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# Research Report

Quality of the  
Visitor Experience:  
Whitestone 2013



Prepared for:  
Natural Resources Wales /  
Forestry Commission England

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# 1. Executive summary

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## 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 135 visitor interviews conducted at Whitestone in 2013. Throughout the report, comparisons have been made to the previous research conducted in 2010-2011, and the all Wales average (aggregated data from all 7 sites surveyed in 2013).

## 1.2 Whitestone

Whitestone woodland consists of beautiful mature oak and beech, with large Douglas fir and other mixed broadleaves. Bargain Wood lies adjacent to a section of the famous Wye Valley Walk, and visitors to the site can enjoy pleasant walks that take in a number of fantastic views across the Wye Valley, as well a stop at the waterfall that may have been the sounding cataract in Wordsworth's 'Lines written a few miles above Tintern Abbey'.

The Whitestone picnic and play area offers visitors the opportunity to relax in beautiful surroundings, with barbecue facilities and a unique children's play area. Tintern Parva and Chepstow are the nearest towns or villages.

### **1.3 Perceptions of the site**

Perceptions of Whitestone as a place to visit were very positive. This was also the case across all Welsh sites and was found in the previous study conducted in 2010-2011. In fact, nobody interviewed at Whitestone in 2013 gave a negative rating of the site.

Well over half the visitors rated the site as 'excellent' (58%), which was higher than the previous 2010-2011 study (34%) and in line with the all Wales finding (62%). Over a third rated the site as 'very good' (36%), whilst 6% rated it as 'good'.

Similarly, ratings of how safe and welcoming Whitestone was were also very positive. Nearly six out of ten of the visitors gave this measure an 'excellent' rating (59%) with another 35% having rated it as 'very good'.

When asked whether they would be likely to recommend Whitestone as a place to visit to a friend or relative (using a score of 0-10), scores for Whitestone and all Wales sites generally were extremely positive. The average score for Whitestone in 2013 was 9.5 out of 10, higher than both Whitestone 2010-2011 at 7.7 and all Wales at 9.4.

### **1.4 Strengths of the site**

The aspect of the site liked by the highest proportion of visitors was its peacefulness and tranquillity (81%). This was significantly higher than the proportion mentioning this in the Whitestone research conducted in 2010-2011 (29%), and also above the all Wales average (51%).

Almost four out of ten of the visitors to Whitestone mentioned aspects of the scenery, the views and beauty (58%). Walks, paths and trails were favourite things to nearly half the Whitestone visitors (47%), and liking forests and trees was mentioned by a third of visitors (32%).

Being close to home and convenient was a favourite to around a quarter of the visitors (24%).

## 1.5 Areas for improvement

Over four out of ten of the visitors to Whitestone could not think of anything that would add to their enjoyment, and only made positive comments (43%).

One suggestion however, was made by nearly a quarter of visitors to Whitestone, and this was that improvements needed to be made to the provision of toilet / shower facilities (24%). This was significantly higher than the all Wales figure (8%).

There were also calls by small minorities for:

- More bins generally (8%)
- Improved signage and maps (5%)
- Provision of a café / catering (4%)
- More dog poo bins (4%)
- Improved maintenance of paths / trails (2%)
- More children's activities (2%)
- More seating (2%)
- Improved access (2%).

## 1.6 Visitor profile

The majority of visitors to Whitestone had visited the site before (74%). This proportion was the same as the all Wales average of visitors who said they had been to their respective forest sites before.

Nearly three quarters of the visitors to Whitestone (72%) had travelled for less than 3 hours to get there.

The gender profile amongst visitors to Whitestone was almost equal (51% of visitors were women compared with 49% men). This was different to the all Wales profile where men were in the majority (59%).

Visitors to Whitestone tended to have a slightly older profile than that of all Wales: 39% were aged 55+ years, compared with all Wales (33%). Linked with the older profile was the finding that nearly a third of the visitors in 2013 were retired (29%), compared with an all Wales figure of 19%.

The socio-economic profile of visitors to Whitestone was made up predominantly of those in the ABC1 category (professionals and middle managers) who accounted for 80% of the sample. This was higher than across all the Welsh sites (70%). Only one in five of visitors (20%) belonged to the C2DE social groups (skilled and semi-skilled manual workers and those receiving benefits).

Over a third of visitors to Whitestone had children living at home (36%), higher than across all the Welsh sites (30%).



## 2. Introduction

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### 2.1 Background

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

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

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

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

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

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

NRW and FCE have commissioned a variety of visitor surveys in recent years in relation to the usage of their forests and woodlands. The Quality of the

Visitor Experience Survey has been conducted since 2006, but has been run in its current format since 2010-2011. 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
<b>TOTAL</b>	<b>1,545</b>	<b>TOTAL</b>	<b>1,114</b>

\* 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 Whitestone, interviewing took place between 5<sup>th</sup> August and 26<sup>h</sup> October 2013, and a total of 135 interviews were conducted.

## **2.3 Report**

This report summarises the results of the interviews undertaken at Whitestone in 2013, and includes individual sites scores on key visitor measures. Throughout the report, comparisons have been made to the 'All Wales' figures (aggregated results from all 7 sites) and previous findings from the 2010-2011 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

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#### 3.1 Visitor profile

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

The gender profile amongst visitors to Whitestone was almost equal (51% of visitors were women compared with 49% men). This was different to the all Wales profile where men were in the majority (59%).

Visitors to Whitestone tended to have a slightly older profile than that of all Wales: 39% were aged 55+ years, compared with all Wales (33%).

Linked with the older profile was the finding that nearly a third of the Whitestone visitors in 2013 were retired (29%), compared with an all Wales figure of 19%.

The socio-economic profile of visitors to Whitestone was made up predominantly of those in the ABC1 category (professionals and middle managers) who accounted for 80% of the sample. This was higher than across all the Welsh sites (70%). Only one in five of visitors to Whitestone (20%) belonged to the C2DE social groups (skilled and semi-skilled manual workers and those receiving benefits).

Over a third of visitors to Whitestone had children living at home (36%), higher than across all the Welsh sites (30%).

The overwhelming majority of visitors to Whitestone were white British / Welsh / Irish (97%), with only a small number of visitors describing their ethnicity as 'white – other' (2%) or 'black / Asian / mixed' (1%).

Just over one in ten visitors to Whitestone spoke Welsh (12%): 2% fluently and 10% non-fluently. This is lower than the all Wales average of 20% Welsh speakers (8% fluent, 12% non-fluent) – see Table 2 overleaf for more details.

**Table 2: Profile of visitors by key demographics 2013**

		Whitestone %	All Wales %
<b>Gender</b>	Male	49	59
	Female	51	41
<b>Age</b>	16 - 24	3	6
	25 - 34	8	15
	35 – 44	27	25
	45 – 54	22	21
	55 – 64	19	18
	65+	20	15
<b>Social class</b>	AB	51	40
	C1	29	30
<b>Working status</b>	C2	10	19
	DE	10	9
	Refused	1	2
	Full-time employee (30+ hours per week)	44	60
	Part-time employee (<30 hours per week)	8	8
	Self-employed	11	6
	Full-time education	1	2
	Unemployed	2	1
	Permanently sick / disabled	1	1
<b>Limiting illness</b>	Retired	29	19
	Looking after home	4	2
	Other	-	<1
	Refused	-	1
	Yes – limited a lot	2	2
	Yes – limited a little	2	3
	No	96	94
	Refused	-	2
<b>Children in household</b>	Yes	36	30
	No	64	69
	Refused	-	1
<b>Ethnicity</b>	White – British / Welsh / Irish	97	96
	White – Other	2	2
	Black / Asian / Mixed	1	1
	Refused	-	1
<b>Welsh speaker</b>	Yes	12	20
	No	88	80

Base: All visitors – Whitestone (135); All Wales (1,114)

