

Research Report

Quality of the Visitor
Experience 2015

Newport Wetlands National
Nature Reserve



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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 forests, woodland sites 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 were high usage, while sites in Wales consisted of a combination of medium and high usage sites. In 2015, interviews were conducted at 9 high usage sites (7 in England and 2 in Wales) and 5 medium usage sites (all in Wales).

This report summarises the findings from the 233 visitor interviews conducted at Newport Wetlands National Nature Reserve in 2015. Throughout the report, comparisons have been made to the 'All Wales' figures (aggregated results from all 7 sites) – the survey has not been conducted at this site previously, therefore it has not been possible to track any changes over time.

1.2 Newport Wetlands

Newport Wetlands National Nature Reserve is situated between the city of Newport and the Severn estuary, and is one of the newest and most distinctive nature reserves in Wales.

Part of the Gwent Levels, Newport Wetlands National Nature Reserve is made up of a diverse range of low-lying habitats, including wet grassland, reed beds, saltmarsh and saline lagoons. It is this combination of features that makes this reserve one of the best sites in the country for viewing bird life.

In spring, the reed beds are home to warblers, mute swans, tufted ducks, coot and families of little grebe.

In summer, there are orchids and shrill carder bees amongst the everlasting pea flowers. The saline lagoons are the only breeding site in Wales for the avocet, a long-legged wading bird with a distinctive upwardly curving beak.

Autumn is the best time of year for birdwatching at Newport Wetlands when migratory wildfowl and wading birds begin to arrive. In winter there are the largest flocks of water birds and wild fowl - merlin and peregrine falcons are also a common site.

1.3 Perceptions of the site

Perceptions of Newport Wetlands as a place to visit were very positive; this was also the case across all Wales sites. In fact nobody interviewed at Newport Wetlands in gave a negative rating of the site.

Three quarters (75%) rated the site as 'excellent', which was significantly higher than the all Wales figures (58%). Just under a quarter (23%) gave the site a rating of 'very good' and 2% rated it as 'good'. Therefore, the proportion giving the site an 'excellent / very good' rating in 2015 stood at 98%, slightly higher than the all Wales figure of 93%.

Similarly, ratings of how safe and welcoming Newport Wetlands were also very positive, which was also the case across all Wales sites. None of the visitors to this site gave a negative rating of the site in terms of it being safe and welcoming.

Three quarters of visitors gave this measure an 'excellent' rating (73%); this was significantly higher than the figure obtained for all Wales sites (52%). Just less than a quarter (24%) gave a 'very good' rating for how safe and welcoming Newport Wetlands felt (compared to 37% across all Wales sites), while just 3% gave a 'good' rating (8% all Wales). Therefore, the proportion giving the site an 'excellent / very good' rating in 2015 stood at 97%, noticeably higher than the all Wales figure of 89%.

When asked whether they would be likely to recommend Newport Wetlands as a place to visit to a friend or relative (using a score of 0-10), scores for Newport Wetlands and all Wales sites generally were extremely positive. The average score for Newport Wetlands in 2015 was 9.9/10 out of 10, higher than the all Wales score of 9.4/10.

The facility that received the highest score was the parking charge. Virtually all users rated this as 'excellent' (99%) whilst the remainder rated it as 'very good' (1%). The National Nature Reserve was felt to be 'excellent' by eight in ten users (83%), while around half gave 'excellent' ratings for the car parking (58%), toilets (57%), Visitor Centre (57%), play areas (56%) and walking trails (54%).

The facilities that received the least positive rating were the shop and the café; while the majority rated these positively, only around two fifths felt they were 'excellent' (39% and 38% respectively).

1.4 Strengths of the site

One favourite thing about Newport Wetlands stood out; the most mentioned (by eight in ten) was the peace and tranquillity of the site (80%); this was significantly higher than the corresponding all Wales figure of 56%.

Roughly six in ten liked the scenery and beautiful views' (62%) and the bird watching (55%), while a third mentioned then walks, paths and trails (33%).

1.5 Areas for improvement

Nearly two thirds of visitors to Newport Wetlands could not think of anything that would add to their enjoyment and only made positive comments (65%). This was slightly higher than the all Wales average of 53%, illustrating that fewer visitors to Newport Wetlands had any issues with the site, compared to all Wales sites in general.

Any suggestions to improve the site were made by relatively small numbers of visitors, and Table 9 below outlines the comments that were made by 2% or more. The most frequently mentioned improvement related to improving the signage at the site; 8% of visitors wanted to see better signs and maps, or more signs and maps. A smaller proportion (5%) felt there could be more wildlife and birds at the site, while 3% each mentioned more activities for children or more information on the wildlife, vegetation and area.

There were calls by small minorities for:

- More trails / paths / cycle tracks
- Drinking water taps
- Negative / positive comments about access for dogs
- Improve toilets / more toilets / shower facilities / changing area
- More bins / litter bins / recycling bins / less litter
- More activities / sports (tennis courts, football, horse riding)
- More advertising
- Cheaper café
- Longer opening hours (shop / café / main gates)
- Fewer people / fewer cyclists
- Better parking (easier, more, cheaper, free)
- More picnic areas / BBQ / picnic tables and benches
- More sheltered areas.

1.6 Visitor profile

In 2015, only a fifth (20%) of visitors to Newport Wetlands were first-time visitors; this proportion was nearly half the all Wales average of 37% who said they had **never** visited their respective NRW site before. Therefore, the overwhelming majority of visitors to Newport Wetlands had been to the site previously (80%).

Virtually all of the visitors to Newport Wetlands were coming to the site for a day trip (98%), with the overwhelming majority travelling for less than three hours to reach the site (88%). The proportion of more local visitors was markedly higher at Newport Wetlands compared to all Wales sites (52% travelling for less than three hours).

Therefore, only 1% of visitors to this site were staying in the area overnight, with <1% staying as part of a longer holiday. Holiday makers were in greater evidence across all Wales sites; 9% were staying overnight and 28% staying as part of a longer holiday.

The gender profile was skewed slightly towards more males than females (55% of visitors were male compared with 45% female), although this was in line with the all Wales average of 58% male and 42% female.

However, in terms of age, the profile of visitors to Newport Wetlands differed from the all Wales average. While the proportion of 16-34 year olds was consistent (20% Newport Wetlands cf. 22% all Wales), there were fewer visitors aged 35-54 years at this site (36% cf. 43% all Wales) and more visitors aged 55+ (44% cf. 34% all Wales).

On the whole, visitors to woodlands sites and NNRs in Wales tended to belong to the higher socio-economic groups of ABC1 (professional, managers and non-manual positions = 75%) rather than the lower C2DE socio-economic groups (skilled and non-skilled manual workers, those on benefits = 25%). The skew towards ABC1 visitors was equally pronounced at Newport Wetlands, with 74% of visitors categorised as ABC1, and 25% categorised as C2DE.

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. 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, woodland sites 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 were high usage, while sites in Wales consisted 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 NNR (H)	233
Fineshade	274	Craig y Dinas (M)	144
Haldon	243	Fforest Fawr (M)	147
Hicks Lodge	233	Gwaun Hepste (M)	127
Jeskyns	287	Hafod (M)	140
Kielder	244	Newport Wetlands NNR (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 are exiting the site or coming to the end of their visit, with interviewing points situated at key access points.

The core interviewing period ran from March to October 2015. At Newport Wetlands, interviewing took place between 30th March and 4th October, and a total of 233 interviews were conducted.

2.3 Report

This report summarises the results of the interviews undertaken at Newport Wetlands in 2015, 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) – the survey has not been conducted at this site previously, therefore 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
- 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 Newport Wetlands. Table 2 overleaf details the profile of visitors, compared to the profile of visitors to all sites surveyed in Wales in 2015. The profile of visitors to Newport Wetlands was slightly different to that of the visitors to all the Wales sites, mainly in terms of age and ethnicity.

The gender profile was skewed slightly towards more males than females (55% of visitors were male compared with 45% female), although this was in line with the all Wales average of 58% male and 42% female.

However, in terms of age, the profile of visitors to Newport Wetlands differed from the all Wales average. While the proportion of 16-34 year olds was consistent (20% Newport Wetlands cf. 22% all Wales), there were fewer visitors aged 35-54 years at this site (36% cf. 43% all Wales) and more visitors aged 55+ (44% cf. 34% all Wales).

On the whole, visitors to woodlands sites and NNRs in Wales tended to belong to the higher socio-economic groups of ABC1 (professional, managers and non-manual positions = 75%) rather than the lower C2DE socio-economic groups (skilled and non-skilled manual workers, those on benefits = 25%). The skew towards ABC1 visitors was equally pronounced at Newport Wetlands, with 74% of visitors categorised as ABC1, and 25% categorised as C2DE.

No doubt reflecting the socio-economic profile, the slight majority of visitors to Newport Wetlands were in full-time employment (53%); slightly lower than the all Wales average of 59%. Reflecting the older age profile of visitors to Newport Wetlands, a higher than average proportion were retired (26% cf. 18% all Wales).

Just over three in ten (32%) had children living at home; this was only slightly higher than the all Wales average of 29%.

The skew towards White British visitors at Newport Wetlands was slightly higher than that of all Wales sites (97% cf. 91% all Wales), with a corresponding under-representation of white visitors from abroad (3% cf. 7% all Wales) and Black / Asian / Mixed visitors (0% vs 2% all Wales).

One in ten (10%) visitors to Newport Wetlands spoke Welsh, which was again in line with the all Wales average of 13% – see Table 2 overleaf for more details.

Table 2: Profile of visitors by key demographics 2015

Demographic groups		Newport Wetlands 2015 %	All Wales %
Gender	Male	55	58
	Female	45	42
Age	16 - 24	3	6
	25 - 34	17	16
	35 – 44	22	21
	45 – 54	14	22
	55 – 64	25	19
	65+	19	15
	Refused	<1	1
Social class	AB	25	32
	C1	49	43
	C2	14	16
	DE	11	9
	Refused	-	1
Working status	Full-time employee (30+ hours per week)	53	59
	Part-time employee (<30 hours per week)	11	9
	Self-employed	3	6
	Government supported training	1	<1
	Full-time education	<1	3
	Unemployed	<1	1
	Permanently sick / disabled	3	1
	Retired	26	18
	Looking after the home	2	2
	Other	<1	<1
	Refused	-	1
Limiting illness	Yes – limited a lot / a little	11	6
	No	88	92
	Refused	2	2
Children in household	Yes	32	29
	No	68	70
	Refused	<1	1
Ethnicity	White – British / Welsh / Irish	97	91
	White – Other	3	7
	Black / Asian / Mixed	-	2
Welsh speaker	Yes	10	13
	No	90	87

Base: All visitors – Newport Wetlands 2015 (233); All Wales (1,188)

