



# **FOREST VISITOR SURVEYS 2005 Summary Report**

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June 2006**

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# 1. INTRODUCTION

Between 1995 and 2001 the Forestry Commission co-ordinated a National Programme of visitor surveys across Great Britain, focussing on larger sites, often with visitor centres. In 2002, this programme ceased to operate. A new visitor monitoring system was piloted in 2002. This was aimed primarily at providing a more accurate estimate of the number of visits to woodland managed by the Forestry Commission, whilst continuing to gather information regarding the profile of visitors. New methods of measuring the quality of visitor experience were also researched. Quality of experience surveys began in England in 2003, with three or four sites being monitored each year. The new 'All Forests' visitor monitoring surveys began operating in Wales and Scotland in 2004, with results from the Welsh survey published in 2005 and first year of Scotland All Forest monitoring published in February 2006.

Local surveys to provide information on forest visitors are still carried out when required by forest district management. In 2005, visitor surveys were carried out at ten forest sites. These surveys addressed local management issues, with questionnaires being designed to obtain information that varied from site to site. Table 1 shows the sites that carried out local visitor surveys in 2005. The number of interviews ranged from 60 at Sandlings Forest Park to 2,363 at Westonbirt. Some surveys were targeted at specific events or visitors - for example, Christmas tree buyers at Kelty. Other surveys were more general. Results should be interpreted with caution when sample sizes are small.

**Table 1: Summary of local visitor surveys**

<b>Forest</b>	<b>District</b>	<b>Interviews</b>	<b>Timing of survey</b>
Edinburgh	Treefest	419	June
Pollok	Treefest	480	August
Chatelherault	Treefest	432	October
Kelty	Scottish Lowlands	106	December
Moray	Culbin	454	February - October 2004 June - July 2005
Queen Elizabeth Forest Park	Cowal and Trossachs	345	August / September March / May
Sherwood Pines	Sherwood	191	January, March
Westonbirt	National Arboreta	2,363	Summer 2005
Sandlings	East Anglia	60	Summer 2005
Afan	Coed y Cymoedd	263	July 2004 - June 2005

Section 2 of this report gives the main findings from each of the ten local visitor surveys that were carried out in 2005.

Section 3 gives details of other surveys carried out in 2005 that provide information about forest visitors. These include the 'All Forests' survey in Scotland, the 'Quality of Experience' surveys at various sites in England, 'Forest Holidays' surveys, and Scottish Recreational survey.

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

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## 2. LOCAL VISITOR SURVEYS

### 2.1. SCOTLAND

#### TREEFEST, Edinburgh

This survey took place at a Treefest event in Inverleith Park, Edinburgh in June 2005. A total of 419 questionnaires were completed.

#### Summary

The majority of visitors travelled from home (89%) and three quarters (76%) travelled less than 6 miles to the event. 36% had been to the event in previous years. The 'wood products' display was the most popular, visited by 70% of groups.

#### Results

	Total
Number of completed questionnaires	419
<b>Group composition</b>	
% of groups with senior citizens (aged 60+)	16
% of groups with adults (aged 25-59)	89
% of groups with young adults (aged 16-24)	10
% of groups with children (aged <16)	51
% of groups with at least one person with disability/special needs	4
<b>Trip Details</b>	
% who travelled from home	89
% who travelled less than 6 miles to the site	76
<b>Visit Details</b>	
% who had previously been to a Treefest event	36
% whose main purpose of visit was to entertain children / family outing	60
% whose main purpose of visit was to learn about forest / wood	15
% who heard about Treefest events through word of mouth	36
<b>Future Visit</b>	
% who are more likely to visit a woodland / forest in the future given this is the first woodland/forest they have visited	91
% who are more likely to attend another Treefest event in the future	97
<b>Activities</b>	
% who visited / whose favourite display was wood products	70 / 23
% who visited / whose favourite display was axe throwing	61 / 9
% who visited / whose favourite display was mountain biking	58 / 15
<b>Ratings<sup>1</sup></b>	
% satisfied with toilets	98
% satisfied with information boards	95
% satisfied with food and drink	92
% satisfied with disabled facilities	96
% satisfied with event as a whole	100

**Timing of survey:** June 2005  
**Type of survey:** Self-completion questionnaire  
**Publication:** Edinburgh Treefest Visitor Survey 2005

<sup>1</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they give a rating of Very Good, Good or OK.

