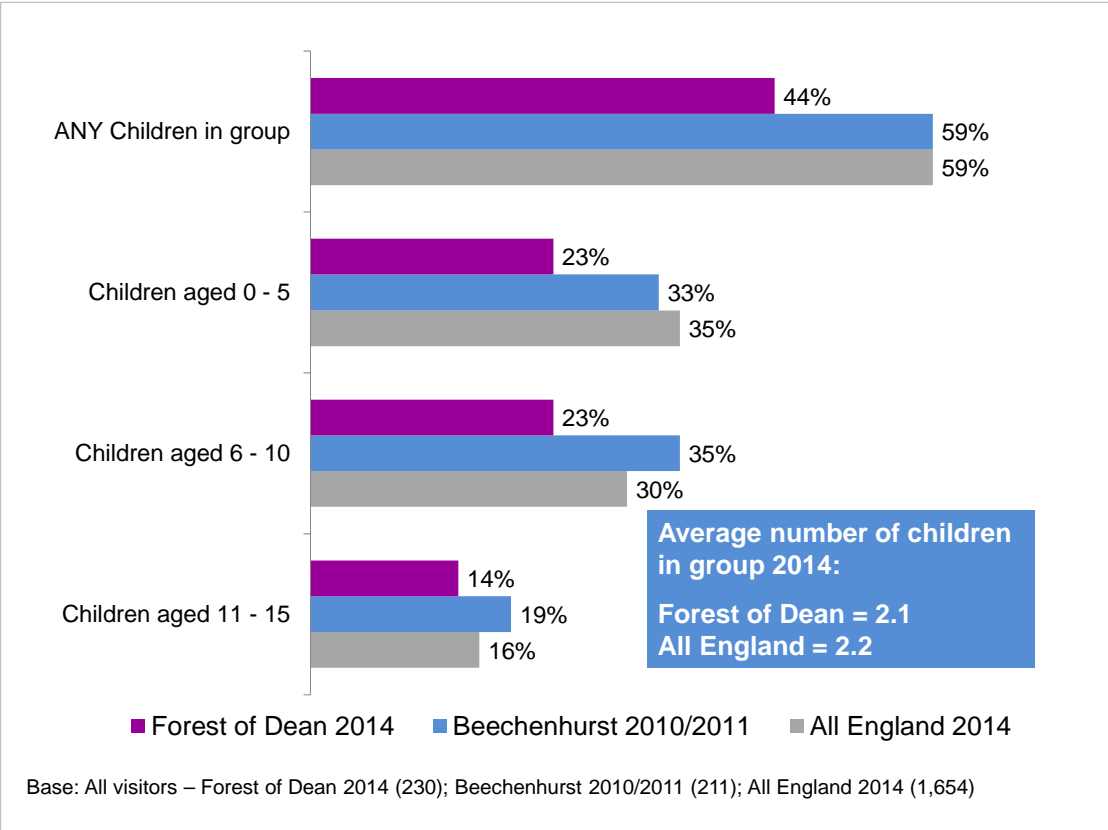
### 3.2.2 Composition of group

Less than half of visitors to the Forest of Dean were with children (44%), which is somewhat lower than the all England average and the previous survey's findings (both 59%).

On average, groups contained 2.1 children, very similar to the all England average, of 2.2 children per group.

The ages of children in the groups were consistent with the 2010/11 and the all England findings, with children aged 0-10 years more prominent than those aged 11-15 years.

**Figure 2: Q1. Composition of group**



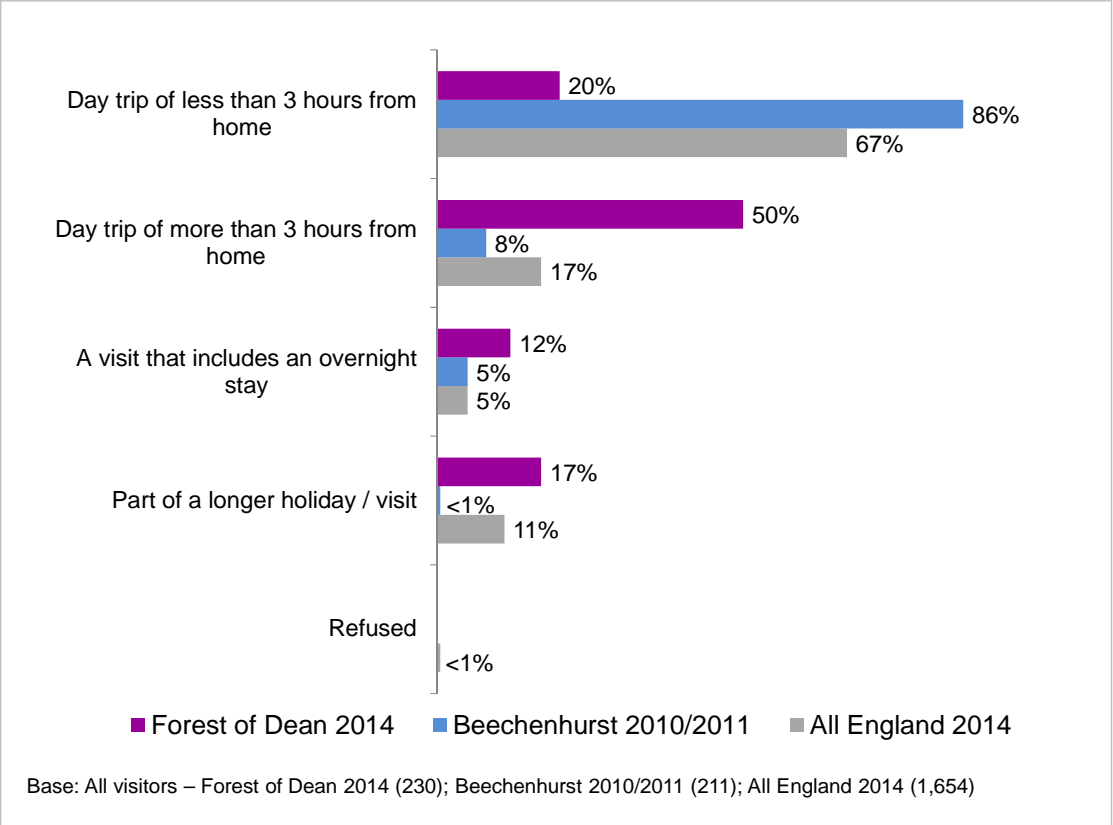
## 4. Profile of visit

### 4.1 Type of visit

Typically across all England sites, 84% were ‘day trippers’ and 16% were staying visitors, and at the Forest of Dean the overall pattern of visit type is similar to this: 70% on a day trip and 29% staying visitors.

What is different to the all England site average, and to the previous study, is how far the day trippers have travelled: half of visitors to the Forest of Dean had travelled for more than 3 hours to reach the site, compared with 17% on average across England sites, and just 8% in 2010/11.

**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.

The vast majority of the visitors to the Forest of Dean came from within England, with most coming from the South West (57%). Just 3% travelled from Wales: none of the visitors were from the rest of the UK, and less than 1% travelled from abroad to visit the site.

**Table 3: Q28b. Visitor origin 2014**

|                    |                        | Forest of Dean % | All England % |
|--------------------|------------------------|------------------|---------------|
| <b>Home region</b> | North East England     | -                | 14            |
|                    | Yorkshire & Humberside | 2                | 3             |
|                    | North West England     | 5                | 21            |
|                    | West Midlands          | 16               | 3             |
|                    | East Midlands          | 4                | 13            |
|                    | East of England        | 3                | 14            |
|                    | Greater London         | 3                | 1             |
|                    | South East England     | 7                | 19            |
|                    | South West England     | 57               | 9             |
| <b>Home nation</b> | England                | 96               | 97            |
|                    | Wales                  | 3                | 1             |
|                    | Rest of UK             | -                | <1            |
|                    | Abroad                 | <1               | 1             |

Base: All visitors – Forest of Dean (230); All England (1,654)

Figure 4: Map of visitor origin for Forest of Dean



### 4.3 Frequency of visits

#### 4.3.1 First-time visitors

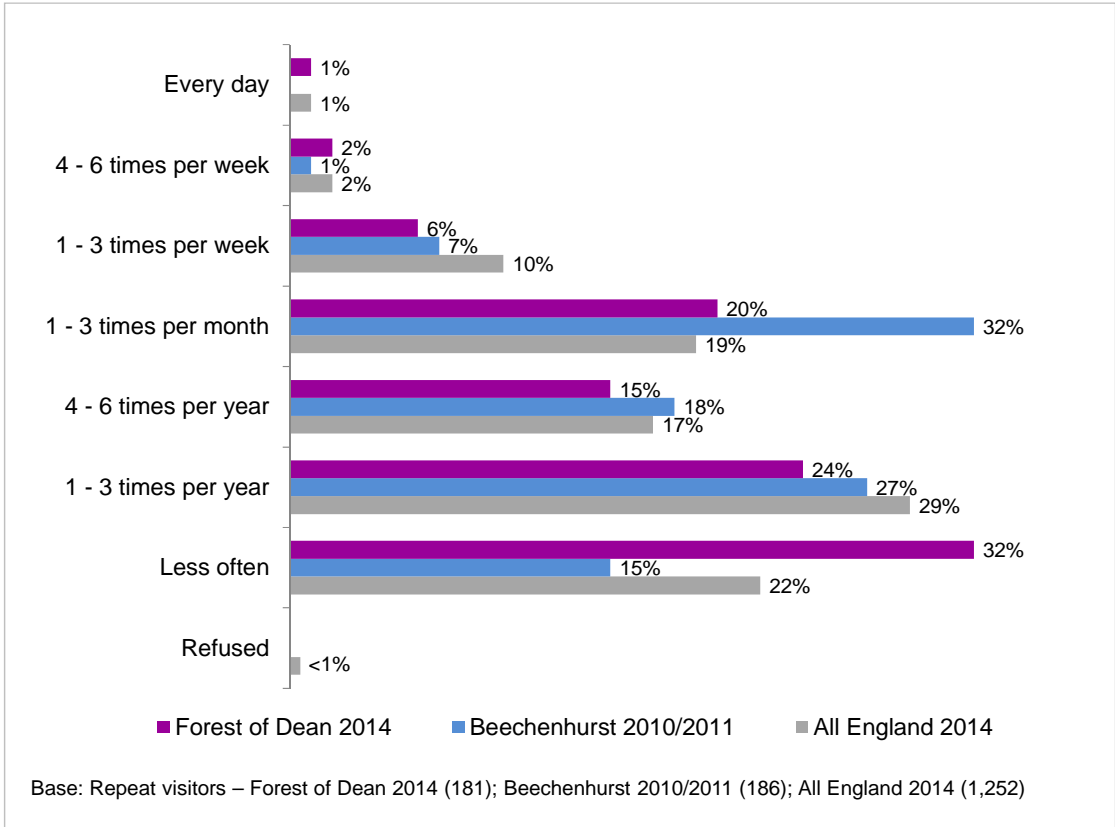
Just over a fifth of visitors to the Forest of Dean were first-time visitors (21%), whilst four fifths had been before (79%). This is similar to the all England average of 24% who said they had never visited their respective forest sites before and 76% who were repeat visitors.

