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Research Report

Quality of the
Visitor Experience:
Wendover Woods
2013



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Forestry Commission England

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1. Executive summary

1.1 Quality of Visitor Experience Research

Between 2013 and 2015, Beaufort Research will conduct approximately 9,000 interviews with visitors to forest and woodland sites across England and Wales. In 2013, a total of 2,659 interviews were conducted: 1,545 in England and 1,114 in Wales.

A total of 42 sites will be surveyed: 14 per year (7 in each country). All selected sites in England are high usage, while sites in Wales consist of a combination of medium and high usage sites. In 2013, interviews were conducted at 9 high usage sites (7 in England and 2 in Wales) and 5 medium usage sites (all in Wales).

This report summarises the findings from the 216 visitor interviews conducted at Wendover Woods in 2013. Throughout the report, comparisons have been made to the previous research conducted in 2010, and the all England average (aggregated data from all 7 sites surveyed in 2013).

1.2 Wendover Woods

Situated on the northern edge of the Chiltern escarpment, Wendover Woods affords spectacular views across the Aylesbury Vale, featuring 325 hectares of mixed coniferous and broadleaved woodland with plenty to see and do.

Visitors can spend an energetic day orienteering and cycling followed by a rewarding drink and substantial slice of handmade cake in the forest café, or take it easy and stroll along the all ability trail to reach the Chiltern's highest point and relax with a picnic.

There is a wide variety of wildlife living within the forest, and the woods are carefully managed to ensure a balance between recreation, conservation and timber production.

1.3 Perceptions of the site

Perceptions of Wendover Woods as a place to visit were very positive. This was also the case across all the England sites, and was seen in previous research. Indeed, nobody interviewed at Wendover Woods in 2013 gave a negative rating of the site.

Two in five (41%) rated the site as 'excellent', though this was lower than the all England 'excellent' score (52%). However Wendover Woods showed a 3% improvement on its 2010 'excellent' score of 38%.

Nearly half (46%) rated the site as 'very good' and 11% as 'good'.

Similarly, ratings of the site as safe and welcoming were also positive with 90% rating Wendover Woods as 'excellent' or 'very good'. This is a similar profile to the 2010 study and broadly in line with the all England findings.

When asked whether they would be likely to recommend Wendover Woods as a place to visit to a friend or relative, (using a score of 0 to 10), scores for Wendover Woods and all England sites in general were very positive. The average score for Wendover Woods was 9.2 out of 10: a significant improvement on the 2010 Wendover score of 8.9 out of 10 - the all England score in 2013 was 9.4.

1.4 Strengths of the site

Walking was a prime reason for visiting Wendover, and this showed in 50% of the comments referring to walks, paths and trails. This has increased noticeably from the 2010 survey where 28% referred to walking, and is significantly higher than the all England average of 35%.

Two in five (41%) referred to the peace, tranquillity and relaxation at Wendover Woods and 38% to the scenery, views and beauty. Both these percentages were higher than their all England equivalents of 33% and 32%.

1.5 Areas for improvement

When asked what would enhance their enjoyment of the site; the majority of visitors to Wendover Woods could not think of anything (53%) and made only positive comments. This was in line with the all England average of 55%.

There were, however, minority calls (none more than 8% of those interviewed) asking for the following:

- Better parking (easier / cheaper / free) (8%)
- Improved toilets / more toilets / shower facilities / changing areas (8%)
- Improved café / catering in general (5%)
- Improved signage / more maps / better maps (4%)
- More activities for children / more play areas (4%)
- More trails / paths / cycle tracks (3%)
- More dog poo bins (3%).

1.6 Visitor profile

The vast majority of visitors to Wendover Woods had visited the site before; (85% - the same figure as the 2010 study). This proportion was higher than the all England average of 76% who said they had been to their respective forest sites before.

The vast majority of visitors lived within three hours of Wendover Woods, visiting the site for a day trip (94%).

The gender profile of visitors to Wendover Woods was predominantly female: 58% of visitors were women compared with 42% men, which is a similar profile to the female / male bias seen across the all England sites.

Visitors to Wendover Woods had an older profile than that of the all England sample: over half (54%) of visitors were aged 45+ compared with 43% in that age group for England as a whole.

Only 40% of visitors had children in their households, somewhat less than the all England average of 44%, and possibly a result of having a slightly older age profile.

The socio-economic profile of visitors to Wendover Woods was skewed towards ABC1 (professionals and middle managers), accounting for 78% of the sample - this was slightly higher than the all England figure of 76%.

2. Introduction

2.1 Background

The woodland estate managed by Natural Resources Wales (NRW) and Forestry Commission England (FCE) covers some 105,000 hectares and 256,000 hectares respectively.

Each year in Wales, around 4 million visits are made to the estate including 0.5 million to sites with visitor centres. In England, around 40 million visits are made to the estate each year, including 3 million to sites with visitor centres.

The use and enjoyment of woodlands can contribute to the physical, mental and emotional well-being of visitors. Well-managed, welcoming woodlands provide an excellent setting for outdoor recreation such as walking, cycling and horse riding. Regular outdoor exercise lowers rates of obesity, cardiovascular disease, osteoporosis and type-2 diabetes as well as some cancers. It can contribute to a lifelong pattern of healthy living if encouraged amongst the young, and in the elderly it contributes to greater mobility and fewer injuries associated with ageing.

The experience of a natural environment and the opportunity for exercise can assist in treating people with mental health problems, in modifying anti-social behaviour in young children and adolescents, in supporting people dealing with stress and depression, and can also help to improve concentration in the workplace.

The provision of a quality visitor experience will help to encourage both repeat and new visitors. The quality of visitor experience depends not only on the facilities provided at a site (notice boards, playgrounds, toilets, car park, walking trails), but also on the 'sense of welcome' that the woodland provides. This 'sense of welcome' in turn depends both on the maintenance of the woodland (rubbish, dog dirt, brambles, mud) and also the nature of the woodland itself (light & open or dense & dark).

Maintaining or improving the quality of experience at NRW and FCE managed sites is part of a wide-ranging programme of work to encourage the development and promotion of woodland access throughout Wales and England with suitable infrastructure and well managed woodlands that feel safe and welcoming.

NRW and FCE have commissioned a variety of visitor surveys in recent years in relation to the usage of their forests and woodlands. The Quality of the Visitor Experience Survey has been conducted since 2006, but has been run in its current format since 2010. The main aims of the survey are:

- To provide information on the quality of visitor experience at each site
- Use a set of standard questions so that the quality of visitor experience at each site can be scored, benchmarked and tracked over time
- For sites in Wales, also use a set of tailored questions at each site to give information on how the visitor experience at that particular site could be improved.

2.2 Research programme

Between 2013 and 2015, Beaufort Research will conduct approximately 9,000 interviews with visitors to forest and woodland sites across England and Wales. In 2013, a total of 2,659 interviews were conducted; 1,545 in England and 1,114 in Wales.

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

Table 1 below details the sites surveyed in 2013, along with the number of interviews completed at each.

Table 1: Interviewing sites and number of interviews conducted

England		Wales	
Site	No. of interviews	Site	No. of interviews
Alice Holt	241	Afan Forest Park (H)	192
Cannock Chase	223	Brechfa (M)	138
Cardinham Woods	237	Gwydyr (M)	147
Grizedale	211	Hafren (M)	130
Sherwood Pines	207	Moel Famau (M)	190
Wendover Woods	216	Newborough (H)	182
Westonbirt	210	Whitestone (M)	135
TOTAL	1,545	TOTAL	1,114

* H = High usage; M = Medium usage

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

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

At Wendover Woods, interviewing took place between 18th July and 29th October 2013, and a total of 216 interviews were conducted.

2.3 Report

This report summarises the results of the interviews undertaken at Wendover Woods in 2013, 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 2010 research (where applicable).

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

2.4 Data tables

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

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

3. Visitor profile information

3.1 Visitor profile

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

The gender profile of visitors to Wendover Woods was predominantly female: 58% of visitors were women compared with 42% men, which is a similar profile to the female / male bias seen across the all England sites (54% female vs. 46% male).

Visitors to Wendover Woods had an older profile than that of the all England sample: over half (54%) of visitors were aged 45+ compared with 43% in that age group for England as a whole.

Two thirds (65%) of visitors to Wendover Woods were employed, (49% full time and 16% part time.) The lower figure of full time employed compared with the all England figure of 55% could perhaps be accounted for by the older age profile at Wendover Woods and a higher than average AB social class element (44% AB at Wendover Woods compared with 40% for England as a whole).

As mentioned above, the socio-economic profile of visitors to Wendover Woods was skewed towards ABC1 (professionals and middle managers), accounting for 78% of the sample - this was slightly higher than the all England figure of 76%. Only around a fifth of visitors to Wendover Woods (20%) belonged to the C2DE social groups (skilled and semi-skilled manual workers and those receiving benefits.)

Only 40% of visitors had children in their households, somewhat less than the all England average of 44%, and possibly a result of having a slightly older age profile.

Only a very small proportion of visitors to Wendover Woods had a limiting illness (5%); in line with the all England average.

All the visitors to Wendover Woods considered themselves to be white British / Welsh / Irish (99%, with a <1% refusal). This is slightly higher than the all England total, where 97% considered themselves to be white British – see Table 2.

