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# Research Report

Quality of the Visitor  
Experience 2014

High Lodge Thetford



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 246 visitor interviews conducted at High Lodge Thetford in 2014. Throughout the report, comparisons have been made to the previous research conducted in 2011, and the all England average (aggregated data from all 7 sites surveyed in 2014).

## 1.2 High Lodge Thetford Forest

**High Lodge at Thetford Forest** is located on the border of Norfolk and Suffolk in the heart of Breckland in East Anglia and is the Forestry Commission's premier recreation site in the East of England. It's nearest towns or villages are Thetford and Brandon. The Forest is a patchwork of pines, heathland and broadleaves providing the ideal setting for a day out, and a welcome refuge for a rich variety of animal and plant life. Thetford Forest together with much of the surrounding farmland makes up the Breckland Special Protection Area (SPA), designated to protect internationally rare breeding birds. Many visitors are attracted by the peace and tranquillity of the Forest as well as the wide range of recreation facilities.

Children can explore trails, use the play furniture and have fun on the large grass area at High Lodge. There are refreshments available from the oak framed building. There is something for everyone somewhere in the forest and the quieter sites provide a haven for wildlife. Visitors can take walks at Lynford in the Arboretum or around the lake.

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

Perceptions of High Lodge, Thetford Forest as a place to visit remain very positive, with half of visitors rating it as excellent and no one giving a negative rating. The proportion rating High Lodge as excellent (50%) is somewhat higher than the all England average (43%).

Similarly, ratings of how safe and welcoming High Lodge was felt to be were very positive, with 52% saying it was excellent and again, no-one giving a negative rating. Although there has been a small decrease in the excellent rating since 2011, visitors to High lodge were more likely than average across all England sites to say it was excellent (52% vs. 43% all England).

When asked whether they would be likely to recommend High Lodge, Thetford as a place to visit to a friend or relative (using a score of 0-10), scores for High Lodge and all England sites generally were extremely positive. Very few gave a rating of less than 8 out of 10, with most at High Lodge giving it full marks (68%). Overall, the average rating given was 9.5 out of 10, which is consistent with 2011 and the all England average (both 9.4).

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

Three favourite things about High Lodge stood out: activities that are good for children (41%), the peace and tranquillity of the site (36%) and the walks, paths and trails (32%).

Around a quarter of visitors mentioned the scenery, the good on-site facilities or the cycle trails.

### **1.5 Areas for improvement**

Half of all visitors to High Lodge could not think of anything that would add to their enjoyment and only made a positive comment (50%), which was slightly higher than the all England average (44%).

Most suggestions to improve the site were made by relatively small numbers of visitors, however, almost a fifth of visitors mentioned that better parking (easier, cheaper, more spaces) would improve the site (19%).

A small proportion wanted a better cafe (5%) or more activities for children / play areas, more trails or more litter bins (4% for each). Similarly, 3% asked for more dog poo bins / for the dog poo to be removed, another 3% also wanted better toilet facilities and the same proportion wanted more seating.

## 1.6 Visitor profile

Almost three quarters of visitors had visited High Lodge before (73%). This is not dissimilar to 2011, when 68% were repeat visitors, and is in line with the all England average (76%).

Most High Lodge repeat visitors came to the site infrequently, visiting less often than once a month (75%). This is a slight drop in frequency of visiting since 2011, when 70% were infrequent visitors, and is also slightly less frequent than the all England average of 68% visiting less than once a month.

The vast majority (92%) of High Lodge visitors were day trippers, while 8% were staying visitors: this is similar to 2011 but a little different to the all England average, where 84% were day trippers and 16% were staying visitors.

Group sizes at High Lodge were similar to the all England average - averaging 4.0 people compared with 3.8 across all England sites.

The demographic profile of visitors to High Lodge, Thetford was largely in line with the all England average, other than the gender profile at High Lodge had a female bias (60% of visitors were women compared with 40% men), whereas the gender split for all England sites was more even (52% female and 48% male).

In terms of the age profile, High Lodge, Thetford Forest visitors were very similar to the all England average: around three fifths of visitors were aged under 45 (63%) whilst almost two fifths were 45+ (37%).

In line with all England sites, High Lodge visitors tended more towards the ABC1 socio-economic groups (professional and non-manual working = 64%), than C2DE (skilled and unskilled workers, and the unemployed = 36%). However, High Lodge could be said to have a slightly broader appeal than average, where typically the split is 71% / 28%.

Just over half (53%) of High Lodge, Thetford Forest visitors had children in the household, which was virtually identical to the all England average (54%).

The majority of visitors to High Lodge, Thetford Forest were white British / Welsh / Irish (96%), again very similar to the all England average.

## 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 High Lodge Thetford, interviewing took place between 29<sup>th</sup> March and 18<sup>th</sup> October, and a total of 246 interviews were conducted.

## **2.3 Report**

This report summarises the results of the interviews undertaken at High Lodge Thetford 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 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 High Lodge, Thetford Forest. Table 2 overleaf details the profile of visitors, compared to the profile of visitors to all sites surveyed in England in 2014.

The demographic profile of visitors to High Lodge, Thetford was largely in line with the all England average, other than the gender profile at High Lodge had a female bias (60% of visitors were women compared with 40% men), whereas the gender split for all England sites was more even (52% female and 48% male).

In terms of the age profile, High Lodge, Thetford Forest visitors were very similar to the all England average. Around three-fifths were aged under 45 (63%), whilst two-fifths were 45+ (37%). Across all England sites on average, 61% of visitors were under 45 and 39% were over 45.

In line with all England sites, High Lodge visitors tended more towards the ABC1 socio-economic groups (professional and non-manual working = 64%), than C2DE (skilled and unskilled workers, and the unemployed = 36%). However, High Lodge could be said to have a slightly broader appeal than average, where typically the split is 71% / 28%.

Just over half (53%) of High Lodge, Thetford Forest visitors had children in the household, which was virtually identical to the all England figure (54%).

The overwhelming majority of visitors to High Lodge, Thetford Forest were white British / Welsh / Irish (96%), with only a small number of visitors describing their ethnicity as 'White Other European' (2%) 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**

		High Lodge Thetford %	All England %
<b>Gender</b>	Male	40	48
	Female	60	52
<b>Age</b>	16 - 24	7	5
	25 - 34	26	21
	35 – 44	30	35
	45 – 54	21	20
	55 – 64	11	11
	65+	5	8
	<b>Social class</b>	AB	35
C1		29	31
C2		26	18
DE		10	10
Refused		<1	1
<b>Working status</b>	Full-time employee (30+ hours per week)	54	59
	Part-time employee (<30 hours per week)	17	17
	Self-employed	9	5
	Full-time education	1	2
	Unemployed	1	1
	Permanently sick / disabled	-	<1
	Retired	8	10
	Looking after home	8	5
	Other	1	<1
	Refused	<1	<1
<b>Limiting illness</b>	Yes – limited a lot	2	2
	Yes – limited a little	5	4
	No	92	92
	Refused	<1	1
<b>Children in household</b>	Yes	53	54
	No	46	46
	Refused	<1	<1
<b>Ethnicity</b>	White – British / Welsh / Irish	96	96
	White – Other	2	3
	Black / Asian / Mixed	1	1
	Refused	-	<1

Base: All visitors – High Lodge Thetford (246); All England (1,654)

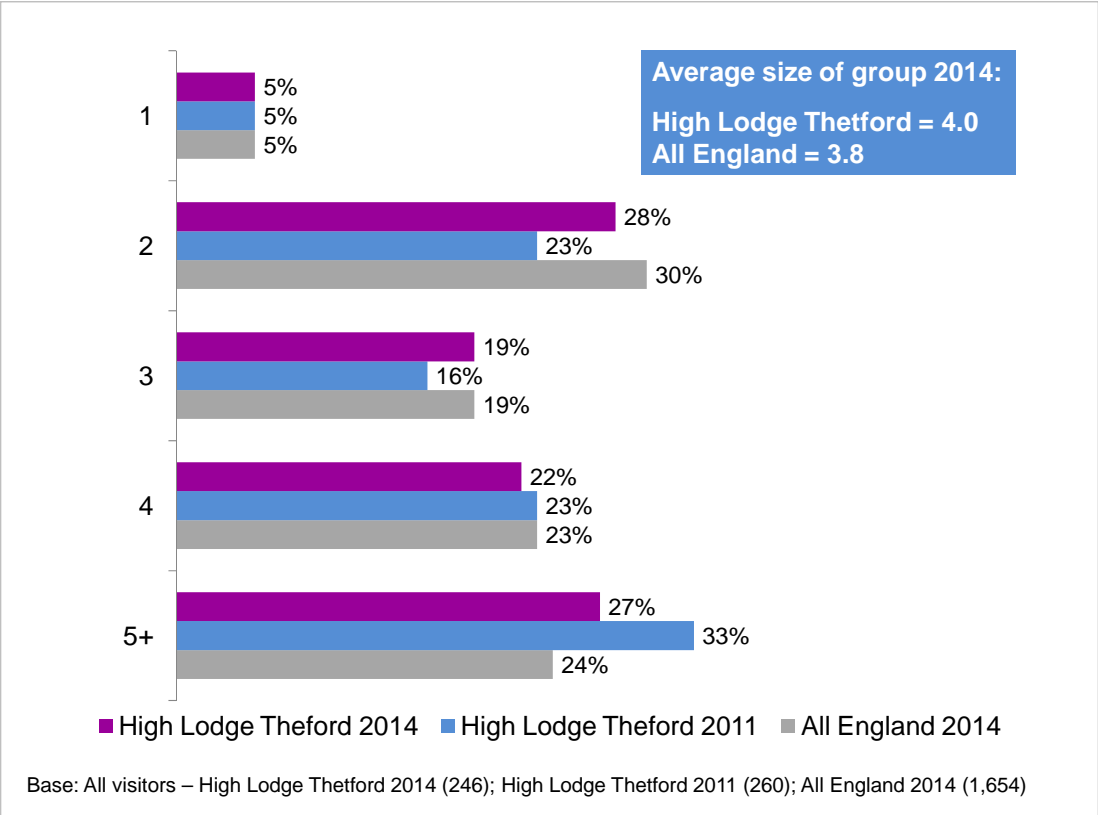
### 3.2 Group profile

#### 3.2.1 Size of group

Group sizes at High Lodge were similar to the all England sample - averaging 4.0 people compared with 3.8 across all England sites.

