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Research Report

Quality of the Visitor
Experience 2015

Wyre Forest



Prepared for:
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1. Executive summary

1.1 Quality of Visitor Experience Research

Between 2013 and 2015, Beaufort Research conducted 8,417 interviews with visitors to forest and woodland sites across England and Wales. In 2015, a total of 2,950 interviews were conducted: 1,762 in England and 1,188 in Wales.

A total of 42 sites were surveyed: 14 per year (7 in each country). All selected sites in England are high usage, while sites in Wales consist of a combination of medium and high usage sites. In 2015, interviews were conducted at 9 high usage sites (7 in England and 2 in Wales) and 5 medium usage sites (all in Wales).

This report summarises the findings from the 222 visitor interviews conducted at Wyre Forest in 2015. 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 2015).

1.2 Wyre Forest

Wyre Forest is part of the Wyre Forest Area Woodlands. 6,000 acres in size, it is one of the largest remaining ancient woodlands in Britain and once stretched along the Severn Valley from Worcester to Bridgnorth. Much of the area is designated as a Site of Special Scientific Interest (SSSI) with many rare species of flora and fauna found there. Its nearest town is Bewdley.

Wyre Forest offers visitors a range of woodland walks and trails amongst ancient oak woods and fir trees. Go Ape!, a high wire adventure course, has been installed at the Forest and the new Wyre Community Discovery Centre has now been completed and provides facilities for groups.

1.3 Perceptions of the site

Perceptions of Wyre as a place to visit were very positive. None of the visitors interviewed at Wyre in 2015 gave a negative rating for the site, whilst four fifths of visitors (85%) said it was 'excellent' or 'very good'. However, there was a significant drop in the proportion rating the site as 'excellent' since 2011, when 54% said it was 'excellent' compared to 10% in 2015. The 'excellent' rating for Wyre was also lower than the all England average of 32%.

Similarly, ratings of how safe and welcoming Wyre was seen to be were very positive. Again, none of the visitors interviewed at Wyre gave a less than positive rating of the site in terms of it being safe and welcoming, whilst over three quarters of visitors said it was either 'excellent' or 'very good' (77%): lower than the all England average (86%) and the survey results in 2011 (95%). This was down to the considerable decrease in the proportion of visitors rating the site as 'excellent' (11% in 2015 compared to 48% in 2011 and 36% on average across other England sites).

When asked whether they would be likely to recommend Wyre as a place to visit to a friend or relative (using a score of 0-10), scores for Wyre and all England sites generally were extremely positive: only 15% gave a rating of less than 9/10 for Wyre. The proportion of visitors giving the highest score had decreased by 31% since 2011 (from 45% to 14%). However, the mean score for the site in 2015 was similar to the mean score in 2012 (8.95 in 2015 and 8.9 in 2012). Wyre's mean score was slightly lower than the mean score across all England sites (9.14).

1.4 Strengths of the site

The walks / paths / trails stood out as being visitors' favourite aspect of Wyre Forest, as three fifths of visitors mentioned it (60%). This proportion had increased since the 2011 survey when 43% said the walks/ paths / trails was their favourite aspect of the site and it was considerably higher than the average across all the England sites (40%).

Other popular mentions included: like the forest / trees (37%), activities that are good for the children (34%), been before (20%), opportunity to spend time with family / friends (17%), scenery / views (16%) and the fresh air / being outside (15%).

1.5 Areas for improvement

Nearly half the visitors to Wyre could not think of anything that would add to their enjoyment and only made positive comments (48%); this was a similar proportion to the all England average (45%).

Most suggestions to improve the site were therefore made by relatively small numbers of visitors. The main improvement required was made by just over one in ten visitors (11%), and that was more dog poo bins / remove dog poo.

The other suggestions were made by fewer than 10% of visitors: 9% wanted better parking (i.e. easier, more, cheaper, free), 5% wanted more litter bins / recycling bins and 4% wanted more activities for the children.

1.6 Visitor profile

In 2015 one in six visitors to Wyre were first-time visitors (16%), which has increased slightly since 2011 (13%) but it was lower than the all England average of 24%. Over four fifths of visitors to Wyre were, therefore, repeat visitors in 2015 (84%).

Typically across all England sites, 85% were 'day trippers' and 14% were staying visitors. The split between 'day trippers' and staying visitors was even more slanted towards 'day trippers' at Wyre where 91% were day trippers and 8% staying visitors. The majority of visitors to Wyre were locals in 2015 as 91% had travelled for less than 3 hours to visit the site. This was higher than the average across all the England sites (74%) but it is similar to the 2011 research when 95% said they had travelled less than three hours to reach the site.

Group sizes were similar at Wyre (averaging 3.27 people) compared to the all England average (3.23 people). Almost two thirds of visitors to Wyre were there with children (65%). This proportion has increased since the 2011 research (57%) and it is also considerably higher than the all England average (48%).

The gender profile at Wyre was skewed towards women, as 61% of visitors at Wyre were female and 39% were male. This is different to the average across all England sites, where the balance in the gender profile was more equal. On average across all the England sites there was a slight slant towards females; 53% of visitors were women, and 47% were men.

The age profile of the visitors at Wyre was almost identical to the all England average. Wyre visitors were slightly more likely to be under 45 years old: just over half of visitors at Wyre were 45 years old or younger (52%), whilst just under half of them were aged over 45 (48%). This was in line with the average across England sites - 51% under 45, 48% over 45.

Visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 68%) than C2DE (skilled and unskilled manual workers and the unemployed = 32%). This was again almost exactly the same as the all England average (69% ABC1, 30% C2DE).

Over half of visitors to Wyre had children in the household (58%), which was higher than the all England average (47%).

Almost all of the visitors to Wyre were white British / Welsh / Irish (99%), with only a very small number of visitors describing their ethnicity as 'White Other European' (<1%). None of the visitors interviewed at Wyre described themselves as 'Black / Asian / Mixed'.

2. Introduction

2.1 Background

The woodland estates managed by Natural Resources Wales (NRW) and Forestry Commission England (FCE) cover some 105,000 hectares and 256,000 hectares respectively. NRW also manages a number of National Nature Reserves (NNRs) across Wales.

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

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

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

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

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

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

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

2.2 Research programme

Between 2013 and 2015, Beaufort Research conducted 8,417 interviews with visitors to forest and woodland sites across England and Wales. In 2015, a total of 2,950 interviews were conducted: 1,762 in England and 1,188 in Wales.

A total of 42 sites were surveyed: 14 per year (7 in each country). All selected sites in England are high usage, while sites in Wales consist of a combination of medium and high usage sites. In 2015, interviews were conducted at 9 high usage sites (7 in England and 2 in Wales) and 5 medium usage sites (all in Wales).

Table 1 below details the sites surveyed in 2015, along with the number of interviews completed at each.

Table 1: Interviewing sites and number of interviews conducted

England		Wales	
Site	No. of interviews	Site	No. of interviews
Dalby	259	Cadair Idris (H)	233
Fineshade	274	Craig y Ddinas (M)	144
Haldon	243	Fforest Fawr (M)	147
Hicks Lodge	233	Gwaun Hepste (M)	127
Jeskyns	287	Hafod (M)	140
Kielder	244	Newport Wetlands (H)	233
Wyre	222	Tan y Coed (M)	164
TOTAL	1,762	TOTAL	1,188

* H = High usage; M = Medium usage

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

The core interviewing period ran from March to October 2015. At Wyre, interviewing took place between 30th of March and 4th October, and a total of 222 interviews were conducted.

2.3 Report

This report summarises the results of the interviews undertaken at Wyre in 2015, and includes individual sites' scores on key visitor measures. Throughout the report, comparisons have been made to the All England figures (aggregated results from all 7 sites) 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 Wyre. Table 2 overleaf details the profile of visitors, compared with the profile of visitors to all sites surveyed in England in 2015 and shows that the demographic profile of visitors to Wyre was largely in line with that of the visitors to all the England sites.

The gender profile at Wyre was skewed towards women, as 61% of visitors at Wyre were female and 39% were male. This is different to the average across all England sites, where the balance in the gender profile was more equal. On average across all the England sites there was a slight slant towards females; 53% of visitors were women, and 47% were men.

The age profile of the visitors at Wyre was almost identical to the all England average. Wyre visitors were slightly more likely to be under 45 years old: just over half of visitors at Wyre were 45 years old or younger (52%), whilst just under half of them were aged over 45 (48%). This was in line with the average across England sites - 51% under 45, 48% over 45.

Visitors tended more towards the ABC1 socio-economic groups (professional and non-manual workers = 68%) than C2DE (skilled and unskilled manual workers and the unemployed = 32%). This was again almost exactly the same as the all England average (69% ABC1, 30% C2DE).

Just over half of visitors to Wyre had children in the household (58%), which was higher than the all England average (47%).

Almost all of the visitors to Wyre were white British / Welsh / Irish (99%), with only a very small number of visitors describing their ethnicity as 'White Other European' (<1%). None of the visitors interviewed at Wyre described themselves as 'Black / Asian / Mixed'. Again, this was largely in line with the all England data but the proportion of 'Black / Asian / Mixed' was higher on average across the England sites (2%) - see Table 2 overleaf for more details.

Table 2: Profile of visitors by key demographics 2015

		Wyre %	All England %
Gender	Male	39	47
	Female	61	53
Age	16 - 24	4	4
	25 - 34	15	17
	35 - 44	33	30
	45 - 54	21	22
	55 - 64	9	14
	65+	18	12
Social class	AB	38	37
	C1	30	32
Working status	C2	18	20
	DE	14	10
	Refused	<1	1
	Full-time employee (30+ hours per week)	48	54
	Part-time employee (<30 hours per week)	23	17
	Self-employed	2	4
	Full-time education	1	2
	Unemployed	-	1
	Permanently sick / disabled	<1	1
	Retired	19	15
Limiting illness	Looking after home	6	5
	Other	-	<1
	Refused	<1	1
	Yes – limited a lot	1	1
	Yes – limited a little	2	4
Children in household	No	96	94
	Refused	1	1
Ethnicity	Yes	58	47
	No	41	53
	Refused	1	<1
Ethnicity	White – British / Welsh / Irish	99	96
	White – Other	<1	2
	Black / Asian / Mixed	-	2
	Refused	<1	<1

Base: All visitors – Wyre (222); All England (1,762)

