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Research Report

Quality of the Visitor
Experience 2014

Salcey



Prepared for:
Natural Resources Wales /
Forestry Commission England

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Contents	Page
1. Executive summary	1
1.1 Quality of the Visitor Experience Research.....	1
1.2 Salcey	1
1.3 Perceptions of the site	2
1.4 Strengths of the site	2
1.5 Areas for improvement.....	2
1.6 Visitor profile	3
2. Introduction	5
2.1 Background.....	5
2.2 Research programme	6
2.3 Report	7
2.4 Data tables.....	7
3. Visitor profile information	8
3.1 Visitor profile	8
3.2 Group profile	10
3.2.1 Size of group.....	10
3.2.2 Composition of group.....	11
4. Profile of visit	12
4.1 Type of visit.....	12
4.2 Visitor origin	13
4.3 Frequency of visits	15
4.3.1 First-time visitors.....	15
4.3.2 Repeat visitors	15
4.4 Length of visit.....	16
4.5 Activities undertaken.....	17
4.6 Length of time spent on activities.....	19
4.7 Money spent at the site and in area as a result of the visit	20

5.	Perceptions of the site	24
5.1	Overall rating of the site as a place to visit.....	24
5.2	Overall rating of the site as safe and welcoming.....	25
5.3	Recommending the site as a place to visit.....	27
5.4	Favourite things about the site	28
5.5	Suggested improvements to the site.....	29
6.	Site facilities	32
6.1	Importance of site facilities.....	33
6.2	Facilities used	34
6.3	Rating of site facilities	35
7.	Information about sites	37
7.1	Sources used to plan visit	37
7.2	Visiting other sites.....	38
8.	Discovery passes.....	38
8.1	Uptake and interest in season tickets and annual Discovery Passes	39

Appendices

Appendix I - Questionnaire

Appendix II - Explanation of social class

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 2014, a total of 2,808 interviews were conducted: 1,654 in England and 1,154 in Wales.

A total of 42 sites will be surveyed: 14 per year (7 in each country). All selected sites in England are high usage, while sites in Wales consist of a combination of medium and high usage sites. In 2011, interviews were conducted at 11 high usage sites (7 in England and 4 in Wales) and 3 medium usage sites (all in Wales).

This report summarises the findings from the 239 visitor interviews conducted at Salcey in 2014. Throughout the report, comparisons have been made to the previous research conducted in 2011, and the all England average (aggregated data from all 7 sites surveyed in 2014).

1.2 Salcey Forest

Salcey Forest is a former medieval hunting forest in the south of the county of Northamptonshire. There are public footpaths throughout the forest, including a tree-top forest walk, and a range of wildlife can be observed. Reminders of the past can still be found, with many miles of ancient wood-banks, building remains and ancient oak trees, some of which are believed to be over 500 years old.

The forest has a café in one of the main parking areas, next to the children's play area.

1.3 Perceptions of the site

Overall, perceptions of Salcey as a place to visit were very positive. This was also true across all England sites and was generally consistent with the 2011 study. However, only 5% of Salcey visitors rated the site as excellent, which is a drop of 17 % points since 2011, and is considerably lower than average for all England sites (43%). The majority of Salcey visitors said it was 'very good' (87%).

Similarly, ratings of how safe and welcoming Salcey was were very positive overall, with 95% giving a positive rating. However, again, few said it was excellent (10%), with the majority saying it was 'very good' (85%). This was similar to the previous survey, although closer to a fifth said it was excellent in 2011 (21%) whilst two thirds said it was very good (67%).

When asked whether they would be likely to recommend Salcey as a place to visit to a friend or relative (using a score of 0-10), scores for Salcey and all England sites generally were extremely positive with an average recommendation score at Salcey of 9.0 out of 10. This is consistent with 2011, and comparable with, if slightly lower than the all England average of 9.4 out of 10.

1.4 Strengths of the site

Two favourite things about Salcey stood out. These were activities that are good for children (56%) and the walks, paths and trails (54%). Mentions of the children's activities have increased significantly since 2011 (up from 22%), whilst mentions of the walking features have decreased somewhat (from 70%).

1.5 Areas for improvement

Two thirds of visitors to Salcey could not think of anything that would add to their enjoyment and only made positive comments (67%), which was much higher than the all England average of 44%.

Most suggestions to improve the site were therefore made by relatively small numbers of visitors. The main improvement, however, was suggested by almost a third of all visitors (31%), and this was to improve the parking at Salcey. A fairly high proportion (18%) also requested more dog poo bins / the dog poo at the site to be removed and a further 10% asked for more litter bins generally.

1.6 Visitor Profile

Only 16% of visitors to Salcey were first-time visitors, whilst 84% had been before. This is virtually unchanged since 2011 (15% and 85%). Across all England sites on average, there tended to be more first time visitors (24%) and comparatively fewer repeat visitors than at Salcey (76%).

Typically across all England sites, 84% were 'day trippers' and 16% were staying visitors, whereas at Salcey, 98% of visitors were on a day trip and just 2% were staying visitors. Almost all the Salcey day trippers had travelled for less than three hours to reach the site that day, with virtually no-one travelling for over 3 hours.

Salcey visitors tend to be frequent visitors: 43% visit once a month or more often (compared with 32% across all England sites). This is also an increase in visiting frequency since 2011.

The average group size was 3.6, with the majority visiting with children (67%). There were a similar number of children in each group as average (2.1 compared with 2.2 across all England sites), but Salcey visitors were more likely to have younger children with them (0-10 years) than older (11-15 years).

Visitors to Salcey were at the site an average of 1 hour and 53 minutes, a small increase of 4 minutes since 2011. The average length of stay across all sites in England was considerably longer at 2 hours and 48 minutes.

The demographic profile of visitors to Salcey was somewhat dissimilar to the all England average, other than Salcey visitors being more likely to be younger and female than average:

The gender profile was skewed towards females (65% of visitors were women compared with 35% men), whereas the gender split for all England sites was more even (52% females vs. 48% males).

Salcey visitors were younger than average, with 72% of visitors aged under 45 and 28% aged 45+. Across all England sites on average, 61% of visitors were aged 16-44 and 39% were over 45.

Salcey visitors tended more towards the ABC1 socio-economic groups, (professional and non-manual workers = 71%), than C2DE (skilled and unskilled manual workers and the unemployed = 28%). Overall, this was the same as the profile for all England sites; although at Salcey an even higher proportion were ABs (50% vs. 40%).

Almost two thirds (64%) of Salcey visitors had children in the household, which is somewhat higher than the all England figure (54%).

The overwhelming majority of visitors to Salcey were white British / Welsh / Irish (95%), with only a small number of visitors describing their ethnicity as 'White Other European' (3%) or 'Black / Asian / Mixed' (1%) – again this was in line with the all England data.

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 will conduct approximately 9,000 interviews with visitors to forests, woodlands and National Nature Reserves across England and Wales. In 2014, a total of 2,808 interviews were conducted: 1,654 in England and 1,154 in Wales.

A total of 42 sites will be surveyed: 14 per year (7 in each country). All selected sites in England are high usage, while sites in Wales consist of a combination of medium and high usage sites. In 2013, interviews were conducted at 11 high usage sites (7 in England and 4 in Wales) and 3 medium usage sites (all in Wales).

Table 1 below details the sites surveyed in 2014, along with the number of interviews completed at each.

Table 1: Interviewing sites and number of interviews conducted

England		Wales	
Site	No. of interviews	Site	No. of interviews
Bedgebury	236	Alwen (M)	133
Delamere	240	Bwlch y Nant yr Arian (H)	190
Forest of Dean	230	Clocaenog (M)	136
Hamsterley	234	Coed y Brenin (H)	205
High Lodge, Thetford Forest	246	Cors Caron (H)	176
Salcey	239	Crychan (M)	125
Whinlatter	229	Garwnant (H)	189
TOTAL	1,654	TOTAL	1,154

* H = High usage; M = Medium usage

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

The core interviewing period ran from March to October 2014. At Salcey, interviewing took place between 29th March and 25th October, and a total of 239 interviews were conducted.

2.3 Report

This report summarises the results of the interviews undertaken at Salcey in 2014, and includes individual sites scores on key visitor measures. Throughout the report, comparisons have been made to the 'All England figures (aggregated results from all 7 sites) and previous findings from the 2011 research (where applicable).

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

2.4 Data tables

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

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

3. Visitor profile information

3.1 Visitor profile

Visitors were asked a number of questions to determine the types of people who were visiting Salcey. Table 2 overleaf details the profile of visitors, compared with the profile of visitors to all sites surveyed in England in 2014 and shows that visitors to Salcey somewhat dissimilar to the all England average, other than Salcey visitors being more likely to be younger and female than average:

The main notable difference at Salcey was that the gender profile was skewed towards females (65% of visitors were women compared with 35% men), whereas the gender split for all England sites was more even (52% female and 48% male).

Salcey visitors were also younger than average, with 72% of visitors aged under 45 and 28% aged 45+. Across all England sites on average, 61% of visitors were aged 16-44 and 39% were over 45.

Salcey visitors tended more towards the ABC1 socio-economic groups, (professional and non-manual workers = 71%), than C2DE (skilled and unskilled manual workers and the unemployed = 28%). Overall, this was the same as the profile for all England sites; although at Salcey an even higher proportion were ABs (50% vs. 40%).

Almost two thirds (64%) of Salcey visitors had children in the household, which is somewhat higher than the all England figure (54%).

The overwhelming majority of visitors to Salcey were white British / Welsh / Irish (95%), with only a small number of visitors describing their ethnicity as 'White Other European' (3%) or 'Black / Asian / Mixed' (1%) – again this was in line with the all England data – see Table 2 overleaf for more details.