Table 2: Profile of visitors by key demographics 2013

		Wendover Woods %	All England %
Gender	Male	42	46
	Female	58	54
Age	16 – 24	4	6
	25 – 34	13	19
	35 – 44	29	33
	45 – 54	25	19
	55 – 64	16	12
	65+	13	12
Social class	AB	44	40
	C1	34	36
	C2	13	17
	DE	6	7
	Refused	3	1
Working status	Full-time employee (30+ hours per week)	49	55
	Part-time employee (<30 hours per week)	16	16
	Self-employed	4	4
	Full-time education	3	3
	Unemployed	1	<1
	Permanently sick / disabled	2	1
	Retired	15	14
	Looking after home	10	7
Limiting illness	Yes – limited a lot	3	2
	Yes – limited a little	2	3
	No	94	94
Children in household	Yes	40	44
	No	60	56
	Refused		1
Ethnicity	White – British / Welsh / Irish	99	97
	White – Other	-	1
	Black / Asian / Mixed	-	2
	Refused	<1	<1

Base: All visitors – Wendover Woods (216); All England (1,545)

3.2 Group profile

3.2.1 Size of group

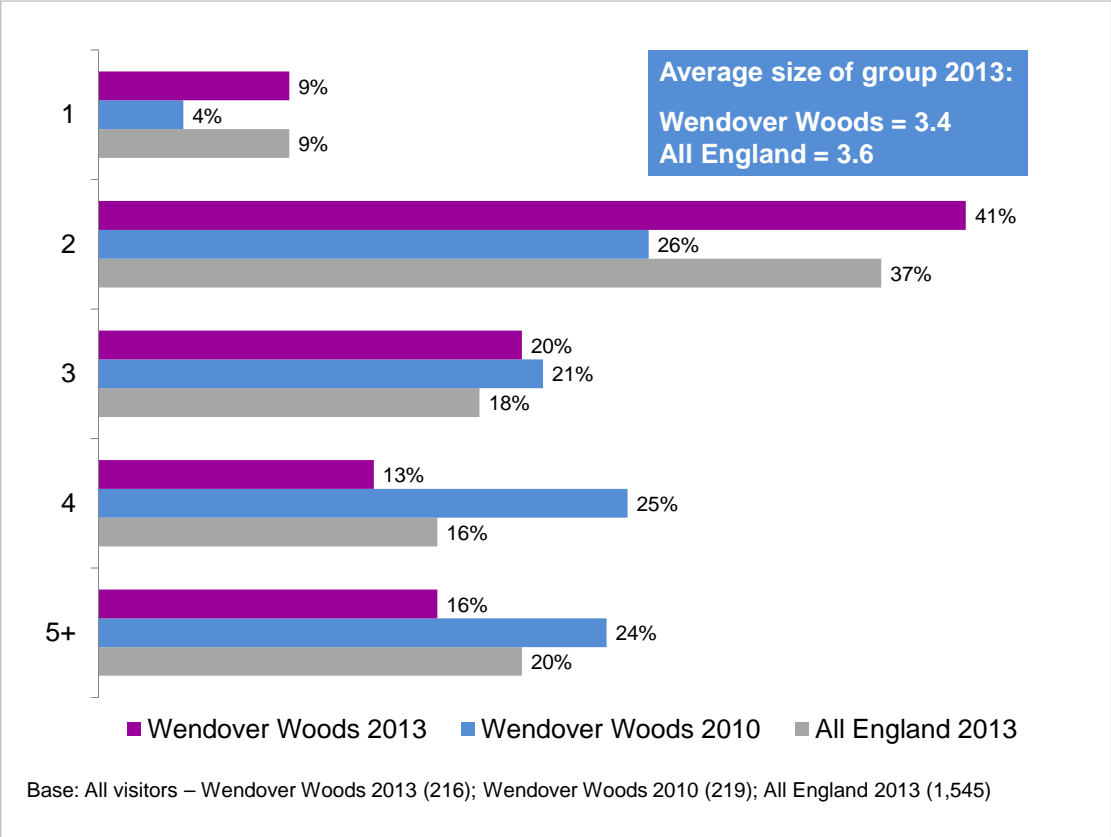
Possibly as a reflection of the slightly lower number of children in the household (40% Wendover Woods visitors vs. 44% all England,) the average size of the Wendover Woods group was 3.4 compared with an all England average of 3.6.

In comparison with the all England group number profile the Wendover Woods groups had more two and three people groups (61% v 55%) and less four and five people groups (29% v 36%).

The Wendover Wood’s group numbers have changed significantly between the 2010 and 2013 study, with the size of groups shrinking significantly. In 2010 49% of Wendover Wood’s groups had four or five+ members. The comparative 2013 figure was only 29%. Conversely there was an increase in groups of one or two people, who accounted for 50% of the groups in 2013 compared with only 30% in 2010 – see Figure 1 below.

The above difference in group numbers is attributed to the percentage of children in the Wendover Woods group (64% in 2010 v 42% in 2013) - see 3.2.2 overleaf.

Figure 1: Q1. Total size of the group



3.2.2 Composition of group

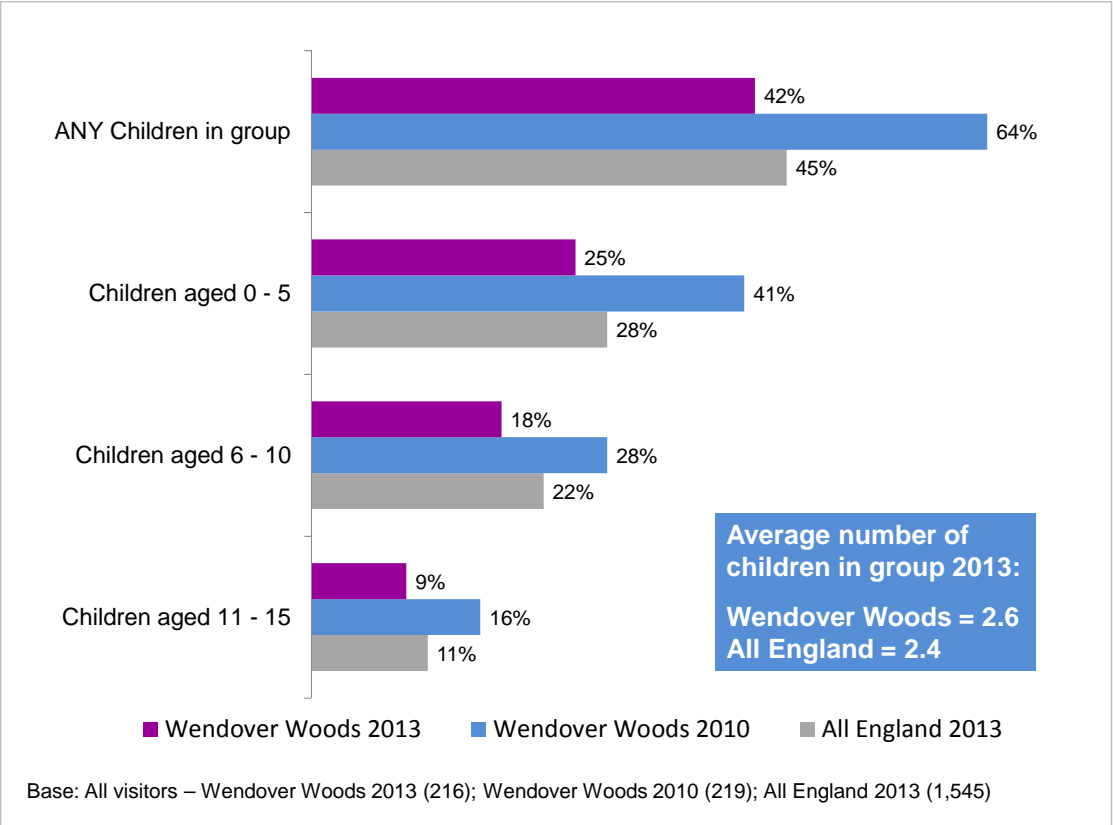
Two in five (42%) of the visitors to Wendover Woods had children in their group. This was close to the all England figure of 45%.

The average number of Wendover Woods' children per group was 2.6, slightly higher than the all England mean average of 2.4.

Children visiting the site tended to be in the younger age groups, with 25% of groups having children aged from 0-5 years in them as opposed to only 9% of groups having children aged 11-15 years. These percentages are broadly in line with the all England figures.

The 2010 figures, as mentioned in 3.2.1, show far more children in the Wendover groups, but in line with the all England and Wendover 2013 figures, the percentage of groups with children declines as they get older – see Figure 2 below.

Figure 2: Q1. Composition of group



4. Profile of visit

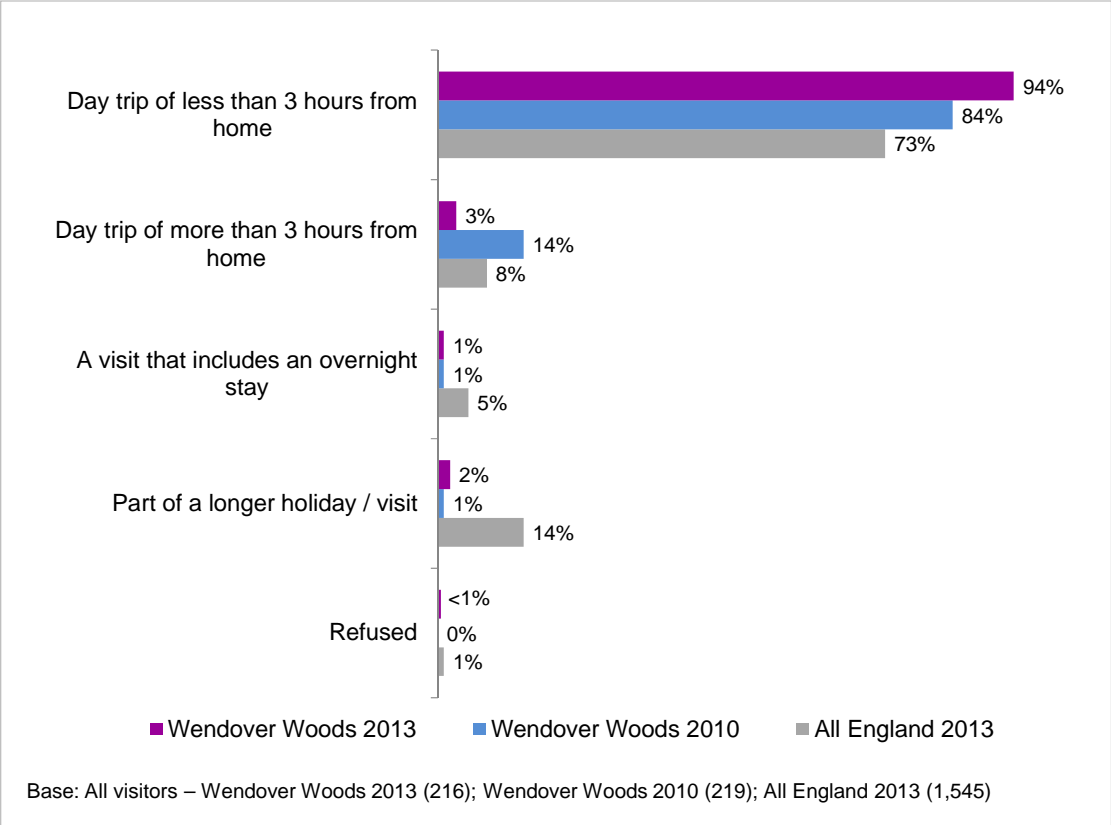
4.1 Type of visit

The vast majority of visitors to Wendover Woods travelled for less than three hours to visit the site and intended to stay for the day rather than overnight (94%). This is a higher figure than seen in the 2010 research, where 84% were day trippers travelling less than three hours. It is a considerably higher figure than the all England average (73%).

