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Research Report

Quality of the
Visitor Experience:
Moel Famau 2013



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Forestry Commission England

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1. Executive summary

1.1 Quality of Visitor Experience Research

Between 2013 and 2015, Beaufort Research will conduct approximately 9,000 interviews with visitors to forest and woodland sites across England and Wales. In 2013, a total of 2,659 interviews were conducted: 1,545 in England and 1,114 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 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 190 visitor interviews conducted at Moel Famau in 2013. Throughout the report, comparisons have been made to the previous research conducted in 2010, and the all Wales average (aggregated data from all 7 sites surveyed in 2013).

1.2 Moel Famau

Moel Famau is a hill situated near Loggerheads between Mold and Ruthin in North Wales, straddling the counties of Denbighshire and Flintshire. It is located in The Clwydian Range Area of Outstanding Natural Beauty and the peak of the hill (at 1818ft / 554m) offers fantastic views.

Sitting on the top of Moel Famau is the Jubilee Tower, which was built in 1810 to commemorate the golden jubilee of George III. Designed by Thomas Harrison of Chester, it was to be an Egyptian styled obelisk, built in three stages. The tower was never completed and, following a strong storm in 1862 which damaged the tower, it was partially removed to make it safe.

Moel Famau is a very popular destination for walkers of all ages and abilities, and the absence of grazing livestock makes the area particularly popular with dog walkers. It offers picnic tables, and a wide range of animal and bird life.

1.3 Perceptions of the site

Perceptions of Moel Famau as a place to visit were very positive. This was also the case across all Welsh sites and was found in the previous study conducted in 2010. In fact nobody interviewed at Moel Famau in 2013 gave a negative rating of the site.

Three in five (60%) rated the site as 'excellent', which is in line with the all Wales findings (62%) and significantly higher than the previous study conducted at Moel Famau in 2010 (30%). A further third (36%) gave the site a rating of 'very good' and 4% rated it as 'good'.

Similarly, ratings of how safe and welcoming Moel Famau was were also very positive. Nearly half the visitors gave this measure an 'excellent' rating (46%) with another 42% having rated it as 'very good'.

When asked whether they would be likely to recommend Moel Famau as a place to visit to a friend or relative (using a score of 0-10), scores for Moel Famau and all Wales sites generally were extremely positive. The average score for Moel Famau in 2013 was 9.7 out of 10, higher than both Moel Famau 2010 at 9.0 and all Wales at 9.4.

1.4 Strengths of the site

Three favourite things about Moel Famau stood out: the most mentioned (by seven out of ten) was 'scenery / views / beautiful' (70%), compared with an all Wales figure of 57%. 'Peace / tranquillity / relaxation' at Moel Famau were mentioned by two fifths of respondents (39%), whilst over a third (35%) mentioned 'walks / paths / trails' as favourite things.

1.5 Areas for improvement

The majority of visitors to Moel Famau could not think of anything that would add to their enjoyment of the site, and only made positive comments (62%). There were no prevailing aspects that needed attention.

There were, however, calls by small minorities for:

- More dog poo bins (8%)
- Provision of a café / catering (7%)
- Improved toilets / showers (7%)
- Improved signage and maps (5%)
- More bins generally (5%)
- Better parking (3%)
- More paths / trails (2%)
- More seating (2%)

1.6 Visitor profile

The majority of visitors to Moel Famau had visited the site before (82%). This proportion was higher than the all Wales average of 74% who said they had been to their respective forest sites before.

Six out of ten of the visitors to Moel Famau had travelled for less than three hours to get there (60%).

The gender profile of visitors to Moel Famau was predominantly male (57% of visitors were men compared with 43% women). This was only marginally different from the all Wales figures (59% male and 41% female).

In terms of age, the Moel Famau visitors tended to be a little younger than the all Wales figure: 51% of Moel Famau visitors were aged 16-44 years, compared with 46% for all Wales. There were also a lower percentage of retired people visiting the Moel Famau site (14%) than the all Wales average (19%).

Moel Famau visitors tended more towards the C2DE socio-economic groups (33%) than the all Wales average (28%).

Just under three in ten (29%) of the Moel Famau visitors had children in the household, which is similar to the all Wales figure (30%).

2. Introduction

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.

Each year in Wales, around 4 million visits are made to the estate including 0.5 million to sites with visitor centres. 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 can contribute to physical, mental and emotional well-being of visitors. Well-managed, welcoming woodlands provide 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 and woodlands. 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 forest and woodland sites across England and Wales. In 2013, a total of 2,659 interviews were conducted; 1,545 in England and 1,114 in Wales.

A total of 42 sites will be surveyed; 14 per year (7 in each country). All selected sites in England are categorised as being high usage, while sites in Wales consist of a combination of medium and high usage sites.

Table 1 below details the sites surveyed in 2013, 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
Alice Holt	241	Afan Forest Park (H)	192
Cannock Chase	223	Brechfa (M)	138
Cardinham Woods	237	Gwydyr (M)	147
Grizedale	211	Hafren (M)	130
Sherwood Pines	207	Moel Famau (M)	190
Wendover Woods	216	Newborough (H)	182
Westonbirt	210	Whitestone (M)	135
TOTAL	1,545	TOTAL	1,114

* 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 will run from March to October each year. However, during 2013, interviewing was concentrated in August, September and October, with a small number of interviews conducted in July and November.

At Moel Famau, interviewing took place between 4th August and 28th September 2013, and a total of 190 interviews were conducted.

2.3 Report

This report summarises the results of the interviews undertaken at Moel Famau in 2013, and includes individual sites scores on key visitor measures. Throughout the report, comparisons have been made to the 'All Wales' figures (aggregated results from all 7 sites) and previous findings from the 2010 research (where applicable).

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

2.4 Data tables

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

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

3. Visitor profile information

3.1 Visitor profile

Visitors were asked a number of questions to determine the types of people who are visiting Moel Famau. Table 2 overleaf details the profile of visitors, compared to the profile of visitors to all sites surveyed in Wales in 2013.

The profile of visitors to Moel Famau was largely in line with that of the visitors to all the Welsh sites.

The gender profile was predominantly male (57% of visitors were men compared with 43% women). This was only marginally different from the all Wales figures (59% male and 41% female).

In terms of age, the Moel Famau visitors tended to be slightly younger than the all Wales visitors. Around half (51%) of Moel Famau visitors were aged 16-44 years, compared with 46% all Wales. There were also a lower percentage of retired people visiting the Moel Famau site (14%) than the all Wales average (19%).

The Moel Famau visitors tended more towards the C2DE socio-economic groups (33%) than the all Wales visitors (28%).

Around three in ten (29%) of the Moel Famau visitors had children in the household, which is similar to the all Wales figure (30%).

The overwhelming majority of visitors to Moel Famau were white British / Welsh / Irish (98%), with only a small number of visitors describing their ethnicity as 'black / Asian / mixed' (1%).

Just over one in ten visitors to Moel Famau spoke Welsh (12%): 4% fluently and 8% non-fluently. This is lower than the all Wales average of 20% Welsh speakers (8% fluent, 12% non-fluent) – see Table 2 overleaf for more details.

Table 2: Profile of visitors by key demographics 2013

		Moel Famau %	All Wales %	
Gender	Male	57	59	
	Female	43	41	
Age	16 - 24	7	6	
	25 - 34	18	15	
	35 – 44	26	25	
	45 – 54	19	21	
	55 – 64	15	18	
	65+	12	15	
Social class	AB	35	40	
	C1	30	30	
	C2	22	19	
	DE	11	9	
	Refused	3	2	
Working status	Full-time employee (30+ hours per week)	66	60	
	Part-time employee (<30 hours per week)	8	8	
	Self-employed	3	6	
	Full-time education	3	2	
	Unemployed	2	1	
	Permanently sick / disabled	2	1	
	Retired	14	19	
	Looking after home	2	2	
	Other	-	<1	
	Refused	2	1	
	Limiting illness	Yes – limited a lot	2	2
		Yes – limited a little	2	3
No		96	94	
Refused		1	2	
Children in household	Yes	29	30	
	No	70	69	
	Refused	1	1	
Ethnicity	White – British / Welsh / Irish	98	96	
	White – Other	-	2	
	Black / Asian / Mixed	1	1	
	Refused	1	1	
Welsh speaker	Yes	12	20	
	No	88	80	

Base: All visitors – Moel Famau (190); All Wales (1,114)

3.2 Group profile

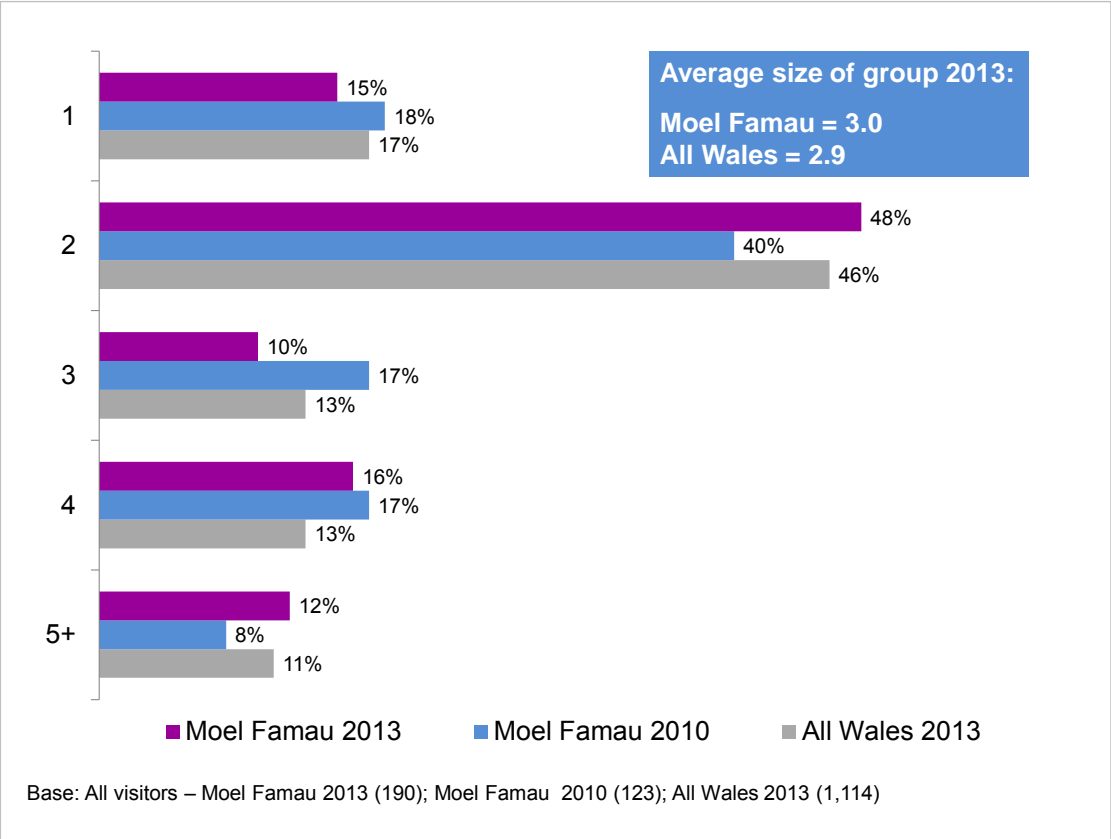
3.2.1 Size of group

Group sizes were slightly larger at Moel Famau (averaging 3.0 people), compared to the all Wales sample (which averaged 2.9 people).