3.2 Group profile

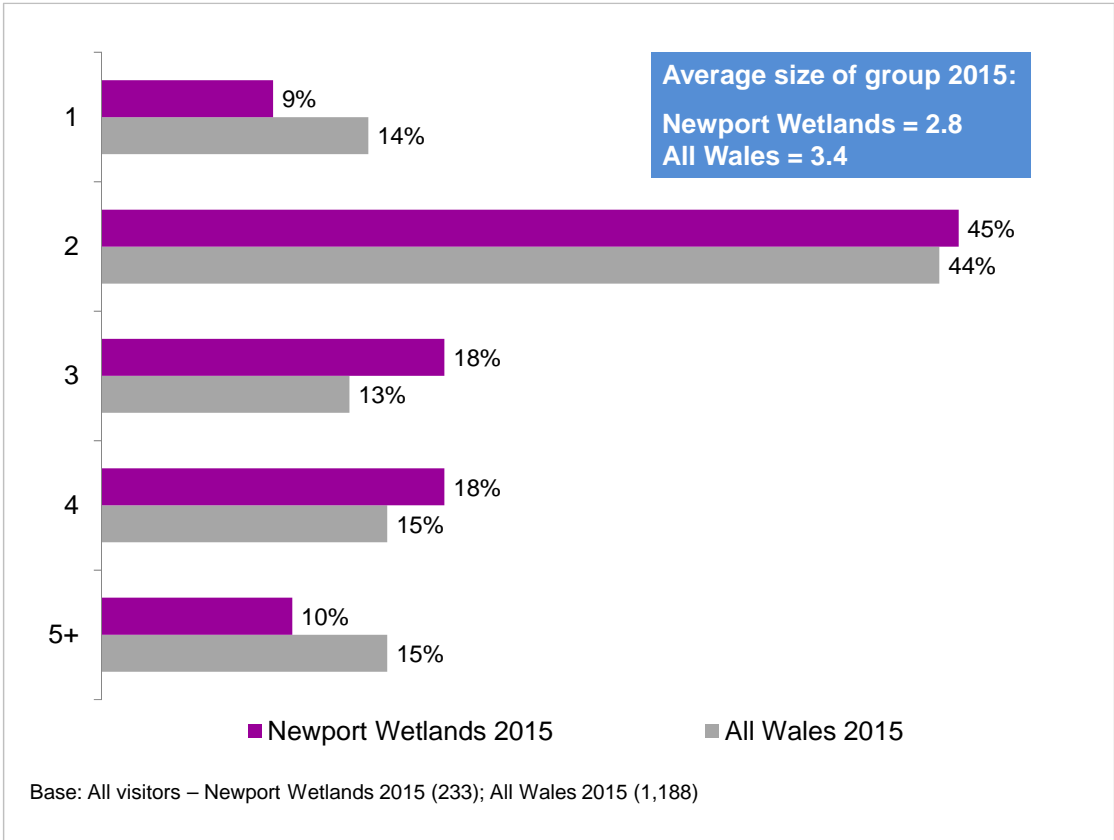
3.2.1 Size of group

Group sizes at Newport Wetlands (averaging 2.8 people), were slightly smaller than average group sizes to all Wales sites (which averaged 3.4 people).

The largest group by some margin (45%) was made up of two people; in line with the all Wales figure (44%).

However, around half of the groups visiting Newport Wetlands contained three or more people (46% cf. 43% all Wales), 10% of which were fairly large (5 or more people). Only 9% of visitors to Newport Wetlands came alone (cf. 14% all Wales) – see Figure 1.

Figure 1: Q1. Total size of the group



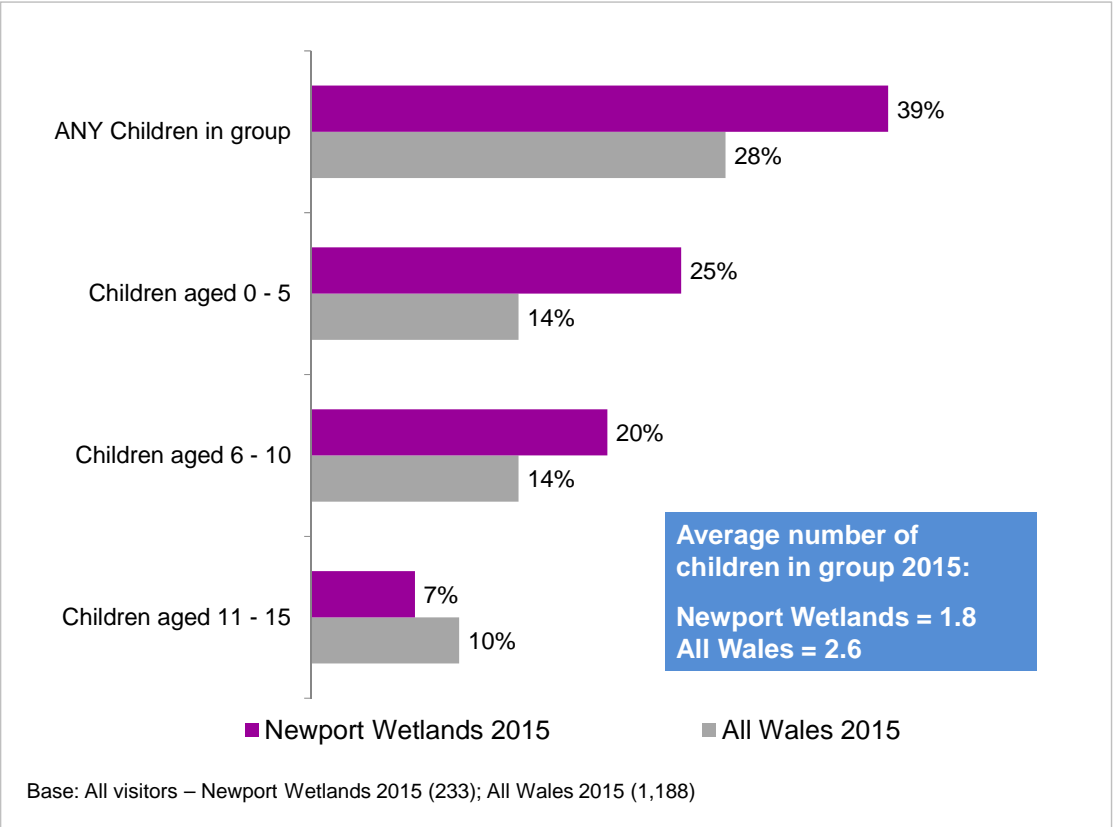
3.2.2 Composition of group

Almost two in five of the groups who visited Newport Wetlands contained children (39%); this is noticeably higher than the all Wales figure of 28%.

However, the average number of children per group visiting Newport Wetlands in 2015 was smaller than the all Wales average (mean of 1.8 children per group at Newport Wetlands cf. 2.6 all Wales).

There were noticeably more children aged 0-5 years visiting this site (25% of visitor groups included children of this age) compared to all sites across Wales (14%). Similarly, there were more children aged 6-10 years at Newport Wetlands (20%) compared to the all Wales data (14%). However, there were fewer older children aged 11-15 years at this site (7%) compared to all Wales (10%) – see Figure 2 below.

Figure 2: Q1. Composition of group



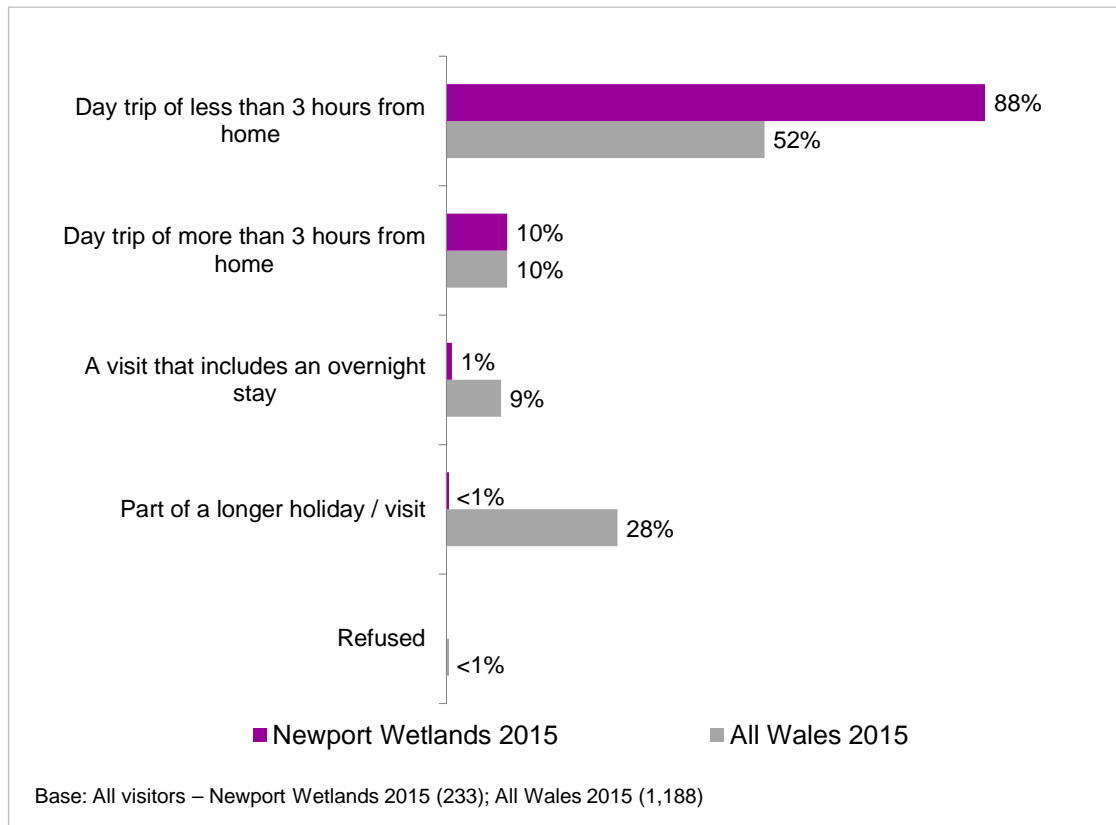
4. Profile of visit

4.1 Type of visit

Virtually all of the visitors to Newport Wetlands were coming to the site for a day trip (98%), with the overwhelming majority travelling for less than three hours to reach the site (88%). The proportion of more local visitors was markedly higher at Newport Wetlands compared to all Wales sites (52% travelling for less than three hours).

Therefore, only 1% of visitors to this site were staying in the area overnight, with <1% staying as part of a longer holiday. Holiday makers were in greater evidence across all Wales sites; 9% were staying overnight and 28% staying as part of a longer holiday - 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.

Reflecting the propensity of local day visitors to the site, the vast majority of visitors to Newport Wetlands lived in South Wales (89%); most visited from South East Wales (84%) while 5% came from South West Wales.

Only one in ten of the visitors to Newport Wetlands were visiting from outside of Wales (8% cf. 35% all Wales); most of these came from England (8%), with <1% visiting from abroad (none of the visitors to Newport Wetlands came from Scotland or NI). Table 3 below and Figure 4 overleaf provide more details.

Table 3: Q28b. Visitor origin 2015

Area of residence		Newport Wetlands 2015 %	All Wales %
Home region	North Wales	-	4
	Mid / West Wales	1	14
	South West Wales	5	7
	Valleys	2	6
	South East Wales	84	30
	Outside of Wales	8	39
Home nation	Wales	91	61
	England	8	35
	Rest of UK	-	<1
	Abroad	<1	4

Base: All visitors – Newport Wetlands 2015 (233); All Wales 2015 (1,188)

Figure 4: Map of visitor origin for Newport Wetlands



4.3 Frequency of visits

4.3.1 First-time visitors

In 2015, only a fifth (20%) of visitors to Newport Wetlands were first-time visitors; this proportion was nearly half the all Wales average of 37% who said they had **never** visited their respective NRW site before.