## TREEFEST, Pollok

This survey took place at a Treefest event in Pollok Park, Glasgow in August 2005. A total of 480 questionnaires were completed.

### Summary

The majority of visitors travelled from home (93%) and travelled less than 6 miles to the event (72%). 56% had been to a Pollok Family Day in previous years. Children's activities and Livestock were the most popular activities, visited by 65% and 51% of groups respectively.

### Results

	Total
Number of completed questionnaires	480
<b>Group composition</b>	
% of groups with senior citizens (aged 60+)	22
% of groups with adults (aged 25-59)	89
% of groups with young adults (aged 16-24)	12
% of groups with children (aged <16)	72
% of groups with at least one person with disability/special needs	12
<b>Trip Details</b>	
% who travelled from home	93
% who travelled less than 6 miles	72
<b>Visit Details</b>	
% who had previously been to a Pollok Family Day event	56
% whose main purpose of visit was to entertain children / family outing	73
% whose main purpose for fresh air / exercise	13
% who heard about event through word of mouth / radio Clyde	23 / 16
<b>Future Visit</b>	
% who are more likely to visit a woodland / forest in the future given this is the first woodland / forest they have visited	89
% who are more likely to attend another Family Day event in the future	87
<b>Activities</b>	
% who visited / whose favourite display was children's activities	65 / 25
% who visited / whose favourite display was livestock	51 / 6
% who visited / whose favourite display was courtyard / stables	43 / 3
<b>Ratings<sup>1</sup></b>	
% satisfied with toilets	91
% satisfied with information boards	94
% satisfied with quality of displays	96
% satisfied with food and drink	83
% satisfied with event as a whole	99

**Timing of survey:**

August 2005

**Type of survey:**

Self-completion questionnaire

**Publication:**

Glasgow Treefest Visitor Survey 2005

## TREEFEST, Chatelherault

This survey took place at a Treefest event at Chatelherault in October 2005. A total of 432 questionnaires were completed.

### Summary

The majority of visitors travelled from home (94%) and almost half travelled less than 6 miles to the event (49%). 28% had previously been to a Treefest event. Craft stalls and activities were the most popular events, visited by 17% of groups.

### Results

	Total
Number of completed questionnaires	432
<b>Group composition</b>	
% of groups with senior citizens (aged 60+)	17
% of groups with adults (aged 25-59)	88
% of groups with young adults (aged 16-24)	12
% of groups with children (aged <16)	66
% of groups with at least one person with disability/special needs	12
<b>Trip Details</b>	
% who travelled from home	94
% who travelled less than 6 miles	49
<b>Visit Details</b>	
% who had been to a Tree in the Park event here / elsewhere before	28
Average length of stay	3 hrs 3 m
% whose main purpose of visit was to entertain children / family outing	53
% whose main purpose for fresh air / exercise	19
% who heard about event through word of mouth / local newspaper	35 / 13
<b>Future Visit</b>	
% who are more likely to visit a woodland / forest in the future given this is the first woodland/forest they have visited	91
% who are more likely to attend another Treefest event in the future	76
<b>Activities</b>	
% who visited / whose favourite display was craft stalls and activities	17 / 19
% who visited / whose favourite display was chainsaw work	12 / 13
% who visited / whose favourite display was puppets	11 / 15
<b>Ratings<sup>1</sup></b>	
% satisfied with toilets	96
% satisfied with information	96
% satisfied with food and drink	91
% satisfied with quality of displays	97
% satisfied with event as a whole	100

**Timing of survey:** October 2005  
**Type of survey:** Self-completion questionnaire  
**Publication:** Chatelherault Treefest Visitor Survey 2005

## Scottish Lowlands, Kelty

This survey took place at Kelty in Scottish Lowlands Forest District in December 2005. A total of 106 interviews took place.