#### 4.3.2 Repeat visitors

Focussing just on repeat visitors, most of them were infrequent visitors, coming to the site less often than once a month (71%), whilst only 29% visited more than once a month. This almost identical to visiting frequency across all England sites on average, where 68% visit less than once a month and 32% visit more often.

However in 2010/11, reported frequency of visiting (Beechenhurst) was higher: 40% of visitors said they visited at least monthly, whilst 60% visited less often.

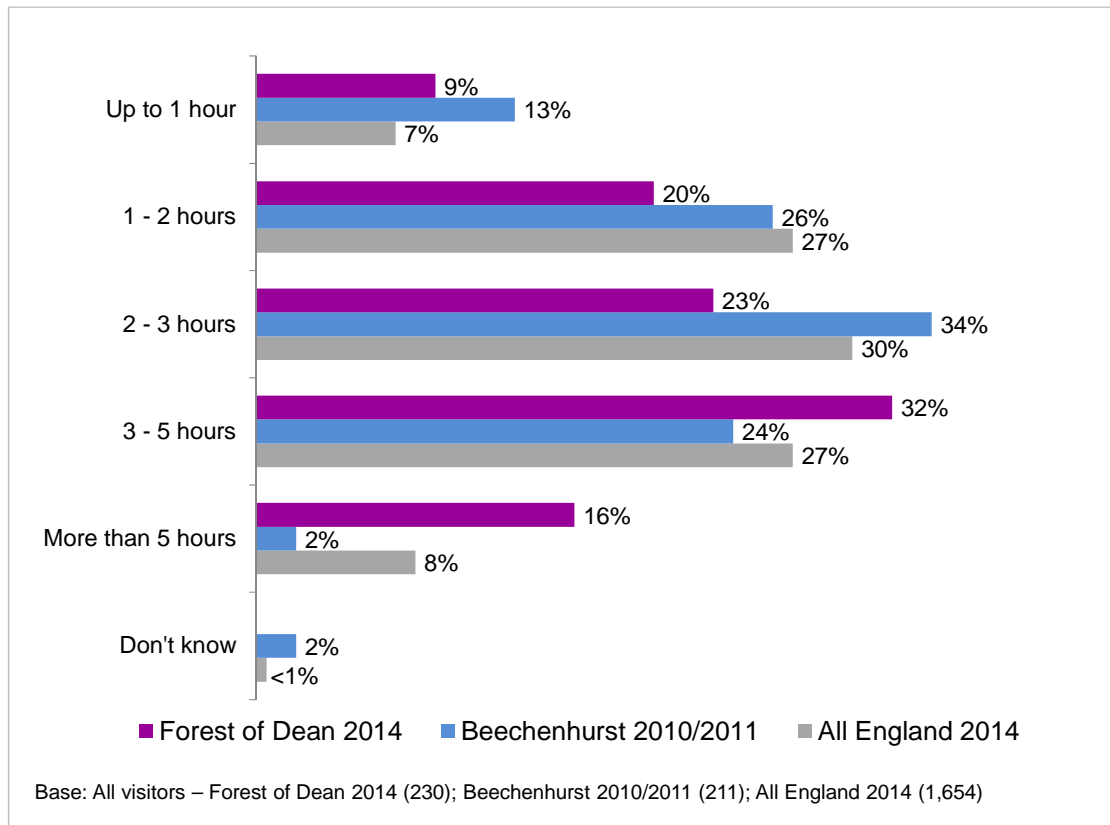
**Figure 5: Q3. Frequency of visits (where visited the site before)**



#### 4.4 Length of visit

Visitors to the Forest of Dean were at the site an average of 3 hours and 10 minutes, which is around half an hour longer than visits across all England sites on average. It is also much longer than the average visit duration recorded at Beechenhurst in 2010/11 (2 hours and 26 minutes).

**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.

The most popular activity at the Forest of Dean was walking generally (63%), which is similar to the all England average (68%) and the 2010/11 finding at Beechenhurst (66%). Typically, walkers are much more likely to favour the signposted trails over the non signposted routes (47% vs. 17%), and whilst this was also true for visitors to the Forest of Dean, the gap between the two types of walk was significantly closer (40% vs. 33%).

Walking was closely followed by using the café / restaurant as a popular activity at the Forest of Dean (62%). Having a picnic or barbeque was also popular, mentioned by a fifth of visitors (21%).

Cycling was also popular in the Forest of Dean, with 40% having enjoyed this on their visit (split between 32% cycling on paths and trails and 24% cycling off the tracks). Again, the off-track cycling was more popular at the Forest of Dean than across all England sites on average – 24% vs. 18%.

Admiring the views was mentioned by almost a third of visitors (30%): considerably more than said this in the 2010/11 survey at Beechenhurst (7%). Conversely, much fewer visitors in 2014 mentioned the play area (16%) than in Beechenhurst in 2010/11 (42%).

Bird watching (15%), using the Visitor Centre / shop (12%) and photography (10%) were also popular activities at the site.

Overall, the vast majority of visitors took part in 'active' activities (94%) which is comparable to the all England average (90%) and is likely to be similar to the 2010/11 finding, although this wasn't recorded at the time. See Table 4 overleaf.

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

|  | Forest of Dean 2014 % | Beech'hurst 2010/2011 % | All England 2014 % |
|--|-----------------------|-------------------------|--------------------|
| Cycling on forest roads, tracks or trails    | 32                    | 16                      | 17                 |
| Cycling off trails or tracks                 | 24                    | 6                       | 18                 |
| <b>TOTAL CYCLING</b>                         | <b>40</b>             | <b>18</b>               | <b>28</b>          |
| Walking on a sign-posted trail               | 40                    | 47                      | 47                 |
| Walking but not following sign-posts         | 33                    | 16                      | 17                 |
| Dog walking                                  | 16                    | 28                      | 16                 |
| <b>TOTAL WALKING</b>                         | <b>63</b>             | <b>66</b>               | <b>68</b>          |
| Using the café / restaurant / other catering | 62                    | 39                      | 58                 |
| Admiring the views                           | 30                    | 7                       | 12                 |
| Picnic or barbeque                           | 21                    | 14                      | 16                 |
| Using the play area                          | 16                    | 42                      | 28                 |
| Bird watching                                | 15                    | 7                       | 4                  |
| Using the Visitor Centre / shop              | 12                    | 13                      | 11                 |
| Photography                                  | 10                    | 3                       | 4                  |
| Seeing something in the forest               | 9                     | 2                       | 5                  |
| Nature / natural history visit               | 7                     | 2                       | 2                  |
| Camping                                      | 5                     | -                       | 1                  |
| A forest drive                               | 5                     | -                       | 1                  |
| Orienteering / Geocaching                    | 3                     | 1                       | 1                  |
| Go Ape!                                      | 3                     | -                       | 8                  |
| Running / jogging                            | 1                     | 1                       | 2                  |
| Organised trip / event                       | 1                     | <1                      | 1                  |
| Climbing tower / climbing wall               | 1                     | -                       | <1                 |
| Feeding the birds / ducks / kites            | 1                     | -                       | <1                 |
| Sculpture trail                              | -                     | 31                      | -                  |
| Other  | 4                     | 4                       | 2                  |
| <b>Taken part in ACTIVE activities</b>       | <b>94</b>             | <b>Not reported</b>     | <b>90</b>          |

Base: All visitors. Forest of Dean 2014 (230); Beechenhurst 2010/11 (211); All England '14 (1,654)

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 the Forest of Dean lasted 3 hours and 10 minutes on average. Those walking spent an average of 1 hour and 39, similar to the time recorded in 2010/11.

The average time spent cycling at the Forest of Dean in 2014 was considerably higher than the average walking time at 2 hours and 20 minutes. This is longer than spent cycling in 2010/11.

**Table 5: Q5/Q6. Time spent taking part in walking at Forest of Dean / Beechenhurst**

|                  | Total duration of visit |                      | Time spent on any walking |                     | Time spent on any cycling |                     |
|------------------|-------------------------|----------------------|---------------------------|---------------------|---------------------------|---------------------|
|                  | 2014 %                  | 2010/2011 %          | 2014 %                    | 2010/2011 %         | 2014 %                    | 2010/2011 %         |
| Up to 30 minutes | 3                       | -                    | 15                        | 9                   | 2                         | 6                   |
| 31 – 60 minutes  | 6                       | 13                   | 18                        | 24                  | 6                         | 9                   |
| 1 – 2 hours      | 20                      | 26                   | 34                        | 41                  | 32                        | 36                  |
| 2 – 3 hours      | 23                      | 34                   | 24                        | 18                  | 41                        | 24                  |
| 3 – 5 hours      | 32                      | 24                   | 7                         | 6                   | 15                        | 12                  |
| 5+ hours         | 16                      | 2                    | 1                         | -                   | 2                         | 3                   |
| Don't know       | -                       | 2                    | 2                         | 2                   | 1                         | 9                   |
| <b>AVERAGE</b>   | <b>3 hrs 10 mins</b>    | <b>2 hrs 26 mins</b> | <b>1 hr 39 mins</b>       | <b>1 hr 32 mins</b> | <b>2 hrs 20 mins</b>      | <b>2 hrs 4 mins</b> |

Base: All respondents - 2014 (230); 2010/2011 (211); Respondents who walked - 2014 (142); 2010/2011 (139); Respondents who cycled – 2014 (82); 2010/2011 (33) – NB small base size

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

Visitors to the Forest of Dean were asked how much they intended to spend at the site during their visit 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.