The largest group by some margin, consisting of nearly a half of Moel Famau visitors (48%), was made up of two people. This was both higher than the previous Moel Famau research in 2010 (40%) and the all Wales average (46%).

The other groups were similar in proportion: those who visited alone accounted for 15% of visitors, groups of three 10%, groups of four 16% and groups of five or more 12% – see Figure 1 below.

Figure 1: Q1. Total size of the group

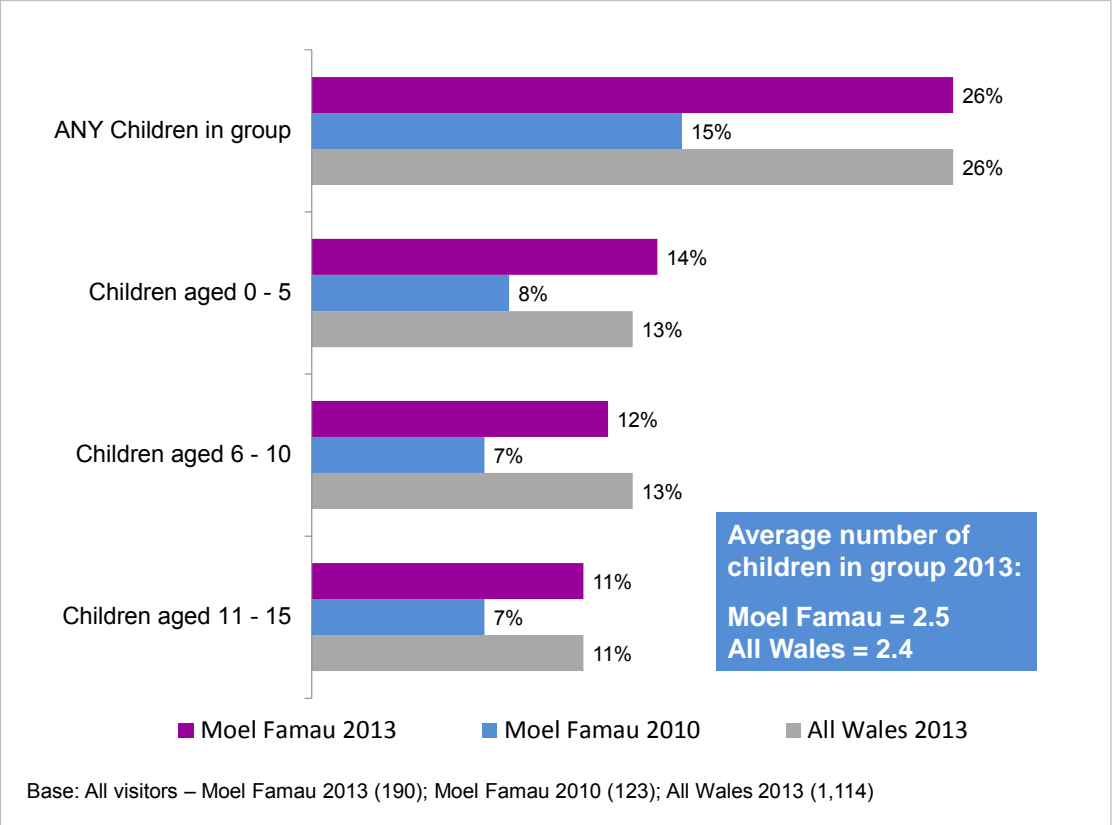


3.2.2 Composition of group

Around a quarter of the groups who visited Moel Famau contained children (26%). This was in line with the all Wales figure but higher than the comparative Moel Famau study conducted in 2010 (15%). The average number of children per group visiting Moel Famau in 2013 was consistent with the all Wales average (mean of 2.5 children per group at Moel Famau compared with 2.4 overall).

The ages of children in the groups were consistent with the all Wales findings, with no age group particularly prominent – see Figure 2 below.

Figure 2: Q1. Composition of group



4. Profile of visit

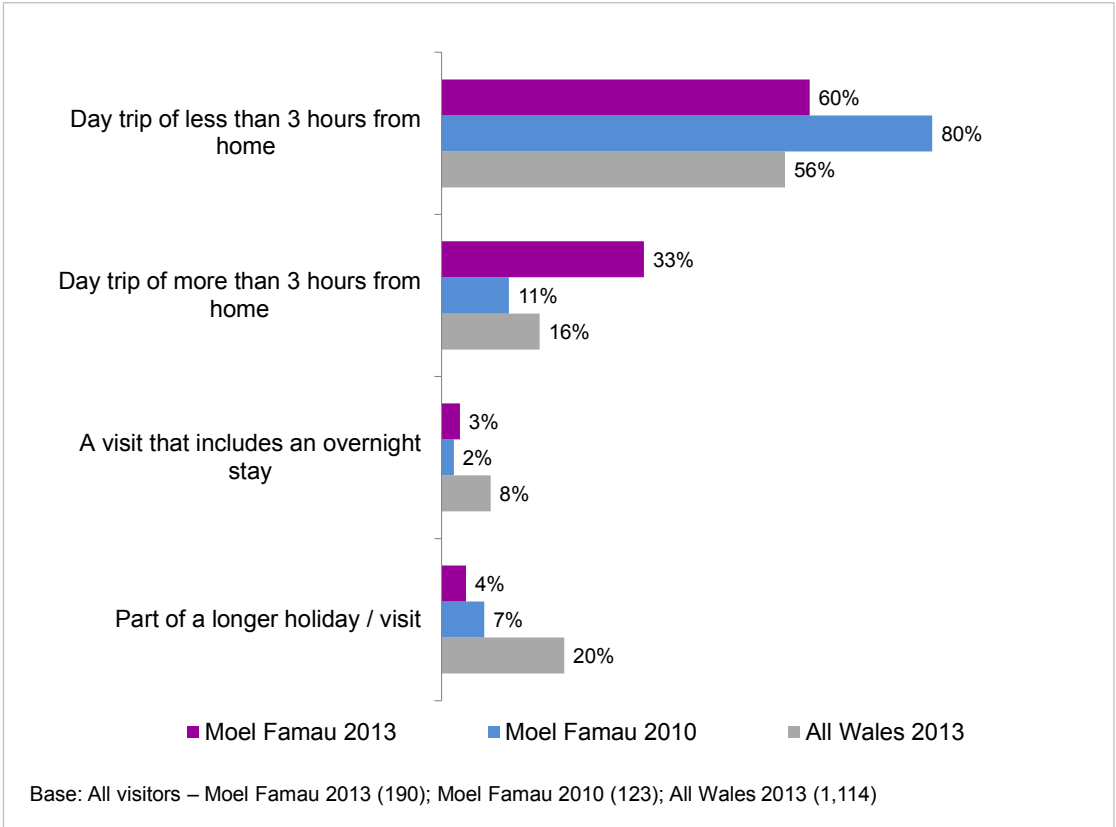
4.1 Type of visit

Most of the visitors to Moel Famau travelled for less than three hours to reach the site and intended to stay for the day rather than overnight (60%). This proportion was somewhat lower than that seen in the previous research (where 80% were day trippers travelling less than 3 hours), but similar to the all Wales average (56%).

Compared to the 2010 research findings, in 2013 a larger proportion of visitors travelled for more than 3 hours as a day trip to Moel Famau (33% vs. 11%).

Given that 93% of visitors to Moel Famau were day trippers, those staying overnight or as part of a longer holiday / visit, only amounted to 7% compared with an all Wales average of 28% - see Figure 3 below.

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.