### Summary

The majority of visitors travelled from Dunfermline (32%) and more than half travelled between 5 miles and 16 miles (58%). 70% bought a Christmas tree from Kelty in December 2004 and 96% intend to buy a Christmas tree from Kelty in December 2006. Visitors were most satisfied with the quality and customer service.

### Results

	Total
Number of completed questionnaires	106
<b>Group composition</b>	
% of groups with senior citizens (aged 60+)	10
% of groups with adults (aged 25-59)	93
% of groups with young adults (aged 16-24)	13
% of groups with children (aged <16)	33
<b>Trip Details</b>	
% who travelled less than 6 miles	33
% who travelled between 5 miles and 16 miles	58
% who live in Dunfermline	32
<b>Sales Information</b>	
% who bought a Christmas tree from the sales centre last year	70
% who intend to buy a Christmas tree from the sales centre next year	96
% who decided to buy their tree from the sales centre because it is close to home and is convenient	31
% who decided to buy their tree from the sales centre because of the quality of trees / good price	22 / 4
% who found out about the sales centre through friends and relatives / had always known	18 / 58
<b>Ratings<sup>1</sup></b>	
% satisfied with quality of trees	100
% satisfied with price of trees	100
% satisfied with decorations	97
% satisfied with customer service	100
% satisfied with event as a car parking	100

<b>Timing of survey:</b>	December 2005
<b>Type of survey:</b>	On-site interview
<b>Publication:</b>	Kelty – Scottish Lowlands FD Christmas Tree Site Customer Survey 2005



## CULBIN, Moray

This survey took place at Culbin Forest in Moray in 2004/2005. A total of 454 questionnaires were completed.

### Summary

The majority of visitors travelled from home (77%) and under half travelled less than 6 miles to the forest (42%). 80% of visitors had visited the forest before. The most popular display panels were Duck Pond and Buried tree. The most popular waymarked trails were Red/White and Green Link. 140 respondents indicated they wanted to know more about how the forest is managed, and 137 about birds, mammals and insects.

### Results

	Total
Number of completed questionnaires	454
<b>Group composition</b>	
% of groups with senior citizens (aged 60+)	23
% of groups with adults (aged 25-59)	74
% of groups with young adults (aged 16-24)	2
% of groups with at least one person with disability / special needs	6
<b>Trip Details</b>	
% who travelled from home	77
% who travelled less than 6 miles	42
% whose main type of transport used was car/van	96
<b>Visit Details</b>	
% of repeat visitors to same forest	80
Average length of stay	1 hr 52m
% who visit at least once a week	41
% who first found out about Culbin forest through friend or relation / had always known	15 / 56
<b>Activities</b>	
% whose main activity was dog walking / other walking	45 / 14
% who used waymarked routes	65
% who read information panels on their visit	78
% who read information leaflet	88
<b>Ratings<sup>1</sup></b>	
% satisfied with information panels	100
% satisfied with information in the leaflet	100
<b>Suggestions</b>	
% who would like to know more about how forest is managed	13
% who would like to know more about birds, mammals and insects	13
% who would find information on the internet useful	77
% who would prefer information on leaflets / on site display boards	66 / 39

**Timing of survey:** February-October 2004, June-July 2005

**Type of survey:** On-site interview

**Publication:** Moray visitor survey 2004/2005

## COWAL AND TROSSACHS, David Marshall Lodge

Two similar surveys took place at David Marshall Lodge (DML) in 2005. The Denvir survey interviewed 179 visitors on 27 and 28<sup>th</sup> August and on 3<sup>rd</sup> and 11<sup>th</sup> September 2005. The Forestry Commission handed out questionnaires between March to May 2005, and received 166 completed questionnaires. The Denvir questionnaire had additional questions (marked throughout with \*).

### Summary

Almost two thirds of visitors travelled from Glasgow or the Aberfoyle area (64%) and 60% spent one day at the forest. The majority of visitors were repeat visitors (72%).