Compared to the findings of 2010, in 2013 a smaller proportion of visitors travelled for more than three hours as a day trip to the site (3% vs. 14%).

Only a small number were staying in the vicinity of Wendover Woods overnight or as part of a longer holiday (3% in 2013; 2% in 2010). In contrast, the all England figures show that nearly one in five visitors were staying in the area overnight, or as part of a longer holiday (19%) – 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 fact that most visitors to Wendover Woods travelled less than three hours to visit the site, the vast majority (94%) were living in the South East of England and the East of England (including London) – Table 3 below and Figure 4 overleaf provides more details.

Table 3: Visitor origin 2013

		Wendover Woods %	All England %
Home region	North	1	8
	Yorkshire & Humberside	<1	4
	East Midlands	-	13
	West Midlands	1	12
	East of England (inc. London)	10	6
	South East	84	29
	South West	<1	24
	Outside of England	3	3
Home nation	England	97	97
	Wales	-	1
	Rest of UK	<1	<1
	Abroad	1	2

Base: All visitors – Wendover Woods (216); All England (1,545)

Figure 4: Map of visitor origin for Wendover Woods



4.3 Frequency of visits

4.3.1 First-time visitors

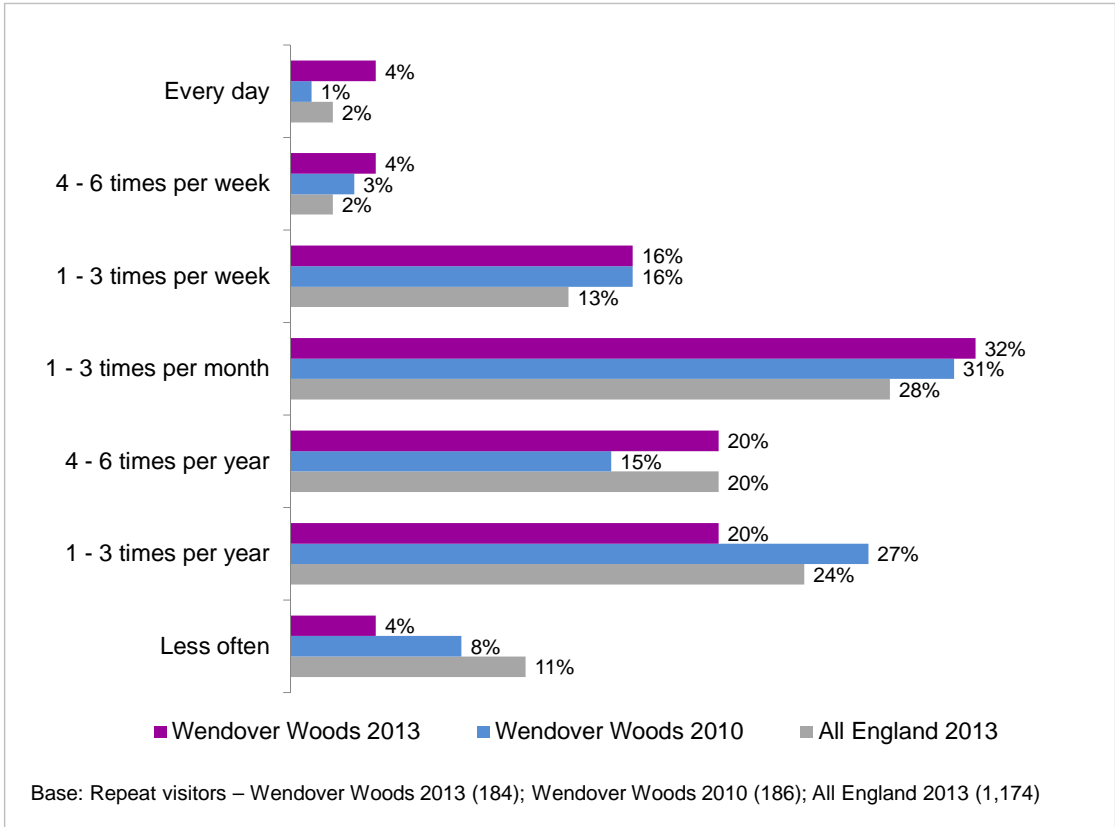
In 2013 only 15% of visitors to Wendover Woods were first time visitors. This proportion was somewhat less than the all England average of 24% who said they have never visited their respective forest sites before.

4.3.2 Repeat visitors

Focussing on repeat visitors (85% of the sample), it can be seen that larger proportions going to Wendover Woods tended to be more regular visitors than the overall England average. A quarter (24%) visited Wendover Woods at least once a week (17% all England) and 32% said they visited Wendover Woods between 1 and 3 times a month (28% all England).

Infrequent visitors, (those coming to Wendover Woods 1-3 times a year or less often) accounted for only 24% of regular visitors compared to 35% of all England sites. The frequency of visits for repeat visitors was broadly in line with the previous research conducted in 2010 – see Figure 5 below.

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

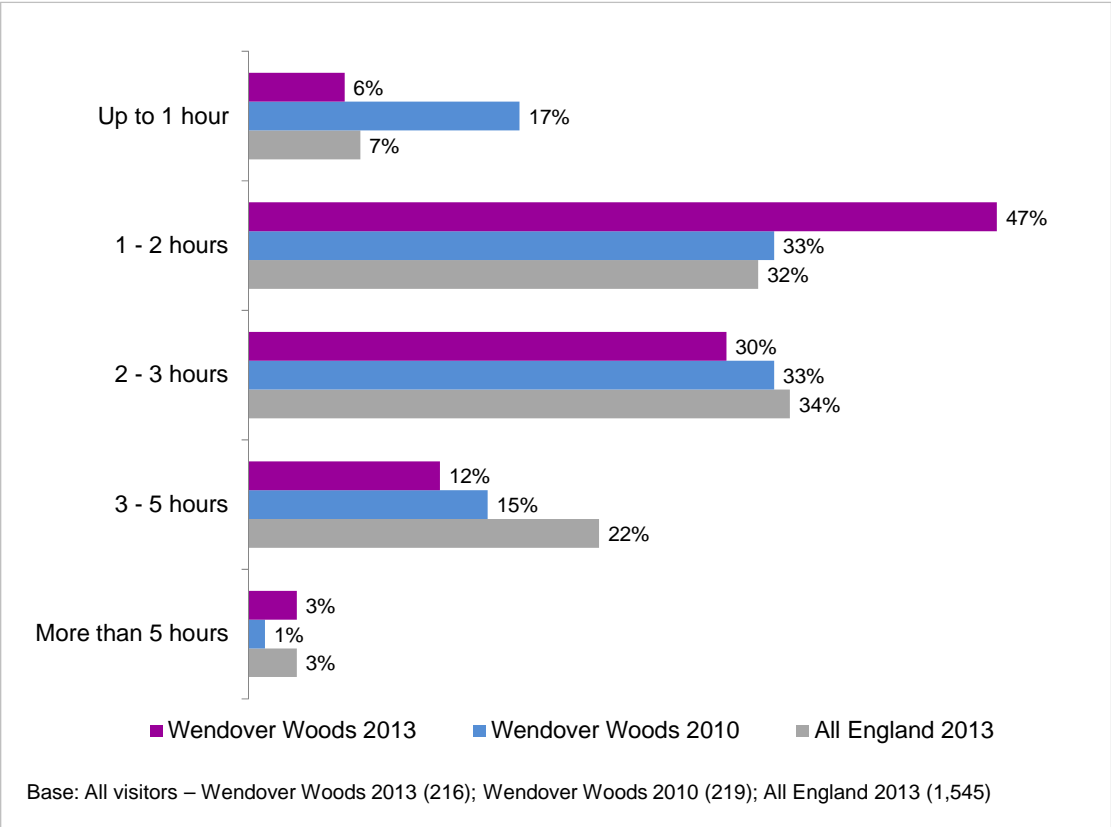


4.4 Length of visit

In 2013 the average length of stay at Wendover Woods was 2 hours 10 minutes. This compared with the average length of visit across all sites in England of 2 hours and 29 minutes.

Almost half the visitors stayed at Wendover Woods for 1-2 hours (47%). This was a considerable increase on the 2010 figure (33%), and higher than the all England figure (32%). This contrasted with a decrease in those staying up to 1 hour at Wendover (6% 2013 vs. 17% 2010) – see Figure 6 below.

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



4.5 Activities undertaken

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

Table 4 shows the combined figures for the following:

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

The most popular activity undertaken at Wendover Woods was walking (78%). This was higher than the figure seen in the previous research (69%) and considerably higher than the overall England average in 2013 (64%). Walking on signposted trails, non-signposted trails and dog walking were all popular.

The second most popular activity was using the catering facilities (73%). This had increased since 2010 at Wendover Woods (50%) and was higher than the 2013 all England figure (57%).

The other significant activity was use of the play area (20%). This had declined at Wendover since 2010 (40%) and was below the all England usage figure of 28%.

Cycling had seen a decline from 15% in 2010 to 8% in 2013 at Wendover Woods, and was significantly below the all England average (29%) – see Table 4 overleaf.