Visitors were evenly distributed across the group sizes, although in 2014 there were slightly fewer visitors in groups of 5+ than in 2011, and slightly more in groups of 2.

Figure 1: Q1. Total size of the group



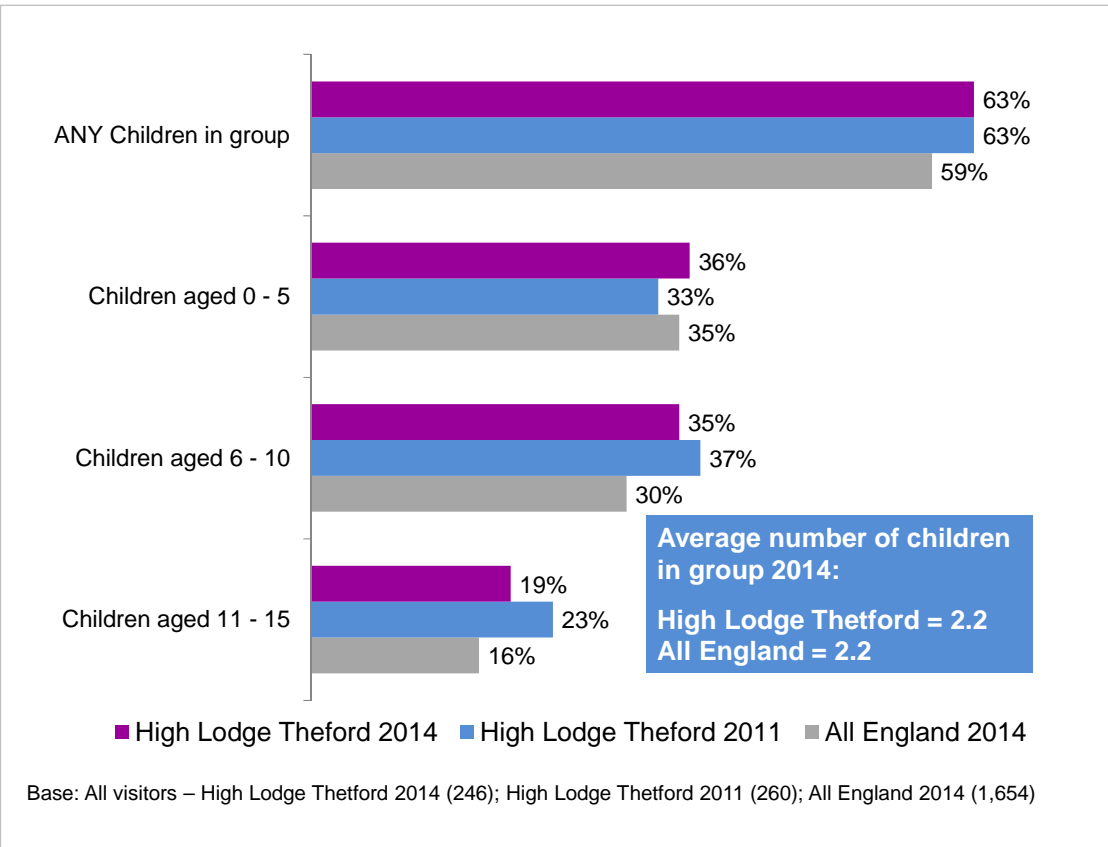
### 3.2.2 Composition of group

Most visitors to High Lodge were accompanied by children (63%): this is unchanged since 2011 and is in line with the all England average (59%).

The average number of children per group visiting High Lodge, Thetford Forest in 2014 was also consistent with the all England average, with a mean of 2.2 for both.

Children aged 0-10 were more prominent at the site than those aged 11-15 years.

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



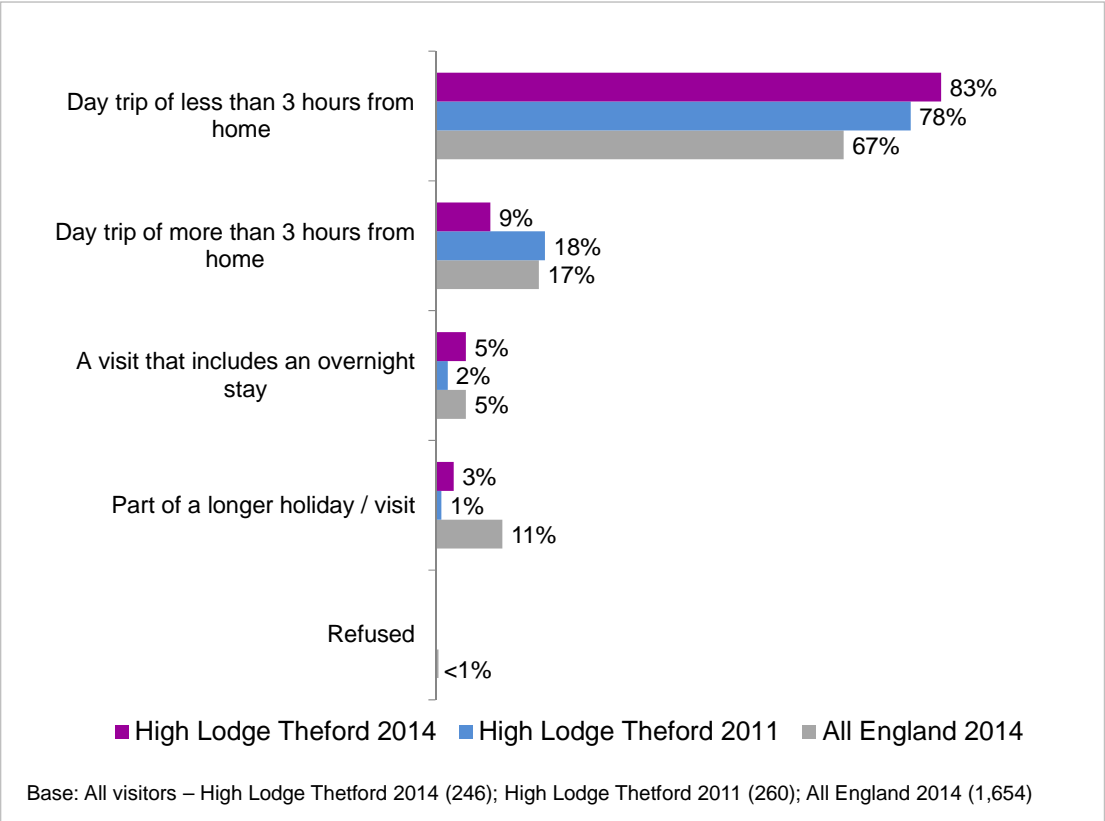
## 4. Profile of visit

### 4.1 Type of visit

The vast majority (92%) of High Lodge visitors were day trippers, while 8% were staying visitors: this is similar to 2011 but a little different to the all England average, where 84% were day trippers and 16% were staying visitors.

Most day trippers to High Lodge had travelled for less than three hours to reach the site (83%) and this represented a small increase since 2011 (78%) and is also somewhat higher than the all England average (67%). There were fewer visitors to High Lodge who were staying as part of a longer holiday in both 2014 and 2011 (3% and 1% respectively) compared to the 2014 all England average (9%).

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 High Lodge, Thetford Forest travelled from within England (99%), and most of these were from the East of England (88%) - Table 3 below and Figure 4 overleaf provide more details:

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

		High Lodge Thetford %	All England %
<b>Home region</b>	North East England	<1	14
	Yorkshire & Humberside	1	3
	North West England	1	21
	West Midlands	<1	3
	East Midlands	3	13
	East of England	88	14
	Greater London	2	1
	South East England	2	19
	South West England	1	9
<b>Home nation</b>	England	99	97
	Wales	<1	1
	Rest of UK	-	<1
	Abroad	<1	1

Base: All visitors – High Lodge Thetford (246); All England (1,654)



Figure 4: Map of visitor origin for High Lodge Thetford



### 4.3 Frequency of visits

#### 4.3.1 First-time visitors

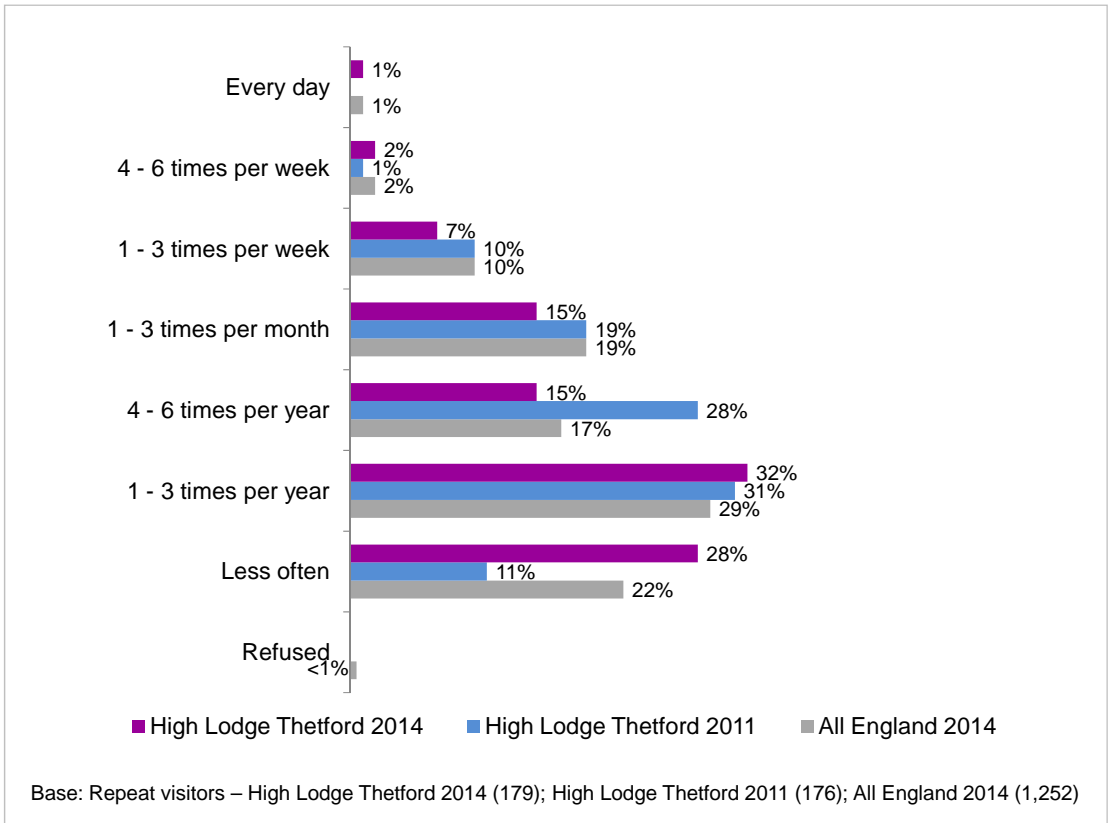
Over a quarter of visitors were first-time visitors (27%), and therefore nearly three quarters (73%) had visited before. This is not dissimilar to 2011, when 32% were first time visitors and 68% were repeat visitors, and is in line with the all England average (24% and 76%).