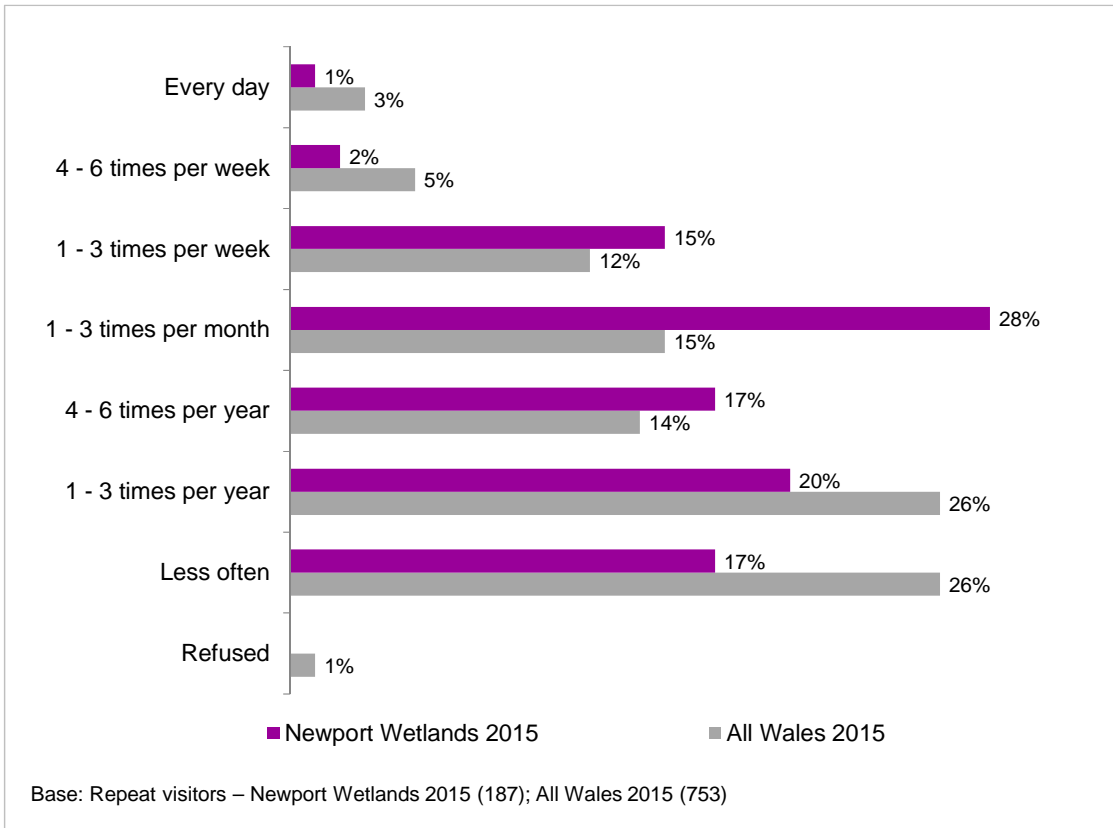
Therefore, the overwhelming majority of visitors to Newport Wetlands had been to the site previously (80%).

4.3.2 Repeat visitors

Focussing on repeat visitors, it can be seen that nearly half of visitors to Newport Wetlands were fairly frequent visitors, who came to the site once a month or more often (46%); moreover, one in five were weekly visitors (18%). Frequent visitors were in greater evidence at Newport Wetlands compared to all sites across Wales (35% visiting once a month or more often).

Roughly half, however, came to Newport Wetlands less regularly. Around a third visited the site between one and six times a year (37% cf. 40% all Wales) while 17% visited less often than once a year (26% all Wales) – see Figure 5 below for more details.

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



4.4 Length of visit

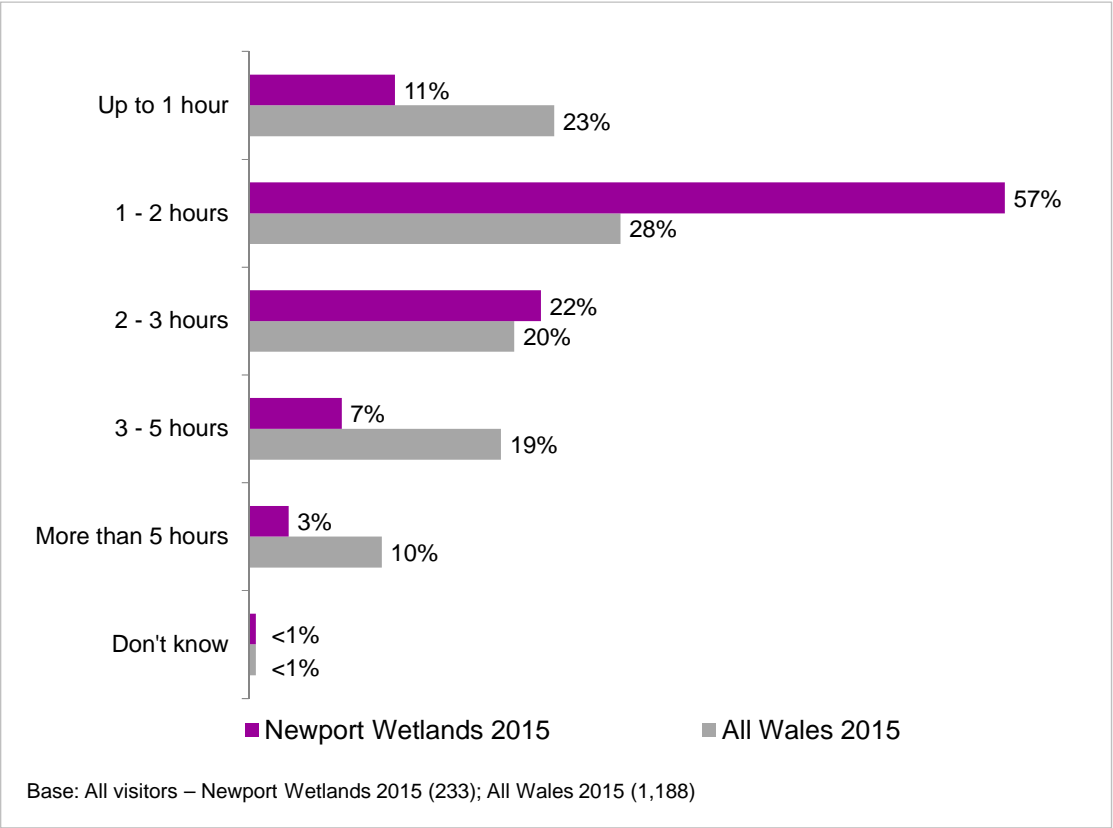
Visitors to Newport Wetlands were at the site for an average of 1 hour and 56 minutes; thirty minutes shorter than the average length of stay across all sites in Wales (2 hours 24 minutes).

The varying lengths of time visitors spent at Newport Wetlands can be seen below. As reflected in the average time at the site, most visitors reported that they had stayed between one and two hours at the site (57%), with a further fifth (22%) staying between two and three hours. Only one in ten (10%) stayed at Newport Wetlands for longer than three hours.

At the other end of the scale, one in ten visitors to Newport Wetlands (11%) were at the site for a fairly short amount of time (less than an hour).

On the whole, across all sites there were more short stay visitors (23% less than an hour) and more long-stay visitors (29% more than three hours) compared to Newport Wetlands - see Figure 6 below.

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 comments on activities undertaken by 2% or more of visitors (with the exception of physical activities), and shows the combined figures for the following:

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

The most popular activity at Newport Wetlands was walking generally (96%) - this was slightly higher than the all Wales average of 92%. At Newport Wetlands, as with all the Wales sites, using sign-posted trails was the most popular mode of walking, although this was in even greater evidence at this particular site (88% vs. 68% all Wales).

Cycling represented a very small percentage of activities at Newport Wetlands (1%), but this was comparable to all Wales data (1%). None of the visitors to Newport Wetlands took part other physical activities such as running / jogging, orienteering / Geocaching or horse-riding.

Therefore, the vast majority of visitors took part in 'active' activities (96%): this proportion was slightly higher than the all Wales figure of 93%. Another 87% took part in 'passive' activities, compared to an all Wales average of 59%.

Popular 'passive' activities at Newport Wetlands included using the café / restaurant / other catering (40%), bird watching (39%), using the Visitor Centre / shop (35%), using the play area (23%) and admiring the views (12%) - see Table 4 overleaf.

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

Activities undertaken	Newport Wetlands 2015 %	All Wales 2015 %
Cycling on forest roads, tracks or trails	1	1
Cycling off trails or tracks	<1	1
TOTAL CYCLING	1	1
Walking on a sign-posted trail	88	68
Walking but not following sign-posts	31	28
Dog walking	5	24
TOTAL WALKING	96	91
Orienteering / Geocaching	-	1
Running / jogging	-	2
Horse-riding	-	<1
Using the café / restaurant / other catering	40	13
Bird watching	39	13
Using the Visitor Centre / shop	35	8
Using the play area	23	5
Admiring the views	12	24
Photography	8	16
Picnic / BBQ	8	12
Nature / natural history visit	7	5
Seeing something in the forest	1	5
Look for wildlife / plants / animals	1	1
Taken part in ACTIVE activities	96	93
Taken part in ACTIVE activities	83	59

Base: All visitors – Newport Wetlands 2015 (233); All Wales 2015 (1,188)

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 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 (3) these have not been commented on.

As previously mentioned, visits to Newport Wetlands lasted 1 hour and 56 minutes on average. Those walking spent an average of 1 hour and 20 minutes doing this: this is nearly an hour less than average time spent walking across all Wales sites (2 hours 11 minutes).

Half of these visitors walked for up to an hour (50%), while a third walked for between one and two hours (33%). Only a relatively small proportion walked for longer than two hours at Newport Wetlands (18%) – see Table 5 below.

Table 5: Q5/Q6. Time spent taking part in walking at Newport Wetlands (Actual respondents only)

Time at site	Total duration of visit	Time spent on any walking
Up to 30 minutes	2	15
31 – 60 minutes	9	35
1 – 2 hours	57	33
2 – 3 hours	22	12
3 – 5 hours	7	6
5+ hours	3	-
Don't know	<1	-
AVERAGE	1 hour 56 mins	1 hour 20 mins

Base: All respondents (233)

Respondents who walked (223)

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

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

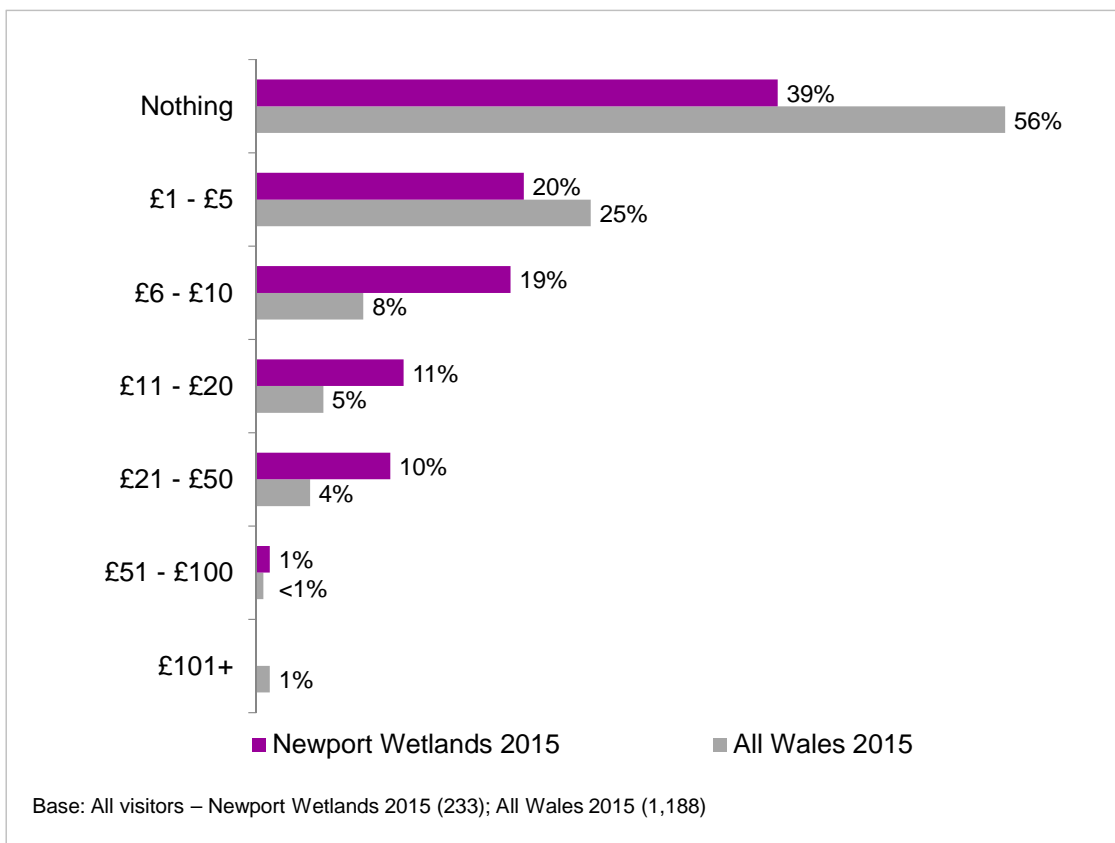
Around six in ten visitors to Newport Wetlands intended to spend some money at the site (61%), although the amounts tended to be small; a fifth of visitors to Newport Wetlands intended to spend just £1 - £5 at the site during their visit (20%), with a further fifth (19%) reporting that they intended to spend £6 - £10. Most of the remaining visitors would be spending between £11 and £50 (21%), with only a very small minority intending to spend any more than this (1%).