### Results

	Total
Number of interviews / completed questionnaires	179 / 166
<b>Visitor Profile</b>	
% of adults aged 55+	36
% of adults aged 25-55	54
% of young adults aged 16-24	7
% of children aged <16	3
% visiting with partner / family with child	29 / 25
% in social class AB / C1	57 / 30
% of wealthy achievers / comfortably off	37 / 41
% who were members of National Trust / RSPB	78 / 48
<b>Trip Details</b>	
% from Scotland who travelled from Glasgow / Aberfoyle area	40 / 24
% from outwith Scotland who were from North England / Outside UK	27 / 26
% whose visit was 1 day long / 2-3 days long*	60 / 19
% who travelled to Queen Elizabeth forest Park by car	94
% who have visited more than 2 times / more than 20 times	72 / 29
% who visited the DML at the start / at the end of their visit*	54 / 20
<b>Activities</b>	
Number who ate in tea room or just outside the tea room*	259
Number who visited the wildlife viewing room*	173
Number who browsed in the shop*	170
% of those who walked or cycled who used Waterfall trail	53
% of those who walked or cycled who used Highland Boundary Fault trail	10
<b>Ratings<sup>2</sup></b>	
Number satisfied with walks / cycle routes	216
Number satisfied with wildlife viewing room	230
Number satisfied with tea room overall	270
Number satisfied with viewpoint	281
Number satisfied with shop overall	214
<b>Suggestions</b>	
% of those who offered a suggestion whose visit could have been improved by having a cable car to view point / more events	13 / 10

**Timing of survey:** March-May, August-September 2005  
**Type of survey:** on-site interview or self-completion questionnaire  
**Publication:** Cowal and Trossachs FD

<sup>2</sup> Visitors are classed as satisfied if they give a rating of 3,4 or 5.

## 2.2. ENGLAND

### SHERWOOD, Sherwood Pines

This survey took place at Sherwood Pines Forest Park between January and March 2005. A total of 191 interviews were carried out.

#### Summary

The majority of visitors travelled from home (97%) and nine tenths travelled to the forest by car / van. 85% were repeat visitors with 21% of visitors visiting at least once a week.

#### Results

	Total
Number of completed questionnaires	191
<b>Group composition</b>	
% of senior citizens (aged 60+)	8
% of adults (aged 25-59)	53
% of young adults (aged 16-24)	4
% of children (aged <16)	35
Average group size	4.1
% of groups with dogs	29
<b>Trip Details</b>	
% who travelled from home	97
% who travelled less than 6 miles	24
% whose main type of transport used was car / van	90
<b>Visit Details</b>	
% of repeat visitors to same forest	85
% who visit at least once a week	21
Average length of stay	2 hrs 42m
% who first found out about Sherwood Pines Forest Park through friend or relation / had always known	29 / 43
<b>Activities</b>	
% whose main activity was dog walking / other walking	16 / 7
% whose main activity was cycling	32
% whose main activity was for fresh air / exercise	34

**Timing of survey:** January - March 2005  
**Type of survey:** On-site interview  
**Publication:** Sherwood Pines Forest Park visitor survey 2005

## NATIONAL ARBORETA, Westonbirt

A self-completion questionnaire was sent out to Friends of Westonbirt. One questionnaire was sent to each household, rather than to each Friend. Approximately 9,000 questionnaires were sent out, of which around 3,000 were returned. The below summarises the results from 2,363 of these questionnaires.

### Summary

Almost two thirds of households contained two friends (63%) and more than two fifths of Friends were aged 60+ (43%). The majority of Friends (73%) always read Holfordiana and 49% believe its name does not need to be changed. Over half of the Friends would like to read more articles on what goes on behind the scenes at Westonbirt (57%).

