

FOREST VISITOR SURVEYS 2010

Jackie Watson
Economics & Statistics
Forestry Commission
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1. INTRODUCTION

This report presents a summary of results from surveys of visitors to woodland in 2010, covering both on-site and household surveys.

Section 2 of this report presents results from local visitor surveys that are carried out as required by forest districts. These types of surveys address local management issues, with questions designed to obtain information that varies from site to site. Some of the surveys in this section monitor visitor experience of events and satisfaction at visitor centres across a number of sites. Results should be interpreted with caution when sample sizes are small.

Section 3 presents details of other surveys that provide information about forest visitors. These include Quality of Experience Surveys with results from twenty forest sites in England and Wales carried out in 2010, and results from household surveys of recreation in Scotland (Scottish Recreation Survey) and in England (the Monitor of Engagement with the Natural Environment).

For more information about this or other visitor survey work please contact Forestry Commission Statistics at the address below.

Prepared by: Jackie Watson
Economics & Statistics, Forestry Commission,
231 Corstorphine Road, Edinburgh, EH12 7AT

Enquiries: Jackie Watson 0131 314 6171
statistics@forestry.gsi.gov.uk

Statistician: Sheila Ward

Website: www.forestry.gov.uk/statistics

2. LOCAL VISITOR SURVEYS

2.1. SCOTLAND

EVENTS EVALUATION

General Information

The Events Evaluation survey took place in five forest districts within Scotland; Cowal and Trossachs (104 completed questionnaires), Moray and Aberdeenshire (71), Inverness, Ross & Skye (36), Galloway (19), and West Argyll (15). Across the five districts a total of 245 questionnaires were completed.

Summary

Almost all visitors were satisfied with the event they attended (97%) of those who responded.

Results¹

	Total
Number of completed questionnaires	245
Visit profile	
% of male visitors	20
% of female visitors	80
% of senior citizens (aged 65+)	6
% of adults aged 45 – 64	24
% of adults aged 25 – 44	64
% of young adults and children (aged 24 and under)	7
% of non-white visitor	2
% of groups including someone with a long-term illness, health problem or disability	1
Visit details	
% who had attended an event before	42
% who had travelled more than 10 miles to attend the event	43
% who had seen the event advertised in the FCS Events Guide	23
Ratings²	
% satisfied with the event	97

Timing of survey: March - December 2010.
 Type of survey: Self-completion questionnaire.
 Data Tables: Information available on request.

¹ Results are based only on those who responded to the question.

² Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent or good.

VISITOR CENTRE FEEDBACK

General Information

The Visitor Centre Feedback Survey was carried out at the Glentroot Visitor Centre (128 completed questionnaires), Kirroughtree Visitor Centre (76), Clatteringshaws Visitor Centre (73), David Marshall Lodge (70) and Queens View Visitor Centre (54). A total of 401 surveys were completed across the five sites.

Summary

Three-fifths of respondents (60%) were female. One-fifth of groups included someone with a long-term illness, health problem or disability. Almost all visitors (99%) were satisfied with the overall quality of the visit.

Results¹

	Total
Number of completed questionnaires	401
Visitor Profile	
% of male visitors	40
% of female visitors	60
% of senior citizens (aged 65+)	18
% of adults aged 45 – 64	42
% of adults aged 25 – 44	28
% of young adults and children (aged 24 and under)	12
% of non-white visitor	2
% of groups including someone with a long-term illness, health problem or disability	20
Ratings²	
% satisfied with the parking facilities	97
% satisfied with the signage	94
% satisfied with the children's play area (David Marshall Lodge & Kirroughtree)	97
% satisfied with the toilet facilities	87
% satisfied with the baby changing facilities	89
% satisfied with quality of food	97
% satisfied with the quality of service	99
% satisfied with the value for money of food	90
% satisfied with the cycling facilities	97
% satisfied with the walking facilities	97
% satisfied with the visitor information	98
% satisfied with the overall quality of visit	99

Timing of survey: March – December 2010.
 Type of survey: Self-completion questionnaires.
 Data Tables: Information available on request.

¹ Results are based only on those who responded to the question.

² Satisfaction rating, as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of very good or good.