In contrast, across all Wales sites, less than half (44%) said they would be spending any money at the site during their visit, with 25% saying they would be spending up to £5, and only 18% spending any more than this.

The average spend at Newport Wetlands was £7.69, while across all Wales sites it was £6.99 – see Figure 7 overleaf for more details.

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

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 Newport Wetlands were likely to spend anything on was food and drink, with over half (55%) planning to spend on this (average of £5.46, several pounds more than the all Wales average of £2.16).

The only other noticeable area of spend at the site was souvenirs and gifts; one in ten visitors (12%) were likely to spend an average of £1.97 on this, which was again higher than the all Wales average of £0.41 – see Table 6a overleaf.

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

Areas of expenditure	% spending anything on items		Average spend on items £	
	Newport Wetlands %	All Wales %	Newport Wetlands £	All Wales £
Food and drink	55	22	5.46	2.16
Activities at the site	1	1	0.19	1.56
Parking	-	27	-	1.68
Souvenirs / gifts	12	3	1.97	0.41
Hiring equipment	<1	1	0.01	1.11
Anything else	1	1	0.04	0.10

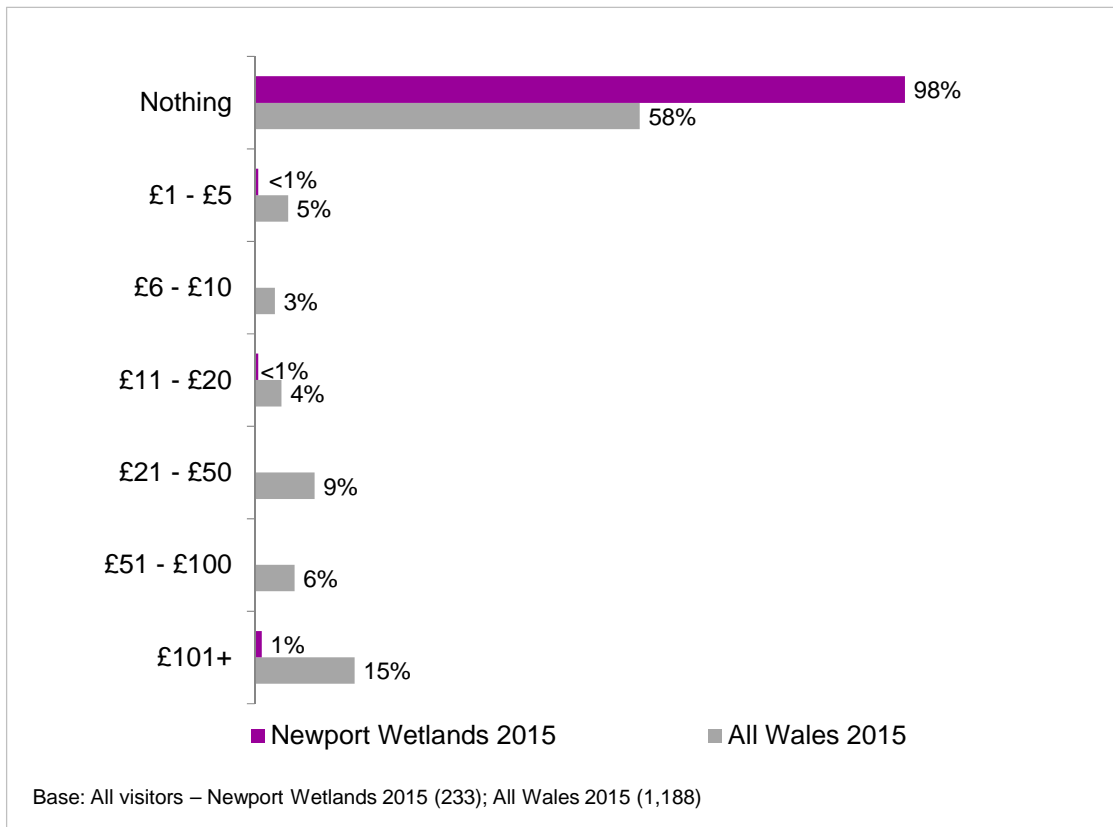
Base: All visitors – Newport Wetlands 2015 (233); All Wales 2015 (1,188)

Visitors to Newport Wetlands 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. The figures seen in Figure 8 show the figures calculated by combining the data across all types of spending.

Virtually all of the visitors to Newport Wetlands claimed that they would not be spending anything in the area as a result of their trip (98%); this was significantly higher than the all Wales average of 58% saying they would not be spending anything in the area around the site they were visiting.

The resulting average spend in the area as a result of visiting Newport Wetlands was therefore much lower than the all Wales average (£11.27 cf. £87.52). Figure 8 overleaf provides more details.

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



Looking at spend in the local area as a result of their visit to Newport Wetlands, the only areas of spend mentioned by very small proportions of visitors (1% or less for each) were food and drink, accommodations or admissions to other attractions.

As would be expected; the average spend in the area around Newport Wetlands was considerably lower than the all Wales average for all items – see Table 6b overleaf.

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

Areas of expenditure	% spending anything on items		Average spend on items £	
	Newport Wetlands %	All Wales %	Newport Wetlands £	All Wales £
Food and drink	1	29	3.45	21.06
Accommodations	1	19	7.76	51.81
Admissions to other attractions	<1	4	0.09	3.99
Parking	-	7	-	1.67
Transport	-	22	-	9.15
Souvenirs / gifts	-	4	-	1.65
Hiring equipment	-	1	-	1.82
Anything else	-	2	-	1.02

Base: All visitors – Newport Wetlands 2015 (233); All Wales 2015 (1,188)

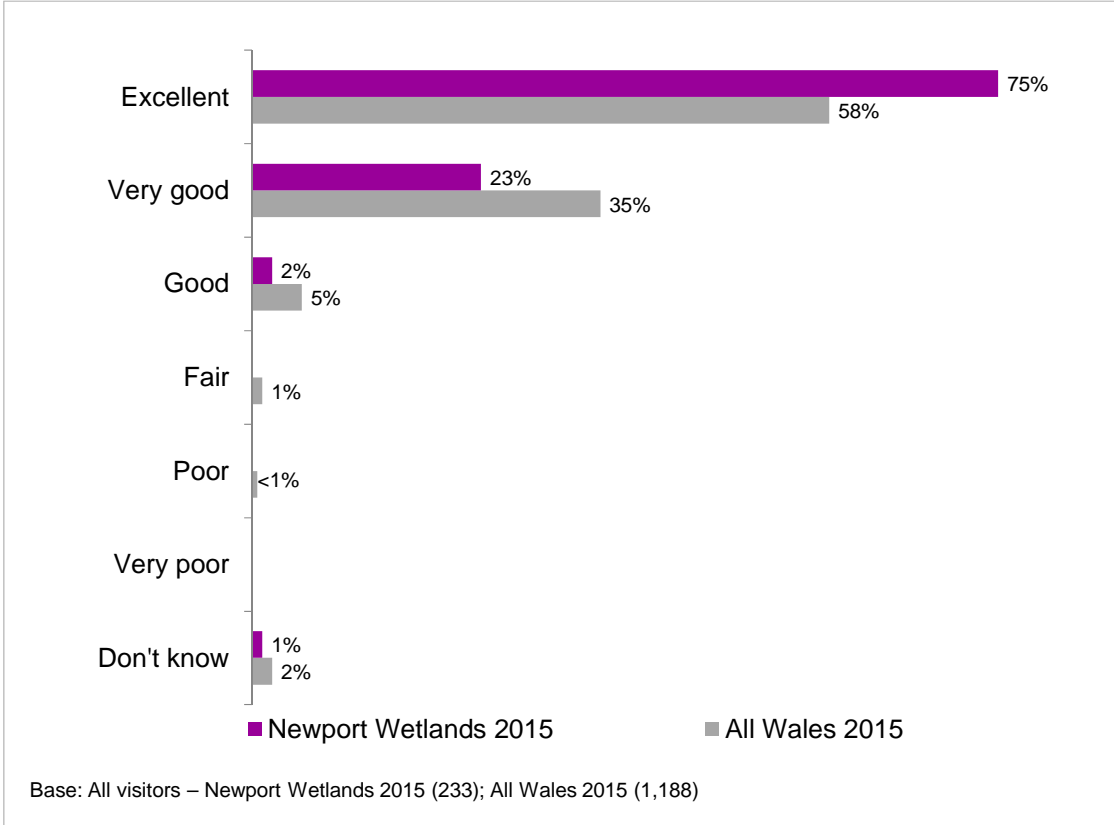
5. Perceptions of the site

5.1 Overall rating of the site as a place to visit

Perceptions of Newport Wetlands as a place to visit were very positive; this was also the case across all Wales sites. In fact nobody interviewed at Newport Wetlands in gave a negative rating of the site.

Three quarters (75%) rated the site as 'excellent', which was significantly higher than the all Wales figures (58%). Just under a quarter (23%) gave the site a rating of 'very good' and 2% rated it as 'good'. Therefore, the proportion giving the site an 'excellent / very good' rating in 2015 stood at 98%, slightly higher than the all Wales figure of 93% – see Figure 9 below.