#### 4.3.2 Repeat visitors

Focussing on repeat visitors, most High Lodge repeat visitors came to the site infrequently, visiting less often than once a month (75%), whilst only a quarter visited once a month or more often (25%).

This is a slight drop in frequency of visiting since 2011, when 70% were infrequent visitors, and is also slightly less frequent than the all England average of 68% visiting less than once a month.

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

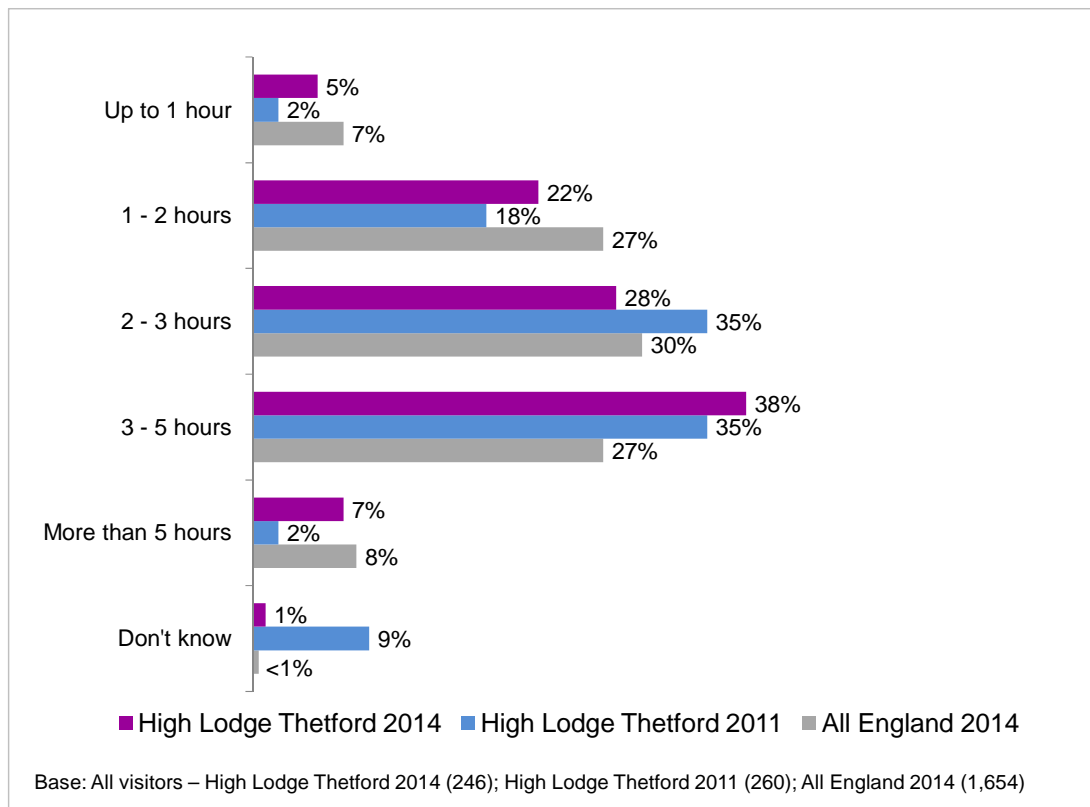


#### 4.4 Length of visit

Visitors to High Lodge, Thetford Forest were at the site an average of 6 minutes longer in 2014 than in 2011, visiting for 2 hours and 59 minutes. The average length of stay across all sites in England sites was slightly shorter at 2 hours and 48 minutes.

Figure 6 below shows that more visitors are now visiting for 3 hours or longer – up from 37% in 2011 to 45% in 2014.

**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 High Lodge, Thetford Forest was walking generally (66%): this has increased significantly since 2011 (up 22 percentage points) to now be in line with the all England average (68%).

At High Lodge, as with other England sites, using sign-posted trails for walking was the most popular mode of walking (41%). However, using non signposted routes was also popular here, and at 24% was somewhat higher than in 2011 (7%) and the all England average (17%).

Cycling has decreased in popularity amongst visitors to High Lodge, with 24% taking part in this (split evenly between cycling on and off trails and tracks). This is now similar to the all England average (28%), but is lower than 2011 (38%). The drop has been amongst those cycling on forest tracks and trails, whilst those cycling off tracks has actually increased (up from 8% to 14%).

After walking, the second most popular thing to do at High Lodge was to use the café / restaurants / catering facilities: 43% had done this in 2014, up from 25% in 2011.

Other popular activities included using the play area (34%), having a picnic or BBQ (24%) and using the Go Ape! facility (20%). Go Ape! was a new category for 2014.

The majority of visitors took part in 'active' activities (82%) which is an increase on 2011 (66%) but still slightly lower than the all England average (90%). Table 4 overleaf gives full details of all the activities participated in.

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

	High Lodge Thetford 2014 %	High Lodge Thetford 2011 %	All England 2014 %
Cycling on forest roads, tracks or trails	15	31	17
Cycling off trails or tracks	14	8	18
<b>TOTAL CYCLING</b>	<b>24</b>	<b>38</b>	<b>28</b>
Walking on a sign-posted trail	41	35	47
Walking but not following sign-posts	24	7	17
Dog walking	13	6	16
<b>TOTAL WALKING</b>	<b>66</b>	<b>44</b>	<b>68</b>
Using the café / restaurant / other catering	43	25	58
Using the play area	34	35	28
Picnic or barbeque	24	13	16
Go Ape!	20	-	8
Admiring the views	7	5	12
Using the Visitor Centre / shop	4	8	11
Forest Segway	4	-	1
Photography	3	1	4
Seeing something in the forest	3	1	5
Gruffalo Trail	2	-	5
A forest drive	2	-	1
Archery	2	-	<1
Horse riding / pony trekking	1	2	<1
Running / jogging	1	1	2
Other	7	23	2
<b>Taken part in ACTIVE activities</b>	<b>82</b>	<b>66</b>	<b>90</b>

Base: All visitors – High Lodge Thetford 2014 (246); High Lodge Thetford 2011 (260); All England 2014 (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 High Lodge lasted 2 hours and 59 minutes on average. Those walking spent an average of 1 hour and 11 minutes doing so, which was around half an hour less than in 2011.

The average time spent cycling at High Lodge in 2014 was somewhat longer than the time spent walking, at 2 hours and 6 minutes (virtually unchanged since 2011).

**Table 5: Q5/Q6. Time spent taking part in walking at High Lodge Thetford**

	Total duration of visit		Time spent on any walking		Time spent on any cycling	
	2014 %	2011 %	2014 %	2011 %	2014 %	2011 %
Up to 30 minutes	1	-	20	6	2	3
31 – 60 minutes	4	2	34	16	23	4
1 – 2 hours	22	18	28	48	40	42
2 – 3 hours	28	35	16	23	9	38
3 – 5 hours	38	35	1	6	21	9
5+ hours	7	2	-	-	4	-
Don't know	1	9	1	2	2	4
<b>AVERAGE</b>	<b>2 hrs 59 mins</b>	<b>2 hrs 53 min</b>	<b>1 hrs 11 mins</b>	<b>1 hr 42 mins</b>	<b>2 hrs 6 mins</b>	<b>2 hrs 4 mins</b>

Base: All respondents: 2014 (246); 2011 (260). Respondents who walked: 2014 (151); 2011 (103). Respondents who cycled: 2014 (53); 2011 (96)

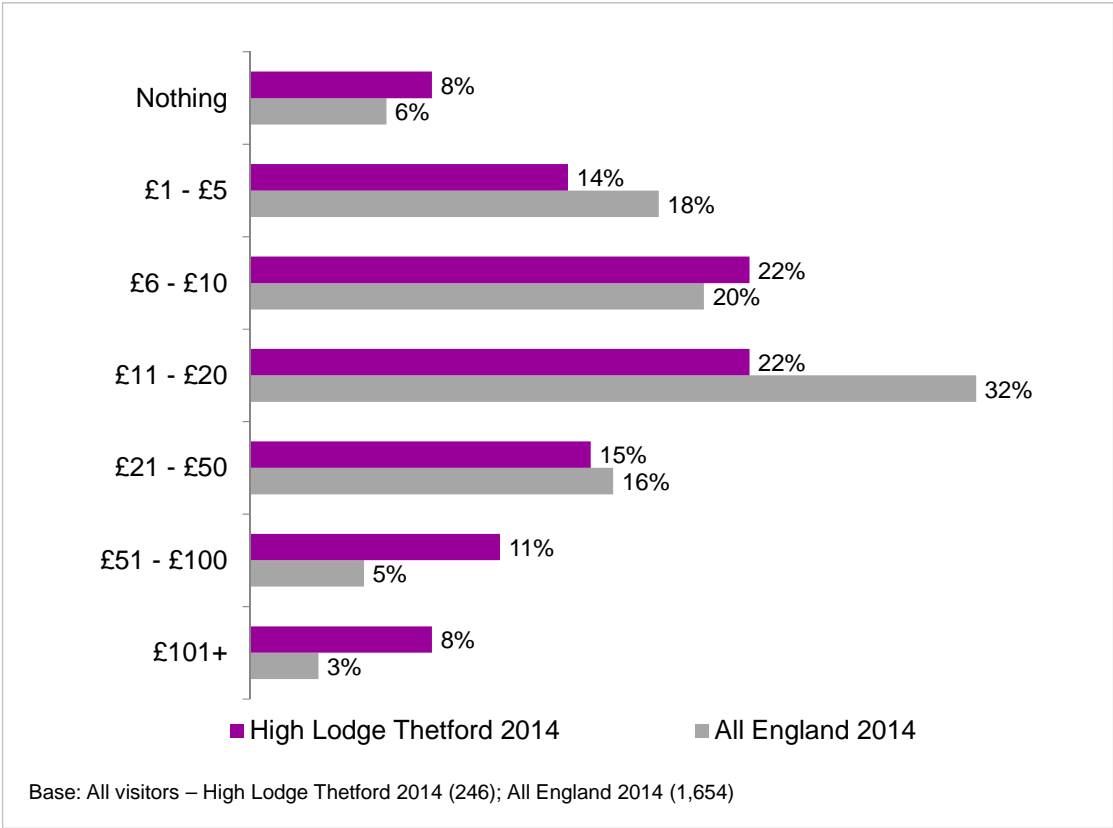
#### 4.7 Money spent at the site and in the area as a result of the visit

Visitors to High Lodge 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. NB due to a change in the administering of this question, comparisons with 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 (6%). Most visitors planned to spend under £20, although a fifth said they would spend over £50 on their visit.