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

	Wendover Woods 2013 %	Wendover Woods 2010 %	All England 2013 %
Cycling on forest roads, tracks or trails	6	8	16
Cycling / mountain biking off trails or tracks	4	10	19
TOTAL CYCLING	8	15	29
Walking on a sign-posted trail	30	46	37
Walking but not following sign-posts	29	22	20
Dog walking	28	20	23
TOTAL WALKING	78	69	64
Using the café / restaurant / other catering	73	50	57
Using the play area	20	40	28
Orienteering	6	3	1
Admiring the views	6	6	12
Picnic*	4	5	11
Running / jogging	2	3	1
Organised trip or event	1	4	3
Bird watching	1	2	2
Nature / natural history visit	1	1	1
Look for wildlife / plants / animals	1	-	<1
Go Ape!	1	-	9

Base: All visitors – Wendover Woods 2013 (216); Wendover Woods 2010 (219); All England 2013 (1,545)

* 2010 figure includes usage of Picnics and barbeques

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

4.6 Length of time spent on activities

Those visitors who had actually taken part in certain physical activities were asked how long they had spent doing these. Cycling and walking activities have been analysed in Table 5 below.

Overall, visits to Wendover Woods lasted 2 hours 10 minutes. The average time spent on walking activities was 57 minutes (18 minutes less than the 2010 average) whilst the average time spent on cycling activities was 1 hour 36 minutes (12 minutes more than the 2010 average).

Whilst walking was a significantly more popular activity than cycling, those choosing to cycle were taking part in this activity for longer than those walking around the site – see Table 5 below.

Table 5: Q7 – Time spent taking part in cycling and walking at Wendover Woods

(Actual respondents only)

	Total duration of visit		Time spent on any walking		Time spent on any cycling	
	2013	2010	2013	2010	2013	2010
Up to 30 minutes	-	-	7	19	-	17
31 – 60 minutes	6	17	26	33	7	17
1 – 2 hours	47	33	46	33	43	38
2 – 3 hours	30	33	13	11	36	13
3 – 5 hours	12	15	5	4	-	4
5+ hours	3	1	1	-	7	-
AVERAGE	2 hrs 10 mins	2 hrs 8 mins	57 mins	1 hr 15 mins	1 hr 36 mins	1 hr 24 mins

Base: all visitors (216); respondents who walked (149); respondents who cycled **(14) – NB very low base**

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

Visitors to Wendover Woods were asked how much they intended to spend in the area (on a variety of things) as a result of their trip to the site. The figures seen in Table 6 show the figures calculated by combining the data across all types of spending, and across both lone visitors and visitor groups. Please note that mean scores include 'zero' responses.

Most visitors claimed they would be prepared to spend up to £5 in the area as a result of their trip (77%), with a further 20% saying they'd spend £6 - £20.

The average spend in the area as a result of visiting Wendover Woods was £6.08, an increase of nearly 50p on the 2010 research and in line with the all England spend (£6.13) – see Table 6 below.

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

	Wendover Woods 2013 %	Wendover Woods 2010 %	All England 2013 %
£0 - £5	77	75	75
£6 - £10	11	18	15
£11 - £20	9	2	6
£21 - £50	2	3	3
£51+	<1	-	<1
AVERAGE	£6.08	£5.60	£6.13

Base: All visitors – Wendover Woods 2013 (216); Wendover Woods 2010 (219); All England 2013 (1,545)

At Wendover Woods most people (85%) said they would be likely to pay for food and drink. The average projected spend per group was £11.63, significantly higher than the comparative figure for 2010 (£5.74) and above the all England average of £9.93.

Three in five (60%) of groups said they would pay for their parking at an average projected spend of £1.94. This was lower than the comparative spend in 2010 (£2.33) and significantly lower than the all England spend of £2.73. This may well be a result of less time spent at the Wendover site in 2013 (see Figure 6).

The other significant area of planned spend was transport, with 31% of groups having a projected average spend of £1.33. This was much less than both the 2010 Wendover spend (£5.37) and the all England average (£4.66). This could point to a growth in visitors from a closer catchment area.

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

	Proportion of visitors to <u>Wendover Woods</u> spending anything on this item %	Average £ Wendover Woods 2013	Average £ Wendover Woods 2010	Average £ All England 2013
Food and drink purchased outside any accommodation	85	11.63	5.74	9.93
Parking	60	1.94	2.33	2.73
Transport including petrol, taxis, public transport	31	1.33	5.37	4.66
Accommodation, including food and drink purchased there	9	3.11	-	13.74
Admissions fees to attractions	3	0.79	-	6.27
Non-routine shopping	3	0.07	-	0.65
Other miscellaneous items	2	0.25	-	0.83
Hiring equipment e.g. boats, bikes or horses	1	0.05	-	1.72

Base: All visitors – Wendover Woods 2013 (216); Wendover Woods 2010 (219); All England 2013 (1,545)

5. Perceptions of the site

5.1 Overall rating of the site as a place to visit

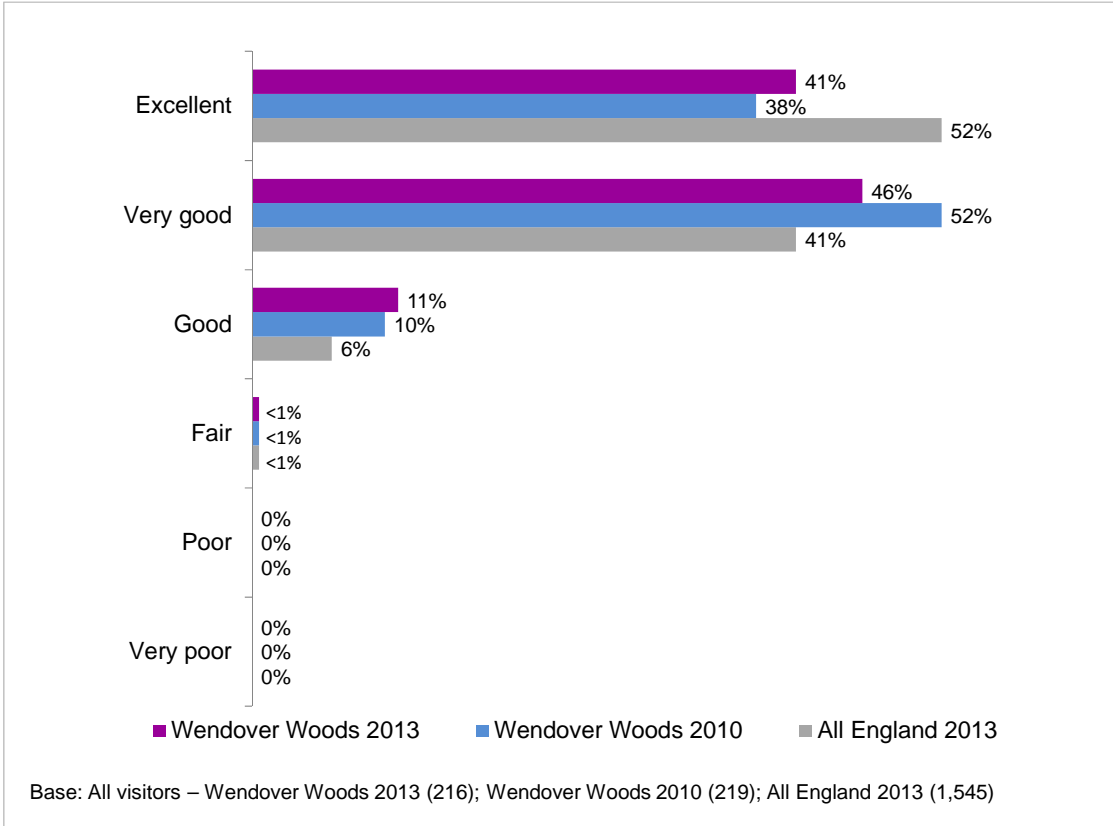
Perceptions of Wendover Woods as a place to visit were very positive. This was also the case across all the England sites, and was seen in previous research. Indeed, nobody interviewed at Wendover Woods in 2013 gave a negative rating of the site.

Two in five (41%) rated the site as 'excellent', though this was lower than the all England 'excellent' score (52%). However Wendover Woods showed a 3% improvement on its 2010 score of 38%.

Nearly half (46%) rated the site as 'very good' and a further 11% as 'good'.

Although Wendover scored well there was a gap between the all England 'excellent' score (52%) and that achieved at Wendover (41%) - see Figure 7 below.