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



5.2 Overall rating of the site as safe and welcoming

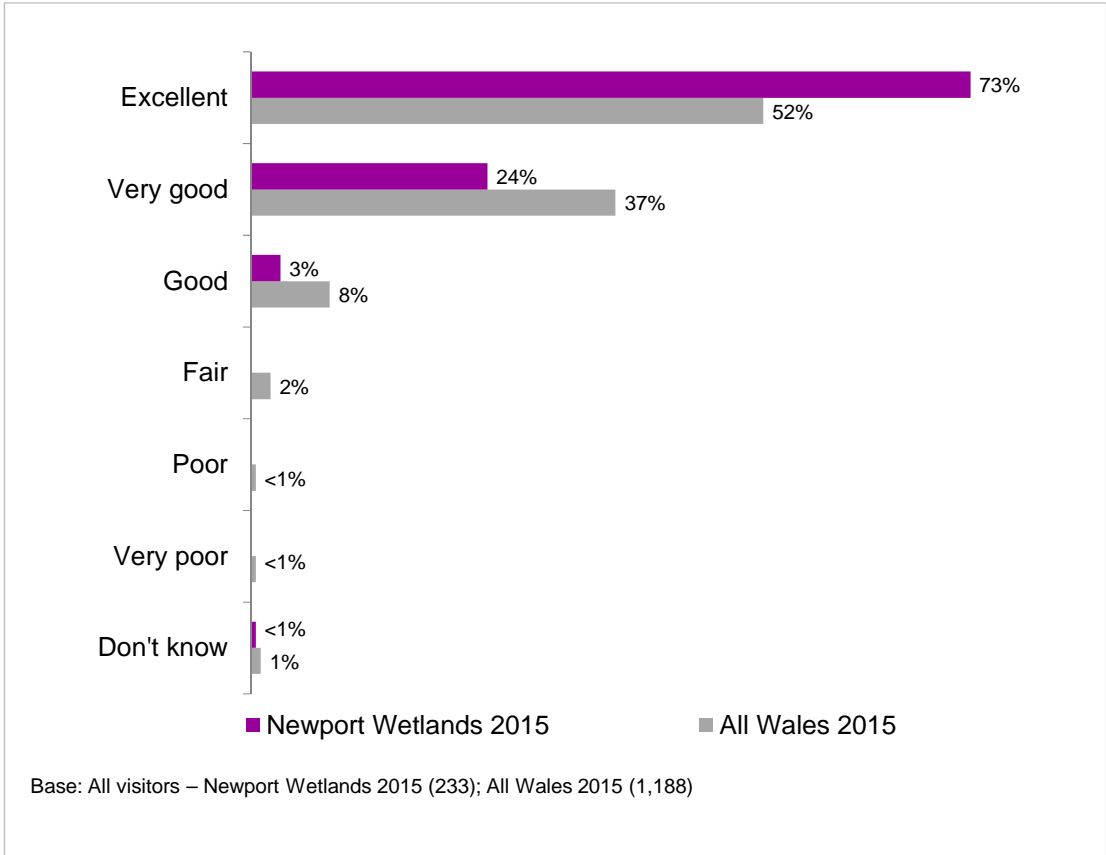
Similarly, ratings of how safe and welcoming Newport Wetlands were also very positive, which was also the case across all Wales sites. None of the visitors to this site gave a negative rating of the site in terms of it being safe and welcoming.

Three quarters of visitors gave this measure an 'excellent' rating (73%); this was significantly higher than the figure obtained for all Wales sites (52%).

Just less than a quarter (24%) gave a 'very good' rating for how safe and welcoming Newport Wetlands felt (compared to 37% across all Wales sites), while just 3% gave a 'good' rating (8% all Wales).

Therefore, the proportion giving the site an 'excellent / very good' rating in 2015 stood at 97%, noticeably higher than the all Wales figure of 89% – see Figure 10 below.

Figure 10: Q11. 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 7 below details the comments provided by 2% or more of visitors giving a positive rating (excellent, very good, good) for Newport Wetlands and all Wales sites.

The general feeling of safety around the site was mentioned by most visitors (76%); this was double the corresponding finding for all Wales sites (38%). Another two fifths spoke of the scenery, views and beautiful environment (41%), whilst a third (35%) said that Newport Wetlands was a good, safe place for the kids to play and run around.

Around a quarter of visitors mentioned the peaceful, tranquil atmosphere (29%), the friendly rangers (27%) and the perception that the site was well laid out and organised (22%) - see Table 7 below for more details.

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

Reasons for a positive rating of site	Newport Wetlands 2015 %	All Wales 2015 %
Safe environment generally	76	38
The scenery / views / beautiful environment	41	40
Good, safe place for the kids to play and run around	35	4
Peaceful / pleasant / tranquil / relaxing / welcoming	29	34
Friendly / helpful staff or rangers	27	8
Well laid out / well organised / good set up	22	27
Clean / tidy / well maintained / litter free	17	23
Good quality facilities or amenities	16	12
Well signposted / good maps / information boards	14	26
Fresh air / open space / plenty of space / freedom / large area / vast	12	24
Good provision of paths, trails and tracks	11	21
Other visitors here are friendly	9	10
Live locally / convenient / easy to get to / easy access / close to me	3	5
General positive comments	2	3
Some negative comments	1	5

Base: Visitors rating the site as excellent, very good or good – Newport Wetlands 2015 (233); All Wales 2015 (1,175)

There were a few aspects mentioned by one or two visitors:

- Good café / good catering
- Easily accessible for wheelchairs / pushchairs
- Wildlife / birdwatching / nature
- Away from roads / no cars / cars drive slowly
- Good car parking (good with horse box)
- Plenty to do / has everything you want.

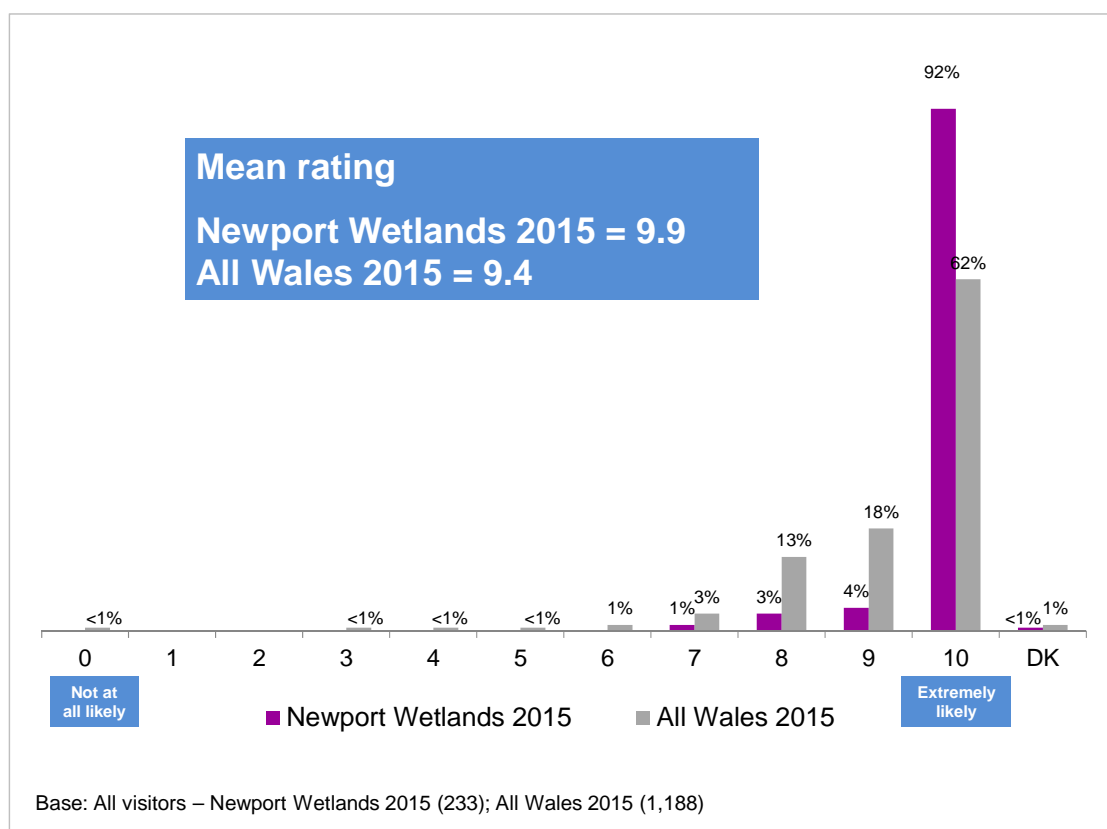
5.3 Recommending the site as a place to visit

Visitors were asked whether they would be likely to recommend Newport Wetlands 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 Newport Wetlands and all Wales sites generally were extremely positive: only 1% gave a rating of less than 8/10 for Newport Wetlands (6% across all Wales sites gave a rating of less than 8/10).

In fact, the vast majority of visitors to the site gave it a 10/10 rating (92%); significantly higher than was seen across all Wales sites (62%). This was reflected in the mean scores, with Newport Wetlands standing at 9.9/10, compared with all Wales at 9.4/10.

Figure 11: 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 Newport Wetlands is 96, which is considerably higher (by 17 points) than the all Wales score of 79.

5.4 Strengths of the site

Visitors to Newport Wetlands were asked what they liked most about the site. The question was unprompted and visitors could mention more than one aspect of the site. The comments given by 2% or more of the sample are outlined in Table 8 below (compared to the all Wales average).

One favourite thing about Newport Wetlands stood out; the most mentioned (by eight in ten) was the peace and tranquillity of the site (80%); this was significantly higher than the corresponding all Wales figure of 56%.

Roughly six in ten liked the scenery and beautiful views’ (62%) and the bird watching (55%). Another third mentioned then walks, paths and trails (33%).

Facilities at the site were mentioned by smaller proportions of visitors; 10% liked the general facilities (including BBQ areas and the shop), 3% were positive about the car parking and a further 2% liked the café – see Table 8 below for more details.

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

Favourite things about the site	Newport Wetlands 2015 %	All Wales 2015 %
Peace / tranquillity / relaxation / atmosphere	80	56
Scenery / views / beautiful/ natural / non-commercial	62	62
Wildlife / bird watching	55	21
Walks / paths / trails	33	42
Activities that are good for the children	28	9
Close to home / convenient / location	27	16
Fresh air / being outside	15	24
Been before / wanted to come again	12	12
Exercise / keeping fit	10	15
Good on-site facilities / BBQ areas / Gift Shop	10	9
Safe environment	9	9
Clean / well looked-after	9	16
Like forests / trees / variety of trees / plants	7	16
Opportunity to spend time with family / friends / family friendly	6	6
Cost / value for money / cheap / free	5	2
Helpful / pleasant staff	4	1
Lots to see and / or do	3	5
Good accessibility	3	3
Cycle trails / freedom / opportunity to cycle	3	2
Plenty / cheap / other reference to parking	3	3
Café / restaurant	2	1
Open space / plenty of space	2	1
Nothing	<1	<1

Base: All visitors – Newport Wetlands 2015 (233); All Wales 2015 (1,188)

There were a few favourite things mentioned by one or two respondents:

- Something different / a change
- The weather
- Information Centre
- Beach / coastline
- Well laid out / good layout
- Play area
- Rivers / creeks / waterways
- Good fun
- Something for everyone.

5.5 Areas for improvement

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. Nearly two thirds of visitors to Newport Wetlands could not think of anything that would add to their enjoyment and only made positive comments (65%). This was slightly higher than the all Wales average of 53%, illustrating that fewer visitors to Newport Wetlands had any issues with the site, compared to all Wales sites in general.

Any suggestions to improve the site were made by relatively small numbers of visitors, and Table 9 below outlines the comments that were made by 2% or more. The most frequently mentioned improvement related to improving the signage at the site; 8% of visitors wanted to see better signs and maps, or more signs and maps. A smaller proportion (5%) felt there could be more wildlife and birds at the site, while 3% each mentioned more activities for children or more information on the wildlife, vegetation and area – see Table 9 below.

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

Suggested improvements	Newport Wetlands 2015 %	All Wales 2015 %
Nothing / general positive comments	65	53
Improve signage / more maps / better maps	8	6
More wildlife / birds	5	1
More activities for children / more play areas	3	1
More information on wildlife / vegetation / area	3	2
More seating	2	3
Improve maintenance of paths / cycle tracks / better surfacing	2	2
Improve café / catering	2	2
More dog poo bins / remove dog poo	2	9
Better access / make more accessible (including disabled access)	2	1
Don't know	<1	1

Base: All visitors – Newport Wetlands 201 (233); All Wales 2014 (1,188)

There were a few comments made by one or two visitors:

- More trails / paths / cycle tracks
- Drinking water taps
- Negative / positive comments about access for dogs
- Improve toilets / more toilets / shower facilities / changing area
- More bins / litter bins / recycling bins / less litter
- More activities / sports (tennis courts, football, horse riding)
- More advertising
- Cheaper café
- Longer opening hours (shop / café / main gates)
- Fewer people / fewer cyclists
- Better parking (easier, more, cheaper, free)
- More picnic areas / BBQ / picnic tables and benches
- More sheltered areas.