The average spend per visitor at High Lodge was somewhat higher than average across all England sites, with visitors planning to spend £33.57 at High Lodge compared with £20.81 for all England sites. Figure 7 below show the average spend by price range.

**Figure 7: Q18a. Average spend per person/group at site by price range**



When looking at individual types of spending at the site, parking was the item most visitors would spend money on: at 79%, this is very similar to the all England data (75%) although the average intended spend was higher at High Lodge (£5.88) compared to the all England average (£4.22).

The second category most were likely to spend on at High Lodge was food and drinks (59%), with an average planned spend of £7.00 per visitor. Across all England sites, the average spend was slightly higher at £8.48 (as was the proportion of visitors who intended to spend on food and drinks, 74%).

A little under a quarter (22%) planned to spend money doing activities at High Lodge, and they would spend £16.90 on average. This is both a much higher proportion than average (8% all England) and a higher average spend (£4.61), although the availability of activities by site will vary.

*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 England data should be considered with this in mind.*

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

	% spending anything on items		Average spend on items £	
	High Lodge Thetford %	All England %	High Lodge Thetford £	All England £
Parking	79	75	£5.88	£4.22
Food and drink	59	74	£7.00	£8.48
Activities at the site	22	8	£16.90	£4.61
Hiring equipment	5	4	£3.24	£1.60
Souvenirs / gifts	3	5	£0.41	£0.55
Anything else	1	4	£1.04	£1.56

Base: All visitors – High Lodge Thetford 2014 (246); All England 2014 (1,654)

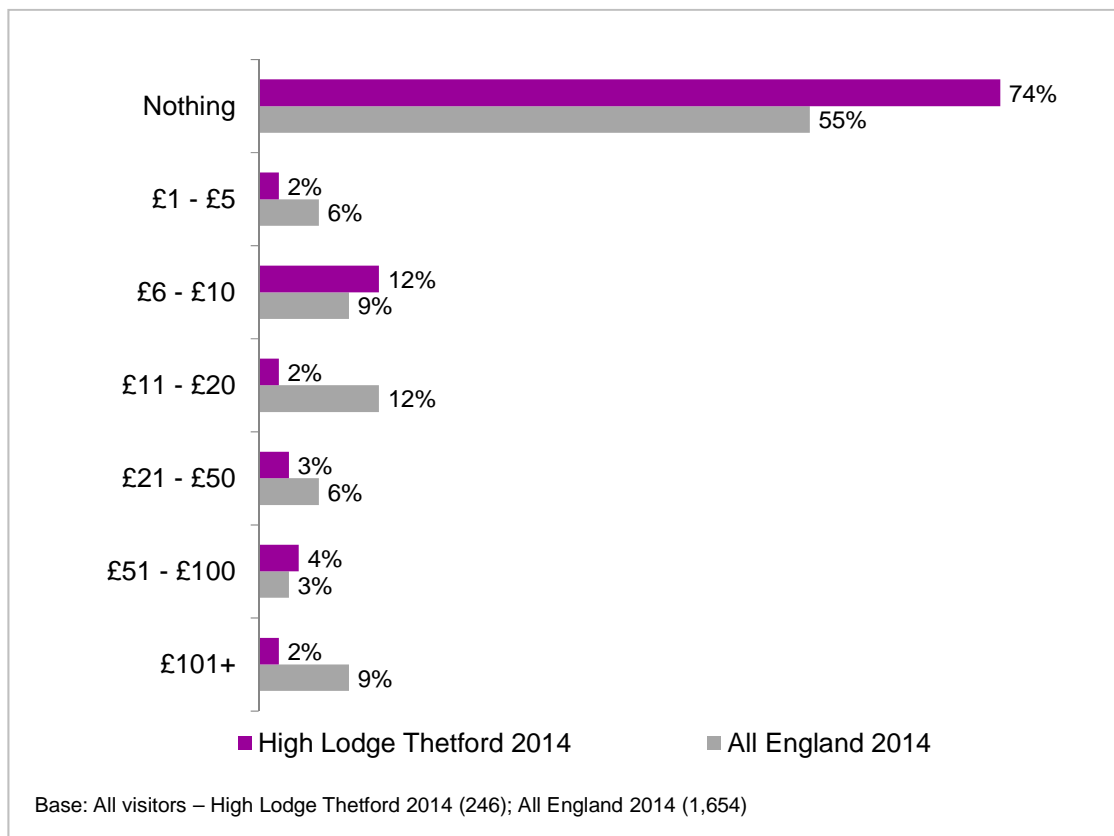
Visitors to High Lodge were also asked how much they intended to spend in the area (on a variety of things) as a result of their trip to the site. Figure 8 shows the figures calculated by combining the data across all types of spending. Again, 2011 comparisons have not been made due to changes in the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

Nearly three quarters of visitors to High Lodge said they would not spend any money in the local area as a result of their trip (74%), which was much higher than the all England average of 55%.



The average intended spend in the area as a result of visiting High Lodge was £10.59, which is considerably lower than the all England average of £55.32.

**Figure 8: Q18b. Average spend per person/group in local area by price range**



Looking at what visitors would spend the money on in the local area as a result of their visit to High Lodge, transport was mentioned by the largest proportion of visitors (21%), with an average intended spend on transport of £3.19. Only 4% planned to spend on food and drink or accommodation, with £3.20 to be spent on food and drink, and £4.10 on accommodation. See Table 6b overleaf for more details.

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

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

	% spending anything on items		Average spend on items £	
	High Lodge Thetford %	All England %	High Lodge Thetford £	All England £
Transport	21	16	£3.19	£3.63
Food and drink	4	32	£3.20	£15.87
Accommodation	4	9	£4.10	£31.25
Admissions to other attractions	<1	3	£0.06	£1.44
Parking	3	25	£0.48	£1.79
Souvenirs / gifts	<1	4	£0.08	£1.36
Hiring equipment	<1	2	£0.08	£0.68
Anything else	-	1	-	£0.34

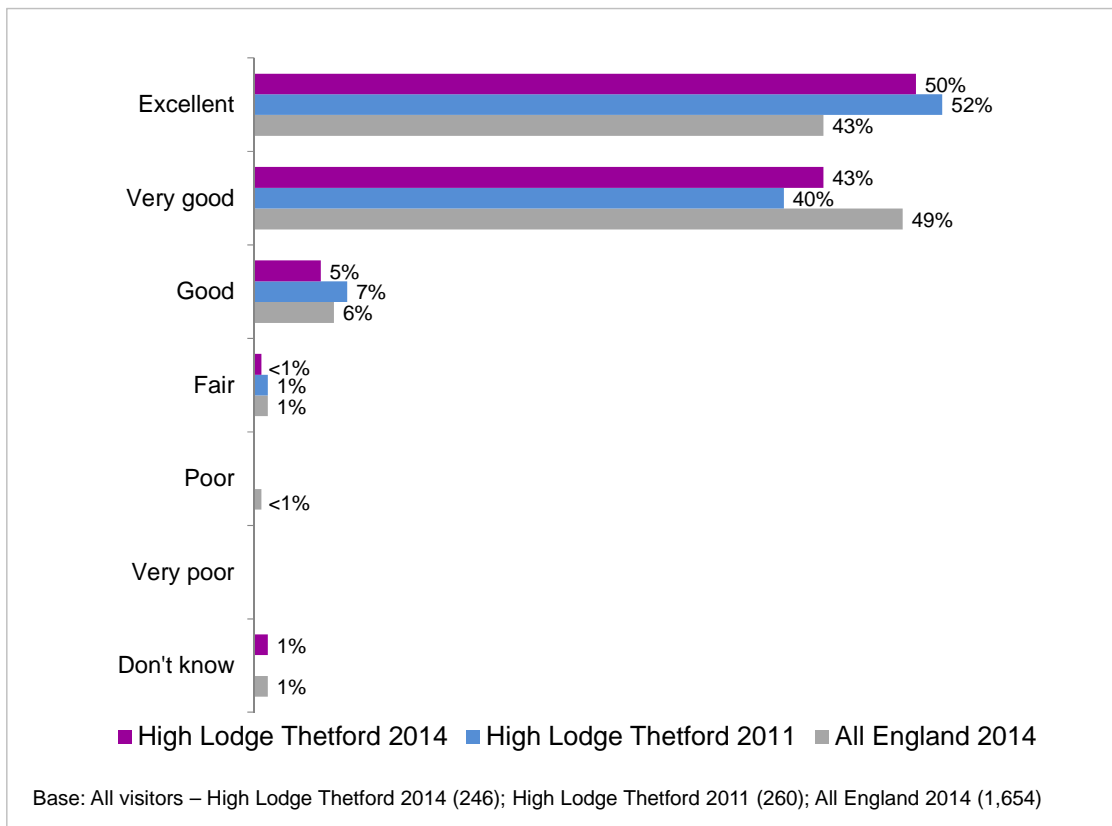
Base: All visitors – High Lodge Thetford 2014 (246); All England 2014 (1,654)

## 5. Perceptions of the site

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

Perceptions of High Lodge, Thetford Forest as a place to visit remain very positive, with half of visitors rating it as excellent (50%) and no one giving a negative rating. The proportion rating High Lodge as excellent in both 2011 and 2014 is somewhat higher than the all England average in 2014 of 43%.

