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Research Report

Quality of the Visitor
Experience 2015

Hicks Lodge Forest



Prepared for:
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Forestry Commission England

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1. Executive summary

1.1 Quality of Visitor Experience Research

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

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

This report summarises the findings from the 233 visitor interviews conducted at Hicks Lodge Forest in 2015. Throughout the report, comparisons have been made to the 'All England' average figures (aggregated data from all 7 sites surveyed in 2015) – the survey was conducted at this site previously, but the data gathered from Hicks Lodge was combined with the data obtained from Rosliston Forest, therefore it has not been possible to track any changes over time at Hicks Lodge specifically.

1.2 Hicks Lodge Forest

Hicks Lodge is a former coal mining site that has been transformed by new plantings and the development of new trails.

There is a variety of activities at Hicks Lodge including bike trails, various walking trails - from short, easy walks around the lake to a longer walk exploring the whole site - and play areas located close to the visitor centre with play structure such as climbing frames, scramble nets, swings, balance course & slides.

1.3 Perceptions of the site

Perceptions of Hicks Lodge as a place to visit were very positive. This was also true across all England sites as well. None of the visitors interviewed at Hicks Lodge in 2015 gave a negative rating for the site, whilst nine out of ten visitors (91%) said it was 'excellent' or 'very good'. The 'excellent' rating for Hicks Lodge (28%) was slightly lower than the all England average of 32%.

Similarly, ratings of how safe and welcoming Hicks Lodge was seen to be were very positive. This was also found across all England sites on average. Again, none of the visitors interviewed at Hicks Lodge gave a less than positive rating of the site in terms of it being safe and welcoming, whilst nine in ten visitors said it was either 'excellent' or 'very good' (89%): slightly higher than the all England average (86%). Nearly a third of visitors to Hicks Lodge rated the site as 'excellent' in terms of how safe and welcoming the site was.

When asked whether they would be likely to recommend Hicks Lodge as a place to visit to a friend or relative (using a score of 0-10), scores for Hicks Lodge and all England sites generally were extremely positive: only 14% gave a rating of less than 9/10 for Hicks Lodge. The proportion of visitors giving the highest score at Hicks Lodge was higher than the all England average (61% at Hicks Lodge compared to 44% on average across the England sites). This was reflected in the average score for Hicks Lodge as it was higher than the all England average at 9.46

1.4 Strengths of the site

The cycle trails / freedom / opportunity to cycle (43%) and the walks / paths / trails at the site (40%) stood out as being visitors' favourite aspect of Hicks Lodge Forest. The walks and trails were just as popular at the other site (also 40% on average) but the cycle trails were much more popular at Hicks Lodge, as 43% said it was their favourite aspect of the site at Hicks Lodge compared with 22% on average across the all England sites.

Other popular mentions included: the convenient location (31%), the scenery / views (26%), the good on-site facilities / BBQ areas / Gift shop (23%), the good activities for the children (22%) and the peace / tranquillity of the site (21%).

1.5 Areas for improvement

Over a third of visitors to Hicks Lodge could not think of anything that would add to their enjoyment and only made positive comments (36%); this was, however, slightly lower than the all England average (45%).

Most suggestions to improve the site were therefore made by relatively small proportions of visitors, and Table 9 below outlines the comments that were made by 3% or more. The main improvement required was more dog poo bins / remove dog poo and this was suggested by just under one in five visitors (19%)..

The other suggestions were made by approximately one in ten visitors: 13% wanted more activities for children / more play areas, 11% wanted better parking (i.e. easier, cheaper), 11% wanted more trails / paths and cycle trails and 9% wanted longer / more challenging trails, paths and cycle routes

1.6 Visitor profile

In 2015 just under one in six visitors to Hicks Lodge was a first-time visitor (15%), which is lower than the all England average of 24%. Over four fifths of visitors to Hicks Lodge were, therefore, repeat visitors in 2015 (85%).

Typically across all England sites, 85% were 'day trippers' and 14% were staying visitors. The split between 'day trippers' and staying visitors was even more slanted towards 'day trippers' at Hicks Lodge as almost all visitors were day trippers (99%). The majority of visitors to Hicks Lodge were locals as 97% had travelled for less than 3 hours to visit the site. This was higher than the average across all England sites (74%). Conversely, the proportion of visitors who reported that they would be staying overnight in the area was considerably higher across the other England sites on average than at Hicks Lodge (14% compared to less than 2%).

Group sizes were slightly smaller at Hicks Lodge (averaging 3.0 people) compared to the all England average (3.23 people). Over half of visitors to Hicks Lodge were visiting with children (52%). This proportion was slightly higher than the all England average (48%).

The gender profile at Hicks Lodge was equally split, as 51% of visitors at Hicks Lodge were male and 49% were female. This was slightly different to the average across all England sites, where the balance in the gender profile was marginally less even. On average across all the England sites there was a slight slant towards females; 53% of visitors were women, and 47% were men.

In terms of the age profile, Hicks Lodge visitors were slightly younger than the all England average. Hicks Lodge visitors were more likely to be under 45 years old: over half of visitors at Hicks Lodge were 45 years old or younger (55%), whilst over two fifths of them were over 45 (45%). Across England sites, the split was more even – 51% under 45, 48% over 45.

Visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 69%) than C2DE (skilled and unskilled manual

workers and the unemployed = 31%). This was again almost exactly the same as the all England average (69% ABC1, 30% C2DE).

Just over half of visitors to Hicks Lodge had children in the household (52%), which was slightly higher than the all England average (47%). This reflects the younger age profile of Hicks Lodge visitors.

Almost all of the visitors to Hicks Lodge were white British / Welsh / Irish (97%), with only a very small number of visitors describing their ethnicity as 'White Other (1%) or 'Black / Asian / Mixed' (1%). Again, this in line with the all England data.

2. Introduction

2.1 Background

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

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

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

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

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

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

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

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

2.2 Research programme

Between 2013 and 2015, Beaufort Research conducted 8,417 interviews with visitors to forests, woodlands and National Nature Reserves across England and Wales. In 2015, a total of 2,950 interviews were conducted: 1,762 in England and 1,188 in Wales.

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

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

Table 1: Interviewing sites and number of interviews conducted

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

* H = High usage; M = Medium usage

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

The core interviewing period ran from March to October 2015. At Hicks Lodge, interviewing took place between 31st of March and 17th of October, and a total of 233 interviews were conducted.

2.3 Report

This report summarises the results of the interviews undertaken at Hicks Lodge in 2015, and includes individual sites' scores on key visitor measures. Throughout the report, comparisons have been made to the 'All England figures (aggregated results from all 7 sites). The survey was conducted at this site previously, but the data gathered from Hicks Lodge was combined with the data obtained from Rosliston Forest, therefore it has not been possible to track any changes over time at Hicks Lodge specifically.

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

2.4 Data tables

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

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

3. Visitor profile information

3.1 Visitor profile

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

The gender profile at Hicks Lodge was equally split, as 51% of visitors at Hicks Lodge were male and 49% were female. This was slightly different to the average across all England sites, where the balance in the gender profile was marginally less even. On average across all the England sites there was a slight slant towards females; 53% of visitors were women, and 47% were men.

In terms of the age profile, Hicks Lodge visitors were slightly younger than the all England average. Hicks Lodge visitors were more likely to be under 45 years old: over half of visitors at Hicks Lodge were 45 years old or younger (55%), whilst over two fifths of them were over 45 (45%). Across England sites, the split was more even – 51% under 45, 48% over 45.

Visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 69%) than C2DE (skilled and unskilled manual workers and the unemployed = 31%). This was again almost exactly the same as the all England average (69% ABC1, 30% C2DE).

Just over half of visitors to Hicks Lodge had children in the household (52%), which was slightly higher than the all England average (47%). This reflects the younger age profile of Hicks Lodge visitors.

Almost all of the visitors to Hicks Lodge were white British / Welsh / Irish (97%), with only a very small number of visitors describing their ethnicity as 'White Other (1%) or 'Black / Asian / Mixed' (1%). Again, this in line with the all England data – see Table 2 overleaf for more details.

Table 2: Profile of visitors by key demographics 2015

		Hicks Lodge %	All England %
Gender	Male	51	47
	Female	49	53
Age	16 - 24	2	4
	25 - 34	16	17
	35 – 44	37	30
	45 – 54	21	22
	55 – 64	13	14
	65+	11	12
Social class	AB	36	37
	C1	33	32
Working status	C2	19	20
	DE	12	10
	Refused	<1	1
	Full-time employee (30+ hours per week)	56	54
	Part-time employee (<30 hours per week)	22	17
	Self-employed	3	4
	Full-time education	1	2
	Unemployed	2	1
	Permanently sick / disabled	1	1
	Retired	12	15
	Looking after home	3	5
	Other	-	<1
	Refused	<1	1
Limiting illness	Yes – limited a lot	1	1
	Yes – limited a little	4	4
	No	94	94
	Refused	<1	1
Children in household	Yes	52	47
	No	48	53
	Refused	-	<1
Ethnicity	White – British / Welsh / Irish	97	96
	White – Other	1	2
	Black / Asian / Mixed	1	2
	Refused	-	<1

Base: All visitors – Hicks Lodge (233); All England (1,762)