3.2 Group profile

3.2.1 Size of group

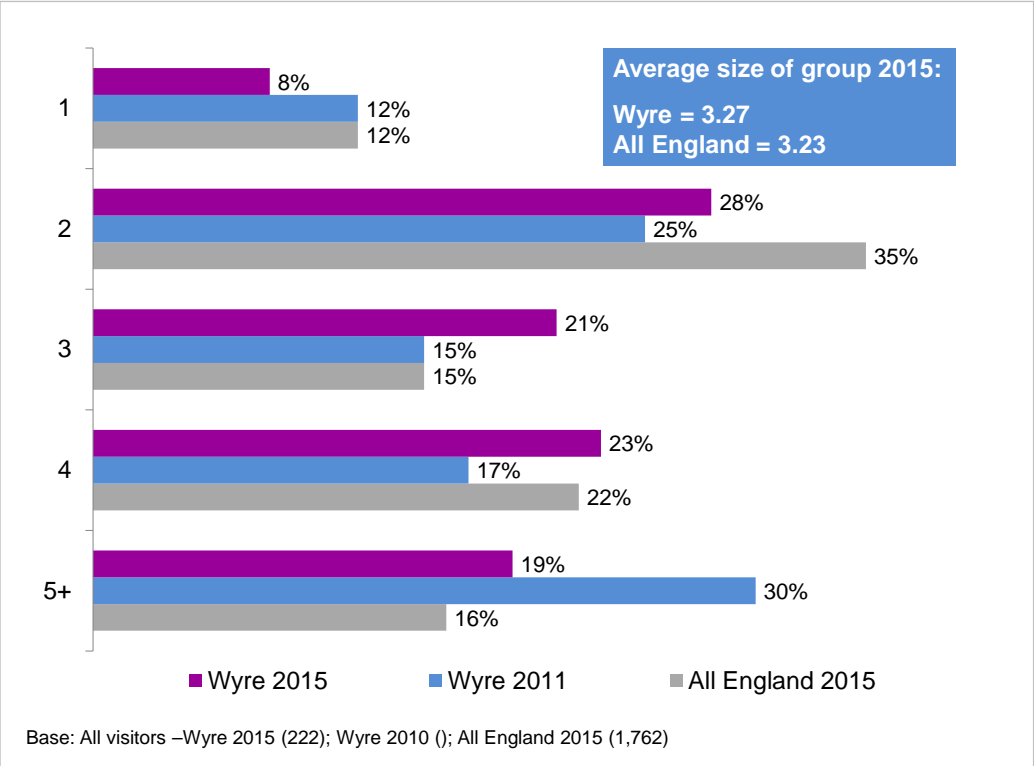
Group sizes were similar at Wyre (averaging 3.27 people) compared to the all England average (3.23 people).

Visitors at Wyre in 2015 were slightly more likely to visit in pairs (28%): this is also true on average across all England sites although the proportion there was higher (35%).

There has been a significant decrease in the proportion of visitors coming to the site in large groups of 5 or more people since the research was conducted in 2011 (19% in 2015 compared to 30% in 2011), however it is similar to the average across all the England sites (16%) .

Just 8% were visiting Wyre alone, a slight drop from 12% in 2011, which was more in line with the all England average, which was also 12%.

Figure 1: Q1. Total size of the group



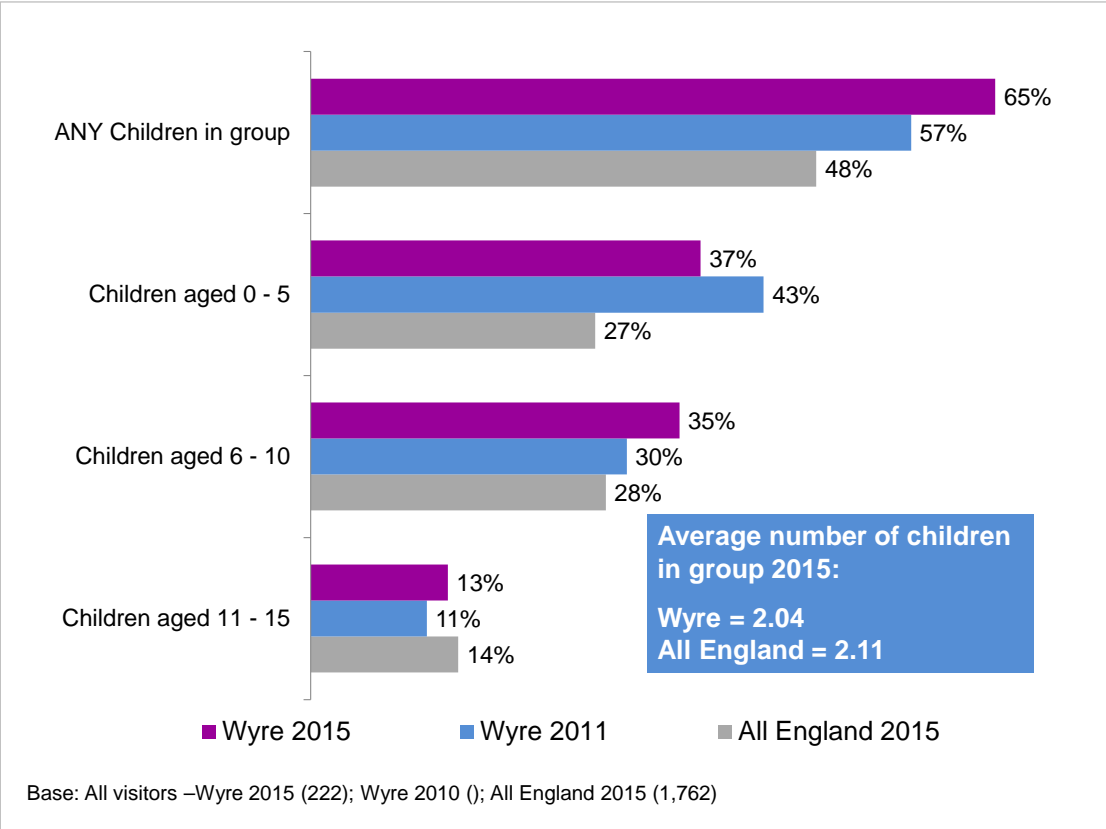
3.2.2 Composition of group

Almost two thirds of visitors to Wyre were there with children (65%). This proportion has increased since the 2011 research (57%) and it is also considerably higher than the all England average (48%).

Even though the proportion of groups visiting Wyre with children was higher than the all England average, the average number of children per group was slightly lower than the all England average (mean of 2.04 children per group at Wyre compared with 2.11 all England).

The ages of children in the groups were largely consistent with the all England findings but the proportion of children under five years old had decreased from 43% in 2011 to 37% in 2015.

Figure 2: Q1. Composition of group



4. Profile of visit

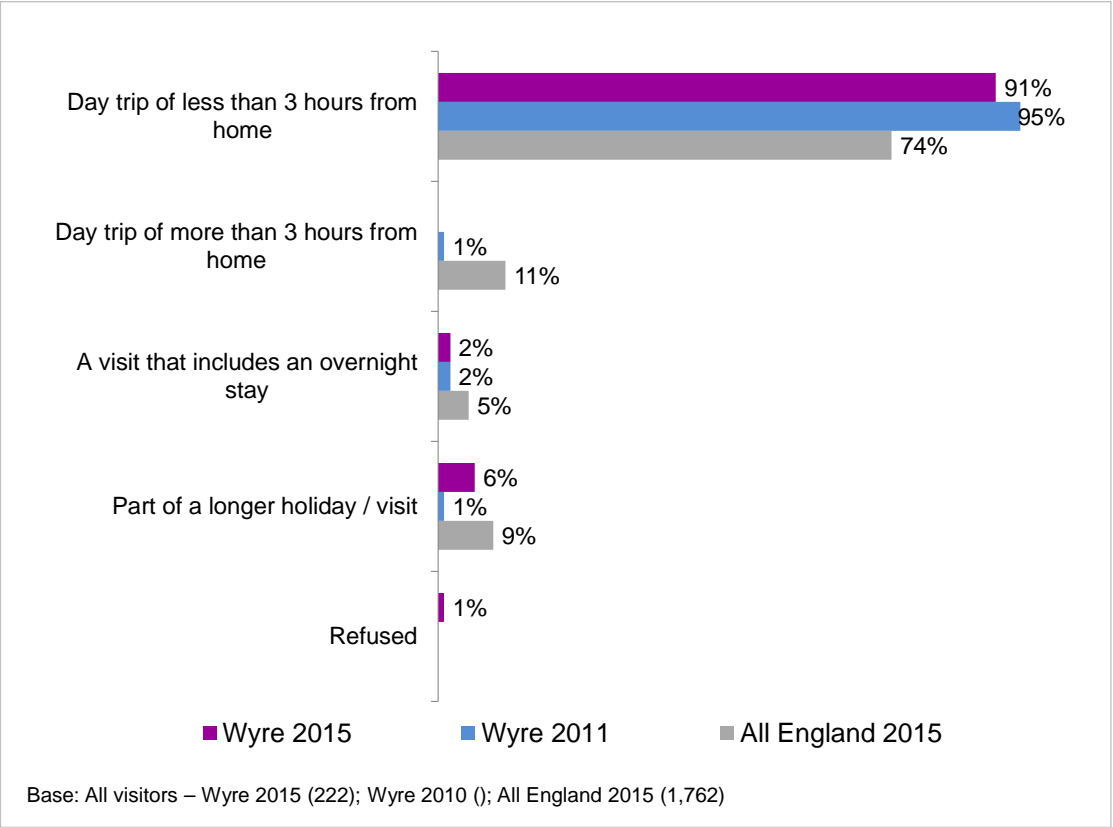
4.1 Type of visit

Typically across all England sites, 85% were ‘day trippers’ and 14% were staying visitors. The split between ‘day trippers’ and staying visitors was even more slanted towards ‘day trippers’ at Wyre where 91% were day trippers and 8% staying visitors.

The majority of visitors to Wyre were locals in 2015 as 91% had travelled for less than 3 hours to visit the site. This was higher than the average across all the England sites (74%) but it is similar to the 2011 research when 95% said they had travelled less than three hours to reach the site.

The proportion of Wyre visitors reporting that they would be staying overnight in the area had increased in 2015 from 3% in 2011 to 8% in 2015 which is slightly closer to the all England average (14%). The visitors who were staying overnight were more likely to be visiting as part of a longer holiday (6%).

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.

Every visitor to Wyre, apart from one (from Wales) had travelled from within England and the majority of those visitors came from the West Midlands (94%). The remaining small proportion of English visitors had come from East of England (2%), the East Midlands and South East England (1% from both).