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



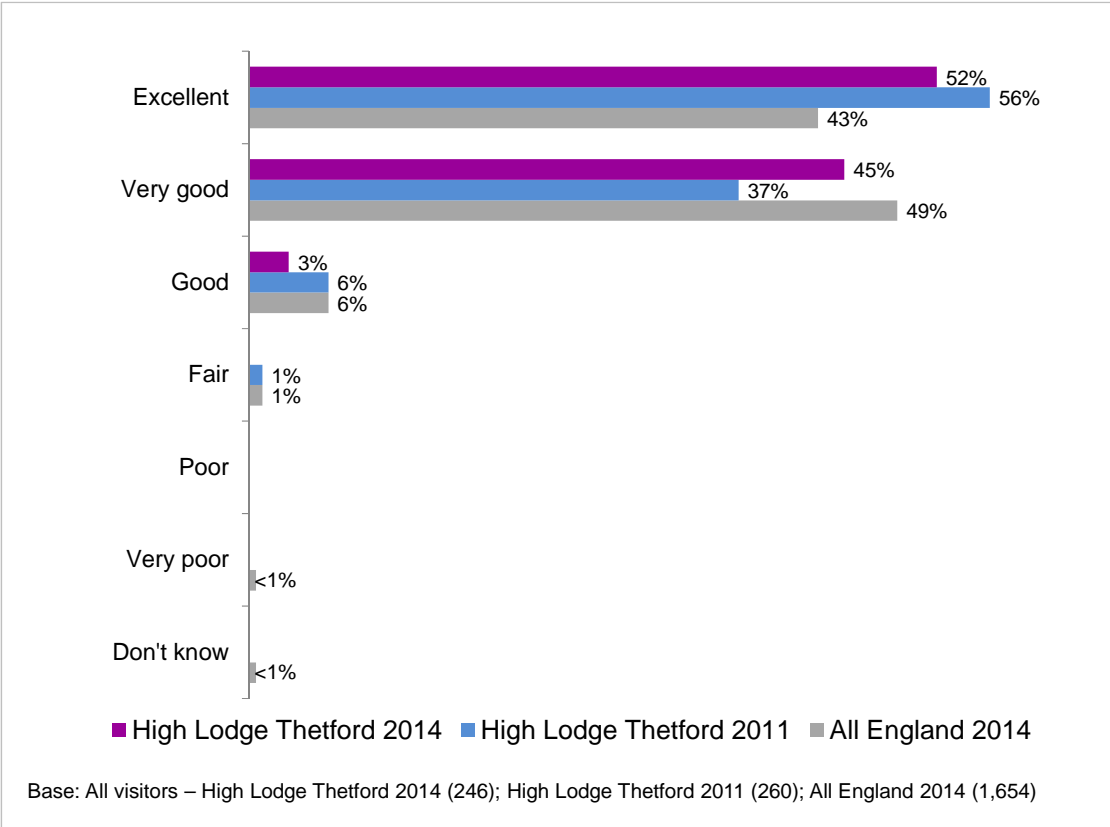
Younger visitors were more likely to give an excellent rating than older visitors, with 57% of 16-34s saying it was excellent. Similarly, first time visitors were more positive than repeat visitors, with 60% of first time visitors saying it was excellent compared with 47% of repeat visitors.

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

Similarly, ratings of how safe and welcoming High Lodge was felt to be were very positive, with 52% saying it was excellent and again, no-one giving a negative rating.

Although there has been a small decrease in the excellent rating since 2011 (down 4 percentage points), visitors to High lodge were still more likely than average across all England sites to say it was excellent on this measure (43%).

**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 overleaf details the comments provided by 2% or more of visitors giving a positive rating (excellent, very good, good) for High Lodge, and all England sites. There were two main aspects at High Lodge that stood out:

- Safe environment generally for all people: 42%
- Good safe place for kids to run around: 37%.

In addition, over a quarter of visitors said they had given a positive rating as they liked the peaceful, tranquil environment at High Lodge. A fifth of visitors mentioned the scenery, the clean, litter free environment, the fresh air and the good organisation and layout.

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

	High Lodge Thetford 2014 %	All England 2014 %
Safe environment generally for all people	42	31
Good, safe place for the kids to play / run around	37	29
Peaceful / pleasant / tranquil / relaxing / welcoming	26	32
The scenery / views / beautiful environment	22	43
Clean / tidy / well maintained / litter free	22	10
Fresh air / open space / plenty of space / freedom	22	37
Well laid out / well organised / good set-up	21	12
Good quality facilities / amenities	17	11
Good provision of paths / trails and tracks	16	13
Well signposted / good maps / info boards	10	7
Friendly / helpful staff or rangers	7	4
Other visitors are friendly	5	2
Live locally / convenient / easy to get to / close	4	5
Go Ape!	4	1

Base: Visitors rating the site as excellent, very good or good – High Lodge Thetford 2014 (246); All England 2014 (1,633)

Some other comments not included above as were made just one or two visitors, included:

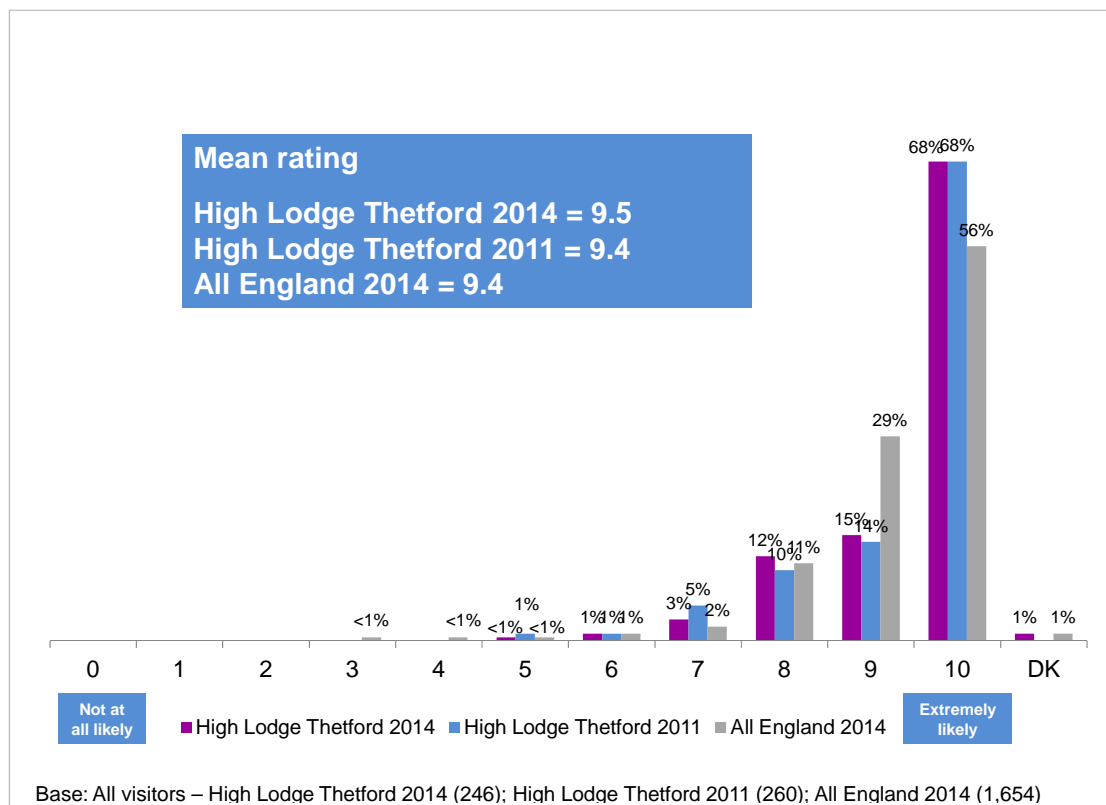
- plenty to do
- has everything you wan
- good car parking
- good value for money / cheap / free
- away from the roads / no cars / cars drive slowly.

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

Visitors were asked whether they would be likely to recommend High 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 High Lodge and all England sites generally were extremely positive. Very few gave a rating of less than 8 out of 10, with most giving it full marks: 68% scored High Lodge as 10 out of 10, the same as in 2011 and much more than average across all England sites (56%).

Overall, the average rating given was 9.5 out of 10, which is consistent with 2011 and the all England average (both 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 High Lodge, Thetford Forest is 82, which is similar to the all England score of 84 and the NPS rating in 2011 (79).

## 5.4 Favourite things about the site

Visitors to High 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 9.

Three favourite things about High Lodge stood out: activities that are good for children (41%), the peace and tranquillity of the site (36%) and the walks, paths and trails (32%). This was similar to 2011, apart from the scenery being seen as more favourable than three years ago (39% compared with 25% in 2014). Around a quarter also mentioned the good on-site facilities (24%) or the cycle trails (24%) in 2014.

The favourite aspect of the site for around one in six visitors was the fresh air, the convenient location or the safe environment.

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

Activities	High Lodge 2014 %	High Lodge 2011 %	All England 2014 %
Activities that are good for the children	41	38	27
Peace / tranquillity / relaxation / atmosphere	36	40	36
Walks / paths / trails	32	22	39
Scenery / views / beautiful / natural	25	39	39
Good on-site facilities / BBQ areas / gift shop	24	13	10
Cycle trails / freedom / opportunity to cycle	24	25	22
Fresh air / being outside	17	14	23
Close to home / convenient location	17	7	13
Safe environment generally	17	15	11
Opportunity to spend time with family / friends	13	10	8
Clean / well looked after	12	7	6
Lots to see and do	11	9	6
Like forests / trees / variety of trees and plants	11	7	14
Been before / wanted to come again	9	-	6
Exercise / keeping fit	8	4	9
Go Ape!	5	2	2
The weather	4	-	2
Plenty / cheap / good parking	3	-	1
Helpful / pleasant staff	2	2	2
Wildlife / bird watching	2	3	5

Base: All visitors – High Lodge Thetford 2014 (246); High Lodge Thetford 2011 (260); All England 2014 (1,654)

## 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.

Half of all visitors to High Lodge could not think of anything that would add to their enjoyment and only made a positive comment (50%), which was slightly higher than the all England average (44%).