Table 2: Profile of visitors by key demographics 2014

		Salcey %	All England %
Gender	Male	35	48
	Female	65	52
Age	16 – 24	3	5
	25 – 34	20	21
	35 – 44	48	35
	45 – 54	13	20
	55 – 64	9	11
	65+	6	8
Social class	AB	50	40
	C1	21	31
	C2	15	18
	DE	13	10
	Refused	-	1
Working status	Full-time employee (30+ hours per week)	49	59
	Part-time employee (<30 hours per week)	30	17
	Self-employed	3	5
	Full-time education	1	2
	Unemployed	3	1
	Permanently sick / disabled	<1	<1
	Retired	9	10
	Looking after home	5	5
	Other	-	<1
	Refused	-	<1
Limiting illness	Yes – limited a lot	<1	2
	Yes – limited a little	1	4
	No	97	92
	Refused	1	1
Children in household	Yes	64	54
	No	36	46
	Refused	<1	<1
Ethnicity	White – British / Welsh / Irish	95	96
	White – Other	3	3
	Black / Asian / Mixed	1	1
	Refused	<1	<1

Base: All visitors – Salcey (239); All England (1,654)

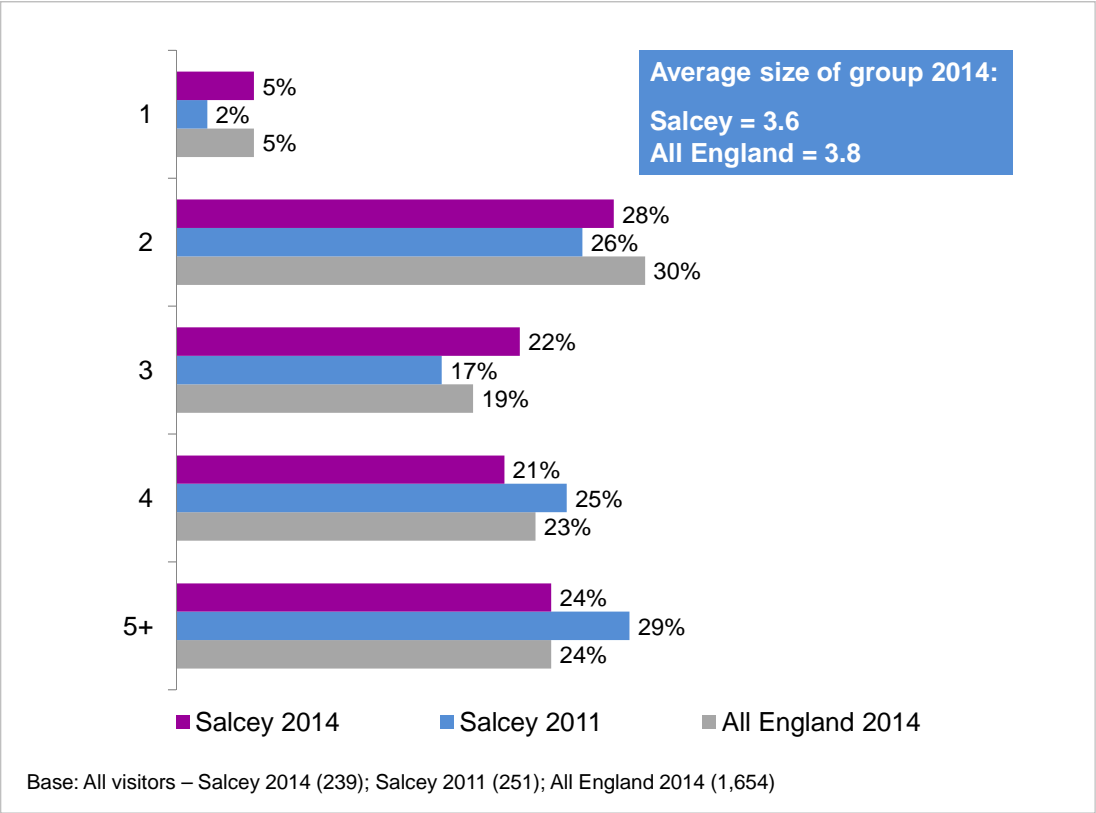
3.2 Group profile

3.2.1 Size of group

Group size at Salcey averaged 3.6 people, which is similar to the all England average of 3.8 people.

There was very little variation in actual group size, with around a quarter of visitors comprising of each group size. This is largely similar to the group sizes reported in 2011 and fits with the all England profile.

Figure 1: Q1. Total size of the group

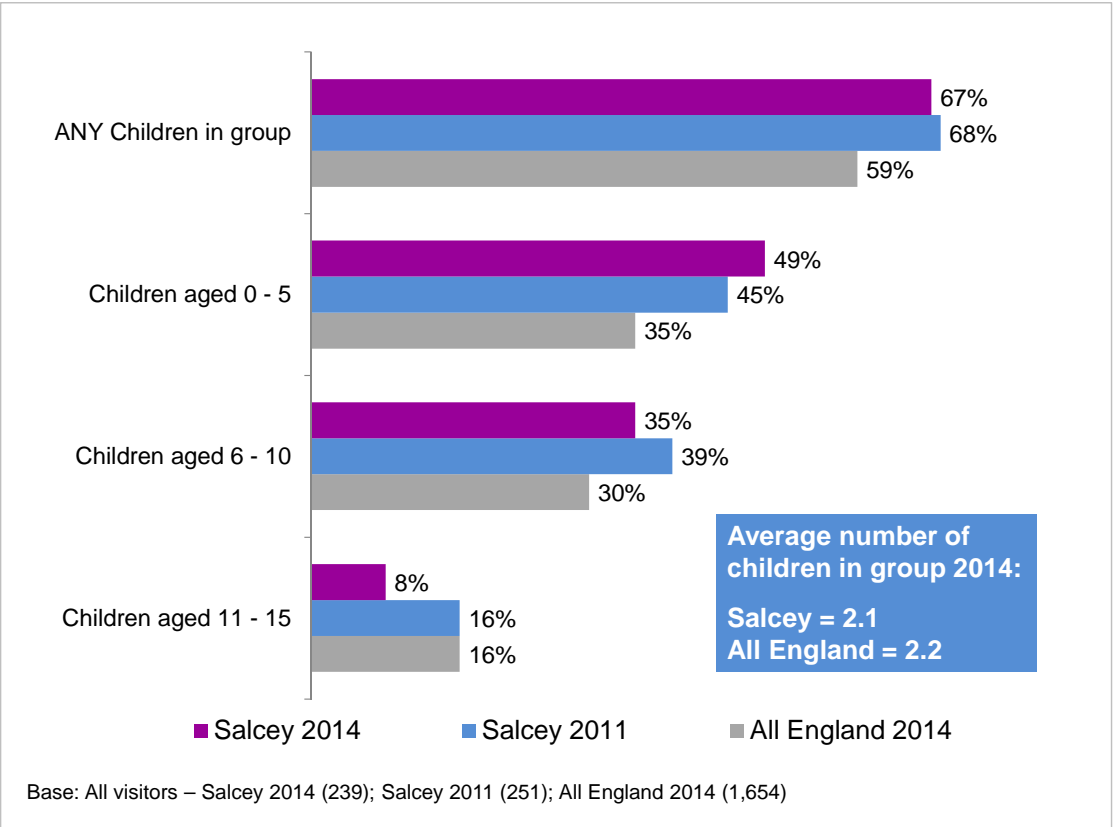


3.2.2 Composition of group

The majority of the groups who visited Salcey included children (67%), which is in line with the 2011 findings and is somewhat higher than the all England average (59%). There were a similar number of children in each group as average across England, with 2.1 children at Salcey and 2.2 across all England sites on average.

The ages of children in the groups were largely consistent with 2011 and show that Salcey has a lot more younger children visiting than older: 49% of visitors had children aged 0-5 with them.

Figure 2: Q1. Composition of group



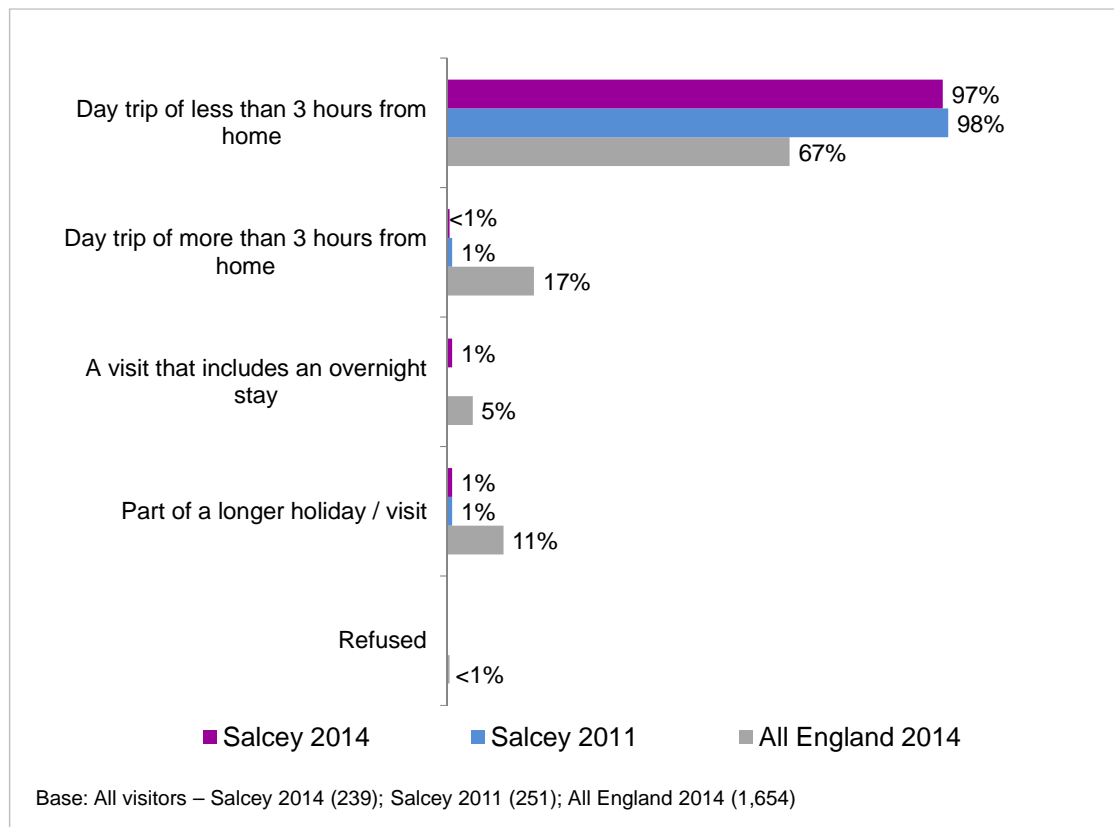
4. Profile of visit

4.1 Type of visit

Typically across all England sites, 84% were 'day trippers' and 16% were staying visitors, whereas at Salcey, 98% of visitors were on a day trip and just 2% were staying visitors.

Almost all the Salcey day trippers had travelled for less than three hours to reach the site that day, with virtually no-one travelling for over 3 hours. This is the same proportion as reported in 2011 and is significantly higher than the all England average (67%).