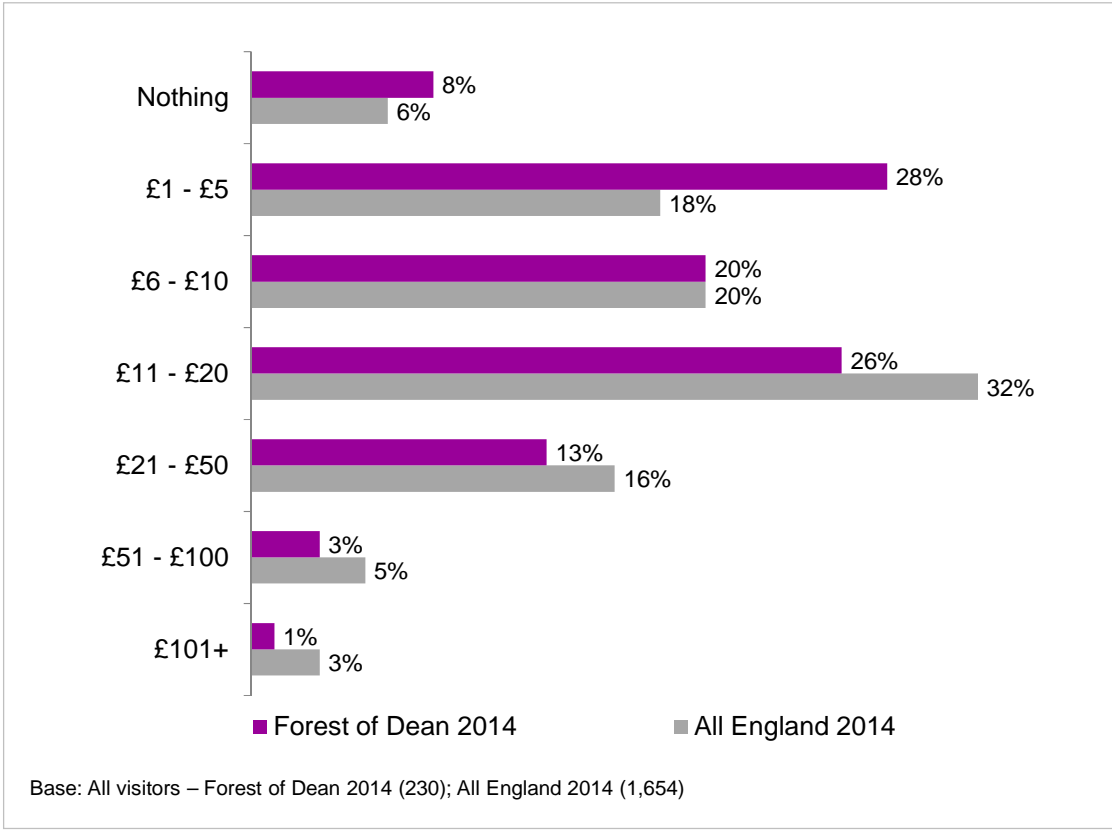
Please note that due to a change in the administering of this question, comparisons with 2010/2011 spend was not possible.

Only a small proportion of the visitors interviewed (8%) said that they did not intend to spend money at the site during their visit, which was very similar to the all England average of 6%.

Most visitors planned to spend up to £20 (74%) whilst only 17% would spend over £21.

The average spend per visitor was £14.59, somewhat lower than the £20.81 spent at all England sites on average.

**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 the Forest of Dean were likely to spend anything on was food and drink, which three quarters were planning to buy (74%). The average planned spend on food and drink was £7.28, less than the all England average of £8.48.

*NB The spend data is based on all visitors, not just 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 Wales data should be considered with this in mind.*

Another area that many visitors planned to spend money on was parking; almost two thirds of visitors (63%) were likely to spend money parking, and the average intended spend here was £2.88: almost half the amount that would be spent across all England sites (£4.22).

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

|                        | % spending anything on items |               | Average spend on items £ |               |
|------------------------|------------------------------|---------------|--------------------------|---------------|
|                        | Forest of Dean %             | All England % | Forest of Dean £         | All England £ |
| Food and drink         | 74                           | 74            | £7.28                    | £8.48         |
| Parking                | 63                           | 75            | £2.88                    | £4.22         |
| Activities at the site | 3                            | 8             | £1.04                    | £4.61         |
| Souvenirs / gifts      | 3                            | 5             | £0.35                    | £0.55         |
| Hiring equipment       | 7                            | 4             | £2.09                    | £1.60         |
| Anything else          | 4                            | 4             | £0.99                    | £1.56         |

Base: All visitors – Forest of Dean 2014 (230); All England 2014 (1,654)

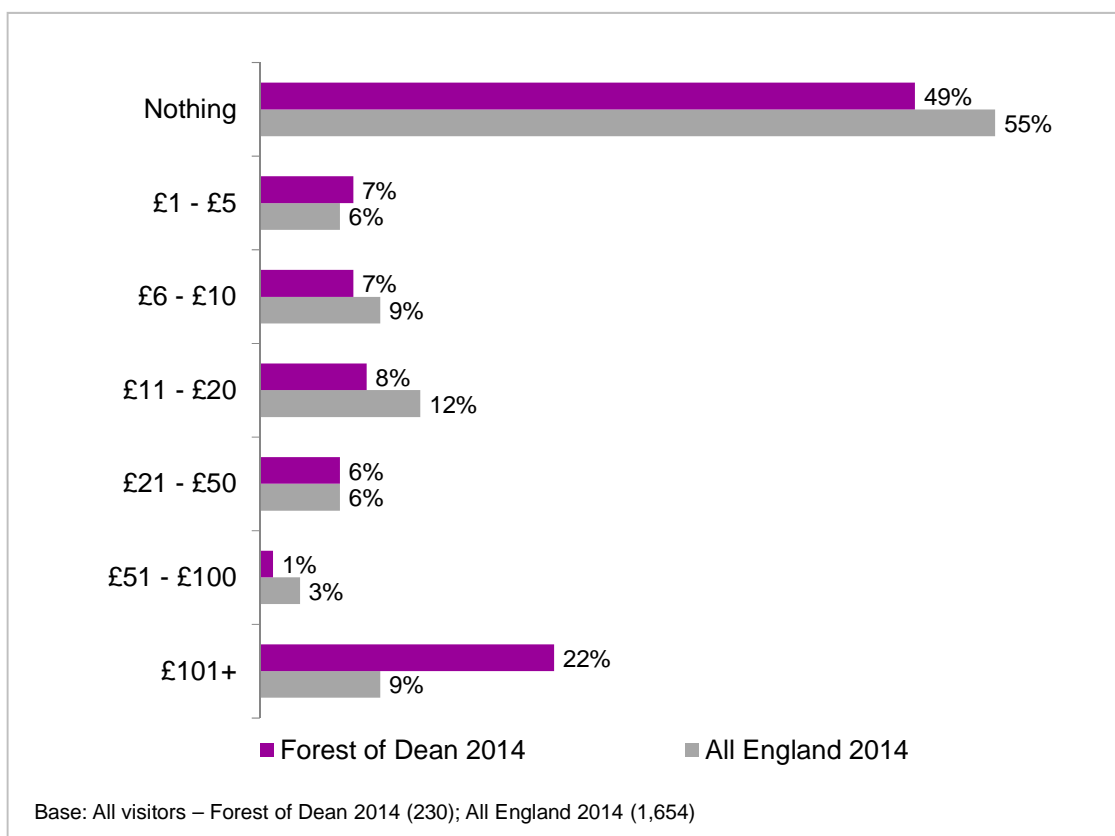
Visitors to the Forest of Dean were also asked how much they intended to spend in the area (on a variety of things) as a result of their trip to the site. Figure 8 shows the figures calculated by combining the data across all types of spending. Again, 2010/2011 comparisons have not been made due to changes in the administering of this question.

Nearly half of visitors to the Forest of Dean said they would not be spending any money in the local area as a result of their trip (49%); this was comparable to the all England average (55%).

The most striking difference in spending behaviour was at the top end of the scale: over two fifths of visitors to the Forest of Dean in 2014 said that they intended to spend more than £101 in the local area: this compares to 9% sayin the same across all England sites.

Therefore, the average intended spend in the area for Forest of Dean was much higher than across all England sites (£115.90 vs. £55.32).

**Figure 8: Q18b. Average spend per person/group in local area – frequency of spending within each price range**



Looking at individual spend in the local area as a result of their visit to the Forest of Dean, food and drink and parking were mentioned by the highest proportion of visitors (44% and 29% respectively).

Visitors were likely to spend £32.06 on food and drink and £2.13 on parking in the local area.

*NB As above, the spend data is based on all visitors, not just on those who said they would spend something.*

A further 22% planned to spend on accommodation. The average intended spend on accommodation was £70.24 – see Table 6b overleaf.

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

|                                 | % spending anything on items |               | Average spend on items £ |               |
|---------------------------------|------------------------------|---------------|--------------------------|---------------|
|                                 | Forest of Dean %             | All England % | Forest of Dean £         | All England £ |
| Food and drink                  | 44                           | 32            | £32.06                   | £15.87        |
| Parking                         | 29                           | 25            | £2.13                    | £1.79         |
| Accommodation                   | 22                           | 9             | £70.24                   | £31.25        |
| Transport                       | 10                           | 16            | £5.00                    | £3.63         |
| Admissions to other attractions | 7                            | 3             | £2.59                    | £1.44         |
| Souvenirs / gifts               | 4                            | 4             | £1.30                    | £1.36         |
| Hiring equipment                | 2                            | 2             | £0.80                    | £0.68         |
| Anything else                   | 3                            | 1             | £1.77                    | £0.34         |

Base: All visitors – Forest of Dean 2014 (230); All England 2014 (1,654)

## 5. Perceptions of the site

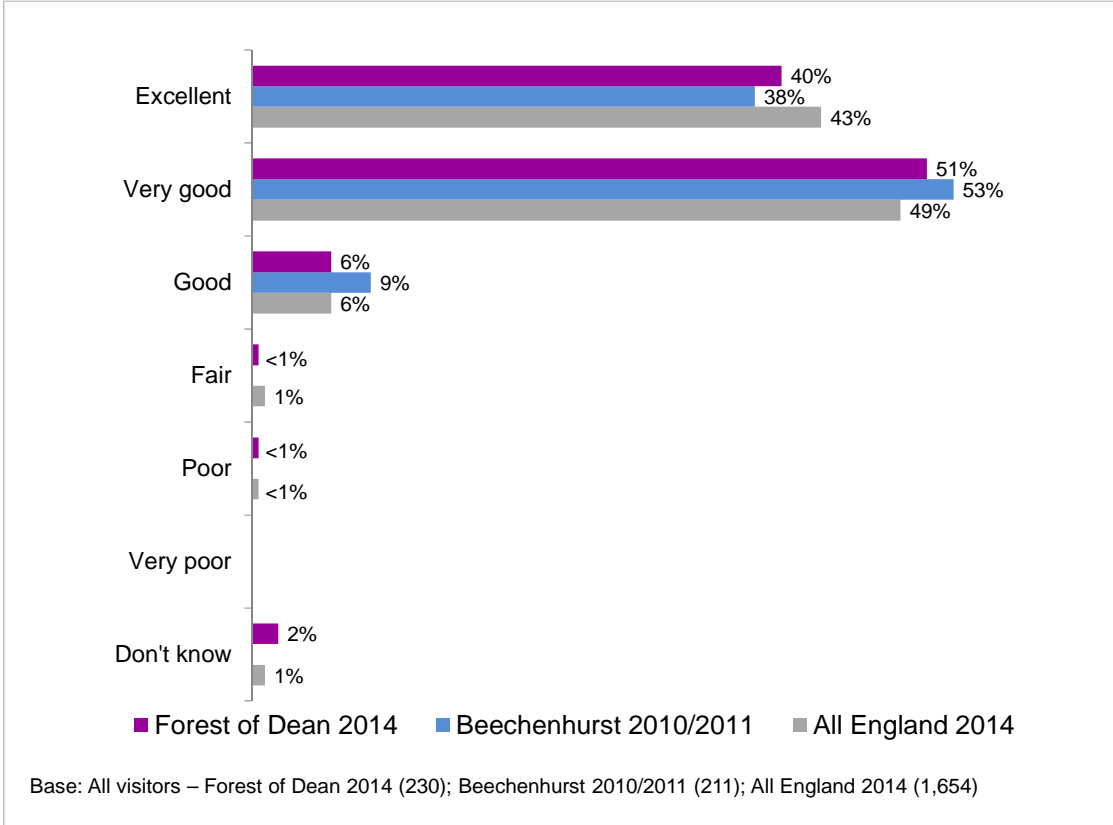
### 5.1 Overall rating of the site as a place to visit

Perceptions of the Forest of Dean 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 2010/11.