### 3.2 Group profile

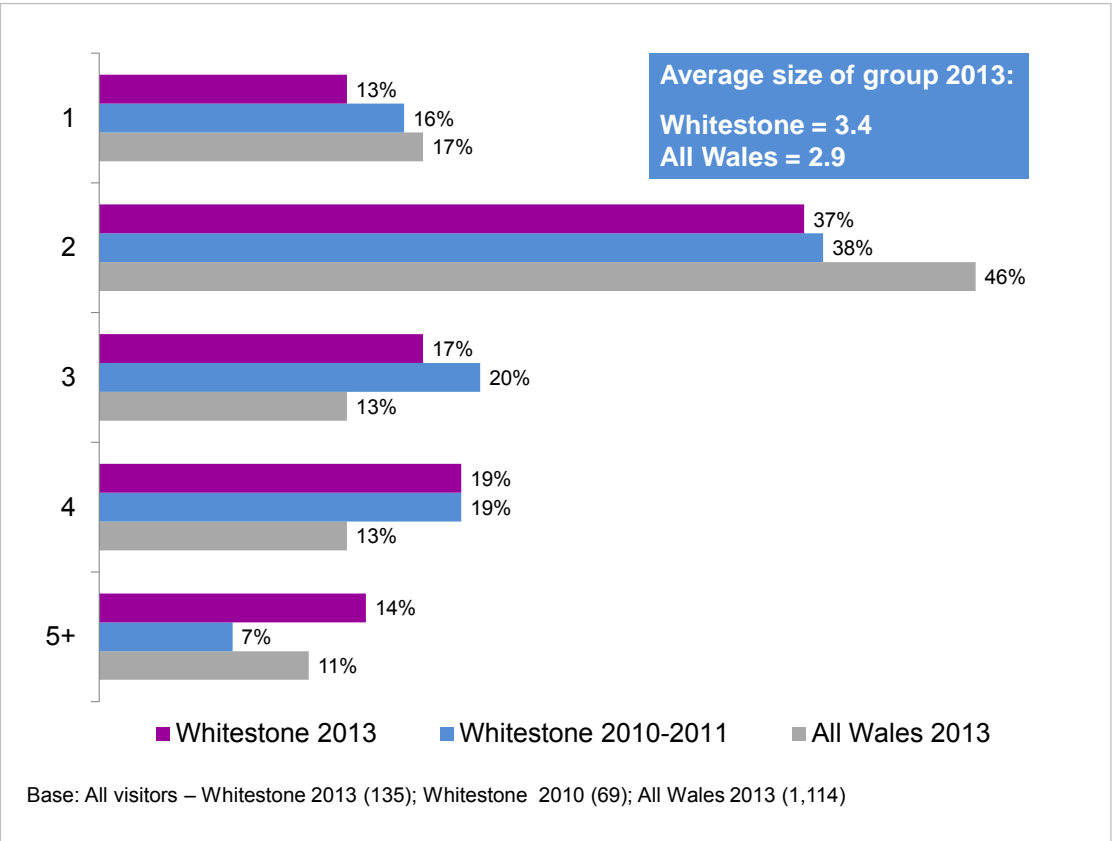
#### 3.2.1 Size of group

Group sizes were larger at Whitestone (averaging 3.4 people), compared to the all Wales sample which averaged 2.9 people.

Groups of four accounted for almost a fifth of visitors to Whitestone (19%), compared with an all Wales figure of 13%, whilst groups of 5+ were also a higher proportion of the total than the all Wales average (Whitestone 14% vs. all Wales 11%).

The largest group, consisting of over a third of Whitestone visitors, contained two people (37%). This was below the all Wales average (46%) but in line with the 2010-2011 findings (38%) – see Figure 1 below.

Figure 1: Q1. Total size of the group

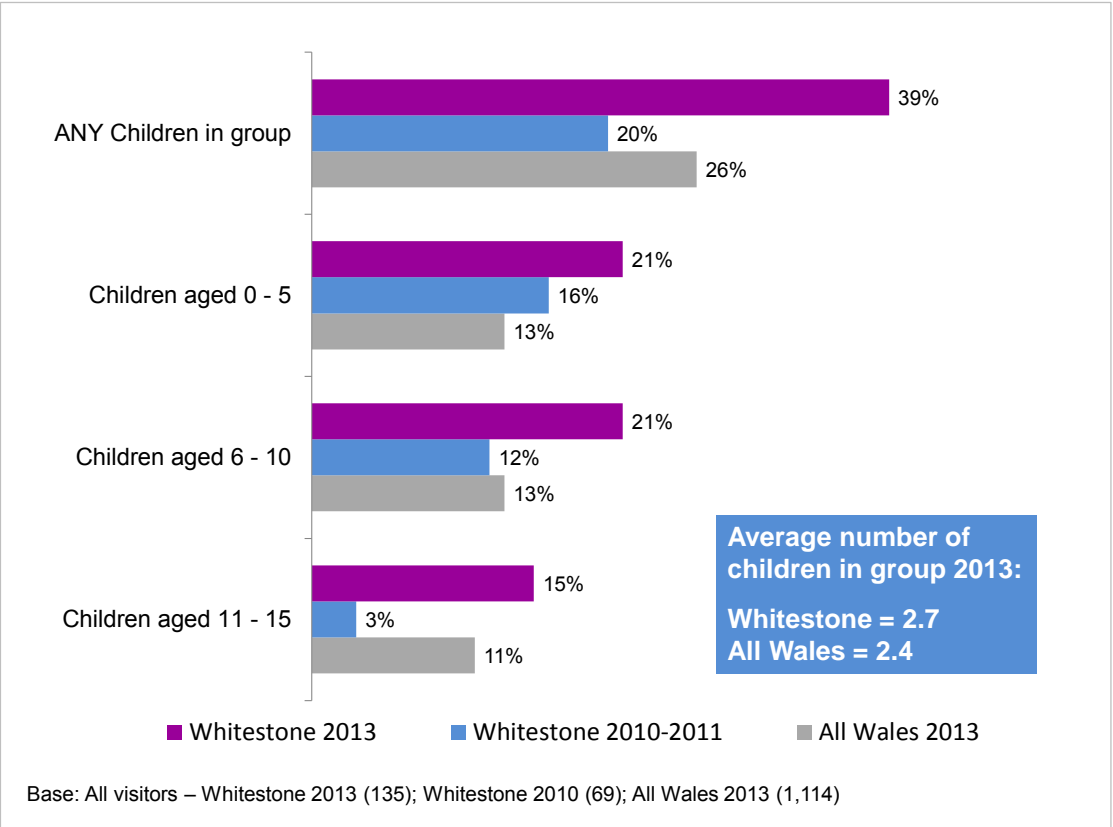


### 3.2.2 Composition of group

Around four in ten of the groups who visited Whitestone contained children (39%). This was significantly higher than both the all Wales figure (26%) and the Whitestone study conducted in 2010-2011 (20%). The average number of children per group visiting Whitestone in 2013 was higher than the all Wales average (mean of 2.7 children visiting Whitestone compared with 2.4 in Wales overall).

The age profile of children visiting Whitestone in 2013 was more evenly spread than in the previous research conducted in 2010–2011 - see Figure 2 below.

**Figure 2: Q1. Composition of group**



## 4. Profile of visit

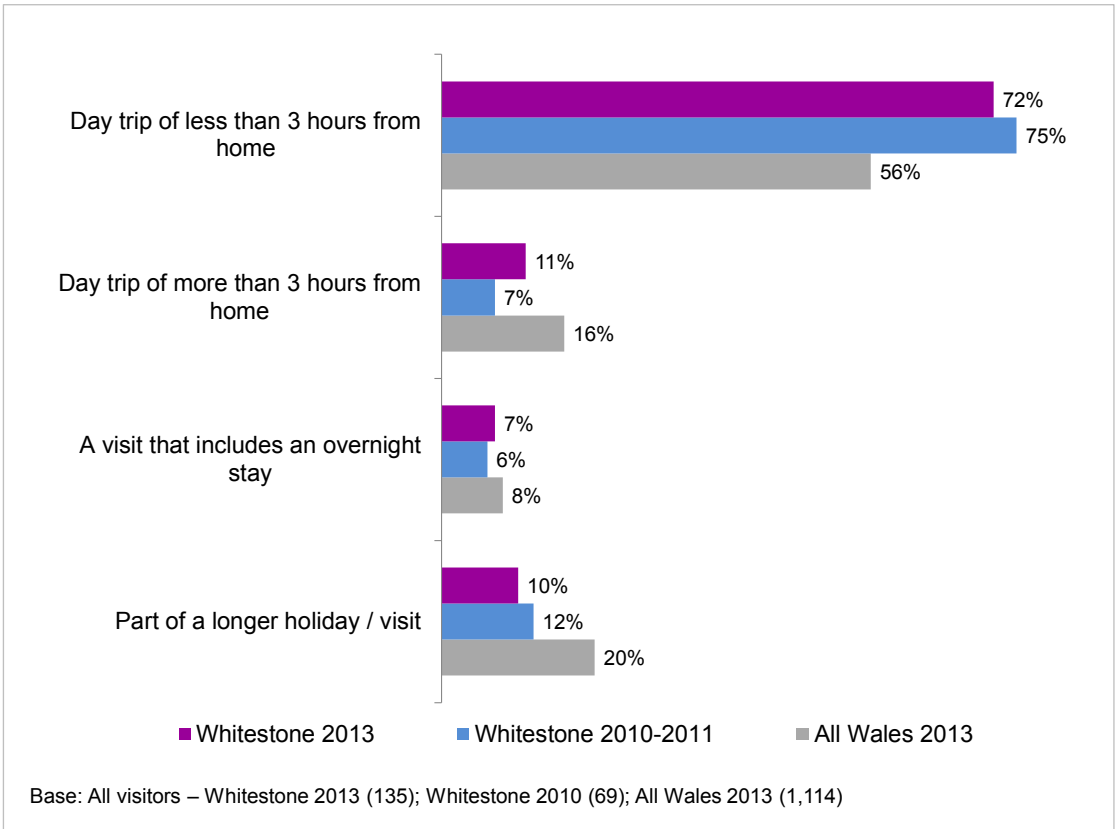
### 4.1 Type of visit

The majority of visitors to Whitestone travelled for less than three hours to reach the site and intended to stay for the day rather than overnight (72%). This proportion is similar to that seen in the previous research (where 75% were day trippers travelling less than 3 hours), but significantly higher than the all Wales average (56%).