Figure 3: Q2. Type of visit



4.2 Visitor origin

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

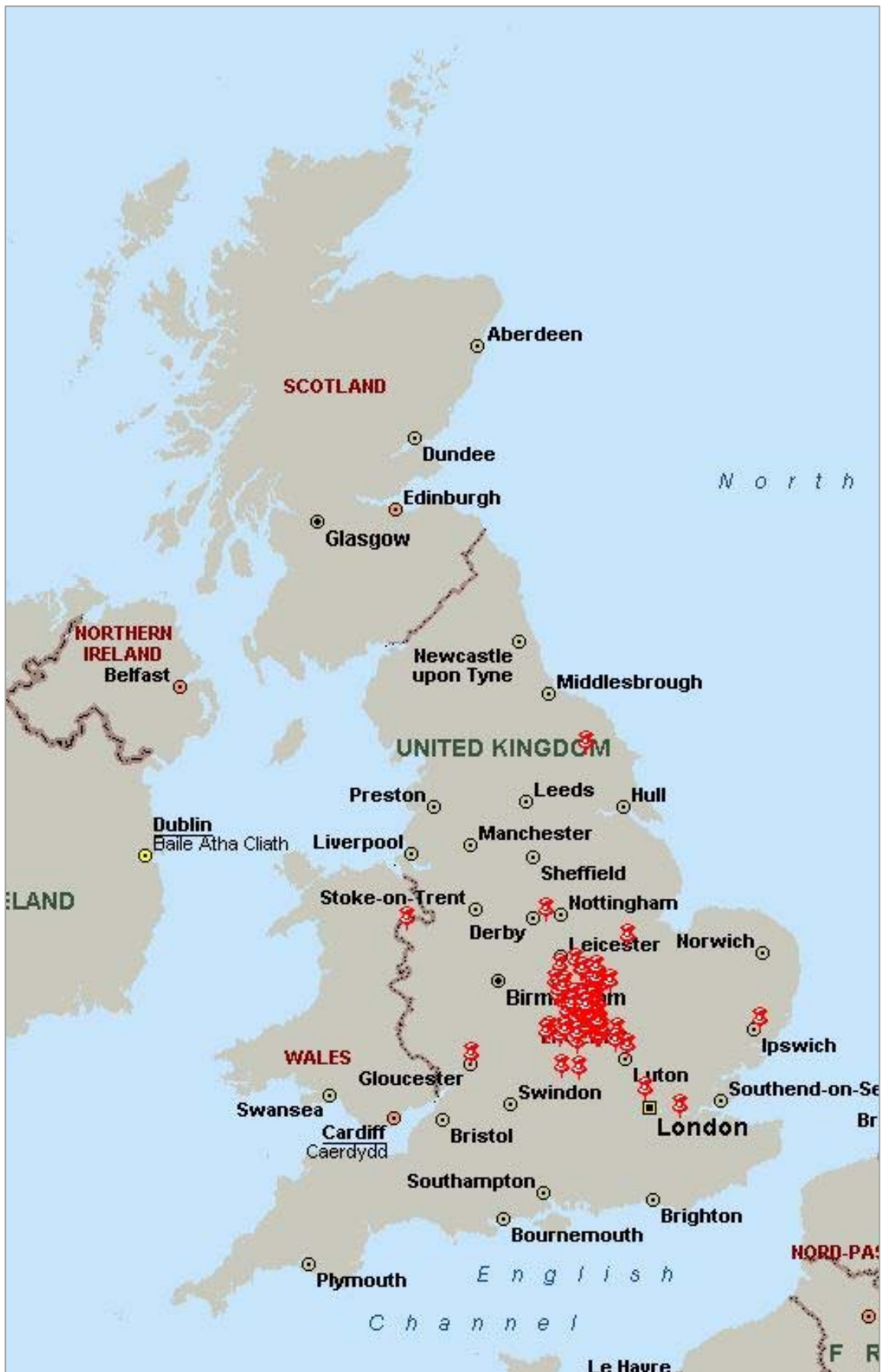
All visitors to Salcey came from within England, with over three quarters coming from the East Midlands (76%) and most of the remainder coming from the South East (22%). Table 3 below and Figure 4 overleaf provide more details:

Table 3: Q28b. Visitor origin 2014

		Salcey %	All England %
Home region	North East England	-	14
	Yorkshire & Humberside	-	3
	North West England	-	21
	West Midlands	<1	3
	East Midlands	76	13
	East of England	1	14
	Greater London	<1	1
	South East England	22	19
	South West England	-	9
Home nation	England	100	97
	Wales	-	1
	Rest of UK	-	<1
	Abroad	-	1

Base: All visitors – Salcey (239); All England (1,654)

Figure 4: Map of visitor origin for Salcey



4.3 Frequency of visits

4.3.1 First-time visitors

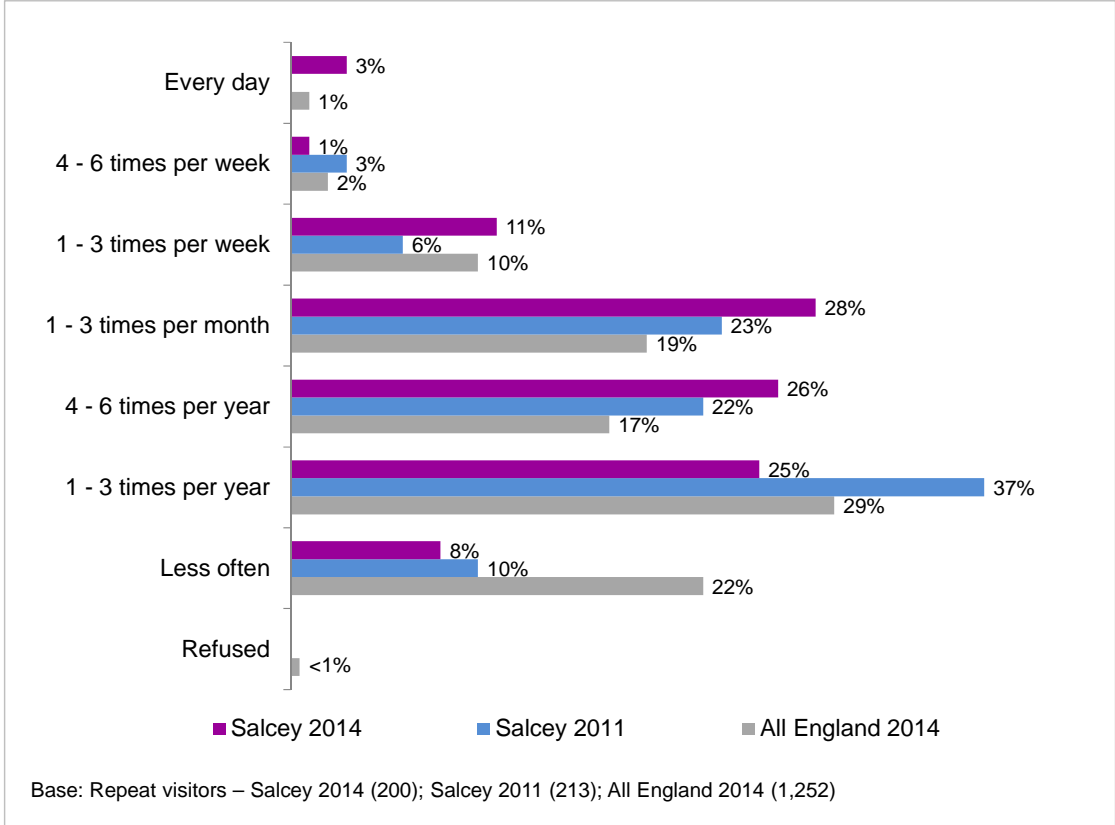
Only 16% of visitors to Salcey were first-time visitors, whilst 84% had been before. This is virtually unchanged since 2011 (15% and 85%). Across all England sites on average, there tended to be more first time visitors (24%) and comparatively fewer repeat visitors than at Salcey (76%).

4.3.2 Repeat visitors

Focussing on repeat visitors, a little over half would be classified as infrequent visitors, coming to Salcey less often than once a month (59%) whilst the remainder (a substantial 43%) visited Salcey at least monthly. (NB figures add up to 100%+ due to rounding).

This represents an increase in frequency of visiting since 2011, and is also favourable in comparison with the 2014 all England average, where 68% visited less than once a month and 32% visited at least monthly.

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



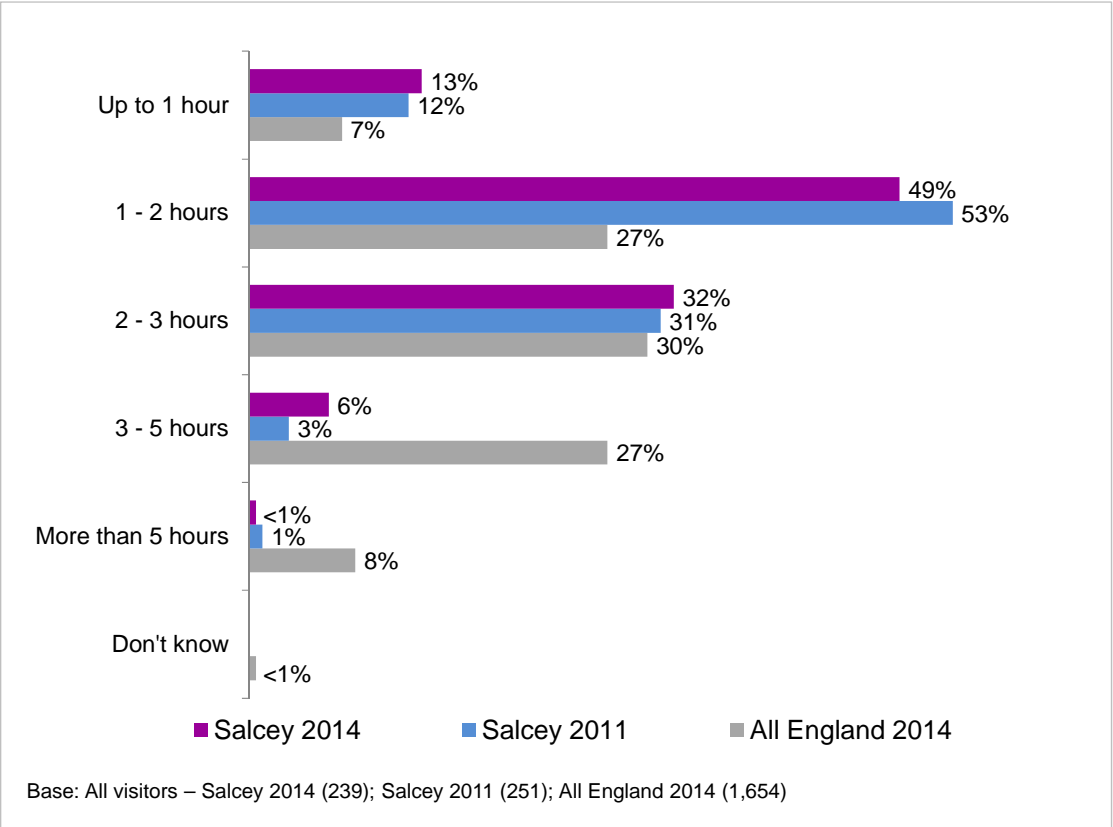
4.4 Length of visit

Visitors to Salcey were at the site an average of 1 hour and 53 minutes, a small increase of 4 minutes since 2011. The average length of stay across all sites in England was considerably longer at 2 hours and 48 minutes.

Looking at Figure 6 below, there has been little change in length of time spent at Salcey since 2011, with around half of visitors spending 1 – 2 hours at the site and a third spending 2 – 3 hours there.

Very few visitors spent over 3 hours at Salcey (6%) whereas over a third of all England visitors on average spent over 3 hours on their visits (35%).

Figure 6: Q5. Approximate length of time spent at the site during visit



4.5 Activities undertaken

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

Table 4 shows the combined figures for the following:

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

By far the most popular activity at Salcey was walking generally, which at 93% was unchanged since 2011 and was considerably higher than the all England average (68%). At Salcey, as with other England sites, using sign-posted trails was the most popular mode of walking (84%) but fewer than average used off road/un signposted trails, just 2%. One in five (18%) of visitors walked their dogs there.

Another popular activity at Salcey was using the café / restaurant / other catering which over three quarters had used on their visit (79%). This is a big increase since 2011 when less than half used the café / catering facilities (46%).