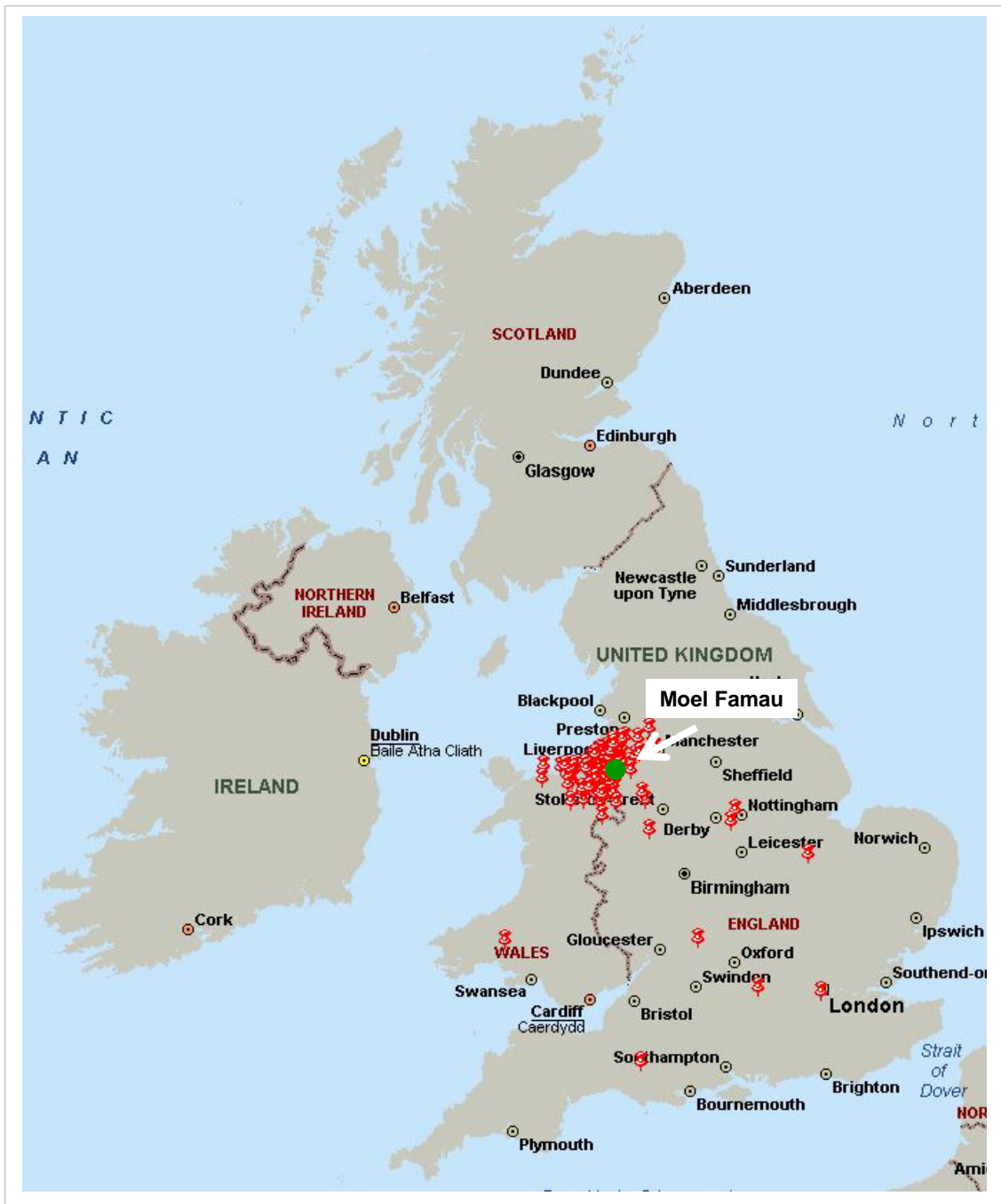
Three out of five of the visitors to Moel Famau came from outside Wales (59%) - this was a higher percentage than the all Wales average (43%). Virtually all the rest of the visitors came from North Wales (41%). Again, this was higher than the all Wales average (23%) – Table 3 below and Figure 4 overleaf provide more details.

Table 3: Visitor origin 2013

		Moel Famau	All Wales
		%	%
Home region	North Wales	41	23
	Mid / West Wales	1	14
	South West Wales	-	11
	Valleys	-	2
	South East Wales	-	7
	Outside of Wales	59	43
Home nation	Wales	41	57
	England	57	40
	Rest of UK	-	<1
	Abroad	1	1
	Refused	2	2

Base: All visitors – Moel Famau (190); All Wales (1,114)

Figure 4: Map of visitor origin for Moel Famau



4.3 Frequency of visits

4.3.1 First-time visitors

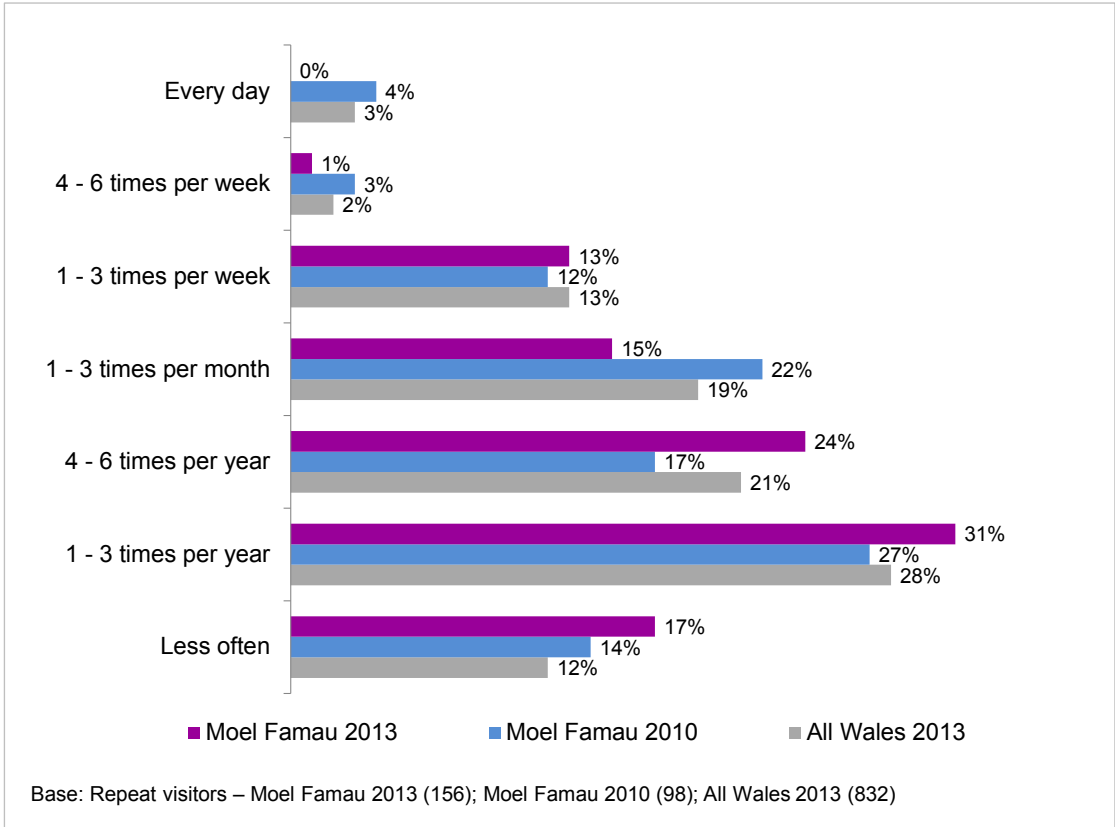
In 2013 only 18% of visitors to Moel Famau were first-time visitors (similar to the 2010 figure of 20%). This proportion was less than the all Wales average of 25% who said they had never visited their respective forest sites before.

4.3.2 Repeat visitors

Focussing on repeat visitors (82% of the sample), it can be seen that the largest groups were made up of the more irregular visitors, who visited Moel Famau 4-6 times a year or less often.

These infrequent visitors accounted for 72% of repeat visitors in 2013 compared to the 2010 figure of 58% and an all Wales average for those visiting 4-6 times a year or less often of 61% - see Figure 5 below.

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

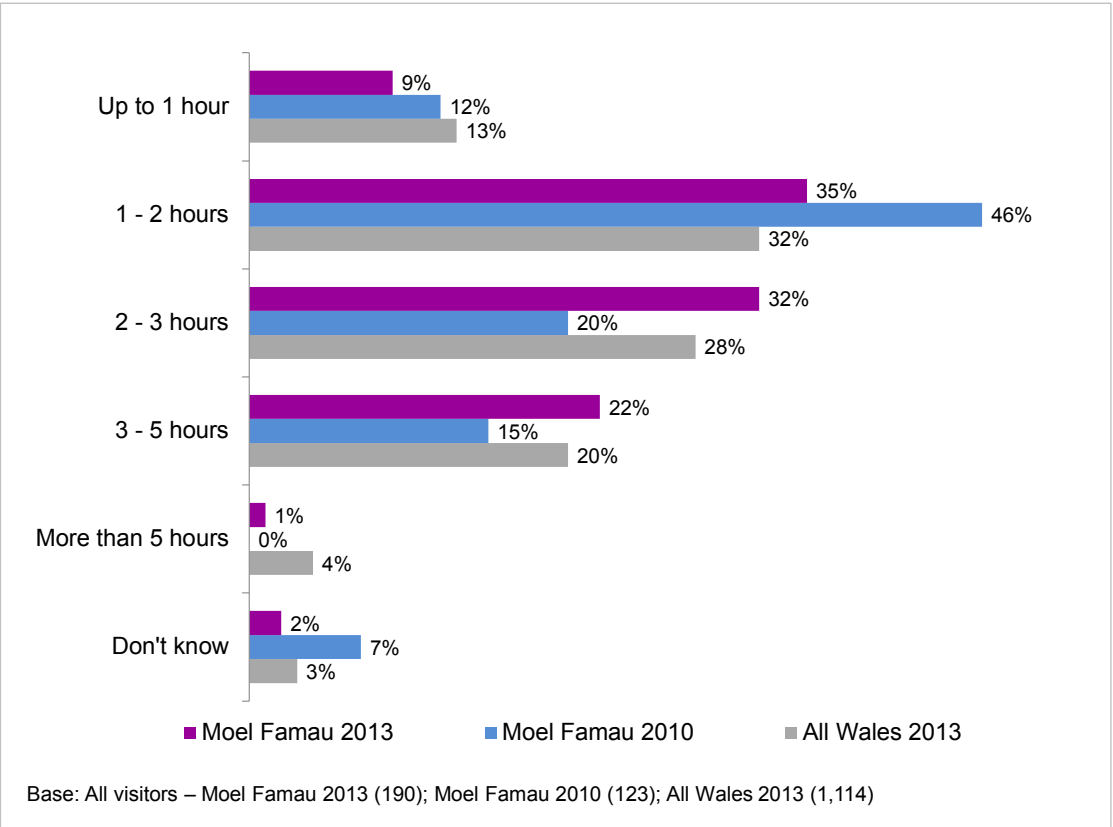


4.4 Length of visit

Compared to 2010, visitors to Moel Famau spent 11 minutes less at the site in 2013. In 2010 the average length of visit was 2 hours and 31 minutes, whilst in 2013 it was 2 hours and 20 minutes. The average length of stay across all sites in Wales was 2 hours and 27 minutes.

The changing lengths of time visitors spent at Moel Famau can be seen below. The decreases in time spent (compared with 2010) occurred in the shorter time segments spent at the site: i.e. up to 2 hours in 2010 (58%) down to 43% in 2013. This was in contrast to those who had spent longer periods of time at Moel Famau (2-3 hours or more in 2010 was 35%, up to 55% in 2013) – see Figure 6 below.

Figure 6: Q6. Approximate length of time spent at the site during visit



4.5 Activities undertaken

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

Table 4 shows the combined figures for the following:

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

By far the most popular activity at Moel Famau was walking generally (91%) - this was considerably higher than the all Wales average (73%). At Moel Famau using sign-posted trails was the most popular mode of walking (72%).

Other popular activities at Moel Famau in 2013 included admiring the views (31% - up from 15% in 2010) and having a picnic or barbeque (18%).

Cycling represented a very small percentage of activities at Moel Famau (only 4% in 2013, down from 11% in 2010) – see Table 4 overleaf.