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

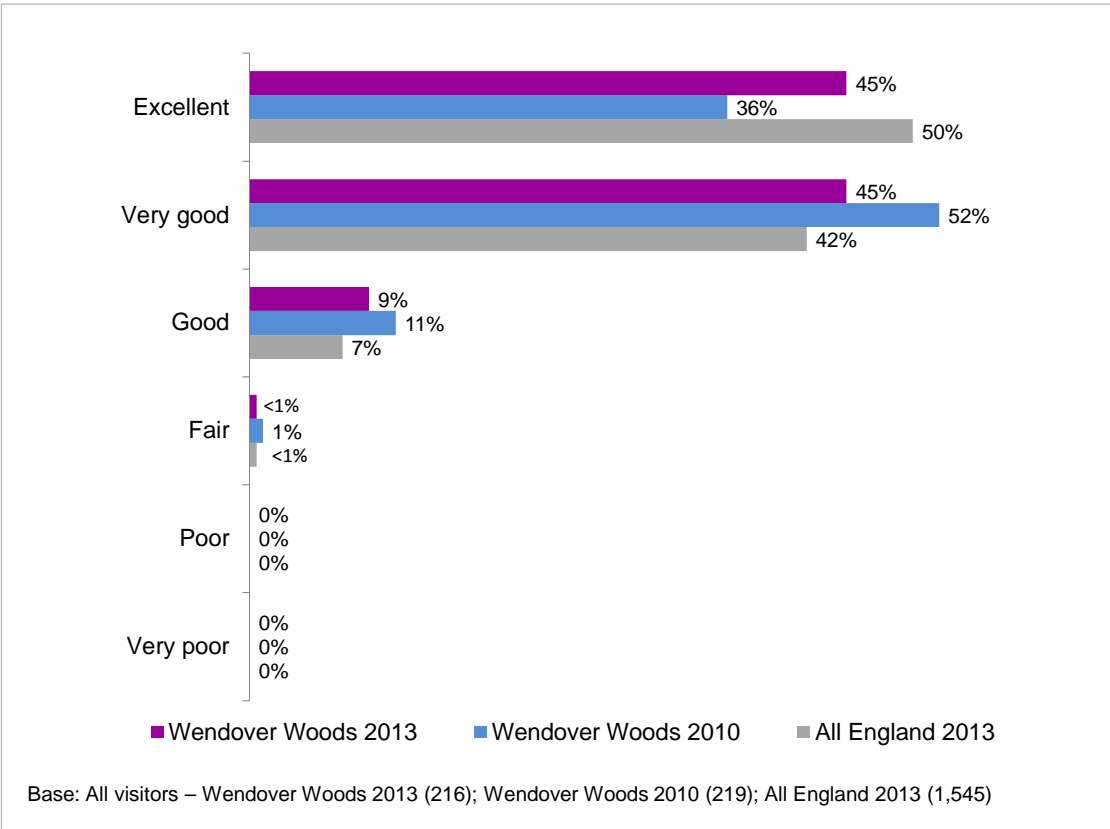


5.2 Overall rating of the site as safe and welcoming

Similarly, ratings of the site as safe and welcoming were positive, with 90% rating Wendover Woods as ‘excellent’ or ‘very good’. This is a similar profile to the 2010 study and broadly in line with the all England findings.

Taking ‘excellent’ in isolation, Wendover Woods has improved from its 2010 score (45% vs. 36% respectively) – see Figure 8 below.

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



Those visitors who were able to rate the site in terms of how safe and welcoming it felt were asked why they gave that rating. The question was unprompted and visitors could mention more than one aspect of the site. Table 8 below details the comments provided by 2% or more of the sample at Wendover Woods.

It shows the responses received from those visitors giving a positive rating (excellent, very good, good) for both Wendover Woods and all England sites.

A quarter (24%) of visitors gave general positive comments about the site, with a further 13% saying it was a 'safe environment generally for people'.

A fifth (20%) of the replies referred to the general environment, encapsulated 'peaceful / pleasant / tranquil / relaxing' and 'the scenery / views / beautiful environment'.

One in ten (11%) thought that Wendover Woods was clean / tidy / well maintained and litter free.

Only 9% referred to Wendover as being a 'good place for the kids to play / run around / safe for the kids' (as opposed to a 15% all England figure) – see Table 8 overleaf.

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

	Wendover Woods 2013 %	All England 2013 %
General positive comments	24	12
Safe environment generally for all people	13	17
Clean / tidy / well-maintained / litter-free	11	15
Peaceful / pleasant / tranquil / relaxing	10	9
The scenery / views / beautiful environment	10	7
Good place for the kids to play / run around / safe for the kids	9	15
Well signposted / good maps / info boards	7	13
Good café / good catering	7	3
People are friendly / no jobs	7	8
Well laid out / well organised / set-up	5	12
Good quality facilities / amenities	4	8
Never had any problems	4	4
Good car parking	4	6
Away from roads / no cars / cars drive slowly	3	5
Friendly / helpful staff / rangers	3	7
Fresh air / open space	3	6
Plenty to do / has everything you want	3	5
Dog friendly	3	2
Good provision of paths / trails and tracks	2	7
Live locally / convenient / easy to get to	2	3

Base: Visitors rating the site as excellent, very good or good – Wendover Woods 2013 (214); All England 2013 (1,528)

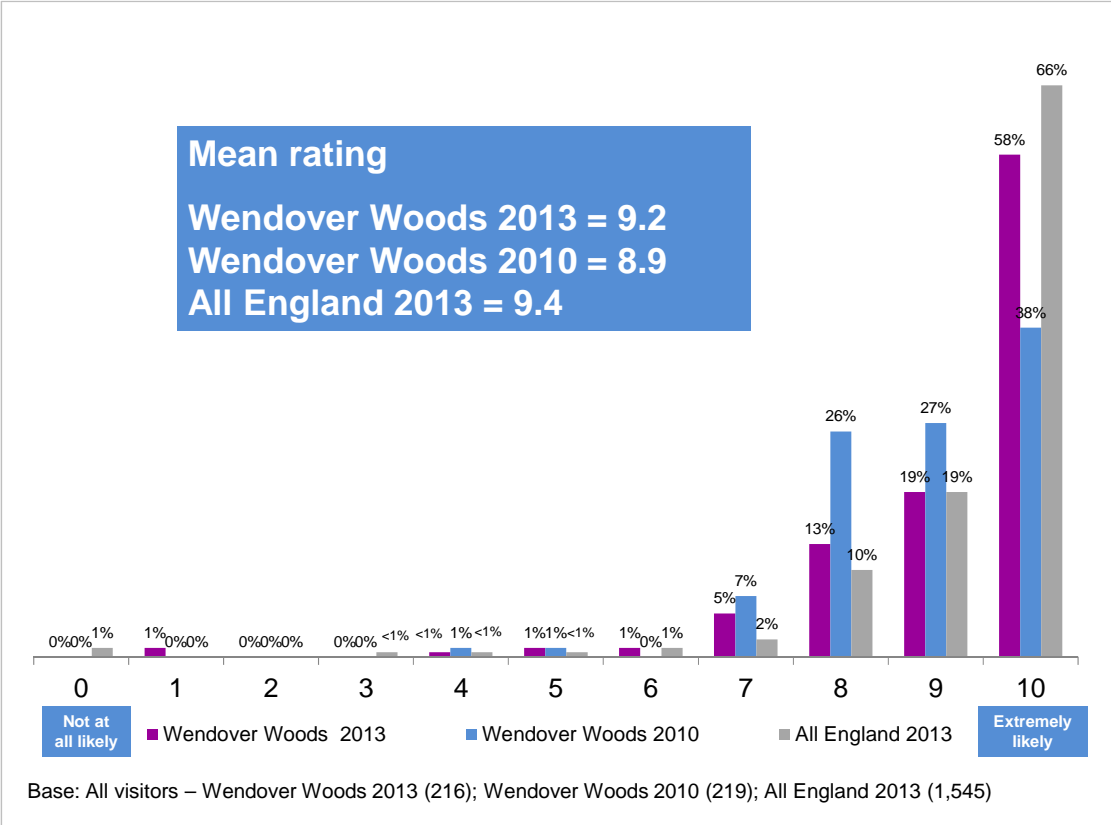
5.3 Recommending the site as a place to visit

Visitors were asked whether they would be likely to recommend Wendover Woods 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 Wendover Woods and all England sites in general were very positive. Over half (58%) gave a rating of 10 which is a significant improvement on the 2010 Wendover study percentage rating of 38% (although somewhat behind the all England 10 score of 66%).

The average score for Wendover Woods in 2013 was 9.2/10 a significant improvement on the 2010 Wendover study score of 8.9/10 - the all England score in 2013 was 9.4 – see Figure 9 below.

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



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

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

To calculate the NPS, the percentage of ‘Detractors’ is subtracted from the percentage of ‘Promoters’ to produce a net score. The NPS for Wendover Woods is 73, which is 10 points higher than the score of 63 seen in 2010, but lower than the all England score of 84.

5.4 Favourite things about the site

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

Walking was a prime reason for visiting Wendover and this showed in 50% of the comments referring to walks / paths and trails. This has increased noticeably from the 2010 survey where 28% referred to walking, and is significantly higher than the all England average of 35%.

Two in five (41%) referred to peace / tranquillity / relaxation and 38% to scenery / views / beauty, both higher than their all England equivalents of 33% and 32% - see Table 9 overleaf for more details of the aspects of the site most liked by visitors.

Table 9: Q9 – Favourite things about the site

Activities	Wendover Woods 2013 %	Wendover Woods 2010 %	All England 2013 %
Walks / paths / trails	50	28	35
Peace / tranquillity / relaxation	41	42	33
Scenery / views / beautiful	38	51	32
Fresh air / being outside	22	25	23
Exercise / keeping fit	14	12	14
Close to home / convenient	12	17	12
Activities for the children	12	28	22
Like forests / trees / variety of trees	12	13	17
Café / restaurant	12	-	7
Wildlife / bird watching	9	11	4
Cycle trails / opportunity to cycle	6	6	24
Good on-site facilities	6	18	11
Opportunity to spend time with family / friends	5	10	7
Clean / well looked-after	5	6	11
Been before / wanted to come again	5	3	6
Safe environment	4	13	8
Lots to see and / or do	4	6	8
Ideal for dogs / dog friendly / safe for dogs	4	-	3
Play area	4	-	3
Good accessibility	2	-	1
The weather	2	5	1
Helpful / pleasant staff	2	2	2
Remote / away from traffic / no cars	2	-	<1

Base: All visitors – Wendover Woods 2013 (216); Wendover Woods 2010 (219); All England 2013 (1,545)

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

- Groups comprising of adults only were more likely to mention the walks and paths (56%) than those with children (42%)
- The scenery was mentioned by a higher proportion of people belonging to the ABC1 social groups (42%) than those belonging to the C2DE groups (29%).

5.5 Suggested improvements to the site

Visitors were asked if there was anything that would enhance their enjoyment of the site, and if anything interfered with their enjoyment of the site. Again, these questions were unprompted and visitors could mention more than one improvement or issue.

Turning firstly to what would enhance their enjoyment of the site; the majority of visitors to Wendover Woods could not think of anything that would add to their enjoyment (53%), and only made positive comments. This was in line with the all England average of 55%.

Any suggestions to improve the site were made by relatively small numbers of visitors. Table 10 below outlines the comments that were made by 3% of the sample or more.