There has been a similar increase in use of the play area, which 62% of visitors had used in 2014, compared with 35% in 2011.

Admiring the views (15%), seeing things in the forest (12%) and having a picnic/BBQ (11%) were also popular activities. Just 7% had been cycling at Salcey, slightly fewer than in 2011 (10%) and lower than the all England average (28%).

There were a few activities recorded in 2011 that were not mentioned in the 2014 research; these have been included in the 2011 'Others' in Table 4 and were made up of photography (4%), bird watching (3%), running / jogging (2%) and nature / natural history visit (1%).

Due to the high number of walkers at Salcey, almost all visitors can be said to have taken part in 'active' activities (99%); this is similar to the all England figure (90%) and is likely to be consistent with 2011, although that information is not available - see Table 4 overleaf.

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

	Salcey 2014 %	Salcey 2011 %	All England 2014 %
Cycling on forest roads, tracks or trails	5	5	17
Cycling off trails or tracks	2	8	18
TOTAL CYCLING	7	10	28
Walking on a sign-posted trail	84	84	47
Walking but not following sign-posts	2	14	17
Dog walking	18	18	16
TOTAL WALKING	93	93	68
Using the café / restaurant / other catering	79	46	58
Using the play area	62	35	28
Admiring the views	15	18	12
Seeing something in the forest	12	2	5
Picnic or barbeque	11	4	16
Other	1	11	2
Taken part in ACTIVE activities	99	-	90

Base: All visitors – Salcey 2014 (239); Salcey 2011 (251); All England 2014 (1,654)

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

4.6 Length of time spent on activities

Those visitors who had taken part in certain physical activities were asked how long they had spent doing these. Walking activities have been analysed in Table 5 below, cycling has not been commented on due to the very small sample size of cyclists at Salcey (16).

As previously mentioned, visits to Salcey lasted 1 hour and 53 minutes on average; those walking spent an average of 1 hour and 4 minutes doing this which is 19 minutes less than in 2011 (1 hour 23 mins).

Three times as many visitors walked for less than half an hour in 2014 than 2011 (10% vs. 3%) whilst almost half (46%) walked for 31 – 60 minutes (27% in 2011).

Only 40% walked for 1 – 2 hours in 2014, down from 60% three years previously and just 3% walked for over 2 hours (down from 10%). The high number of young children visiting the site may be having an effect on the length of time spent walking.

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

	Total duration of visit		Time spent on any walking	
	2014	2011	2014	2011
Up to 30 minutes	2	-	10	3
31 – 60 minutes	11	12	46	27
1 – 2 hours	49	53	40	60
2 – 3 hours	32	31	3	10
3 – 5 hours	6	3	-	-
5+ hours	<1	1	-	<1
Don't know	-	-	<1	-
AVERAGE	1 hrs 53 min	1 hr 49 mins	1 hr 4 mins	1 hr 23 mins

Base: All respondents - 2014 (239); 2011 (251) Respondents who walked, 2014 (222) 2011 (226)

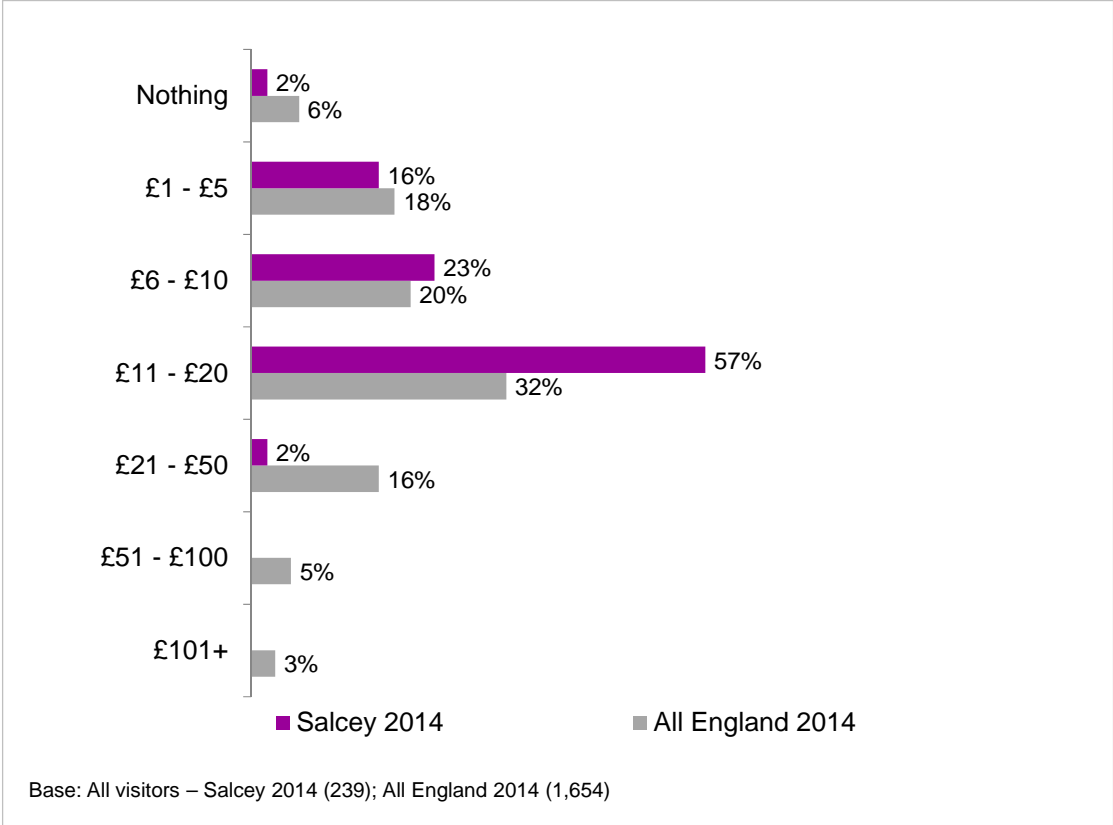
4.7 Money spent at the site and in the area as a result of the visit

Visitors to Salcey were asked how much they intended to spend at the site during their visit on a variety of things, including food and drink, activities, parking, souvenirs and the hiring of equipment. Figure 7 shows the figures calculated by combining the data across all types of intended spending. Please note that due to a change in the administering of this question, comparisons with 2011 spend was not possible.

Only a tiny proportion of the visitors interviewed (2%) said that they did not intend to spend money at the site during their visit, which is not dissimilar to the all England average of 6%.

Overall, whilst slightly more visitors planned to spend something at Salcey, on average, they were more likely to spend a smaller amount than found across all England sites: the mean spend at Salcey was £11.05, compared with £20.81 across all England.

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



When looking at individual types of spending at the site, the item that the highest proportion of visitors to Salcey were likely to spend anything on was parking (92%), closely followed by food and drink (84%). Very few would spend on souvenirs or gifts (less than 1%) and no-one planned to spend on anything else.

The average intended spend on parking was £2.63, and the average for food and drink was £8.44.

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

	% spending anything on items		Average spend on items £	
	Salcey %	All England %	Salcey £	All England £
Parking	92	75	£2.63	£4.22
Food and drink	86	74	£8.44	£8.48
Activities at the site	-	8	-	£4.61
Souvenirs / gifts	<1	5	£0.01	£0.55
Hiring equipment	-	4	-	£1.60
Anything else	-	4	-	£1.56

Base: All visitors – Salcey 2014 (239); All England 2014 (1,654)

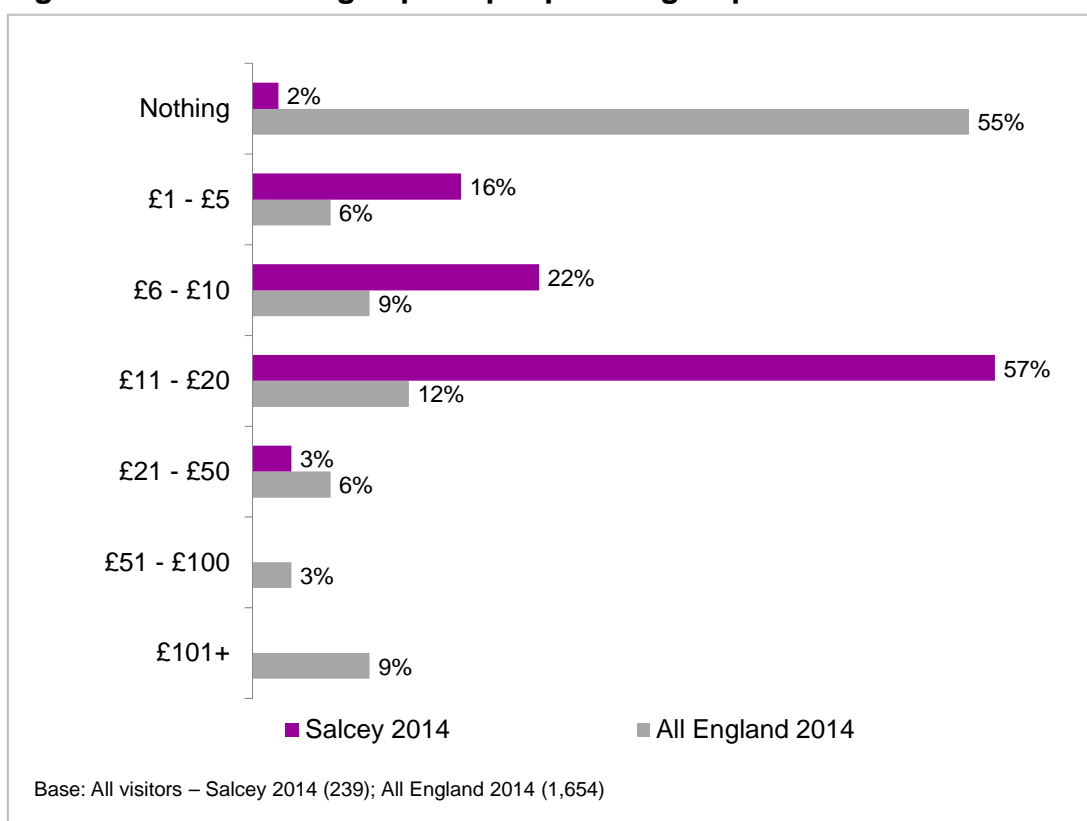
NB The spend data is based on all visitors, not just on those who said they would spend something. This allows an average spend across all visitors to be calculated. However, when not many visitors to a site plan to spend on something (particularly if that feature is not available at a site), the average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

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

The vast majority of visitors to Salcey would spend something in the local area (98%) although the average planned spend was £11.09 (compared with £9.13 across all England sites on average).

As mentioned earlier, the vast majority of visitors to Salcey were day trippers: therefore very few would be expected to spend on accommodation or admission to other attractions in the area for example. Indeed, most of the Salcey visitors who planned to spend anything in the area would spend between £1 and £20 (95% of the total sample), and only 3% said they planned to spend more than this.