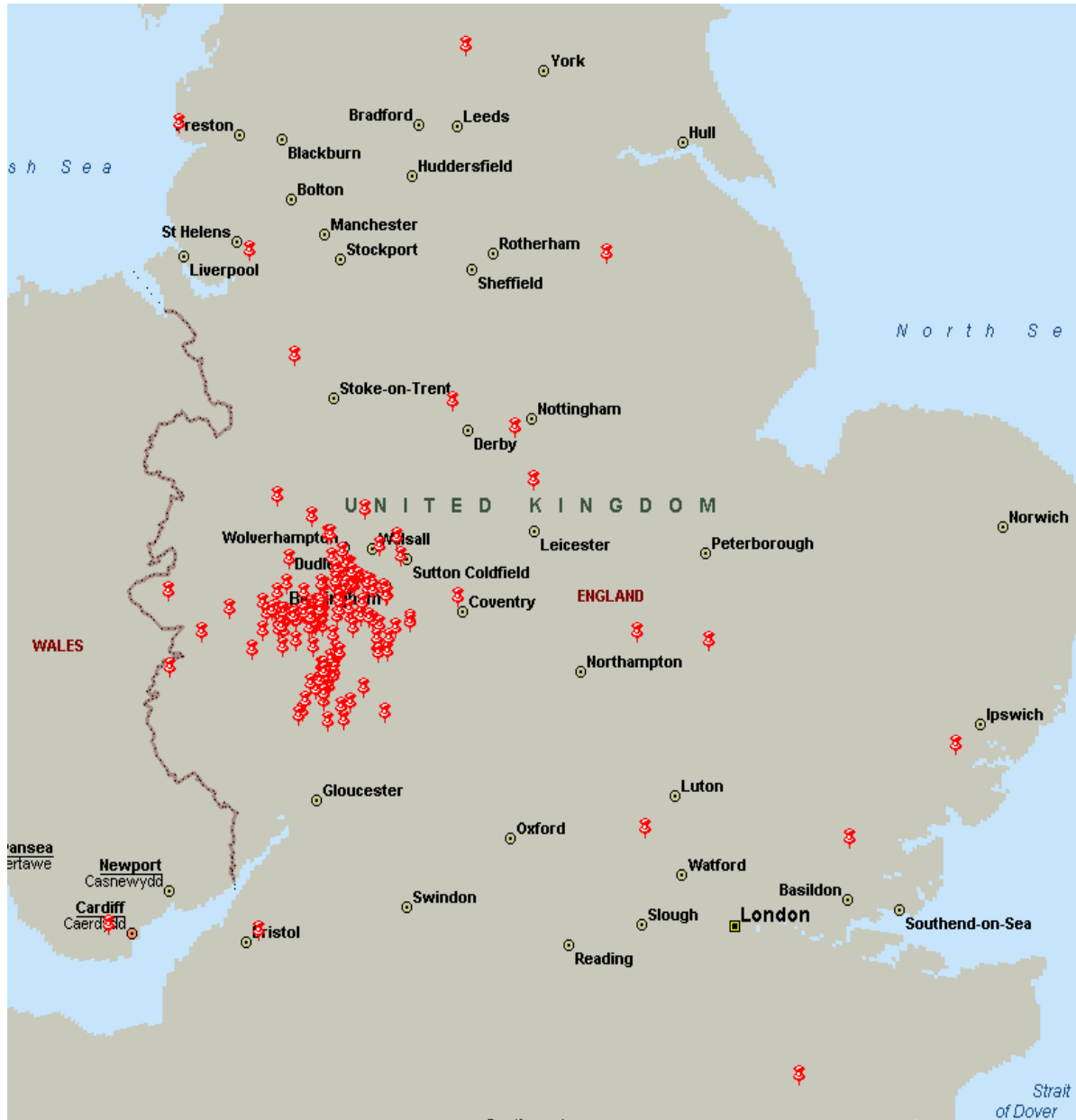
Table 3 below and Figure 4 overleaf provide more details.

Table 3: Q28a. Visitor origin 2015

		Wyre %	All England %
Home region	North East England	-	11
	Yorkshire & Humberside	<1	11
	North West England	<1	2
	West Midlands	94	14
	East Midlands	1	24
	East of England	2	4
	Greater London	-	1
	South East England	1	17
	South West England	<1	13
Home nation	England	99	98
	Wales	<1	<1
	Rest of UK	-	1
	Abroad	-	<1

Base: All visitors – Wyre (222); All England (1,762)

Figure 4: Map of visitor origin for Wyre



4.3 Frequency of visits

4.3.1 First-time visitors

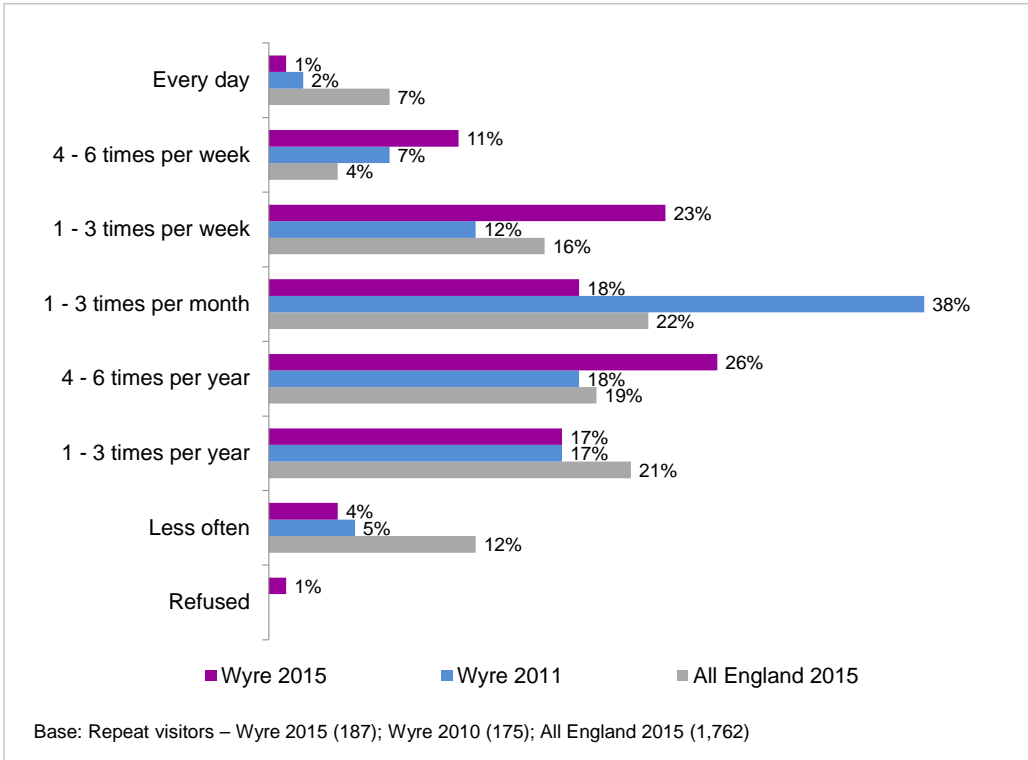
In 2015 one in six visitors to Wyre were first-time visitors (16%), which has increased slightly since 2011 (13%) but it was lower than the all England average of 24%. Over four fifths of visitors to Wyre were, therefore, repeat visitors in 2015 (84%).

4.3.2 Repeat visitors

Focussing on the repeat visitors, over half of the visitors to Wyre would be classified as regular visitors, visiting the site once a month or more often (53%). Therefore, 47% were infrequent visitors as they visited the site 4 times a year or less often.

This is largely in line with the 2011 survey, although the proportion of regular visitors is slightly lower (59% in 2011 compared to 53% in 2015). However, the proportion of regular visitors at Wyre in 2015 is slightly higher than the all England average of 49%.

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



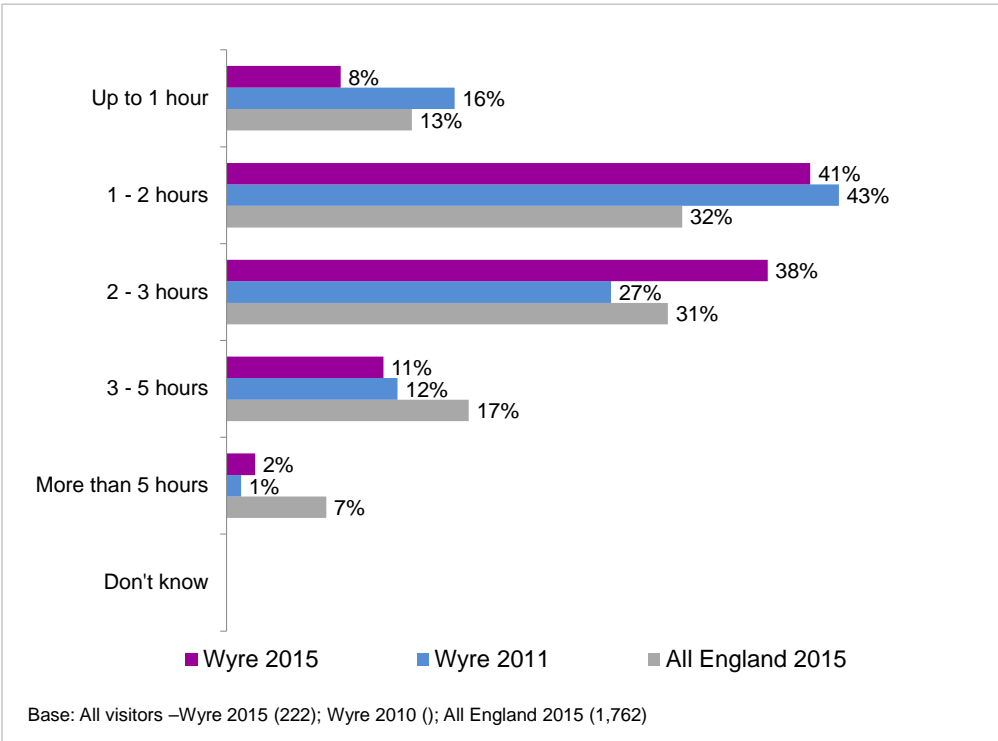
4.4 Length of visit

The average length of visit was only 14 minutes longer at Wyre in 2015 than in 2011, with visitors spending, on average, 2 hours and 11 minutes at the site. The average length of stay across all sites in England was longer, at 2 hours and 26 minutes.

The increase in the average length of visit at Wyre in 2015 can be attributed to the significant increase in the proportion of visitors saying they had been at the site for between 2 to 3 hours (38% in 2015 compared to 27% in 2011 and 31% across the all England sites).

Visitors to other sites across England were more likely to spend more than three hours at the sites compared to visitors at Wyre in both the 2015 and 2011 research (24% on average across all England sites compared to 13% at Wyre in 2015 and in 2011) – see Figure 6 below for more details:

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



4.5 Activities undertaken

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

Table 4 shows the combined figures for the following:

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

The most popular activity by far at Wyre was walking generally (92%), which was significantly higher than in the 2011 research (73%) and the all England average (67%). There was a particular increase in the proportion of visitors saying they had been walking on a sign-posted trail in 2015 compared to 2011 (67% in 2015 compared to 34% in 2011).

Conversely, cycling had become less popular at Wyre in 2015 compared to 2011 (total cycling in 2015 was 8% compared to 16% in 2011), and the proportion of visitors who said they had been cycling at Wyre was considerably lower than the average across all England sites (30%). This decrease in the overall total for cycling was due to the considerable drop in the proportion of visitors who had been cycling off trails or tracks as none of the visitors said they had done this in 2015 (down from 9% in 2011).