On a similar note: when asked if there was anything that interfered with their enjoyment of their visit to Newport Wetlands, three quarters (73%) reported that nothing had. This was higher than the all Wales average of 68%, again illustrating that visitors to Newport Wetlands found fewer issues with this site compared to all Wales sites in general. The comments made were mentioned by very small proportions, and Table 10 below details those made by 2% of the sample or more.

The main thing that had interfered with visitors' enjoyment was the weather (15%). Other issues were spoken of by only small proportions of visitors; these included the site being too busy (3%), unclear signage, a need for more litter bins and some poor maintenance of the paths, fences, waterways (2% for each).

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

Problem areas	Newport Wetlands 2015 %	All Wales 2015 %
Nothing	73	68
Wet / raining / windy (poor weather)	15	8
Too busy / too many kids	3	1
Signs unclear / need better signs / more maps	2	3
Need more litter bins / recycling bins / too much litter	2	5
Poor maintenance of the site (paths, fences, waterways)	2	1

Base: All visitors – Newport Wetlands 2015 (233); All Wales 2015 (1,188)

There were a few comments made by one or two visitors:

- Too hot
- Problems with car parks / faulty machines / limited spaces
- Poor service in café / long queues / inconvenient opening hours
- Toilets – not enough / closed / out of order / cleaner toilets / no changing
- Dog mess on paths / in play areas
- Lack of information / education about nature, forest, history
- Noisy (low flying aircraft / jets or road)
- Café expensive
- Need more sheltered picnic areas / picnic tables and benches
- Problems getting around the site (e.g. trails closed, no disabled access)
- Complaints about other visitors.

6. Site facilities

6.1 Importance of site facilities

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

Given the wide variety of facilities available at the site, there were a wide range of comments received. Most of the individual facilities were mentioned by only small proportions of visitors, and Figures 12a and 12b show these in detail.

Walking trails were mentioned by the highest proportion of visitors to Newport Wetlands (43%), which was lower than the all Wales average (64%). A further quarter (25%) mentioned car parking, while a fifth mentioned the toilets (18%).

Around one in six said that the wildlife viewing (16%), café (15%) and Visitor Centre (14%), were important to their decision to visit. Another tenth of visitors spoke of the play areas and the National Nature Reserve (11% for each) - see Figure 12a below and 12b overleaf for more details of the relative importance of various facilities at Newport Wetlands.

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

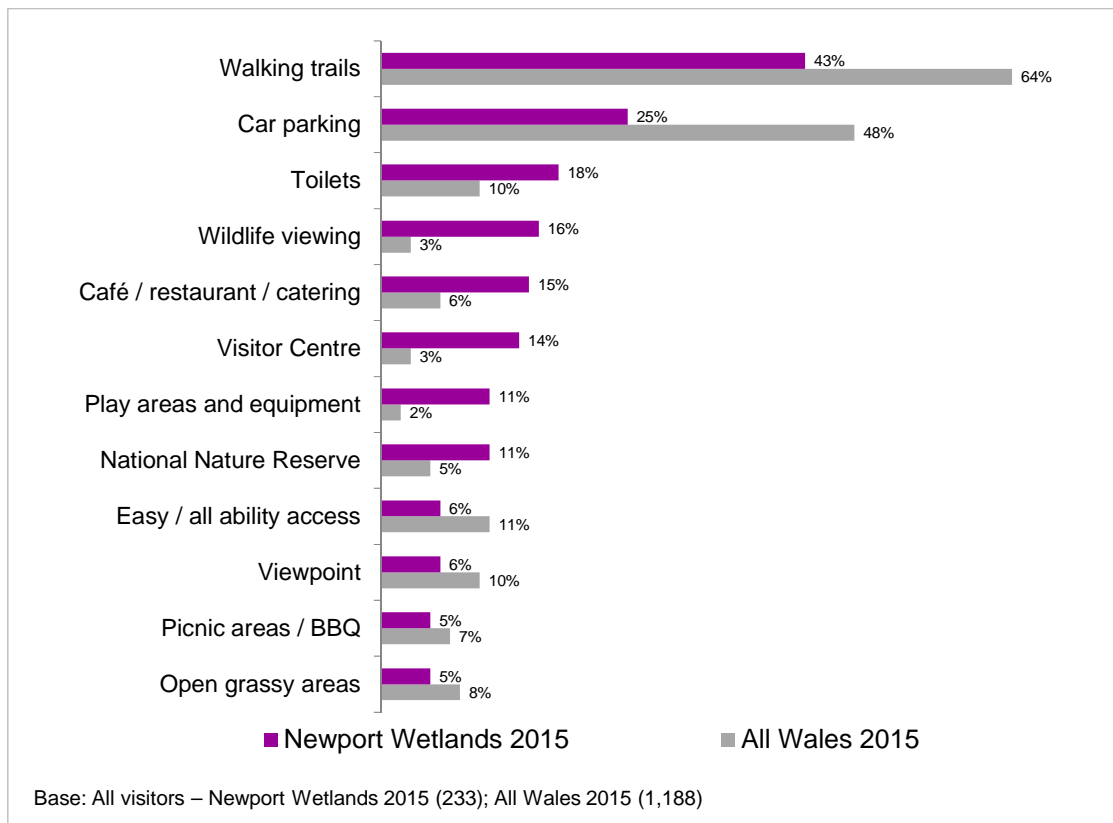
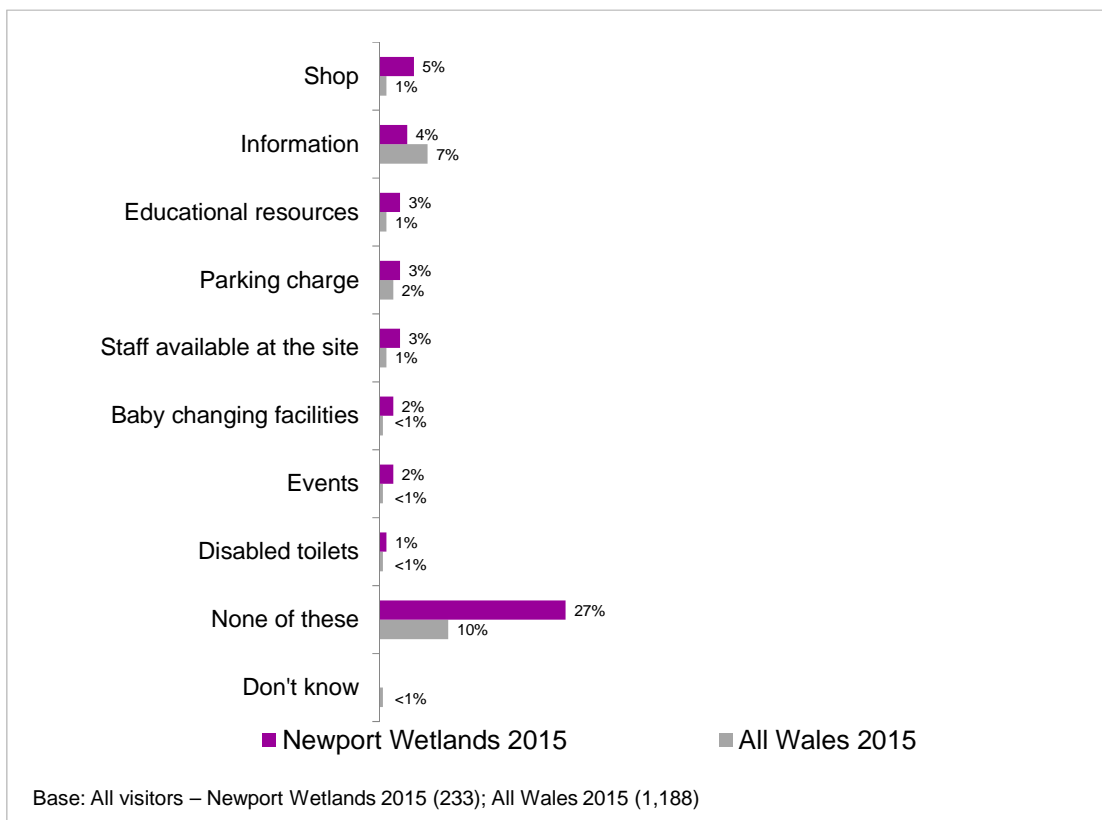


Figure 12b: Q13. Importance of facilities in deciding to visit the site continued...



Certain other factors (apart from site facilities) were important to around half of visitors when choosing to come to the site (48%). Only a relatively small proportion of visitors mentioned each factor, and those mentioned by more than 2% of visitors are outlined below.

The good weather was mentioned by most visitors to Newport Wetlands (10%), followed by being outdoors in the fresh air (6%) and the site being good for the children (4%).

Smaller proportions mentioned that the site was close to home, relaxing and good value for money (3% for each) - see Table 11 overleaf.

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

Spontaneous mentions	Newport Wetlands 2015 %	All Wales 2015 %
Nothing	52	53
Good weather / sunny / warm	10	3
Outdoors / fresh air / open spaces	6	2
Good for the children / children like it / child friendly	4	3
Meeting / visiting with friends (bring family)	3	3
Local / close to home / convenient	3	5
Relaxing / peaceful / tranquil / quiet	3	2
Good value for money / cheap / free	3	1
A day out / nice, good day out	2	1
Been before / come here a lot / good memories	2	2
Don't know	-	1

Base: All visitors – Newport Wetlands 2015 (233); All Wales 2015 (1,188)

Other factors were mentioned by one or two visitors:

- Bad weather / wet / windy / cold
- Was just passing by / en route / was in the area
- Beautiful scenery / views / natural beauty
- Dog friendly / dogs can come off leads / dog facilities
- Had some free time (over Easter / Bank Holiday)
- To see wildlife / bird watching (inc. feeding the ducks)
- Wanted to go walking / cycling
- Easily accessible / easy to get around (wheelchair access)
- Good facilities
- Negative comments / recommendations
- Read about the site on a website / in a magazine (inc. good reviews)
- Safe environment / safe place to go walking on my own
- Close to where I am staying (staying visitors) / parents live locally
- Something different / a change.

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 reflected to a large extent visitors' views of the importance of facilities. Parking was used by the vast majority of visitors (94%), followed by the parking charge (73%) and walking trails (66%).

The café was used by around half of visitors (46%), while two fifths used the toilets (39%) and a third the Visitor Centre (33%).

Facilities used by the smallest proportions of visitors included the educational resources (4%), information (3%), easy / all ability access (3%), baby changing facilities, disabled toilets and events (1% for each) – see Figure 13a below and 13b overleaf for more details.