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



Looking at what they would spend on in the local area as a result of their visit to Salcey, parking and food and drink were mentioned by the highest proportion of visitors (92% and 86% respectively). Visitors were likely to spend £8.48 on food and drink and £2.64 on parking in the area - see Table 6b overleaf:

Table 6b: Q18b. Average spend across individual items in the local area

	% spending anything on items		Average spend on items £	
	Salcey %	All England %	Salcey £	All England £
Parking	92	25	£2.64	£1.79
Food and drink	86	32	£8.48	£15.87
Transport	-	16	-	£3.63
Accommodation	-	9	-	£31.25
Admissions to other attractions	-	3	-	£1.44
Souvenirs / gifts	-	4	-	£1.36
Hiring equipment	-	2	-	£0.68
Anything else	-	1	-	£0.34

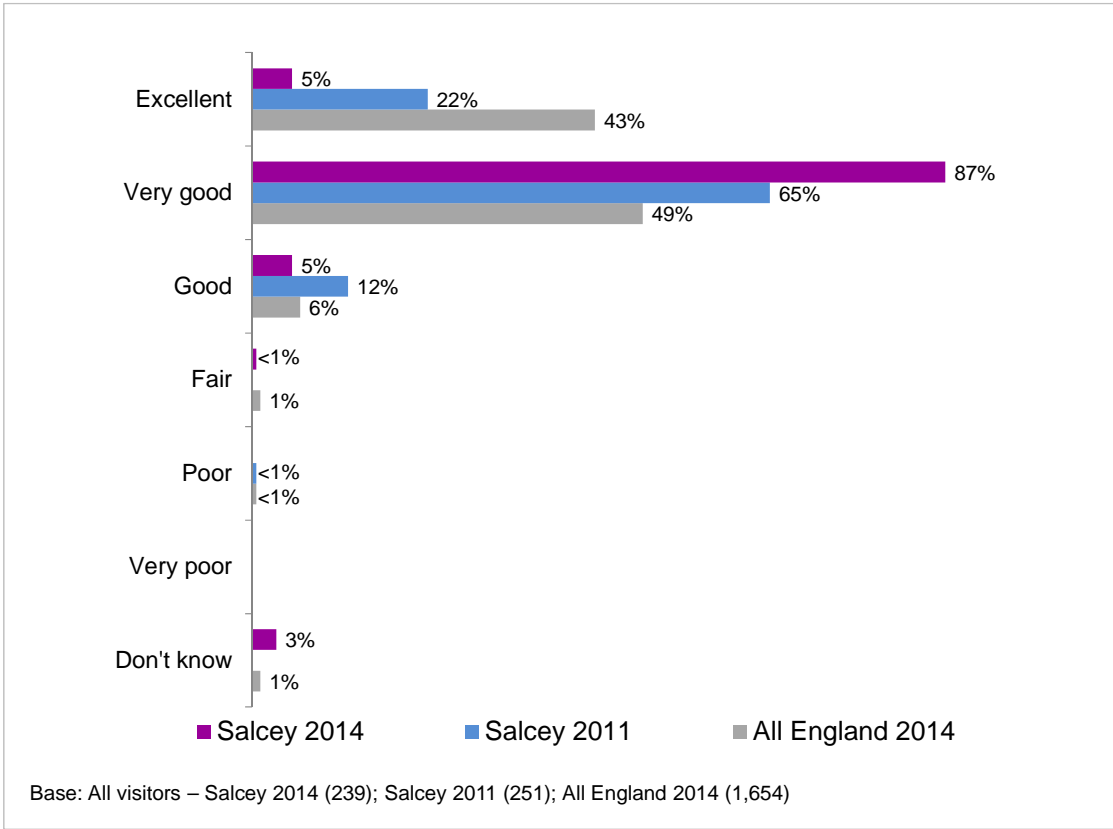
Base: All visitors – Salcey 2014 (239); All England 2014 (1,654) (includes zero spend)

5. Perceptions of the site

5.1 Overall rating of the site as a place to visit

Overall, perceptions of Salcey as a place to visit were very positive. This was also true across all England sites and was generally consistent with the 2011 study. However, only 5% of Salcey visitors rated the site as excellent, which is a drop of 17 % points since 2011, and is considerably lower than average for all England sites (43%). The majority of Salcey visitors said it was ‘very good’ (87%): no-one gave a negative rating as such.

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



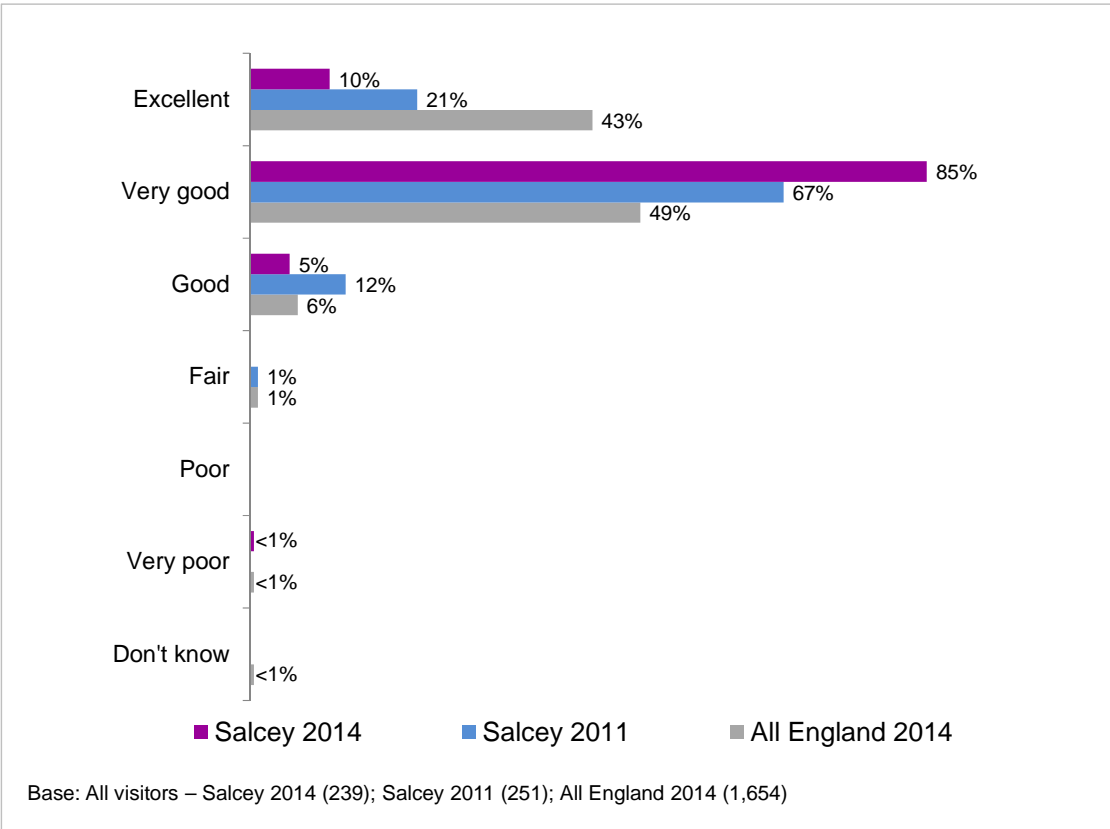
Interestingly, although fewer visitors came to Salcey with older children, it was this group who rated it the most positively – 33% of those visiting with 11-15 years olds said the site was excellent (NB very small sample size) compared with 5% across all visitors on average. Only 2% of those visiting with under 5s said it was excellent: 6% of those with 6-10 years olds also felt this way.

5.2 Overall rating of the site as safe and welcoming

Similarly, ratings of how safe and welcoming Salcey was were very positive overall, with 95% giving a positive welcome. Again, few said it was excellent (10%), with the majority saying it was ‘very good’ (85%). This was similar to the previous survey, although closer to a fifth said it was excellent in 2011 (21%) whilst two thirds said it was very good (67%).

Across all England sites on average, ratings were more positive: 43% gave an excellent rating, 49% very good and 6% good.

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



There was little difference by subgroup (including age of children) in the proportion rating Salcey as being safe and welcoming: across the board around one in ten gave an excellent rating.

Visitors were asked why they had rated the site as they did. 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 Salcey and all England sites.

There were three aspects of the site that stood out at Salcey which were the good, safe place for kids to play and run around (56%), the fresh air and open space (48%) and the scenery and beautiful views (43%).

The proportion of visitors mentioning the first two of these features has increased since 2011, whilst the third feature (the scenery) has remained the same.

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

	Salcey 2014 %	All England 2014 %
Good, safe place for the kids to play / run around	56	29
Fresh air / open space / plenty of space / freedom	48	37
The scenery / views / beautiful environment	43	43
Peaceful / pleasant / tranquil / relaxing / welcoming	22	32
Safe environment generally for all people	18	31
Good provision of paths / trails and tracks	13	13
Well laid out / well organised / good set-up	9	12
Live locally / convenient / easy to get to / close	5	5
Clean / tidy / well maintained / litter free	4	10
Good quality facilities / amenities	3	11

Base: Visitors rating the site as excellent, very good or good – Salcey 2014 (238); All England 2014 (1,633)

Other main reasons for giving a positive rating included the peaceful, tranquil environment (22%), the feeling of a generally safe environment (18%), and the good provision of paths and trails (13%).

A few visitors mentioned the fact it was well laid out (9%), that they lived locally or found it convenient to get to (5%), that it was clean and tidy (4%) and that there were good facilities there (3%).

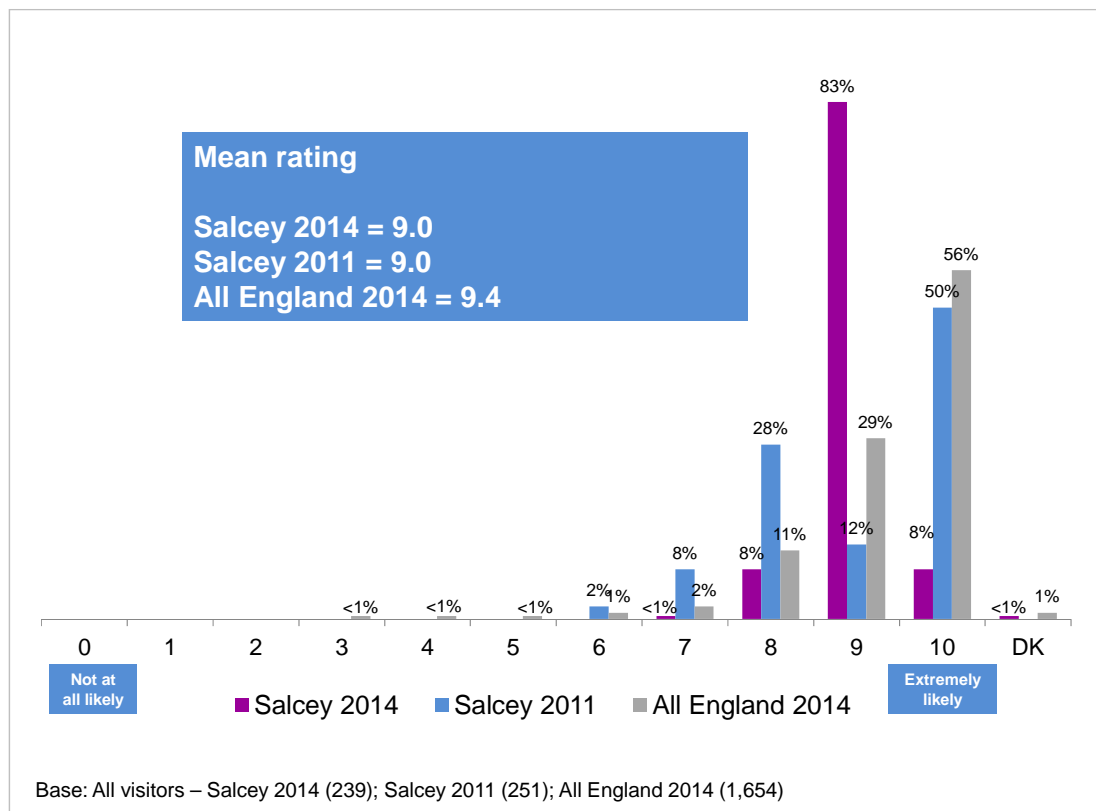
Other comments made by an even smaller numbers of visitors and not included in the table above included the fact it was well signposted and had friendly, helpful staff and rangers.