CHRISTMAS QUESTIONNAIRE

General Information

Christmas Surveys were carried out in 2010 at eight sales centres within Scotland; Tyrebagger (350), Inver (290), Kinnoull Hill (191), Glentress (82), Dunoon Stadium (71), Galloway (57), Glenbranter (55) and David Marshall Lodge (33 completed questionnaires). Across all sites a total of 1,129 questionnaires were completed.

Summary

Over four-fifths (84%) of visitors were returning customers. More than half of the respondents (55%) had heard about the centre through word of mouth. Nearly two thirds (62%) of visitors came to buy a tree from the centre because of the tree quality while half of visitors (50%) wanted a sustainably grown tree.

Results¹

	Total
Number of completed questionnaires	1,129
Visitor Profile	
% of visitors who heard about Christmas tree centre via word of mouth	60
% of visitors who came to buy a tree because of the quality of tree	62
% of visitors who came to buy a sustainably grown tree	50
% of visitors who came because of the atmosphere of the forest/sales centre	36
% of visitors who came to buy a tree because of the value for money	32
% of visitors who had visited sales centres before	84

Timing of survey: Christmas 2010.
 Type of survey: Self-completion questionnaires.
 Data Tables: Information available on request.

¹ Results are based only on those who responded to the question.

2.2. WALES

WALES FOREST PARK

General Information

Feedback surveys forms were placed at the visitor centres at Bwlch Nant yr Arian and Coed y Brenin in Wales during 2010. A total of 486 questionnaires were completed: 342 at Bwlch Nant Yr Arian Forest Park and 144 at Coed y Brenin.

Summary

Almost all aspects of the sites were rated as excellent, very good or good by at least 90% of respondents who expressed an opinion, only gift items attracted a lower rating with 75% expressing satisfaction.

Results¹

	Total
Number of completed questionnaires	486
Ratings²	
% satisfied with the food	94
% satisfied with the gift items	75
% satisfied with the quality of service	93
% satisfied with the bike shop/hire (Coed y Brenin only)	91
% satisfied with the choice of paths for walking	98
% satisfied the children's play equipment	98
% satisfied with the choice of trails for cycling	99
% satisfied with the easy access/wheelchair friendly trails	95
% satisfied with the choice of trails for other activities	94
% satisfied with the leaflets, maps and interpretation panels	95
% satisfied with the sign posting on trails	96
% satisfied with the information provided by staff	95

Timing of survey: Seasonal 2010.
 Type of survey: Self-completion questionnaire.
 Data Tables: Information available on request.

¹ Results are based only on those who responded to the question.

² Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good, or good.

3. OTHER SURVEYS

3.1. QUALITY OF EXPERIENCE SURVEYS

ALICE HOLT (QoE)

General Information

This survey took place at Alice Holt in 2010 and early 2011. A total of 270 visitors were interviewed face to face at the end of their visit.

Summary

Over four-fifths of respondents (83%) had visited the forest before. Children were included in the majority of groups (87%). Most visitors were on a short day trip from home (84%).

Results

	Total
Number of interviews	270
Visitor Profile	
% of Male	45
% of Female	55
% of senior citizens (aged 65+)	2
% of adults aged 45-64	21
% of adults aged 25-44	73
% of young adults (aged 16-24)	3
% of groups with children	87
Visit Details	
% who were on a short day trip from home (less than 3 hours)	84
% of visitors who have visited before	83
% of visitors who took part in walking	59
% of visitors who took part in cycling	25
% of visitors who used the play area	63
Average length of stay on site	2 hrs 06 m
Average spend per group of those who spent anything	£24.63
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Play areas and equipment	45
Car parking	40
Choices of paths for walking	33

Timing of survey: 2nd & 5th September, 2nd & 3rd October 2010 & 3rd & 29th January 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Alice Holt by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

BEECHENHURST (QoE)

General Information

This survey took place at Beechenhurst in the Forest of Dean in 2010 and early 2011. A total of 211 visitors were interviewed face to face at the end of their visit.

Summary

Almost nine out of ten respondents (88%) had visited the forest before. Children were included in most groups (59%). Most visitors were on a short day trip from home (86%).

