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Research Report

Quality of the Visitor
Experience 2015

Jeskyns Forest



Prepared for:
Natural Resources Wales /
Forestry Commission England

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Date: February 2016

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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 287 visitor interviews conducted at Jeskyns 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 has not been conducted at this site previously, therefore it has not been possible to track any changes over time.

1.2 Jeskyns Forest

Jeskyns Community Woodland, sitting on the edge of Gravesend, a heavily populated urban area, provides opportunities for numerous local schools to engage with the natural environment.

The site was acquired by the Forestry Commission in 2005. This former arable farmland estate was opened to the public in 2007. Jeskyns now provides 360 acres of new woodlands, ponds, orchards and wildflower meadows. Managed by the Forestry Commission, Jeskyns provides a space for both people and wildlife and is a place for relaxation and exploration.

1.3 Perceptions of the site

Perceptions of Jeskyns as a place to visit were very positive. None of the visitors interviewed at Jeskyns 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 Jeskyns was also considerably higher than the all England average of 32%.

Similarly, ratings of how safe and welcoming Jeskyns was seen to be were very positive. This was also found across all England sites on average. Again, none of the visitors interviewed at Jeskyns 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' (91%): again slightly higher than the all England average (86%). Over half the visitors to Jeskyns rated the site as 'excellent' in terms of how safe and welcoming the site was.

When asked whether they would be likely to recommend Jeskyns as a place to visit to a friend or relative (using a score of 0-10), scores for Jeskyns and all England sites generally were extremely positive: only 16% gave a rating of less than 9/10 for Jeskyns. The proportion of visitors giving the highest score at Jeskyns was higher than the all England average (58% at Jeskyns compared to 44% on average across the England sites). This was reflected in the average score for Jeskyns - 9.26 - as it was higher than the all England average of 9.14.

1.4 Strengths of the site

The peace / tranquillity / atmosphere at the site stood out as being visitors' favourite aspect of Jeskyns Forest, as over half of visitors mentioned it (53%), which was higher than the all England average (30%). The walks/ paths / trails were visitors' second favourite aspect of the site which was similarly popular across the England sites (40%).

Other popular mentions included: the scenery / views (29%), fresh air / being outside (24%), clean well looked after (22%), close to home / convenient, and exercise / keeping fit (20% for each).

1.5 Areas for improvement

Nearly half the visitors to Jeskyns could not think of anything that would add to their enjoyment and only made positive comments (45%); this was identical to the all England average (45%).

Most suggestions to improve the site were therefore made by relatively small numbers of visitors, and Table 9 below outlines the comments that were made by 3% or more. The main improvement required was suggested by just over one in six visitors (17%), and that was better parking (i.e. easier, more, cheaper, free).

The other suggestions were made by fewer than 10% of visitors: 8% wanted more dog poo bins / remove dog poo, 4% wanted more seating, and others suggested more activities for the children, improve café / catering and more sheltered areas (3% for each)

1.6 Visitor profile

In 2015 just under one in six visitors to Jeskyns was a first-time visitor (14%), which is lower than the all England average of 24%. Over four fifths of visitors to Jeskyns 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 Jeskyns where 97% were day trippers while only 2% were staying visitors. The majority of visitors to Jeskyns were locals as 83% 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 Jeskyns was also slightly higher than the average across the England sites (14% compared to 11%).

Group sizes were smaller at Jeskyns (averaging 2.18 people) compared to the all England average (3.23 people). Over a quarter of visitors to Jeskyns were visiting with children (27%). This proportion was considerably lower than the all England average (48%).

The gender profile at Jeskyns was skewed towards women, as 59% of visitors at Jeskyns were female and 41% were male. This is different to the average across all England sites, where the balance in the gender profile was more equal. 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, Jeskyns visitors were slightly older than the all England average. Jeskyns visitors were more likely to be over 45 years old: almost three fifths of visitors at Jeskyns were 45 years old or older (58%), whilst over two fifths of them were under 45 (42%). 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 = 67%) than C2DE (skilled and unskilled manual workers and the unemployed = 30%). This was again almost exactly the same as the all England average (69% ABC1, 30% C2DE). *NB 3% refused to answer this question at Jeskyns hence the total not equalling 100%.*

Just over a third of visitors to Jeskyns had children in the household (35%), which was lower than the all England average (47%).

Almost all of the visitors to Jeskyns were white British / Welsh / Irish (93%), with only a very small number of visitors describing their ethnicity as 'White Other' (4%) or 'Black / Asian / Mixed' (3%).

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 Jeskyns, interviewing took place between 30th of March and 15th October, and a total of 287 interviews were conducted.

2.3 Report

This report summarises the results of the interviews undertaken at Jeskyns 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) but as the survey has not been conducted at this site previously, it has not been possible to track any changes over time.

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 Jeskyns. 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 Jeskyns was largely in line with that of the visitors to all the England sites.

The gender profile at Jeskyns was skewed towards women, as 59% of visitors at Jeskyns were female and 41% were male. This was different to the average across all England sites, where the balance in the gender profile was more equal. 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, Jeskyns visitors were slightly older than the all England average. Jeskyns visitors were more likely to be over 45 years old: almost three fifths of visitors at Jeskyns were 45 years old or older (58%), whilst over two fifths of them were under 45 (42%). 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 = 67%) than C2DE (skilled and unskilled manual workers and the unemployed = 30%). This was again almost exactly the same as the all England average (69% ABC1, 30% C2DE). *NB 3% refused to answer this question at Jeskyns hence the total not equalling 100%.*

Just over a third of visitors to Jeskyns had children in the household (35%), which was lower than the all England average (47%).

Almost all of the visitors to Jeskyns were white British / Welsh / Irish (93%), with only a very small number of visitors describing their ethnicity as 'White Other' (4%) or 'Black / Asian / Mixed' (3%). Again, this in line with the all England data but the proportion of 'White – Other' and 'Black / Asian / Mixed' was slightly higher at Jeskyns (4% and 3% respectively) – see Table 2 overleaf for more details.

Table 2: Profile of visitors by key demographics 2015

| | | Jeskyns % | All England % |
|------------------------------|---|-----------|---------------|
| Gender | Male | 41 | 47 |
| | Female | 59 | 53 |
| Age | 16 - 24 | 3 | 4 |
| | 25 - 34 | 16 | 17 |
| | 35 – 44 | 23 | 30 |
| | 45 – 54 | 24 | 22 |
| | 55 – 64 | 18 | 14 |
| | 65+ | 16 | 12 |
| | | | |
| Social class | AB | 35 | 37 |
| | C1 | 32 | 32 |
| Working status | C2 | 22 | 20 |
| | DE | 8 | 10 |
| | Refused | 3 | 1 |
| | Full-time employee (30+ hours per week) | 51 | 54 |
| | Part-time employee (<30 hours per week) | 15 | 17 |
| | Self-employed | 2 | 4 |
| | Full-time education | 2 | 2 |
| | Unemployed | <1 | 1 |
| | Permanently sick / disabled | 1 | 1 |
| | Retired | 20 | 15 |
| | Looking after home | 6 | 5 |
| | Other | <1 | <1 |
| Refused | 2 | 1 | |
| Limiting illness | Yes – limited a lot | 1 | 1 |
| | Yes – limited a little | 3 | 4 |
| | No | 93 | 94 |
| | Refused | 2 | 1 |
| Children in household | Yes | 35 | 47 |
| | No | 65 | 53 |
| | Refused | <1 | <1 |
| Ethnicity | White – British / Welsh / Irish | 93 | 96 |
| | White – Other | 4 | 2 |
| | Black / Asian / Mixed | 3 | 2 |
| | Refused | - | <1 |

Base: All visitors – Jeskyns (287); All England (1,762)

3.2 Group profile

3.2.1 Size of group

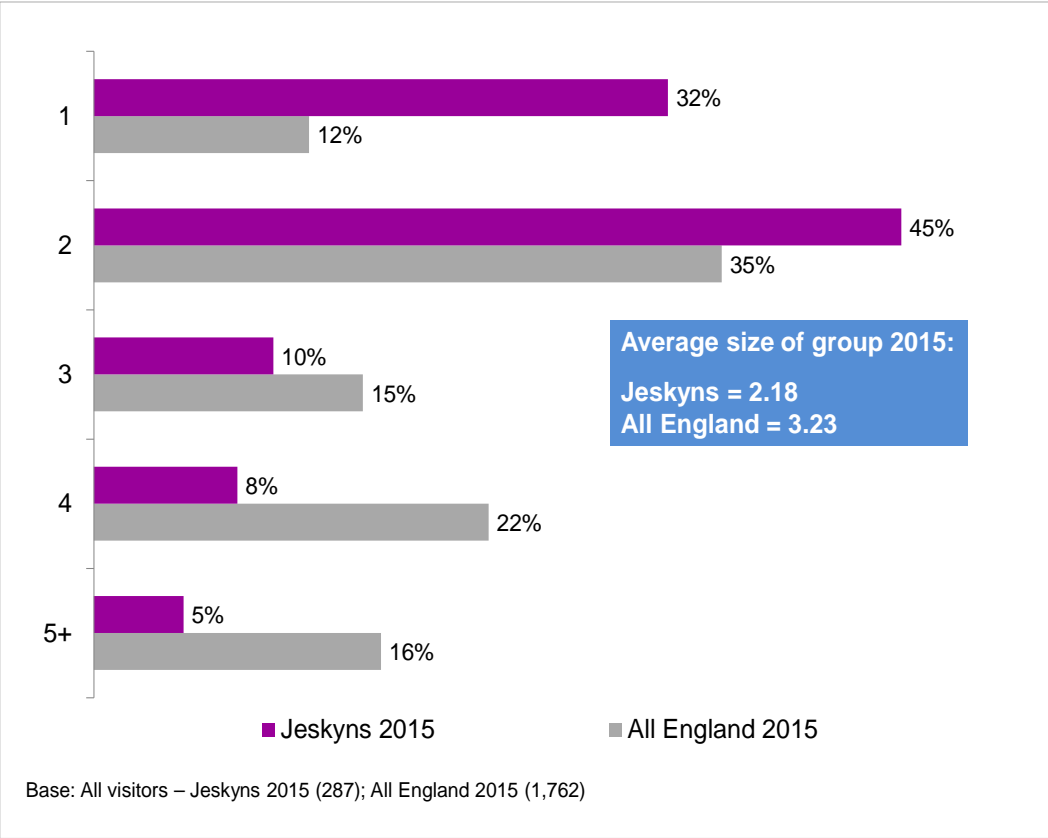
Group sizes were smaller at Jeskyns (averaging 2.18 people) compared to the all England average (3.23 people).