5.3 Recommending the site as a place to visit

Visitors were asked whether they would be likely to recommend Salcey 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 Salcey and all England sites generally were extremely positive: less than 1% gave a rating of less than 8 out of 10 for Salcey with an average recommendation score of 9 out of 10. This is consistent with 2011, and comparable with, if slightly lower than the all England average of 9.4.

Again, whilst Salcey visitors were not negative about the site, neither did they give the top score: just 8% rated it as 10 out of 10 whilst 83% gave it 9 out of 10. In 2011, although the average score was the same: half gave Salcey the top score of 10 out of 10.

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



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

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

To calculate the NPS, the percentage of ‘Detractors’ is subtracted from the percentage of ‘Promoters’ to produce a net score. The NPS for Salcey is 91, which is phenomenally higher (by 31 points) than the score of 60 recorded in 2011 and also somewhat higher than the all England score of 84.

5.4 Favourite things about the site

Visitors to Salcey 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:

Two favourite things about Salcey stood out. These were activities that are good for children (56%) and the walks, paths and trails (54%). Mentions of children’s activities has increased significantly since 2011 (up from 22%), whilst mentions of the walking features have decreased somewhat (from 70%).

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

Activities	Salcey 2014 %	Salcey 2011 %	All England 2014 %
Activities that are good for the children	56	22	27
Walks / paths / trails	54	70	39
Fresh air / being outside	26	39	23
Scenery / views / beautiful / natural	23	47	39
Like forests / trees / variety of trees and plants	19	13	14
Peace / tranquillity / relaxation / atmosphere	12	36	36
Close to home / convenient location	11	24	13
Opportunity to spend time with family / friends	11	8	8
Exercise / keeping fit	9	29	9
Cycle trails / freedom / opportunity to cycle	7	8	22
Been before / wanted to come again	6	2	6
Good on-site facilities / BBQ areas / gift shop	2	6	10

Base: All visitors – Salcey 2014 (239); Salcey 2011 (251); All England 2014 (1,654)

Around a quarter of visitors were attracted to the fresh air and being outside at Salcey (26%) and a similar proportion mentioned the scenery and beautiful views (23%). Both these aspects had been more likely to be mentioned in the 2011 survey – 39% and 47% mentioning each one respectively.

A further fifth of 2014 visitors liked the trees and variety of plants (19%): this was a small increase on 2011 (13%).

A little over one in 10 said their favourite aspect of Salcey was the peace and tranquillity (12%), which was a considerable drop from 2011, when over a third (36%) had said this was their favourite thing about Salcey. This is, however, in line with the higher proportion of visitors visiting with children in 2014, whose preferences are, understandably, for child-centred activities over peace and tranquillity: 83% of visitors with children said their favourite thing about Salcey was the activities for children, whilst only 7% mentioned the peace and tranquillity.

One in ten (11%) mentioned the fact it was close to home or that it was an opportunity to spend time with friends and family.

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

- Visitors with 6-10 year olds were the most likely to say their favourite feature of Salcey was the activities for children (90%).
- Adult-only groups liked the walks, paths and trails best, at 67%.
- First time visitors also liked the walks (67%) and scenery (33%) more than average.

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.

Two thirds of visitors to Salcey could not think of anything that would add to their enjoyment and only made positive comments (67%), which was much higher than the all England average of 44%.

Most suggestions to improve the site were therefore made by relatively small numbers of visitors, and Table 10 overleaf outlines the comments that were made by 2% or more. The main improvement, however, was suggested by almost a third of all visitors (31%), and this was to improve the parking at Salcey. A fairly high proportion (18%) also requested more dog poo bins / the dog poo at the site to be removed and a further 10% asked for more litter bins generally.

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

	Salcey 2014 %	All England 2014 %
Nothing / general positive comments	33	44
Better parking (easier, cheaper, more, free)	31	17
More dog poo bins / remove dog poo	18	6
More bins / litter bins / recycling bins / less litter	10	5
More activities for children / more play areas	8	5
Improve maintenance of paths / cycle trails / better surfacing	3	2
More picnic areas / BBQ / picnic tables and chairs	2	2
Cheaper café	2	1
Improve toilets / more toilets / shower facilities / changing area	2	5
Improve signage / more maps / better maps	2	7
Improve café / catering	2	6

Base: All visitors – Salcey 2014 (239); All England 2014 (1,654)

As well as the less often mentioned improvements shown above in the second half of Table 9 (improve paths, more picnic areas, cheaper café, improve toilet facilities, improve signage / maps, improve the café / catering), other potential improvements mentioned by a small handful of visitors included:

- more paths, tracks and trails;
- more seating;
- longer, more challenging trails, paths and cycle routes;
- longer opening hours;
- less access for dogs / keep dogs on leads;
- better bikes / bike hire / bike child seats;
- cyclists to have more regard for walkers.

When asked if there was anything that interfered with their enjoyment of their visit to Salcey over half reported that nothing had interfered with their enjoyment (59%): this was similar to the all England average of 66%.

Most of the improvements suggested were therefore made by relatively small proportions of visitors, and Table 11 overleaf details those made by 2% of the sample or more.

Again, parking was an issue, and almost a quarter of visitors (23%) said the expensive car parking had interfered with their enjoyment of their visit to Salcey: this is a much higher proportion than seen across all England sites on average (9%), and is clearly a real concern for Salcey visitors. Visitors with young children were particularly concerned about the expensive car parking, with almost a third (30%) mentioning it. Adult-only visitors were less concerned about the cost to park, although 16% did mention it.

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

	Salcey 2014 %	All England 2014 %
Nothing	59	66
Car park expensive / should be free parking	23	9
Wet / raining / windy (poor weather)	4	7
Need more litter bins / recycling bins / too much litter	3	2
Dog mess on paths / in play areas	3	1
Issues with toilets (not enough, closed, dirty etc.)	2	1
Poor maintenance of site (paths, fences, waterways)	2	1
Need more dog poo bins	2	1

Base: All visitors – Salcey 2014 (239); All England 2014 (1,654)

A few visitors mentioned the poor weather had been a problem on the day (4%) whilst others mentioned there was too much litter / a need for more litter bins (3%) or the dog mess on the site / in play areas (3%) along with 2% saying there were not enough dog poo bins there. A further 2% also felt the site was poorly maintained and paths/fences/waterway needed attention.

Other comments made by one or two visitors and not shown above included:

- need more seating
- signs unclear / need better signs and maps
- problems with the car park (faulty machines, limited spaces)
- problems with the café (expensive /poor service / queues
- not enough choice of food on the menu)
- too busy / too many kids
- problems getting around the site (trails closed, no disabled access).

6. Site facilities

6.1 Importance of site facilities

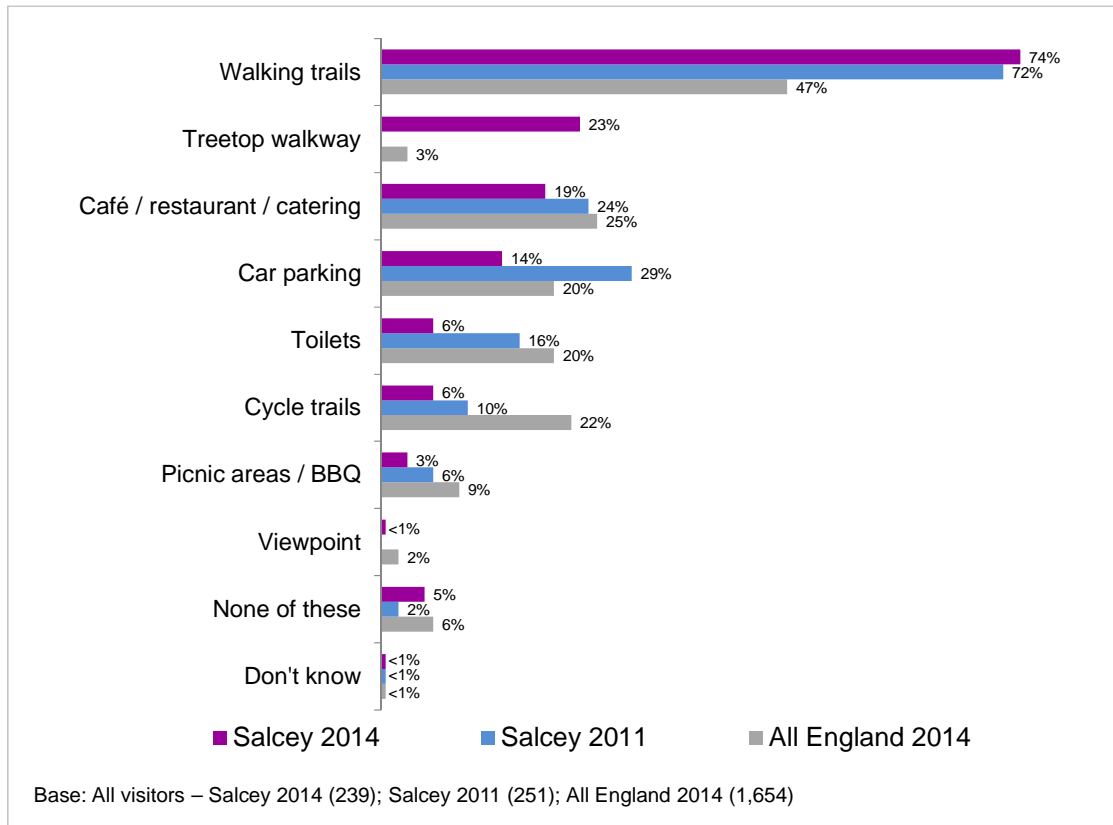
Visitors were presented with a list of facilities available at Salcey and asked which ones were important to their decision to visit; visitors could mention as many facilities as were applicable.

Walking trails were mentioned by the highest proportion of visitors (74%) which reflects the finding in 2011 (72%) and is considerably higher than the all England average (47%), reflecting the high number of visitors taking part in walking activities at Salcey (reported earlier).

The second most important site facility was the Treetop Walkway, which almost a quarter mentioned (23%).