Visiting the café / catering facilities was the second most popular activity at Wyre, with 85% of visitors using it: over double the proportion of visitors who said they had used the café in the 2011 research (41%) and higher than the all England average of 54%.

Over half of visitors had used the play area (53%), which had increased since 2011 (35%) and was higher than the all England average of 25%. Around one in six visitors had seen something in the forest (16%) and had been admiring the views (14%), while one in ten visitors had used Go Ape! (11%). The proportion of visitors saying they had been to the Visitor Centre / shop had decreased since 2011 (2% in 2015, down from 11% in 2012) and the proportion was lower than the all England average of 9%.

Overall, almost all of the visitors to Wyre took part in 'active' activities (99%), which is a significant increase on the 2011 average (49%), and is slightly higher than the all England average (94%) - see Table 4 below.

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

	Wyre 2015 %	Wyre 2011 %	All England 2015 %
Cycling on forest roads, tracks or trails	8	10	20
Cycling off trails or tracks	-	9	15
TOTAL CYCLING	8	16	30
Walking on a sign-posted trail	67	34	38
Walking but not following sign-posts	5	32	8
Dog walking	30	26	29
TOTAL WALKING	92	73	67
Using the café / restaurant / other catering	85	41	54
Using the play area	53	35	25
Seeing something in the forest	16	1	6
Admiring the views	14	11	13
Go Ape!	11	*	4
Using the Visitor Centre / shop	2	11	9
Superworm trial / play trails	1	-	2
Nature / natural history visit	1	4	2
Picnic or barbeque	<1	11	7
Running / jogging	-	2	2
Organised event / trip	-	6	1
Bird watching	-	3	3
Photography	-	4	2
Orienteering / Geocaching	-	4	<1
Other	-	3	6
Taken part in ACTIVE activities	99	49	94

Base: All visitors – Wyre 2015 (222); Wyre 2011 (246); All England 2015 (1,762)

* No data available

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

4.6 Length of time spent on activities

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

As previously mentioned, visits to Wyre lasted 2 hours and 11 minutes on average. Visitors were spending 14 minutes longer on average at the site in 2015 than they did in 2011. .

Those walking spent an average of 1 hour and 16 minutes doing so; this was a small 3 minute increase since 2011, when the average time spent walking was 1 hour and 13 minutes.

The average time spent cycling at Wyre in 2015 was 1 hour and 51 minutes, which was 35 minutes longer than the average walking time, at 1 hours and 16 minutes. Visitors were also cycling for 7 minutes longer in 2015 as the average cycling duration was 1 hours and 44 minutes in 2011.

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

	Total duration of visit		Time spent on any walking		Time spent on any cycling	
	2015 %	2011 %	2015 %	2011 %	2015 %	2011 %
Up to 30 minutes	3	5	4	9	7	9
31 – 60 minutes	5	11	35	31	7	6
1 – 2 hours	41	43	52	50	43	42
2 – 3 hours	38	27	6	7	29	19
3 – 5 hours	11	12	1	-	7	6
5+ hours	2	1	-	-	-	-
Don't know	-	-	<1	3	7	16
AVERAGE	2 hrs 11 mins	1 hrs 57 mins	1 hr 16 mins	1 hr 13 mins	1 hrs 51 mins	1 hrs 44 mins

Base: All respondents - 2015 (222); 2011 (201), Respondents who walked - 2015 (203); 2011 (14), Respondents who cycled – 2015 (54); 2011 (31)

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

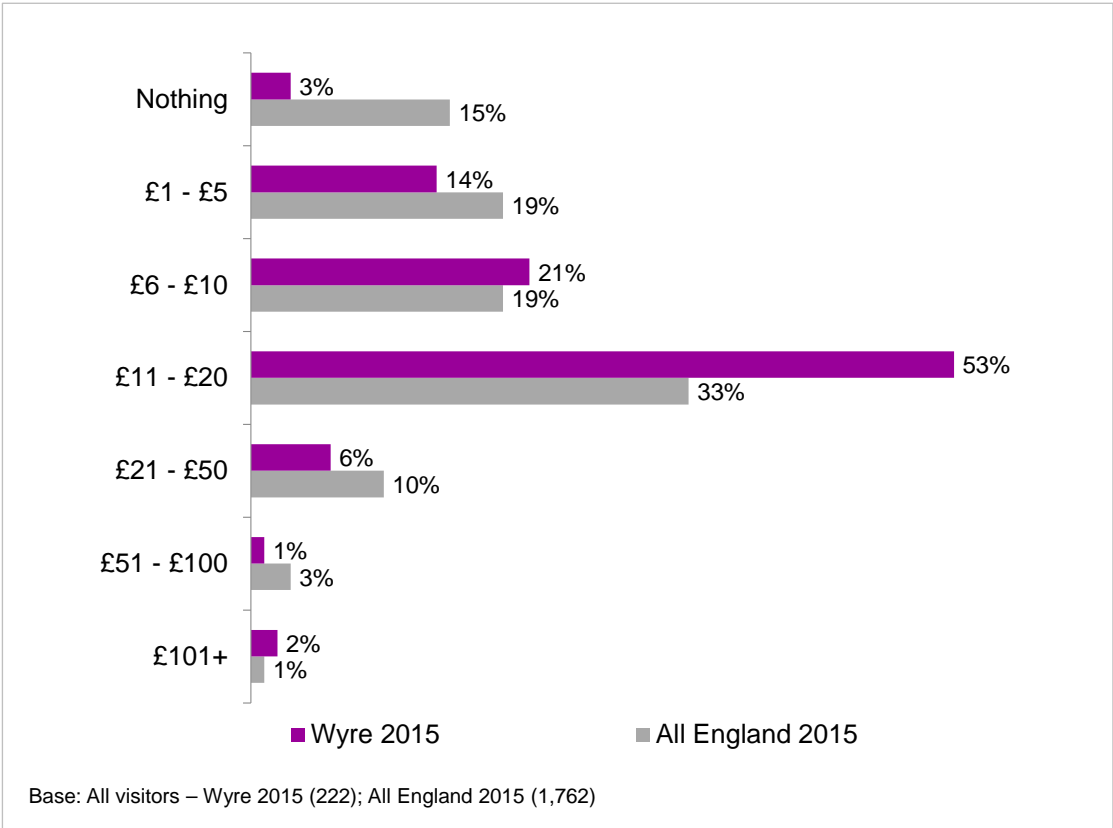
Visitors to Wyre were asked how much they intended to spend during their visit at the site on a variety of things, including food and drink, activities, parking, souvenirs and the hiring of equipment. Figure 7 shows the figures calculated by combining the data across all types of intended spending. Please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

Only 3% of visitors said they did not intend to spend any money at the site, which was lower than the all England average (15%).

Just over half of visitors had planned to spend £11- £20 on their visit (53%), which is considerably higher than typically recorded across the other England sites, where a third of visitors said they would spend £11 - £20 on their visit (33%).

Overall, the average spend at Wyre was very similar to the average at all England sites at £14.13 (compared with £14.69 all England average).

Figure 7: Q18a. Average spend per person/group at site – frequency of spending within each price range



When looking at individual types of spending at the site, the item that the highest proportion of visitors to Wyre was likely to spend on was parking, with almost all the visitors planning to spend on this (93%). The average planned spend on parking was £2.79, a little less than the all England average of £3.01.

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

Another area of spend at the site was on food and drink; nearly 9 out of 10 visitors said they were going to spend money on food and drink (86%), with an average spend of £8.84. This was similar to the all England average (£8.32).

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

	% spending anything on items		Average spend on items £	
	Wyre %	All England %	Wyre £	All England £
Parking	93	71	£2.79	£3.01
Food and drink	86	65	£8.84	£8.32
Activities at the site	5	5	£2.48	£3.09
Souvenirs / gifts	-	5	£0.00	£0.50
Hiring equipment	-	2	£0.00	£0.56
Anything else	<1	2	£0.14	£0.32

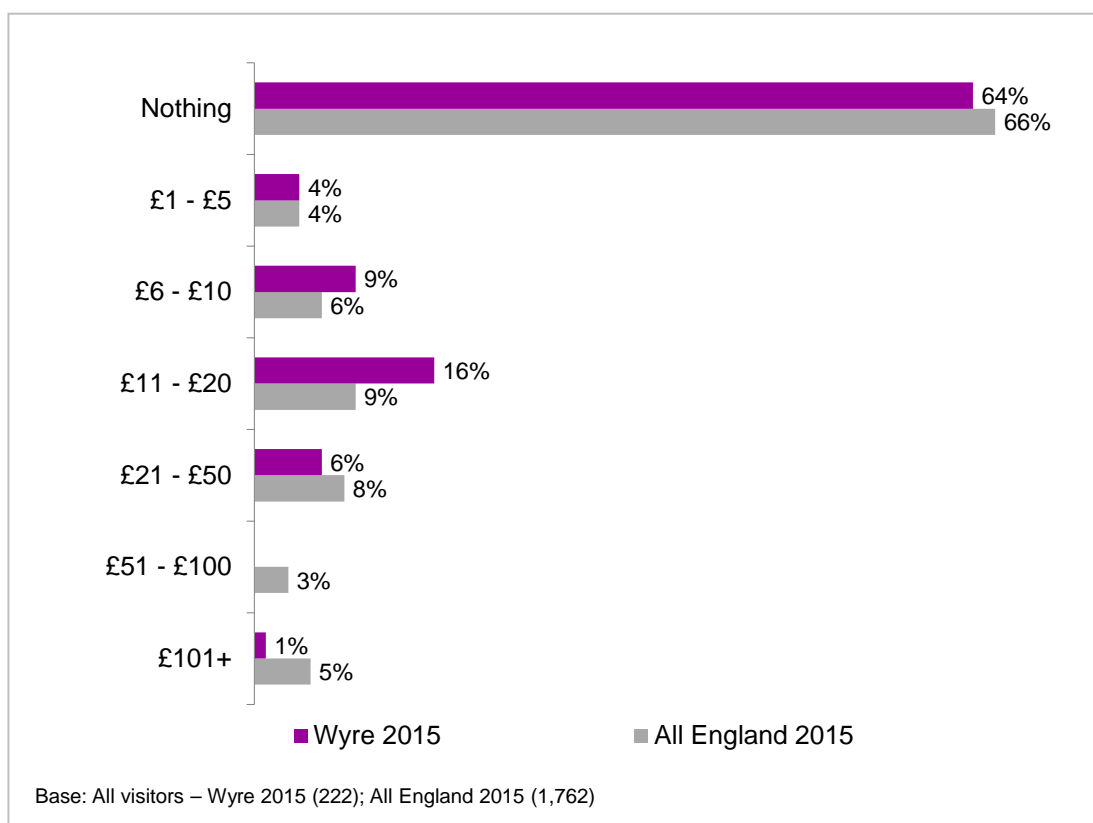
Base: All visitors – Wyre 2015 (222); All England 2015 (1,762)

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

Almost two thirds of visitors to Wyre said that they would not be spending any money in the local area as a result of their trip (64%); this was similar to the all England average (66%).