A smaller proportion of visitors travelled for more than three hours as a day trip (11%) compared to all Wales (16%).

Approaching one in five of the visitors to Whitestone were staying either overnight or as part of a longer holiday (17%) – 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.

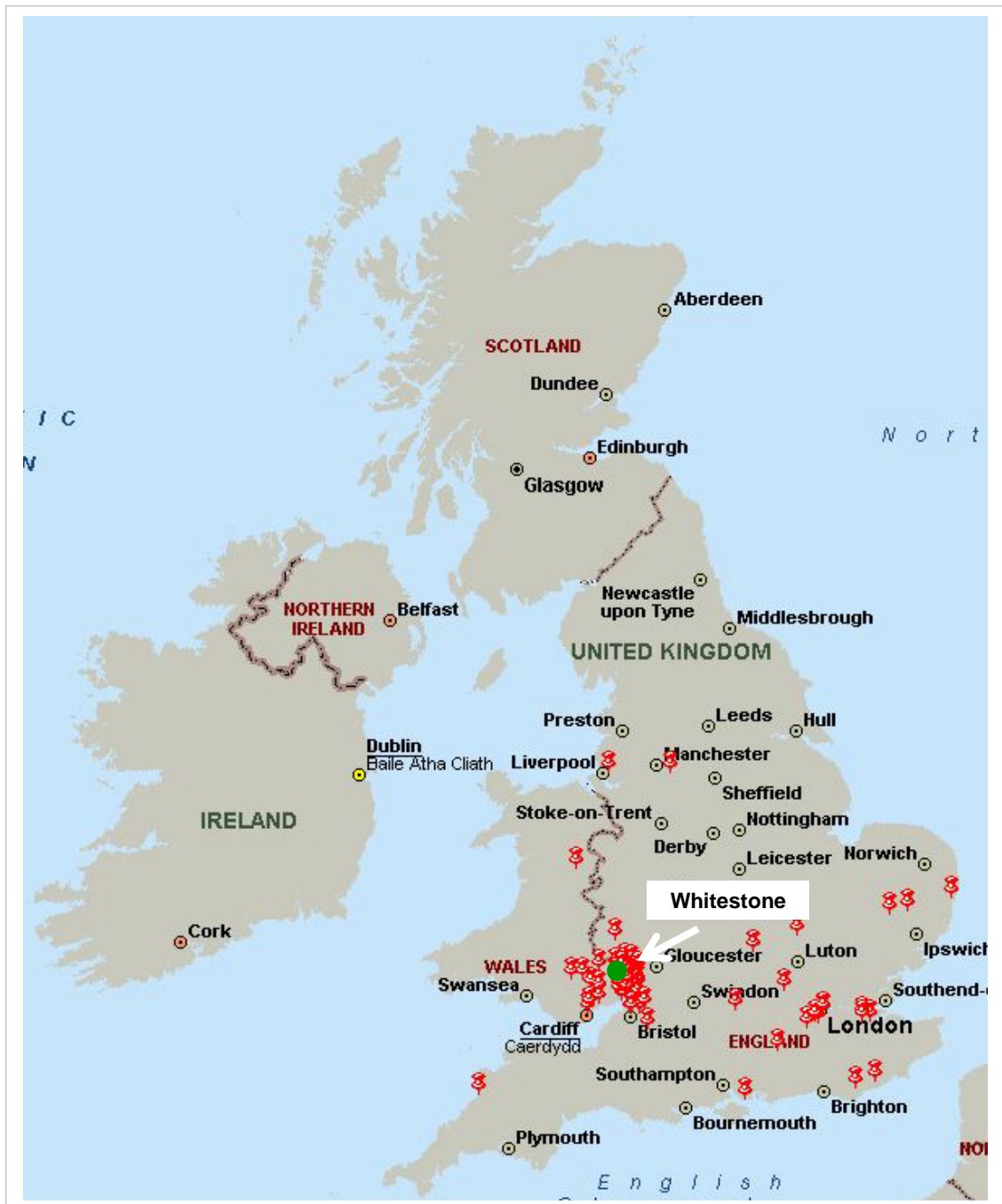
Half the visitors came to Whitestone from South East Wales (50%), with most of the rest coming from England (46%). The proportion coming from England was in line with the all Wales figure of visitors coming from England to other Welsh sites (40%) – Table 3 below and Figure 4 overleaf provide more details.

**Table 3: Visitor origin 2013**

		Whitestone	All Wales
		%	%
<b>Home region</b>	North Wales	-	23
	Mid / West Wales	1	14
	South West Wales	-	11
	Valleys	2	2
	South East Wales	50	7
	Outside of Wales	47	43
<b>Home nation</b>	Wales	53	57
	England	46	40
	Rest of UK	-	<1
	Abroad	1	1
	Refused	-	2

Base: All visitors – Whitestone (135); All Wales (1,114)

Figure 4: Map of visitor origin for Whitestone



### 4.3 Frequency of visits

#### 4.3.1 First-time visitors

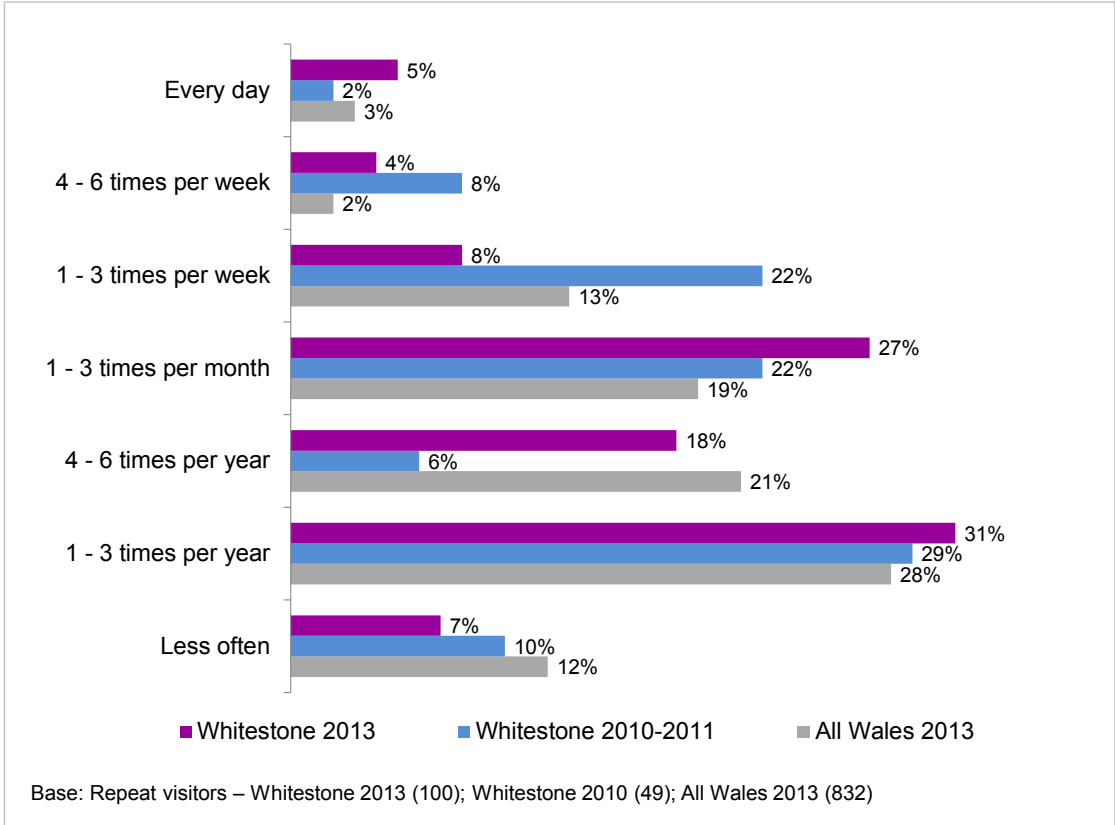
In 2013, 25% of visitors to Whitestone were first time visitors. This was equal to the all Wales figure for people who said they had never visited their respective sites before (25%), but lower than the 2010-2011 equivalent figure for Whitestone (29%).

#### 4.3.2 Repeat visitors

Focussing on repeat visitors (74% of the sample), it can be seen that the largest group consists of those who had visited Whitestone between 1 and 3 times a year (31%). Over a quarter said they had visited between 1 and 3 times a month (27%), whilst nearly a fifth visited 4 to 6 times a year (18%).

The two frequency groups where the 2013 and 2010-2011 Whitestone findings differ most are 1 to 3 times a week (8% in 2013 vs. 22% in 2010-2011) and 4 to 6 times a year (18% in 2013 vs. 6% in 2010-2011) – see Figure 5 below.