Visitors at Jeskyns in 2015 were slightly more likely to visit in pairs (45%): this is also true on average across all England sites, although only 35% at these sites were pairs.

The proportion of visitors coming to the site in large groups of 4 or more people was considerably lower at Jeskyns than the all England average (13% compared to 38%).

Over a third of visitors to Jeskyns visited the site alone (32%), which was substantially higher than the all England average, which was 12%.

Figure 1: Q1. Total size of the group



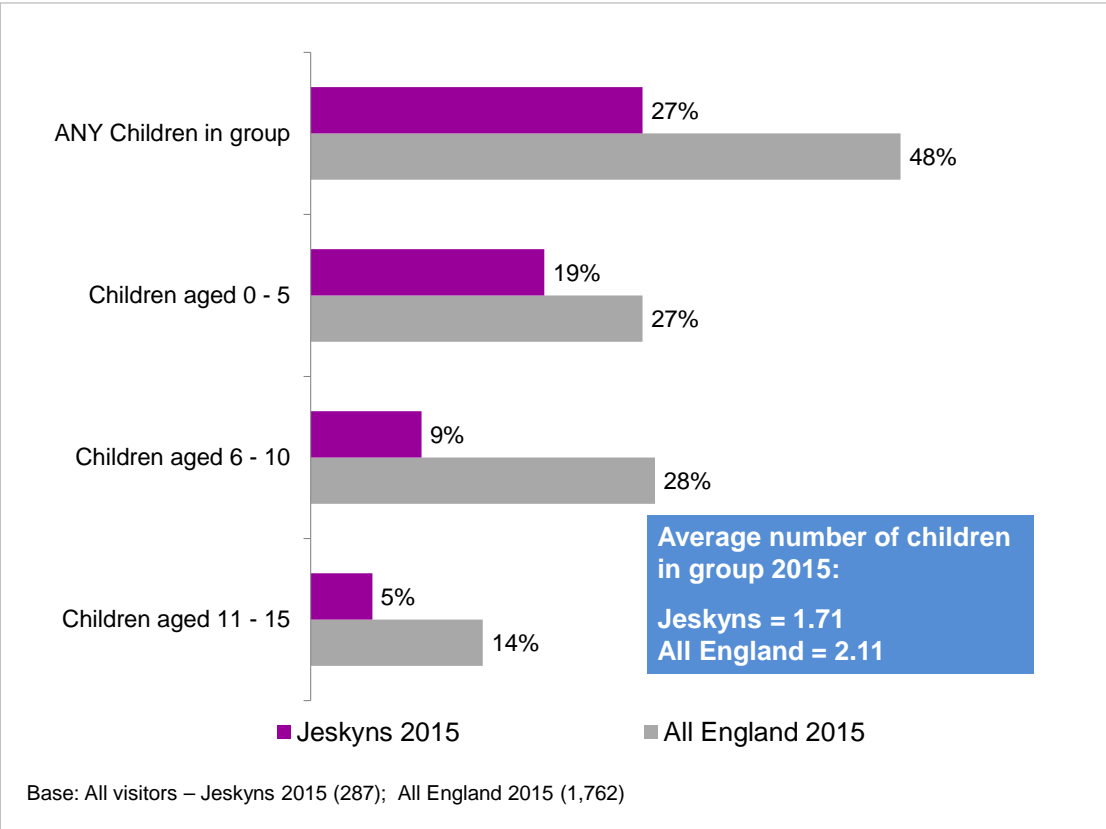
3.2.2 Composition of group

Over a quarter of visitors to Jeskyns were visiting with children (27%). This proportion was considerably lower than the all England average (48%).

This is reflected in the average number of children per group visiting Jeskyns which was also lower than the average across all England sites (mean of 1.71 children per group at Jeskyns compared with 2.11 all England).

The children at Jeskyns were more likely to be under 5 (19%), but the proportion was still lower than the all England average (27%).

Figure 2: Q1. Composition of group



4. Profile of visit

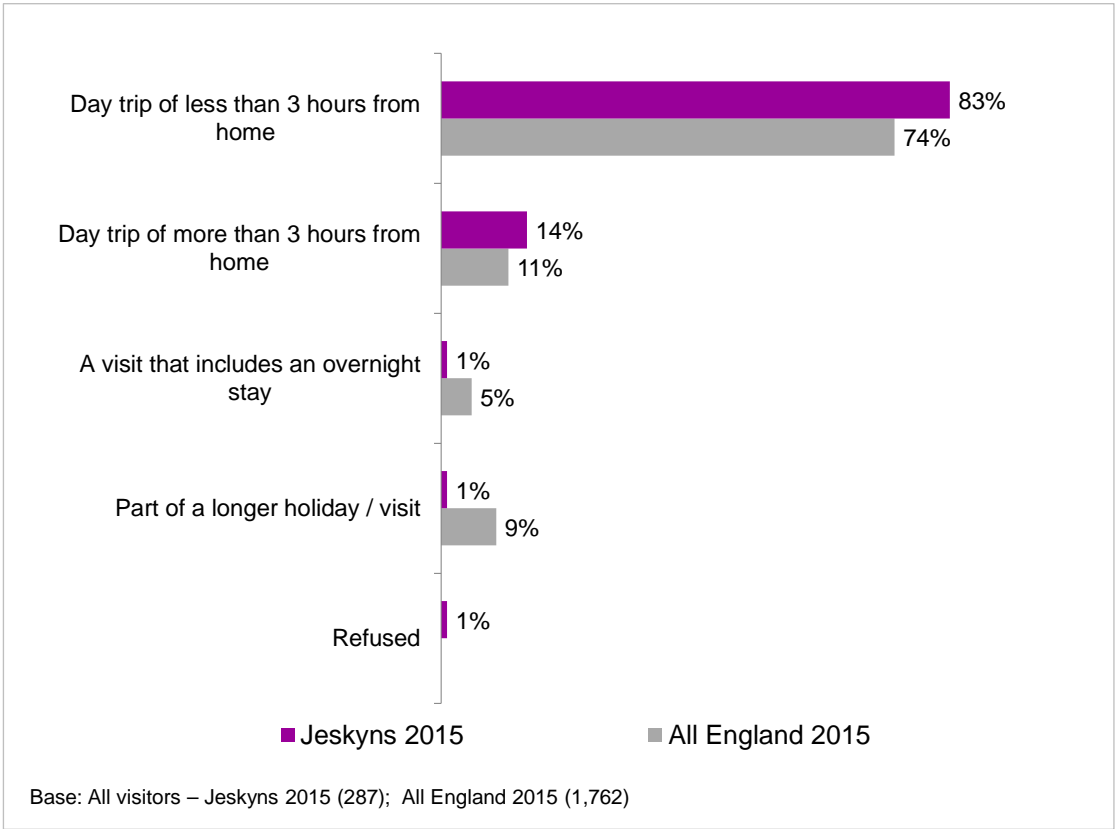
4.1 Type of visit

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 Jeskyns where 97% were day trippers while only 2% were staying visitors.

The majority of visitors to Jeskyns were locals as 83% 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 Jeskyns was also slightly higher than the average across the England sites (14% compared to 11%).

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 Jeskyns (14% compared to 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.

Almost all the visitors to Jeskyns had travelled from within England (99%), and the majority of those visitors came from South East England (97%). The remaining small proportion of English visitors had come from Greater London or South East England (1% from both).

Only 1% of visitors had come to Jeskyns from outside of England and they came from abroad.