Results

	Total
Number of interviews	211
Visitor Profile	
% of Male	47
% of Female	53
% of senior citizens (aged 65+)	10
% of adults aged 45-64	32
% of adults aged 25-44	54
% of young adults (aged 16-24)	3
% of groups with children	59
Visit Details	
% who were on a short day trip from home (less than 3 hours)	86
% of visitors who have visited before	88
% of visitors who took part in walking	66
% of visitors who took part in cycling	18
Average length of stay on site	2 hrs 26 m
Average spend per group of those who spent anything	£22.18
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Car parking	39
Choices of paths for walking	37
Play areas for equipment	32

Timing of survey: 30th & 31st July, 18th & 19th September 2010 & 1st & 2nd January 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Beechenhurst by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

CANNOCK (QoE)

General Information

This survey took place at Cannock in 2010. A total of 257 visitors were interviewed face to face at the end of their visit.

Summary

Three quarters of visitors to Cannock were male and two thirds were aged 25-44. Almost nine out of ten respondents (85%) had visited the forest before. Around two thirds (68%) cycled during their visit.

Results

	Total
Number of interviews	257
Visitor Profile	
% of Male	75
% of Female	25
% of senior citizens (aged 65+)	3
% of adults aged 45-64	21
% of adults aged 25-44	68
% of young adults (aged 16-24)	7
% of groups with children	35
Visit Details	
% who were on a short day trip from home (less than 3 hours)	87
% of visitors who have visited before	85
% of visitors who took part in walking	37
% of visitors who took part in cycling	68
Average length of stay on site	2 hrs 35 m
Average spend per group of those who spent anything	£23.54
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Cycling tracks or trails	64
Car parking	35
Café/Restaurant/Catering	31

Timing of survey: 25th & 29th July, 1st August & 23rd & 24th October 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Cannock by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

GRIZEDALE (QoE)

General Information

This survey took place at Grizedale in 2010. A total of 236 visitors were interviewed face to face at the end of their visit.

Summary

Almost two thirds of respondents (64%) were male. Three-quarters of respondents (75%) had visited the forest before and over half (52%) were on a short day trip from home.

Results

	Total
Number of interviews	236
Visitor Profile	
% of Male	64
% of Female	36
% of senior citizens (aged 65+)	3
% of adults aged 45-64	28
% of adults aged 25-44	62
% of young adults (aged 16-24)	7
% of groups with children	54
Visit Details	
% who were on a short day trip from home (less than 3 hours)	52
% who were on an overnight or holiday trip	43
% of visitors who have visited before	75
% of visitors who took part in walking	60
% of visitors who took part in cycling	36
Average length of stay on site	2 hrs 41 m
Average spend per group of those who spent anything	£65.70
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Choices of paths or walking	38
Cycling tracks for trails	35
Café/Restaurant/Catering	25

Timing of survey: 20th & 21st August, 25th & 26th September, 20th & 21st November 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Grizedale by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

HAMSTERLEY (QoE)

General Information

This survey took place at Hamsterley in 2010 and early 2011. A total of 243 visitors were interviewed face to face at the end of their visit.

Summary

Around two thirds of respondents (69%) were aged 25- 44. Nine in ten visitors (92%) had visited the forest before and nearly all (96%) were on a short day trip from home.

Results

	Total
Number of interviews	243
Visitor Profile	
% of Male	57
% of Female	43
% of senior citizens (aged 65+)	9
% of adults aged 45-64	18
% of adults aged 25-44	69
% of young adults (aged 16-24)	5
% of groups with children	58
Visit Details	
% who were on a short day trip from home (less than 3 hours)	96
% of visitors who have visited before	92
% of visitors who took part in walking	64
% of visitors who took part in cycling	41
Average length of stay on site	2 hrs 06 m
Average spend per group of those who spent anything	£12.84
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Cycling tracks for trails	37
Choices of paths for walking	34
Car parking	29

Timing of survey: 27th & 28th August, 9th & 10th October 2010 & 8th & 9th January & 12th & 13th February 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Hamsterley by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

SALCEY (QoE)

General Information

This survey took place at Salcey in 2010 and early 2011. A total of 251 visitors were interviewed face to face at the end of their visit.