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



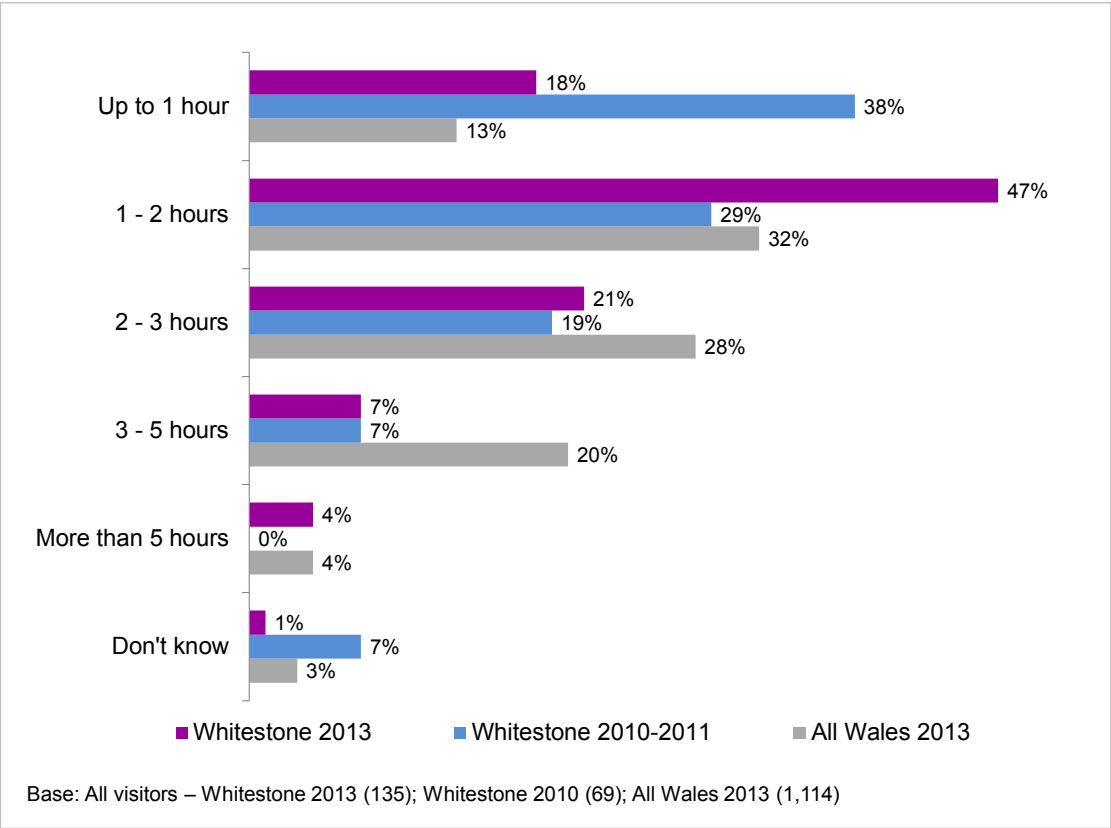
#### 4.4 Length of visit

Visitors to Whitestone stayed, on average, for 1 hour and 56 minutes in 2013. This was 20 minutes longer than the comparable 2010-2011 study at Whitestone (1 hour and 36 minutes). However it was over half an hour less than the average length of visit to across all sites in Wales (2 hours and 27 minutes).

The lower than average time spent at Whitestone is illustrated by the proportion of Whitestone visitors who spent more than 2 hours at the site (32%), compared with the all Wales average (52%).

The increase in time spent at Whitestone in 2013 compared with 2010-2011 is illustrated by the proportion of visitors who spent the smallest amount of time at the site (38% in 2010-2011 compared with 18% in 2013) – see Figure 6 below.

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



## 4.5 Activities undertaken

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

Table 4 shows the combined figures for the following:

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

By far the most popular activity at Whitestone was walking generally (89%). This was higher than both the previous Whitestone study (78%) and the all Wales average (73%). Walking on sign-posted trails and dog walking were both popular, with nearly half of Whitestone visitors (45% and 43% respectively) taking part in these activities. Walking but not using signposts was popular with 36% of visitors to Whitestone in 2013, compared with only 12% in 2010-2011 and an all Wales average of 22%.

Other popular activities at Whitestone in 2013 included admiring the views (32% - up from 10% in 2010-2011), and picnic or barbeques (27% - up from 4% in 2010-2011) – see Table 4 overleaf.

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

	Whitestone 2013 %	Whitestone 2010-2011 %	All Wales 2013 %
Walking on a sign-posted trail	45	42	48
Dog walking	43	42	30
Walking but not following sign-posts	36	12	22
<b>TOTAL WALKING</b>	<b>89</b>	<b>78</b>	<b>73</b>
Admiring the views	32	10	22
Picnic or barbeque	27	4	15
Photography	10	10	8
Nature / natural history visit	10	4	3
Seeing something in the forest	10	-	3
Bird watching	6	3	4

Base: All visitors – Whitestone 2013 (135); Whitestone 2010-2011 (69); All Wales 2013 (1,114)

Dog walking was more popular amongst females (51%) than males (29%) and amongst adults only (49%) rather than adults with children (26%).

## 4.6 Length of time spent on activities

Those visitors who had actually taken part in certain physical activities were asked how long they had spent doing these. Walking activities have been analysed in Table 5 below – due to the small number of people undertaking cycling activities (1), this has not been commented on.

Overall, visits to Whitestone lasted 1 hour and 56 minutes on average. Those walking averaged 1 hour and 28 minutes, similar to the 2010-2011 average of 1 hour and 32 minutes – see Table 5 below.

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

	Total duration of visit		Time spent on any walking	
	2013	2010-2011	2013	2010-2011
Up to 30 minutes	7	-	16	2
31 – 60 minutes	10	38	19	33
1 – 2 hours	47	29	49	35
2 – 3 hours	21	19	11	24
3 – 5 hours	7	7	2	2
5+ hours	4	-	4	-
<b>Don't know</b>	1	7	3	4
<b>AVERAGE</b>	<b>1 hr 56 mins</b>	<b>1 hr 36 mins</b>	<b>1 hr 28 mins</b>	<b>1 hr 32 mins</b>

Base: all visitors (114); respondents who walked (145)

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

Visitors to Whitestone were asked how much they intended to spend in the area (on a variety of things) as a result of their trip to the site. The figures seen in Table 6 show the figures calculated by combining the data across all types of spending, and across both lone visitors and visitor groups. Please note that mean scores include 'zero' responses, and that the data on money spent in Whitestone in 2010-2011 was not available.

Over two thirds of visitors to Whitestone claimed that they would spend up to £5 in the area as a result of their trip (68%); 13% said they would spend between £6 - £10, with a further 13% intending to spend between £11 - £20.

The average spent in the area as a result of visiting Whitestone was £9.75, which was higher than the all Wales average of £7.23 – see Table 6 below.

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

	Whitestone 2013	All Wales 2013
	%	%
£0 - £5	68	75
£6 - £10	13	12
£11 - £20	13	6
£21 - £50	4	3
£51+	2	3
<b>AVERAGE</b>	<b>£9.75</b>	<b>£7.23</b>

Base: All visitors – Whitestone 2013 (135); All Wales 2013 (1,114)



When looking at individual types of spending, the item that the highest proportion of visitors to Whitestone were likely to spend anything on was food and drink (purchased away from any accommodation), with a third planning to spend on these items (33%). The average spend on food and drink was £5.59, significantly lower than the all Wales average of £9.22.

Another major area of spend was transport, with nearly a third (31%) likely to spend £3.32 on this item. This was less than half the all Wales average spent on transport (£6.83).

13% were likely to spend on accommodation in the Whitestone area, with an average spend of £15.05, similar to the all Wales average of £15.65 – see Table 7 below.

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

	Proportion of visitors to <u>Whitestone</u> spending anything on this item %	Average £ Whitestone 2013	Average £ All Wales 2013
Food and drink purchased outside any accommodation	33	5.59	9.22
Transport including petrol, taxis, public transport	31	3.32	6.83
Accommodation, including food and drink purchased there	13	15.05	15.65
Parking	4	0.11	0.64
Other miscellaneous items	3	0.29	0.90
Admissions fees to attractions	-	-	0.43
Non-routine shopping	-	-	0.95
Hiring equipment e.g. boats, bikes or horses	-	-	0.27

Base: All visitors – Whitestone 2013 (135); All Wales 2013 (1,114)