Most suggestions to improve the site were made by relatively small numbers of visitors, and Table 10 below outlines the comments that were made by 2% or more. However, almost a fifth of visitors mentioned that better parking (easier, cheaper, more spaces) would improve the site (19%).

A small proportion wanted a better cafe (5%) or more activities for children / play areas (4%), more trails (4%) or more litter bins (4%). Similarly, 3% asked for more dog poo bins / for the dog poo to be removed.

Another 3% also wanted better toilet facilities and the same proportion wanted more seating.

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

	High Lodge Thetford 2014 %	All England 2014 %
<b>Nothing / general positive comments</b>	<b>50</b>	<b>44</b>
Better parking (easier, cheaper, more, free)	19	17
Improve café / catering	5	6
More activities for children / more play areas	4	5
More trails / paths / cycle tracks	4	4
More bins / litter bins / recycling bins / less litter	4	5
More dog poo bins / remove dog poo	3	6
Improve toilets / more toilets / shower facilities / changing area	3	5
More seating	3	2
Longer / more challenging trails, paths and cycle	2	2
More picnic areas / BBQ / picnic tables and chairs	2	2
Improve signage / more maps / better maps	2	7
Improve maintenance of paths / cycle trails / better surfacing	2	2

Base: All visitors – High Lodge Thetford 2014 (246); All England 2014 (1,654)



When asked if there was anything that interfered with their enjoyment of their visit to High Lodge, over half reported that nothing had interfered with their enjoyment (59%). This was, however, a little lower than the all England average of 66%.

The comments made were mentioned by very small proportions, and Table 11 below details those made by 2% of the sample or more. The expensive car parking was the most, a problem with dogs off leads (3%) or the need for more litter bins (3%).

Another 2% said the signs were unclear, or better signs and maps were needed.

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

	High Lodge Thetford 2014 %	All England 2014 %
<b>Nothing</b>	<b>59</b>	<b>66</b>
Car park expensive / should be free parking	13	9
Wet / raining / windy (poor weather)	12	7
Poor service in café / long queues / inconvenient opening hours	4	3
Dogs off leads / loose dogs / don't want dogs around	3	1
Need more letter bins / recycling bins / too much litter	3	2
Signs unclear / need better signs / more maps	2	3

Base: All visitors – High Lodge Thetford 2014 (246); All England 2014 (1,654)

Some other comments made by just one or two visitors included:

- Too busy / too many kids
- Dog mess on the paths / in the play area
- Café is expensive
- Too many cyclists / cyclists cutting-up walkers
- Need more dog poo bins
- Midges (in the café)
- Complaints about other visitors
- Poor maintenance of the site (paths, fences, walkways)
- Need more seating
- Problems getting around the site (trails closed, no disabled access)
- Not enough choice of food on the café menu / not enough food available.

## 6. Site facilities

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### 6.1 Importance of site facilities

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

Walking trails were mentioned by the highest proportion of visitors (39%), which was double the 2011 finding (18%) bringing High Lodge closer to the all England average (47%).

A quarter (25%) said the play areas and equipment were important to their decision to visit, a slight decrease from 2011 (30%) but much higher than the all England average (13%).

Go Ape! was the third draw to visit (20%): this was a significant increase on 2011 when it was mentioned by only 2% of visitors.

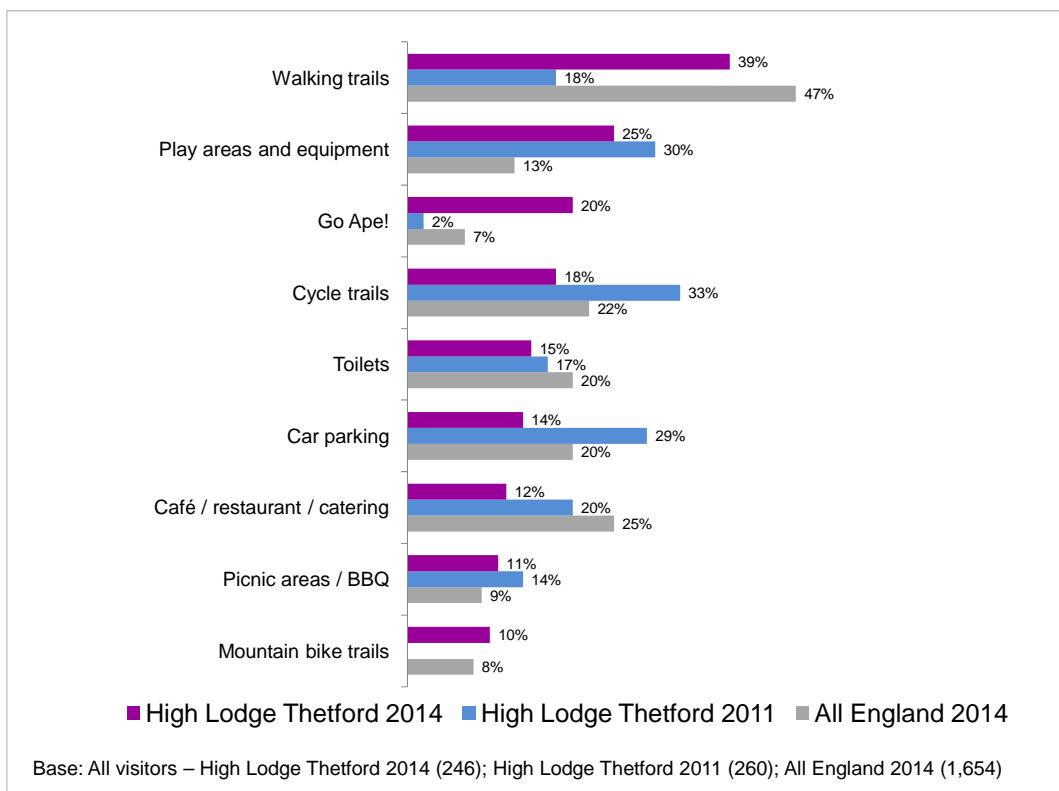
Conversely, the cycle trails were mentioned by fewer visitors in 2014 than 2011 (18% vs. 33%). Nevertheless, 10% of High Lodge visitors did mention the *mountain* bike trails as being important, which no-one mentioned in 2011.

The toilet facilities on-site were important to 15% of visitors, a similar proportion to 2011 (17%).

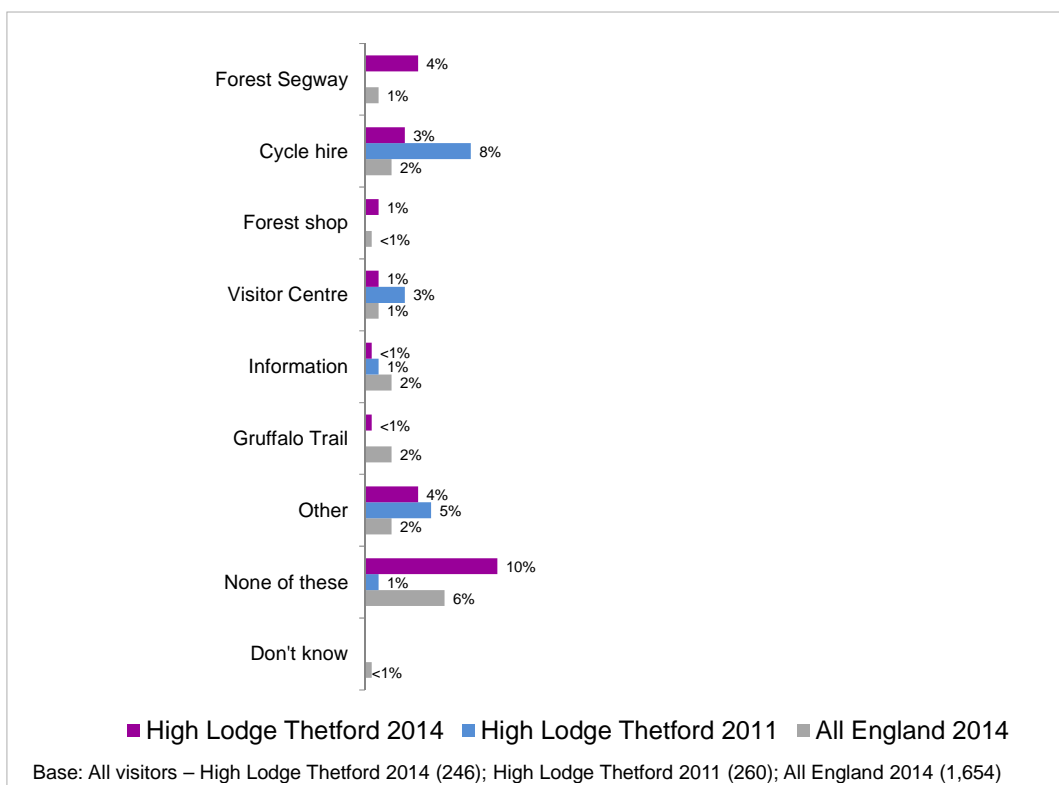
Less than half the 2011 proportion felt that the car parking was important in 2014 – just 14% mentioned this, compared with 29% there years ago. Similarly, there was now less interest in the café / catering facilities at High Lodge, with 12% saying it had been important in their decision to visit, compared with 20% in 2011.

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

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



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



Certain other factors (apart from site facilities) were important to around a fifth of visitors when choosing to come to the site (22%). Only a relatively small proportion of visitors mentioned each factor, and those mentioned by more than 2% of visitors are outlined below in Table 11.

The other important factors included the site being a good place to meet up with friends and family (5%), being close to home and convenient (4%), a good place for kids to run around and play (3%) or good weather (3%).

A further 2% said they liked it because it was dog friendly, it was an outdoor place to visit or it was close to where they were staying in the area.