Summary

Most visitors (85%) had visited the forest before and nearly all (98%) were on a short day trip from home. Nine in ten (93%) visitors took part in some kind of walking activity.

Results

	Total
Number of interviews	251
Visitor Profile	
% of Male	61
% of Female	39
% of senior citizens (aged 65+)	8
% of adults aged 45-64	27
% of adults aged 25-44	61
% of young adults (aged 16-24)	3
% of groups with children	68
Visit Details	
% who were on a short day trip from home (less than 3 hours)	98
% of visitors who have visited before	85
% of visitors who took part in walking	93
% of visitors who took part in cycling	10
Average length of stay on site	1 hrs 49 m
Average spend per group of those who spent anything	£13.88
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Choices of paths for walking	72
Car parking	29
Café/Restaurant/Catering	24

Timing of survey: 13th & 14th August, 11th & 12th September 2010 & 1st to 3rd January 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Salcey by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

SHERWOOD PINES (QoE)

General Information

This survey took place at Sherwood Pines in 2010. A total of 333 visitors were interviewed face to face at the end of their visit.

Summary

Over two thirds (70%) of visitors were male and two thirds were aged 25-44. Over four fifths of visitors (83%) had visited the forest before and three-quarters (75%) were on a short day trip from home. Seven in ten (71%) visitors took part in some kind of cycling activity.

Results

	Total
Number of interviews	333
Visitor Profile	
% of Male	70
% of Female	30
% of senior citizens (aged 65+)	2
% of adults aged 45-64	26
% of adults aged 25-44	67
% of young adults (aged 16-24)	7
% of groups with children	41
Visit Details	
% who were on a short day trip from home (less than 3 hours)	75
% who were on a longer day trip from home (3 hours or more)	21
% of visitors who have visited before	83
% of visitors who took part in walking	35
% of visitors who took part in cycling	71
Average length of stay on site	2 hrs 36 m
Average spend per group of those who spent anything	£26.98
Ratings¹	
% satisfied with site as a place to visit	99
Most important facilities in decision to visit	
Cycling tracks or trails	66
Car parking	42
Café/Restaurant/Catering	28

Timing of survey: 7th & 8th August, 16th & 17th October, 30th & 31st October 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Sherwood Pines by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

WENDOVER (QoE)

General Information

This survey took place at Wendover Woods in 2010. A total of 219 visitors were interviewed face to face at the end of their visit.

Summary

Almost two thirds of groups (64%) included children. Over eight in ten visitors (85%) had visited the forest before and (84%) were on a short day trip from home. Around two thirds (69%) of visitors took part in some kind of walking activity.

Results

	Total
Number of interviews	219
Visitor Profile	
% of Male	50
% of Female	50
% of senior citizens (aged 65+)	6
% of adults aged 45-64	31
% of adults aged 25-44	55
% of young adults (aged 16-24)	5
% of groups with children	64
Visit Details	
% who were on a short day trip from home (less than 3 hours)	84
% of visitors who have visited before	85
% of visitors who took part in walking	69
% of visitors who took part in cycling	15
Average length of stay on site	2 hrs 07 m
Average spend per group of those who spent anything	£19.61
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Café/Restaurant/Catering	35
Car parking	30
Play areas and equipment	25

Timing of survey: 3rd & 4th September, 2nd & 3rd October 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Wendover by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

WESTONBIRT (QoE)

General Information

This survey took place at Westonbirt in 2010. A total of 307 visitors were interviewed face to face at the end of their visit.

Summary

Over eight in ten visitors (85%) had visited the forest before and most (89%) were on a short day trip from home. The majority (96%) of visitors took part in some kind of walking activity and 65% used the café/restaurant/catering facilities.

Results

	Total
Number of interviews	307
Visitor Profile	
% of Male	49
% of Female	51
% of senior citizens (aged 65+)	15
% of adults aged 45-64	34
% of adults aged 25-44	50
% of young adults (aged 16-24)	2
% of groups with children	47
Visit Details	
% who were on a short day trip from home (less than 3 hours)	89
% of visitors who have visited before	85
% of visitors who took part in walking	96
% of visitors who used the café/restaurant/catering	65
Average length of stay on site	2 hrs 52 m
Average spend per group of those who spent anything	£41.38
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Car parking	46
Choices of paths for walking	41
Toilets	36

Timing of survey: 12th & 15th August, 30th & 31st October 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Westonbirt by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

WHINLATTER (QoE)

General Information

This survey took place at Whinlatter in 2010. A total of 239 visitors were interviewed face to face at the end of their visit.