3.2 Group profile

3.2.1 Size of group

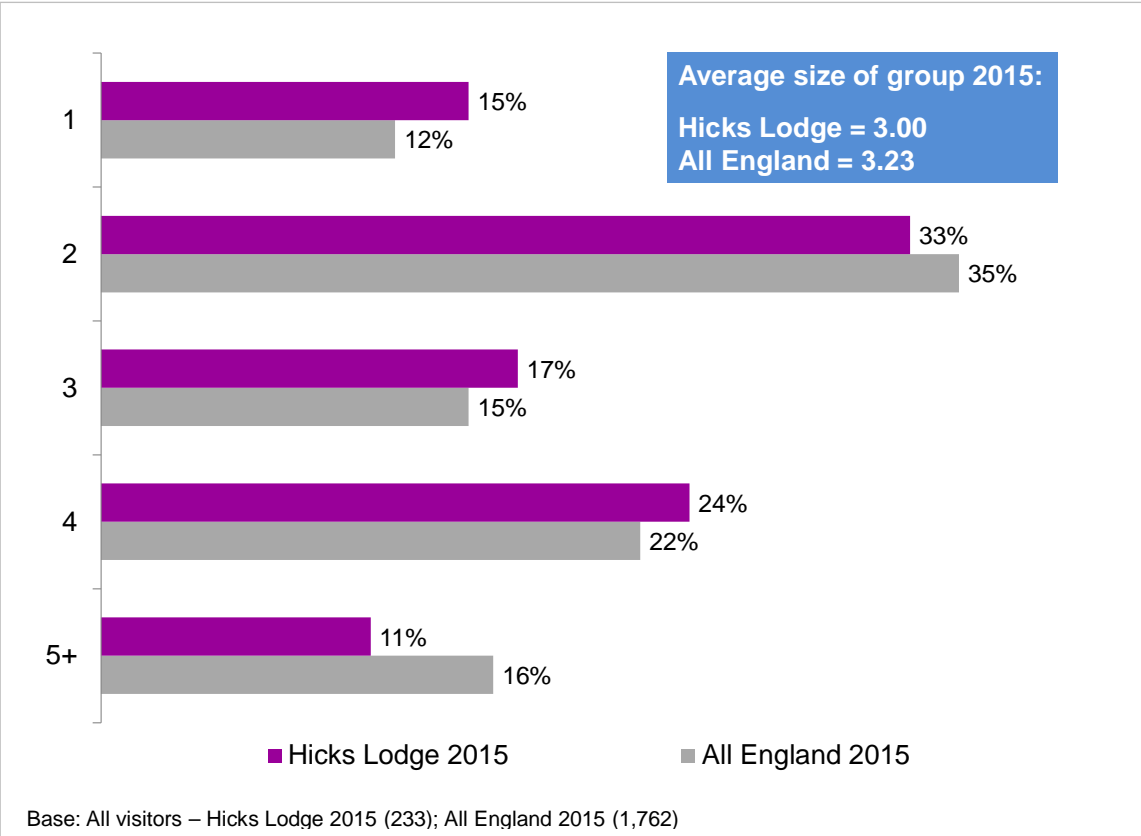
Group sizes were slightly smaller at Hicks Lodge (averaging 3.0 people) compared to the all England average (3.23 people).

Visitors at Hicks Lodge in 2015 were slightly more likely to visit in pairs (33%): this is also true on average across all England sites, as 35% at these sites were pairs.

The proportion of visitors coming to the site in large groups of 4 or more people was slightly lower at Hicks Lodge than the all England average (35% compared to 38%).

Nearly one in six visitors to Hicks Lodge visited the site alone (15%), which was slightly higher than the all England average, which was 12%.

Figure 1: Q1. Total size of the group



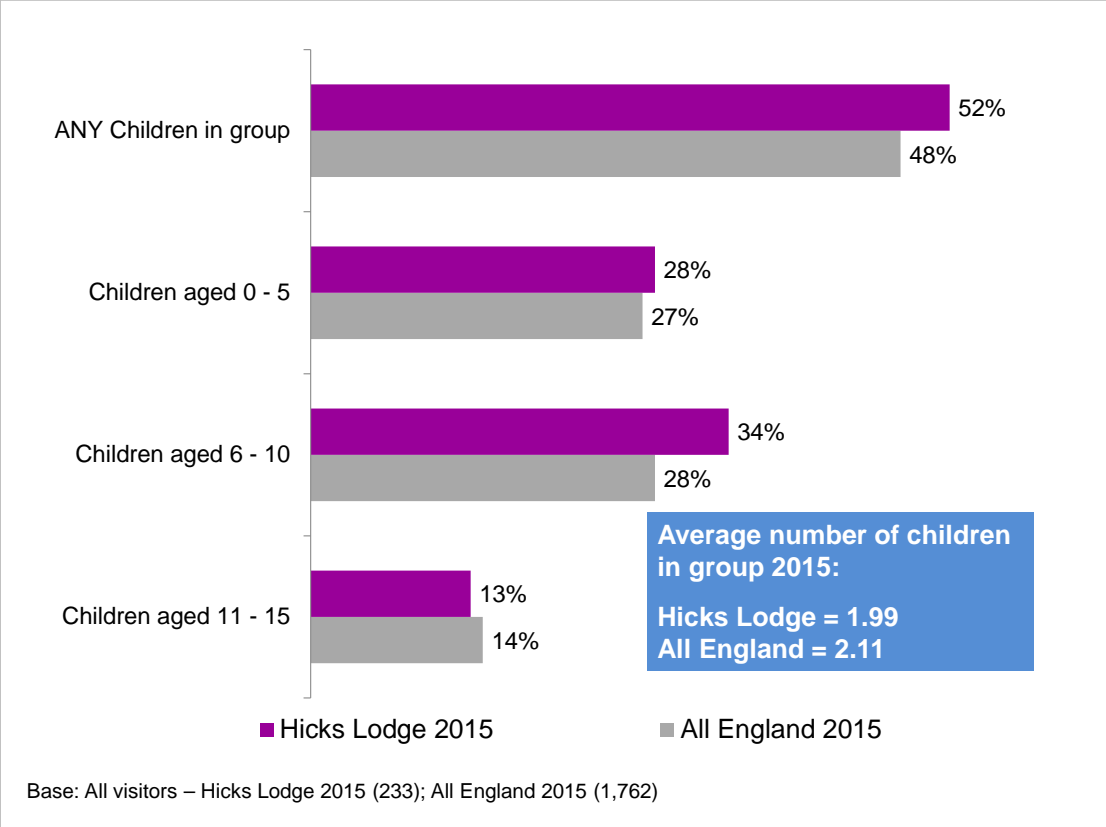
3.2.2 Composition of group

Over half of visitors to Hicks Lodge were visiting with children (52%). This proportion was slightly higher than the all England average (48%).

However, the average number of children per group visiting Hicks Lodge was slightly lower than the average across all England sites (mean of 1.99 children per group at Hicks Lodge compared with 2.11 all England).

The children at Hicks Lodge were more likely to be between six and ten years old (34%), which was slightly higher than the all England average (28%).

Figure 2: Q1. Composition of group



4. Profile of visit

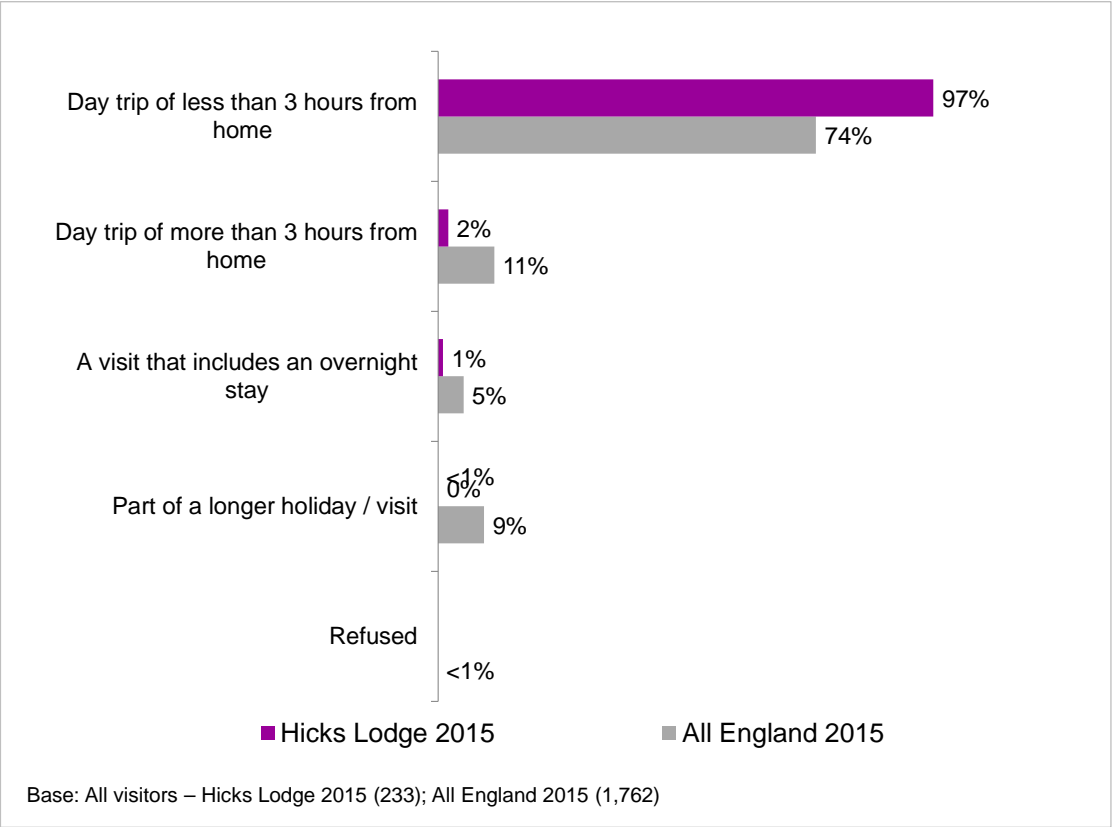
4.1 Type of visit

Typically across all England sites, 85% were 'day trippers' and 14% were staying visitors. The split between 'day trippers' and staying visitors was even more slanted towards 'day trippers' at Hicks Lodge as almost all visitors were day trippers (99%).

The majority of visitors to Hicks Lodge were locals as 97% had travelled for less than 3 hours to visit the site. This was higher than the average across all England sites (74%). The proportion of visitors who had travelled more than 3 hours to visit Hicks Lodge was lower than the average across the England sites (2% compared to 11% across all England sites).

Conversely, the proportion of visitors who reported that they would be staying overnight in the area was considerably higher across the other England sites on average than at Hicks Lodge (14% compared to less than 2%).

Figure 3: Q2. Type of visit



4.2 Visitor origin

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

All the visitors to Hicks Lodge had travelled from within England, and the majority of those visitors came from the East Midlands (85%) and the West Midlands (12%). The remaining small proportion of English visitors had come from East of England, South West England or South East England (2%, 1% and <1% respectively).

None of the visitors interviewed at Hicks Lodge had come from outside of England.