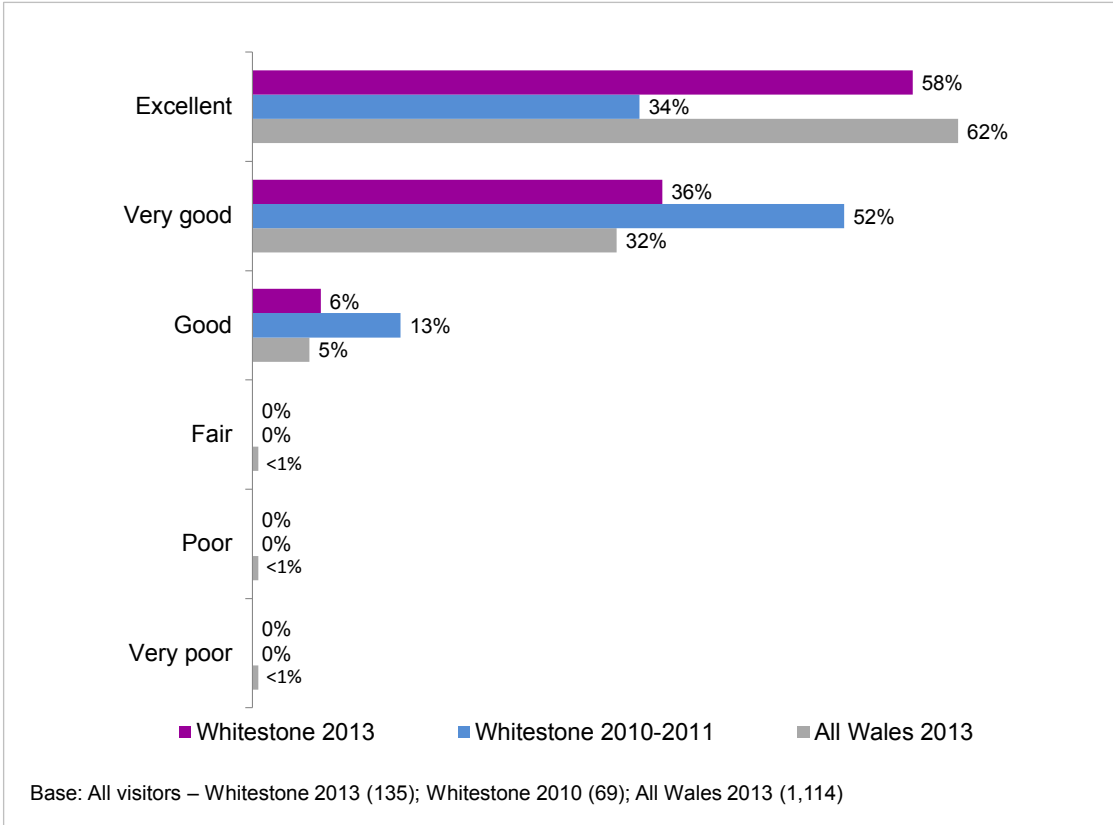
## 5. Perceptions of the site

### 5.1 Overall rating of the site as a place to visit

Perceptions of Whitestone as a place to visit were very positive. This was also the case across all Welsh sites and was found in the previous study conducted in 2010-2011.

Well over half the visitors rated the site as ‘excellent’ (58%), which was significantly higher than the previous 2010-2011 study (34%), but in line with the all Wales findings (62%). Over a third rated the site as ‘very good’ (36%), whilst 6% rated it as ‘good’. No-one gave Whitestone a rating of less than ‘good’ in 2013 – see Figure 7 below.

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



Those aged 55+ years were more positive about the site compared to those aged 16-34 years, with 68% and 47% respectively giving an ‘excellent’ rating.

Those visitors without children were also more likely to give an ‘excellent’ rating (66%) compared to those with children (45%).

### 5.2 Overall rating of the site as safe and welcoming

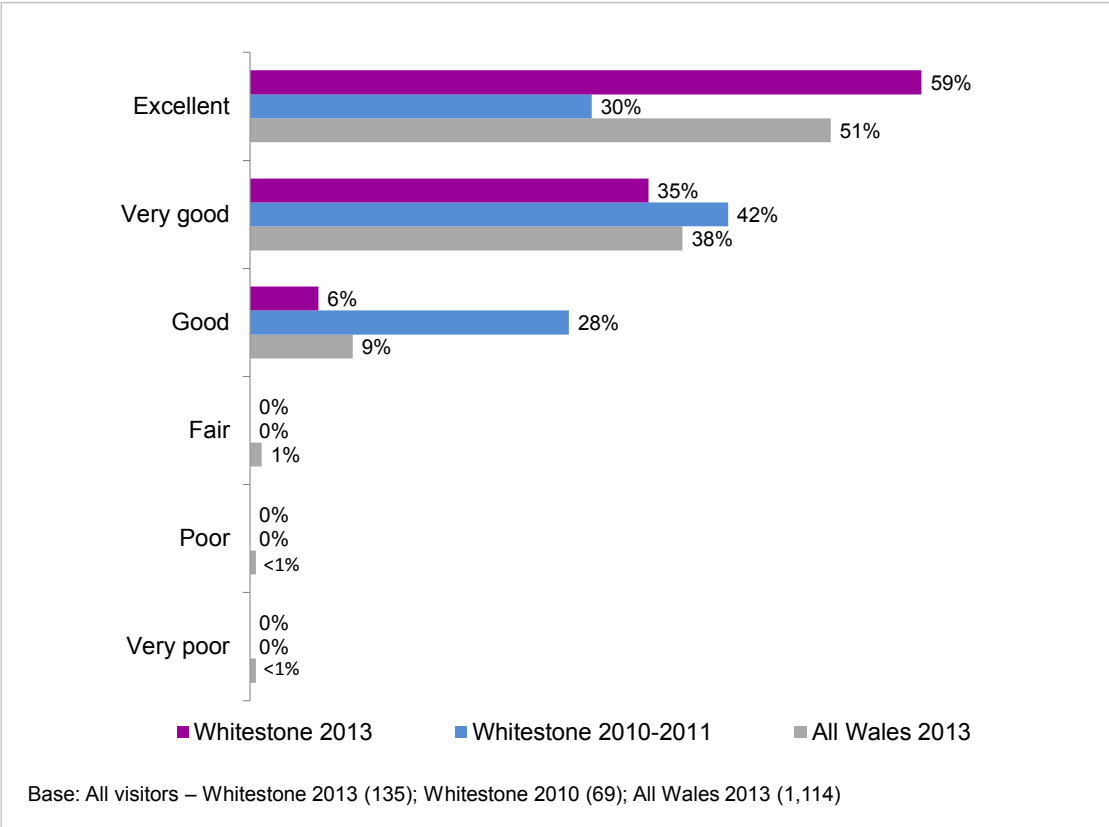
Similarly, ratings of how safe and welcoming Whitestone was were also very positive. This was also the case across all Welsh sites and was found in the previous study in 2010-2011. Nobody interviewed at Whitestone gave a negative rating of the site in terms of it being safe and welcoming.

Nearly four out of ten of the visitors gave this measure an ‘excellent’ rating (59%), compared to only 30% in 2010-2011 and 51% across all Welsh sites.

Another 35% gave a ‘very good’ rating for how safe and welcoming Whitestone felt, compared to 42% in 2010-2011 and 38% across all Welsh sites.

The lowest rating that the 2013 visitors gave was ‘good’ (6%), compared with over a quarter of the 2010-2011 visitors who gave that same rating (28%) – see Figure 8 overleaf.

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



Some sub-group differences were observed:

- Men were more likely to give an ‘excellent’ rating on the safety of the site (67%) than women (52%)
- The C2DE socio-economic group was also somewhat more likely to give an ‘excellent’ score (65%) compared to the ABC1 group (57%)
- Adults without children were more likely to give an ‘excellent’ rating (62%) than adults with children (55%).

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

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

Almost one in three mentioned aspects of the scenery / views / beautiful environment (29%). This was more than twice the all Wales average (14%).

Around one in five commented that Whitestone was peaceful / pleasant / tranquil / relaxing (18%), whilst 12% thought that the site was a safe environment generally for all people.

Three reasons were each mentioned by 8% of visitors, namely that Whitestone was clean / tidy /well maintained, that it was a good place for kids and safe for them to play, and that it was convenient and easy to get to – see Table 8 overleaf for more details on the comments provided.

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

	Whitestone 2013 %	All Wales 2013 %
The scenery / views / beautiful environment	29	14
Peaceful / pleasant / tranquil / relaxing	18	11
Safe environment generally for all people	12	18
Clean / tidy / well maintained	8	6
Good place for the kids to play / safe for kids	8	5
Live locally / convenient / easy to get to	8	4
Good provision of paths / trails and tracks	6	13
General positive comments	6	14
Good car parking	5	8
Well signposted / good maps / info boards	4	9
Dog friendly	4	2
Well laid out / well organised	4	4
Plenty to do / has everything you want	4	2
Been before / familiar with it	3	3
Good quality facilities	3	6
People are friendly / no jobs	3	3
Fresh air / open space	3	2
Away from roads / no cars / cars drive slowly	2	1

Base: Visitors rating the site as excellent, very good or good – Whitestone 2013 (135); All Wales 2013 (1,085)