Four in ten rated the site as excellent (40%), which is very similar to the all England average and the 2010/11 finding.

Most of the remainder said the site was very good (51%), whilst 6% said it was good.

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



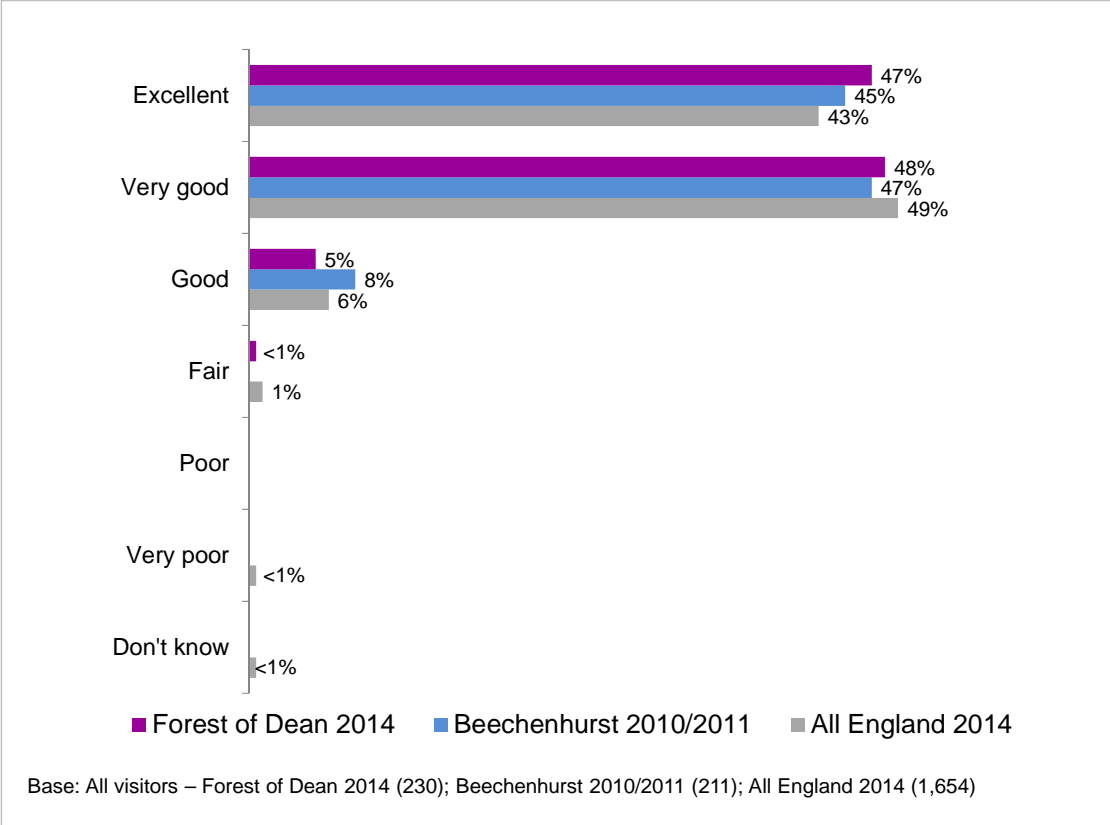
### 5.2 Overall rating of the site as safe and welcoming

Similarly, ratings of how safe and welcoming the Forest of Dean was were very positive. This was also true across all England sites, and was found in the previous study in 2010/11.

Almost half of visitors gave this measure an 'excellent' rating (47%), which is similar if not slightly more positive than the proportion saying the same across all England on average (43%) and in the 2010/11 survey (45%).

Another half of visitors said the site was very good; (48%) whilst 5% said it was good. No-one gave a negative rating on this measure.

**Figure 10: Q11. Rating of the site in terms of how safe and welcoming it feels**



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 below details the comments provided by 2% or more of visitors giving a positive rating (excellent, very good, good) for the Forest of Dean and all England sites.

There were four aspects that were mentioned most often and these were the scenery and beautiful views (77%), the peaceful and tranquillity of the site (61%), fresh air and open space (41%) and the safe environment generally (36%).

A further fifth of visitors mentioned the site being a good, safe place for children to run around (19%) and the good quality facilities there (19%).

One in six commented on the good paths, trails and tracks (16%) or the clean, tidy, litter free environment (15%). Around one in ten mentioned the fact it was well laid out and organised (11%) or that they lived locally and found the location convenient (10%).

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

|   | Forest of Dean 2014 % | All England 2014 % |
|---|-----------------------|--------------------|
| The scenery / views / beautiful environment           | 77                    | 43                 |
| Peaceful / pleasant / tranquil / relaxing / welcoming | 61                    | 32                 |
| Fresh air / open space / plenty of space / freedom    | 41                    | 37                 |
| Safe environment generally for all people             | 36                    | 31                 |
| Good, safe place for the kids to play / run around    | 19                    | 29                 |
| Good quality facilities / amenities                   | 19                    | 11                 |
| Good provision of paths / trails and tracks           | 16                    | 13                 |
| Clean / tidy / well maintained / litter free          | 15                    | 10                 |
| Well laid out / well organised / good set-up          | 11                    | 12                 |
| Live locally / convenient / easy to get to / close    | 10                    | 5                  |
| Well signposted / good maps / info boards             | 5                     | 7                  |
| Other visitors here are friendly                      | 4                     | 2                  |
| Good café / good catering                             | 3                     | 1                  |
| Friendly / helpful staff or rangers                   | 3                     | 4                  |
| Away from roads / no cars / cars drive slowly         | 3                     | 1                  |
| General positive comments                             | 3                     | 1                  |
| Dog friendly  | 2                     | <1                 |

Base: Visitors rating the site as excellent, very good or good – Forest of Dean 2014 (229); All England 2014 (1,633)

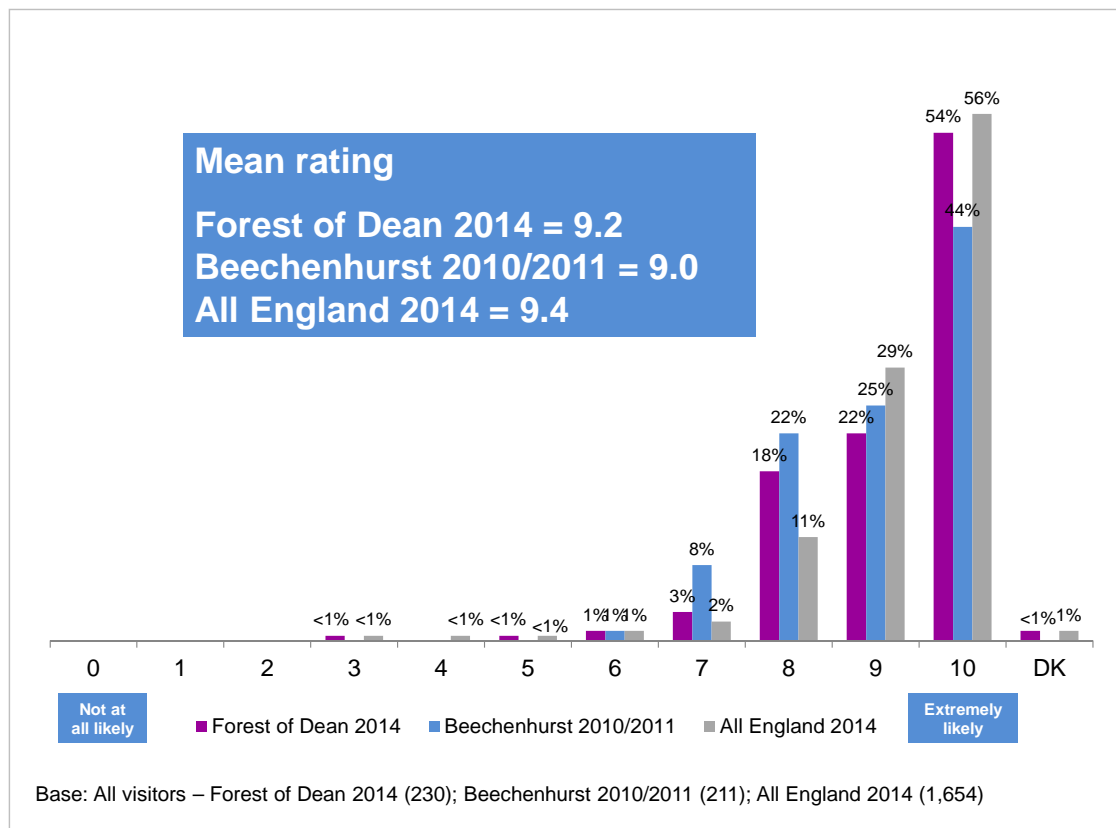
### 5.3 Recommending the site as a place to visit

Visitors were asked whether they would be likely to recommend the Forest of Dean 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 the Forest of Dean and all England sites generally were extremely positive: only 4% gave a rating of less than 8/10 for the Forest of Dean whilst over half (54%) gave it full marks, 10 out of 10.

Overall, the mean rating was 9.2, slightly higher than the 2010/22 rating for Beechenhurst of 9.0 and slightly lower than the all England average of 9.4.

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



These results can be analysed further by using a Net Promoter Score (NPS), which divides customers 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 the Forest of Dean is 74, which is a little lower than the all England score of 84.



## 5.4 Favourite things about the site

Visitors to the Forest of Dean 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 9 below (compared with the previous research and the all Wales average).

Three favourite things about the Forest of Dean stood out. These were the scenery and beautiful views (65%), the peace, tranquillity and relaxing atmosphere (57%) and the walks, paths and trails (47%).

A further third mentioned the forests, trees and variety of plants (35%) and the cycle trails (33%). Others liked the fresh air (23%) the bird watching and wildlife (18%), the opportunity to exercise (16%), the good on-site facilities (15%) or the good children's activities (15%).

Over one in ten mentioned practical features like been before / wanted to come again (14%), safe environment generally (13%), the opportunity to spend time with family / friends (12%) or close to home / convenient location (11%) – see Table 8 overleaf.