The average intended spend in the area was £9.23, which is considerably lower than the all England sites' average of £31.32.

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



Looking at individual spend in the local area as a result of their visit to Wyre, food and drink and parking were the main areas of intended spending: 33% planned to spend on food and drink (average of £3.60) and 23% would spend on parking (average of £0.62).

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

	% spending anything on items		Average spend on items £	
	Wyre %	All England %	Wyre £	All England £
Food and drink	33	25	£3.60	£10.02
Parking	23	19	£0.62	£1.26
Transport	-	11	£0.00	£3.47
Accommodation	1	5	£3.65	£14.69
Souvenirs / gifts	<1	4	£0.01	£1.61
Admissions to other attractions	1	3	£0.03	£1.16
Hiring equipment	-	1	£0.00	£0.40
Anything else	9	5	£1.43	£2.35

Base: All visitors – Wyre 2015 (222); All England 2015 (1,762)

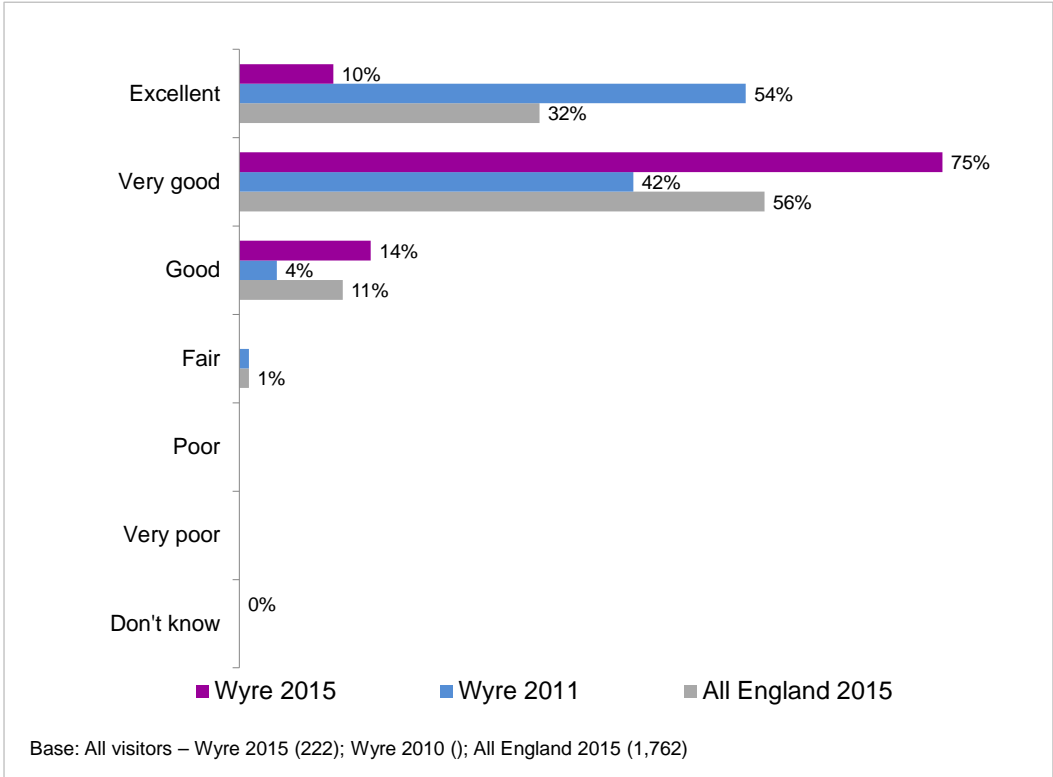
5. Perceptions of the site

5.1 Overall rating of the site as a place to visit

Perceptions of Wyre as a place to visit were very positive. This was also true across all England sites and was found in the previous study conducted in 2011 as well. None of the visitors interviewed at Wyre in 2015 gave a negative rating for the site, whilst four fifths of visitors (85%) said it was 'excellent' or 'very good'. However, there was a significant drop in the proportion rating the site as 'excellent' since 2011, when 54% said it was 'excellent' compared to 10% in 2015. The 'excellent' rating for Wyre was also lower than the all England average of 32%.

A further 14% said the site was 'good', which was slightly higher than the all England average of 11%.

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

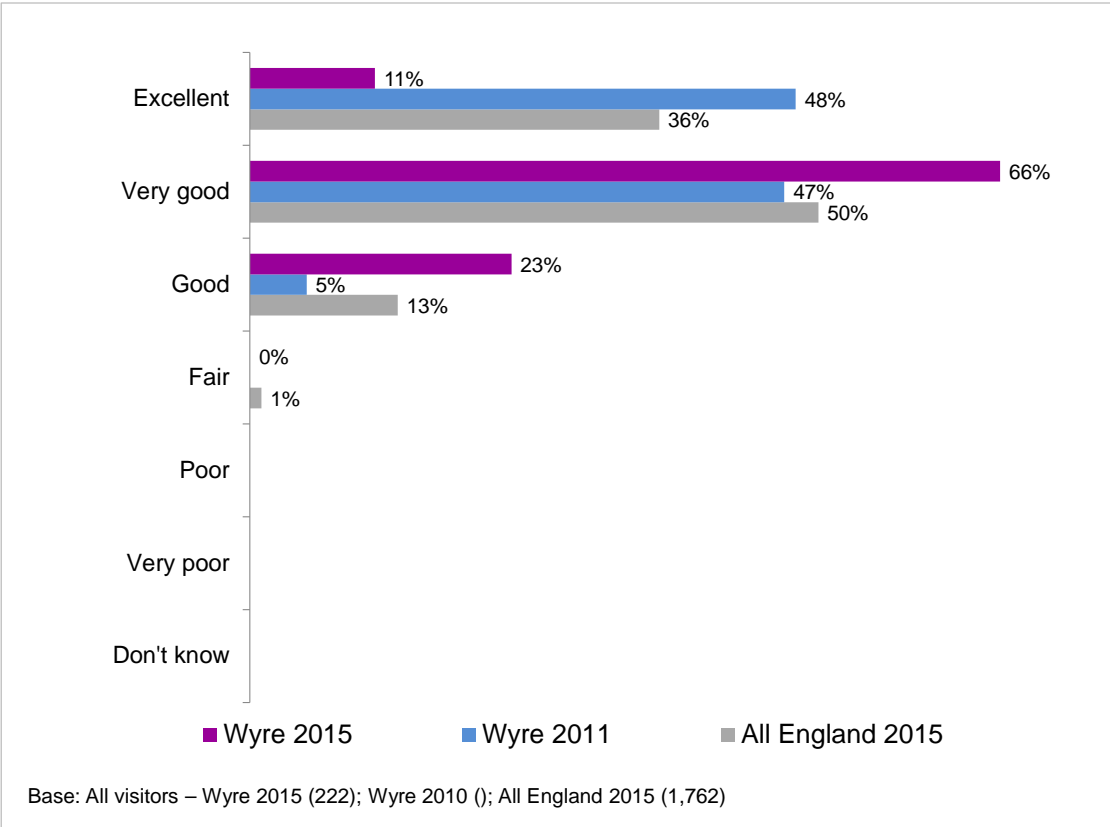


5.2 Overall rating of the site as safe and welcoming

Similarly, ratings of how safe and welcoming Wyre was seen to be were very positive. This was also found across all England sites on average, and in the 2011 survey.

Again, none of the visitors interviewed at Wyre gave a less than positive rating of the site in terms of it being safe and welcoming, whilst over three quarters of visitors said it was either ‘excellent’ or ‘very good’ (77%): lower than the all England average (86%) and the survey results in 2011 (95%). This was down to the considerable decrease in the proportion of visitors rating the site as ‘excellent’ (11% in 2015 compared to 48% in 2011 and 36% on average across other England sites).

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



Visitors were asked why they gave that rating. The question was unprompted and visitors could mention more than one aspect of the site. Table 7 below details the comments provided by 2% or more of visitors giving a positive rating (excellent, very good, good) for Wyre and all England sites.

When asked why they gave Wyre a positive rating, visitors were most likely to mention the good provision of paths / trails (43%). This was mentioned by fewer visitors on average at the other sites across England (25%).

Other popular mentions included the scenery / views / beautiful environment (39%), it being a good, safe place for children to play / run around (36%), the fresh air / open spaces (23%), that site's convenient location (15%) and the well laid out / well organised set up at Wyre (13%).

Other comments made by around one in ten or fewer visitors who gave the site a positive rating are outlined in detail in Table 7 below:

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

	Wyre 2015 %	All England 2015 %
Good provision of paths / trails and tracks	43	25
The scenery / views / beautiful environment	39	41
Good, safe place for the kids to play / run around	36	22
Fresh air / open space / plenty of space / freedom	23	24
Live locally / convenient / easy to get to	15	18
Well laid out / well organised / good set up	13	18
Peaceful / pleasant / tranquil / relaxing / welcoming	11	21
Good quality facilities / amenities	6	11
Safe environment generally for all people	6	19
Well sign-posted / good maps / information boards	3	13
Clean / tidy / well maintained / litter free	2	11

Base: Visitors rating the site as excellent, very good or good – Wyre 2015 (221); All England 2015 (1,743)

Further comments made by one percent of visitors included:

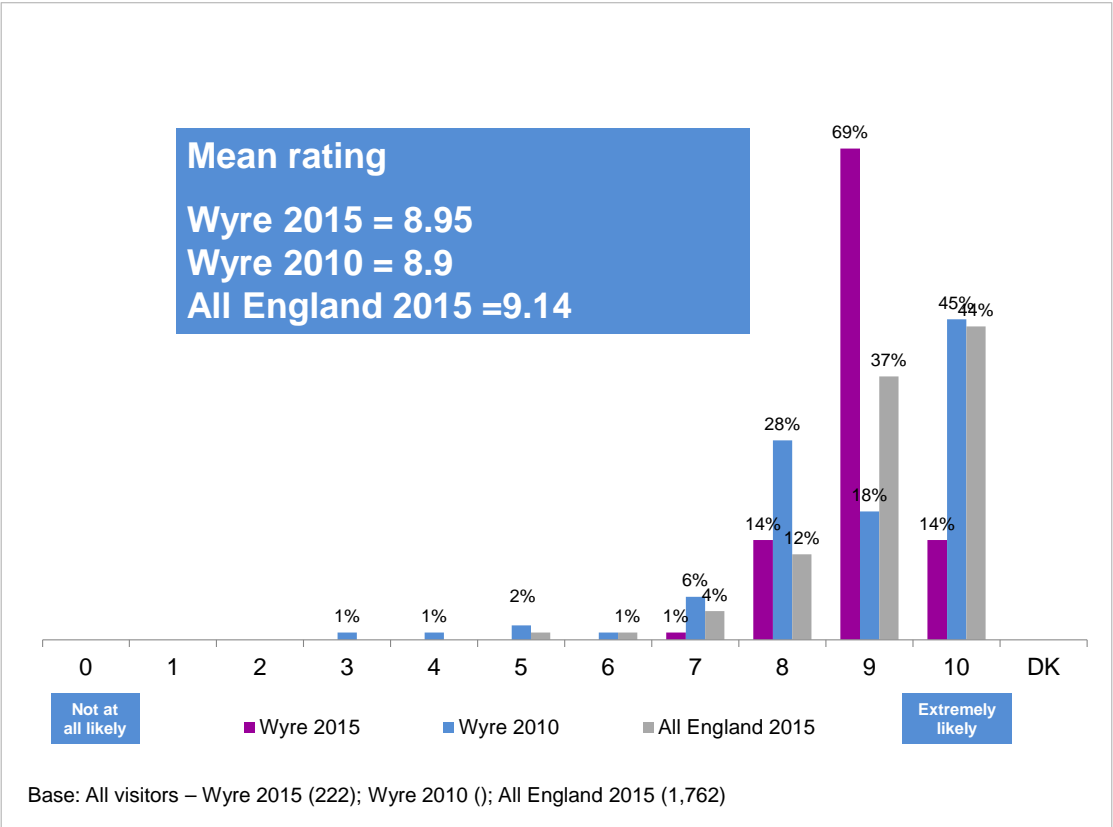
- Go Ape!
- Dog friendly
- Plenty to do / has everything you want

5.3 Recommending the site as a place to visit

Visitors were asked whether they would be likely to recommend Wyre 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 Wyre and all England sites generally were extremely positive: only 15% gave a rating of less than 9/10 for Wyre.

The proportion of visitors giving the highest score had decreased by 31% since 2011 (from 45% to 14%). However, the mean score for the site in 2015 was similar to the mean score in 2012 (8.95 in 2015 and 8.9 in 2012). Wyre's mean score was slightly lower than the mean score across all England sites (9.14).

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



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

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

To calculate the NPS, the percentage of ‘Detractors’ is subtracted from the percentage of ‘Promoters’ to produce a net score. The NPS for Wyre in 2015 is 83, which is higher than the scores for both 2011 and the all England average (59 and 78 respectively).

5.4 Favourite things about the site

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

The walks / paths / trails stood out as being visitors' favourite aspect of Wyre Forest, as three fifths of visitors mentioned it (60%). This proportion had increased since the 2011 survey when 43% said the walks/ paths / trails was their favourite aspect of the site and it was considerably higher than the average across all the England sites (40%).

Other popular mentions included: like the forest / trees (37%), activities that are good for the children (34%), been before (20%), opportunity to spend time with family / friends (17%), scenery / views (16%) and the fresh air / being outside (15%).

The other aspects noted by one in ten visitors or fewer are listed in Table 8 below.

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

Activities	Wyre 2015 %	Wyre 2011 %	All England 2015 %
Walks / paths / trails	60	43	40
Like forests / trees / variety of trees and plants	37	17	16
Activities that are good for the children	34	21	20
Been before / wanted to come again	20	10	12
Opportunity to spend time with family / friends	17	9	14
Scenery / views / beautiful / natural	16	48	29
Fresh air / being outside	15	15	16
Close to home / convenient location	11	4	16
Peace / tranquillity / relaxation / atmosphere	7	52	30
Cycle trails / freedom / opportunity to cycle	6	13	22
Safe environment generally	6	14	10
Ideal for dogs / dog friendly / safe for dogs	5	-	5
Exercise / keeping fit	5	6	12
Clean / well looked after	3	15	11
Lots to see and / or do	2	6	6

Base: All visitors – Wyre 2015 (222); Wyre 2011 (248); All England 2015 (1,762)

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

- Open space / plenty of space
- Play area
- Go Ape!
- Good on-site facilities / BBQ areas / Gift shop

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

- A higher proportion of staying visitors enjoyed the forests / trees / variety of trees (56%) as opposed to day visitors at 35%. Likewise 39% of staying visitors also enjoyed the scenery / views, in contrast to 14% day trippers.
- ABC1 visitors were also more likely to mention the activities that are good for the children (38%) as opposed to 26% of C2DE visitors.

5.5 Suggested improvements to the site

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

Nearly half the visitors to Wyre could not think of anything that would add to their enjoyment and only made positive comments (48%); this was a similar proportion to the all England average (45%).

Most suggestions to improve the site were therefore made by relatively small numbers of visitors, and Table 9 below outlines the comments that were made by 2% or more. The main improvement required was made by just over one in ten visitors (11%), and that was more dog poo bins / remove dog poo.

The other suggestions were made by fewer than 10% of visitors: 9% wanted better parking (i.e. easier, more, cheaper, free), 5% wanted more litter bins / recycling bins and 4% wanted more activities for the children– see Table 9 for more details.

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

	Wyre 2015 %	All England 2015 %
Nothing / general positive comments	48	45
More dog poo bins / remove dog poo	11	11
Better parking (easier, more, cheaper, free)	9	14
More litter bins / recycling bins / less litter	5	4
More activities for children / more play areas	4	5
More trails, paths and cycle tracks	2	5

Base: All visitors – Wyre 2015 (222); All England 2015 (1,762)

Other potential improvements not shown above as mentioned by fewer than 2 percent of visitors, included:

- Improve toilets / more toilets / shower facilities
- Improve maintenance of paths / cycle tracks / better surfacing
- Better access / make more accessible

When asked if there was anything that interfered with their enjoyment of their visit to Wyre nearly half of visitors said that nothing had interfered with their enjoyment (48%): this was lower than the all England average of 57%.

The car parking charge was the main factor that had interfered with their enjoyment of the site with 23% of visitors commenting that parking was expensive / should be free. Other factors were mentioned by small proportions of the visitors and they included: dog mess on paths / in the play areas (18%) and need more litter bins / recycling bins / too much litter (5%) - see Table 10 below for more detail.

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

	Wyre 2015 %	All England 2015 %
Nothing	48	57
Car parking expensive / should be free	23	9
Dog mess on paths / in play area	18	8
Need more litter bins / recycling bins / too much litter	5	3
Toilets – not enough / closed / out of order	2	2
Need more dog poo bins	2	1

Base: All visitors – Wyre 2015 (243); All England 2015 (1,762)

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

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

6. Site facilities

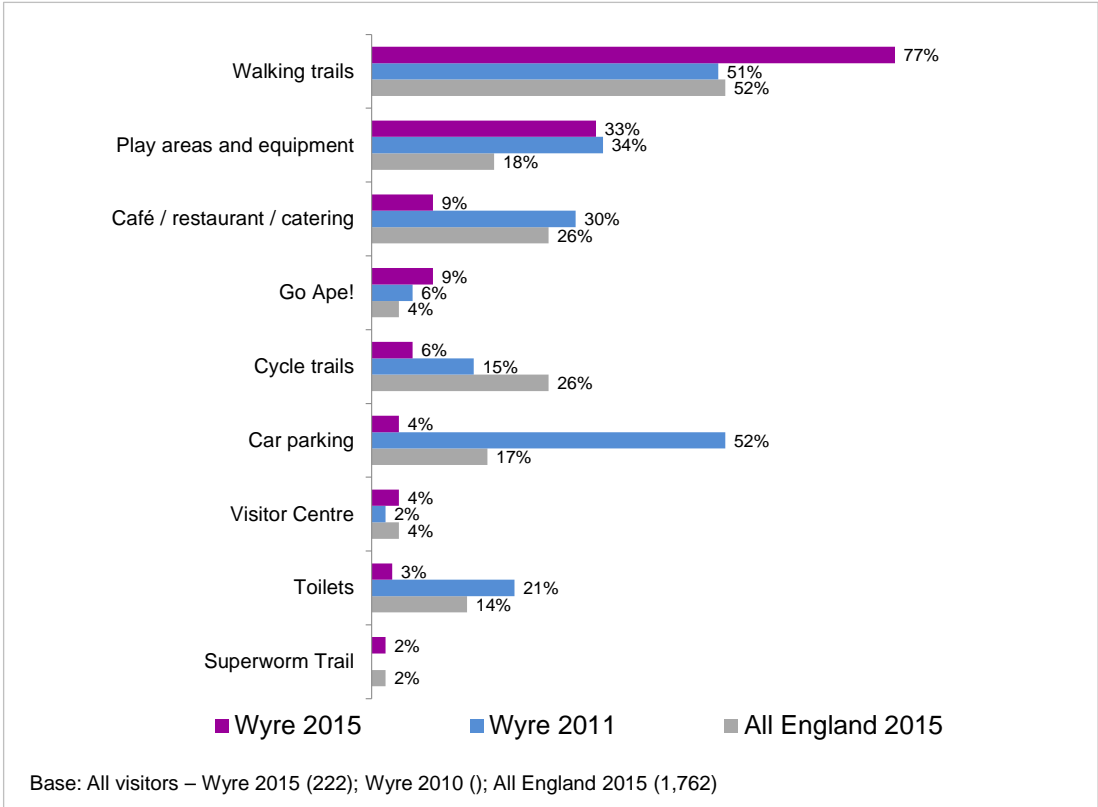
6.1 Importance of site facilities

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

The walking trails were mentioned by the highest proportion of visitors (77%); this figure was significantly higher than the 2011 survey (51%) and the all England average (52%).

The second most important facility at Wyre in 2015 was the play areas and equipment (33%). This was a very similar proportion to the 2011 survey (34%) but play areas and equipment were considered less important on average at all the England sites (18%). All the other facilities were mentioned by less than 10% of visitors at Wyre in 2015 – see Figure 12a below.

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



Many of the facilities had decreased in importance since the 2011 research: Car parking facility had decreased from 52% to 4% in 2015, café / restaurant / catering facilities had decreased from 30% to 9% in 2015, toilets had decreased from 21% to 3% in 2015 and the cycle trails had decreased from

15% to 6% in 2015. The all England averages for each of the facilities mentioned above were also higher (17%, 26%, 14% and 26% respectively).