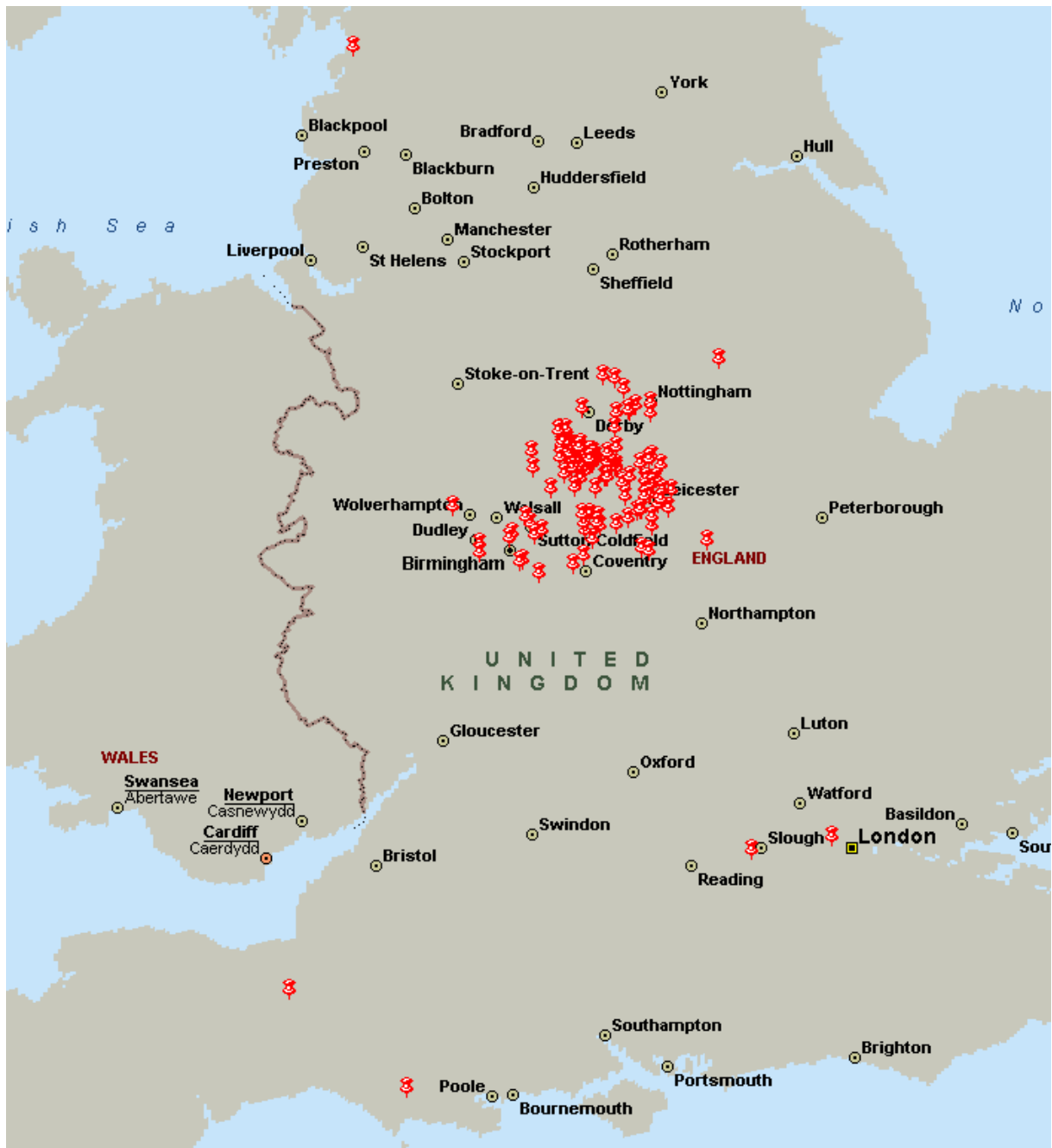
Table 3 below and Figure 4 overleaf provide more details.

Table 3: Q28a. Visitor origin 2015

		Hicks Lodge %	All England %
Home region	North East England	-	11
	Yorkshire & Humberside	-	11
	North West England	-	2
	West Midlands	12	14
	East Midlands	85	24
	East of England	2	4
	Greater London	-	1
	South East England	<1	17
	South West England	1	13
Home nation	England	100	98
	Wales	-	<1
	Rest of UK	-	1
	Abroad	-	<1

Base: All visitors – Hicks Lodge (233); All England (1,762)

Figure 4: Map of visitor origin for Hicks Lodge



4.3 Frequency of visits

4.3.1 First-time visitors

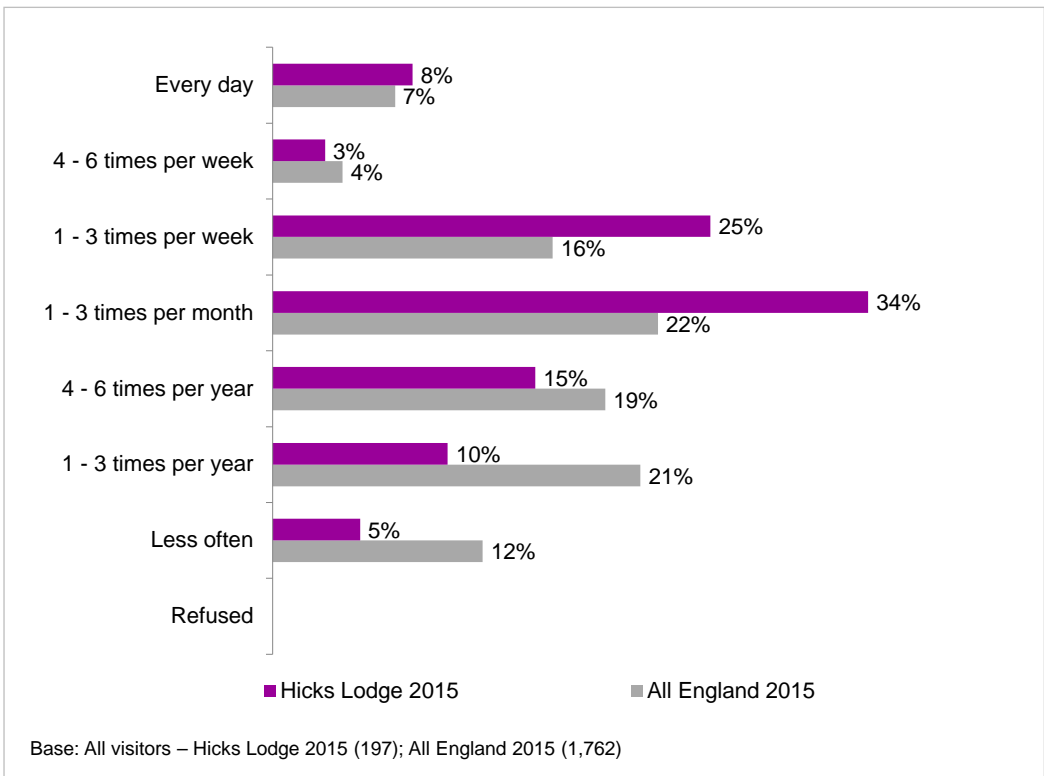
In 2015 just under one in six visitors to Hicks Lodge was a first-time visitor (15%), which is lower than the all England average of 24%. Over four fifths of visitors to Hicks Lodge were, therefore, repeat visitors in 2015 (85%).

4.3.2 Repeat visitors

Focussing on the repeat visitors, seven in ten visitors to Hicks Lodge would be classified as regular visitors - visiting the site once a month or more often (70%).

Conversely, visitors across the all England sites tended to be infrequent visitors as over half the visitors would visit the sites four times a year or less often (52%). The proportion of visitors who visited Hicks Lodge four times a year or less often was considerably lower than this (30%).

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



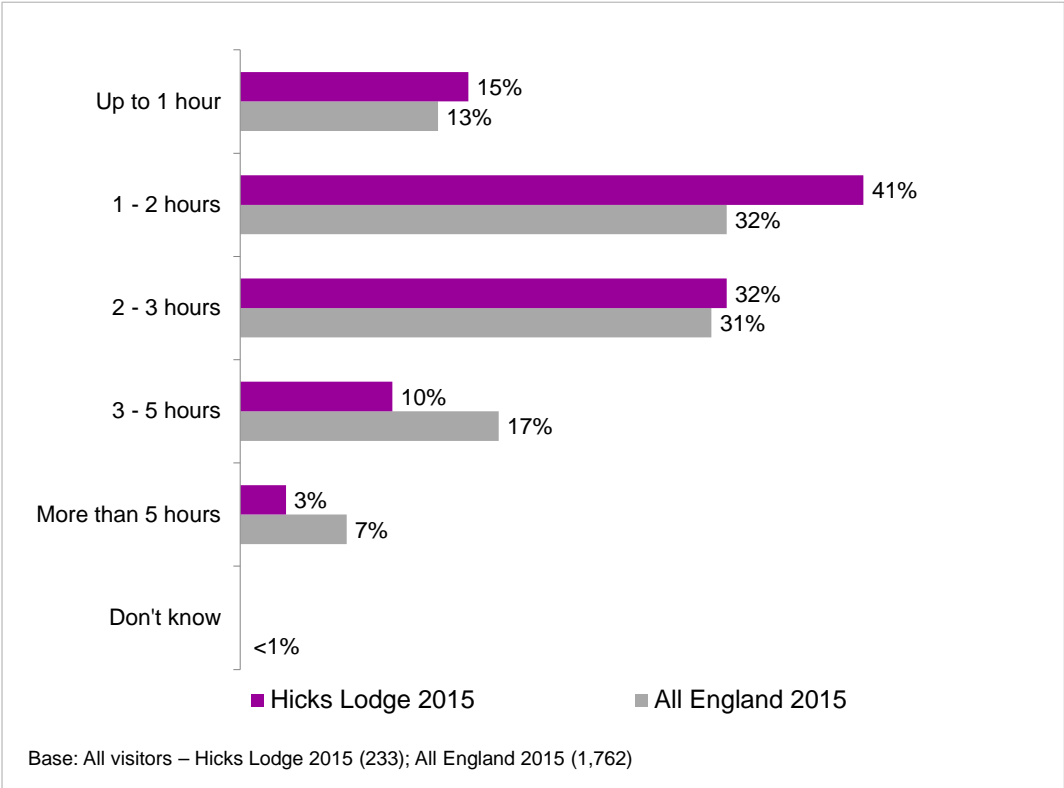
4.4 Length of visit

The average length of visit at Hicks Lodge was 2 hour and 4 minutes. This was 22 minutes shorter than the average length of stay across all sites in England, at 2 hours and 26 minutes.

The shorter average length of visit at Hicks Lodge can be attributed to the significantly higher proportion of visitors staying at the site for less than 2 hours (56% in Hicks Lodge compared to 45% across the all England sites).

Visitors to other sites across England were more likely to spend more than three hours at the sites compared to visitors at Hicks Lodge (24% on average across all England sites compared to 13% at Hicks Lodge) – see Figure 6 below for more details:

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 Hicks Lodge was visiting the café / catering facilities (58%), which was slightly higher than the all England average (54%). This was then followed by walking generally (51%), which was lower than the all England average at 67%. Walking on sign-posted trails was said by 8% fewer visitors at Hicks Lodge compared to the average across the other sites.

Conversely, cycling generally was more popular at Hicks Lodge (51%), compared to the all England average (30%). This is because cycling on trails and cycling off tracks were more popular at Hicks Lodge than on average across all the England sites (28% and 25% compared to 20% and 15% respectively).

Visiting the play area was also a popular activity at Hicks Lodge, with 26% of visitors using it. This was almost identical to the proportion of visitors who said they had used the play areas on average across the England sites (25%).