Figure 13a: Q15a. Facilities used at Newport Wetlands 2015

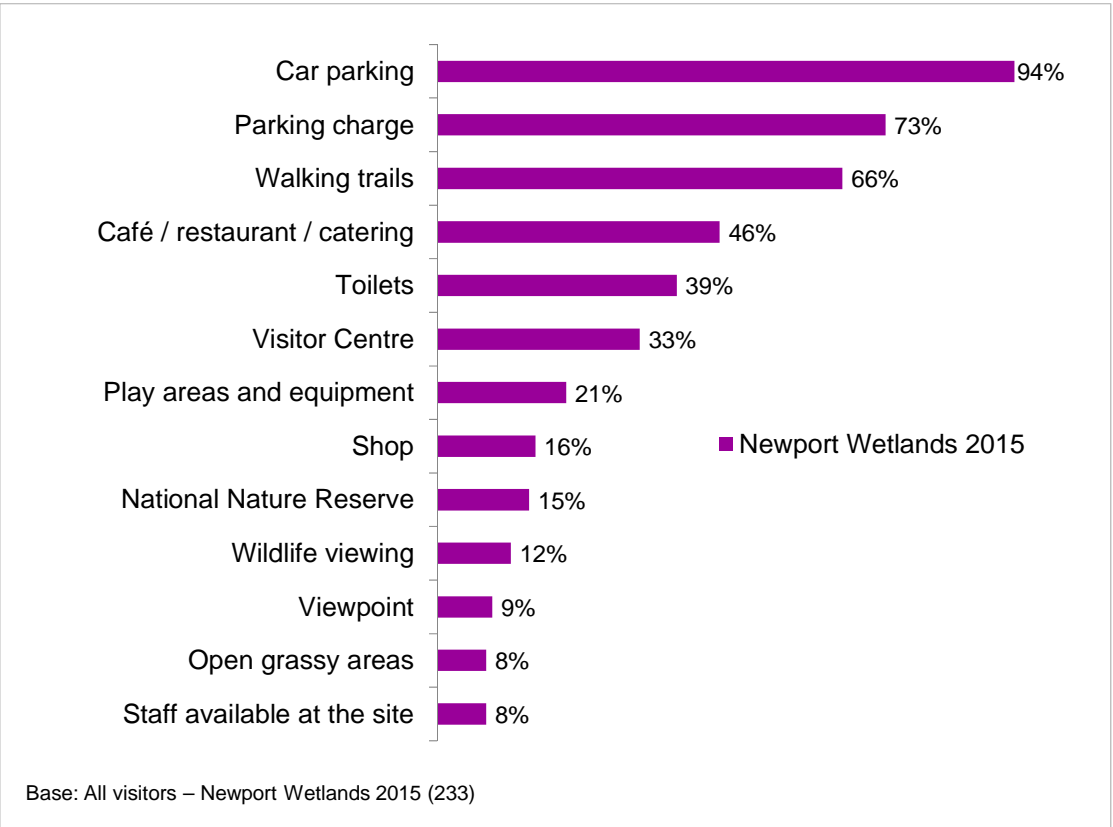
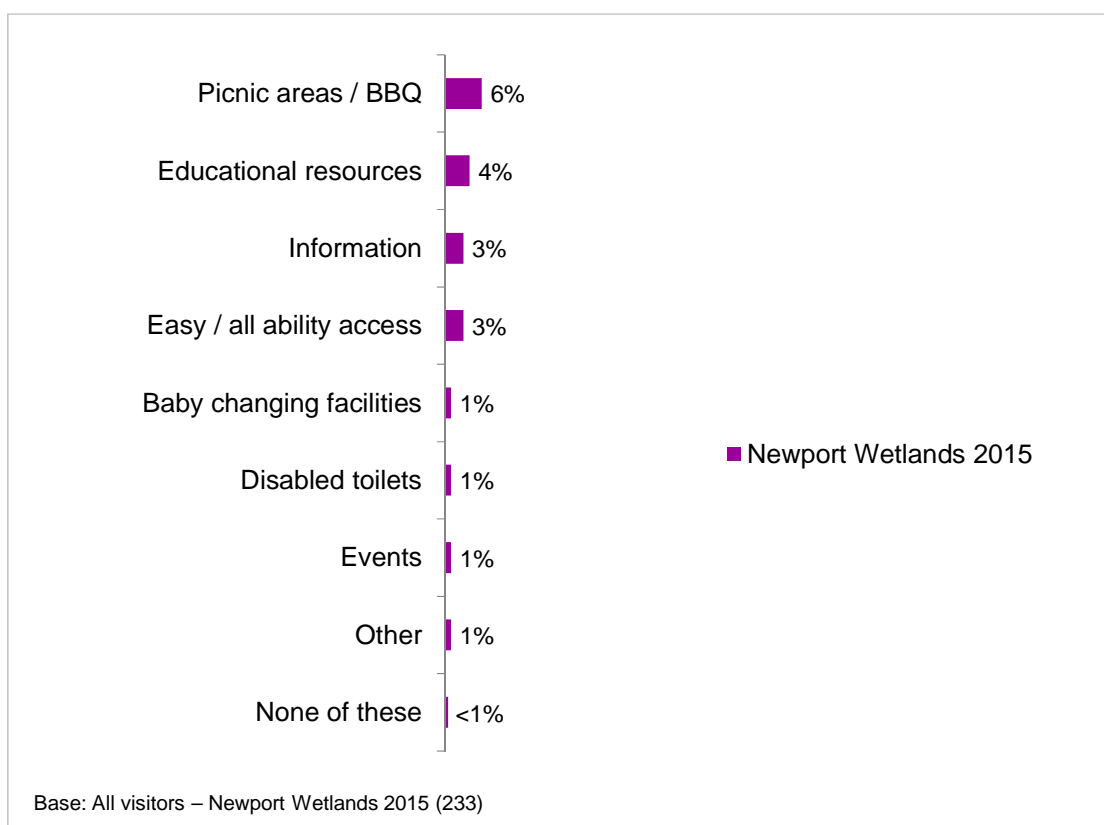


Figure 13b: Q15b. Facilities used at Newport Wetlands 2015 continued



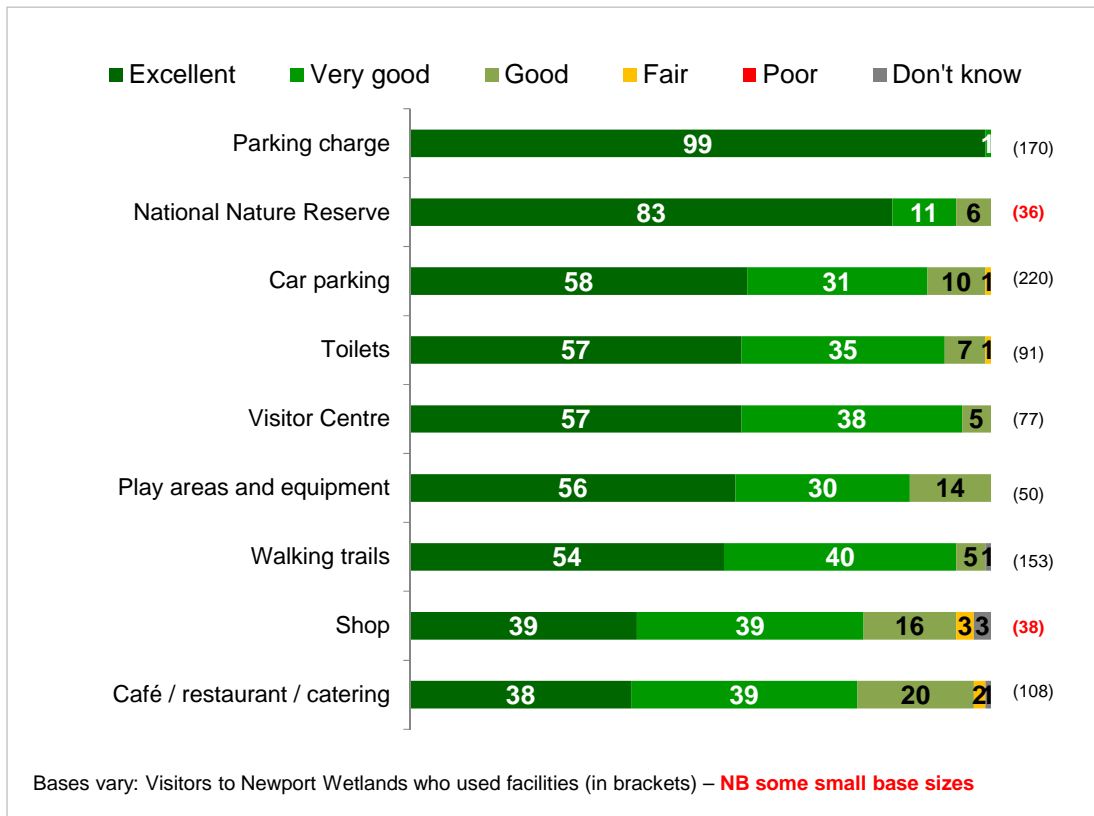
6.3 Rating of site facilities

Visitors were then asked to rate the facilities they had used. The ratings for the facilities used by 30 or more visitors to Newport Wetlands have been detailed in Figure 14 below. Ratings of most of the facilities were positive, with the vast majority giving a positive rating of either 'excellent', 'very good' or 'good'.

The facility that received the highest score was the parking charge. Virtually all users rated this as 'excellent' (99%) whilst the remainder rated it as 'very good' (1%). The National Nature Reserve was felt to be 'excellent' by eight in ten users (83%), while around half gave 'excellent' ratings for the car parking (58%), toilets (57%), Visitor Centre (57%), play areas (56%) and walking trails (54%).

The facilities that received the least positive rating were the shop and the café; while the majority rated these positively, only around two fifths felt they were 'excellent' (39% and 38% respectively) – see Figure 14 overleaf for more details.

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



7. Sources of information used to plan visit

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

Most visitors had always known about the site (63% cf. 52% all Wales sites); this relates to the earlier finding where 80% of visitors had been to the site before.

Another fifth of visitors heard about Newport Wetlands through word of mouth (22%), which was in line with the all Wales figure (21%).

The third main source of information used to find out about Newport Wetlands was a general website (7% cf. 5% all Wales). Road signs informed 3% of visitors about the site, while 2% used Google / internet search engines - see Table 12 below.

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

Sources of information	Newport Wetlands 2015 %	All Wales 2015 %
Always known about it / been here before	63	52
Word of mouth	22	21
Websites	7	5
Road signs	3	6
Google / other search engine	2	7
Don't know	<1	<1

Base: All visitors – Newport Wetlands 2015 (233); All Wales 2015 (1,188)

Other sources of information mentioned by one or two visitors included:

- Just passing / en route
- Book / guide book
- Newspaper
- Organised trip (with school / university)
- Map
- Facebook
- TV
- Magazine (unspecified).

8. Visiting other areas and attractions

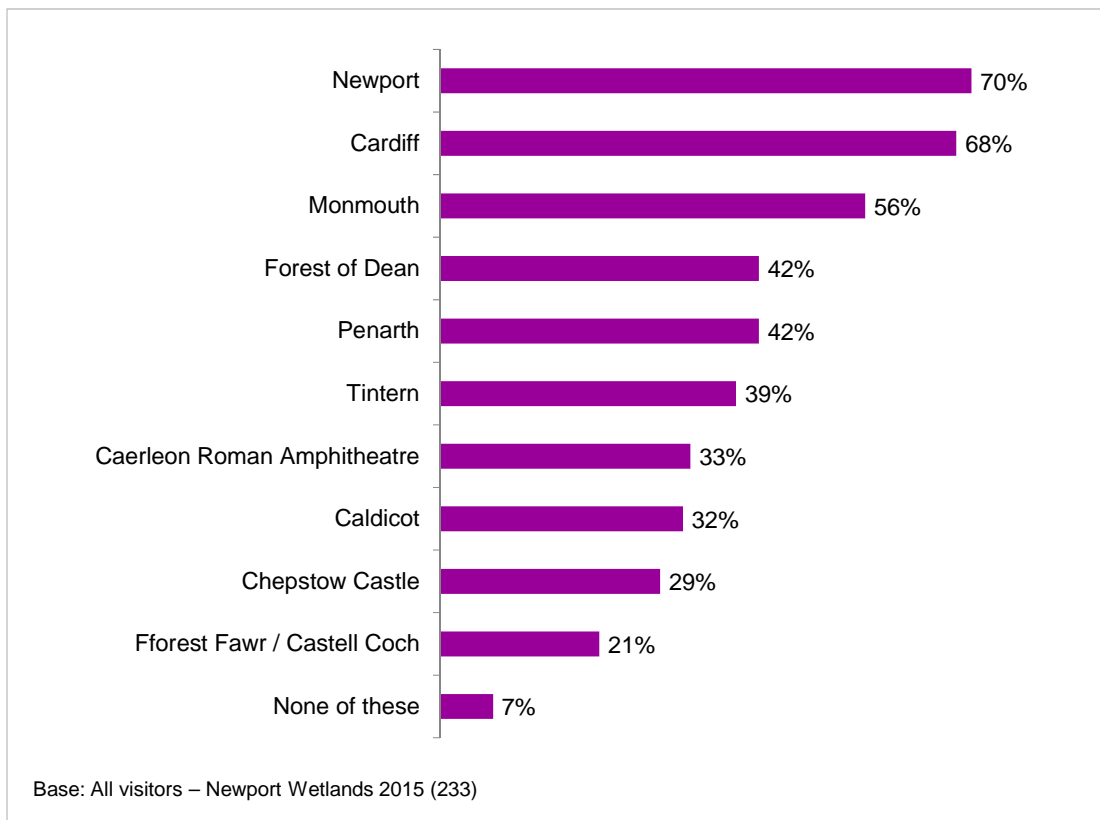
Visitors to Newport Wetlands were presented with a list of nearby attractions and towns, and asked whether they had visited any of these in the last 12 months: most visitors (93%) had visited at least one.