Table 4: Q4a/Q4b/Q5 - Activities taken / intend to take by all members of visitor group

	Moel Famau 2013 %	Moel Famau 2010 %	All Wales 2013 %
Cycling on forest roads, tracks or trails	3	8	19
Cycling off trails or tracks	3	7	8
TOTAL CYCLING	4	11	22
Walking on a sign-posted trail	72	64	48
Dog walking	23	30	30
Walking but not following sign-posts	14	17	22
TOTAL WALKING	91	89	73
Admiring the views	31	15	22
Picnic or barbeque	18	10	15
Photography	5	13	8
Nature / natural history visit	3	2	3
Running / jogging	2	5	3
Bird watching	2	7	4

Base: All visitors – Moel Famau 2013 (190); Moel Famau 2010 (123); All Wales 2013 (1,114)

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

4.6 Length of time spent on activities

Those visitors who had actually taken part in certain physical activities were asked how long they had spent doing these. Walking activities have been analysed in Table 5 below – due to the small number of people undertaking cycling activities (8), this has not been commented on.

Overall, visits to Moel Famau lasted 2 hours and 20 minutes on average. Those walking averaged 2 hours and 15 minutes (a 27 minute increase on the Moel Famau 2010 walking average).

Table 5: Q7 – Time spent taking part in walking at Moel Famau (Actual respondents only)

	Total duration of visit		Time spent on any walking	
	2013	2010	2013	2010
Up to 30 minutes	4	-	4	4
31 – 60 minutes	5	12	6	19
1 – 2 hours	35	46	37	41
2 – 3 hours	32	20	30	19
3 – 5 hours	22	15	21	10
5+ hours	1	1	1	1
Don't know	2	7	1	6
AVERAGE	2 hrs 20 mins	2 hrs 31 mins	2hrs 15 mins	1 hr 48 mins

Base: all visitors (190); respondents who walked (171)

4.7 Money spent in the area as a result of the visit

Visitors to Moel Famau were asked how much they intended to spend in the area (on a variety of things) as a result of their trip to the site. The figures seen in Table 6 show the figures calculated by combining the data across all types of spending, and across both lone visitors and visitor groups. Please note that mean scores include 'zero' responses, and that the data on money spent in Moel Famau in 2010 was not available.

The vast majority of visitors to Moel Famau claimed that they would spend up to £5 in the area as a result of their trip (87%), with a further one in ten planning to spend £6 - £10 (9%).

The average spend in the area as a result of visiting Moel Famau was £3.84, only around half the all Wales average of £7.23 – see Table 6 below

Table 6: Q18a/Q18b – Average spend per person/group – frequency of spending within each price range

	Moel Famau 2013 %	All Wales 2013 %
£0 - £5	87	75
£6 - £10	9	12
£11 - £20	2	6
£21 - £50	1	3
£51+	1	3
AVERAGE	£3.84	£7.23

Base: All visitors – Moel Famau 2013 (190); All Wales 2013 (1,114)

When looking at individual types of spending, the item that the highest proportion of visitors to Moel Famau were likely to spend anything on was transport, with over half (55%) planning to spend on this. The average spend on transport was £5.14, less than the all Wales average of £6.83.

Another major area of spend was parking, with two fifths of visitors (39%) likely to spend £1.21 on this item. This was nearly twice the all Wales average spend on parking of £0.64.

The other significant area of spend was on food and drink, with nearly a third of visitors likely to spend an average of £2.74 at Moel Famau on this item. This was significantly lower than the all Wales average spend of £9.22 on food and drink. – see Table 7 below.

Table 7: Q18a/Q18b – Average spend across individual items (includes zero spend)

	Proportion of visitors to <u>Moel Famau</u> spending anything on this item %	Average £ Moel Famau 2013	Average £ All Wales 2013
Transport including petrol, taxis, public transport	55	5.14	6.83
Parking	39	1.21	0.64
Food and drink purchased outside any accommodation	28	2.74	9.22
Other miscellaneous items	4	0.20	0.90
Accommodation, including food and drink purchased there	3	3.47	15.65
Non-routine shopping	3	0.44	0.95
Admissions fees to attractions	2	0.02	0.43
Hiring equipment e.g. boats, bikes or horses	2	0.10	0.27

Base: All visitors – Moel Famau 2013 (190); All Wales 2013 (1,114)

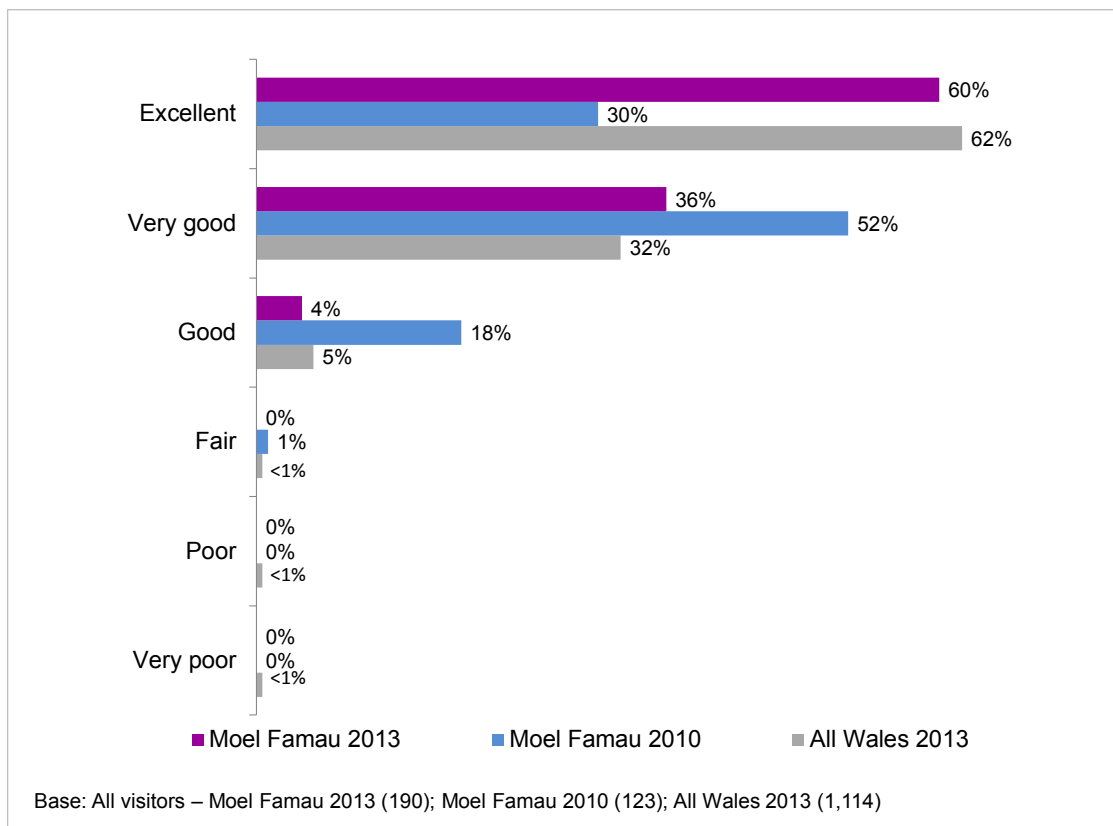
5. Perceptions of the site

5.1 Overall rating of the site as a place to visit

Perceptions of Moel Famau as a place to visit were very positive. This was also the case across all Welsh sites and was found in the previous study conducted in 2010. In fact nobody interviewed at Moel Famau in 2013 gave a negative rating of the site.

Three in five rated the site as 'excellent', which is in line with the all Wales findings (62%) and significantly higher than the previous study conducted at Moel Famau in 2010 (30%). A further third (36%) gave the site a rating of 'very good' and 4% rated it as 'good' – see Figure 7 below.

Figure 7: Q16. Rating of the site as a place to visit



Those parties composed only of adults were slightly more positive about the site compared to those containing children, with 64% and 50% respectively giving an 'excellent' rating.

5.2 Overall rating of the site as safe and welcoming

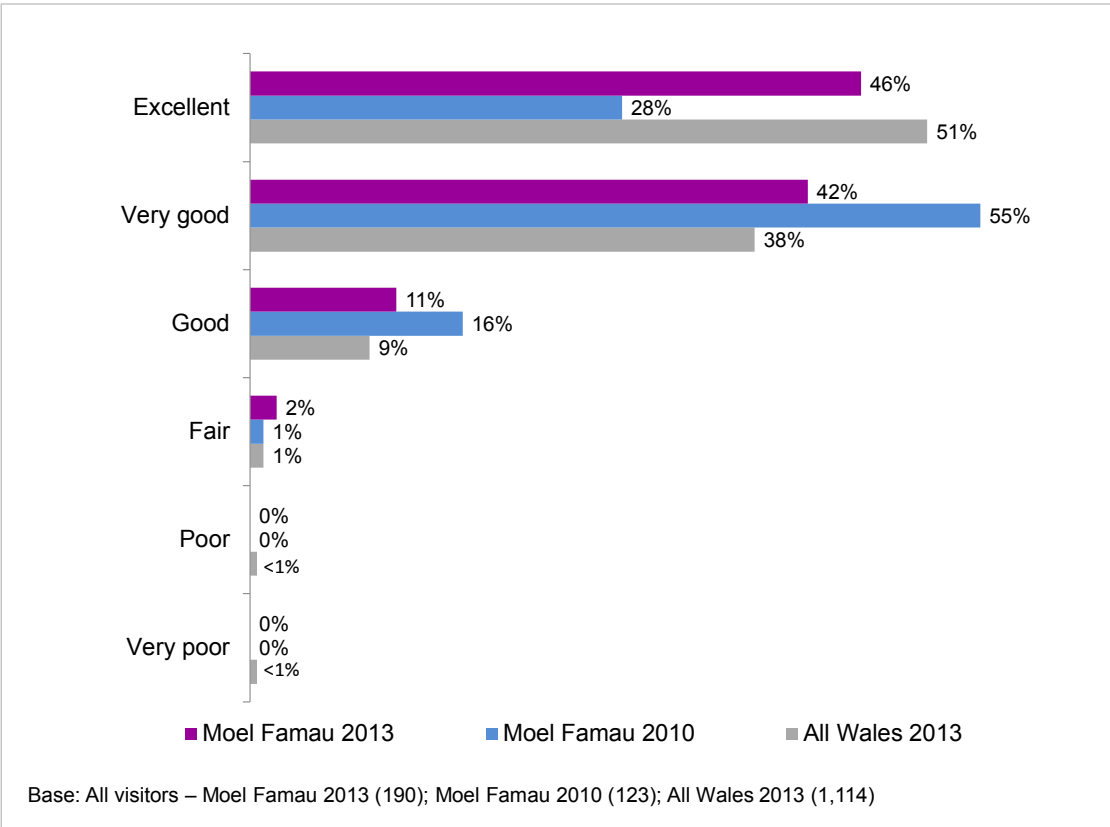
Similarly, ratings of how safe and welcoming Moel Famau was were also very positive. This was also the case across all Welsh sites, and was found in the previous study in 2010. Nobody interviewed at Moel Famau gave a negative rating of the site in terms of it being safe and welcoming.