All other activities had been undertaken by less than 10% of visitors: admiring the views (6%), picnic areas and BBQ, and seeing something in the forest (2% for both) – see Table 4 overleaf for more details.

Overall, almost all of the visitors to Hicks Lodge took part in ‘active’ activities (97%), which is very similar to the all England average (94%).

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

	Hicks Lodge 2015 %	All England 2015 %
Cycling on forest roads, tracks or trails	28	20
Cycling off trails or tracks	25	15
TOTAL CYCLING	51	30
Walking on a sign-posted trail	30	38
Walking but not following sign-posts	4	8
Dog walking	23	29
TOTAL WALKING	51	67
Using the café / restaurant / other catering	58	54
Using the play area	26	25
Admiring the views	6	13
Picnic or barbeque	2	7
Seeing something in the forest	2	6
Running / jogging	1	2
Using the Visitor Centre / shop	1	9
Bird watching	1	3
Orienteering / Geocaching	1	<1
Nature / natural history visit	<1	2
Other	2	6
Taken part in ACTIVE activities	97	94

Base: All visitors – Hicks Lodge 2015 (233); All England 2015 (1,762)

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

4.6 Length of time spent on activities

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

As previously mentioned, visits to Hicks Lodge lasted 2 hours and 4 minutes on average. Those walking spent an average of 1 hour and 10 minutes doing so; this was 54 minutes shorter than the average time spent cycling (2 hours and 7 minutes).

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

	Total duration of visit	Time spent on any walking	Time spent on any cycling
Up to 30 minutes	2	7	-
31 – 60 minutes	13	39	9
1 – 2 hours	41	48	44
2 – 3 hours	32	4	33
3 – 5 hours	10	-	13
5+ hours	3	-	1
Don't know	-	-	-
AVERAGE	2 hours 4 min	1 hour and 10 min	2 hours and 7 min

Base: All respondents - 2015 (233); Respondents who walked - 2015 (116); Respondents who cycled – 2015 (111)

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

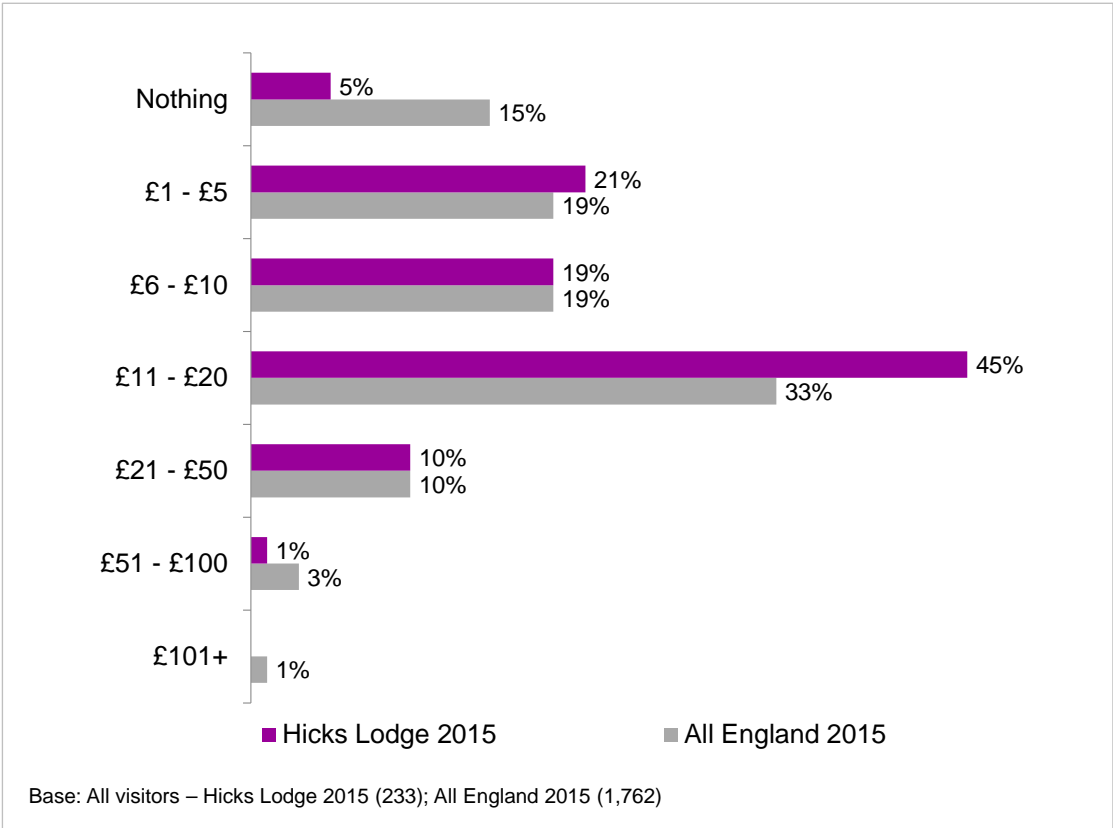
Visitors to Hicks Lodge were asked how much they intended to spend during their visit at the site on a variety of things, including food and drink, activities, parking, souvenirs and the hiring of equipment. Figure 7 shows the figures calculated by combining the data across all types of intended spending.

Only 5% of visitors said they did not intend to spend any money at the site, which was considerably less than the average across all England sites (15%).

Over eight in ten visitors to Hicks Lodge had planned to spend £20 or less on their visit (85%), which is higher than typically recorded across the other England sites (71%). However, visitors to Hicks Lodge were slightly less likely to spend larger sums of £21 or more than the average across the all England sites (14% compared to 11% at Hicks Lodge).

Overall, the average spend at Hicks Lodge was slightly lower than the average at all England sites, at £11.85 (compared with £14.69 all England 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 Hicks Lodge was likely to spend on was parking, with almost nine in ten visitors planning to spend on it (87%). The average planned spend on parking was £2.60, less than the all England average of £3.01.

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

One in five visitors also said they would spend on food and drink while they were at the site (20%), which is considerably lower than the all England average at 65%. However the average spend on food and drink at Hicks Lodge was slightly higher than average across the England sites (£8.83 compared to £8.32). Another area of spend at the site was on hiring equipment at the site; only 3% of visitors planned to spend on this, with an average spend of £0.59. This was similar to the all England average (£0.56).

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

	% spending anything on items		Average spend on items £	
	Hicks Lodge %	All England %	Hicks Lodge £	All England £
Parking	87	71	£2.60	£3.01
Food and drink	20	65	£8.83	£8.32
Hiring equipment	3	2	£0.59	£0.56
Activities at the site	<1	5	£0.04	£3.09
Souvenirs / gifts	-	5	£0.00	£0.50
Anything else	1	2	£0.03	£0.32

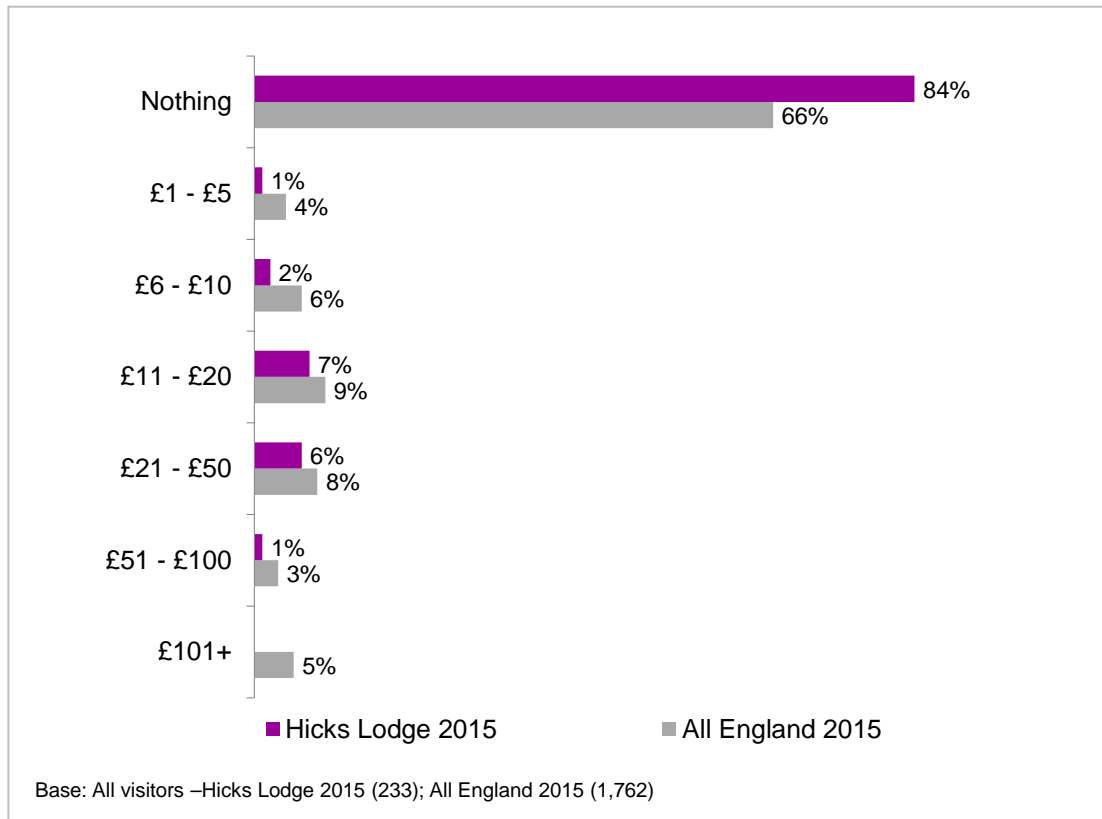
Base: All visitors – Hicks Lodge 2015 (233); All England 2015 (1,762)

Visitors to Hicks Lodge 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.

Over four fifths of visitors to Hicks Lodge said that they would not be spending any money in the local area as a result of their trip (84%); this was higher than the all England average (66%).

The average intended spend in the area was £4.02, which is considerably lower than the all England sites' average of £31.32.

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



Looking at individual spend in the local area as a result of their visit to Hicks Lodge, food and drink was the main area of intended spending: 13% planned to spend on food and drink (average of £2.60). Only 1% said they planned to spend on accommodation, parking and transport, compared to 5%, 19% and 11% on average across all England sites.