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

| Activities   | Forest of Dean 2014 % | Beechenhurst 2010/11 % | All England 2014 % |
|--|-----------------------|------------------------|--------------------|
| Scenery / views / beautiful / natural              | 65                    | 42                     | 39                 |
| Peace / tranquillity / relaxation / atmosphere     | 57                    | 48                     | 36                 |
| Walks / paths / trails                             | 47                    | 52                     | 39                 |
| Like forests / trees / variety of trees and plants | 35                    | 7                      | 14                 |
| Cycle trails / freedom / opportunity to cycle      | 33                    | 14                     | 22                 |
| Fresh air / being outside                          | 23                    | 27                     | 23                 |
| Wildlife / bird watching                           | 18                    | 10                     | 5                  |
| Exercise / keeping fit                             | 16                    | 21                     | 9                  |
| Good on-site facilities / BBQ areas / gift shop    | 16                    | 7                      | 10                 |
| Activities that are good for the children          | 15                    | 23                     | 27                 |
| Been before / wanted to come again                 | 14                    | 5                      | 6                  |
| Safe environment generally                         | 13                    | 14                     | 11                 |
| Opportunity to spend time with family / friends    | 12                    | 18                     | 8                  |
| Close to home / convenient location                | 11                    | 13                     | 13                 |
| Lots to see and do                                 | 8                     | 5                      | 6                  |
| Clean / well looked after                          | 8                     | 7                      | 6                  |
| The weather  | 4                     | 2                      | 2                  |
| Helpful / pleasant staff                           | 4                     | -                      | 2                  |
| Friendly people                                    | 3                     | -                      | 3                  |
| Cost / value for money / free                      | 3                     | -                      | 2                  |
| Café / restaurant                                  | 3                     | 2                      | 2                  |
| Open space / plenty of space                       | 3                     | -                      | 1                  |
| Rivers / creeks / waterways                        | 3                     | -                      | <1                 |
| Ideal for dogs / dog friendly                      | 2                     | -                      | 2                  |
| Good accessibility                                 | 2                     | -                      | 1                  |
| Remote / away from traffic / no cars               | 2                     | -                      | <1                 |
| Sculptures / art                                   | 2                     | -                      | <1                 |

Base: All visitors – Forest of Dean 2014 (230); Beechenhurst 2010/2011 (211); All England 2014 (1,654)

Other aspects of the site that were mentioned by small numbers of visitors included:

- Well laid out / good layout
- Go Ape!
- Something for everyone.

## 5.5 Suggested improvements to the site

Visitors were also 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. Around two fifths of visitors to the Forest of Dean could not think of anything that would add to their enjoyment and only made positive comments (43%), which was almost identical to the all England average of 44%.

Most suggestions to improve the site were made by relatively small numbers of visitors. The main improvement requested, however, was made by a not insubstantial 18% of visitors: to improve the parking. A further one in ten requested better or more signage and maps (8%), or a better café (9%). Around one in twenty asked for better toilet facilities (6%), more bins / less litter (5%) or more dog poo bins / remove the dog poo (4%).

**Table 9: Q9 - Improvements Suggested – main mentions**

|  | Forest of Dean 2014 % | All England 2014 % |
|--|-----------------------|--------------------|
| <b>Nothing / general positive comments</b>                         | <b>43</b>             | <b>44</b>          |
| Better parking (easier, cheaper, more, free)                       | 18                    | 17                 |
| Improve signage / more maps / better maps                          | 10                    | 7                  |
| Improve café / catering  | 9                     | 6                  |
| Improve toilets / more toilets / shower facilities / changing area | 6                     | 5                  |
| More bins / litter bins / recycling bins / less litter             | 5                     | 5                  |
| More dog poo bins / remove dog poo                                 | 4                     | 6                  |
| More activities for children / more play areas                     | 3                     | 5                  |
| More trails / paths / cycle tracks                                 | 3                     | 4                  |
| More picnic areas / BBQ / picnic tables and chairs                 | 3                     | 2                  |
| More seating   | 3                     | 2                  |
| Improve maintenance of paths / cycle trails / better surfacing     | 3                     | 2                  |
| Longer opening hours (shop, café, main gates)                      | 3                     | 1                  |
| Sculptures / more sculptures / repair sculptures                   | 2                     | <1                 |
| Cheaper café   | 2                     | 1                  |

Base: All visitors – Forest of Dean 2014 (230); All England 2014 (1,654)

Other potential improvements suggested by one or two visitors, and not shown above, included:

- More sheltered areas
- Better public transport / shuttle bus to site
- Expand Go Ape! / more zip wires
- Longer, more challenging trails, paths and cycle routes
- Easier, less challenging trails, paths and cycle routes
- More information on wildlife / vegetation / area
- Better weather / more sunshine
- Bike hire / better bikes / bike child seats.

When asked if there was anything that interfered with their enjoyment of their visit to the Forest of Dean over two thirds (68%) reported that nothing had interfered with their enjoyment, which was also in line with the all England average of 66%.

Any comments made were therefore mentioned by a very small proportion of visitors, and Table 11 below details those made by 2% of the sample or more.

Wet / rainy weather was the most often mentioned comment (7%), followed by unclear signs / need better / more maps (5%), expensive car parking (5%) or problems with the car park (5%). Others mentioned problems with the toilets, either the smell from the drains (4%), or other toilet facility issues such as not enough toilets, closed, or dirty (3%).

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

|   | Forest of<br>Dean 2014<br>% | All England<br>2014<br>% |
|---|-----------------------------|--------------------------|
| <b>Nothing</b>  | <b>68</b>                   | <b>66</b>                |
| Wet / raining / windy (poor weather)                                | 7                           | 7                        |
| Signs unclear / need better signs / more maps                       | 5                           | 3                        |
| Car park expensive / should be free parking                         | 5                           | 9                        |
| Problems with car parks (faulty machines, limited spaces)           | 5                           | 2                        |
| Smell from the drains / toilets                                     | 4                           | 1                        |
| Issues with toilets (not enough, closed, dirty etc.)                | 3                           | 1                        |
| Need more litter bins / recycling bins / too much litter            | 2                           | 2                        |
| Poor service in the café / long queues / inconvenient opening hours | 2                           | 3                        |
| Dog mess on the paths / in play areas                               | 2                           | 1                        |
| Poor maintenance of the site (paths, fences, waterways)             | 2                           | 1                        |

Base: All visitors – Forest of Dean 2014 (230); All England 2014 (1,654)

## 6. Site facilities

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### 6.1 Importance of site facilities

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

Functional aspects such as toilets (53%) and café / restaurant / catering (50%) were mentioned by the highest proportion of visitors. These figures were higher than the 2010/11 survey findings (17% and 29%) and also the all England average (20% and 25%).

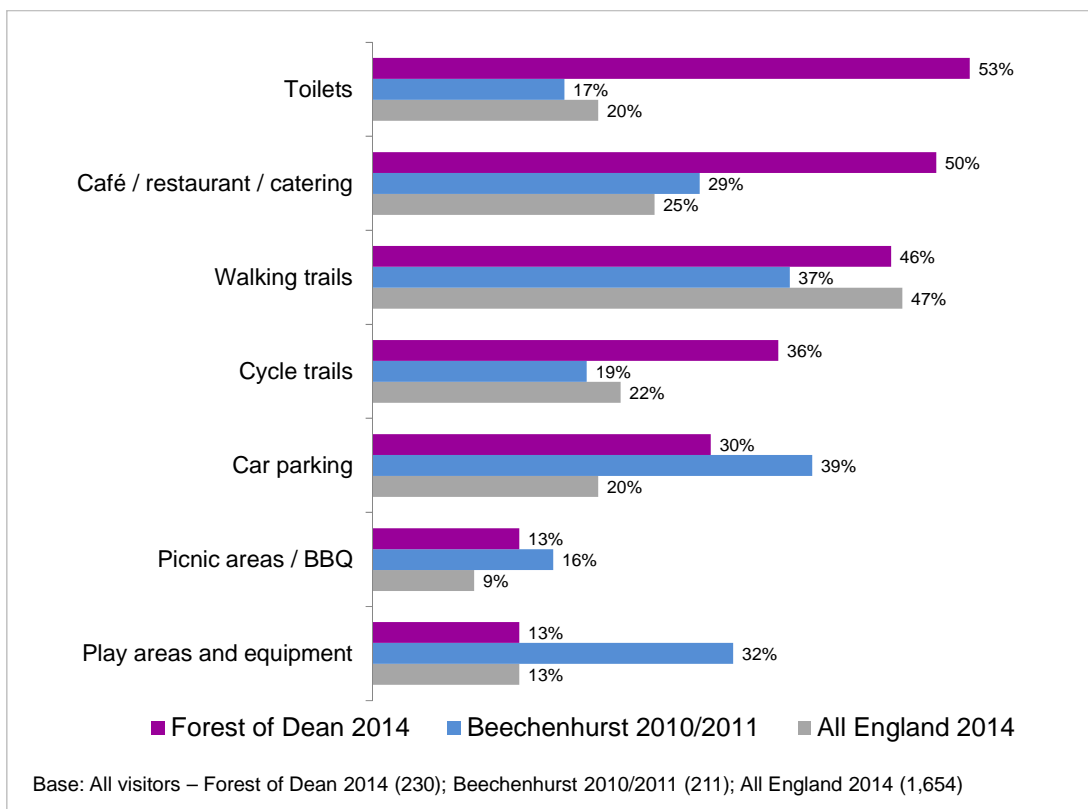
Beyond these factors, walking trails followed with 46% mentioning this. This was higher than in 2010/11 (37%) and now in line with the all England average (47%). Similarly, the proportion mentioning cycle trails (36%) as important to their decision to visit had increased since 2010/11 (19%) and was now higher than the all England average (22%).

Car parking was important to 3 in 10 visitors (30%), lower than in 2010/11 (39%) but still above the all England average (20%).

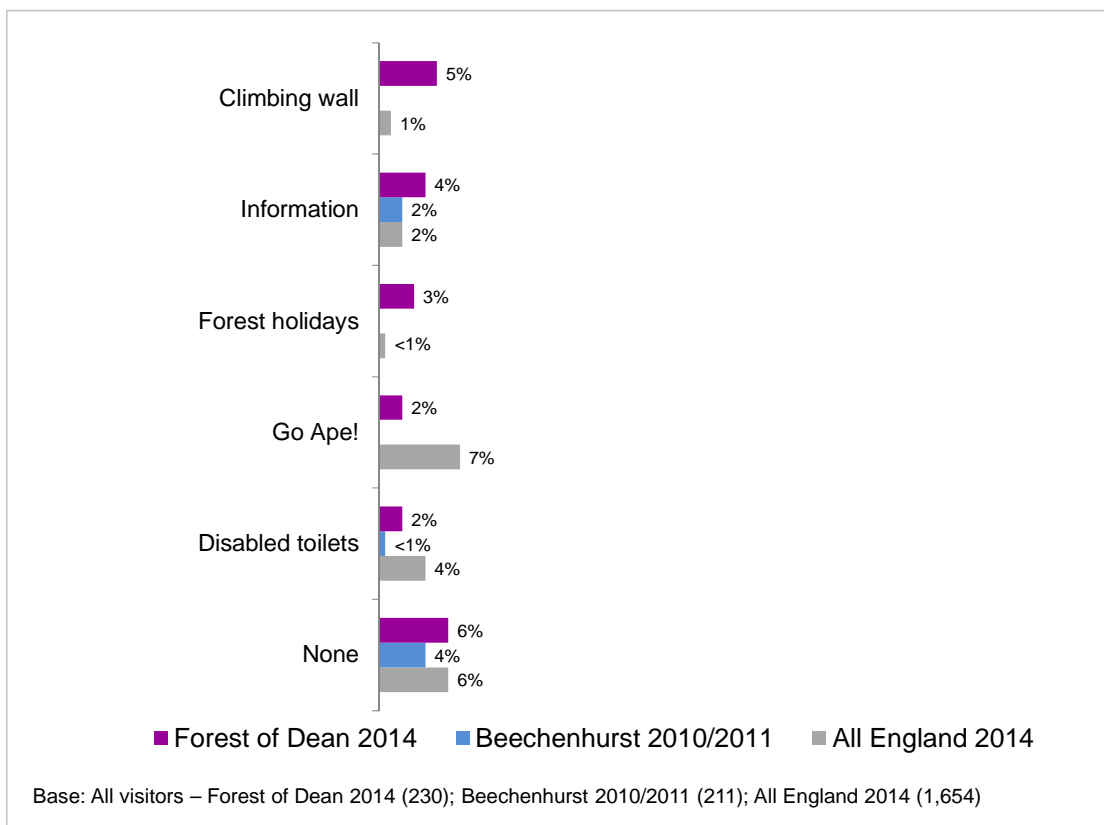
This was followed by picnic areas / BBQ and play areas and equipment both mentioned by 13%. The latter had declined considerably from 2010/11 when at 32% it was one of the most likely factors to be mentioned as influencing decision to visit.