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

	High Lodge 2014 %	All England 2014 %
<b>Nothing</b>	<b>78</b>	<b>74</b>
Meeting / visiting with family and friends	5	2
Close to home / local / convenient	4	3
Good for the children / can run around and play	3	4
Good weather / sunny / warm	3	7
Dog friendly / dogs can come off leads / dog facilities	2	1
Outdoors / fresh air / open spaces	2	2
Close to where I am staying (staying visitors)	2	1

Base: All visitors – High Lodge Thetford 2014 (246); All England 2014 (1,654)

Further factors influencing their decision to visit for one or two visitors, not shown above, included:

- Site specific events
- Birthday party
- Good facilities
- Good parking / cheap / free
- Something different / a change
- A nice day out
- Been here before / wanted to come again
- Was just passing by / en route
- Easy to find / get to (transport links, signposting etc.)
- Good value for money / cheap / free
- Family / friend recommended it.

### 6.2 Facilities used

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

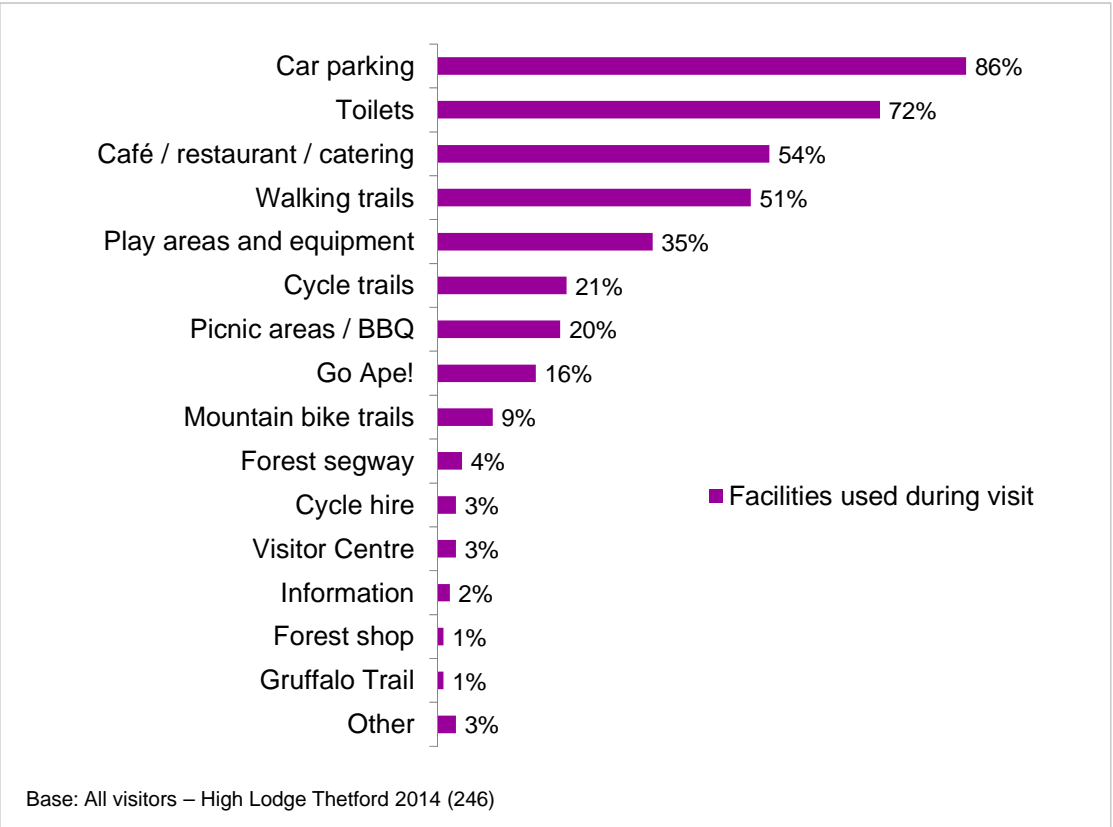
The top three facilities used were car parking (86%), the toilet facilities (72%) and the café / catering facilities (54%). The walking trails were used by just over half of all visitors (51%).

Over a third (35%) used the play area and equipment, with understandably, more visitors with children using these facilities than average (54%). Visitors with young children were the most likely to have used the play facilities (67% of those with under 5s having done so).

The picnic areas were also more popular with families than adult only visitors: 20% used the picnic areas overall, rising to 31% of those visiting with children. Only 2% of adult only visitors used the picnic facilities, whereas 60% of this group used the café.

Around a fifth of visitors (21%) used the cycle trails rising to a third of adult only visitors (33%). Go Ape! was used by 16% overall, and was most attractive to visitors with older children (28% of those with 11-15 year olds having been on Go Ape!).

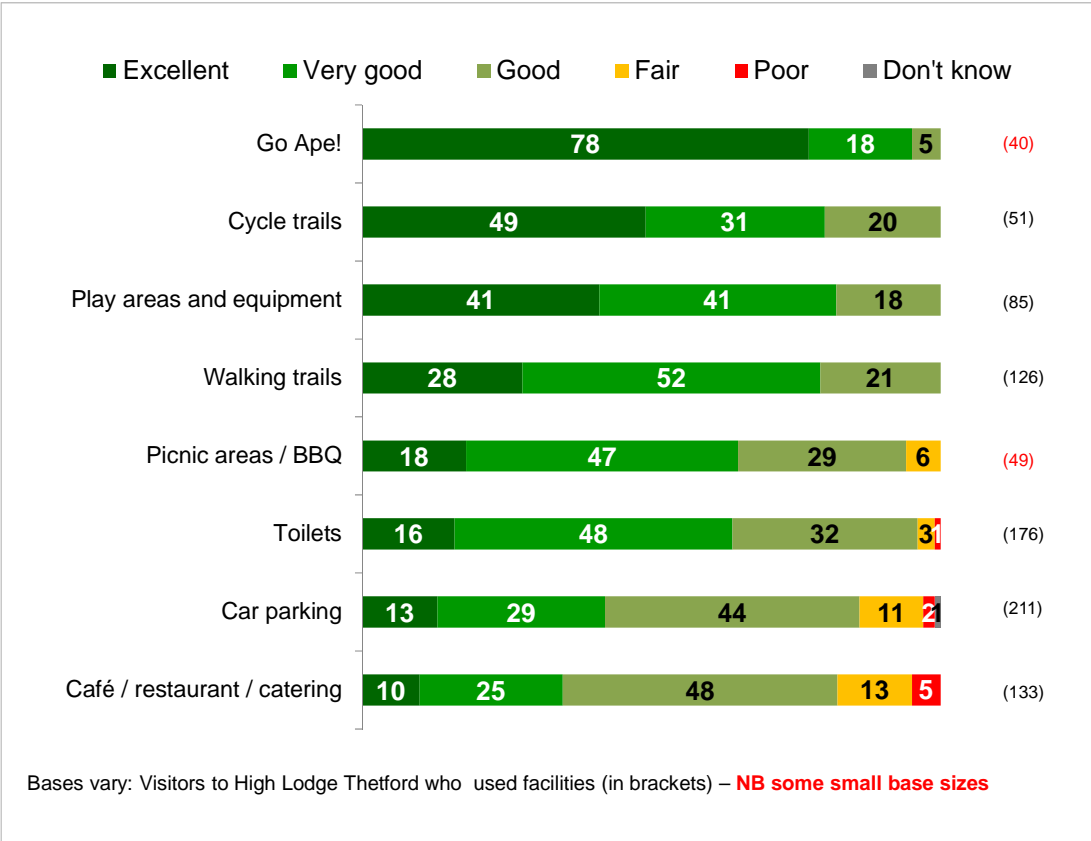
**Figure 13: Q15a. Facilities used at High Lodge Thetford 2014**



### 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 High Lodge 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 rating of either ‘excellent’, ‘very good’ or ‘good’.

**Figure 14: Q15b. Rating of High Lodge Thetford site facilities (where used) 2014 – main facilities used**



Go Ape! was the most positively rated, with 78% of users saying it was excellent, and no-one giving a negative rating.

The cycle trails, play areas and walking trails were also wholly positively rated, at 49%, 41% at 28% respectively.

The picnic areas and toilets were generally positively received, although a few users did say they were ‘fair’, and 1% said the toilets were poor. Similarly, although positive overall, a few car parking users said this facility was only fair (11%) and 2% said the car parking was poor.

The least positively rated aspect of the site was the café / catering facilities; only 10% said this facility was excellent, whilst 13% said it was fair and 5% said it was poor. Overall however, most users were still fairly positive about the café, with 83% saying it was at least good.

Table 12 compares the proportion giving excellent ratings to the facilities used in 2014 compared with 2011, where they were mentioned in the previous survey.

For most of the facilities listed, the proportion who gave an excellent rating has decreased since the previous research, with the biggest changes in the rating for the cafe (down 15 percentage points), the walking trails (down 14 percentage points), the car parking (down 13 percentage points) and the picnic / BBQ areas (down 12 percentage points).

Two areas were, however, more positively rated in 2014, the first being Go Ape!, which saw a very significant increase, from 44% to 78% (up 34 percentage points) and also the cycle trials, up 11 percentage points.

**Table 12: Q15b – Proportions rating facilities at High Lodge Thetford as ‘Excellent’ 2014 vs. 2011**

Facilities	High Lodge Thetford 2014 %	High Lodge Thetford 2011 %	% point change
Go Ape!	78	44	+34
Cycle trails	49	38	+11
Play areas and equipment	41	49	-8
Walking trails	28	42	-14
Picnic areas / BBQ	18	30	-12
Toilets	16	24	-8
Car parking	13	26	-13
Café / restaurant / catering	10	25	-15

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

## 7. Information about sites

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### 7.1 Sources used to plan visit

Visitors were asked where they found out about High Lodge, Thetford Forest 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.

Most visitors had always known about the site (63%) which is unchanged since 2011. As would be expected, this was mentioned more by repeat visitors (76%) than first-time visitors (27%).

Almost three in ten (28%) visitors to High Lodge, Thetford had first heard about the site through word of mouth, which is again similar to 2011 (31%) and rises to 43% of first-time visitors.

A few visitors had found out about High Lodge online – 4% via a search engine and 3% via the Forestry Commission website.

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

	High Lodge Thetford 2014 %	High Lodge Thetford 2011 %	All England 2014 %
Always known about it / been here before	63	61	62
Word of mouth	28	31	28
Google / other search engine	4	-	5
Forestry Commission website	3	-	2

Base: All visitors – High Lodge Thetford 2014 (246); High Lodge Thetford 2011 (260); All England 2014 (1,654)

Other sources of information used by one or two visitors, and not shown above included:

- Road signs
- Facebook
- Tourist Information Centre / Tourist Board
- Maps
- Sporting magazines
- Accommodation providers.