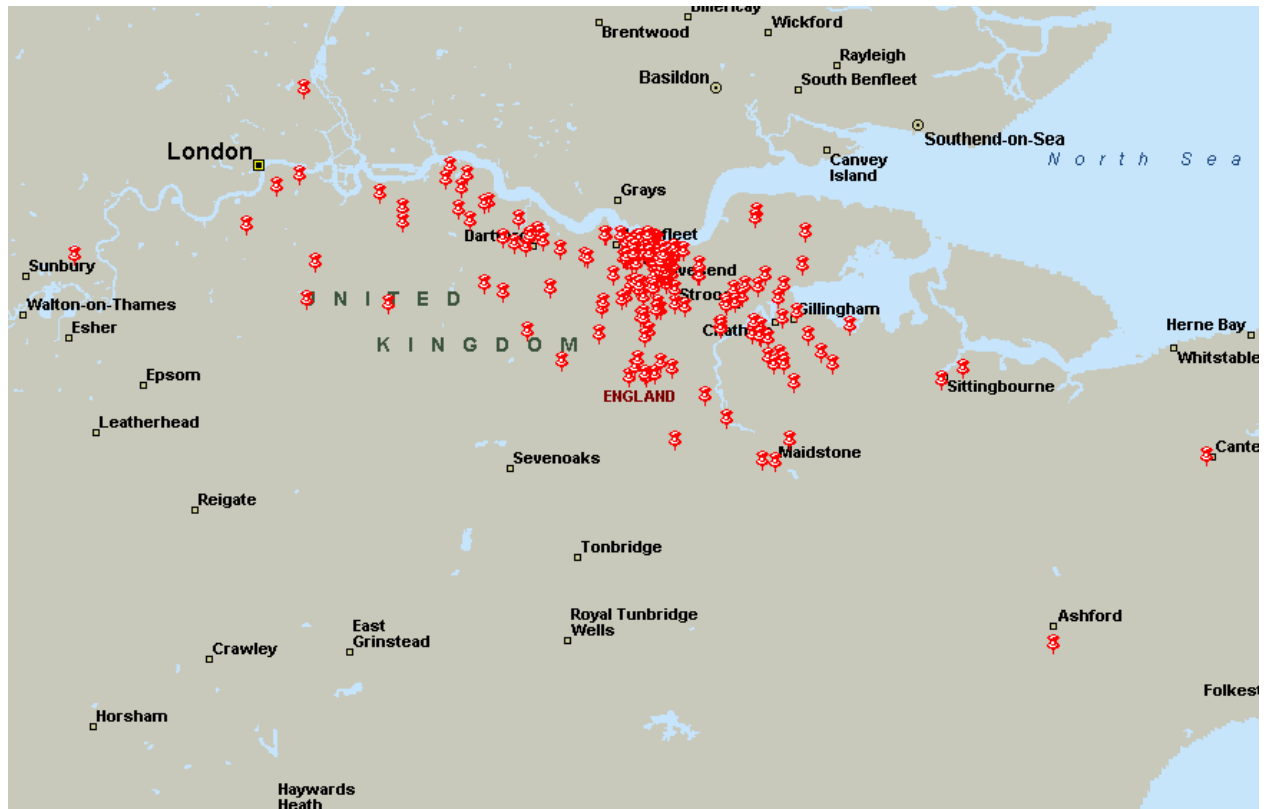
Table 3 below and Figure 4 overleaf provide more details.

Table 3: Q28a. Visitor origin 2015

| | | Jeskyns % | All England % |
|--------------------|------------------------|--------------|------------------|
| Home region | North East England | - | 11 |
| | Yorkshire & Humberside | - | 11 |
| | North West England | - | 2 |
| | West Midlands | - | 14 |
| | East Midlands | - | 24 |
| | East of England | - | 4 |
| | Greater London | 1 | 1 |
| | South East England | 97 | 17 |
| | South West England | 1 | 13 |
| Home nation | England | 99 | 98 |
| | Wales | - | <1 |
| | Rest of UK | - | 1 |
| | Abroad | 1 | <1 |

Base: All visitors – Jeskyns (287); All England (1,762)

Figure 4: Map of visitor origin for Jeskyns



4.3 Frequency of visits

4.3.1 First-time visitors

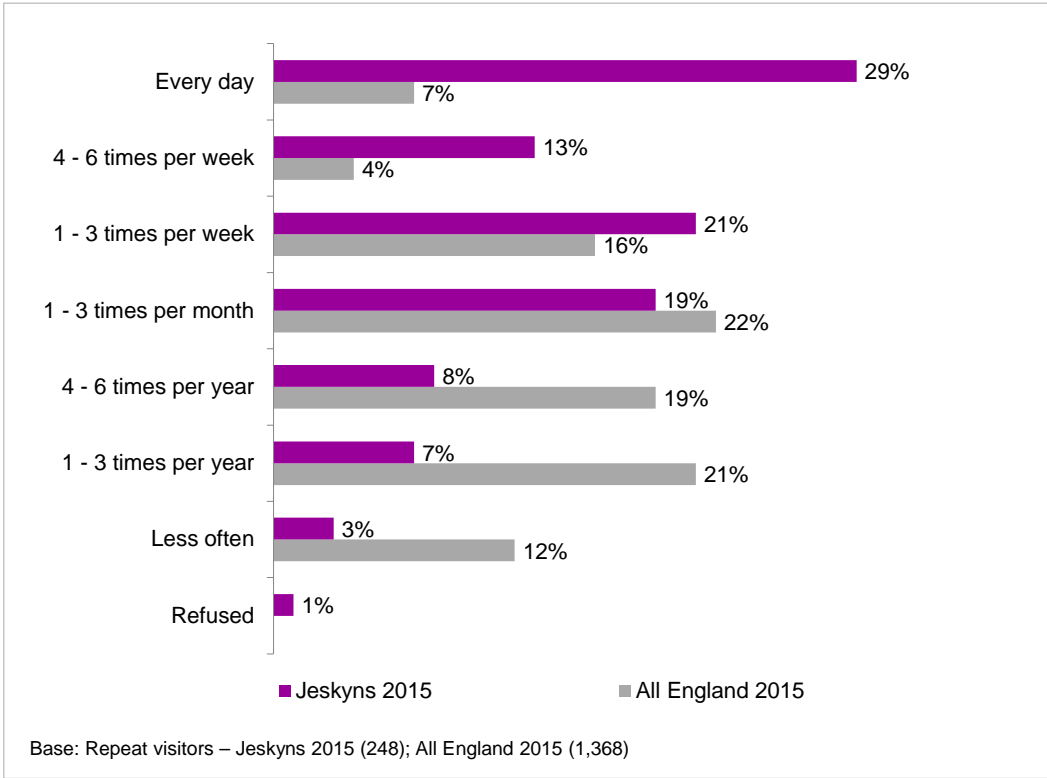
In 2015 just under one in six visitors to Jeskyns was a first-time visitor (14%), which is lower than the all England average of 24%. Over four fifths of visitors to Jeskyns were, therefore, repeat visitors in 2015 (85%). 1% refused to answer.

4.3.2 Repeat visitors

Focussing on the repeat visitors, almost four fifths of the visitors to Jeskyns would be classified as regular visitors - visiting the site once a month or more often (82%). In 2015, three in ten visitors to Jeskyns said they visited the forest everyday (29%), which was significantly higher than the all England average (7%).

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 Jeskyns four times a year or less often was considerably lower than this (18%).

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



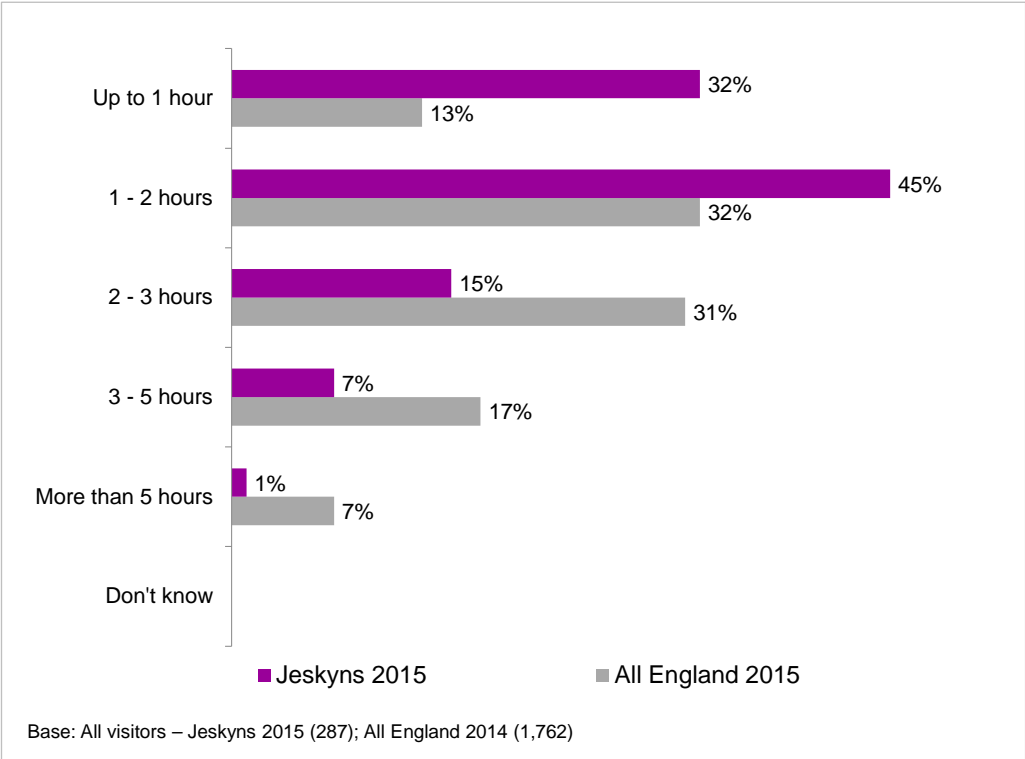
4.4 Length of visit

The average length of visit at Jeskyns was 1 hour and 35 minutes. This was 51 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 Jeskyns can be attributed to the significantly higher proportion of visitors staying at the site for less than 2 hours (77% in Jeskyns 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 Jeskyns (24% on average across all England sites compared to 8% at Jeskyns) – 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 by far at Jeskyns was walking generally (89%), which was significantly higher than the all England average (67%). Dog walking was particularly popular, with 74% of visitors saying they had or were intending to do it. This was also considerably higher than the all England average (29%).

Conversely, cycling generally was less popular at Jeskyns (10%), compared to the all England average (30%). This is because cycling on trails and cycling off tracks were less popular at Jeskyns than the average across all the England sites (8% and 2% compared to 20% and 15% respectively).

Visiting the café was the third most popular activity at Jeskyns, with 20% of visitors using it. This, however, was less than half the proportion of visitors who said they had used the café on average across the England sites (54%).

All other activities had been undertaken by approximately one in ten visitors or fewer: the play area (11%), picnic areas and BBQ, and admiring the views (3% for both) – see Table 4 overleaf for more details.