Certain other factors (apart from site facilities) were important to over a quarter of visitors when choosing to come to the site (29%). Any other factors influencing their visit were, therefore, mentioned by very small proportions of visitors. The main factor that influenced visitors' decision to visit Wyre in 2015 was the fact that it was dog friendly / that dogs could come off leads / dog facilities (9%). The convenient location was mentioned by 6%, and 4% of visitors visited the site because they wanted a good day out. The other factors mentioned by 2% of visitors are outlined below in Table 11:

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

	Wyre 2015 %	All England 2015 %
Nothing	71	69
Dog friendly / dogs can come off leads / dog facilities	9	4
Local / close to home / convenient	6	4
A day out / nice day out / a good day out	4	2
Beautiful scenery / views / natural beauty	2	2
Meeting / visiting with family and friends	2	1

Base: All visitors – Wyre 2015 (243); All England 2015 (1,762)

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

- Outdoors / fresh air / open spaces
- Birthday party
- Good for the children / children like it

6.2 Facilities used

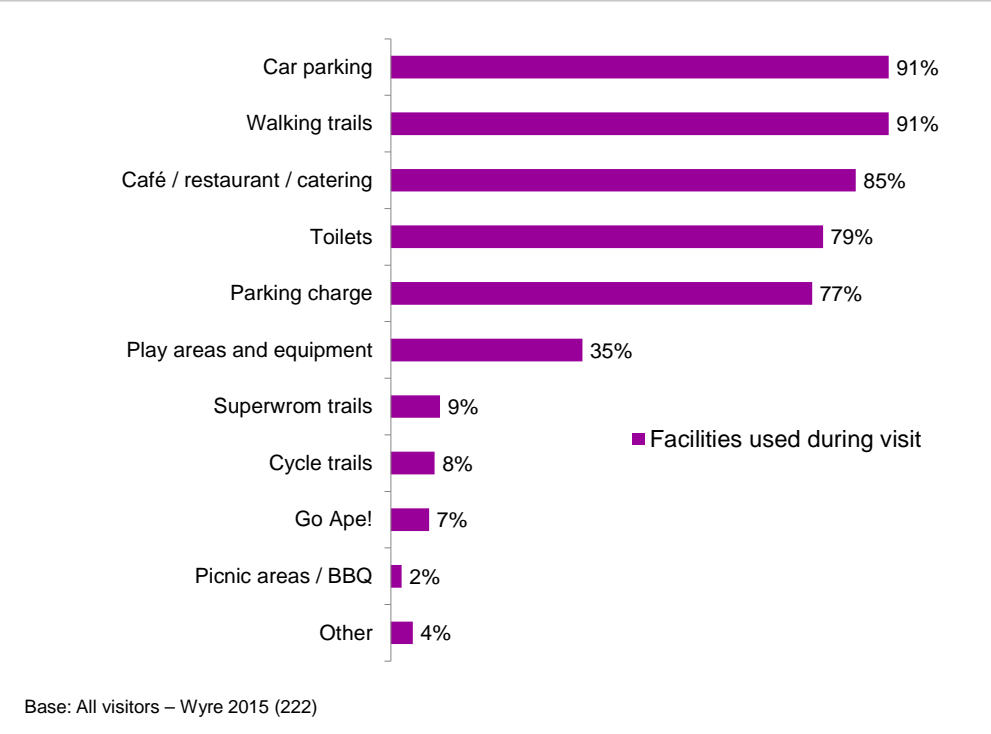
Visitors were then presented with the same list, and asked which facilities they had used during their visit.

The car parking and the walking trails were used by the highest proportion of visitors (91% for both).

The café / catering facilities and the toilets were used by around four fifths of visitors (85%, 79% respectively). The parking charge was paid by over three quarters of visitors and the play areas and equipment was used by over a third of visitors (35%).

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

Figure 13: Q15. Facilities used at Wyre 2015



6.3 Rating of site facilities

Visitors were then asked to rate the facilities they had used. The ratings for the facilities used by 50 or more visitors to Wyre have been detailed in Figure 14 below. Ratings of most of the facilities were positive, with only small proportions giving any of these facilities a poor rating on the whole, and the majority giving a positive rating of either 'excellent', 'very good' or 'good' for most of the facilities.

The play areas and equipment received the highest score, with 17% rating this facility as 'excellent' and four fifths rating it as very good (62%) or good (19%). None of the visitors gave this facility a negative rating.

The walking trails had similarly positive ratings with 15% rating them as 'excellent' and 74% rating them as 'very good'. Ratings for the café / catering facilities were also positive, with over half the visitors rating them as 'excellent' or 'very good' (59%) with the remaining 39% rating them as 'good' and only 2% saying 'fair'.

Fewer visitors rated the toilets as 'excellent' (2%) but the ratings were still high with 53% rating them as very good, 30% rating them as good and only 5% giving a negative rating. The car parking facilities and especially the parking charge was not rated as highly as over one in ten visitors who had used the car park had rated it as poor (11%) and a further 28% also gave the parking charge a negative rating - see Figure 14 below for more details.

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

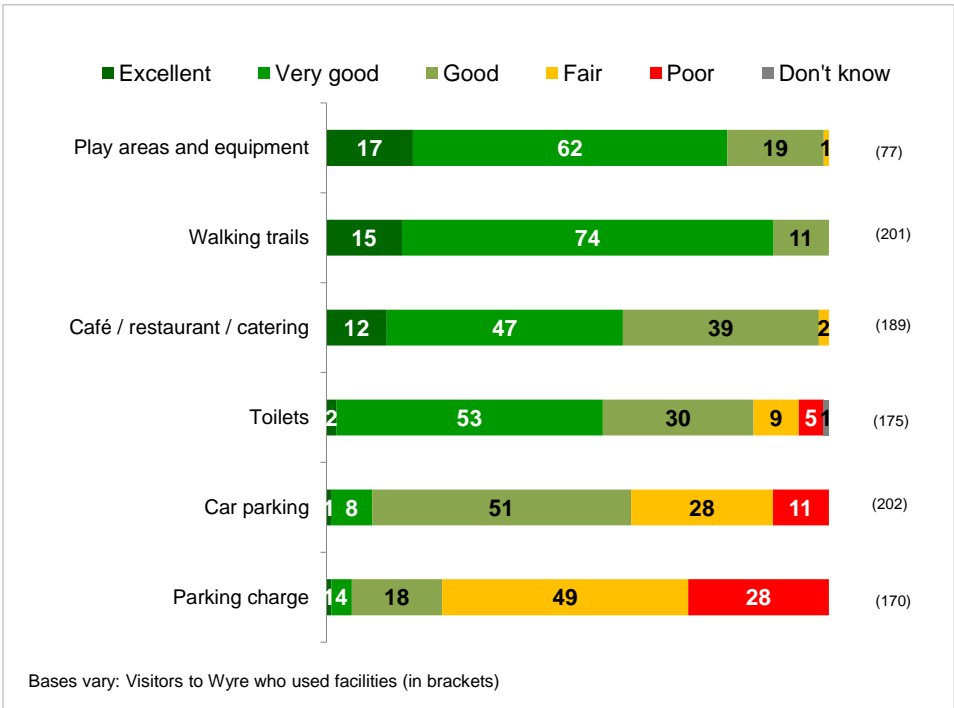


Table 12 compares the proportions giving 'excellent' ratings to the facilities used in 2015 compared with 2011, where they were mentioned in the previous survey.

The proportion who gave an 'excellent' rating for the café / catering facilities had increased slightly since 2011 as there was a 2% increase.

The rating for the other facilities had gone down however – especially the car parking facility, where there was a 19% decrease in the proportion of visitors rating the facility as 'excellent'. This was also true to a lesser extent for the walking trails and the toilet (decrease of 11% and 7% respectively).

Table 12: Q15b – Proportions rating facilities at Wyre as 'Excellent' 2015 vs. 2011

Facilities	Wyre 2015 %	Wyre 2011 %	% point change
Play areas and equipment	17	19	-2
Walking trails	15	26	-11
Café / restaurant / catering	12	10	+2
Toilets	2	9	-7
Car parking	1	20	-19

Bases vary: visitors using each facility

7. Information about sites

7.1 Sources used to plan visit

Visitors were asked where they found out about Wyre as a place to visit. This question was prompted and visitors could mention as many sources of information as were applicable – those given by 1% or more visitors are outlined below.

Half of visitors had always known about the site (51%), whilst almost two fifths had heard about it through word of mouth (38%).

Under one in ten became aware of the site by visiting the Forest Commission's website (7%). The other mentions are Google / other search engine, other websites and just passing (1% for each)

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

	Wyre 2015 %	Wyre 2011 %	All England 2015 %
Always known about it / been here before	51	75	53
Word of mouth	38	13	34
Forestry Commission Website	7	*	
Just passing / en route	1	3	2
Google / other search engine	1	*	4
Other websites	1	*	2

Base: All visitors – Wyre 2015 (246); Wyre 2011 (246); All England 2015 (1,762)

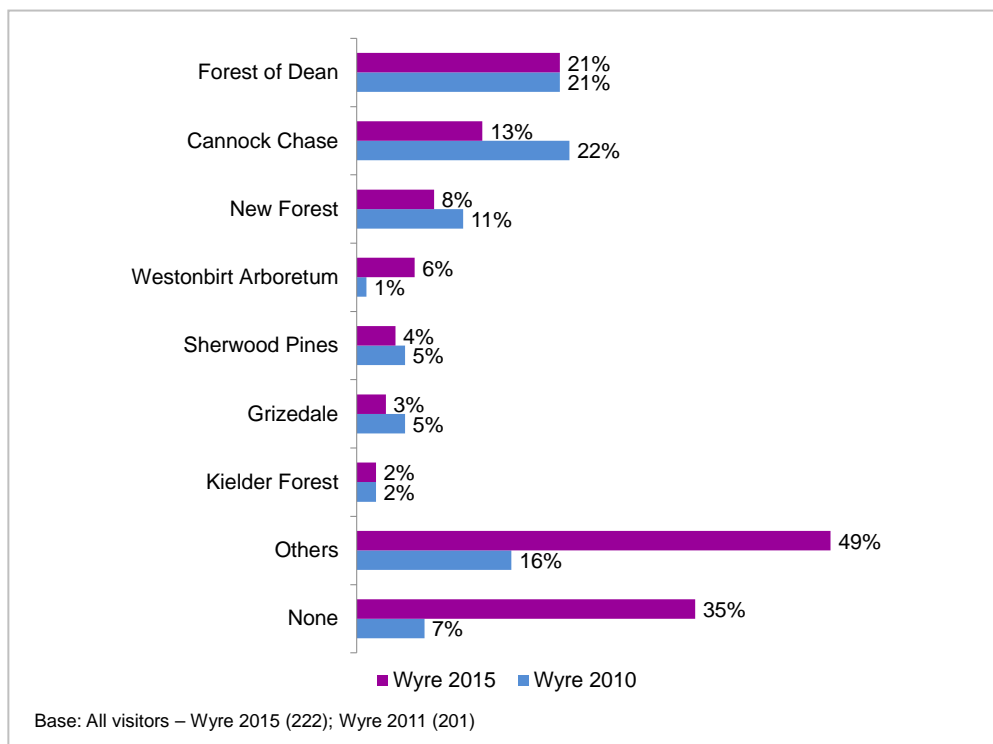
* Data not available

7.2 Visiting other sites

Visitors to Wyre were presented with a list of FCE managed forests and woodlands, and asked whether they had visited any of these other sites in the last 12 months. Almost two thirds of visitors had visited at least one other site (65%), although in 2011, 93% had visited another site.