### Results

	Total
Number of completed questionnaires	2,363
<b>Household composition</b>	
% of households that contained one / two Friends	27 / 63
Average number of Friends per household	1.9
% of Friends aged 60+	43
% of Friends aged 45-59	22
% of Friends aged 35-44	19
% of Friends aged <35	16
<b>Present Visit</b>	
% of Friends who go into the forest shop always / nearly always	28 / 31
% of Friends who go into the plant centre always / nearly always	5 / 15
% of Friends who were members of the National Trust / RSPB	52 / 17
% of Friends who read Holfordiana always / occasionally	73 / 25
% who read Friends' Events section always / occasionally	66 / 25
% of Friends who visit at least once a week	8
% of Friends who visit 1-3 times a month	47
<b>Activities</b>	
% who visited <i>Sculptree and the Festival of Wood</i> events in the past	59
% who intend to visit future <i>Sculptree and the Festival of Wood</i> events	32
% whose main reason for becoming Friends were <i>Visit so regularly, for reasons other than dog walking, that it made financial sense</i>	28
% whose main reason for becoming Friends were <i>Want to contribute to the upkeep and future of this beautiful place</i>	28
% whose main reason for becoming Friends were <i>Like to walk dog there regularly, so it was a cost-effective option</i>	15
<b>Ratings<sup>3</sup></b>	
% satisfied with attitude of the staff	99
% satisfied with Old Arboretum	99
% satisfied with the paths in Silk Wood	99
% satisfied with on-site information	99

**Timing of survey:** Summer 2005  
**Type of survey:** Self-completion questionnaire  
**Publication:** Westonbirt Arboretum, friends of Westonbirt Survey 2005

<sup>3</sup> Visitors are classed as satisfied if they give a rating of Very Good, Good or OK.

## EAST ANGLIA, Sandlings Forest

In the summer of 2005, East Anglia Forest District carried out a public consultation on plans for the development of Sandlings Forest. The consultation included a self-completion questionnaire for users to give their opinions on various proposals for Rendlesham, Dunwich and Tunstall forests. 60 questionnaires were completed.

### Summary

The majority of respondents (88%) lived locally i.e. had a post code address of the form IP and 85% found the exercise of listing the importance of activities in Sandlings Forest useful. 10% of respondents were representing an organisation. The organisations represented were British Horse Society, Dunwich Parish, Eyre Parish Council, Rendlesham Parish Council, RSPB / NT / WL and Tunstall Parish Council.

### Results

	Total
Number of completed questionnaires	60
<b>Importance of Activities in Sandlings Forest</b>	
% who believe access to the forests is of high priority	75
% who believe toilets is of high priority	63
% who believe cycling routes is of high priority	55
% who believe areas to picnic is of high priority	55
% who believe areas for play is of high priority	53
<b>Reaction to development proposals for Rendlesham</b>	
% who strongly agree to the proposal to redesign Forest Centre and improve facilities to include: Café, visitor/educational centre, cycle hire and outdoor performance area	45
% who strongly agree to the proposal to work in partnership with neighbouring landowners and attractions to develop co-ordinated visitor facilities	35
% who strongly agree to the proposal to improve maintenance and increase capacity of picnic sites and car parks	28
<b>Reaction to development proposals for Tunstall</b>	
% who strongly agree to the proposal to develop short waymarked walks through Tunstall Forest	47
% who strongly agree to the proposal to improve maintenance and increase capacity of picnic sites and car parks	34
% who strongly agree to the proposal to develop a sculpture trail with observation tower in the north of Tunstall Forest	32
<b>Reaction to development proposals for Dunwich</b>	
% who strongly agree to the proposal to work in partnership with neighbouring landowners and attractions to develop co-ordinated visitor facilities.	46
% who strongly agree to the proposal to create "Green" tree top lodge in the forest with views over Walberswick nature reserve	38
% who strongly agree to the proposal to develop links with partner organisations to deliver joint events and activities	35

**Timing of survey:** Summer 2005  
**Type of survey:** Self-completion questionnaire  
**Publication:** Sandlings Forest Survey 2005

## 2.3. WALES

### COED Y CYMOEDD, Afan Forest Park

This survey took place at Afan Forest Park in Coed y Cymoedd Forest District to obtain feedback about the mountain bike trails and facilities for mountain bikers.

At Afan Forest Park Visitor Centre, 214 questionnaires were completed between July 2004 and June 2005. At Glyncoerrwg Mountain Bike Centre, 49 questionnaires were completed between February and October 2005.