Overall, almost all of the visitors to Jeskyns took part in ‘active’ activities (95%), 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

| | Jeskyns 2015 % | All England 2015 % |
|--|----------------------|--------------------------|
| Cycling on forest roads, tracks or trails | 8 | 20 |
| Cycling off trails or tracks | 2 | 15 |
| TOTAL CYCLING | 10 | 30 |
| Walking on a sign-posted trail | 14 | 38 |
| Walking but not following sign-posts | 9 | 8 |
| Dog walking | 74 | 29 |
| TOTAL WALKING | 89 | 67 |
| Using the café / restaurant / other catering | 20 | 54 |
| Using the play area | 11 | 25 |
| Picnic or barbeque | 3 | 7 |
| Admiring the views | 3 | 13 |
| Running / jogging | 2 | 2 |
| Organised event / trip | 2 | 1 |
| Nature / natural history visit | 1 | 2 |
| Using the Visitor Centre / shop | 1 | 9 |
| Superworm trial / play trails | 1 | 2 |
| Seeing something in the forest | 1 | 6 |
| Bird watching | 1 | 3 |
| Photography | 1 | 2 |
| Orienteering / Geocaching | <1 | <1 |
| Other | 3 | 6 |
| Taken part in ACTIVE activities | 95 | 94 |

Base: All visitors – Jeskyns 2015 (287); 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 Jeskyns lasted 1 hour and 35 minutes on average. Those walking spent an average of 1 hour and 15 minutes doing so; this was 3 minutes shorter than the average time spent cycling (1 hour and 18 minutes).

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

| | Total duration of visit | Time spent on any walking | Time spent on any cycling |
|------------------|-------------------------|---------------------------|---------------------------|
| Up to 30 minutes | 8 | 12 | 23 |
| 31 – 60 minutes | 24 | 28 | 23 |
| 1 – 2 hours | 45 | 51 | 36 |
| 2 – 3 hours | 15 | 9 | 14 |
| 3 – 5 hours | 7 | <1 | 5 |
| 5+ hours | 1 | - | - |
| Don't know | - | - | - |
| AVERAGE | 1 hour 35 min | 1 hour and 15 min | 1 hour and 18 min |

Base: All respondents - 2015 (287); Respondents who walked - 2015 (252); Respondents who cycled – 2015 (22)

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

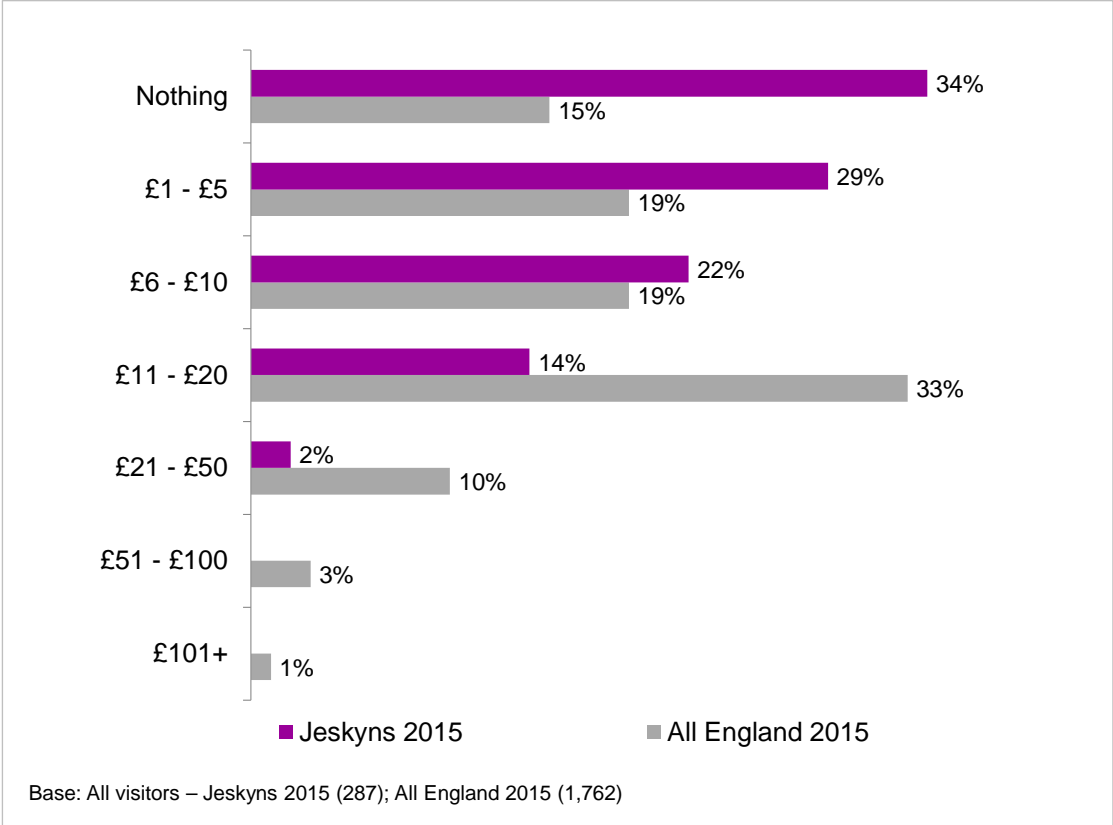
Visitors to Jeskyns were asked how much they intended to spend during their visit at the site on a variety of things, including food and drink, activities, parking, souvenirs and the hiring of equipment. Figure 7 shows the figures calculated by combining the data across all types of intended spending.

A third of visitors said they did not intend to spend any money at the site (34%), which was over double the all England average (15%).

Half the visitors to Jeskyns had planned to spend £10 or less on their visit (51%), which is higher than typically recorded across the other England sites (38%). However, visitors to Jeskyns were less likely to spend over £11 than on average across the all England sites (47% compared to 16% at Jeskyns).

Overall, the average spend at Jeskyns was lower than the average at all England sites, at £4.96 (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 Jeskyns was likely to spend on was parking and food and drink, with almost half the visitors planning to spend on either one (47% for each). The average planned spend on parking was £1.09, less than the all England average of £3.01 and the average planned spend for food and drink was £3.75 which was much less than the all England average (£8.32).

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

Another area of spend at the site was on activities at the site; only 5% of visitors planned to spend on this, with an average spend of £0.21. This was less than the all England average (£3.09).

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

| | % spending anything on items | | Average spend on items £ | |
|------------------------|------------------------------|---------------|--------------------------|---------------|
| | Jeskyns % | All England % | Jeskyns £ | All England £ |
| Parking | 47 | 71 | £1.09 | £3.01 |
| Food and drink | 47 | 65 | £3.75 | £8.32 |
| Activities at the site | 5 | 5 | £0.21 | £3.09 |
| Souvenirs / gifts | <1 | 5 | £0.02 | £0.50 |
| Hiring equipment | - | 2 | £0.00 | £0.56 |
| Anything else | - | 2 | £0.00 | £0.32 |

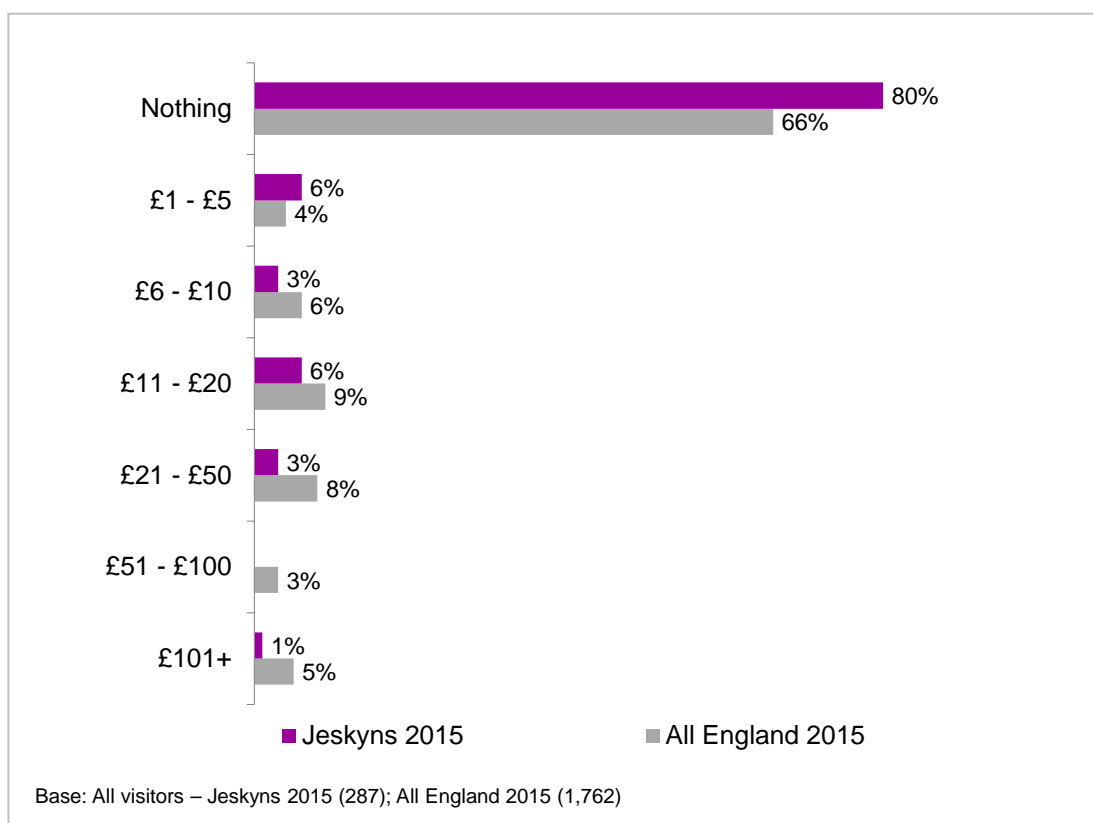
Base: All visitors – Jeskyns 2015 (287); All England 2015 (1,762)

Visitors to Jeskyns 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.