Summary

Two thirds of respondents were male and one half were aged 25-44. Almost three quarters of visitors (72%) had visited the forest before and around half (52%) were on a short day trip from home. The majority (59%) of visitors had cycled at the site.

Results

	Total
Number of interviews	239
Visitor Profile	
% of Male	68
% of Female	32
% of senior citizens (aged 65+)	5
% of adults aged 45-64	35
% of adults aged 25-44	50
% of young adults (aged 16-24)	10
% of groups with children	37
Visit Details	
% who were on a short day trip from home (less than 3 hours)	52
% who were on an overnight or holiday trip	38
% of visitors who have visited before	72
% of visitors who took part in walking	43
% of visitors who took part in cycling	59
Average length of stay on site	2 hrs 37 m
Average spend per group of those who spent anything	£58.08
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Cycling tracks or trails	50
Choices of paths for walking	26
Café/Restaurant/Catering	24

Timing of survey: 19th & 22nd August, 9th - 10th September, 20th – 21st November 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Whinlatter by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

COED Y BRENIN (QoE)

General Information

This survey took place at Coed y Brenin in 2010 and early 2011. A total of 243 visitors were interviewed face to face at the end of their visit.

Summary

Almost two thirds (65%) of respondents were male. Three fifths (60%) had visited the forest before and almost one half of visitors (46%) were on an overnight or holiday trip. Around one half of visitors had cycled and around one half had participated in walking at the site.

Results

	Total
Number of interviews	243
Visitor Profile	
% of Male	65
% of Female	35
% of senior citizens (aged 65+)	7
% of adults aged 45-64	33
% of adults aged 25-44	53
% of young adults (aged 16-24)	7
% of groups with children	38
Visit Details	
% who were on a short day trip from home (less than 3 hours)	43
% who were on an overnight or holiday trip	46
% of visitors who have visited before	60
% of visitors who took part in walking	51
% of visitors who took part in cycling	52
Average length of stay on site	2 hrs 37 m
Average spend per group of those who spent anything	£14.17
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Cycling tracks or trails	39
Car parking	34
Café/Restaurant/Catering	25

Timing of survey: 12th & 13th August, 15th September, 27th November 2010 & 22nd January 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Coed y Brenin by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

GARWNANT (QoE)

General Information

This survey took place at Garwnant in 2010. A total of 232 visitors were interviewed face to face at the end of their visit.

Summary

Almost two thirds of groups (64%) included children. Over four fifths of visitors (83%) had visited the forest before. Over three-quarters of visitors (76%) took part in some kind of walking activity.

Results

	Total
Number of interviews	232
Visitor Profile	
% of Male	53
% of Female	47
% of senior citizens (aged 65+)	9
% of adults aged 45-64	35
% of adults aged 25-44	52
% of young adults (aged 16-24)	2
% of groups with children	64
Visit Details	
% who were on a short day trip from home (less than 3 hours)	90
% of visitors who have visited before	83
% of visitors who took part in walking	76
% of visitors who used the café/restaurant	51
% of visitors who used the play area	47
Average length of stay on site	1 hrs 41 m
Ratings¹	
% satisfied with site as a place to visit	99
Most important facilities in decision to visit	
Choices of paths for walking	53
Café/Restaurant/Catering	51
Car parking	49

Timing of survey: 19th & 20th August, 26th & 27th September 2010 & 29th & 30th January 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Garwnant by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

GWYDYR (QoE)

General Information

This survey took place at Gwydyr in 2010. A total of 139 visitors were interviewed face to face at the end of their visit.

Summary

Seven in ten visitors (70%) had visited the forest before and nearly half (47%) were on a short day trip from home. Seven in ten (70%) visitors took part in some kind of walking activity and 32% cycled at the site.