### 5.3 Recommending the site as a place to visit

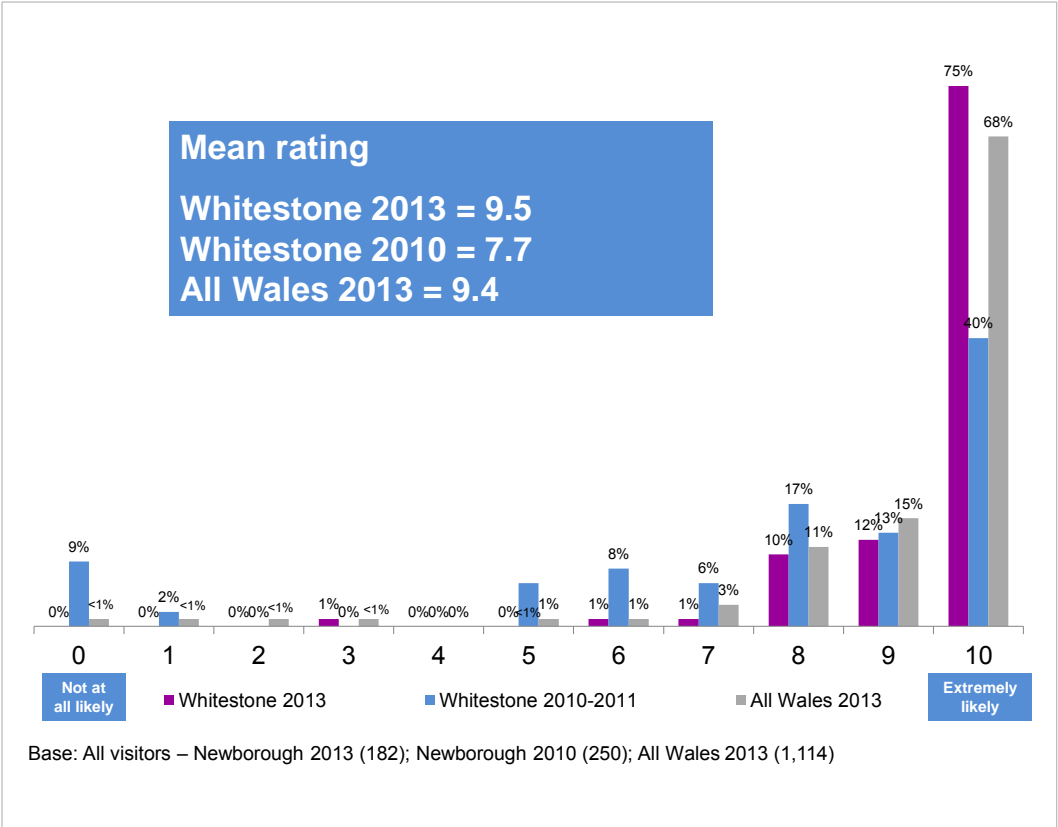
Visitors were asked whether they would be likely to recommend Whitestone as a place to visit to a friend or relative, using a score of 0-10, where zero equalled 'not at all likely' and 10 equalled 'extremely likely'.

Scores for Whitestone and all Wales sites generally were extremely positive: only 3% gave Whitestone a rating of less than 8/10.

Three quarters (75%) gave Whitestone a rating of 10, which was higher than both the previous Whitestone study (40%), and the all Wales score (68%).

This was reflected in the mean scores, with Whitestone 2013 standing at 9.5 compared with Whitestone 2010-2011 at 7.7 and the all Wales score at 9.4 – see Figure 9 below.

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



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

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

To calculate the NPS, the percentage of ‘Detractors’ is subtracted from the percentage of ‘Promoters’ to produce a net score. The NPS for Whitestone is 85, which is significantly higher (by 57 points) than the score of 28 seen in 2010-2011, and higher than the all Wales score of 79.

## 5.4 Favourite things about the site

Visitors to Whitestone 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 overleaf (compared to the previous research and the all Wales average).

The most mentioned favourite aspect of Whitestone was its peace / tranquillity / relaxation (81%). This was significantly higher than the proportion mentioning this in the Whitestone research conducted in 2010-2011 (29%), and also the all Wales average (51%).

Almost four out of ten of the visitors to Whitestone mentioned aspects of the scenery / the views and beauty (58%). Again this was higher than the previous Whitestone research (30%), though in line with the all Wales average (57%).

Walks, paths and trails were favourite things to nearly half the Whitestone visitors (47%). This was higher than the previous research (42%) and the all Wales average (38%). The forests and trees were favourites to a third of visitors (32%), significantly higher than for both the previous Whitestone research (4%) and the all Wales average of 14%.

Being close to home / convenient was a favourite to around a quarter of the visitors (24%). Again this was higher than the 2010-2011 research (10%) and the all Wales figure (15%) – 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	Whitestone 2013 %	Whitestone 2010-2011 %	All Wales 2013 %
Peace / tranquillity / relaxation	81	29	51
Scenery / views / beautiful	58	30	57
Walks / paths / trails	47	42	38
Like forests / trees / variety of trees	32	4	14
Close to home / convenient	24	10	15
Fresh air / being outside	18	6	16
Exercise / keeping fit	18	10	15
Wildlife / bird watching	12	4	7
Activities for the children	12	12	6
Clean / well looked after	7	-	9
Been before / wanted to come again	7	-	7
The weather	5	-	4
Opportunity to spend time with family / friends	4	6	5
Safe environment	4	7	8
Good on-site facilities	4	7	9
Plenty / cheap / good parking	4	4	5
Cost / value for money	2	-	3

Base: All visitors – Whitestone 2013 (135); Whitestone 2010-2011 (69); All Wales 2013 (1,114)

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

- The scenery, views and beauty of the site were mentioned by a higher proportion of people without children in their party (63%) than those with children (49%)
- Walks, paths and trails were favourites to 52% of women compared to 42% of men.
- Walks, paths and trails were also favourites to 62% of the C2DE social groups compared to 44% of the ABC1 groups
- And walks, paths and trails were favourites to adults without children in their party (52%) compared to those with children (40%):

## 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: over four out of ten of the visitors to Whitestone could not think of anything that would add to their enjoyment, and only made positive comments (43%). This was similar to the all Wales average of 47%.

Most suggestions to improve the site were made by relatively small numbers of visitors, and Table 10 overleaf outlines the comments that were made by 2% or more.

One suggestion however, was made by nearly a quarter of visitors to Whitestone, and this was that improvements needed to be made to the provision of toilet / shower facilities (24%). This was significantly higher than the all Wales figure (8%).

Of the other suggested improvements, more bins were mentioned by 8% of visitors, and improved signage by 5%.

Catering provision and more dog poo bins were both mentioned by 4% of visitors to Whitestone - the other suggested improvements were mentioned by no more than 2% of visitors – see Table 10 overleaf.

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

	Whitestone 2013 %	All Wales 2013 %
Nothing / general positive comments	43	47
Improve toilets / more toilets / shower facilities	24	8
More bins / litter bins / recycling bins	8	5
Improve signage / better signs / maps	5	7
Provide café / catering	4	5
More dog poo bins	4	5
Improve maintenance of paths / trails / better surfacing	2	3
More activities for the children / more play areas	2	2
More seating	2	
Better access / make more accessible	2	1

Base: All visitors – Whitestone 2013 (135); All Wales 2013 (1,114)

When asked if there was anything that interfered with their enjoyment of the site, nearly four out of five of visitors to Whitestone reported that nothing had interfered with their enjoyment (79%): this was the same as the all Wales figure (79%). The comments relating to interference with their enjoyment were made by very small proportions of respondents.

Motorcyclists on paths / cars too close to the path were mentioned by 5%, and a lack of working toilets by 4% - Table 11 below details those comments made by 2% of the sample or more.

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

	Whitestone 2013	All Wales 2013
	%	%
Nothing	79	79
Motorcyclists on paths / cars too close to the path	5	1
Toilets – not enough / closed / out of order	4	2
Wet / raining / poor weather	3	
Signs unclear / need better signs / more maps	2	3
Lack of litter bins / needs more bins	2	2

Base: All visitors – Whitestone 2013 (135); Whitestone 2010-2011 (69); All Wales 2013 (1,114)

## 6. Site facilities

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### 6.1 Importance of site facilities