Four fifths of visitors to Jeskyns said that they would not be spending any money in the local area as a result of their trip (80%); this was higher than the all England average (66%).

The average intended spend in the area was £3.85, 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 Jeskyns, parking, food and drink, and transport were the main areas of intended spending: 17% planned to spend on parking (average of £0.45), 11% on food and drink (average of £1.45) and 10% would spend on transport (average of £0.72).

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

| | % spending anything on items | | Average spend on items £ | |
|---------------------------------|------------------------------|---------------|--------------------------|---------------|
| | Jeskyns % | All England % | Jeskyns £ | All England £ |
| Parking | 17 | 19 | £0.45 | £1.26 |
| Food and drink | 11 | 25 | £1.45 | £10.02 |
| Transport | 10 | 11 | £0.72 | £3.47 |
| Admissions to other attractions | 2 | 3 | £0.47 | £1.16 |
| Accommodation | 1 | 5 | £0.91 | £14.69 |
| Souvenirs / gifts | - | 4 | £0.00 | £1.61 |
| Hiring equipment | - | 1 | £0.00 | £0.40 |
| Anything else | <1 | 5 | £0.11 | £2.35 |

Base: All visitors – Jeskyns 2015 (287); All England 2015 (1,762)

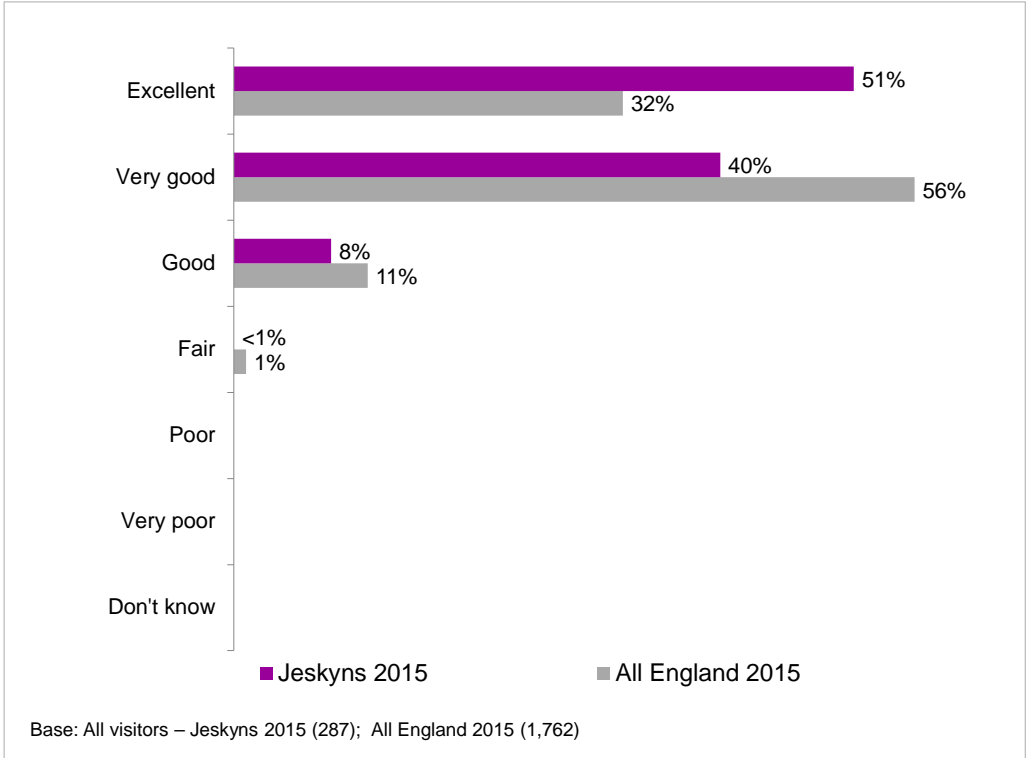
5. Perceptions of the site

5.1 Overall rating of the site as a place to visit

Perceptions of Jeskyns as a place to visit were very positive. This was also true across all England sites as well. None of the visitors interviewed at Jeskyns 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 Jeskyns was also considerably higher 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

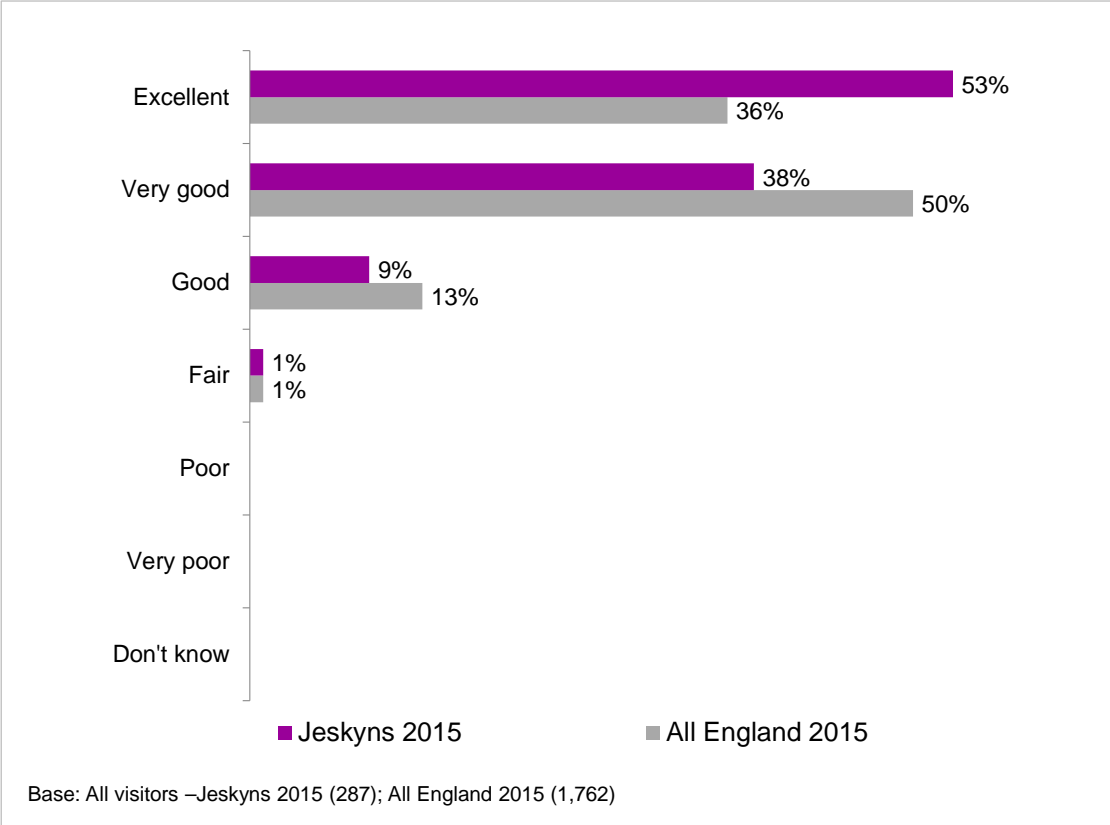


5.2 Overall rating of the site as safe and welcoming

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

Again, none of the visitors interviewed at Jeskyns 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' (91%): again slightly higher than the all England average (86%). Over half the visitors to Jeskyns 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 Jeskyns and all England sites.

When asked why they gave Jeskyns a positive rating, visitors were most likely to mention the scenery / views and beautiful environment (51%). This was also the main reason on average across all the England sites.

Other popular mentions included the peaceful / pleasant / tranquil / welcoming environment (32%), it being a good, safe place for all people generally (30%), the fresh air / open spaces (27%), the good provision of paths and trails (24%), the site was clean / tidy / well maintained and that it was well laid out / well organised (21% for both).

Other comments made by less than one fifth of visitors 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

| | Jeskyns 2015 % | All England 2015 % |
|---|----------------------|--------------------------|
| The scenery / views / beautiful environment | 51 | 41 |
| Peaceful / pleasant / tranquil / relaxing / welcoming | 32 | 21 |
| Safe environment generally for all people | 30 | 19 |
| Fresh air / open space / plenty of space / freedom | 27 | 24 |
| Good provision of paths / trails and tracks | 24 | 25 |
| Clean / tidy / well maintained / litter free | 21 | 11 |
| Well laid out / well organised / good set up | 21 | 18 |
| Good, safe place for the kids to play / run around | 18 | 22 |
| Good quality facilities / amenities | 12 | 11 |
| Well sign-posted / good maps / information boards | 12 | 13 |
| Live locally / convenient / easy to get to | 10 | 18 |
| Friendly / helpful staff or rangers | 8 | 8 |
| Other visitors here are friendly | 7 | 5 |
| Dog friendly | 4 | 1 |