Results

	Total
Number of interviews	139
Visitor Profile	
% of Male	63
% of Female	37
% of senior citizens (aged 65+)	8
% of adults aged 45-64	34
% of adults aged 25-44	53
% of young adults (aged 16-24)	5
% of groups with children	19
Visit Details	
% who were on a short day trip from home (less than 3 hours)	47
% who were on an overnight or holiday trip	44
% of visitors who have visited before	70
% of visitors who took part in walking	70
% of visitors who took part in cycling	32
Average length of stay on site	2 hrs 27 m
Ratings¹	
% satisfied with site as a place to visit	99
Most important facilities in decision to visit	
Car parking	78
Choices of paths for walking	46
Cycling tracks or trails	25

Timing of survey: 28th & 29th August & 9th September 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Gwydyr by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

HAFREN (QoE)

General Information

This survey took place at Hafren in 2010. A total of 122 visitors were interviewed face to face at the end of their visit.

Summary

The majority of groups (85%) did not include children. Over three fifths of visitors (63%) had visited the forest before. Over three quarters (80%) of visitors took part in some kind of walking activity.

Results

	Total
Number of interviews	122
Visitor Profile	
% of Male	55
% of Female	45
% of senior citizens (aged 65+)	22
% of adults aged 45-64	38
% of adults aged 25-44	29
% of young adults (aged 16-24)	2
% of groups with children	15
Visit Details	
% who were on a short day trip from home (less than 3 hours)	61
% who were on an overnight or holiday trip	28
% of visitors who have visited before	63
% of visitors who took part in walking	80
% of visitors who took part in cycling	9
Average length of stay on site	2 hrs 16 m
Ratings¹	
% satisfied with site as a place to visit	99
Most important facilities in decision to visit	
Car parking	67
Toilets	35
Choices of paths for walking	32

Timing of survey: 14th & 15th August & 5th September 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Hafren by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

MOEL FAMAU (QoE)

General Information

This survey took place at Moel Famau in 2010. A total of 123 visitors were interviewed face to face at the end of their visit.

Summary

The majority of groups (85%) did not include children. Four fifths of visitors (80%) had visited the forest before. Most (89%) took part in some kind of walking activity.

Results

	Total
Number of interviews	123
Visitor Profile	
% of Male	61
% of Female	39
% of senior citizens (aged 65+)	15
% of adults aged 45-64	34
% of adults aged 25-44	48
% of young adults (aged 16-24)	1
% of groups with children	15
Visit Details	
% who were on a short day trip from home (less than 3 hours)	80
% of visitors who have visited before	80
% of visitors who took part in walking	89
% of visitors who took part in cycling	11
Average length of stay on site	2 hrs 01 m
Ratings¹	
% satisfied with site as a place to visit	99
Most important facilities in decision to visit	
Car parking	53
Choices of paths for walking	47
Toilets	36

Timing of survey: 21st & 22nd August & 7th & 8th September 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Moel Famau by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

NEWBOROUGH (QoE)

General Information

This survey took place at Newborough in 2010. A total of 250 visitors were interviewed face to face at the end of their visit.

Summary

Around one third of groups (32%) included children. Around four fifths of visitors (81%) had visited the forest before. Most visitors (87%) took part in some kind of walking activity.

Results

	Total
Number of interviews	250
Visitor Profile	
% of Male	53
% of Female	47
% of senior citizens (aged 65+)	13
% of adults aged 45-64	46
% of adults aged 25-44	34
% of young adults (aged 16-24)	4
% of groups with children	32
Visit Details	
% who were on a short day trip from home (less than 3 hours)	57
% who were on an overnight or holiday trip	35
% of visitors who have visited before	81
% of visitors who took part in walking	87
% of visitors who took part in cycling	5
Average length of stay on site	2 hrs 25 m
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Car parking	60
Access to the beach	58
Toilets	47

Timing of survey: 7th - 8th August, 11th - 12th September & 13th - 14th November 2010.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Newborough by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

WHITESTONE (QoE)

General Information

This survey took place at Whitestone in 2010 and early 2011. A total of 69 visitors were interviewed face to face at the end of their visit.

Summary

Seven in ten visitors (71%) had visited the forest before. Three-quarters (75%) of visitors took part in some kind of walking activity.