#### Summary

Over half of respondents (53%) had been mountain biking at Afan Forest Park before. 70% of visitors travelled from outside South Wales. Magazines were a major source of information for mountain bikers at Afan Forest Park.

#### Results

	<b>Afan Visitor Centre</b>	<b>Glyncoerrwg Mountain Bike Centre</b>	<b>Total</b>
Number of completed questionnaires	214	49	263
% who had been mountain biking in Afan Forest Park before	49	71	53
<b>Visit Details</b>			
% who lived within 10 miles of Afan Forest Park	11	16	11
% who lived elsewhere in South Wales	18	14	17
% who lived elsewhere in UK	66	65	66
<b>Cycle Trip Details</b>			
% who cycled on <i>The Wall</i>	55	27	49
% who cycled on <i>Penhydd</i>	48	10	41
% who cycled on <i>White's Level</i>	33	61	38
% who cycled on <i>Skyline</i>	21	33	23
% who first heard about Afan MB trails through mountain bike magazines / friends or relatives	40 / 21	18 / 24	36 / 22
<b>Suggested Improvements</b>			
Number of suggestions received	291	64	355
% of suggestions that related to MB trails at Afan Forest Park	32	53	36
% of suggestions that related to showers and changing rooms	14	6	12
% of suggestions that related to improvements of maps, signposting and other sources of information	11	14	12

**Timing of survey:** July 2004 - October 2005  
**Type of survey:** Self-completion questionnaire  
**Publication:** 'Afan Mountain Bike Feedback 2004/5'

### 3. OTHER SURVEYS

#### 3.1. QUALITY OF EXPERIENCE SURVEYS

##### ALICE HOLT

This survey took place at Alice Holt in South East England Forest District between 17<sup>th</sup> July and 29<sup>th</sup> October 2005. A total of 255 people were interviewed and 46 self-completion questionnaires were returned.

##### Summary

The majority of visitors to Alice Holt were in the Family lifecycle group (77%), on a short trip from home (94%) and had visited the forest before (80%). The proportion of visitors belonging to Family lifecycle groups was significantly higher at Alice Holt compared to other surveyed forests.

Important factors for frequent visitors in their decision to visit the forest were the children's play area, safety for children and the scenery and beauty. Visitors were more satisfied with the children's play equipment compared to other forests surveyed.

##### Results

	Total
Number of interviews	255
<b>Visitor Profile</b>	
% of senior citizens (aged 65+)	8
% of adults aged 45-64	21
% of adults aged 25-44	70
% of young adults (aged 16-24)	1
% of who were in the Family Lifecycle group	77
% of visitors in social grades ABC1	81
<b>Trip Details</b>	
% who were from Hampshire / Surrey	46 / 38
% who were on a short day trip from home (less than 3 hours)	94
% who were on a longer day trip from home (3 hours or more)	4
% who were on an overnight stay away from home	2
<b>Visit Details</b>	
% who had visited the forest before	80
% of season ticket ownership	9
Average length of stay	2 hrs 27 m
<b>Most important aspects in decision to visit<sup>4</sup></b>	
Clean Toilets	4.1
Being able to spend time with family and friends	4.1
Overall average score	3.4
<b>Aspects of visit given top satisfaction rating<sup>4</sup></b>	
Value for money of your whole trip or day out	4.4
Your visit as a whole	4.3
Overall average score	3.6

**Timing of survey:**

17<sup>th</sup> July - 29<sup>th</sup> October 2005

**Type of survey:**

On-site interview, self-completion questionnaire

**Publication:**

'Monitoring the quality of experience in forests - Alice Holt, Surrey'

## FOREST OF DEAN

This survey took place at Cannock Forest in Forest of Dean Forest District. A total of 247 people were interviewed and 68 self-completion questionnaires were returned.

### Summary

Compared with other surveyed forests, visits to the Forest of Dean tend to be less frequent, last longer and are more likely to involve a range of leisure activities such as visiting the café, bird watching and photography. The proportion of dog walkers is lower in comparison with other surveyed forests.