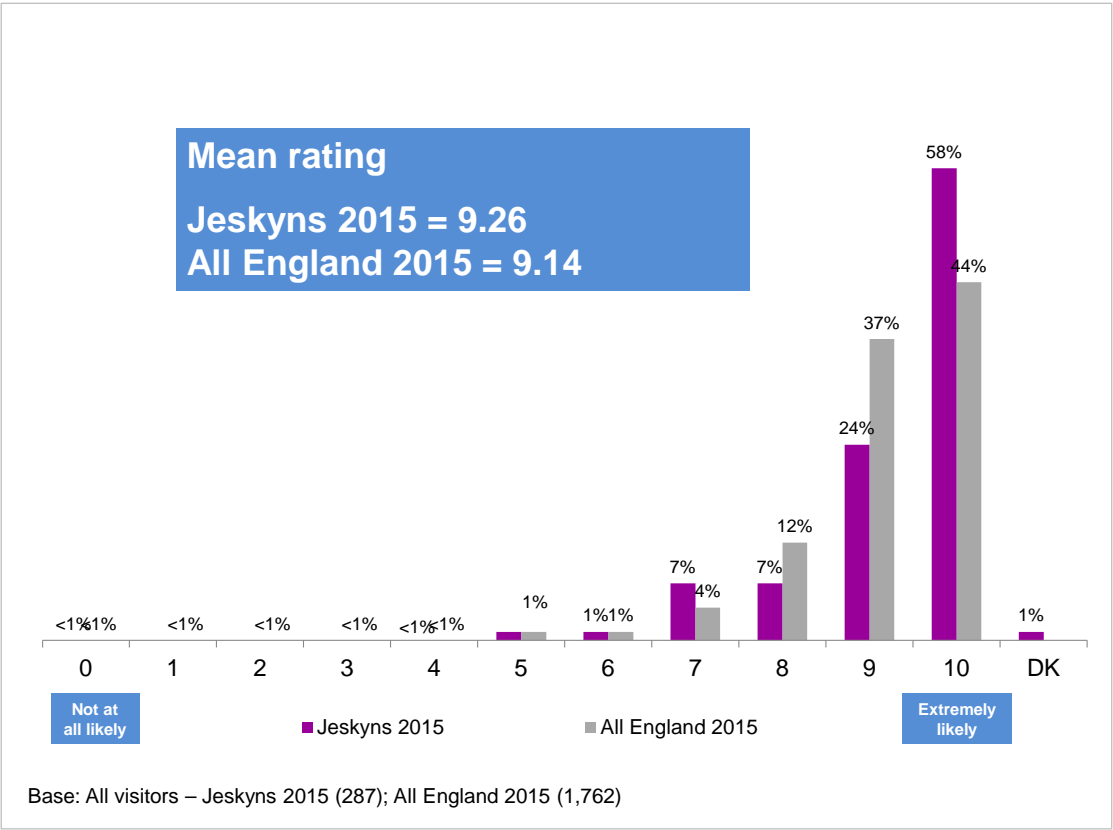
Base: Visitors rating the site as excellent, very good or good – Jeskyns 2015 (284); All England 2015 (1,743)

5.3 Recommending the site as a place to visit

Visitors were asked whether they would be likely to recommend Jeskyns 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 Jeskyns and all England sites generally were extremely positive: only 16% gave a rating of less than 9/10 for Jeskyns.

The proportion of visitors giving the highest score at Jeskyns was higher than the all England average (58% at Jeskyns compared to 44% on average across the England sites). This was reflected in the average score for Jeskyns as it was higher than the all England average at 9.26.

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 Jeskyns is 80, which higher than the score for the all England average (78).

5.4 Favourite things about the site

Visitors to Jeskyns 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 3% or more of the sample are outlined in Table 8 below.

The peace / tranquillity / atmosphere at the site stood out as being visitors' favourite aspect of Jeskyns Forest, as over half of visitors mentioned it (53%), which was higher than the all England average (30%). The walks/ paths / trails were visitors' second favourite aspect of the site which is similarly popular across the England sites (40%).

Other popular mentions included: the scenery / views (29%), fresh air / being outside (24%), clean well looked after (22%), close to home / convenient and exercise / keeping fit (20% for each).

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

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

| Activities | Jeskyns 2015 % | All England 2015 % |
|--|----------------------|-----------------------------|
| Peace / tranquillity / relaxation / atmosphere | 53 | 30 |
| Walks / paths / trails | 41 | 40 |
| Scenery / views / beautiful / natural | 29 | 29 |
| Fresh air / being outside | 24 | 16 |
| Clean / well looked after | 22 | 11 |
| Close to home / convenient location | 20 | 16 |
| Exercise / keeping fit | 20 | 12 |
| Ideal for dogs / dog friendly / safe for dogs | 14 | 5 |
| Safe environment generally | 14 | 10 |
| Like forests / trees / variety of trees and plants | 10 | 16 |
| Lots to see and / or do | 9 | 6 |
| Opportunity to spend time with family / friends | 9 | 14 |
| Good on-site facilities / BBQ areas / Gift shop | 9 | 12 |
| Been before / wanted to come again | 9 | 12 |
| Cycle trails / freedom / opportunity to cycle | 8 | 22 |
| Activities that are good for the children | 8 | 20 |
| Wildlife / birdwatching | 6 | 5 |
| The weather | 5 | 3 |

| | | |
|---|---|---|
| Cost / value for money / free | 4 | 3 |
| Plenty / cheap / other reference to parking | 3 | 3 |
| Open space / plenty of space | 3 | 1 |

Base: All visitors – Jeskyns 2015 (287); All England 2015 (1,762)

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

- Good accessibility
- Café / restaurant
- Helpful / pleasant staff
- Good toilets
- Well laid out / good layout
- Play area
- Something for everyone

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

- A higher proportion of older visitors liked the walks / paths / trails (54% of people who were 55+) than average, followed by the scenery / views (31%) and the safe environment (14%).
- Women were more likely to prefer the walking trails (48% women compared to 32% men), while men were more likely to prefer the cycle trail (12% of men compared to 6% of women).
- Almost twice as many of the ABC1 visitors (25%) as C2DE visitors (13%) said that their favourite aspect of the site was how clean / well looked after it was.

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.

Nearly half the visitors to Jeskyns could not think of anything that would add to their enjoyment and only made positive comments (45%); this was identical to the all England average (45%).

Most suggestions to improve the site were therefore made by relatively small numbers of visitors, and Table 9 below outlines the comments that were made by 3% or more. The main improvement required was suggested by just over one in six visitors (17%), and that was better parking (i.e. easier, more, cheaper, free).

The other suggestions were made by fewer than 10% of visitors: 8% wanted more dog poo bins / remove dog poo, 4% wanted more seating, and others suggested more activities for the children, improve café / catering and more sheltered areas (3% for each) – see Table 9 for more details.

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

| | Jeskyns 2015 % | All England 2015 % |
|--|----------------------|--------------------------|
| Nothing / general positive comments | 45 | 45 |
| Better parking (easier, more, cheaper, free) | 17 | 14 |
| More dog poo bins / remove dog poo | 8 | 11 |
| More seating | 4 | 1 |
| More activities for children / more play areas | 3 | 5 |
| Improve café / catering | 3 | 3 |
| More sheltered areas | 3 | 1 |

Base: All visitors – Jeskyns 2015 (287); All England 2015 (1,762)

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

- Improve toilets / more toilets
- Improve signage / more maps / better maps
- More bins / litter bins / recycling bins / less litter
- Improve maintenance of paths / cycle trails
- More paths / trails / cycle trails
- Longer opening hours
- Longer / more challenging trails, paths and cycle routes

- More picnic areas / BBQ / Picnic tables and benches
- Plant more trees

When asked if there was anything that interfered with their enjoyment of their visit to Jeskyns, three fifths of visitors said that nothing had interfered with their enjoyment (61%): this was slightly higher than the all England average of 57%.

The poor weather (wet / raining / windy) was the main factor that had interfered with visitors' enjoyment of the site with 22% commenting on the wet / windy weather. Another factor mentioned by a small proportion of the visitors was the dog mess on paths / in the play areas (6%) - see Table 10 below for more detail.

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

| | Jeskyns 2015 % | All England 2015 % |
|---|----------------------|-----------------------------|
| Nothing | 61 | 57 |
| Wet / raining / windy (poor weather) | 22 | 11 |
| Dog mess on paths / in play area | 6 | 8 |
| Car parking expensive / should be free parking | 2 | 9 |
| Signs unclear / need better signs / more maps | 2 | 1 |
| Poor maintenance of site (paths, fences, waterways) | 2 | 1 |
| Need more dog poo bins | 2 | 1 |

Base: All visitors – Jeskyns 2015 (287); All England 2015 (1,762)

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

- Signs unclear / need better signs / more maps
- Problems with car parks / faulty machines / limited spaces
- Dogs off leads / loose dogs / don't want dogs around
- Problems getting around the site (e.g. trails closed, no disabled access)
- Poor service in the café / long queues / inconvenient opening hours
- Couldn't find children's play trails / disappointed with children's play trails
- Not enough choice on the menu / not enough food available