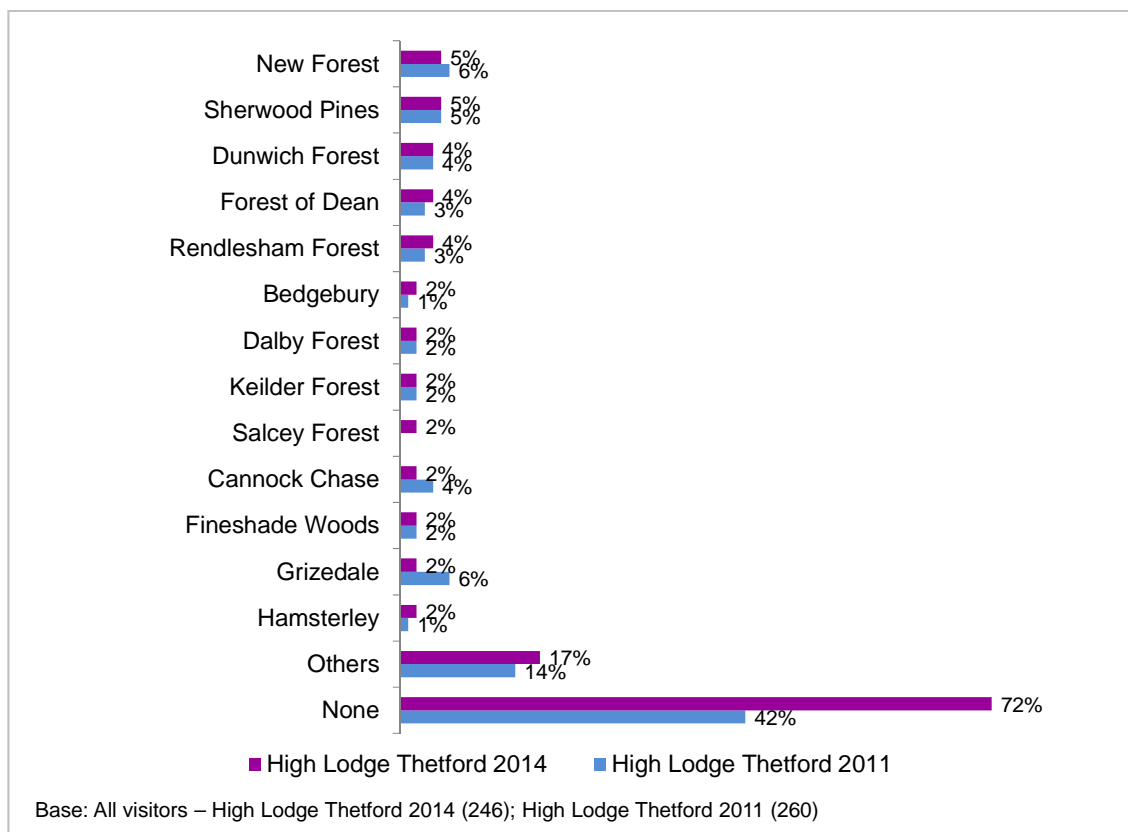


## 7.2 Visiting other sites

Visitors to High Lodge, Thetford Forest 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. Only just over a quarter (27%) had visited another site, with very small numbers visiting each. This is much higher than 2011, when 58% of visitors to High Lodge had visited another forest site.

There was little difference in the proportion visiting any of the other sites, with 2 – 5% on average mentioning each one – see Figure 15 below:

**Figure 15: Q19 Other sites visited in the last 12 months**



Other sites mentioned by 1% of visitors included:

- Moors Valley Country Park
- Rowney Warren
- Whinlatter
- Abbots Wood
- High Lodge, Thetford Forest
- Haldon Forest Park
- Wendover Woods
- Westonbirt Arboretum
- Wyre Forest.

## 8. Discovery passes

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

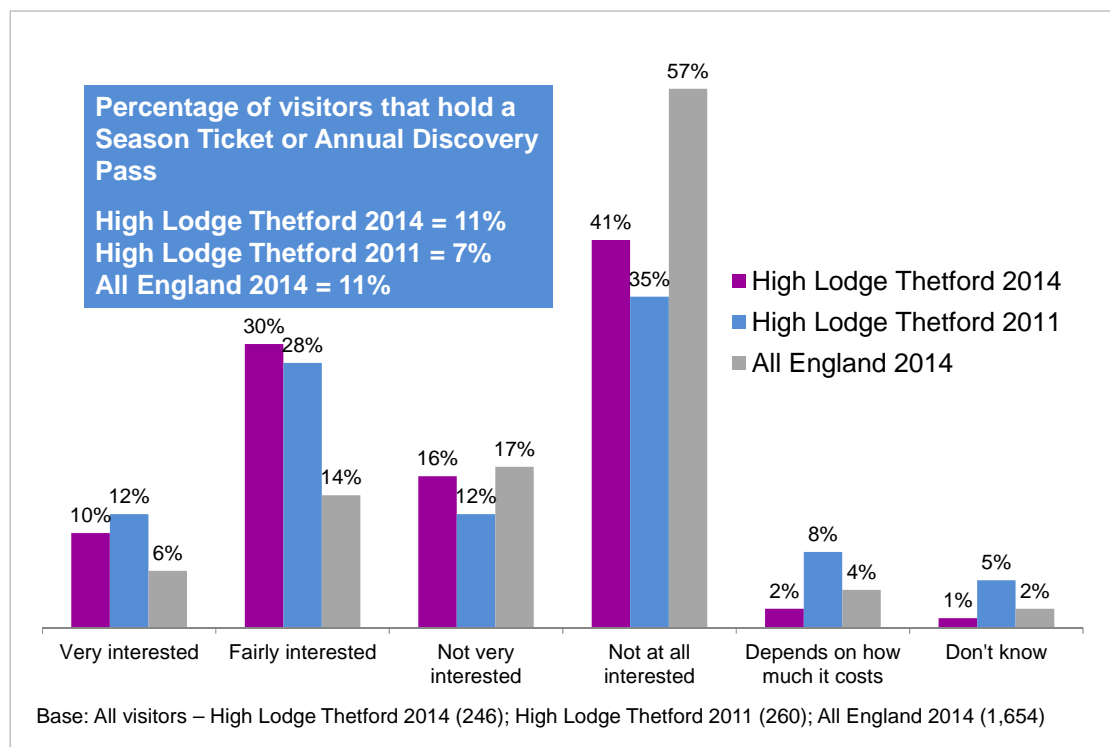
Around one in ten visitors to High Lodge, Thetford held a season ticket or annual Discovery Pass (11%), which was an increase since 2011 when just 7% held a pass, and now matches the all England average.

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 High Lodge were fairly high with 40% expressing some interest, including 10% who said they would be very interested. A further 2% said it would depend on exactly how much it cost. Interest was a little higher amongst males, adult only, and repeat visitors

Interest in season passes is generally higher at High Lodge than average across all England sites where three quarters said they would not be interested in a pass (74%), compared with 57% being uninterested at High Lodge.


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



## Appendix I

### Questionnaire

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

**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> Personally taken part in	<b>Q4b</b> Others in group taken part in	<b>Q4c</b> Personally / other <b>PLANNING</b> 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)
	<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> 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><b>Q7</b> How or where did you find out about this site as a place to visit? <b>CODE ALL MENTIONED</b></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><b>Q8</b> What do you like most about the site? <b>PROBE</b> Anything else? <b>DO NOT PROMPT – CODE ALL MENTIONED</b></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><b>Other (please specify)</b> ----- -----  Nothing Don't know</p>	<p>(67-70m)    L M</p>



**ASK ALL**

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

(75-78m)

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

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

**Other (please specify)**

(79-82m)

-----  
 -----

Nothing

L

Don't know

M

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

(83-86m)

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

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

**Other (please specify)**

(87-90m)

-----  
 -----

Nothing

L

Don't know

M

**ASK ALL**

**SHOWCARD F**

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

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

Don't know / not sure

(95)

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

**ASK Q12 IF CODED 1-6 AT Q11**

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

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

(96-99m)

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

**Other (please specify)**

-----  
-----

(100-103m)

Don't know

M

# HIGH LODGE THETFORD FOREST

## ASK ALL

### SHOWCARD G12

**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 hire	9
E	Cycle trails	A
F	Forest Segway	F
G	Forest shop	G
H	Go Ape!	H
I	Horse riding	K
J	Information available / interpretation	M
K	Mountain bike trails	O
		(109-112m)
L	Orienteering / Geocaching	3
M	Picnic areas / BBQ	5
N	Play areas and equipment	7
O	Toilets	B
P	Visitor Centre	E
Q	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

# HIGH LODGE THETFORD FOREST

## ASK ALL

### SHOWCARD G12 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	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 hire	9	1	2	3	4	5	6	7	(148)
E	Cycle trails	A	1	2	3	4	5	6	7	(149)
F	Forest Segway	F	1	2	3	4	5	6	7	(154)
G	Forest shop	G	1	2	3	4	5	6	7	(155)
H	Go Ape!	H	1	2	3	4	5	6	7	(156)
I	Horse riding	K	1	2	3	4	5	6	7	(159)
J	Information available / interpretation	M	1	2	3	4	5	6	7	(160)
K	Mountain bike trails	Q	1	2	3	4	5	6	7	(162)
		(129-132m)								
L	Orienteering / Geocaching	3	1	2	3	4	5	6	7	(165)
M	Picnic areas / BBQ	5	1	2	3	4	5	6	7	(167)
N	Play areas and equipment	7	1	2	3	4	5	6	7	(169)
O	Toilets	B	1	2	3	4	5	6	7	(173)
P	Visitor Centre	E	1	2	3	4	5	6	7	(176)
Q	Walking trails	F	1	2	3	4	5	6	7	(177)
		(133-136m)								
<b>OTHERS (WRITE IN)</b>			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? <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? <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? <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 (BACK CHECKS)</b>		<b>Accompanied</b>	<b>Yes 1</b>	<b>No 2</b>	<b>Supervisor signature</b>	

## 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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