Results

	Total
Number of interviews	69
Visitor Profile	
% of Male	55
% of Female	45
% of senior citizens (aged 65+)	7
% of adults aged 45-64	51
% of adults aged 25-44	30
% of young adults (aged 16-24)	3
% of groups with children	20
Trip Details	
% who were on a short day trip from home (less than 3 hours)	75
Visit Details	
% of visitors who have visited before	71
% of visitors who took part in walking	75
% of visitors who took part in cycling	9
Average length of stay on site	1 hr 36 m
Ratings¹	
% satisfied with site as a place to visit	100
Most important facilities in decision to visit	
Car parking	58
Choices of paths for walking	38
Toilets	13

Timing of survey: 17th & 18th August, 18th & 19th September 2010 & 23rd January 2011.

Type of survey: On site face to face interview.

Publication: 'Monitoring the quality of experience in forests – Whitestone by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good or good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

LLAN WYNNO (QoE)

General Information

The Quality of Visitor Experience Survey comprised 22 on-site interviews with visitors and 141 interviews with residents in the surrounding area. The results presented here relate to the residents survey only.

Summary

The majority of residents interviewed (92%) were aware of the forest. Of those three quarters had visited the site.

Results

Number of interviews	141
Resident Profile	
% of Male	45
% of Female	55
% of senior citizens (aged 65+)	31
% of adults aged 45 - 64	35
% of adults aged 25 - 44	25
% of young adults (aged 16-24)	7
% with children in household	18
Woodland visit characteristics	
% of residents who are aware of forest	92
of which:	
% who have visited before	75
% who have participated in walking	92
% who have participated in cycling	4
Ratings¹	
% satisfied with site as a place to visit	97

Timing of survey: 8th - 18th August 2010.

Type of survey: On site face to face interview and interviews with residents in surrounding areas.

Publication: 'Monitoring the quality of experience in forests – Llan Wynno by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good & good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

GETHIN (QoE)

General Information

The Quality of Visitor Experience Survey comprised 8 on-site interviews with visitors and 158 interviews with residents in the surrounding area. The results presented here relate to the residents survey only.

Summary

The majority of residents interviewed (90%) were aware of the forest. Of those nearly three quarters (72%) had previously visited the site.

Results

Number of interviews	158
Resident Profile	
% of Male	46
% of Female	54
% of senior citizens (aged 65+)	28
% of adults aged 45 - 64	34
% of adults aged 25 - 44	27
% of young adults (aged 16-24)	9
% with children in household	22
Woodland visit characteristics	
% of residents who are aware of forest	90
of which:	
% who have visited before	72
% who have participated in walking	81
% who have participated in cycling	10
Ratings¹	
% satisfied with site as a place to visit	80

Timing of survey: 9th - 19th August 2010.

Type of survey: On site face to face interview and interviews with residents in surrounding areas.

Publication: 'Monitoring the quality of experience in forests – Gethin by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good & good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

CWM SAEBREN (QoE)

General Information

The Quality of Visitor Experience Survey comprised 4 on-site interviews with visitors and 177 interviews with residents in the surrounding area. The results presented here relate to the residents survey only.

Summary

The majority of residents interviewed (91%) were aware of the forest. Of those over four fifths (82%) had previously visited the site and nearly all had participated in walking.

Results

Number of interviews	177
Resident Profile	
% of Male	49
% of Female	51
% of senior citizens (aged 65+)	39
% of adults aged 45 - 64	27
% of adults aged 25 - 44	25
% of young adults (aged 16-24)	6
% with children in household	24
Woodland visit characteristic	
% of residents who are aware of forest	91
of which:	
% of visitors who have visited before	82
% of visitors who took part in any walking	97
% of visitors who took part in any cycling	5
Ratings¹	
% satisfied with site as a place to visit	94

Timing of survey: 10th August 2010.

Type of survey: On site face to face interview and interviews with residents in surrounding areas.

Publication: 'Monitoring the quality of experience in forests – Cwm Saebren by BMG Research

¹ Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of excellent, very good & good. Ratings based a scale from 1 to 6; e.g. 1 excellent, 2 very good, 3 good, 4 fair, 5 poor, 6 don't know/not sure.