Nearly half the visitors gave this measure an ‘excellent’ rating (46%), compared to 28% in 2010 and 51% across all Welsh sites.

Another 42% gave a ‘very good’ rating for how safe and welcoming Moel Famau felt (compared to 55% in 2010 and 38% across all Welsh sites).

One in ten (11%) gave a ‘good’ rating. None of the visitors to Moel Famau gave a rating lower than this – see Figure 8 below.

Figure 8: Q12. Rating of the site in terms of how safe and welcoming it feels



Those visitors who were able to rate the site in terms of how safe and welcoming it felt were asked why they gave that rating. The question was unprompted and visitors could mention more than one aspect of the site.

Table 8 overleaf details the comments provided by 2% or more of the sample at Moel Famau, and shows the responses received from those visitors giving a positive rating (excellent, very good, good) for both Moel Famau and all Wales sites. In the case of Moel Famau this was **all** visitors.

Over a quarter (26%) of the visitors to Moel Famau commented that it was a safe environment generally for all people.

The scenery / views / beautiful environment were mentioned by 17%, and 12% thought Moel Famau was clean / tidy / well maintained plus had a good provision of paths / tracks and trails.

Good signposting, maps and information boards were mentioned by 11%, whilst one in ten thought Moel Famau was peaceful / pleasant / tranquil / relaxing and had good car parking (10%) – see Table 8 overleaf for more details on the comments provided.

Table 8: Q13 – Reasons for giving a positive rating on how safe and welcoming the site feels – main mentions

	Moel Famau 2013 %	All Wales 2013 %
Safe environment generally for all people	26	18
The scenery / views / beautiful environment	17	14
Clean / tidy / well maintained	12	6
Good provision of paths / trails and tracks	12	13
Well signposted / good maps / info boards	11	9
Peaceful / pleasant / tranquil / relaxing	10	11
Good car parking	10	8
General positive comments	6	14
Plenty of other people around	6	2
Good place for the kids to play / safe for kids	5	5
Never had any problems	4	4
Live locally / convenient / easy to get to	4	4
People are friendly / no yobs	4	3
Dog friendly	3	2
Good quality facilities	2	6
Well laid out / well organised	2	4
Good toilets / plenty of toilets	2	2
Fresh air / open space	2	2
Been before / familiar with it	2	3

Base: Visitors rating the site as excellent, very good or good – Moel Famau 2013 (126); All Wales 2013 (1,085)

On a related note, just under nine in ten (88%) were aware that Moel Famau was part of the Clwydian Range Area of Outstanding Natural Beauty.

5.3 Recommending the site as a place to visit

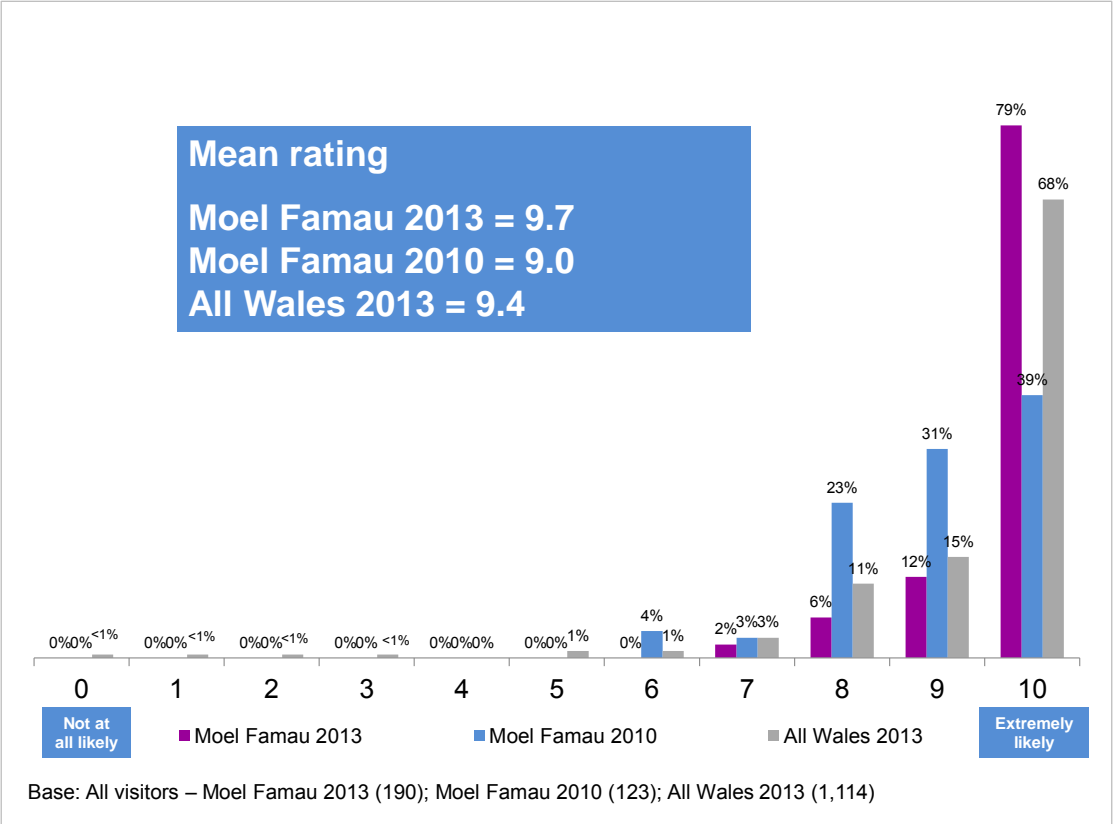
Visitors were asked whether they would be likely to recommend Moel Famau as a place to visit to a friend or relative, using a score of 0-10, where zero equalled 'not at all likely' and 10 equalled 'extremely likely'.

Scores for Moel Famau and all Wales sites generally were extremely positive: only 2% gave a rating of less than 8/10.

Four fifths (79%) gave a rating of 10, which was higher than both the previous Moel Famau study in 2010 (39%) and the all Wales score (68%).

This was reflected in the mean scores, with Moel Famau 2013 standing at 9.7, compared with Moel Famau 2010 at 9.0 and all Wales at 9.4 – see Figure 9 below.

Figure 9: Q17. Likelihood of recommending the site as a place to visit



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 Moel Famau is 91, which is considerably higher (by 26 points) than the score of 65 seen in 2010, and higher than the all Wales score of 79.

5.4 Favourite things about the site

Visitors to Moel Famau were asked what they liked most about the site. The question was unprompted and visitors could mention more than one aspect of the site. The comments given by 2% or more of the sample are outlined in Table 9 below (compared to the previous research and the all Wales average).

Three favourite things about Moel Famau stood out. The most mentioned (by seven out of ten) was 'scenery / views / beautiful' (70%), compared with an all Wales figure of 57%. 'Peace / tranquillity / relaxation' at Moel Famau were mentioned by two fifths of respondents (39%), whilst over a third (35%) mentioned 'walks / paths / trails' as favourite things – see Table 9 below for more details of the aspects of the site most liked by visitors.

Table 9: Q9 – Favourite things about the site

Activities	Moel Famau 2013 %	Moel Famau 2010 %	All Wales 2013 %
Scenery / views / beautiful	70	65	57
Peace / tranquillity / relaxation	39	45	51
Walks / paths / trails	35	37	38
Close to home / convenient	16	18	15
Fresh air / being outside	15	24	16
Like forests / trees / variety of trees	12	7	14
Exercise / keeping fit	8	23	15
Clean / well looked after	6	7	9
Cycle trails / opportunity to cycle	4	8	17
Wildlife / bird watching	4	13	7
Opportunity to spend time with family / friends	4	7	5
Safe environment	4	7	8
Been before / wanted to come again	4	7	7
Good on-site facilities	3	7	9
The weather	3	-	4
Activities for the children	3	3	6
Plenty / cheap / good parking	2	3	5
Ideal for dogs / dog friendly	2	2	1
Open space / plenty of space	2	-	1
Good toilets	2	-	1
Challenging environment / wilderness	2	-	1

Base: All visitors – Moel Famau 2013 (190); Moel Famau 2010 (123); All Wales 2013 (1,114)

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

- Younger visitors (35-54 years) were more likely to mention the peace, tranquillity and relaxation (49%) than the older age group 55+ years (27%)
- The peace and tranquillity of the site was mentioned by a higher proportion of people belonging to the ABC1 social groups (42%) than those belonging to the C2DE groups (35%)
- Women were more likely to mention the scenery and views (77%) than men (65%)
- In contrast, men were more likely to mention the walks, paths and trails (40%) than women (28%).

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.

Turning firstly to what would enhance their enjoyment of the site. The majority of visitors to Moel Famau could not think of anything that would add to their enjoyment and only made positive comments (57%). This was higher than the all Wales average of 47%.

Any 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.

Around one in ten wanted more dog poo bins (8%), whilst the provision of catering facilities and better toilet facilities were each mentioned by 7% of visitors.

Better signage and more bins would enhance the enjoyment at Moel Famau for 5% of visitors.

Table 10: Q10 – What would enhance enjoyment of site – main mentions

	Moel Famau 2013 %	All Wales 2013 %
Nothing / general positive comments	57	47
More dog poo bins	8	5
Provide café / catering	7	5
Improve toilets / more toilets / shower facilities	7	8
Improve signage / better signs / maps	5	7
More bins / litter bins / recycling bins	5	5
Better parking (easier, cheaper, more, free)	3	1
More paths / trails / tracks	2	5
More seating	2	2

Base: All visitors – Moel Famau 2013 (190); All Wales 2013 (1,114)

When asked if there was anything that interfered with their enjoyment of the site, over four out of five reported that nothing had interfered with their enjoyment (83%). This was a little higher than the all Wales average of 79%.