Other important features included the café / catering facilities (19%), the car parking (14%) and the toilets (6%) and cycle trails (6%). The importance of all four of these site facilities had decreased since 2011 – see Figure 12 below for more details:

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



Certain other factors (apart from site facilities) were important to around a third of visitors when choosing to come to the site (33%). Only a relatively small proportion of visitors mentioned each factor, and those mentioned by more than 2% of visitors are outlined below in Table 11.

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

	Salcey 2014 %	All England 2014 %
Nothing	67	74
Good for the children / can run around and play	10	4
Good weather / sunny / warm	9	7
Came for a nice day out	9	2
Close to home / local / convenient	3	3
Outdoors / fresh air / open spaces	3	2
Beautiful scenery / views / natural beauty	3	1
Meeting / visiting with family and friends	2	2
Wanted to go walking / cycling	2	2

Base: All visitors – Salcey 2014 (239); All England 2014 (1,654)

The most often mentioned other factor was the site being good for children and they can run around and play (10%). Other visitors mentioned the good weather (9%), or that they came for a nice day out (9%).

Less often mentioned features included general factors like the site being close to home or convenient to get to (3%), the outdoors and fresh air (3%) and the beautiful scenery and natural beauty of the site (3%). Just 2% each mentioned the opportunity to meet with friends and family or that they had wanted to go walking / cycling.

Other factors mentioned, but not shown above as only mentioned by one or two visitors, included:

- had some free time,
- dog friendly / good for dogs,
- good facilities,
- relaxing / peaceful / tranquil / quiet,
- easy to find / get to (transport links, signposting etc.),
- family / friend recommended it.

6.2 Facilities used

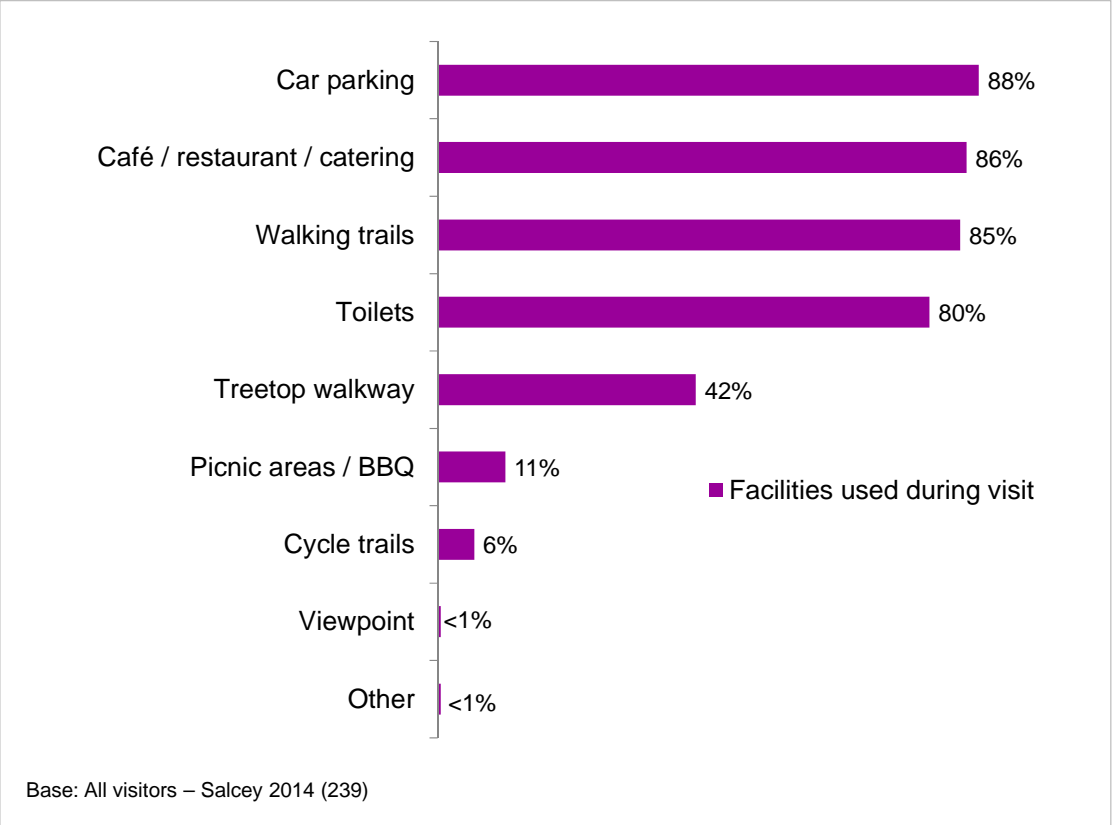
Visitors were then presented with the same list, and asked which facilities they had used during their visit.

The facilities used reflect to a large extent visitors' views of the importance of facilities. The top four facilities, as used by over eight in ten visitors each, were the car parking (88%), the café / catering facilities (86%) the walking trails (85%) and the toilet facilities (80%).

Over two fifths of visitors had used the Treetops Walkway (42%) which rises to over three fifths of those visiting with children (63%): just one adult-only visitors said they had used this feature.

Around one in ten used the picnic / BBQ areas (11%), again these were more likely to be used by family groups (16%), rising to a quarter of those visiting with 6-10 year olds (25%).

Figure 13: Q15a. Facilities used at Salcey 2014



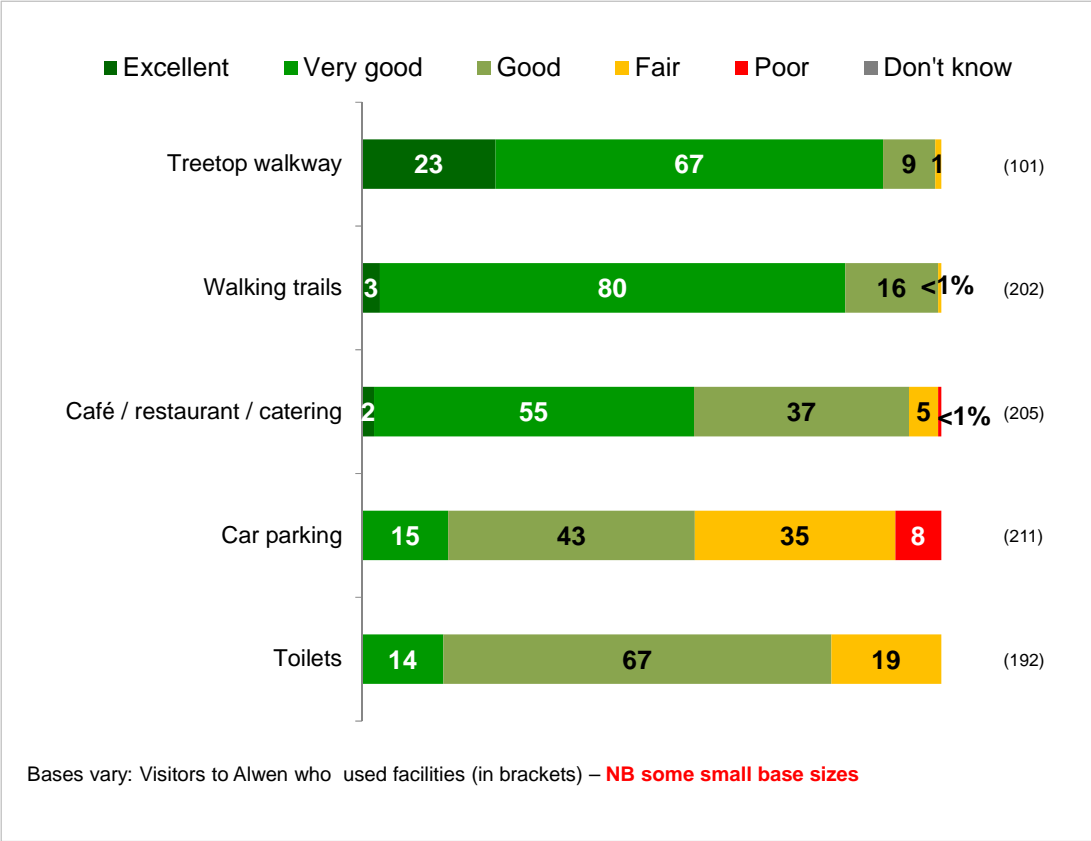
6.3 Rating of site facilities

Visitors were then asked to rate the facilities they had used. The ratings for the facilities used by 30 or more visitors to Salcey have been detailed in Figure 14 below. Ratings of most of the facilities were very positive, with only small proportions giving any of these facilities a poor rating, and the majority giving a rating of either ‘excellent’, ‘very good’ or ‘good’.

The Treetop Walkway received the most positive rating with 23% saying it was excellent and a further 67% saying it was very good.

Only 3% said the walking trails were excellent, however, with 80% saying they were very good, overall they were very positively rated.

Figure 14: Q15b. Rating of Salcey site facilities (where used) 2014 – main facilities used



The toilet facilities were not rated very positively; no-one said they were excellent and just 14% described them as ‘very good’. Most said they were ‘good’ (67%).

The car parking was the least positively rated – 35% said the parking was only ‘fair’ and a further 8% said it was poor, whilst no one said it was excellent. As reported earlier, the cost of car parking was seen as a problem for many visitors to Salcey.

Table 12 below compares the proportion giving excellent ratings to the facilities used in 2014 compared with 2011, where they were mentioned in the previous survey. For all the comparable facilities, the proportion giving an excellent rating has decreased since the previous research.

There has been an 8 percentage point decrease in those rating the car parking as excellent (down to zero), and a 4 percentage point decrease in the excellent rating of the toilet facilities (also now down to zero).

The excellent rating for the walking trails has decreased by 7 percentage points to 3%, and similarly the café has decreased by 7 percentage points to 2%.

Table 12: Q15b – Proportions rating facilities at Salcey as ‘Excellent’ 2014 vs. 2011

Facilities	Salcey 2014 %	Salcey 2011 %	% point change
Walking trails	3	10	-7
Café / restaurant / catering	2	9	-7
Car parking	-	8	-8
Toilets	-	4	-4

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

7. Information about sites

7.1 Sources used to plan visit

Visitors were asked where they found out about Salcey 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 (72%): as would be expected, this proportion was much higher amongst repeat visitors (81%) than first-time visitors (23%). Overall, this was slightly higher than reported in 2011 and the all England average (both 62%).

A quarter of visitors had heard about the site via word of mouth (25%) which is a similar proportion to last time.

Just 2% said they had found out about Salcey via Google or other search engine: this was not mentioned in 2011.