Other facilities that were important to visitors' decision to visit the site are outlined in more detail in Figures 12a and 12b overleaf.

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



**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 six visitors when choosing to come to the site (17%). Only a relatively small proportion of visitors mentioned each factor, and those mentioned by more than 2% of visitors are outlined below. These included being close to home and convenient (4%), and good weather (4%).

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

|   | Forest of<br>Dean 2014<br>% | All England<br>2014<br>% |
|---|-----------------------------|--------------------------|
| <b>Nothing</b>  | <b>83</b>                   | <b>74</b>                |
| Close to home / local / convenient                      | 4                           | 3                        |
| Good weather / sunny / warm                             | 4                           | 7                        |
| Good facilities   | 3                           | 2                        |
| Dog friendly / dogs can come off leads / dog facilities | 2                           | 2                        |

Base: All visitors – Forest of Dean 2014 (230); All England 2014 (1,654)

Other factors mentioned by one or two visitors included:

- Beautiful scenery / views / natural beauty
- Using the river / pond / lake
- Relaxing / peaceful / tranquil / quiet
- Outdoors / fresh air / open spaces
- Good for the children / children can run around and play
- Wanted to go walking / cycling
- Good value for money / cheap / free.

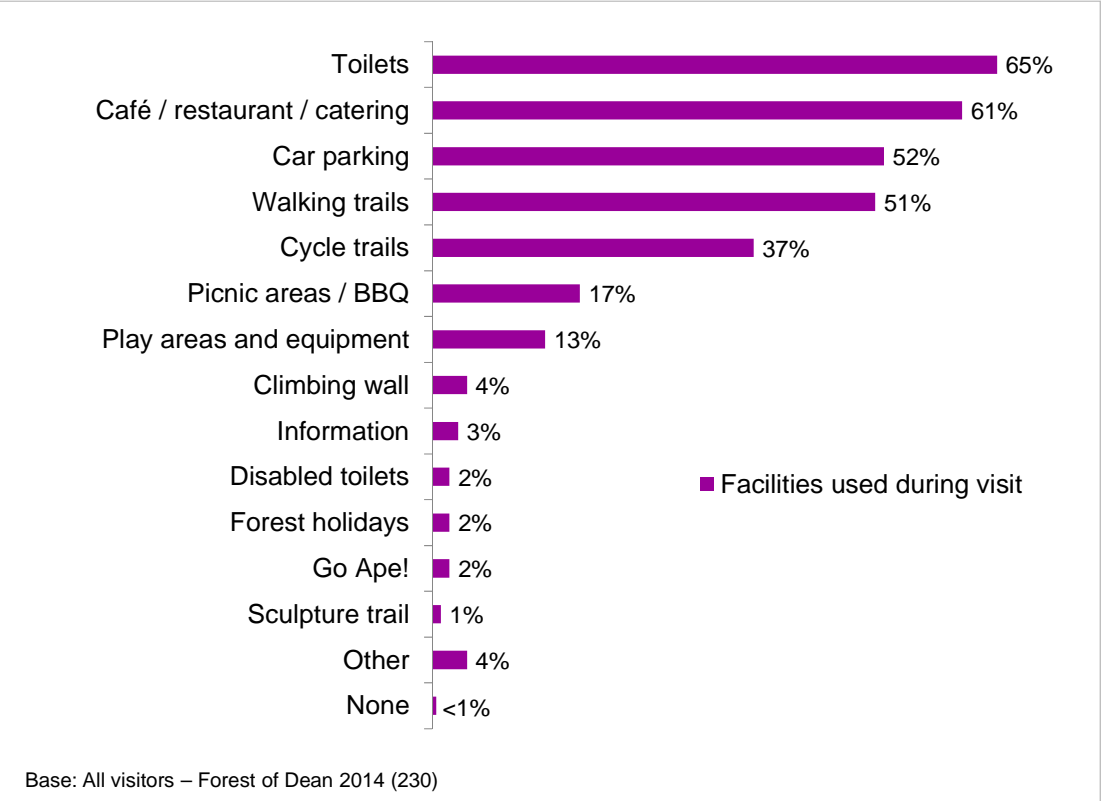
## 6.2 Facilities used

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

The facilities used reflect to a large extent visitors' views of the importance of facilities. Toilets were used by the highest proportion of visitors (65%), closely followed by the café / restaurant / catering (61%).

Around a half of visitors used the walking trails (51%) and the car parking (52%), while just over a third used the cycle trails (37%). Other facilities used by more than one in ten visitors were picnic areas / BBQ (17%) and play areas and equipment (13%). A full list can be seen in Figure 13 below.

**Figure 13: Q15a. Facilities used at Forest of Dean 2014**





### 6.3 Rating of site facilities

Visitors were then asked to rate the facilities they had used. The ratings for the facilities used by 30 or more visitors to the Forest of Dean have been detailed in Figure 14 below. Ratings of most of the facilities were extremely positive, with only small proportions giving any 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. Over two fifths rated this facility as excellent (41%) whilst most other users rated it as very good (45%) or good (8%): therefore 92% gave a positive rating for this facility. Only a small proportion rated the cycle trails as fair (6%) and no-one said they were poor.

The walking trails (used by most visitors) were rated as excellent by 27% and very good by 51% of users, whilst a fifth said they were good (19%). No-one gave a fair or poor rating.

Although the café was only seen as excellent by 15% of visitors, overall 85% were positive about their café experience: a further 11% said the café was fair whilst 3% said it was poor.

While most users of the car park and toilets were positive about these facilities (78% and 82% respectively saying these were excellent, very good or good), these two facilities received the highest proportions of either 'poor' or 'fair' ratings – 22% and 17% respectively. See Figure 14 overleaf for more details of the ratings given for each facility.

**Figure 14: Q15b. Rating of Forest of Dean site facilities (where used) 2014 – main facilities used**

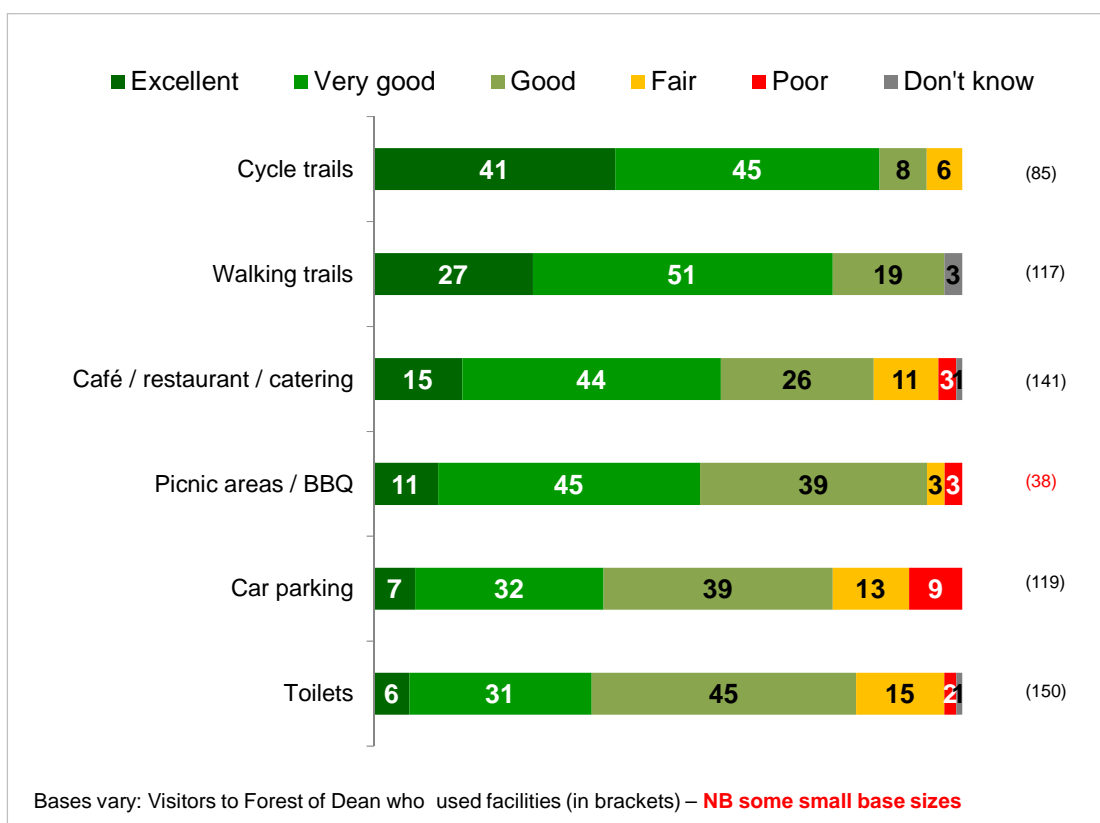


Table 12 compares the proportions giving ‘excellent’ ratings to the facilities used in 2014 compared with 2010/2011, where they were mentioned in the previous survey.

The most notable differences were an increase in the proportions rating the cycle trails as excellent (+22 percentage points) but a decrease in those giving the top rating to toilets (-18 percentage points).

**Table 12: Q15b – Proportions rating facilities at Forest of Dean as ‘Excellent’ 2014 vs. 2010/2011**

| Facilities                   | Forest of Dean 2014 % | Beechenhurst 2010/2011 % | % point change |
|------------------------------|-----------------------|--------------------------|----------------|
| Cycle trails                 | 41                    | 19                       | +22            |
| Walking trails               | 27                    | 22                       | +5             |
| Café / restaurant / catering | 15                    | 19                       | -4             |
| Picnic areas / BBQ           | 11                    | 18                       | -7             |
| Car parking                  | 7                     | 14                       | -7             |
| Toilets                      | 6                     | 24                       | -18            |

Bases vary: visitors using each facility – NB some small bases

## 7. Information about sites

### 7.1 Sources used to plan visit

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

Around half of visitors had always known about the site (49%): as would be expected, this proportion was much higher amongst repeat visitors (59%) compared with first-time visitors (14%).