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

	Wendover Woods 2013 %	All England 2013 %
Nothing / general positive comments	53	55
Better car parking	8	6
Improve toilets / more toilets / showers	8	5
Improve café and general catering	5	4
Better signage / more maps	4	4
More activities for children / play areas	4	4
More trails, paths and cycle tracks	3	2
More dog poo bins	3	2

Base: All visitors – Wendover Woods 2013 (216); All England 2013 (1,545)

Reflecting the high levels of satisfaction, when asked if there was anything that interfered with their enjoyment of the site, over three quarters (77%) reported that nothing had interfered with their enjoyment. This was a little below the all England average of 81%.

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

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

	Wendover Woods 2013 %	All England 2013 %
Nothing	77	81
Toilets – not enough / closed / out of order	3	1
Wet / raining / poor weather	2	3
Lack of litter bins / need more bins / recycling bins	2	1
Signs unclear / need better signs / maps	2	2
Poor service in café	2	1
Car parking expensive	2	2
Problems with car park (limited spaces, machines not working)	2	1

Base: All visitors – Wendover Woods 2013 (216); All England 2013 (1,545)

6. Site facilities

6.1 Importance of site facilities

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

The café received by far the highest number of mentions by visitors to Wendover Woods (71%). This was significantly higher than the figure seen in the 2010 research (35%) and also the all England figure (35%).

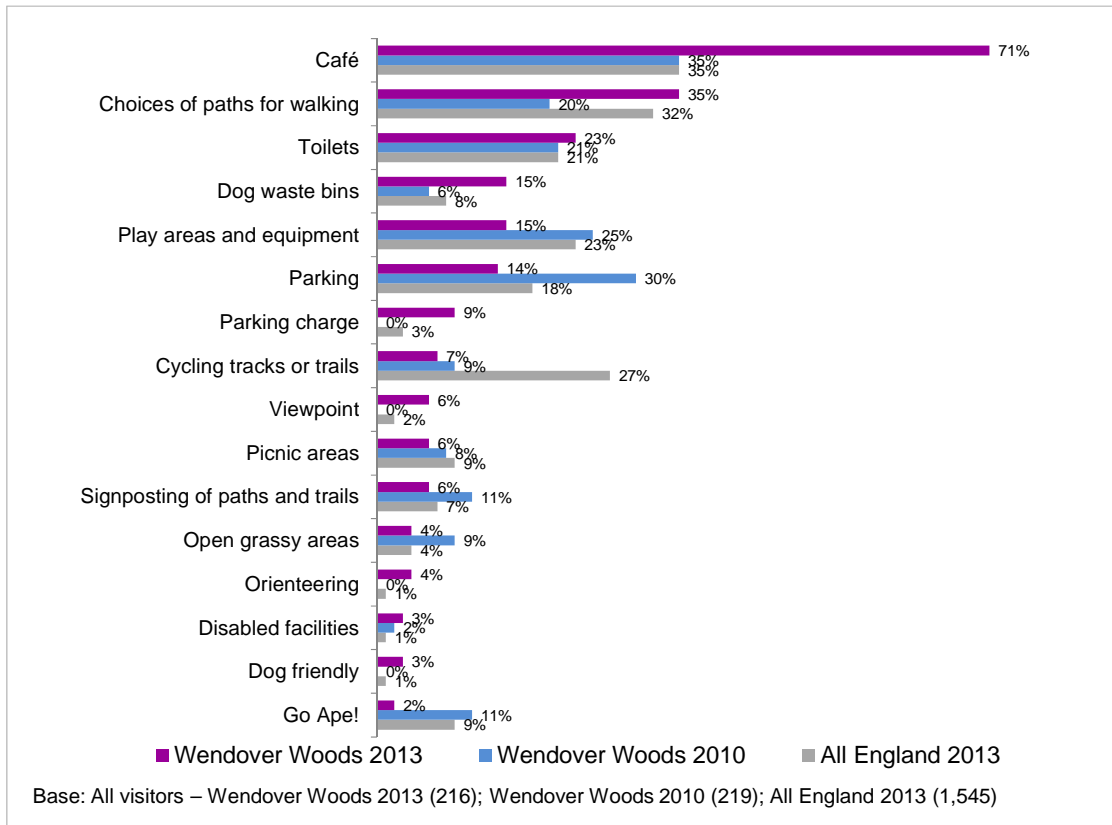
The choice of paths for walking was important to over a third of visitors (35%), compared to only 20% in 2010.

A quarter (23%) mentioned toilets as being important to their decision to visit, while 15% mentioned dog waste bins, up from 6% in 2010.

One in six (15%) thought play areas and equipment were important, down from 25% in 2010 (23% all England figure).

A similar proportion (14%) considered parking to be important, down from 30% in 2010 – see Figure 10 overleaf for more details.

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



6.2 Facilities used

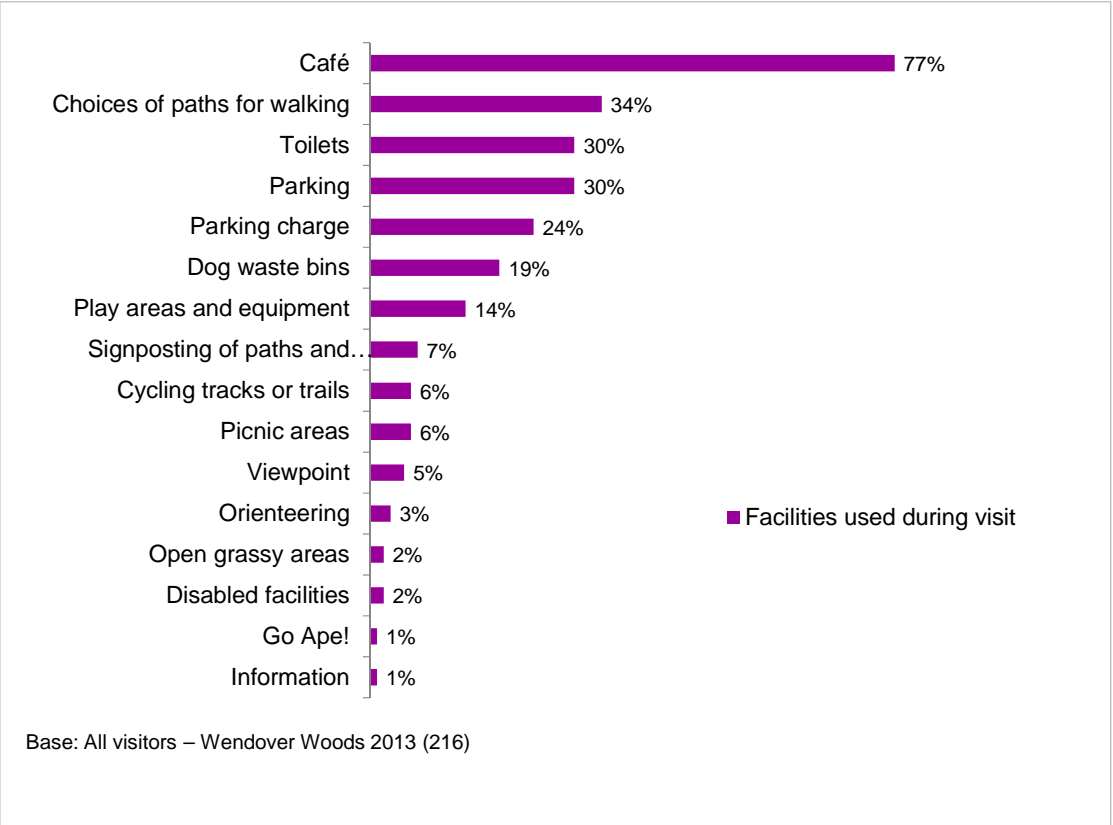
Visitors were then presented with the same list, and asked which facilities they had used during their visit.

The café was used by far and away the highest proportion of visitors (77%).

Around a third of visitors used paths for walking (34%), the toilets (30%) and the parking facilities (30%).

Dog waste bins were used by 19% of visitors to Wendover Woods, and the play areas and equipment by 14% - see Figure 11 below.

Figure 11: Q15a. Facilities used at Wendover Woods 2013



Some sub group differences were observed. The café was used by 81% of adults without children but only 72% of adults with children.

Paths for walking were used by 45% of adults without children, but only 18% of adults with children. In terms of social class 31% of ABC1s used paths for walking compared with 44% of C2DEs.

6.3 Rating of site facilities

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

Ratings varied considerably. Play areas and equipment were rated ‘excellent’ by almost half the visitors (48%), with 80% rating them either ‘excellent’ or ‘very good’.

In the same vein, 42% of visitors rated the choice of paths for walking as ‘excellent’, with 82% considering them ‘excellent’ or ‘very good’.

At the other end of the spectrum, parking charges were rated as poor by 36%, dog waste bins rated as poor by 24% and toilets rated as poor by 16% - see Figure 12 below for more details of ratings given for each facility.