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

	% spending anything on items		Average spend on items £	
	Hicks Lodge %	All England %	Hicks Lodge £	All England £
Food and drink	13	25	£2.60	£10.02
Accommodation	1	5	£0.47	£14.69
Parking	1	19	£0.05	£1.26
Transport	1	11	£0.04	£3.47
Admissions to other attractions	-	3	£0.00	£1.16
Souvenirs / gifts	-	4	£0.00	£1.61
Hiring equipment	-	1	£0.00	£0.40
Anything else	6	5	£0.94	£2.35

Base: All visitors – Hicks Lodge 2015 (233); All England 2015 (1,762)

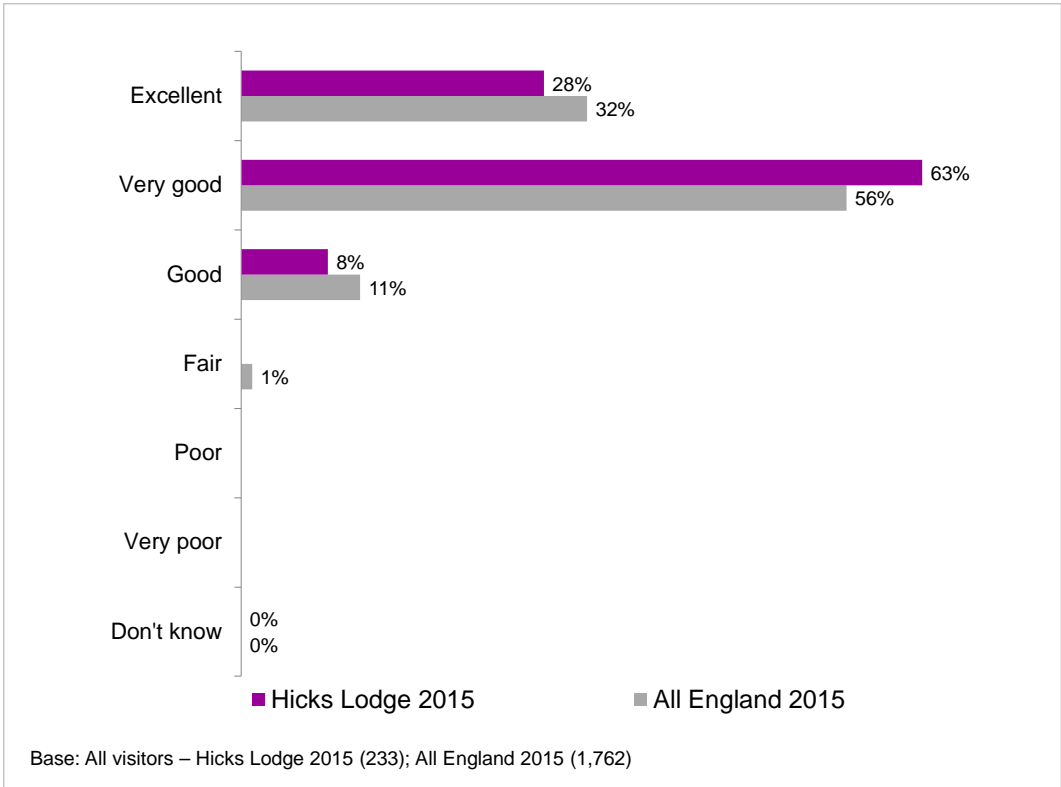
5. Perceptions of the site

5.1 Overall rating of the site as a place to visit

Perceptions of Hicks Lodge as a place to visit were very positive. This was also true across all England sites as well. None of the visitors interviewed at Hicks Lodge in 2015 gave a negative rating for the site, whilst nine out of ten visitors (91%) said it was 'excellent' or 'very good'. The 'excellent' rating for Hicks Lodge (28%) was slightly lower than the all England average of 32%.

A further 8% said the site was 'good', which was slightly lower than the all England average of 11%.

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

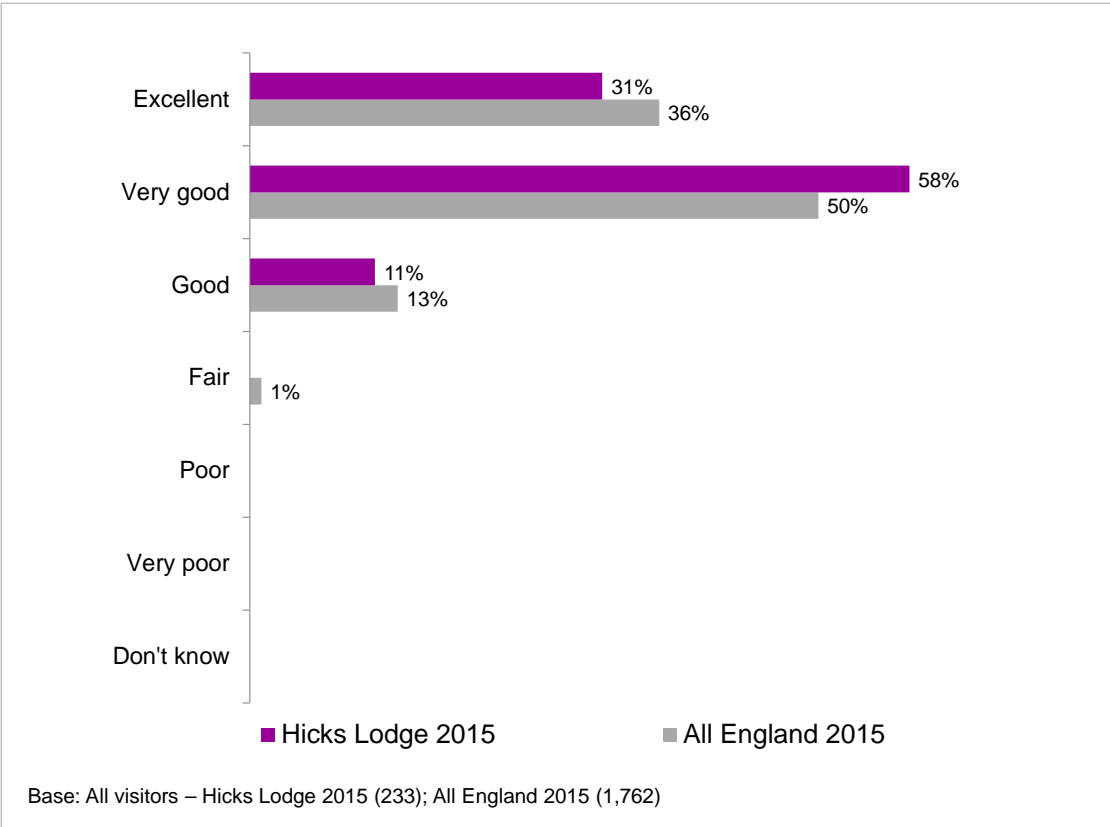


5.2 Overall rating of the site as safe and welcoming

Similarly, ratings of how safe and welcoming Hicks Lodge was seen to be were very positive. This was also found across all England sites on average.

Again, none of the visitors interviewed at Hicks Lodge gave a less than positive rating of the site in terms of it being safe and welcoming, whilst nine in ten visitors said it was either 'excellent' or 'very good' (89%): again slightly higher than the all England average (86%). Nearly a third of visitors to Hicks Lodge rated the site as 'excellent' in terms of how safe and welcoming the site was.

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



Visitors were asked why they gave that rating. The question was unprompted and visitors could mention more than one aspect of the site. Table 7 below details the comments provided by 4% or more of visitors giving a positive rating (excellent, very good, good) for Hicks Lodge and all England sites.

When asked why they gave Hicks Lodge a positive rating, visitors were most likely to mention the good provision of paths / trail and tracks (39%). This was a more important reason at Hicks Lodge than at the other sites as the all England average was 25%.

Other popular mentions included the fresh air / open space / plenty of space / freedom (31%), the scenery / views / beautiful environment (29%), that it was a good, safe place for the kids to play / run around (25%) and that it was a safe environment generally (21%).

Other comments made by one fifth of visitors or fewer who gave the site a positive rating are outlined in detail in Table 7 below:

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

	Hicks Lodge 2015 %	All England 2015 %
Good provision of paths / trails and tracks	39	25
Fresh air / open space / plenty of space / freedom	31	24
The scenery / views / beautiful environment	29	41
Good, safe place for the kids to play / run around	25	22
Safe environment generally for all people	21	19
Good quality facilities / amenities	20	11
Live locally / convenient / easy to get to	20	18
Well laid out / well organised / good set up	20	18
Peaceful / pleasant / tranquil / relaxing / welcoming	16	21
Clean / tidy / well maintained / litter free	16	11
Well sign-posted / good maps / information boards	12	13
Friendly / helpful staff or rangers	4	8
Other visitors here are friendly	4	5

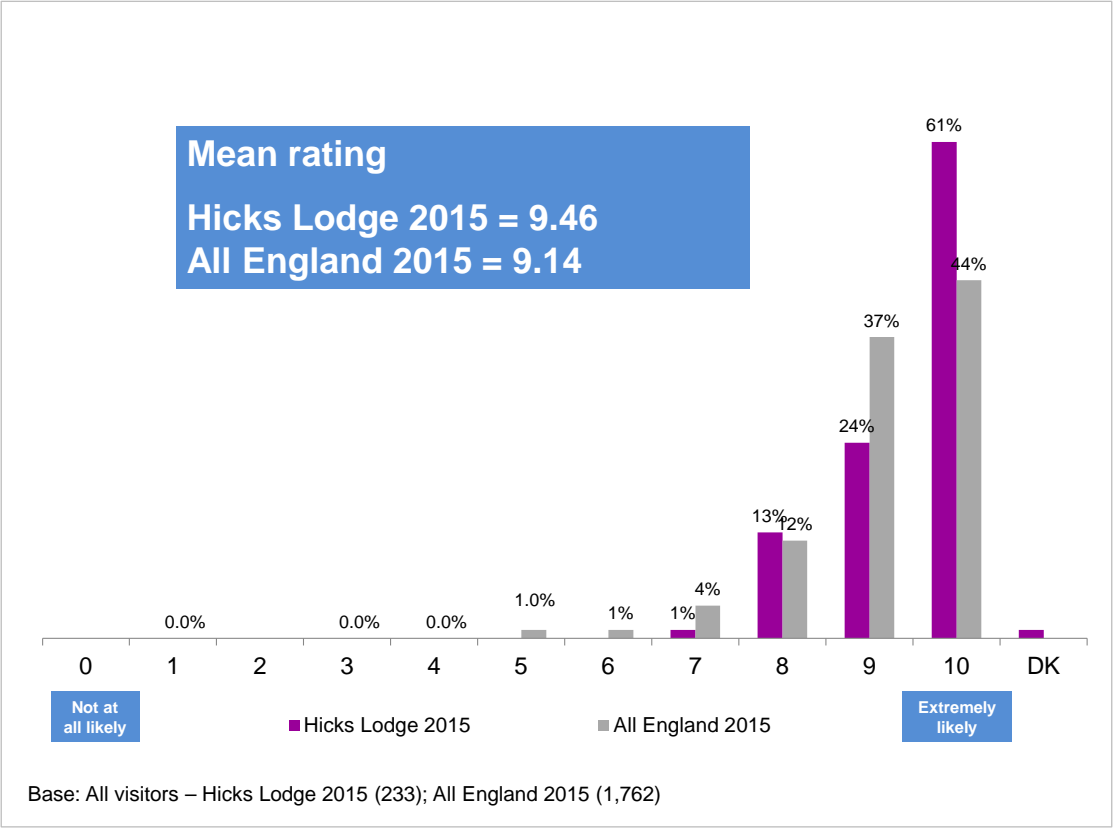
Base: Visitors rating the site as excellent, very good or good – Hicks Lodge 2015 (233); All England 2015 (1,743)

5.3 Recommending the site as a place to visit

Visitors were asked whether they would be likely to recommend Hicks Lodge 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 Hicks Lodge and all England sites generally were extremely positive: only 14% gave a rating of less than 9/10 for Hicks Lodge.