Important factors for frequent visitors in their decision to visit the forest were being able to watch the wildlife and enjoy the scenery and views. Visitors were most satisfied with the important factors above as well as the peace and tranquillity, convenient location, and their visit as a whole.

### Results

	Total
Number of interviews	247
<b>Visitor Profile</b>	
% of senior citizens (aged 65+)	9
% of adults aged 45-64	35
% of adults aged 25-44	49
% of young adults (aged 16-24)	6
% who were in the Family Lifecycle group	44
% of visitors in social grades ABC1	74
<b>Trip Details</b>	
% who were from Gloucestershire / Somerset	31 / 10
% who were on a short day trip from home (less than 3 hours)	70
% who were on a longer day trip from home (3 hours or more)	3
% who were on an overnight stay away from home	25
<b>Visit Details</b>	
% of repeat visitors to same forest	78
% of season ticket ownership	11
Average length of stay	3 hrs 20 m
<b>Most important aspects in decision to visit<sup>4</sup></b>	
Being able to enjoy scenery and views	4.24
Clean toilets	4.01
Overall average score	3.09
<b>Aspects of visit given top satisfaction rating<sup>4</sup></b>	
Your visit as a whole	4.33
Being able to enjoy scenery and views	4.15
Overall average score	3.71

**Timing of survey:**

17<sup>th</sup> July - 29<sup>th</sup> October 2005

**Type of survey:**

On-site interview, self-completion questionnaire

**Publication:**

'Monitoring the quality of experience in forests – Forest of Dean, Gloucestershire'

<sup>4</sup> Visitors could rate the importance in their decision to visit and their satisfaction with each of a list of 16 aspects as 'very important/satisfied (5)', 'quite important/satisfied (4)', 'neither important/satisfied nor unimportant/dissatisfied (3)', 'not very important/satisfied (2)' or 'not at all important/satisfied (1)'.



## CANNOCK CHASE

This survey took place at Cannock Chase in West Midlands Forest District. A total of 259 people were interviewed between 17<sup>th</sup> July and 29<sup>th</sup> October and 46 self-completion questionnaires were returned.

### Summary

The main user groups to Cannock Chase were mountain bikers who were often young males in the higher socio-economic groups, dog walkers who were often older females and couples and family groups in the C1 and C2 socio-economic. Visitors tended to live locally and visit the forest frequently.

Important factors for frequent visitors in their decision to visit the forest were the scenery and views, being able to park securely, convenience from home and the provision of cycle tracks. Visitors were most satisfied with the peace and tranquillity, value for money obtained and scenery and views.

### Results

	Total
Number of interviews / self complete questionnaires returned	259
<b>Visitor Profile</b>	
% of senior citizens (aged 65+)	12
% of adults aged 45-64	30
% of adults aged 25-44	53
% of young adults (aged 16-24)	5
% who were in the Family Lifecycle group	41
% of visitors in social grades ABC1	68
<b>Trip Details</b>	
% who were from Staffordshire / West Midlands	45 / 25
% who were on a short day trip from home (less than 3 hours)	91
% who were on a longer day trip from home (3 hours or more)	3
% who were on holiday away from home	5
<b>Visit Details</b>	
% of repeat visitors to same forest	75
% of season ticket ownership	7
Average length of stay	2 hrs 21m
<b>Most important aspects in decision to visit<sup>4</sup></b>	
Being able to enjoy scenery and views	4.12
Clean toilets	4.27
Overall average score	3.40
<b>Aspects of visit given top satisfaction rating<sup>4</sup></b>	
Your visit as a whole	4.40
Value for money of your whole trip or day out	4.38
Overall average score	3.80

**Timing of survey:**

17<sup>th</sup> July - 29<sup>th</sup> October

**Type of survey:**

On-site interview, self-completion questionnaire

**Publication:**

'Monitoring the quality of experience in forests - Cannock Chase, Staffordshire'

## SOUTH YORKSHIRE

The study focused on residents who lived around two of the community woods, Bentley Community Woodland and Brodsworth Community Woodland.