Figure 12: Q15b. Rating of Wendover Woods site facilities (where used) 2013

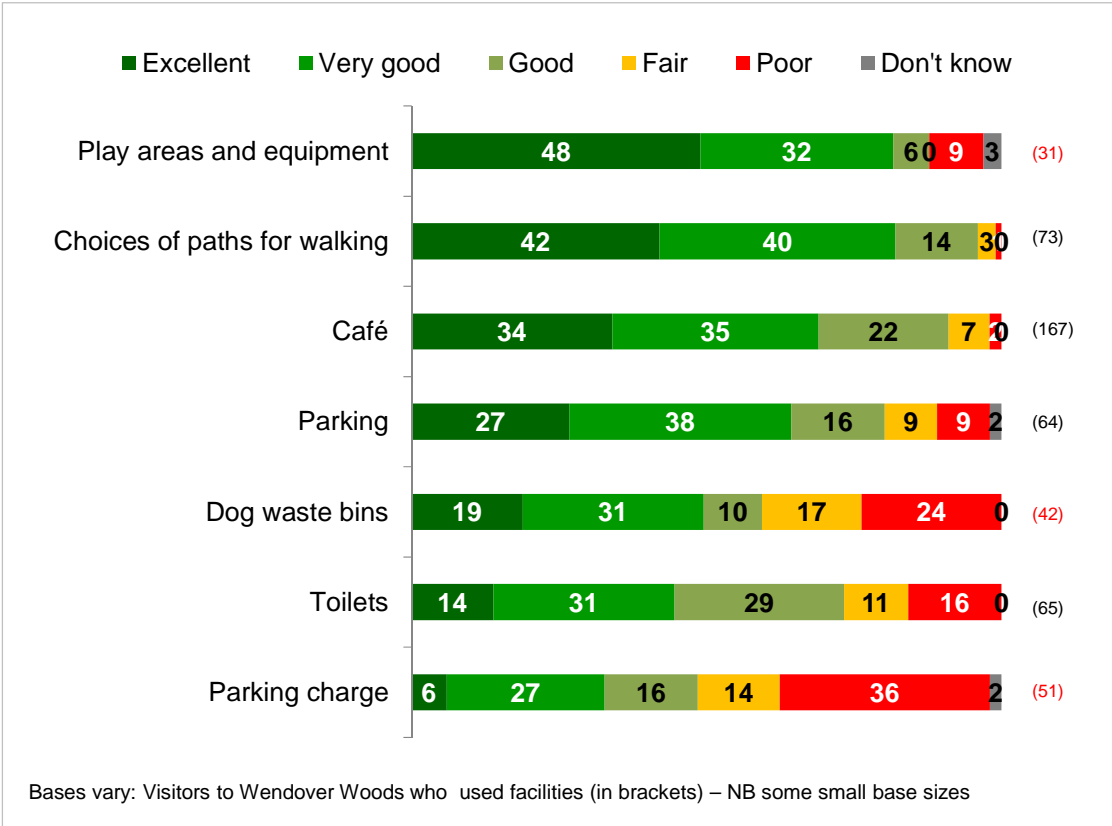


Table 12 compares the proportions giving 'excellent' ratings to the facilities used in 2013 compared to 2010.

All the facilities listed had increases in the proportion of visitors who gave an 'excellent' rating since the previous research. The most significant increases came in play areas and equipment, choices of paths for walking, and parking (35%, 32% and 20% increases respectively) – see Table 12 below for more details.

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

Facilities	Wendover Woods 2013 %	Wendover Woods 2010 %	% change
Play areas and equipment	48	13	+35
Choices of paths for walking	42	10	+32
Café	34	21	+13
Parking	27	7	+20
Dog waste bins	19	3	+16
Toilets	14	4	+10
Parking charge	6	-	-

Bases vary: visitors using each facility

7. Sources of information used to plan visit

Visitors were asked where they found out about the Wendover Woods as a place to visit. This question was prompted and visitors could mention as many sources of information as were applicable.

Amongst first time visitors to Wendover Woods most heard about the site through word of mouth (44%). This was by some way the most frequently mentioned source of information for this group. Awareness through word of mouth declined however from the 2010 study (55%).

Not surprisingly, the dominant response amongst repeat visitors was 'they'd always known about it / been here before' (81%) – see Table 13 for more details.

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

	First Time Visitors			Repeat Visitors		
	Wendover Woods 2013 %	Wendover Woods 2010 %	All England 2013 %	Wendover Woods 2013 %	Wendover Woods 2010 %	All England 2013 %
Word of mouth	44	55	43	18	26	25
Google / internet	13	15	16	2	3	4
Always known about it / been here before	22	18	19	81	67	69
Just passing / en route	13	-	5	1	1	1
Map	3	-	2	-	-	1
Forestry Commission website	3	-	4	-	-	2
Natural Resources Wales website	3	-	1	-	-	<1
Tourist Board	3	-	3	-	1	1

Bases vary: First time vs. repeat visitors

8. Visiting other sites

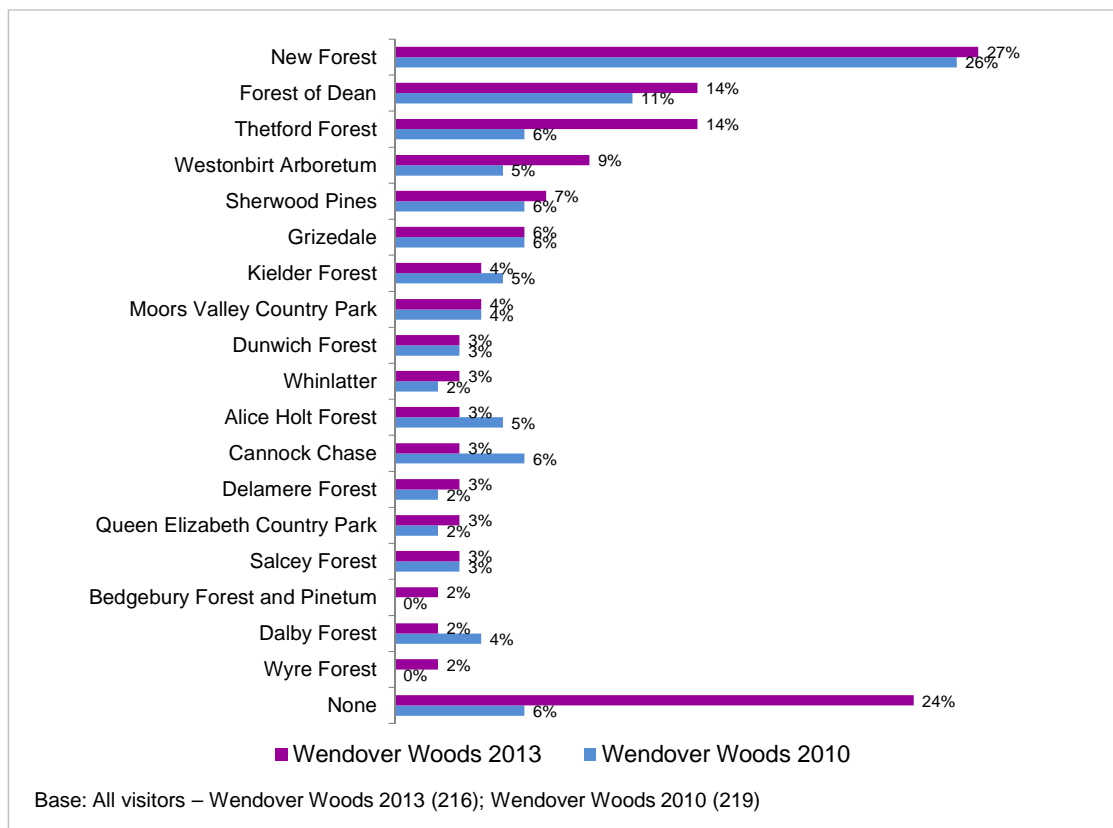
Visitors to Wendover Woods were presented with a list of FCE managed forests and woodlands, and asked whether they had visited any of these other sites in the last 12 months. Just over half (54%) had visited another site.

The New Forest (27%) was mentioned by the highest proportion of visitors to Wendover Woods; this was also the case in 2010 (26%).

The Forest of Dean and Thetford Forest were the next most visited at 14% each.

Almost a quarter of Wendover Wood's visitors hadn't visited another site (24%), up from only 6% who hadn't in 2010 – see Figure 13 for more details.

Figure 13: Other sites visited in the last 12 months



9. Uptake and interest in Annual Discovery Passes

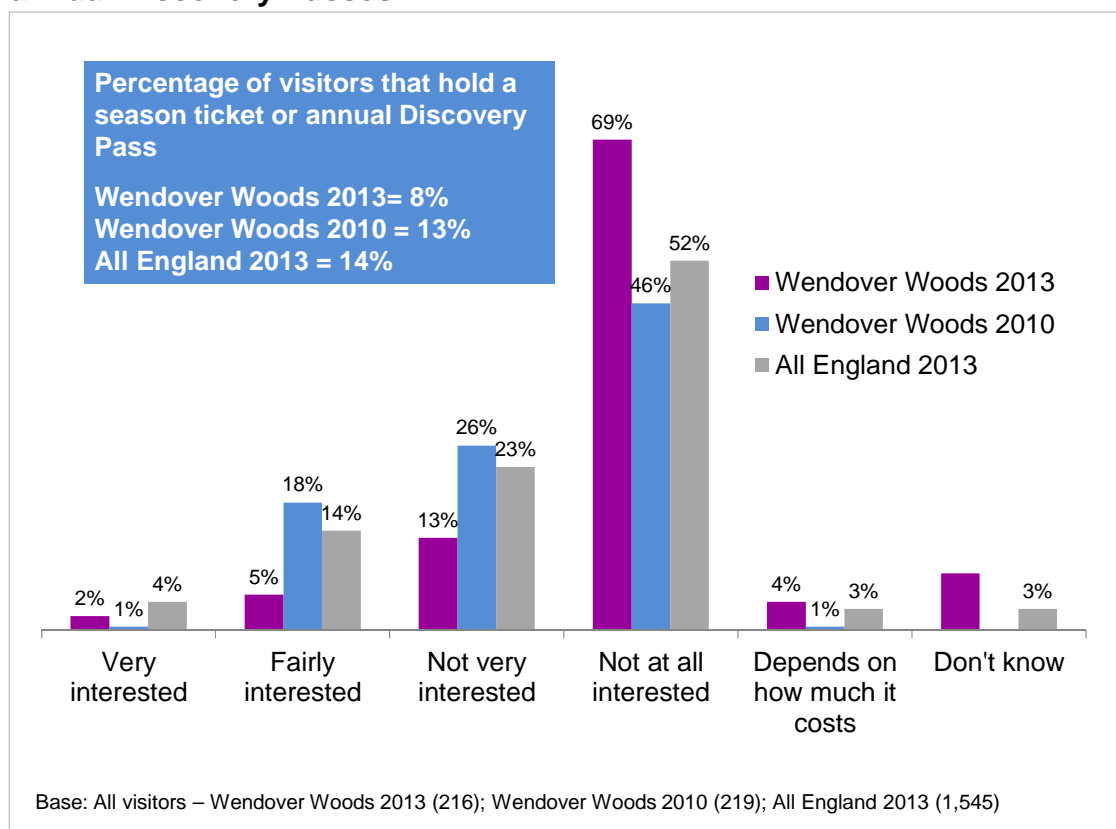
In 2013, 8% of visitors to Wendover Woods held Discovery Passes. This figure is down on both the Wendover Woods 2010 study and the all England average (13% and 14% respectively).