3.2 MONITORING AND EVALUATING QUALITY OF LIFE FOR FC ENGLAND

A 'Monitoring and Evaluating Quality of Life' project has been undertaken from 2008 to 2011 in England at the following sites;

- Bentley Community Woodland, Doncaster 2008/11
- Birches Valley Visitor Centre, Cannock Chase 2008/11
- Ingrebourne Hill Community Woodland, South Hornchurch London 2008/11
- Activities and Events in England's Woodland

The project incorporates on-site surveys, and site management data on activities and events and on facilities and incidents. It also makes use of national data from the Public Opinion of Forestry survey.

Reports for the final year of the project 2010-11 and previous years (2008-09 and 2009-10) and further information are available on the Forest Research website at <http://www.forestry.gov.uk/fr/INFD-7TGBUC>

3.3 MONITOR OF ENGAGEMENT WITH THE NATURAL ENVIRONMENT

General Information

The second year of fieldwork for the "Monitor of Engagement with the Natural Environment" (MENE) survey started in March 2010, with information on visits to the outdoors collected in England. The survey was commissioned from TNS Research International by Natural England with support from Defra and the Forestry Commission. A total of 46,099 interviews were conducted in English homes between March 2010 and February 2011.

Summary

It is estimated that in 2010 there were 326 million trips made in England that included a visit to a woodland or forest.

Results

	Total
Number of visits made to woodland or forest (millions)	326
Woodland visit characteristics¹	
Activities	
% whose activities included walking with a dog	68
% whose activities included other walking	21
% whose activities included off road cycling or mountain biking	2
Main transport	
% whose main means of transport was on foot	62
% whose main means of transport was by car / van	34
% whose main means of transport was by bicycle	2
Distance travelled (one way)	
% who travelled less than 1 mile	36
% who travelled 1 to 5 miles	46
% who travelled over 5 miles	18
Duration of visit (round trip)	
% who made visits up to 1 hour	23
% who made visits of 1 hour - less than 2 hours	44
% who made visits of 2 hours or more	33

Timing of survey: March 2010 – February 2011.
 Type of survey: Face to face as part of an in-home omnibus survey, conducted using CAPI software.
 Publication: First annual report, technical report and data summary tables.
 Topics covered: People's visits to the natural environment, type of destination, duration of the visit, mode of transport, distance travelled, spend, main activities and motivations for the visit. Data on people who do not visit the natural environment and the reasons for not visiting are also collected.

¹ Per cent of visits that included woodland.

3.4 SCOTTISH RECREATION SURVEY 2010

General Information

Scottish Natural Heritage (SNH) and Forestry Commission have jointly commissioned the Scottish Recreation Survey since 2003, to measure participation in outdoor recreation. Over a 12 month period questions were inserted into the Scottish Opinion Survey – a monthly Computer Aided Personal interview (CAPI) omnibus. A total of 12,209 interviews were conducted in Scottish homes in 2010.

Summary

It is estimated that there were 63 million recreation visits made by Scottish residents to woodland in Scotland in 2010.

Results

	2010
Number of visits (millions)	
All visits including woodland	63
Number of visits to woodlands as main destination	46
Woodland visit characteristics¹	
Main activity	
% whose main activity was walking	82
% whose main activity was cycling	7
% whose main activity was family outing	4
Main transport	
% whose main means of transport was on foot	51
% whose main means of transport was by car / van	44
% whose main means of transport was by bicycle	4
Distance travelled (round trip)	
% who travelled up to 2 miles	38
% who travelled over 2 miles, up to 5 miles	27
% who travelled over 5 miles	35
Duration of visit (round trip)	
% who made visits up to 1 hour	19
% who made visits of 1 hour - less than 2 hours	40
% who made visits of 2 hours or more	41

Timing of survey: January – December 2010.

Type of survey: In-home interviews conducted using CAPI hardware.

Publication: TNS Research International (2011) Scottish Recreation Survey: annual summary report 2010. Scottish Natural Heritage Commissioned Report No. 465.

Topics covered: Number, frequency and location of visits to the outdoors, activities, transport and distances travelled to visit, party composition, expenditure on visit, awareness and understanding of the SOAC and access to the countryside.

¹ Per cent of visits where the main destination was woodland.