The proportion of visitors giving the highest score at Hicks Lodge was higher than the all England average (61% at Hicks Lodge compared to 44% on average across the England sites). This was reflected in the average score for Hicks Lodge as it was higher than the all England average at 9.46.

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



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

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

To calculate the NPS, the percentage of ‘Detractors’ is subtracted from the percentage of ‘Promoters’ to produce a net score. The NPS for Hicks Lodge is 85, which is higher than the score for the all England average (78).

5.4 Favourite things about the site

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

The cycle trails / freedom / opportunity to cycle (43%) and the walks / paths / trails at the site (40%) stood out as being visitors' favourite aspect of Hicks Lodge Forest. The walks and trails were just as popular at the other site (also 40% on average) but the cycle trails were much more popular at Hicks Lodge, as 43% said it was their favourite aspect of the site at Hicks Lodge compared with 22% on average across the all England sites.

Other popular mentions included: the convenient location (31%), the scenery / views (26%), the good on-site facilities / BBQ areas / Gift shop (23%), the good activities for the children (22%) and the peace / tranquillity of the site (21%).

The other aspects noted by one fifth of visitors or less are listed in Table 8 below.

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

Activities	Hicks Lodge 2015 %	All England 2015 %
Cycle trails / freedom / opportunity to cycle	43	22
Walks / paths / trails	40	40
Close to home / convenient location	31	16
Scenery / views / beautiful / natural	26	29
Good on-site facilities / BBQ areas / Gift shop	23	12
Activities that are good for the children	22	20
Peace / tranquillity / relaxation / atmosphere	21	30
Been before / wanted to come again	20	12
Fresh air / being outside	18	16
Exercise / keeping fit	16	12
Safe environment generally	16	10
Opportunity to spend time with family / friends	15	14
Clean / well looked after	9	11
Like forests / trees / variety of trees and plants	8	16
Wildlife / birdwatching	7	5
Cost / value for money / free	4	3

Ideal for dogs / dog friendly / safe for dogs	3	5
The weather	3	3
Plenty / cheap / other reference to parking	3	3
Lots to see and / or do	2	6

Base: All visitors – Hicks Lodge 2015 (233); All England 2015 (1,762)

Some other favourite aspects of the site that were mentioned by 1% of visitors included:

- Café / restaurant
- Good accessibility
- Rivers / creeks / waterways
- Remote / away from traffic

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

- A higher proportion of older visitors liked the walks / paths / trails (59% of people who were 55+) than average (40%), while they were least likely to say that the cycle trails were their favourite aspect of the site (18% of 55+ compared 43% on average).
- Men were more likely to prefer the cycling trails (50% men compared to 37% women), while women were more likely to prefer the walking trails (46% of women compared to 35% of men).
- Those visiting with children were also more likely to name the cycle trails as their favourite aspect of the site (50% compared to 46% of those without children).

5.5 Suggested improvements to the site

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

Over a third of visitors to Hicks Lodge could not think of anything that would add to their enjoyment and only made positive comments (36%); this was, however, slightly lower than the all England average (45%).

Most suggestions to improve the site were therefore made by relatively small proportions of visitors, and Table 9 below outlines the comments that were made by 3% or more. The main improvement required was suggested by just under one in five visitors (19%), and this was for more dog poo bins / remove dog poo.

The other suggestions were made by roughly one in ten visitors: 13% wanted more activities for children / more play areas, 11% wanted better parking (i.e. easier, cheaper), 11% wanted more trails / paths and cycle trails and 9% wanted longer / more challenging trails, paths and cycle routes – see Table 9 for more details.

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

	Hicks Lodge 2015 %	All England 2015 %
Nothing / general positive comments	36	45
More dog poo bins / remove dog poo	19	11
More activities for children / more play areas	13	5
Better parking (easier, more, cheaper, free)	11	14
More trails / paths / cycle trails	11	5
Longer / more challenging trails, paths and cycle routes	9	3
Improve maintenance of paths / cycle tracks	4	2
Improve signage / more maps / better maps	3	2
More bins / litter bins / recycling bins	3	4

Base: All visitors – Hicks Lodge 2015 (233); All England 2015 (1,762)

Other potential improvements not shown above as they were mentioned by fewer than 3% of visitors, included:

- Improve toilets / more toilets
- More seating

- More picnic areas / BBQ / Picnic tables and benches
- More information on wildlife / vegetation / area
- Longer opening hours
- Dog washing facilities

When asked if there was anything that interfered with their enjoyment of their visit to Hicks Lodge, three fifths of visitors said that nothing had interfered with their enjoyment (60%): this was slightly higher than the all England average of 57%.

The dog mess on the path was the main factor that had interfered with visitors' enjoyment of the site with 13% saying it should be removed from the paths and the play areas. Other factors mentioned by small proportions of the visitors were the expensive car parking charge and the poor weather (9% and 6% respectively) - see Table 10 below for more detail.

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

	Hicks Lodge 2015 %	All England 2015 %
Nothing	60	57
Dog mess on paths / in play area	13	8
Car parking expensive / should be free parking	9	9
Wet / raining / windy (poor weather)	6	11
Need more litter bins / recycling bins	5	3
Dogs off leads / loose dogs / don't want dogs around	4	1
Too busy / too many kids	2	1

Base: All visitors – Hicks Lodge 2015 (233); All England 2015 (1,762)

Other comments, not shown above as they were made by 1%, included:

- Signs unclear / need better signs / more maps
- Muddy / need washing facilities for people and dogs
- Need more shelters / sheltered picnic areas / picnic tables and benches
- Too many cyclists / cyclists cutting up walkers

6. Site facilities

6.1 Importance of site facilities

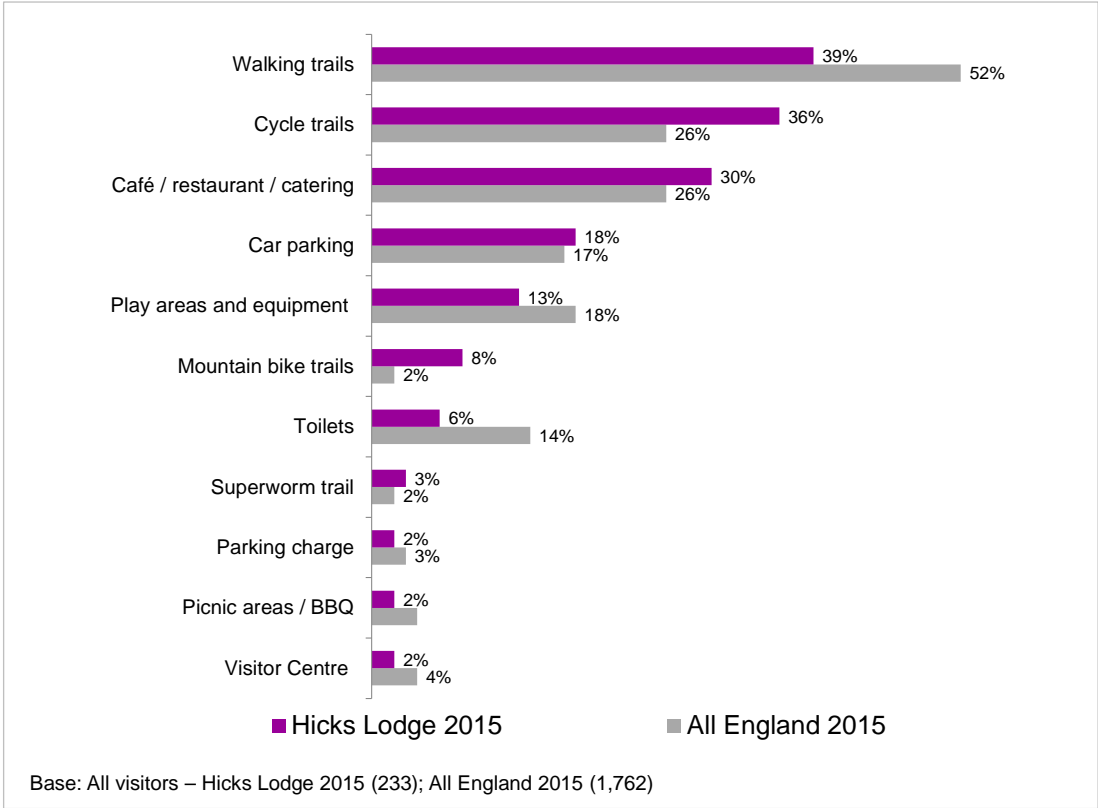
Visitors were presented with a list of facilities available at Hicks Lodge and asked which ones were important to their decision to visit. Visitors could mention as many facilities as were applicable.

The walking trails were mentioned by the highest proportion of visitors (39%); this figure was lower than the all England average (52%).

The second most important facility at Hicks Lodge was the cycle trails (36%) which were more important at Hicks Lodge than on average across the all England sites (26%).

The café / restaurant / catering (30%), car park (18%) and the mountain bike trails (8%) were more important to visitors when deciding to visit Hicks Lodge than they were on average across the other England sites – see Figure 12a below.

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



However, the play areas and equipment, and the toilets, especially, were less important in influencing visitors' decision to go to Hicks Lodge, than they were

on average at the all England sites (8% less for toilets and 5% less for play areas and equipment).