A similar proportion (43%) of visitors to Forest of Dean heard about the site through word of mouth, increasing to 53% amongst first-time visitors. At a lower level, Google was mentioned by 7% of visitors and leaflets by 4% as the method of finding out about the site.

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

|  | Forest of Dean 2014 % | Beechenhurst 2010/2011 % | All England 2014 % |
|--|-----------------------|--------------------------|--------------------|
| Always known about it / been here before | 49                    | 66                       | 62                 |
| Word of mouth                            | 43                    | 25                       | 28                 |
| Google / other search engine             | 7                     | -                        | 5                  |
| Leaflet                                  | 4                     | 5                        | 2                  |
| Just passing / en route                  | 3                     | 1                        | 1                  |
| Other websites                           | 2                     | 7                        | 2                  |
| Sporting magazines                       | 2                     | -                        | <1                 |

Base: All visitors – Forest of Dean 2014 (230); Beechenhurst 2010/2011 (211); All England 2014 (1,654)

There were several other sources of information used by small numbers of visitors (1% for each):

- Tourist Information Centres / Tourist Board
- Road signs
- Maps
- Forestry Commission website
- Accommodation provider.

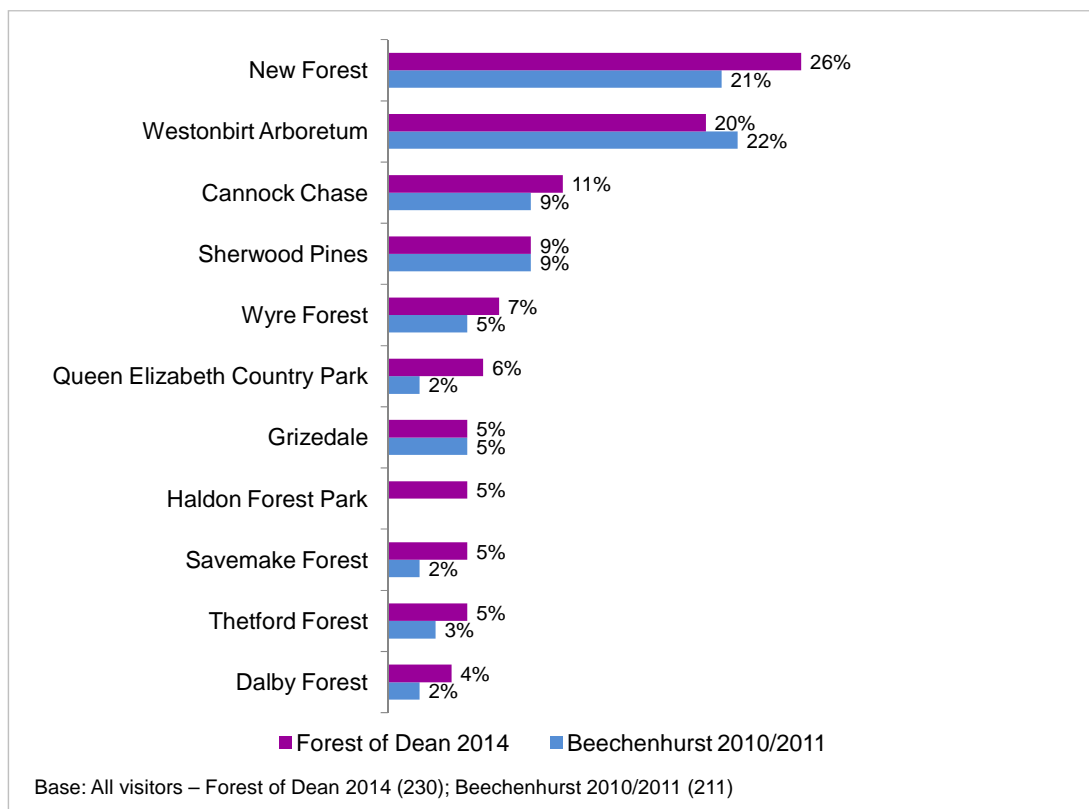
## 7.2 Visiting other sites

Visitors to Forest of Dean 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. Around two-thirds (64%) had visited at least one other site. However, in 2010/2011, 80% of visitors had visited another site.

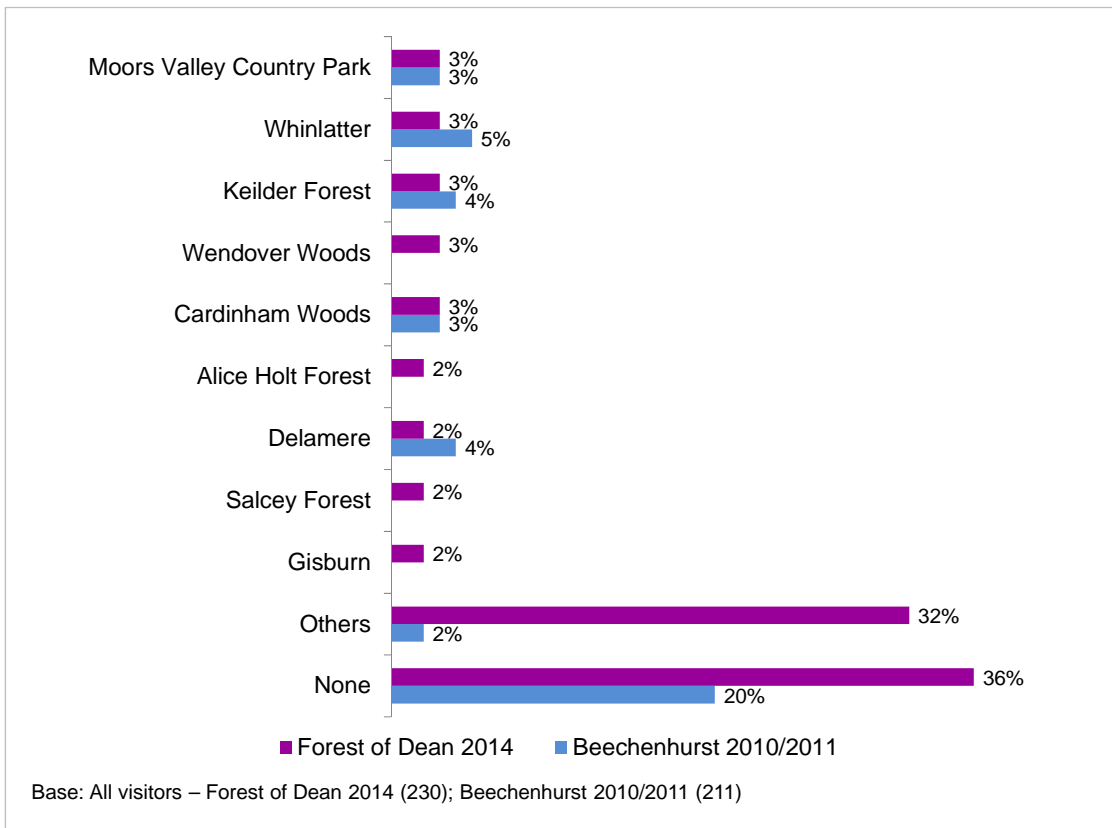
The New Forest (26%) was mentioned by the highest proportion of visitors to Forest of Dean, closely followed by Westonbirt Arboretum (20%). This top two visited other sites were consistent with 2010/11, although the order has reversed. Approximately another one in ten mentioned visiting Cannock Chase (11%) and Sherwood Pines (9%).

Overall, the pattern of visiting other sites has remained relatively similar to 2010/11, although 5% had visited Haldon Forest Park in 2014 and this was not mentioned in 2010/11.

**Figure 15a: Other sites visited in the last 12 months**



**Figure 15b: Other sites visited in the last 12 months continued**



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

- Fineshade Woods
- Hamsterley
- Hicks Lodge
- Wharnccliffe
- Abbots Wood
- Dunwich Forest
- Rendlesham Forest.

## 8. Discovery passes

### 8.1 Uptake and interest in season tickets and annual Discovery Passes

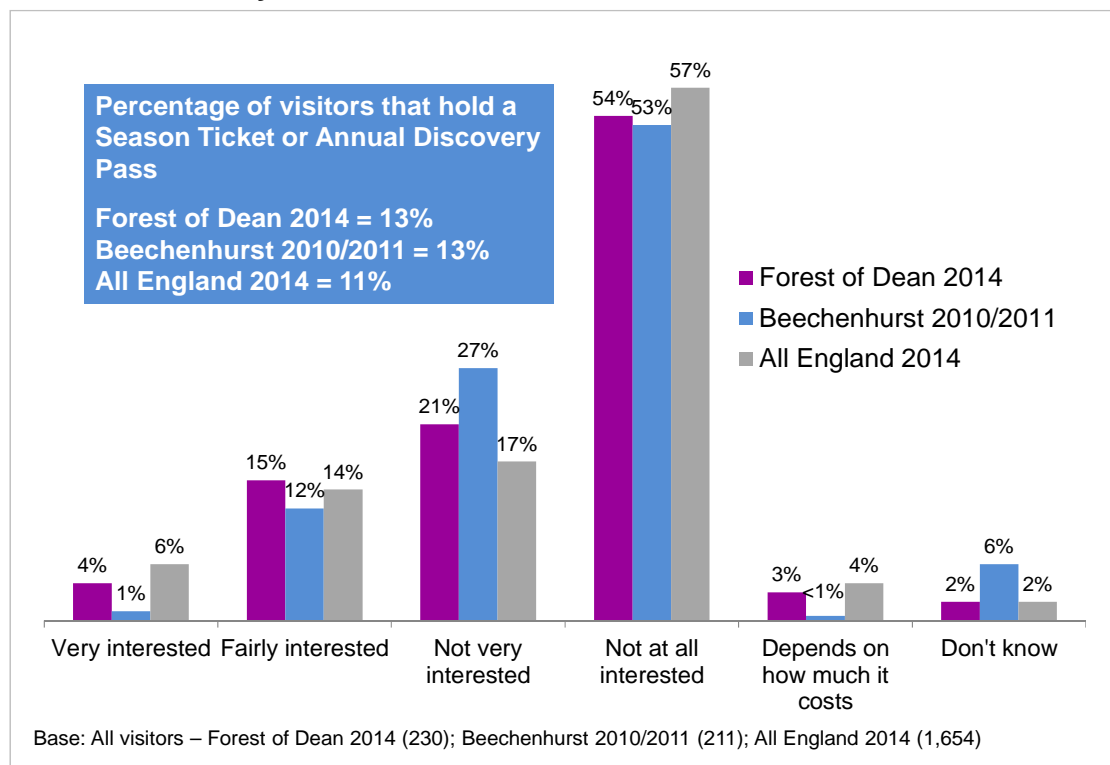
Around one in eight visitors to Forest of Dean held a season ticket or annual Discovery Pass (13%): this was identical to the 2010/11 figure and similar to the 2014 all England average (11%).

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 Forest of Dean on purchasing an Annual Discovery Pass were relatively low, with just 19% saying they were interested (4% very interested and 15% fairly interested). However, this was slightly higher than in 2010/2011 (13% interested) and similar to the all England average (20%).