The comments made were mentioned by very small proportions, and Table 11 below details those made by 2% of the sample or more.

A lack of litter bins was mentioned by 4%, with dog mess, better signage and more dog poo bins needed each mentioned by 3% of visitors.

Table 11: Q11 – What interfered with enjoyment of site – main mentions

	Moel Famau 2013	All Wales 2013
	%	%
Nothing	83	79
Lack of litter bins / needs more bins	4	2
Dog mess on paths / in play areas	3	2
Signs unclear / need better signs / more maps	3	3
Need more dog poo bins	3	2
Wet / windy / raining	2	2
Problems with car park (machines, limited spaces etc.)	2	1

Base: All visitors – Moel Famau 2013 (190); All Wales 2013 (1,114)

6. Site facilities

6.1 Importance of site facilities

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

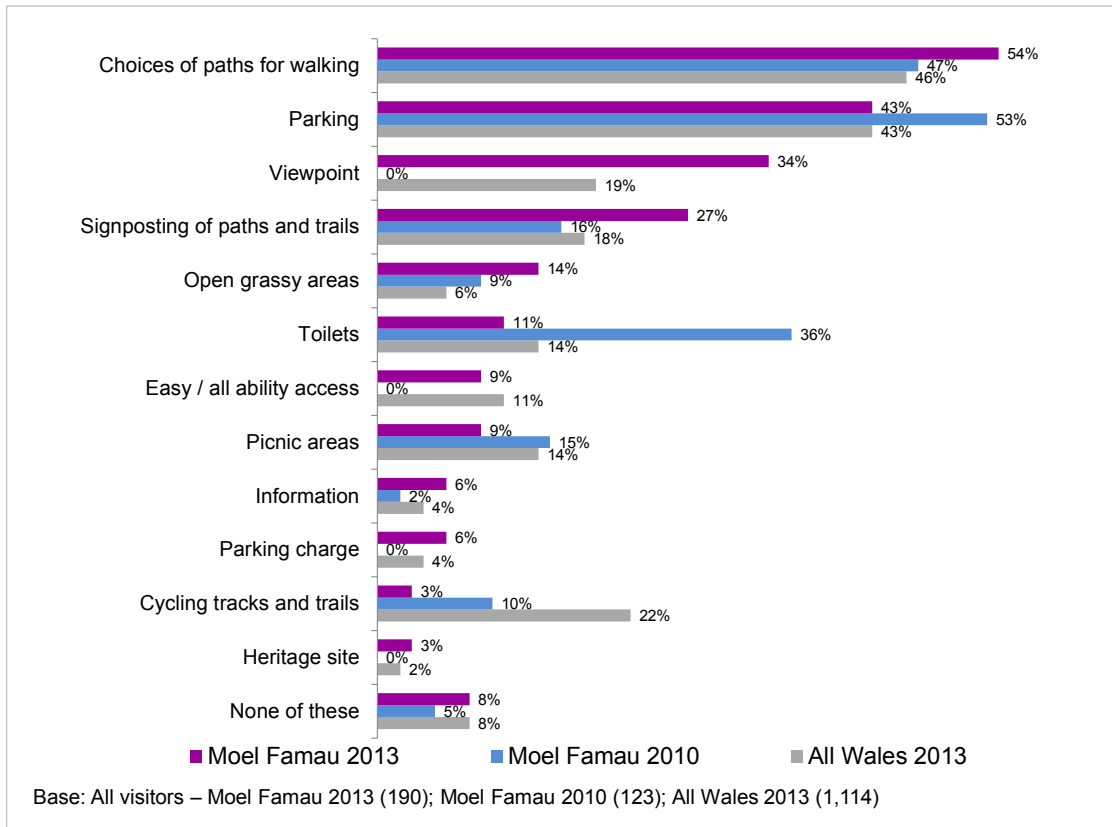
A choice of paths for walking were mentioned by the highest proportion of visitors to Moel Famau (54%), reflecting the importance of walking as an activity undertaken. This figure was higher than both the previous research (47%) and the all Wales average (46%).

Parking was important to over four in ten of the visitors (43%), equal to the all Wales average of 43%, but less than the last Moel Famau study in 2010 when it was 53%.

The Viewpoint was important to a third of visitors to Moel Famau (34%), with the signposting of paths and trails important to over a quarter of visitors (27%).

Toilets, which had been the third most mentioned facility in 2010 (36%), were in 2013 down to 11% and in line with all Wales average (14%) – see Figure 10 overleaf for more details.

Figure 10: Q14. Importance of different facilities in deciding to visit the site



6.2 Facilities used

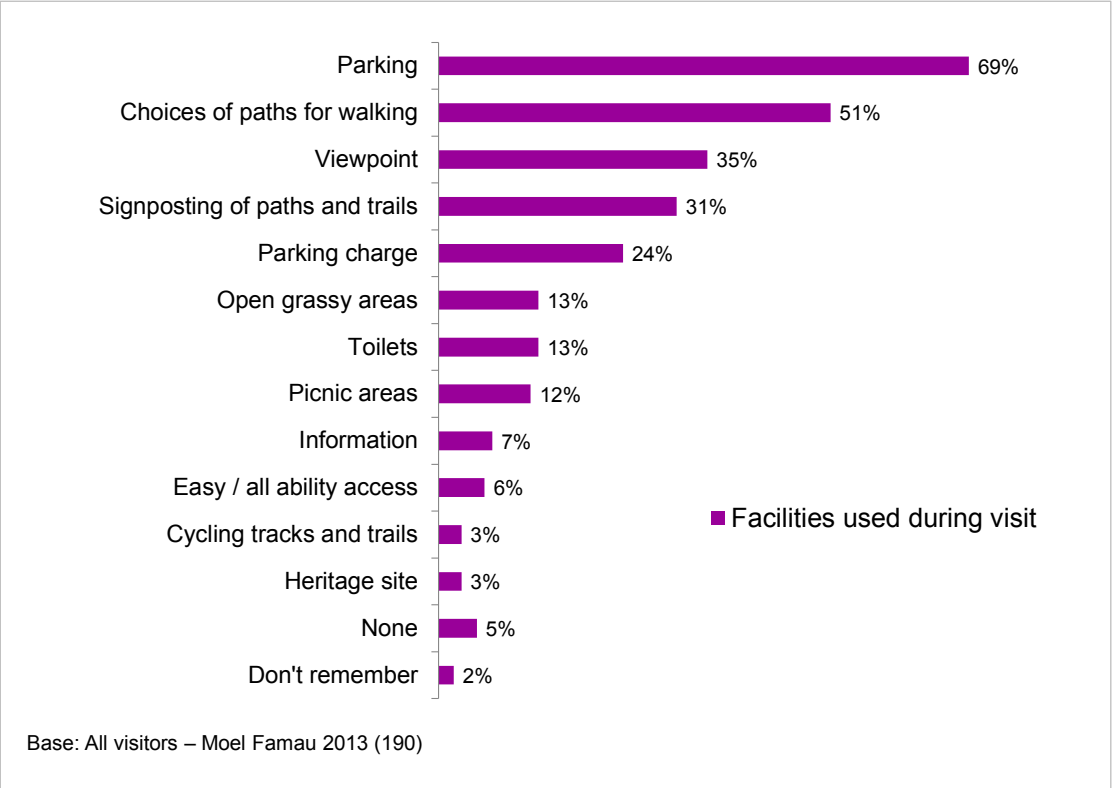
Visitors were then presented with the same list, and asked which facilities they had used during their visit.

The facilities used reflect to a large extent visitors' views of the importance of facilities. Parking was used by the highest proportion of visitors (69%), followed by choices of paths for walking (51%).

The Viewpoint was used by over a third of visitors to Moel Famau (35%), and 31% used the signposted paths and trails.

Parking charges were paid by around a quarter of visitors (24%) – see Figure 11 below.

Figure 11: Q15a. Facilities used at Moel Famau 2013



6.3 Rating of site facilities

Visitors were then asked to rate the facilities they had used. The ratings for the facilities used by more than 10% of the overall sample at Moel Famau have been detailed in Figure 12 below.

Ratings of most of the facilities were extremely positive, with very few of the visitors giving any of the facilities a poor rating, and the vast majority giving a positive rating of either 'excellent', 'very good' or 'good'.

The facility that received the highest score was the open grassy areas. Four fifths rated this as 'excellent' (80%) whilst the remainder rated it as 'very good' (20%). The Viewpoint also received a very high score: over three quarters rated this as 'excellent' (76%) whilst the remainder rated it as 'very good' (24%).

Around two thirds rated the paths and picnic areas as 'excellent' (68% and 64% respectively) whilst most of the remaining users rated them as 'very good' (26% and 32% respectively).

The facilities that received the least positive ratings were parking charges (33% saying 'excellent') and the toilets (29% saying 'excellent'). Saying that, most visitors who used them were positive about them to a certain extent – see Figure 12 overleaf for more details of the ratings given for each facility.