6. Site facilities

6.1 Importance of site facilities

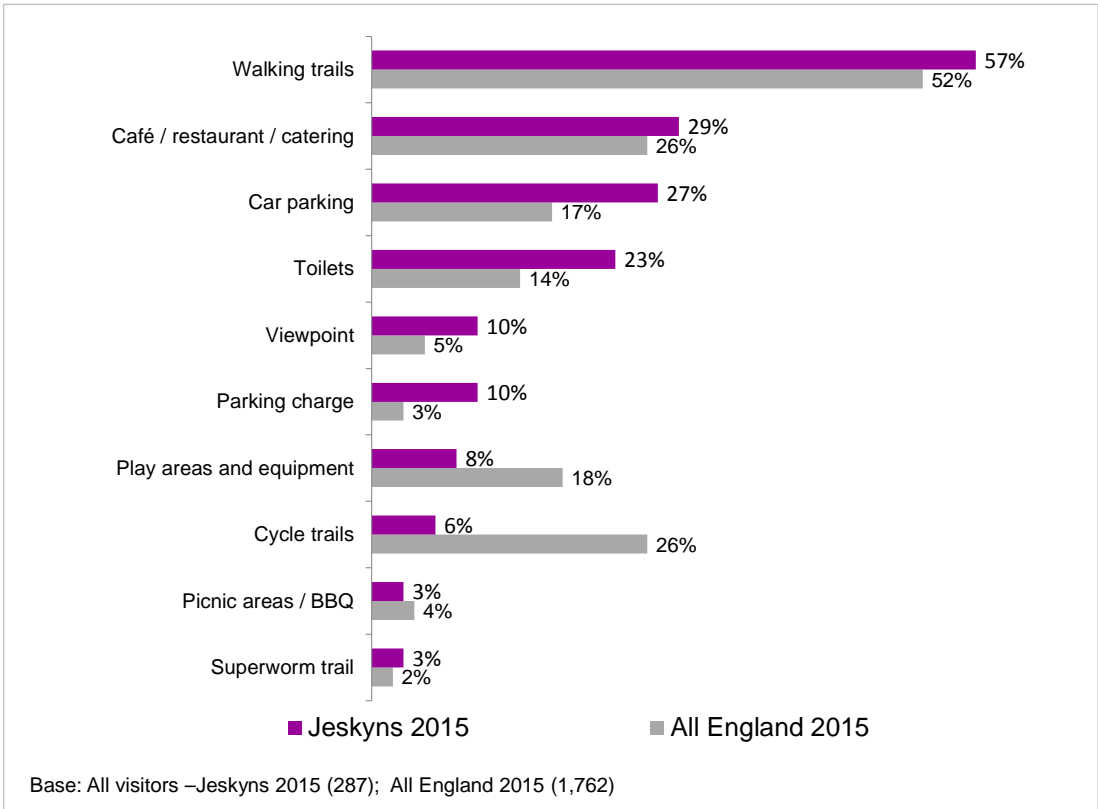
Visitors were presented with a list of facilities available at Jeskyns and asked which ones were important to their decision to visit. Visitors could mention as many facilities as were applicable.

The walking trails were mentioned by the highest proportion of visitors (57%); this figure was slightly higher than the all England average (52%).

The second most important facility at Jeskyns was the café / restaurant / catering (29%).

The car park (27%), toilet (23%), viewpoint (10%) and parking charge (10%) were more important to visitors when deciding to visit Jeskyns 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 cycle trails, especially, were less important in influencing visitors’ decision to go to Jeskyns, than they were on average at the all England sites (20% less for cycle trails and 10% less for play areas and equipment).

Certain other factors (apart from site facilities) were important to over a quarter of visitors when choosing to come to the site (28%). Any other factors influencing their visit were, therefore, mentioned by very small proportions of visitors. The main factors that influenced visitors' decision to visit Jeskyns was the fact that it was dog friendly / that dogs could come off leads / dog facilities and the site's convenient location (i.e. local / close to home). Both of these were mentioned by 6%. Being outdoors in the fresh air was also mentioned by 4%. The other factors mentioned by 2% of visitors are outlined below in Table 11:

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

| | Jeskyns 2015 % | All England 2015 % |
|---|----------------------|-----------------------------|
| Nothing | 72 | 69 |
| Dog friendly / dogs can come off leads / dog facilities | 6 | 4 |
| Local / close to home / convenient | 6 | 4 |
| Outdoors / fresh air / open spaces | 4 | 1 |
| Good weather / sunny / warm | 2 | 2 |
| Safe environment / safe place to go walking | 2 | <1 |
| Wanted to go walking / cycling | 2 | 2 |

Base: All visitors – Jeskyns 2015 (287); All England 2015 (1,762)

Other factors mentioned by fewer than 2% of visitors included:

- Good for children / children like it
- A nice day out
- Had some free time (over Easter / Bank Holiday)

6.2 Facilities used

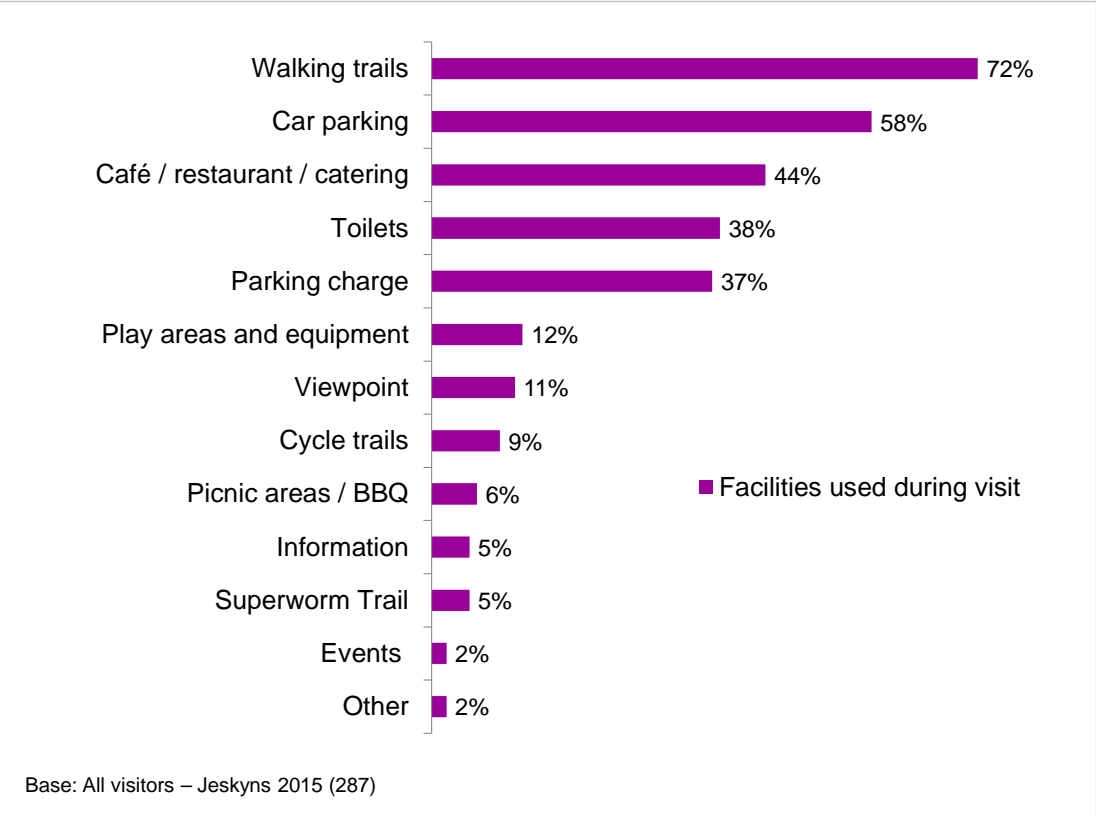
Visitors were then presented with the same list, and asked which facilities they had used during their visit.

The walking trails were used by the highest proportion of visitors (72%).

The car park was used by nearly three fifths of visitors (58%), while the café / restaurant / catering was used by over two fifths of visitors (44%). The toilets and the parking charge were used by under two fifths of visitors (38% and 37% respectively).

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

Figure 13: Q15. Facilities used at Jeskyns 2015



6.3 Rating of site facilities

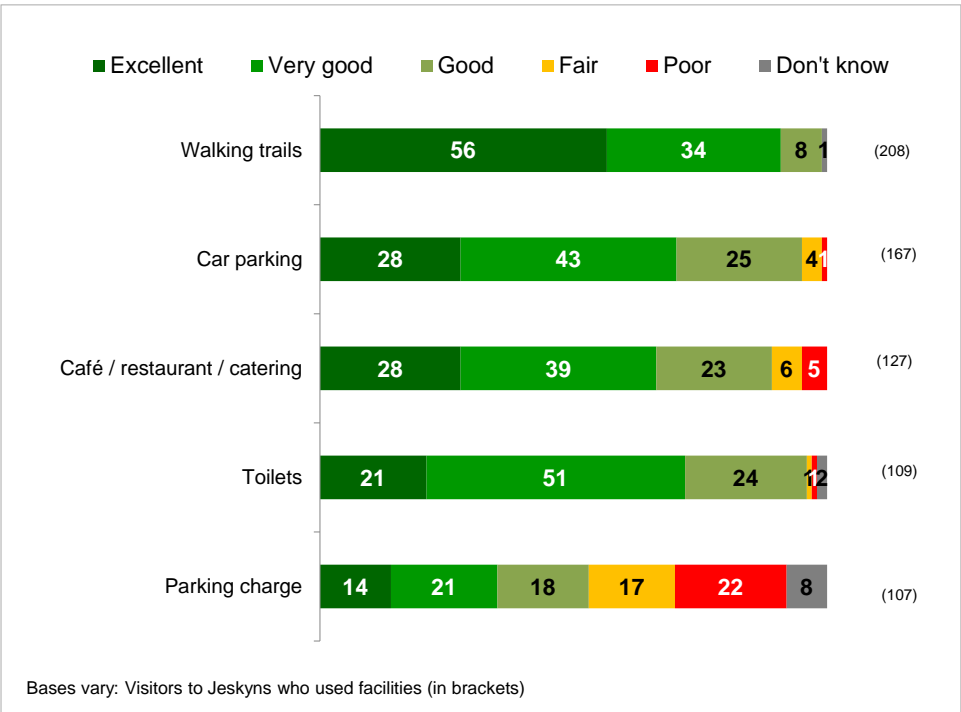
Visitors were then asked to rate the facilities they had used. The ratings for the facilities used by 50 or more visitors to Jeskyns have been detailed in Figure 14 below. Ratings of most of the facilities were positive, with relatively small proportions giving some of the facilities a poor rating but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

The walking trails received the highest score, with 56% rating this facility as ‘excellent’ and the other two fifths rated them as ‘very good’ (34%) or good (8%). None of the visitors gave this facility a negative rating.