The nearby towns of Newport and Cardiff were mentioned by the highest proportions of visitors to Newport Wetlands (70% and 68% respectively), followed by Monmouth (56%).

Two fifths had also visited the Forest of Dean, Penarth (42% for each) and Tintern (39%), while a third mentioned visiting Caerleon Roman Amphitheatre (33%) and Caldicot (32%)

Chepstow Castle was mentioned by three in ten visitors to Newport Wetlands (29%), while a fifth had visited Fforest Fawr / Castell Coch (21%) – see Figure 15 below for more details.

Figure 15: Q19. Other areas / attractions visited 2015



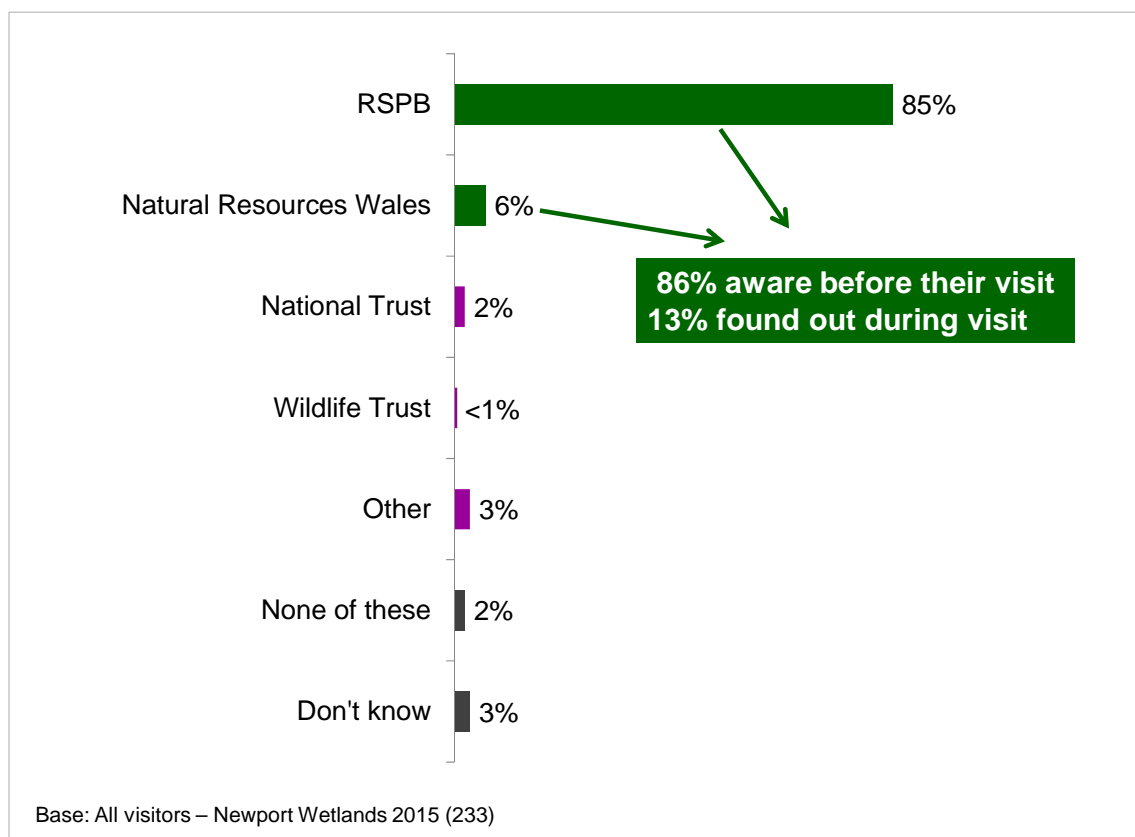
9. Awareness of NNR status and managing organisation

The vast majority of visitors knew that Newport Wetlands was a National Nature Reserve before their visit (92%). Awareness of this was relatively high amongst first-time visitors (72%), although it was predictably higher amongst repeat visitors (97%).

The vast majority also knew that the site was managed by the RSPB (85%), although only a small number were aware of Natural Resources Wales' role in managing the site (6%). Only a small number of visitors had misconceptions about the management of the site, with 2% under the impression that the site was managed by the National Trust, and 3% mentioning other organisations.


Amongst those who were aware that Newport Wetlands was managed by RSPB / NRW, the majority knew this before they arrived (86%), while 13% discovered this during their visit (1% did not know) – see Figure 16 below.

Figure 16: Q20b / Q20c. Awareness of organisation managing Newport Wetlands



Appendix I

Questionnaire

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

APPROACH ADULTS AGED 16+ - READ OUT

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

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

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

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

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

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

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

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

(7)
1
2
3

IF SPEAK WELSH, ASK S3 BEFORE CONTINUING WITH INTERVIEW

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

- English
- Welsh

(8)
1
2

ASK ALL

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

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

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

SHOWCARD A

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

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

(17)
1
2
3
4
5

SHOWCARD B

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

First visit

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

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

ASK ALL

SHOWCARD C

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

PROBE - Any others?

RECORD IN FIRST COLUMN IN GRID BELOW - CODE ALL MENTIONED

ONLY ASK Q4b IF MORE THAN ONE PERSON IN GROUP

SHOWCARD C AGAIN

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

RECORD IN SECOND COLUMN IN GRID BELOW - CODE ALL MENTIONED

ASK ALL

SHOWCARD C AGAIN

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

RECORD IN THIRD COLUMN IN GRID BELOW - CODE ALL MENTIONED

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

ASK ALL

SHOWCARD D

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

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

Don't know

(45)

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

INSTRUCTIONS:

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

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

SHOWCARD D AGAIN

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

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

ASK ALL

SHOWCARD E

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

ASK ALL

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

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

Other (please specify) (79-82m)

- Nothing L
- Don't know M

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

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

Other (please specify) (87-90m)

- Nothing L
- Don't know M

ASK ALL

SHOWCARD F

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

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

Don't know / not sure

(95)

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

ASK Q12 IF CODED 1-6 AT Q11

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

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

(96-99m)

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

Other (please specify)

(100-103m)

Don't know

M

NEWPORT WETLANDS

ASK ALL

SHOWCARD G6

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	Baby changing facilities	6
B	Café / restaurant / catering	A
C	Car parking	C
D	Disabled toilets	G
E	Easy / all ability access	H
F	Educational resources	I
G	Events	J
		(109-112m)
H	Information available / interpretation	5
I	National Nature Reserve	8
J	Open grassy areas	9
K	Parking charge	B
L	Picnic areas / BBQ	C
M	Play areas and equipment	E
N	Shop	H
O	Staff available at the site	I
P	Toilets	K
Q	Viewpoint	M
R	Visitor Centre	N
S	Walking trails	O
		(113-116m)
T	Wildlife viewing / activities	3

None of these

M

Don't know

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?

(117-120m)

PROBE Anything else?

RECORD VERBATIM

(121-124m)

Nothing

M

Don't know

N

NEWPORT WETLANDS

ASK ALL

SHOWCARD G6 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	Baby changing facilities	6	1	2	3	4	5	6	7	(145)
B	Café / restaurant / catering	A	1	2	3	4	5	6	7	(149)
C	Car parking	C	1	2	3	4	5	6	7	(151)
D	Disabled toilets	G	1	2	3	4	5	6	7	(155)
E	Easy / all ability access	H	1	2	3	4	5	6	7	(156)
F	Educational resources	I	1	2	3	4	5	6	7	(157)
G	Events	J	1	2	3	4	5	6	7	(158)
		(129-132m)								
H	Information available / interpretation	5	1	2	3	4	5	6	7	(168)
I	National Nature Reserve	8	1	2	3	4	5	6	7	(171)
J	Open grassy areas	9	1	2	3	4	5	6	7	(172)
K	Parking charge	B	1	2	3	4	5	6	7	(174)
L	Picnic areas / BBQ	C	1	2	3	4	5	6	7	(175)
M	Play areas and equipment	E	1	2	3	4	5	6	7	(177)
N	Shop	H	1	2	3	4	5	6	7	(180)
O	Staff available at the site	I	1	2	3	4	5	6	7	(181)
P	Toilets	K	1	2	3	4	5	6	7	(183)
Q	Viewpoint	M	1	2	3	4	5	6	7	(185)
R	Visitor Centre	N	1	2	3	4	5	6	7	(186)
S	Walking trails	O	1	2	3	4	5	6	7	(187)
		(133-136m)								
T	Wildlife viewing / activities	3	1	2	3	4	5	6	7	(190)
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	M								
	Don't know	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)

NEWPORT WETLANDS

FOU: (335-369 FOR Q19)

ASK ALL

SHOWCARD K6a (W)

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

- Caerleon Roman Amphitheatre
- Caldicot
- Cardiff (city)
- Chepstow Castle
- Fforest Fawr/Castell Coch
- Forest of Dean
- Monmouth (town)
- Newport (city)
- Penarth (town)
- Tintern

- None of these
- Don't know

(360-363m)

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

FOU: (370-410 FOR Q20)

Q20a Before your visit here today, did you know that this was area was a National Nature Reserve?

- Yes
- No
- Don't know

(395)

- 1
- 2
- 3

SHOWCARD K6b (W)

Q20b Which of these organisations manages Newport Wetlands?

CODE ALL MENTIONED

- Natural Resources Wales
- National Trust
- RSPB (Royal Society for the Protection of Birds)
- Wildlife Trust

Other (please specify) _____

- None of these
- Don't know

(396-399m)

- 1
- 2 **Q20c**
- 3
- 4
- X
- L **Q21**
- M

ASK IF 1-4 OR OTHER AT Q20b

Q20c Were you aware of this before your visit here today, or did you find this out during your visit here today?

- Aware before visit
- Found out during visit
- Don't know

(400)

- 1
- 2
- 3

ASK ALL

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

Q21 INTERVIEWER RECORD GENDER

(415)

Male

1

Female

2

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

(416)

16-24 years

1

25-34 years

2

35-44 years

3

45-54 years

4

55-64 years

5

65+ years

6

Refused

7

SHOWCARD M

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

(417)

SINGLE CODE

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

1

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

2

Self-employed full or part time

3

On a government supported training programme

4

Full time education at school, college or university

5

Unemployed and available for work

6

Permanently sick / disabled

7

Wholly retired from work

8

Looking after the home

9

Other (please specify) _____

Refused

Z

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

(418)

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

Job title _____

Position / Grade _____

AB

1

C1

2

C2

3

DE

4

Refused

5

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

ASK Q28a AT ENGLAND SITES ONLY

SHOWCARD O (E) AND PURPLE ENGLAND MAP

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

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

- Wales
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(425)

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

ASK Q28b AT WALES SITES ONLY

SHOWCARD O (W) AND WALES MAP

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

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

- England
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(426)

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

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

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

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

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

Appendix II

Explanation of social class categories

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

AB

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

C1

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

C2

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

DE

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

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