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

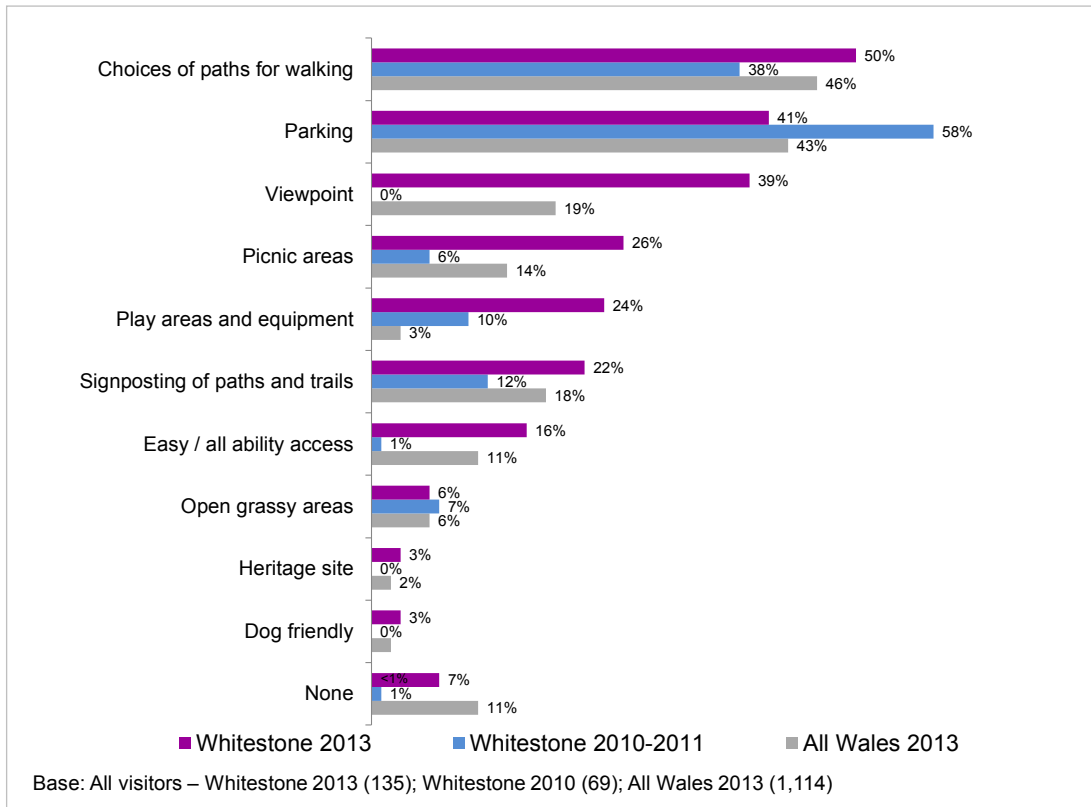
Having a choice of paths for walking was mentioned by half of the visitors to Whitestone (50%). This figure was higher than both the previous Whitestone research in 2010-2011 (38%) and the all Wales figure (43%).

Parking was important to over four out of ten of the visitors (41%), which was in line with the all Wales average (42%), but lower than the 2010-2011 study (58%).

The Viewpoint was also considered to be important by around four out of ten of the visitors to Whitestone (39%).

Around a quarter of visitors felt that picnic areas, play areas and equipment and the signposting of paths and trails were important (26%, 24% and 22% respectively) – see Figure 10 overleaf for more details.

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



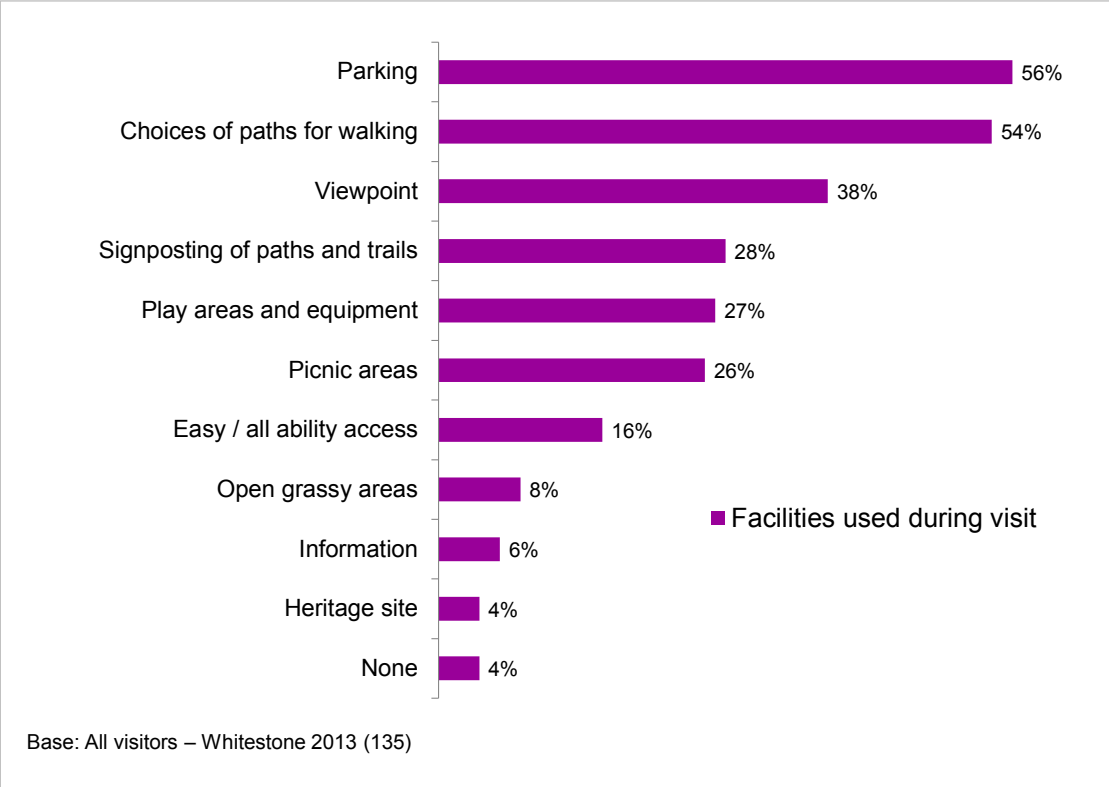
## 6.2 Facilities used

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

The facilities used reflected to a large extent visitors' views of the importance of facilities. Parking and paths were used by over half of the visitors to Whitestone (56% and 54% respectively), followed by the Viewpoint which was used by nearly four out of ten (38%).

Signposts on paths and trails, play areas and equipment and picnic areas were all used by over a quarter of visitors (28%, 27% and 26% respectively) – see Figure 11 below.

**Figure 11: Q15a. Facilities used at Whitestone 2013**



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

### **Choices of paths for walking**

- These were least used by the youngest age group (16-34 years – 20%) compared with the other age groups. The highest usage was amongst the 55+ visitors (68%).
- Women were more likely to use these paths (59%) than men (48%), as were the ABC1 social groups (56%) compared to the C2DE groups (46%).
- A choice of path was more likely to be used by adults without children in their party (60%) than those with children (45%).

### **The Viewpoint**

- The Viewpoint was least used by the younger age groups i.e. 35-54 years (28%) compared with the oldest group of 55+ visitors (53%).
- The ABC1 social groups were more likely to visit the Viewpoint (40%) than the C2DE groups (27%), as were adults without children in their group (48%), as opposed to those with children (23%).



### 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 Whitestone have been detailed in Figure 12 overleaf.

Ratings of most of the facilities at Whitestone were very positive. None of the visitors gave any of the facilities a 'poor' rating, and the vast majority gave a positive rating of either 'excellent', 'very good' or 'good'.

The facility that received the highest rating was the parking. Three quarters rated this as 'excellent' (76%), whilst most of the remainder (16%) rated it as 'very good'. The Viewpoint also received a very high score: nearly three quarters rated it as 'excellent' (73%), whilst nearly all the rest rated it as 'very good' (25%).

Over half the visitors to Whitestone rated the ease of access as 'excellent' (57%), as did those rating the choices of paths for walking as 'excellent' (56%).

Even the facilities that received the least positive ratings such as the signposting of paths and trails and the play areas and equipment had nearly half the visitors rating them as 'excellent' (45% and 43% respectively) – see Figure 12 overleaf for more details of the ratings given for each facility.

**Figure 12: Q15b. Rating of Whitestone site facilities (where used) 2013**

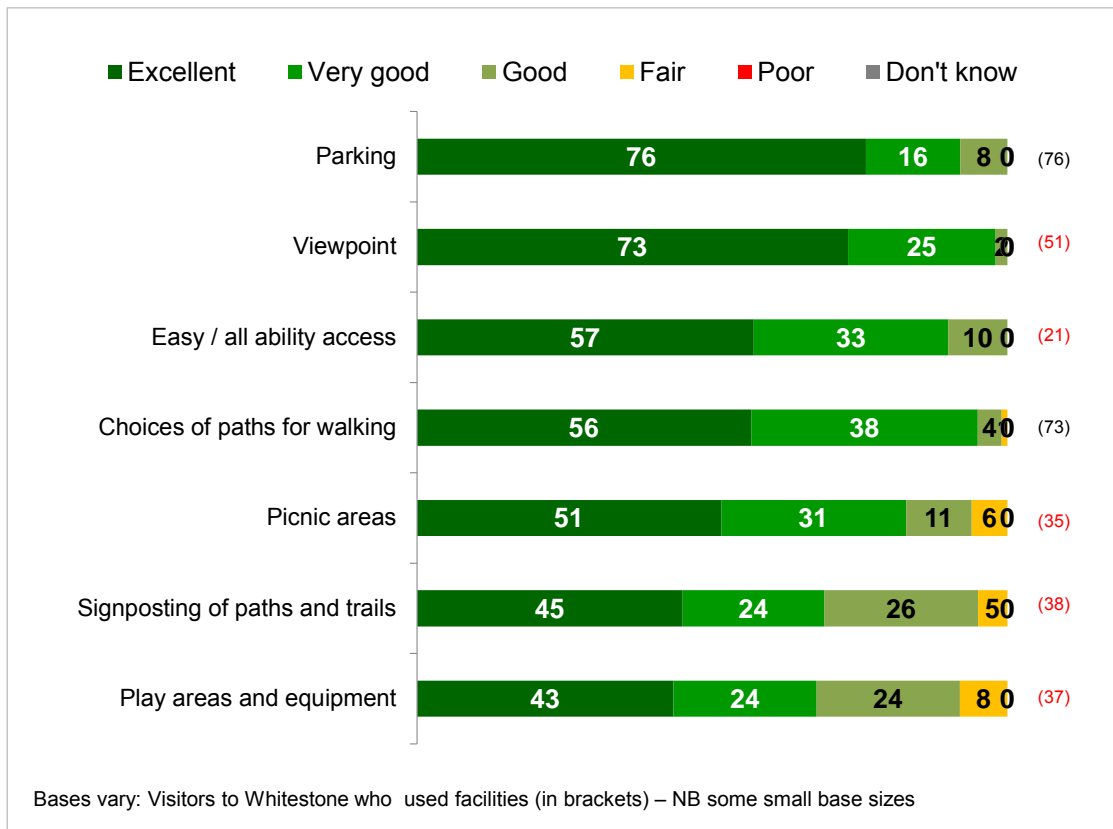


Table 12 compares the proportions giving 'excellent' ratings to the facilities used in 2013 compared to 2010-2011.