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

	Salcey 2014 %	Salcey 2011 %	All England 2014 %
Always known about it / been here before	72	62	62
Word of mouth	25	31	28
Google / other search engine	2	-	5

Base: All visitors – Salcey 2014 (239); Salcey 2011 (251); All England 2014 (1,654)

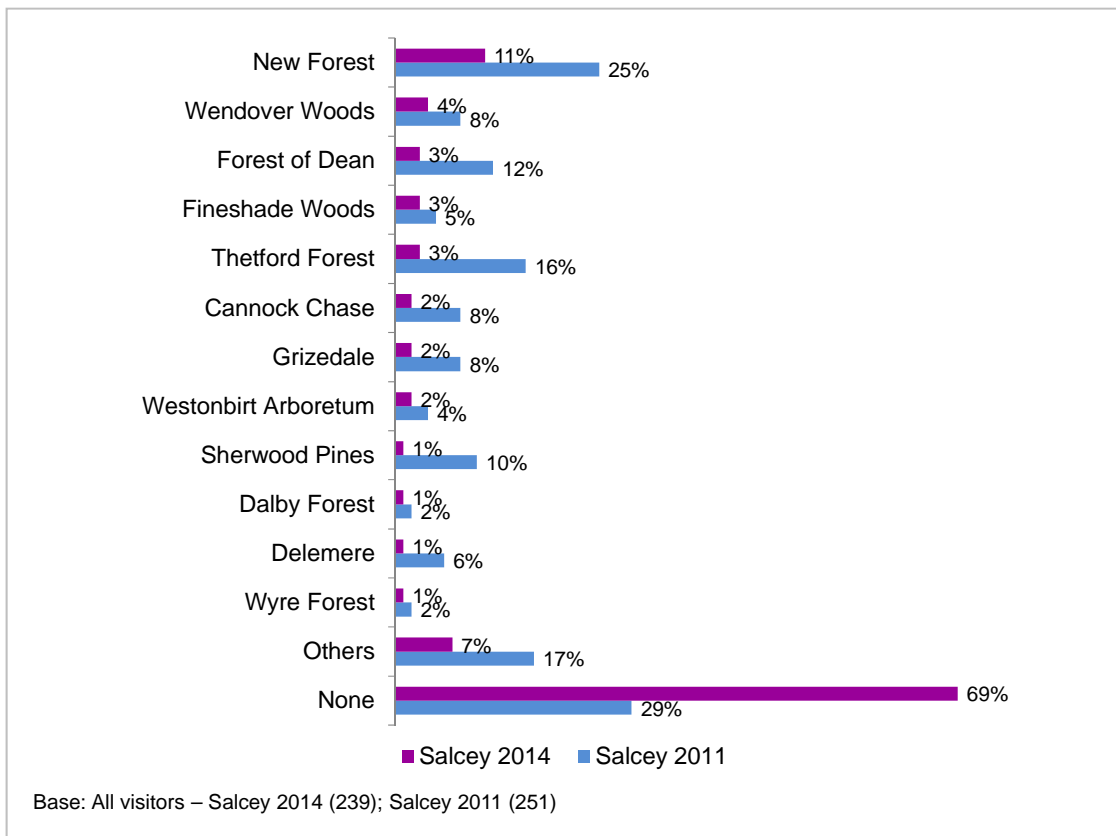
Other sources of information used by one or two visitors included leaflets; Forestry Commission website; other websites.

7.2 Visiting other sites

Visitors to Salcey were presented with a list of FCE managed forests and woodlands, and asked whether they had visited any of these other sites in the last 12 months. Around a third (31%) had visited at least one other site, although the proportion visiting any site was very low, and much lower than in 2011 (71%).

The New Forest was the site most often visited by Salcey visitors at 11%, whilst 4% had been to Wendover Woods and 3% each had visited the Forest of Dean, Fineshade Woods and Thetford Forest - Figure 15 below has the full details.

Figure 15: Other sites visited in the last 12 months



Other sites not shown above, mentioned by less than 1% of visitors included:

- Cardinham Woods
- Guisborough Forest
- Hicks Lodge
- Jeskyns
- Moors Valley Country Park
- Rowney Warren
- Whinlatter.

8. Discovery passes

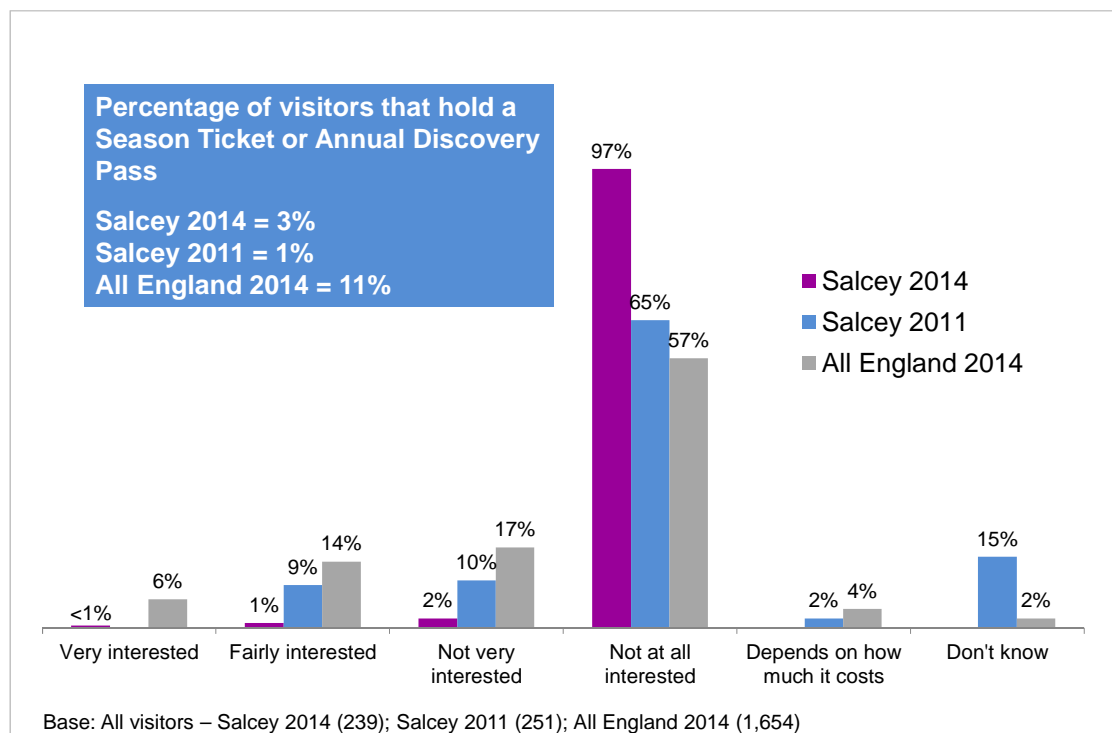
8.1 Uptake and interest in season tickets and annual Discovery Passes

Just 3% of Salcey visitors held a season ticket or annual Discovery Pass; this was slightly higher than the 2011 finding (1%) but considerably lower than the all England average (11%).

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


The vast majority (97%) said they were not all interested in purchasing such a pass. This was a significant increase in lack of interest since 2011, when 65% said they were not at all interested. Less than 1% of 2014 Salcey visitors said they were very interested in a Season Ticket or Annual Discovery Pass, whilst 1% said they were 'fairly' interested.

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



Appendix I

Questionnaire

 2 Museum Place, Cardiff, CF10 3BG	<u>B01326-2</u> <u>NRW / FCE</u> <u>Quality of Visitor</u> <u>Experience – Year 2</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

SALCEY

ASK ALL

SHOWCARD G13

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

CODE ALL MENTIONED

		(105-108m)
A	Café / restaurant / catering	6
B	Car parking	7
C	Cycle trails	A
D	High ropes course	I
E	Horse riding	K
		(109-112m)
F	Picnic areas / BBQ	5
G	Toilets	B
H	Treetop walkway	C
I	Viewpoint	D
J	Walking trails	F

Other (please specify)

None of these
Don't know

(113-116m)

M
N

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

PROBE Anything else?
RECORD VERBATIM

(117-120m)

(121-124m)

Nothing
Don't know

M
N

SALCEY

ASK ALL

SHOWCARD G13 AGAIN

Q15a Which aspects of the site have you used during your visit today? **PROBE** Any others?
RECORD IN COLUMN A – CODE ALL MENTIONED

SHOWCARD H

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

FOU: (140-231 FOR Q15)

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

ASPECTS USED		Q15a COL. A CIRCLE IF USED	Q15b - COLUMN B ONLY RATE THOSE TICKED IN COLUMN A							
			Excellent	Very good	Good	Fair	Poor	Very poor	DK	
		(125-128m)								
A	Café / restaurant / catering	6	1	2	3	4	5	6	7	(145)
B	Car parking	7	1	2	3	4	5	6	7	(146)
C	Cycle trails	A	1	2	3	4	5	6	7	(149)
D	High ropes course	I	1	2	3	4	5	6	7	(157)
E	Horse riding	K	1	2	3	4	5	6	7	(159)
		(129-132m)								
F	Picnic areas / BBQ	5	1	2	3	4	5	6	7	(167)
G	Toilets	B	1	2	3	4	5	6	7	(173)
H	Treetop walkway	C	1	2	3	4	5	6	7	(174)
I	Viewpoint	D	1	2	3	4	5	6	7	(175)
J	Walking trails	F	1	2	3	4	5	6	7	(177)
		(133-136m)								
OTHERS (WRITE IN)			1	2	3	4	5	6	7	()
			1	2	3	4	5	6	7	()
			1	2	3	4	5	6	7	()

None of these
 Don't know

M
 N

ASK ALL

SHOWCARD H AGAIN

Q16 Overall, how would you rate this site as a place to visit?
SINGLE CODE

(235)

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

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

Don't know / not sure

7

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

SINGLE CODE

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

(236)

SHOWCARD I

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

**WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND
 IF NONE RECORD 0. IF DON'T KNOW, RECORD AAAA**

- Food and drink _____
- Activities available at this site _____
- Parking _____
- Souvenirs / gifts _____
- Hiring equipment such as boats, bikes or horses _____
- Anything else _____

- (237-240)
- (241-244)
- (245-248)
- (249-252)
- (253-256)
- (257-260)

SHOWCARD J

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

**WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND
 IF NONE RECORD 0. IF DON'T KNOW, RECORD AAAA**

- Food and drink _____
- Accommodation (if staying overnight) _____
- Admission to other attractions _____
- Parking _____
- Transport, including public transport, taxis and petrol _____
- Souvenirs / gifts _____
- Hiring equipment such as boats, bikes or horses _____
- Anything else _____

- (261-264)
- (265-268)
- (269-272)
- (273-276)
- (277-280)
- (281-284)
- (285-288)
- (289-292)

SHOWCARD K (E) AND GREEN ENGLAND MAP

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

CODE ALL MENTIONED

(300-303m)

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

(304-307m)

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

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

SHOWCARD L

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

ASK ALL

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

Q21 INTERVIEWER RECORD GENDER

- Male
- Female

(415)
1
2

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

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

Refused

(416)
1
2
3
4
5
6
7

SHOWCARD M

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

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

Refused

(417)
1
2
3
4
5
6
7
8
9
Z

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

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

Job title _____

Position / Grade _____

- AB
- C1
- C2
- DE

Refused

(418)
1
2
3
4
5

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

ASK Q28a AT ENGLAND SITES ONLY

SHOWCARD O (E) AND PURPLE ENGLAND MAP

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

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

- Wales
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(425)

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

ASK Q28b AT WALES SITES ONLY

SHOWCARD O (W) AND WALES MAP

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

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

- England
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(426)

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

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

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

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

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

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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