Figure 12: Q15b. Rating of Moel Famau site facilities (where used) 2013

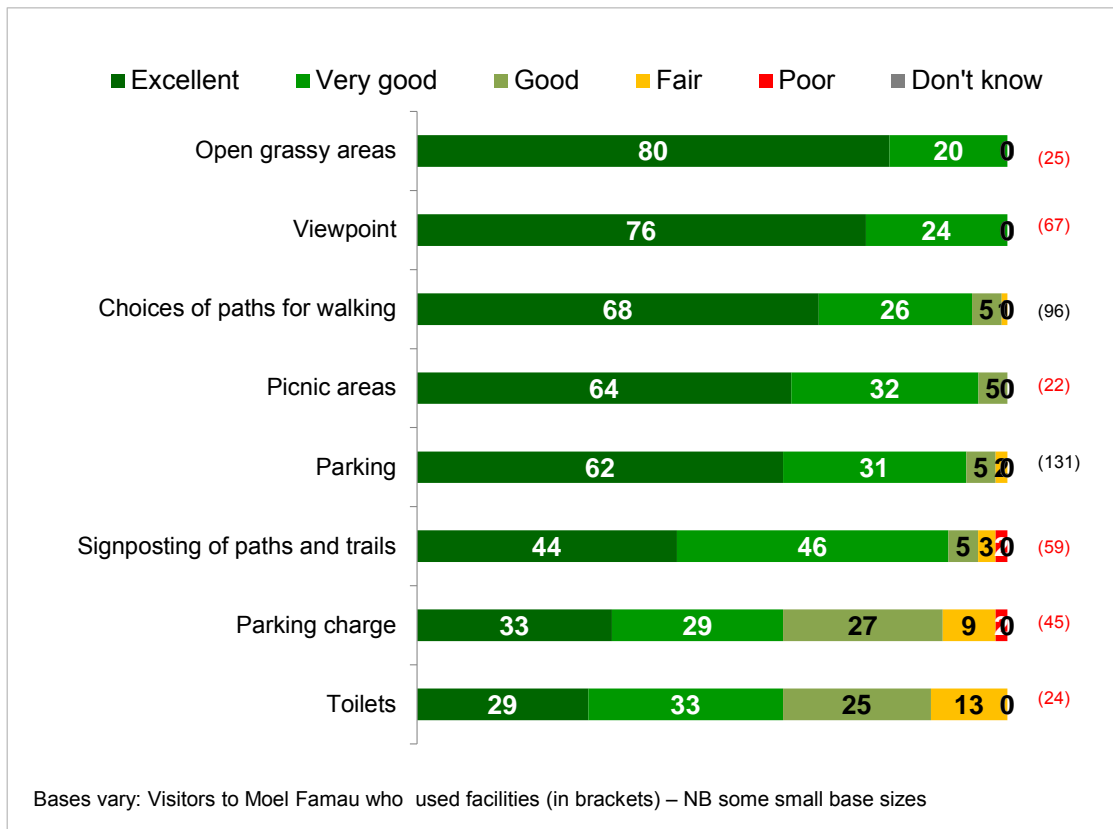


Table 12 compares the proportions giving 'excellent' ratings to the facilities used in 2013 compared to 2010.

For all the facilities listed, the proportion who gave an 'excellent' rating increased since the previous research, with the most significant increases seen in the proportions rating the picnic areas, parking and choice of paths for walking as 'excellent' (59%, 49% and 47% increases respectively) – see Table 12 below for more details.

Table 12: Q15b – Proportions rating facilities at Moel Famau as 'Excellent' 2013 vs. 2010

Facilities	Moel Famau 2013 %	Moel Famau 2010 %	% change
Open grassy areas	80	-	-
Viewpoint	76	-	-
Choices of paths for walking	68	21	+47
Picnic areas	64	5	+59
Parking	62	13	+49
Signposting of paths and trails	44	11	+33
Parking charge	33	-	-
Toilets	29	11	+18

Bases vary: visitors using each facility

7. Sources of information used to plan visit

Visitors were asked where they found out about Moel Famau 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.

Amongst first time visitors to Moel Famau, four out of ten had either heard about it via word of mouth or had always known about (41% for each). Nearly one in ten of first time visitors had heard about Moel Famau via the internet (9%).

Amongst repeat visitors to Moel Famau, the vast majority (88%) said they'd always known about it / been there before – see Table 13 below for more details.

Table 13: Q8 – How found out about the site as a place to visit

	First Time Visitors			Repeat Visitors		
	Moel Famau 2013 %	Moel Famau 2010 %	All Wales 2013 %	Moel Famau 2013 %	Moel Famau 2010 %	All Wales 2013 %
Word of mouth	41	52	39	13	17	19
Always known about it / been here before	41	36	13	88	78	75
Google / internet	9	4	13	-	2	2
Road signs	9	4	4	-	-	1
Book / guide book		-	5		-	1
Leaflet	3	12	4	1	4	2
Map	3	-	6	1	-	2

Bases vary: First time vs. repeat visitors

8. Visiting other areas and attractions

Visitors to Moel Famau were presented with a list of nearby attractions and towns, and asked whether they had visited any of these in the last 12 months: most visitors (85%) had visited at least one.

The most visited attraction / town, with three out of five of those who visited Moel Famau also visiting, was Loggerheads Country Park Visitor Centre (59%).

The next most popular attractions / towns were Mold (55%) and Jubilee Tower (54%) – see Table 14 below for more details.


Table 14: Other attractions or areas visited in the last 12 months

Attractions / Areas	Moel Famau 2013	Moel Famau 2010
	%	%
Loggerheads Country Park Visitor Centre	59	59
Mold Town	55	55
Jubilee Tower	54	40
Ruthin Town	38	44
Ruthin Craft Centre	14	24
Coed Nercwys	14	16
Llangwyfan	6	20
None of these	14	15
Don't remember	1	-

Base: All visitors – Moel Famau 2013 (190); Moel Famau 2010 (123)

Appendix I

Questionnaire

 2 Museum Place, Cardiff, CF10 3BG	<u>B01326-1</u> <u>NRW / FCE</u> <u>Quality of Visitor Experience</u> <u>FINAL questionnaire</u> MOEL FAMAU (BWLCH PEN BARRAS AND COED MOEL FAMAU)	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 Natural Resources Wales 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**

WALES ONLY

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

- Yes – fluently 1
Yes – but not fluently 2
No

(7)

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 1
A day trip of more than 3 hours away from home 2
A visit that includes an overnight stay 3
Part of a longer holiday / visit 4
Don't know 5

(18)

5

SHOWCARD B

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

SINGLE CODE

1 st visit	Every day	4-6 x per week	1-3 x per week	1-3 x per month	4-6 x per year	1-3 x per year	Less often	DK
1	2	3	4 5		6	7 8		9

(20)

SHOWCARD C

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

RECORD IN COLUMN A - 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?

RECORD IN COLUMN B - CODE ALL MENTIONED

ASK ALL - SHOWCARD C AGAIN

Q5 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?

RECORD IN COLUMN C - CODE ALL MENTIONED

ACTIVITY		Column A Q4a (21-24m)	Column B Q4b (29-32m)	Column C Q5 (37-40m)
1	* Cycling on forest roads, tracks or trails	1	1	1
2	* Cycling / mountain biking off trails or tracks	2	2	2
3	* Dog walking	3	3	3
4	* Walking on a sign-posted trail	4	4	4
5	* Walking but not following sign posts	5	5	5
6	* Orienteering	6	6	6
7	Using the café / restaurant / other catering	7	7	7
8	Using the visitor centre / shop	8	8	8
9	Using the play area	9	9	9
10	* Running / jogging	A	A	A
11	Nature / natural history visit	B	B	B
12	Bird watching	C	C	C
13	Photography	D	D	D
14	Motor sports	E	E	E
15	Educational visit	F	F	F
16	* Horse riding / pony trekking	G	G	G
17	Picnic	H	H	H
18	Barbeque	I	I I	
19	Seeing something in the forest	J	J	J
20	Organised event / trip	K	K	K
21	Admiring the views	L	L	L
22	Fishing	M	M M	
23	Meeting / conference	N	N	N
24	Camping	O	O O	
		(25-28m)	(33-36m)	(41-44m)
25	Go Ape!	A	A	A
26	A trim trail / exercise trail	B	B	B
27	A Forest Drive	C	C	C
28	Other (please specify)	X	X	X
	None of these	M	M	M

ASK ALL

SHOWCARD D

Q6 Approximately how long have you spent here today in total?
SINGLE CODE – RECORD IN 1ST ROW OF GRID BELOW

Q7 - ONLY ASK FOR ACTIVITIES THAT HAVE BEEN CODED AT Q4a (COLUMN A)

SHOWCARD D AGAIN

Q7 And approximately how long have you spent here today.....?
SINGLE CODE

	0-15 mins	16-30 mins	31-60 mins	1-2 hours	2-3 hours	3-5 hours	5+ hours	DK	
Q6 – TOTAL HOURS SPENT	1	2	3	4 5 6			7	8	(50)
Q7 - READ OUT IF CODED AT Q4a									
Cycling on forest roads, tracks or trails	1	2	3	4 5 6			7	8	(51)
Cycling / mountain biking off trails or tracks	1	2	3	4 5 6			7	8	(52)
Dog walking	1	2	3	4 5 6			7	8	(53)
Walking on a sign-posted trail	1	2	3	4 5 6			7	8	(54)
Walking but not following sign posts	1	2	3	4 5 6			7	8	(55)
Orienteering	1	2	3	4 5 6			7	8	(56)
Running / jogging	1	2	3	4 5 6			7	8	(57)
Horse riding / pony trekking	1	2	3	4 5 6			7	8	(58)

ASK ALL

SHOWCARD E

Q8 How or where did you find out about this site as a place to visit?
CODE ALL MENTIONED

(59-62m)

Always known about it	1							
Been here before	2							
Word of mouth							3	
Library							4	
Local newspaper	5							
National newspaper	6							
Leaflet	7							
Tourist Board	8							
Road signs	9							
Just passing / en route			A					
Map							B	
Smartphone app		C						
Facebook		D						
Twitter							E	
Forestry Commission website				F				
Natural Resources Wales website				G				
Google		H						
Other website (please specify) _____							X	
Other (please specify) _____							X	
								(63-66m)
Don't know / can't remember			M					

Q9	What do you like most about the site? PROBE Anything else?	(70-73m)
	DO NOT PROMPT – CODE ALL MENTIONED	
	Peace / tranquillity / relaxation 1	
	Scenery / views / beautiful 2	
	Walks / paths / trails	3
	Cycle trails / freedom / opportunity to cycle	4
	Wildlife / bird watching	5
	Fresh air / being outside 6	
	Exercise / keeping fit 7	
	Activities / good for / something to do with the children	8
	Close to home / convenient 9	
	Opportunity to spend time with family / friends	A
	Safe environment B	
	Lots to see and / or do C	
	Like forests / trees / variety of trees D	
	Good on-site facilities E	
	Clean / well looked-after F	
	The weather G	
	Been before / wanted to come again H	
	Helpful / pleasant staff	I
	Plenty / cheap / other reference to parking	J
	Cost / value for money K	
	Other (please specify) _____	X
	Nothing	(74-77m)
	Don't know	L
		M
Q10	What, if anything, would enhance your enjoyment of this site?	(78-81m)
	PROBE Anything else?	
	RECORD VERBATIM	
	IF MENTIONS WEATHER, PROBE FOR MORE DETAILS	

	Nothing	L
	Don't know	M
Q11	What, if anything, interfered with your enjoyment of this site today?	(82-85m)
	PROBE Anything else?	
	RECORD VERBATIM	
	IF MENTIONS WEATHER, PROBE FOR MORE DETAILS	

	Nothing	L
	Don't know	M

SHOWCARD F

Q12 How would you rate the site in terms of how safe and welcoming it feels?