Certain other factors (apart from site facilities) were important to over two fifths of visitors when choosing to come to the site (42%). Any other factors influencing their visit were, therefore, mentioned by relatively small proportions of visitors. The main factors that influenced visitors' decision to visit Hicks Lodge was the fact that it was good for children / children liked it (8%). Other factors included the site's convenient location (i.e. local / close to home) and the fact that it was dog friendly / dogs could come off the their leads / good facilities for dogs (both mentioned by 6%). The other factors mentioned by 3% of visitors are outlined below in Table 11:

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

	Hicks Lodge 2015 %	All England 2015 %
Nothing	58	69
Good for children / children like it	8	2
Local / close to home / convenient	6	4
Dog friendly / dogs can come off leads / dog facilities	6	4
Good weather / sunny / warm	4	2
Wanted to go walking / cycling	3	2

Base: All visitors – Hicks Lodge 2015 (233); All England 2015 (1,762)

Other factors mentioned by fewer than 1% of visitors included:

- Outdoors / fresh air / open spaces
- Meeting / visiting with family and friends
- A nice day out
- Been before / come here a lot
- Had some free time (over Easter / Bank holiday)
- Good value for money / free
- Beautiful scenery / views
- Easily accessible / easy to get around
- Good facilities

6.2 Facilities used

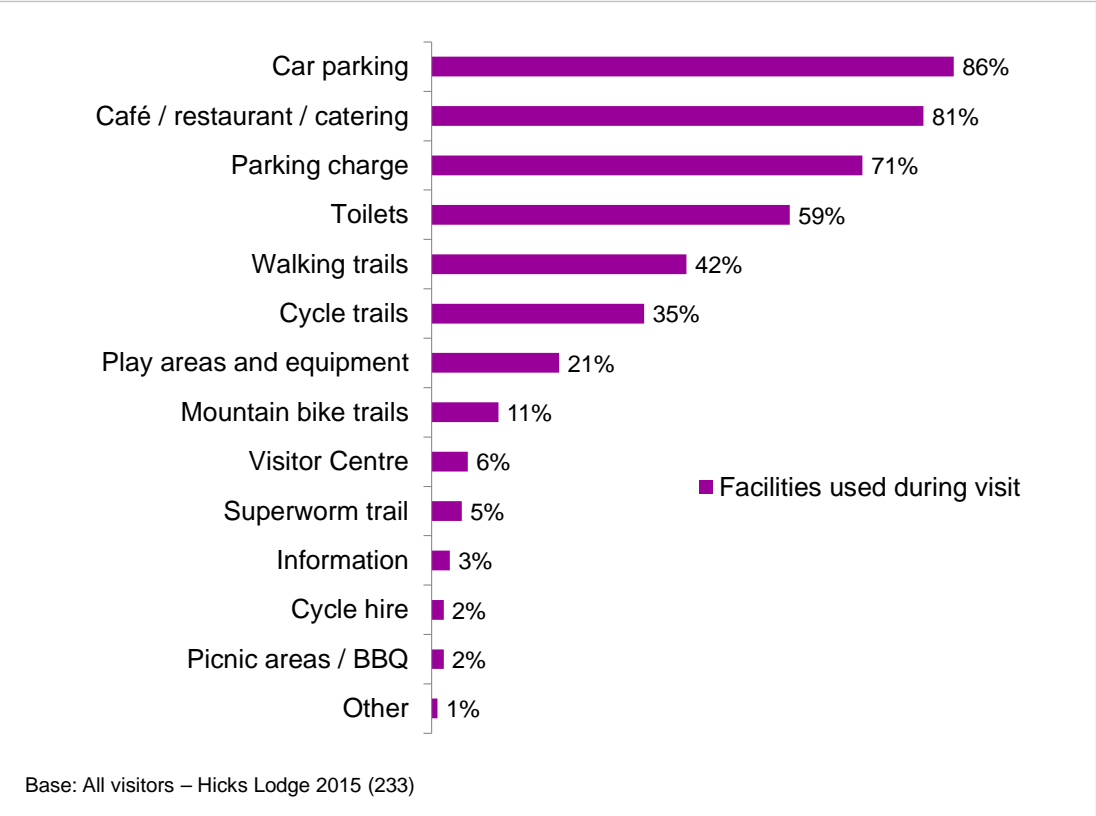
Visitors were then presented with the same list, and asked which facilities they had used during their visit.

The car park was used by the highest proportion of visitors (86%).

This was followed by the café / restaurant which was used by 81%, the parking charge which was used by 71%, the toilets which were used by 59%, the walking trails which were used by 42% and the cycle trails which were used by 35%.

Other facilities used by around one in five visitors or less can be seen in Figure 13 below:

Figure 13: Q15. Facilities used at Hicks Lodge 2015



6.3 Rating of site facilities

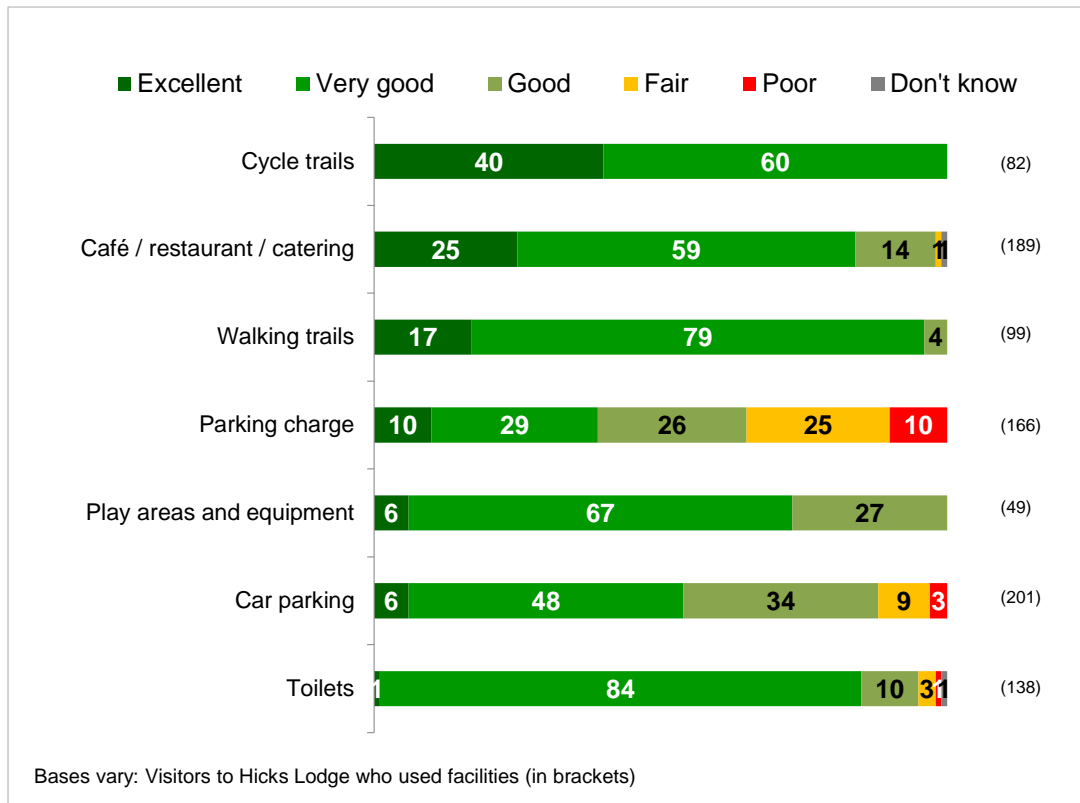
Visitors were then asked to rate the facilities they had used. The ratings for the facilities used by around 50 or more visitors to Hicks Lodge have been detailed in Figure 14 below. Ratings of most of the facilities were positive, with relatively small proportions giving some of the facilities a poor rating but the majority gave a positive rating of either 'excellent', 'very good' or 'good' for most of the facilities.

The cycle trails received the highest score, with 40% rating this facility as 'excellent' and the other three fifths rating them as 'very good' (60%). None of the visitors gave this facility a negative rating.

The café / restaurant / catering facilities and the walking trails also received very positive ratings with 25% and 17% rating both of them as 'excellent' and 59% and 79% respectively gave both facilities a rating of 'very good'. Ratings for the toilets and the play areas were also positive, with over seven in ten visitors rating them as 'excellent' or 'very good' (85% and 73% respectively) with the remaining rating them as 'good' or 'fair' (1% also rated the toilets as 'poor').

Visitors' ratings for parking charge and the car park were slightly more mixed. 10% rated the parking charge as poor while 25% only said it was 'fair'. This was also true to a lesser extent for the car park itself, with 3% rating it as poor and 9% giving it fair. However, the ratings were still positive with 54% rating the car park as 'excellent' or 'very good' and 39% giving the parking charge the same rating- see Figure 14 overleaf for more details.

Figure 14: Q15b. Rating of Hicks Lodge site facilities (where used) 2015 – main facilities used



7. Information about sites

7.1 Sources used to plan visit

Visitors were asked where they found out about Hicks Lodge 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 1% of visitors are outlined below.

Over two fifths of visitors had heard about the site through word of mouth (42%), whilst just under two fifths had always known about the site (38%). More visitors had heard of Hicks Lodge because of word of mouth compared to the all England average (34%).

Very small proportions became aware of the site by visiting the Forest Commission's website (6%), just passing by the site (4%) or Google / other search engines (3%) – see Tables 12 for more detail.

Table 12: Q7 – How found out about the site as a place to visit – main mentions

	Hicks Lodge 2015 %	All England 2015 %
Word of mouth	42	34
Always known about it / been here before	38	53
Forestry Commission Website	6	4
Just passing / en route	4	2
Google / other search engine	3	4
Road signs	2	1
Natural Resources Wales website	2	<1
Other websites	2	2

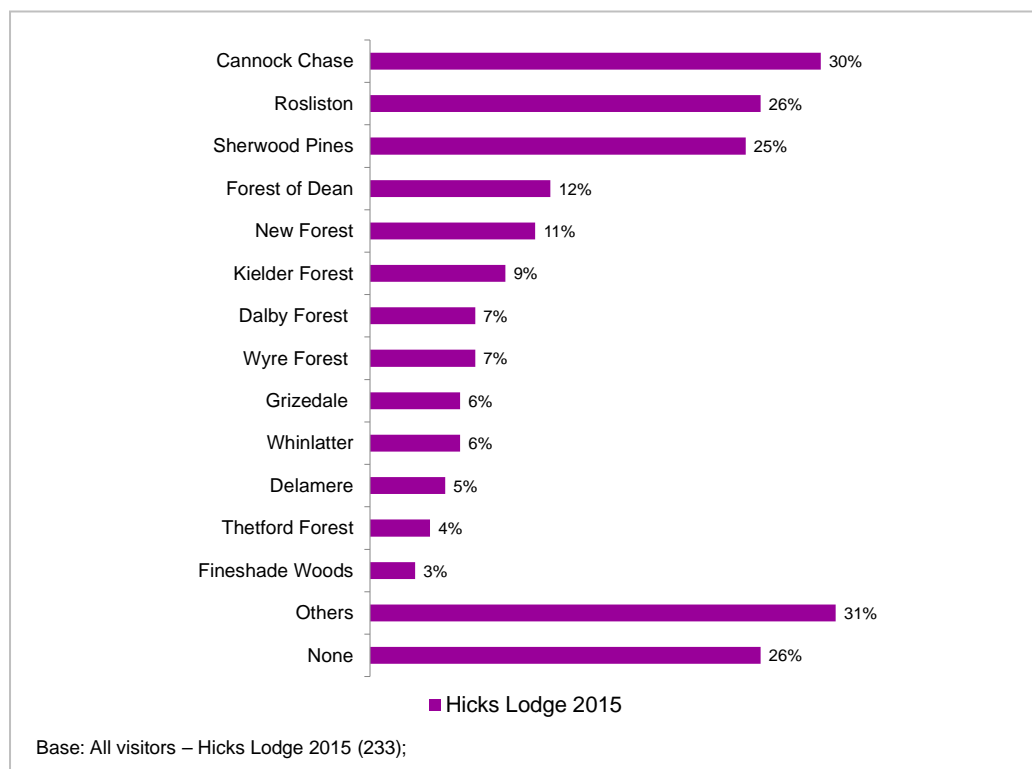
Base: All visitors – Hicks Lodge 2015 (233); All England 2015 (1,762)

7.2 Visiting other sites

Visitors to Hicks Lodge 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. Almost three quarters of visitors had visited at least one other site (74%).