The car park and café / restaurant / catering facilities also received positive ratings with 28% rating both of them as ‘excellent’ and 43% and 39% respectively gave both facilities a rating of ‘very good’. A small proportion did give the café / restaurant / catering facilities a negative rating (5%). Ratings for the toilets were also positive, with over seven in ten visitors rating them as ‘excellent’ or ‘very good’ (72%) with the remaining 28% rating them as ‘good’ (24%) or ‘fair’ (1%) or poor (1%).

Slightly fewer visitors rated the parking charge as ‘excellent’ (14%) but the ratings were still positive with 21% rating it as very good, 18% rating it good and 17% rating it as fair. However, almost a quarter of visitors gave the parking charge a negative rating (22%) - see Figure 14 below for more details.

Figure 14: Q15b. Rating of Jeskyns 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 Jeskyns 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.

Almost three fifths of visitors had always known about the site (58%), whilst over two fifths had heard about it through word of mouth (43%). More visitors had heard of Jeskyns 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 (3%), reading newspapers (2%) or by going to the Tourist Information Centre (2%).

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

| | Jeskyns 2015 % | All England 2015 % |
|--|----------------------|--------------------------|
| Always known about it / been here before | 58 | 53 |
| Word of mouth | 43 | 34 |
| Forestry Commission Website | 3 | 4 |
| Newspaper | 2 | 1 |
| Tourist Information Centre / Tourist Board | 2 | 2 |

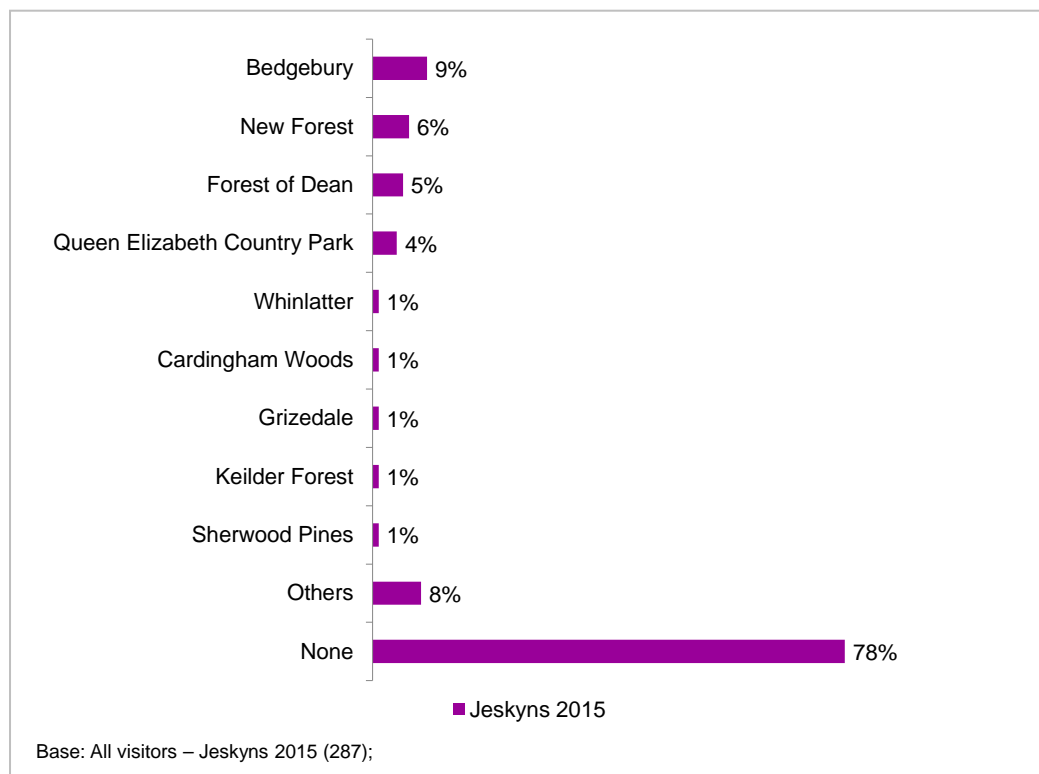
Base: All visitors – Jeskyns 2015 (287); All England 2015 (1,762)

7.2 Visiting other sites

Visitors to Jeskyns 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 a quarter of visitors had visited at least one other site (22%).

Bedgebury was mentioned by the highest proportion of visitors to Jeskyns (9%). A further 6% mentioned the New Forest, 5% had visited the Forest of Dean and 4% had been to Queen Elizabeth Country Park. The other forests listed were mentioned by 1% or less of 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

- Cannock Chase
- Delamere
- Dunwich Forest
- Rendelsham Forest
- Rosliston
- Thames Chase
- West Walk

8. Discovery passes

8.1 Uptake and interest in season tickets and annual Discovery Passes

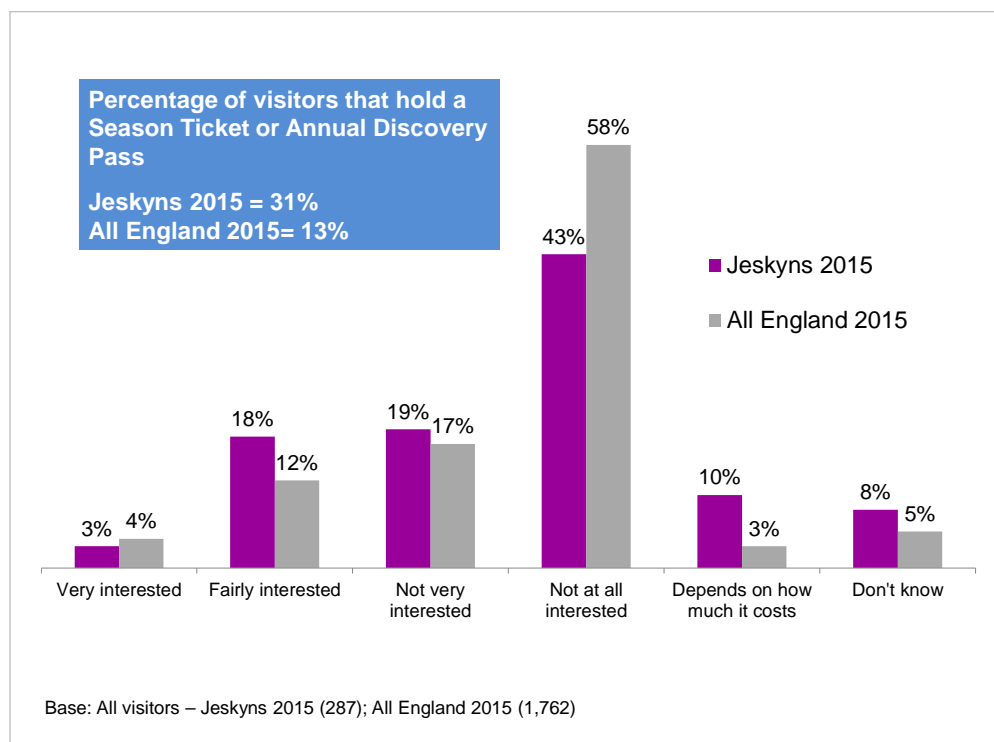
Almost a third of visitors to Jeskyns held a season ticket or annual Discovery Pass (31%); this was considerably higher than the all England average who said they have a Discovery Pass (13%).

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

Levels of interest amongst visitors to Jeskyns on purchasing an Annual Discovery Pass were slightly higher than the all England average, with 21% saying they were interested (3% very interested and 18% 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 (62%) 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) |
| | | Case No. | Point (1-2) | CAN MULTI-CODE 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) |
|---|--|---|---|---|
| | | 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

JESKYNS

ASK ALL

SHOWCARD G12

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 trails | F |
| D | Events | J |
| | | (109-112m) |
| E | Horse riding | 4 |
| F | Information available / interpretation | 5 |
| G | Orienteering / Geocaching | A |
| H | Parking charge | B |
| I | Picnic areas / BBQ | C |
| J | Play areas and equipment | E |
| K | Superworm Trail | J |
| L | Toilets | K |
| M | Viewpoint | M |
| N | 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

(117-120m)

(121-124m)

Nothing
Don't know

M
N

JESKYNS

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 | A | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (149) |
| B | Car parking | C | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (151) |
| C | Cycle trails | F | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (154) |
| D | Events | J | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (158) |
| | | (129-132m) | | | | | | | | |
| E | Horse riding | 4 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (167) |
| F | Information available / interpretation | 5 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (168) |
| G | Orienteering / Geocaching | A | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (173) |
| H | Parking charge | B | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (174) |
| I | Picnic areas / BBQ | C | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (175) |
| J | Play areas and equipment | E | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (177) |
| K | Super Worm Trail | J | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (182) |
| L | Toilets | K | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (183) |
| M | Viewpoint | M | 1 | 2 | 3 | 4 | 5 | 6 | 7 | (185) |
| N | 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

- Male
- Female

(415)
1
2

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

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

- Refused

(416)
1
2
3
4
5
6

7

SHOWCARD M

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

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

- Refused

(417)

1
2
3
4
5
6
7
8
9

Z

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

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

Job title _____

Position / Grade _____

- AB
- C1
- C2
- DE

- Refused

(418)

1
2
3
4

5

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

ASK Q28a AT ENGLAND SITES ONLY

SHOWCARD O (E) AND PURPLE ENGLAND MAP

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

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

- Wales
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(425)

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

- A
- B
- C
- D

X

Z

ASK Q28b AT WALES SITES ONLY

SHOWCARD O (W) AND WALES MAP

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

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

- England
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(426)

- 1
- 2
- 3
- 4
- 5

- 6
- 7
- 8
- 9

X

Z

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

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

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

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

Appendix II

Explanation of social class categories

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

AB

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

C1

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

C2

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

DE

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

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