SINGLE CODE

- Excellent
- Very good 2
- Good 3
- Fair
- Poor
- Very poor 6
- Don't know / not sure 7

ONLY ASK Q13 IF CODED 1-6 AT Q12

Q13 What are the reasons for your rating? **PROBE** Anything else?

RECORD VERBATIM

Don't know

ASK ALL

SHOWCARD G

Q14 Looking at this card, which of these aspects were important to your decision to visit today? **PROBE** Any others?

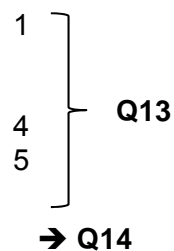
CODE ALL MENTIONED

95-98m		
1	Access to the Beach	1
2	Animal Puzzle Trail	2
3	Arboretum	3
4	Art or Sculpture in the Forest	4
5	Baby Changing Facilities	5
6	BBQ	6
7	Beamer Trampler - motorised wheelchair hire	7
8	Bike Skills Area	8
9	Bike Wash	9
10	Bird Hide	A
11	Bus Links	B
12	Café	C
13	Camp Site	D
14	Caravan Site	E
15	Centre for Contemporary Art and the Natural World	F
16	Choices of Paths for Walking	G
17	Community Discovery Centre	H
18	Community Orchard	I
19	Conference Facilities	J
20	Craft Barns	K
21	Cycle Hire	L
22	Cycle Shop	M
23	Cycling Tracks or Trails	N

99-102m		
24	Disabled Facilities	1
25	Dog Waste Bins	2
26	Easy / All Ability Access	3
27	Educational	4
28	Events	5
29	Fenced Dog Training Area	6
30	Fishing	7
31	Forest Classroom	8
32	Forest Drive	9
33	Forest Holidays	A
34	Forest Shop	B
35	Go Ape!	C
36	Great Oak Hall	D
37	Heritage Site	E
38	Horse Riding	F
39	Information	G
40	Kite Feeding	H
41	Litter Bins	I
42	Motorsports	J
43	Museum	K
44	National Pinetum	L
45	Nature Reserve	M
46	Open grassy areas	N

103-106m		
47	Orienteeing	1
48	Outdoor Arena	2
49	Parking	3
50	Parking charge	4
51	Picnic areas	5
52	Plant Centre	6
53	Play areas and equipment	7
54	Railway	8
55	Restaurant	9
56	Running Trails	A
57	Sensory Garden	B
58	Sign posting of paths and trails	C
59	Staff available at the site	D
60	Toilets	E
61	Trim Trail / Exercise area	F
62	Viewpoint	G
63	Visitor Centre	H
64	Watersports	I
65	Wildlife Activities	J
66	Wildlife Hide	K
67	Youth Shelters	L

(90)



(91-94m)

M

Other (please specify) _____ (107-110m)

SHOWCARD G AGAIN

Q15a Which aspects of the site have you used during your visit today?

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....?

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		
		(120-123m)									
1	Access to the Beach	1	1	2	3	4 5 6			7	(140)	
2	Animal Puzzle Trail	2	1	2	3	4 5 6			7	(141)	
3	Arboretum	3	1	2	3	4 5 6			7	(142)	
4	Art or Sculpture in the Forest	4	1	2	3	4 5 6			7	(143)	
5	Baby Changing Facilities	5	1	2	3	4 5 6			7	(144)	
6	BBQ	6	1	2	3	4 5 6			7	(145)	
7	Beamer Tramper - motorised wheelchair hire	7	1	2	3	4 5 6			7	(146)	
8	Bike Skills Area	8	1	2	3	4 5 6			7	(147)	
9	Bike Wash	9	1	2	3	4 5 6			7	(148)	
10	Bird Hide	A	1	2	3	4 5 6			7	(149)	
11	Bus Links	B	1	2	3	4 5 6			7	(150)	
12	Café	C	1	2	3	4 5 6			7	(151)	
13	Camp Site	D	1	2	3	4 5 6			7	(152)	
14	Caravan Site	E	1	2	3	4 5 6			7	(153)	
15	Centre for Contemporary Art and the Natural World	F	1	2	3	4 5 6			7	(154)	
16	Choices of Paths for Walking	G	1	2	3	4 5 6			7	(155)	
17	Community Discovery Centre	H	1	2	3	4 5 6			7	(156)	
18	Community Orchard	I	1	2	3	4 5 6			7	(157)	
19	Conference Facilities	J	1	2	3	4 5 6			7	(158)	
20	Craft Barns	K	1	2	3	4 5 6			7	(159)	
21	Cycle Hire	L	1	2	3	4 5 6			7	(160)	
22	Cycle Shop	M	1	2	3	4 5 6			7	(161)	
23	Cycling Tracks or Trails	N	1	2	3	4 5 6			7	(162)	
24	Disabled Facilities	O	1	2	3	4 5 6			7	(163)	
		(124-127m)									
25	Dog Waste Bins	1	1	2	3	4 5 6			7	(164)	
26	Easy / All Ability Access	2	1	2	3	4 5 6			7	(165)	
27	Educational	3	1	2	3	4 5 6			7	(166)	
28	Events	4	1	2	3	4 5 6			7	(167)	
29	Fenced Dog Training Area	5	1	2	3	4 5 6			7	(168)	
30	Fishing	6	1	2	3	4 5 6			7	(169)	
31	Forest Classroom	7	1	2	3	4 5 6			7	(170)	
32	Forest Drive	8	1	2	3	4 5 6			7	(171)	
33	Forest Holidays	9	1	2	3	4 5 6			7	(172)	
34	Forest Shop	A	1	2	3	4 5 6			7	(173)	
35	Go Ape!	B	1	2	3	4 5 6			7	(174)	
36	Great Oak Hall	C	1	2	3	4 5 6			7	(175)	
37	Heritage Site	D	1	2	3	4 5 6			7	(176)	
38	Horse Riding	E	1	2	3	4 5 6			7	(177)	

LIST CONTINUED OVERLEAF

39	Information	F	1	2	3	4 5 6		7	(178)
40	Kite Feeding	G	1	2	3	4 5 6		7	(179)
41	Litter Bins	H	1	2	3	4 5 6		7	(180)
42	Motorsports	I	1	2	3	4 5 6		7	(181)
43	Museum	J	1	2	3	4 5 6		7	(182)
44	National Pinetum	K	1	2	3	4 5 6		7	(183)
45	Nature Reserve	L	1	2	3	4 5 6		7	(184)
46	Open grassy areas	M	1	2	3	4 5 6		7	(185)
47	Orienteering	N	1	2	3	4 5 6		7	(186)
48	Outdoor Arena	O	1	2	3	4 5 6		7	(187)
		(128-131m)							
49	Parking	1	1	2	3	4 5 6		7	(188)
50	Parking charge	2	1	2	3	4 5 6		7	(189)
51	Picnic areas	3	1	2	3	4 5 6		7	(190)
52	Plant Centre	4	1	2	3	4 5 6		7	(191)
53	Play areas and equipment	5	1	2	3	4 5 6		7	(192)
54	Railway	6	1	2	3	4 5 6		7	(193)
55	Restaurant	7	1	2	3	4 5 6		7	(194)
56	Running Trails	8	1	2	3	4 5 6		7	(195)
57	Sensory Garden	9	1	2	3	4 5 6		7	(196)
58	Sign posting of paths and trails	A	1	2	3	4 5 6		7	(197)
59	Staff available at the site	B	1	2	3	4 5 6		7	(198)
60	Toilets	C	1	2	3	4 5 6		7	(199)
61	Trim Trail / Exercise area	D	1	2	3	4 5 6		7	(200)
62	Viewpoint	E	1	2	3	4 5 6		7	(201)
63	Visitor Centre	F	1	2	3	4 5 6		7	(202)
64	Watersports	G	1	2	3	4 5 6		7	(203)
65	Wildlife Activities	H	1	2	3	4 5 6		7	(204)
66	Wildlife Hide	I	1	2	3	4 5 6		7	(205)
67	Youth Shelters	J	1	2	3	4 5 6		7	(206)
	None of these	M							
	Don't know	N							

SHOWCARD J

Q19 Looking at this card, can you tell me which, if any, of these places you have visited in the last 12 months?

CODE ALL MENTIONED

Loggerheads Country Park Visitor Centre 1
 Jubilee Tower 2
 Ruthin Craft Centre
 Ruthin (town)
 Mold (town)
 Llangwyfan 6
 Coed Nercwys 7
 None of these L
 Don't know / can't remember M

(390-393m)

3
4
5

Q20 Are you aware that this site is part of the Clwydian Range Area of Outstanding Natural Beauty?

Yes
No

(394)

1
2

For office use only: 320-331 and 601, 602 for England sites

ASK ALL

READ OUT – Finally, I'd like to ask some questions for analytical purposes.

Q21 INTERVIEWER RECORD GENDER (603)

Male
Female

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

(604)

1
2
3
4
5
6
7

SHOWCARD L

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

SINGLE CODE

Employee in full time job (30 hours plus a week) 1
 Employee in part time job (under 30 hours per week) 2
 Self-employed full or part time 3
 On a government supported training programme 4
 Full time education at school, college or university 5
 Unemployed and available for work 6
 Permanently sick / disabled 7
 Wholly retired from work 8
 Looking after the home 9
 Other (please specify) _____

Refused

(605)

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.)

(606)

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

Job title _____

Position / Grade _____

AB
C1
C2
DE

1
2
3
4

Refused

5

Q25 Do you have any children aged 15 or under living in your household?

(607)

Yes
No

1
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?

(608)

INCLUDES PROBLEMS RELATED TO OLD AGE

Yes – limited a lot
Yes – limited a little
No

1
2
3

Refused

4

SHOWCARD M

Q27 Which of these best describes your ethnic origin?

SINGLE CODE

White British
 White Welsh
 White Irish
 White East European 4
 White other European 5
 Any other White background (please specify) _____

Caribbean 6
 African
 Any other Black background (please specify) _____

Indian
 Pakistani
 Bangladeshi A
 Any other Asian background (please specify) _____

White and Black Caribbean B
 White and Black African C
 White and Asian D
 Any other Mixed background (please specify) _____

Chinese

Other (please specify) _____ I

Refused

Q28 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

(610)	(611)	(612)	(613)	(614)	(615)	(616)

Overseas visitor (please specify country) _____

(609)

1
2
3

E

7
F

8
9

G

H

J

Z

(617-618)

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:	
				(621)(622)(623)(624)	
WRITE IN YOUR INTERVIEWER NUMBER →				(625)	(626)
				(627)	(628)
B01326-1	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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