Cannock Chase was mentioned by the highest proportion of visitors to Hicks Lodge (30%). A further 26% mentioned Rosliston, 25% had visited Sherwood Pines, 12% had been to Forest of Dean and 11% had visited the New Forest. The other forests listed were mentioned by fewer than one in ten visitors – see Figure 15 for more details.

Figure 15: Other sites visited in the last 12 months



Other sites mentioned by small numbers of visitors included

- Westonbirt Arboretum
- Dunwich Forest
- Savemake Forest
- Haldon Forest Park
- Queen Elizabeth Country Park
- Bedgebury
- Cardingham Woods
- Guisborough Forest

8. Discovery passes

8.1 Uptake and interest in season tickets and annual Discovery Passes

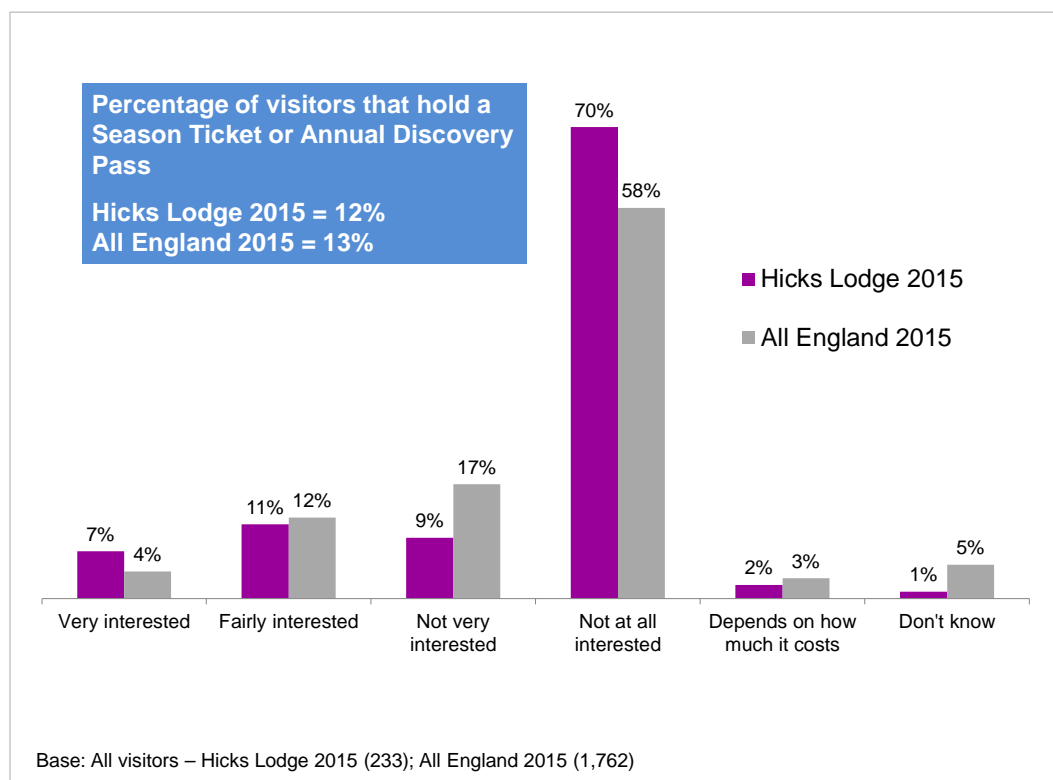
Around one in eight visitors to Hicks Lodge held a season ticket or annual Discovery Pass (12%); this was very similar to the all England average where 13% said they have a Discovery Pass.

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 Hicks Lodge on purchasing an Annual Discovery Pass were very similar to the all England average, with 18% saying they were interested (7% very interested and 11% fairly interested) compared to 16% on average saying they were interested across other England sites (4% very interested and 12% fairly interested).


Most of the visitors interviewed were therefore not interested in purchasing an Annual Discovery Pass (79%) which was also true across all England sites in 2015 (75%).

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



Appendix I

Questionnaire

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

APPROACH ADULTS AGED 16+ - READ OUT

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

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

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

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

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

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

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

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

(7)
1
2
3

IF SPEAK WELSH, ASK S3 BEFORE CONTINUING WITH INTERVIEW

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

- English
- Welsh

(8)
1
2

ASK ALL

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

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

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

SHOWCARD A

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

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

(17)
1
2
3
4
5

SHOWCARD B

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

First visit

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

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

ASK ALL

SHOWCARD C

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

PROBE - Any others?

RECORD IN FIRST COLUMN IN GRID BELOW - CODE ALL MENTIONED

ONLY ASK Q4b IF MORE THAN ONE PERSON IN GROUP

SHOWCARD C AGAIN

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

RECORD IN SECOND COLUMN IN GRID BELOW - CODE ALL MENTIONED

ASK ALL

SHOWCARD C AGAIN

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

RECORD IN THIRD COLUMN IN GRID BELOW - CODE ALL MENTIONED

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

ASK ALL

SHOWCARD D

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

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

Don't know

(45)

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

INSTRUCTIONS:

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

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

SHOWCARD D AGAIN

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

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

ASK ALL

SHOWCARD E

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

ASK ALL

Q9 What, if anything, would enhance your enjoyment of this site? (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

HICKS LODGE

ASK ALL

SHOWCARD G11

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

CODE ALL MENTIONED

		(105-108m)
A	Café / restaurant / catering	A
B	Car parking	C
C	Cycle hire	E
D	Cycle trails	F
E	Disabled toilets	G
F	Educational resources	I
		(109-112m)
G	Horse riding	4
H	Information available / interpretation	5
I	Mountain bike trails	7
J	Parking charge	B
K	Picnic areas / BBQ	C
L	Play areas and equipment	E
M	Superworm Trail	J
N	Toilets	K
O	Visitor Centre	N
P	Walking trails	O
		(113-116m)

None of these
Don't know

M
N

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

PROBE Anything else?

RECORD VERBATIM

Nothing
Don't know

(117-120m)

(121-124m)

M
N

HICKS LODGE

ASK ALL

SHOWCARD G11 AGAIN

Q15a Which aspects of the site have you used during your visit today? **PROBE** Any others?

RECORD IN COLUMN A – CODE ALL MENTIONED

SHOWCARD H

Q15b Now I would like you to rate each of the aspects of the site that you have used during today's visit. So how would you rate....?

FOU: (140-231 FOR Q15)

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

ASPECTS USED		Q15a COL. A CIRCLE IF USED	Q15b - COLUMN B ONLY RATE THOSE TICKED IN COLUMN A							
			Excellent	Very good	Good	Fair	Poor	Very poor	DK	
		(125-128m)								
A	Café / restaurant / catering	A	1	2	3	4	5	6	7	(149)
B	Car parking	C	1	2	3	4	5	6	7	(151)
C	Cycle hire	E	1	2	3	4	5	6	7	(153)
D	Cycle trails	F	1	2	3	4	5	6	7	(154)
E	Disabled toilets	G	1	2	3	4	5	6	7	(155)
F	Educational resources	I	1	2	3	4	5	6	7	(157)
		(129-132m)								
G	Horse riding	4	1	2	3	4	5	6	7	(167)
H	Information available / interpretation	5	1	2	3	4	5	6	7	(168)
I	Mountain bike trails	7	1	2	3	4	5	6	7	(170)
J	Parking charge	B	1	2	3	4	5	6	7	(174)
K	Picnic areas / BBQ	C	1	2	3	4	5	6	7	(175)
L	Play areas and equipment	E	1	2	3	4	5	6	7	(177)
M	Super Worm Trail	J	1	2	3	4	5	6	7	(182)
N	Toilets	K	1	2	3	4	5	6	7	(183)
O	Visitor Centre	N	1	2	3	4	5	6	7	(186)
P	Walking trails	O	1	2	3	4	5	6	7	(187)
		(133-136m)								
OTHERS (WRITE IN)										
			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

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

Don't know / not sure

(235)

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

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

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

(236)

SHOWCARD I

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

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

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

SHOWCARD J

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

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

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

SHOWCARD K (E) AND GREEN ENGLAND MAP

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

CODE ALL MENTIONED

(300-303m)

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

(304-307m)

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

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

SHOWCARD L

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

ASK ALL

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

Q21 INTERVIEWER RECORD GENDER

(415)

Male

1

Female

2

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

(416)

16-24 years

1

25-34 years

2

35-44 years

3

45-54 years

4

55-64 years

5

65+ years

6

Refused

7

SHOWCARD M

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

(417)

SINGLE CODE

Employee in full time job (30 hours plus a week)

1

Employee in part time job (under 30 hours per week)

2

Self-employed full or part time

3

On a government supported training programme

4

Full time education at school, college or university

5

Unemployed and available for work

6

Permanently sick / disabled

7

Wholly retired from work

8

Looking after the home

9

Other (please specify) _____

Refused

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.)

(418)

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

Job title _____

Position / Grade _____

AB

1

C1

2

C2

3

DE

4

Refused

5

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

ASK Q28a AT ENGLAND SITES ONLY

SHOWCARD O (E) AND PURPLE ENGLAND MAP

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

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

- Wales
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(425)

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

- A
- B
- C
- D

X

Z

ASK Q28b AT WALES SITES ONLY

SHOWCARD O (W) AND WALES MAP

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

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

- England
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(426)

- 1
- 2
- 3
- 4
- 5

- 6
- 7
- 8
- 9

X

Z

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

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

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

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

Appendix II

Explanation of social class categories

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

AB

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

C1

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

C2

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

DE

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

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