Forest of Dean was mentioned by the highest proportion of visitors to Wyre (21%). A further 13% mentioned Cannock Chase, followed by New Forest (8%) and Westonbirt Arboretum (6%). Very small proportions had also been to Sherwood Pines, Grizedale and Kielder (4%, 3% and 2%). – see Figure 15 for more details.

Figure 15: Other sites visited in the last 12 months



Other sites mentioned by small numbers of visitors included

- Queen Elizabeth Country Park
- Thetford Forest
- Alice Holt Forest
- Delamere
- Dunwich Forest
- Guisborough Forest
- Moors Valley Country Park

8. Discovery passes

8.1 Uptake and interest in season tickets and annual Discovery Passes

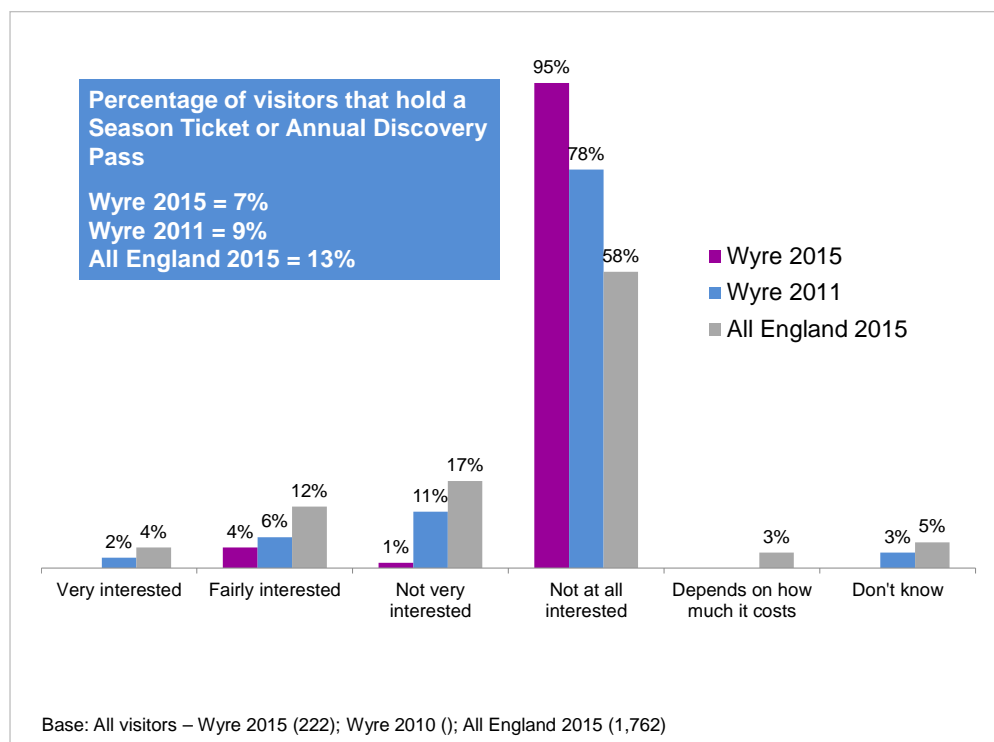
Only 7% of visitors to Wyre held a season ticket or annual Discovery Pass; this was lower than the all England average (13%) and the 2011 survey when 9% of the visitors to Wyre had a Discovery Pass.

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

Levels of interest amongst visitors to Wyre on purchasing an Annual Discovery Pass were significantly lower than the all England average and the 2011 research, with only 4% saying they were fairly interested and no one saying they were very interested (16% on average said they were interested across other England sites and 8% in the 2011 survey).


Most of the visitors interviewed were therefore not interested in purchasing an Annual Discovery Pass (96%) which was also true across all England sites in 2015 (75%).

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



Appendix I

Questionnaire

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

APPROACH ADULTS AGED 16+ - READ OUT

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

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

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

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

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

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

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

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

(7)
1
2
3

IF SPEAK WELSH, ASK S3 BEFORE CONTINUING WITH INTERVIEW

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

- English
- Welsh

(8)
1
2

ASK ALL

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

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

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

SHOWCARD A

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

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

(17)

1
2
3
4
5

SHOWCARD B

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

First visit

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

(18)

1

2
3
4
5
6
7
8
9

ASK ALL

SHOWCARD C

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

PROBE - Any others?

RECORD IN FIRST COLUMN IN GRID BELOW - CODE ALL MENTIONED

ONLY ASK Q4b IF MORE THAN ONE PERSON IN GROUP

SHOWCARD C AGAIN

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

RECORD IN SECOND COLUMN IN GRID BELOW - CODE ALL MENTIONED

ASK ALL

SHOWCARD C AGAIN

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

RECORD IN THIRD COLUMN IN GRID BELOW - CODE ALL MENTIONED

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

ASK ALL

SHOWCARD D

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

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

Don't know

(45)

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

INSTRUCTIONS:

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

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

SHOWCARD D AGAIN

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

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

ASK ALL

SHOWCARD E

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

ASK ALL

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

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

Other (please specify) (79-82m)

- Nothing L
- Don't know M

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

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

Other (please specify) (87-90m)

- Nothing L
- Don't know M

ASK ALL

SHOWCARD F

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

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

Don't know / not sure

(95)

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

ASK Q12 IF CODED 1-6 AT Q11

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

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

(96-99m)

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

Other (please specify)

(100-103m)

Don't know

M

WYRE

ASK ALL

SHOWCARD G14

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

CODE ALL MENTIONED

		(105-108m)
A	Arboretum	2
B	Baby changing facilities	6
C	Café / restaurant / catering	A
D	Car parking	C
E	Cycle trails	F
F	Educational resources	I
G	Go Ape!	N
		(109-112m)
H	Horse riding	4
I	Information available / interpretation	5
J	Orienteering / Geocaching	A
K	Parking charge	B
L	Picnic areas / BBQ	C
M	Play areas and equipment	E
N	Superworm Trail	J
O	Toilets	K
P	Viewpoint	M
Q	Visitor Centre	N
R	Walking trails	O
		(113-116m)
S	Wildlife viewing / activities	3

None of these
Don't know

M
N

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

PROBE Anything else?
RECORD VERBATIM

(117-120m)

(121-124m)

Nothing
Don't know

M
N

WYRE

ASK ALL

SHOWCARD G14 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	Arboretum	2	1	2	3	4	5	6	7	(141)
B	Baby changing facilities	6	1	2	3	4	5	6	7	(145)
C	Café / restaurant / catering	A	1	2	3	4	5	6	7	(149)
D	Car parking	C	1	2	3	4	5	6	7	(151)
E	Cycle trails	F	1	2	3	4	5	6	7	(154)
F	Educational resources	I	1	2	3	4	5	6	7	(157)
G	Go Ape!	N	1	2	3	4	5	6	7	(162)
		(129-132m)								
H	Horse riding	4	1	2	3	4	5	6	7	(167)
I	Information available / interpretation	5	1	2	3	4	5	6	7	(168)
J	Orienteering / Geocaching	A	1	2	3	4	5	6	7	(173)
K	Parking charge	B	1	2	3	4	5	6	7	(174)
L	Picnic areas / BBQ	C	1	2	3	4	5	6	7	(175)
M	Play areas and equipment	E	1	2	3	4	5	6	7	(177)
N	Super Worm Trail	J	1	2	3	4	5	6	7	(182)
O	Toilets	K	1	2	3	4	5	6	7	(183)
P	Viewpoint	M	1	2	3	4	5	6	7	(185)
Q	Visitor Centre	N	1	2	3	4	5	6	7	(186)
R	Walking trails	O	1	2	3	4	5	6	7	(187)
		(133-136m)								
S	Wildlife viewing / activities	3	1	2	3	4	5	6	7	(190)
OTHERS (WRITE IN)										
			1	2	3	4	5	6	7	()
			1	2	3	4	5	6	7	()
			1	2	3	4	5	6	7	()

None of these
Don't know

M
N

ASK ALL

SHOWCARD H AGAIN

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

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

Don't know / not sure

(235)

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

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

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

(236)

SHOWCARD I

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

WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND £
IF NONE, DON'T KNOW OR REFUSED, TICK APPROPRIATE BOX

ITEMS	£	Nothing	DK	Ref.	
Food and drink		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(237-240)
Activities available at this site		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(241-244)
Parking		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(245-248)
Souvenirs / gifts		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(249-252)
Hiring equipment such as boats, bikes or horses		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(253-256)
Anything else		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(257-260)

SHOWCARD J

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

WRITE IN AMOUNT OF MONEY FOR EACH TYPE OF SPEND
IF NONE, DON'T KNOW OR REFUSED, TICK APPROPRIATE BOX

ITEMS	£	Nothing	DK	Ref.	
Food and drink		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(261-264)
Accommodation (if staying overnight)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(265-268)
Admission to other attractions		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(269-272)
Parking		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(273-276)
Transport, including public transport, taxis and petrol		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(277-280)
Souvenirs / gifts		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(281-284)
Hiring equipment such as boats, bikes or horses		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(285-288)
Anything else		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	(289-292)

SHOWCARD K (E) AND GREEN ENGLAND MAP

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

CODE ALL MENTIONED

(300-303m)

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

(304-307m)

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

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

SHOWCARD L

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

ASK ALL

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

Q21 INTERVIEWER RECORD GENDER

(415)

Male

1

Female

2

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

(416)

16-24 years

1

25-34 years

2

35-44 years

3

45-54 years

4

55-64 years

5

65+ years

6

Refused

7

SHOWCARD M

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

(417)

SINGLE CODE

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

1

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

2

Self-employed full or part time

3

On a government supported training programme

4

Full time education at school, college or university

5

Unemployed and available for work

6

Permanently sick / disabled

7

Wholly retired from work

8

Looking after the home

9

Other (please specify) _____

Refused

Z

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

(418)

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

Job title _____

Position / Grade _____

AB

1

C1

2

C2

3

DE

4

Refused

5

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

ASK Q28a AT ENGLAND SITES ONLY

SHOWCARD O (E) AND PURPLE ENGLAND MAP

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

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

- Wales
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(425)

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

ASK Q28b AT WALES SITES ONLY

SHOWCARD O (W) AND WALES MAP

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

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

- England
- Scotland
- Northern Ireland
- Abroad

Other (please specify) _____

Refused

(426)

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

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

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

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

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

Appendix II

Explanation of social class categories

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

AB

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

C1

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

C2

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

DE

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

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