Most of the visitors interviewed, however, were not interested in purchasing an Annual Discovery Pass (75%) in line with the average across all England sites in 2014 (74%).


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



## Appendix I

### Questionnaire

---

|  |   |                            |             |   |
|--|---|----------------------------|-------------|---|
| <br><br>2 Museum Place, Cardiff,<br>CF10 3BG | <u><b>B01326-2</b></u><br><br><u><b>NRW / FCE</b></u><br><br><u><b>Quality of Visitor</b></u><br><u><b>Experience – Year 2</b></u><br><br><u><b>FINAL</b></u> | <b>FOR OFFICE USE ONLY</b> |             | <b>INTERVIEWER RECORD</b>   |
|  |   |                            |             | <b>WEATHER CONDITIONS (3-6m)</b><br><br><b>CAN MULTI-CODE</b><br>Sunshine 1<br>Cloud 2<br>Rain 3<br>Wind 4<br><br>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)  |
|---|--|---|---|---|
|   |  | <b>Q4a</b><br>Personally<br>taken part in | <b>Q4b</b><br>Others in<br>group taken<br>part in | <b>Q4c</b><br>Personally /<br>other<br><b>PLANNING</b> to<br>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)  |
|   | <b>OTHERS</b>                                  |   |   |   |
|   |  |   |   |   |
|   |  |   |   |   |
|   |  |   |   |   |
|   |  |   |   |   |
|   | 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><br>CYCLING<br>FROM Q4a | <u>RESPONDENT</u><br>WALKING<br>FROM Q4a | <u>RESPONDENT</u><br>ORIENTEERING / GEOCACHING<br>FROM Q4a | <u>RESPONDENT</u><br>RUNNING / JOGGING<br>FROM Q4a | <u>RESPONDENT</u><br>HORSE RIDING / PONY TREKKING<br>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><b>Q7</b> How or where did you find out about this site as a place to visit?<br/><b>CODE ALL MENTIONED</b></p>  | (55-58m)                       |
| <p>Always known about it / been here before<br/>Word of mouth<br/>Newspaper<br/>Leaflet<br/>Tourist Information Centre</p>                                   | 1<br>2<br>3<br>4<br>5          |
| <p>Road signs<br/>Just passing / en route<br/>Map<br/>Smartphone app<br/>Facebook</p>  | 6<br>7<br>8<br>9<br>A          |
| <p>Twitter<br/>Forestry Commission website<br/>Natural Resources Wales website<br/>Google / other search engine<br/>Other website (please specify) _____</p> | B<br>C<br>D<br>E<br>X          |
| <p>Other (please specify) _____<br/><br/>Don't know / can't remember</p>   | (59-62m)<br><br>X<br><br>M     |
| <p><b>Q8</b> What do you like most about the site? <b>PROBE</b> Anything else?<br/><b>DO NOT PROMPT – CODE ALL MENTIONED</b></p>                             | (63-66m)                       |
| <p>Peace / tranquillity / relaxation<br/>Scenery / views / beautiful<br/>Walks / paths / trails<br/>Cycle trails / freedom / opportunity to cycle</p>        | 1<br>2<br>3<br>4               |
| <p>Wildlife / bird watching<br/>Fresh air / being outside<br/>Exercise / keeping fit<br/>Activities that are good for the children</p>                       | 5<br>6<br>7<br>8               |
| <p>Close to home / convenient<br/>Opportunity to spend time with family / friends<br/>Safe environment<br/>Lots to see and / or do</p>                       | 9<br>A<br>B<br>C               |
| <p>Like forests / trees / variety of trees<br/>Good on-site facilities<br/>Clean / well looked-after<br/>The weather</p>                                     | D<br>E<br>F<br>G               |
| <p>Been before / wanted to come again<br/>Helpful / pleasant staff<br/>Plenty / cheap / other reference to parking<br/>Cost / value for money</p>            | H<br>I<br>J<br>K               |
| <p><b>Other (please specify)</b><br/>-----<br/>-----<br/><br/>Nothing<br/>Don't know</p>   | (67-70m)<br><br><br><br>L<br>M |

**ASK ALL**

**Q9** What, if anything, would enhance your enjoyment of this site? (75-78m)  
**PROBE** Anything else?  
**DO NOT PROMPT – CODE ALL MENTIONED**  
**IF MENTIONS WEATHER, PROBE FOR MORE DETAILS**

- Better parking (easier, more, cheaper, free) 1
- Improve toilets / more toilets / shower facilities / changing area 2
- More activities for children / more play areas 3
- More trails / paths / cycle tracks 4
- Improve signage / more maps / better maps 5
- Improve café / catering 6
- More dog poo bins / remove dog poo 7
- More bins / litter bins / recycling bins 8
- Longer / more challenging trails, paths and cycle routes 9
- More seating A
- More picnic areas / BBQ / picnic tables and benches B
- Improve maintenance of paths / cycle tracks / better surfacing C

**Other (please specify)** (79-82m)

-----  
 -----

- Nothing L
- Don't know M

**Q10** What, if anything, interfered with your enjoyment of this site today? (83-86m)  
**PROBE** Anything else?  
**DO NOT PROMPT – CODE ALL MENTIONED**  
**IF MENTIONS WEATHER, PROBE FOR MORE DETAILS**

- Wet / raining / windy (poor weather) 1
- Car parking expensive 2
- Signs unclear / need better signs / more maps 3
- Problems with car parks 4
- Poor service in café / long queues / inconvenient opening hours 5
- Too busy 6
- Dogs off leads / loose dogs / don't want dogs around 7
- Toilets – not enough / closed / out of order 8
- Need more litter bins / recycling bins / too much litter 9
- Dog mess on paths / in play areas 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

# FOREST OF DEAN

## ASK ALL

### SHOWCARD G10

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

**CODE ALL MENTIONED**

|   |  |            |
|---|--|------------|
|   |  | (105-108m) |
| A | Café / restaurant / catering           | 6          |
| B | Car parking                            | 7          |
| C | Climbing wall                          | 8          |
| D | Cycle trails                           | A          |
| E | Disabled toilets                       | B          |
| F | Forest holidays                        | E          |
| G | Information available / interpretation | M          |
|   |  | (109-112m) |
| H | Picnic areas / BBQ                     | 5          |
| I | Play areas and equipment               | 7          |
| J | Toilets                                | B          |
| K | Walking trails                         | F          |

**Other (please specify)**

-----  
-----

None of these  
Don't know

(113-116m)

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

# FOREST OF DEAN

## ASK ALL

### SHOWCARD G10 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<br>COL. A<br><br>CIRCLE<br>IF USED | Q15b - COLUMN B<br>ONLY RATE THOSE TICKED IN COLUMN A |           |      |      |      |           |    |       |
|--------------------------|--|---|---|-----------|------|------|------|-----------|----|-------|
|                          |  |   | Excellent   | Very good | Good | Fair | Poor | Very poor | DK |       |
|                          |  | (125-128m)                              |   |           |      |      |      |           |    |       |
| A                        | Café / restaurant / catering           | 6                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (145) |
| B                        | Car parking                            | 7                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (146) |
| C                        | Climbing wall                          | 8                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (147) |
| D                        | Cycle trails                           | A                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (149) |
| E                        | Disabled toilets                       | B                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (150) |
| F                        | Forest holidays                        | E                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (153) |
| G                        | Information available / interpretation | M                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (160) |
|                          |  | (129-132m)                              |   |           |      |      |      |           |    |       |
| H                        | Picnic areas / BBQ                     | 5                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (167) |
| I                        | Play areas and equipment               | 7                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (169) |
| J                        | Toilets                                | B                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (173) |
| K                        | Walking trails                         | F                                       | 1   | 2         | 3    | 4    | 5    | 6         | 7  | (177) |
|                          |  |   |   |           |      |      |      |           |    |       |
| <b>OTHERS (WRITE IN)</b> |  | (133-136m)                              |   |           |      |      |      |           |    |       |
|                          |  |   | 1   | 2         | 3    | 4    | 5    | 6         | 7  | ( )   |
|                          |  |   | 1   | 2         | 3    | 4    | 5    | 6         | 7  | ( )   |
|                          |  |   | 1   | 2         | 3    | 4    | 5    | 6         | 7  | ( )   |

None of these  
 Don't know

M  
 N



**ASK ALL**

**SHOWCARD H AGAIN**

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

(235)

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

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

Don't know / not sure

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 RECORD 0. IF DON'T KNOW, RECORD AAAA**

- Food and drink \_\_\_\_\_
- Activities available at this site \_\_\_\_\_
- Parking \_\_\_\_\_
- Souvenirs / gifts \_\_\_\_\_
- Hiring equipment such as boats, bikes or horses \_\_\_\_\_
- Anything else \_\_\_\_\_

- (237-240)
- (241-244)
- (245-248)
- (249-252)
- (253-256)
- (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 RECORD 0. IF DON'T KNOW, RECORD AAAA**

- Food and drink \_\_\_\_\_
- Accommodation (if staying overnight) \_\_\_\_\_
- Admission to other attractions \_\_\_\_\_
- Parking \_\_\_\_\_
- Transport, including public transport, taxis and petrol \_\_\_\_\_
- Souvenirs / gifts \_\_\_\_\_
- Hiring equipment such as boats, bikes or horses \_\_\_\_\_
- Anything else \_\_\_\_\_

- (261-264)
- (265-268)
- (269-272)
- (273-276)
- (277-280)
- (281-284)
- (285-288)
- (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 |

|   |       |
|---|-------|
| <b>Q20a</b> 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**

|  |       |
|--|-------|
| <b>Q20b</b> 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?<br><b>SINGLE CODE</b> | (331) |
| Very interested  | 1     |
| Fairly interested  | 2     |
| Not very interested  | 3     |
| Not at all interested  | 4     |
| Depends on how much it costs – <b>DO NOT PROMPT WITH THIS CODE</b>   | 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

|                   |   |       |
|-------------------|---|-------|
| <b>Q25</b>        | Do you have any children aged 15 or under living in your household?   | (420) |
|                   | Yes   | 1     |
|                   | No  | 2     |
|                   | Refused   | 3     |
| <b>Q26</b>        | 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?<br><b>INCLUDES PROBLEMS RELATED TO OLD AGE</b> | (421) |
|                   | Yes – limited a lot   | 1     |
|                   | Yes – limited a little  | 2     |
|                   | No  | 3     |
|                   | Refused   | 4     |
| <b>SHOWCARD N</b> |   |       |
| <b>Q27</b>        | Which of these best describes your ethnic origin?<br><b>SINGLE CODE</b>   | (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:  |                                |  |                    |                      |                             |
| <b>THANK YOU FOR YOUR TIME - PROVIDE LEAFLET.</b>  |                                |  |                    |                      |                             |
| <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)                       |
| <b>B01326-2</b>  | <b>F.O.U<br/>(BACK CHECKS)</b> |  | <b>Accompanied</b> | <b>Yes 1</b>         | <b>Supervisor signature</b> |
|  |                                |  |                    | <b>No 2</b>          |                             |

## Appendix II

### Explanation of social class categories

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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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