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

Levels of interest in purchasing an Annual Discovery Pass were low (only 7% very or fairly interested) when compared with 2010, when 19% were very or fairly interested, and an all England figure of 18%


The majority (82%) were not interested in purchasing a pass (13% 'not very interested', 69% 'not at all interested') – see Figure 14.

Figure 14: Current usage and levels of interest in season tickets and annual Discovery Passes



Appendix I

Questionnaire

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

APPROACH ADULTS AGED 16+ - READ OUT

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

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

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

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

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

ASK 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

- (18)
- 1
- 2
- 3
- 4
- 5

SHOWCARD B

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

SINGLE CODE

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

(20)

SHOWCARD C

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

RECORD IN COLUMN A - CODE ALL MENTIONED

ONLY ASK Q4b IF MORE THAN ONE PERSON IN GROUP

SHOWCARD C AGAIN

Q4b And which of these activities have other members of your group taken part in during your visit here today?

RECORD IN COLUMN B - CODE ALL MENTIONED

ASK ALL - SHOWCARD C AGAIN

Q5 And which of these activities are you (**IF PART OF GROUP:** or other members of your group) planning to take part in during your visit here today?

RECORD IN COLUMN C - CODE ALL MENTIONED

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

ASK ALL

SHOWCARD D

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

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

SHOWCARD D AGAIN

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

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

ASK ALL

SHOWCARD E

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

(59-62m)

Always known about it

1

Been here before

2

Word of mouth

3

Library

4

Local newspaper

5

National newspaper

6

Leaflet

7

Tourist Board

8

Road signs

9

Just passing / en route

A

Map

B

Smartphone app

C

Facebook

D

Twitter

E

Forestry Commission website

F

Natural Resources Wales website

G

Google

H

Other website (please specify) _____

X

Other (please specify) _____

X

(63-66m)

Don't know / can't remember

M

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

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

	Nothing	L
	Don't know	M

SHOWCARD F

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

SINGLE CODE

- Excellent
- Very good
- Good
- Fair
- Poor
- Very poor
- Don't know / not sure

ONLY ASK Q13 IF CODED 1-6 AT Q12

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

RECORD VERBATIM

Don't know

ASK ALL

SHOWCARD G

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

CODE ALL MENTIONED

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

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

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

(90)

1 }
2 }
3 } **Q13**
4 }
5 }
6 }
7 → **Q14**

(91-94m)

M

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

SHOWCARD G AGAIN

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

RECORD IN COLUMN A – CODE ALL MENTIONED

SHOWCARD H

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

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

ASPECTS USED		Q15a COL. A CIRCLE IF USED	Q15b - COLUMN B ONLY RATE THOSE TICKED IN COLUMN A							
			Excellent	Very good	Good	Fair	Poor	Very poor	DK	
		(120-123m)								
1	Access to the Beach	1	1	2	3	4	5	6	7	(140)
2	Animal Puzzle Trail	2	1	2	3	4	5	6	7	(141)
3	Arboretum	3	1	2	3	4	5	6	7	(142)
4	Art or Sculpture in the Forest	4	1	2	3	4	5	6	7	(143)
5	Baby Changing Facilities	5	1	2	3	4	5	6	7	(144)
6	BBQ	6	1	2	3	4	5	6	7	(145)
7	Beamer Tramper - motorised wheelchair hire	7	1	2	3	4	5	6	7	(146)
8	Bike Skills Area	8	1	2	3	4	5	6	7	(147)
9	Bike Wash	9	1	2	3	4	5	6	7	(148)
10	Bird Hide	A	1	2	3	4	5	6	7	(149)
11	Bus Links	B	1	2	3	4	5	6	7	(150)
12	Café	C	1	2	3	4	5	6	7	(151)
13	Camp Site	D	1	2	3	4	5	6	7	(152)
14	Caravan Site	E	1	2	3	4	5	6	7	(153)
15	Centre for Contemporary Art and the Natural World	F	1	2	3	4	5	6	7	(154)
16	Choices of Paths for Walking	G	1	2	3	4	5	6	7	(155)
17	Community Discovery Centre	H	1	2	3	4	5	6	7	(156)
18	Community Orchard	I	1	2	3	4	5	6	7	(157)
19	Conference Facilities	J	1	2	3	4	5	6	7	(158)
20	Craft Barns	K	1	2	3	4	5	6	7	(159)
21	Cycle Hire	L	1	2	3	4	5	6	7	(160)
22	Cycle Shop	M	1	2	3	4	5	6	7	(161)
23	Cycling Tracks or Trails	N	1	2	3	4	5	6	7	(162)
24	Disabled Facilities	O	1	2	3	4	5	6	7	(163)
		(124-127m)								
25	Dog Waste Bins	1	1	2	3	4	5	6	7	(164)
26	Easy / All Ability Access	2	1	2	3	4	5	6	7	(165)
27	Educational	3	1	2	3	4	5	6	7	(166)
28	Events	4	1	2	3	4	5	6	7	(167)
29	Fenced Dog Training Area	5	1	2	3	4	5	6	7	(168)
30	Fishing	6	1	2	3	4	5	6	7	(169)
31	Forest Classroom	7	1	2	3	4	5	6	7	(170)
32	Forest Drive	8	1	2	3	4	5	6	7	(171)
33	Forest Holidays	9	1	2	3	4	5	6	7	(172)
34	Forest Shop	A	1	2	3	4	5	6	7	(173)
35	Go Ape!	B	1	2	3	4	5	6	7	(174)
36	Great Oak Hall	C	1	2	3	4	5	6	7	(175)
37	Heritage Site	D	1	2	3	4	5	6	7	(176)
38	Horse Riding	E	1	2	3	4	5	6	7	(177)

LIST CONTINUED OVERLEAF

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

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

(210)

- 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
---	---	---	---	---	---	---	---	---	---	----

(211)

ONLY ASK Q18a IF MORE THAN ONE PERSON IN GROUP

SHOWCARD I

Q18a Thinking about the whole of the group you are with today, how much do you think the whole group are likely to spend in the local area on the following things as a result of your visit today?

**WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND
IF NONE RECORD 0**

- Accommodation, including food and drink purchased there _____ (212-217)
- Food and drink purchased outside any accommodation _____ (218-223)
- Admissions fees to attractions _____ (224-229)
- Parking _____ (230-235)
- Non-routine shopping (e.g. buying souvenirs) _____ (236-241)
- Transport including petrol, taxis, public transport etc. _____ (242-247)
- Hiring equipment such as boats, bikes or horses _____ (248-253)
- Other miscellaneous items _____ (254-259)

**NOW GO TO
Q19**

INSTRUCTION - ONLY ASK Q18b RESPONDENT IS ALONE

SHOWCARD I

Q18b How much do you expect to spend in the local area on the following things as a result of your visit today?

**WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND
IF NONE RECORD 0**

- Accommodation, including food and drink purchased there _____ (261-266)
- Food and drink purchased outside any accommodation _____ (267-272)
- Admissions fees to attractions _____ (273-278)
- Parking _____ (279-284)
- Non-routine shopping (e.g. buying souvenirs) _____ (285-290)
- Transport including petrol, taxis, public transport etc. _____ (291-296)
- Hiring equipment such as boats, bikes or horses _____ (297-302)
- Other miscellaneous items _____ (303-308)

SHOWCARD J AND SHOW MAP

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

(320-323m)

CODE ALL MENTIONED

Alice Holt Forest	1
Abbotts Wood	2
Bedgebury Forest and Pinetum	3
Cannock Chase	4
Cardinham 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
	(324-327m)
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
Wharncliffe	C
Whinlatter	D
Wyre Forest	E
Other woodland / forest in England (please specify) _____	(328-331m)
Other woodland / forest in Wales (please specify) _____	
None of these	M
Don't know / can't remember	N

For office use only: 332-600 for Wales sites

Q20a Do you currently hold an annual Discovery Pass or Friends membership for this site?	(601)
Yes	1
No	2
Don't know / can't remember	3

SHOWCARD K

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, per household. SINGLE CODE	(602)
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 for analytical purposes.

Q21 INTERVIEWER RECORD GENDER	(603)
Male	1
Female	2

Q22 Which of the following age bands do you fall into?	(604)
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 L

Q23 Which of these best describes your employment status right now? SINGLE CODE	(605)
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.) (606)

**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? (607)

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? (608)
INCLUDES PROBLEMS RELATED TO OLD AGE

Yes – limited a lot 1
Yes – limited a little 2
No 3
Refused 4

SHOWCARD M

Q27 Which of these best describes your ethnic origin?
SINGLE CODE

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

Caribbean
 African
 Any other Black background (please specify) _____

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

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

Chinese

Other (please specify) _____

Refused

Q28 So we can map where visitors have come from, can I please have your postcode?
 Please be assured that this information will only be used for analysis purposes
 and will not be used to identify individuals.

**ENSURE POSTCODE IS COLLECTED IN FULL WHERE POSSIBLE, OR AS
 MUCH OF POSTCODE AS RESPONDENT WILL PROVIDE**

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

Overseas visitor (please specify country) _____

(609)

1

2

3

4

5

E

6

7

F

8

9

A

G

B

C

D

H

J

I

Z

(617-618)

Respondent Name:					
Address:					
Telephone number:					
THANK YOU FOR YOUR TIME - PROVIDE LEAFLET.					
<i>Interviewer Declaration:</i> I declare that I have conducted this interview face to face with the above named person (who is unknown to me) according to your instructions:					
Signature				Date of interview:	
				(621)(622)(623)(624)	
WRITE IN YOUR INTERVIEWER NUMBER →				(625)	(626)
				(627)	(628)
B01326-1	F.O.U (BACK CHECKS)		Accompanied	Yes 1 No 2	Supervisor signature

Appendix II

Explanation of social class categories

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

AB

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

C1

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

C2

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

DE

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

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