For all the facilities listed the proportions who gave an 'excellent' rating increased since the previous research, with the most significant increases seen in the proportions rating the parking, picnic areas and choices of paths for walking as 'excellent' (44%, 29% and 24% increases respectively) – see Table 12 below for more details.

**Table 12: Q15b – Proportions rating facilities at Whitestone as 'Excellent' 2013 vs. 2010-2011**

Facilities	Whitestone 2013 %	Whitestone 2010-2011 %	% change
Parking	76	32	+44
Viewpoint	73	-	-
Easy / all ability access	57	-	-
Choices of paths for walking	56	32	+24
Picnic areas	51	22	+29
Signposting of paths and trails	45	27	+18
Play areas and equipment	43	31	+12

Bases vary: visitors using each facility

## 7. Sources of information used to plan visit

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

Amongst first time visitors to Whitestone, almost four in ten heard about it via word of mouth (38%), and this was by far the most frequently mentioned source of information for this group. Whilst in line with the all Wales proportion (39%) this was significantly higher than the corresponding 2010-2011 study (20%).

Amongst repeat visitors to Whitestone, over two thirds said that they had been there before or always known about it (68%), which was lower than both the 2010-2011 study (92%) and the all Wales average (75%) – see Table 13 below for more details.

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

	First Time Visitors			Repeat Visitors		
	Whitestone 2013 %	Whitestone 2010-2011 %	All Wales 2013 %	Whitestone 2013 %	Whitestone 2010-2011 %	All Wales 2013 %
Word of mouth	38	20	39	15	4	19
Just passing / en route	26	-	11	9	2	3
Map	21	-	6	2	4	2
Google / internet	12	45	13	-	-	2
Book / guide book	9	-	5	-	-	1
Accommodation provider	6	-	2	-	-	<1
Always known about it / been here before	3	15	13	68	92	75
Road signs	3	5	4	2	-	1

Bases vary: First time vs. repeat visitors

## 8. Visiting other areas and attractions

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

The most visited attraction / town was Monmouth (70%). The next most popular attractions / towns were Chepstow (67%) and Tintern Abbey (63%).

Around half of Whitestone visitors also went to Old Station and Redbrook (54% and 49% respectively) – see Table 14 overleaf for more details.

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

Attractions / Areas	Whitestone 2013 %	Whitestone 2010- 2011 %
Monmouth	70	64
Chepstow	67	57
Tintern Abbey	63	59
Old Station	54	38
Redbrook	49	14
Symmonds Yat	44	26
Devils Pulpit	28	25
Beacon Hill	28	10
Eagles Nest	24	17
Chepstow Park	20	45
St Pierre	19	14
Upper Wyndcliffe	18	42
Wentwood	18	13
Tiddenham Chase	17	38
Wet Meadows Trim Trail	13	14
Lower Wyndcliffe	11	28
Manorwood	10	6
Great Barnetts	10	7
Fedw	10	12
Angidy	9	10
Prysgau Bach	7	4
None of these	6	-
Don't remember	1	3

Base: All visitors – Whitestone 2013 (135); Whitestone 2010-2011 (69)

# Appendix I

## Questionnaire

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

**APPROACH ADULTS AGED 16+ - READ OUT**

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

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

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

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

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

**WALES ONLY**

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

- Yes – fluently 1  
Yes – but not fluently 2  
No 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 1  
Welsh 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) \_\_\_\_\_ (9-10)  
Children aged 0-5 years \_\_\_\_\_ (11-12)  
Children aged 6-10 years \_\_\_\_\_ (13-14)  
Children aged 11-15 years \_\_\_\_\_ (15-16)

**SHOWCARD A**

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

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

**SHOWCARD B**

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

**SINGLE CODE**

1 <sup>st</sup> 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 1<sup>ST</sup> 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	
<b>Q6 – TOTAL HOURS SPENT</b>	1	2	3	4 5 6			7	8	(50)
<b>Q7 - READ OUT IF CODED AT Q4a</b>									
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						

<b>Q9</b>	What do you like most about the site? <b>PROBE</b> Anything else?	(70-73m)
	<b>DO NOT PROMPT – CODE ALL MENTIONED</b>	
	Peace / tranquillity / relaxation 1	
	Scenery / views / beautiful 2	
	Walks / paths / trails	3
	Cycle trails / freedom / opportunity to cycle	4
	Wildlife / bird watching	5
	Fresh air / being outside 6	
	Exercise / keeping fit 7	
	Activities / good for / something to do with the children	8
	Close to home / convenient 9	
	Opportunity to spend time with family / friends	A
	Safe environment B	
	Lots to see and / or do C	
	Like forests / trees / variety of trees D	
	Good on-site facilities E	
	Clean / well looked-after F	
	The weather G	
	Been before / wanted to come again H	
	Helpful / pleasant staff	I
	Plenty / cheap / other reference to parking	J
	Cost / value for money K	
	Other (please specify) _____	X
	Nothing	(74-77m)
	Don't know	L
		M
<b>Q10</b>	What, if anything, would enhance your enjoyment of this site?	(78-81m)
	<b>PROBE</b> Anything else?	
	<b>RECORD VERBATIM</b>	
	<b>IF MENTIONS WEATHER, PROBE FOR MORE DETAILS</b>	
	_____	
	_____	
	_____	
	Nothing	L
	Don't know	M
<b>Q11</b>	What, if anything, interfered with your enjoyment of this site today?	(82-85m)
	<b>PROBE</b> Anything else?	
	<b>RECORD VERBATIM</b>	
	<b>IF MENTIONS WEATHER, PROBE FOR MORE DETAILS</b>	
	_____	
	_____	
	_____	
	Nothing	L
	Don't know	M

**SHOWCARD F**

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

**SINGLE CODE**

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

**ONLY ASK Q13 IF CODED 1-6 AT Q12**

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

**RECORD VERBATIM**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Don't know

**ASK ALL**

**SHOWCARD G**

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

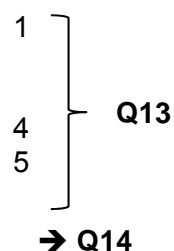
**CODE ALL MENTIONED**

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

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

103-106m		
47	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)



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

(210)

1

4

5

**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**

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

**CODE ALL MENTIONED**

- Old Station
- Tiddenham Chase 2
- Tintern Abbey 3
- Lower Wyndcliffe
- Upper Wyndcliffe 5
- Chepstow 6
- Monmouth
- Eagles Nest
- Devils Pulpit
- Wet Meadows Trim Trail A
- Wentwood B
- Symmonds Yat C
- Redbrook D
- Beacon Hill
- Manorwood F
- Angidy
- Fedw H
- Chepstow Park I
- Prysgau Bach J
- Great Barnettts
- St Pierre
  
- None of these L
  
- Don't know / can't remember M

(410-413m)

1

4

7

8

9

E

G

K

L

(414)

**NO Q20 OR SHOWCARD K FOR THIS SITE!**

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

**ASK ALL**

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

**Q21 INTERVIEWER RECORD GENDER (603)**

- Male
- Female

1

2

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

(604)

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

1

2

3

4

5

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 4  
 White other European 5  
 Any other White background (please specify) \_\_\_\_\_

Caribbean 6  
 African  
 Any other Black background (please specify) \_\_\_\_\_

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

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

Chinese

Other (please specify) \_\_\_\_\_ I

Refused

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

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

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

Overseas visitor (please specify country) \_\_\_\_\_

(609)

1  
2  
3

E

7  
F

8  
9

G

H

J

Z

(617-618)

Respondent Name:					
Address:					
Telephone number:					
<b>THANK YOU FOR YOUR TIME - PROVIDE LEAFLET.</b>					
<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)
<b>B01326-1</b>	<b>F.O.U (BACK CHECKS)</b>		<b>Accompanied</b>	<b>Yes 1</b> <b>No 2</b>	<b>Supervisor signature</b>

## Appendix II

### Explanation of social class categories

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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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[www.beaufortresearch.co.uk](http://www.beaufortresearch.co.uk)