A total of 313 interviews were interviewed at home with the sample divided into two equal sized groups: those living within 1 mile of Bentley Community Woodland and those who lived within 1 mile of Brodsworth Community Woodland

### Summary

By comparison with the residents of Thames Chase, who were surveyed in 2004, residents of Bentley / Brodsworth visited the wood less often. The average number of visits to Bentley woodland was higher than to Brodsworth woodland.

Important factors for frequent visitors in their decision to visit the forest were feeling safe in the wood, being able to enjoy the wildlife. Visitors were most satisfied with being able to get fit and healthy, being able to enjoy scenery and views. Thames Chase had a higher average satisfaction score than South Yorkshire and a higher score for feeling safe in the woods.

### Results

	Total (users / non users where appropriate)
Number of interviews	313
<b>Visitor Profile</b>	
% senior citizens (aged 65+)	14 / 22
% adults aged 45-64	23 / 37
% adults aged 25-44	50 / 28
% adults (aged 16-24)	13 / 12
% who were in Family Lifecycle group	44 / 21
% who were in social grades ABC1	36 / 24
<b>Level of use of community forest and barriers to usage</b>	
% of users who visited Bentley / Brodsworth community woodland in last 12 months	20
% who were 'too busy' to visit Bentley / Brodsworth community woodland	17 / 21
% who had not heard of local forest	18 / 16
<b>Most important aspects in decision to visit<sup>4</sup> Bentley / Brodsworth woodland</b>	
Feeling safe in the wood	4.19
Being able to enjoy the wildlife	3.89
Overall average score	3.30
<b>Aspects of visit to Bentley / Brodsworth woodland given top satisfaction rating<sup>4</sup></b>	
Being able to enjoy scenery and views	3.58
Being able to get fit and healthy	3.53
Overall average score	3.15

**Timing of survey:**

July 2005

**Type of survey:**

On-site interview

**Publication:**

'Monitoring the quality of experience in community forests - South Yorkshire'

## 3.2. SCOTLAND 'ALL FORESTS' VISITOR SURVEY (YEAR 1)

This survey was commissioned by FC Scotland to monitor the number of visits to their woodlands and to obtain visitor profiles. The survey takes place over a three-year period with five forest district being surveyed each year. A summary of the results of the first year of the survey is presented below. Monitoring took place at a sample of FCS woodlands (approximately 20% of forests in each forest district). Fieldwork was carried out between June 2004 and May 2005 by TNS Travel & Tourism. A total of 609 interviews took place.

### Summary

An estimated 4 million visits were made to the five forest districts surveyed in 2004/5. The average group size was 2.2 people with 64% of visitors aged 25 - 59 years old. A fifth (19%) of visitors were on overnight stays in the area spending on average 8 nights in Scotland. 46% of visitors travelled less than 6 miles to the site of which 65% were dog walkers whose average duration of visit was 1 hour and 2 minutes.

### Results

	Total
Number of interviews	609
Estimated number of visits (million)	4.0
Estimated annual spending (£ million)	23
<b>Visitor profile</b>	
Average group size	2.2
% of male visitors	59
% of senior citizens (aged 60+)	14
% of adults aged 25-59	64
% of young adults (aged 16-24)	6
% of children (aged < 16)	16
% of groups with at least 1 person with a disability	3
<b>Trip Details</b>	
% who travelled less than 6 miles to the site	37
% who travelled to the site by car/van	82
% on an overnight stay in area	19
Average length of stay in Scotland for overnight trips (nights)	8.0
% of visitors from England / Overseas	11 / 1
<b>Visit Details</b>	
% of repeat visitors to same forest	84
% who visit at least once a day	15
Average length of stay at site	1 hr 42m
% whose main activity was dog walking / other walking	43 / 27
Average expenditure per visit (£)	18

<b>Timing of survey:</b>	June 2004 - June 2005
<b>Type of survey:</b>	On-site interview & visitor counting
<b>Publications:</b>	'All Forests Visitor Monitoring: Survey of visitors to FC Scotland woodlands 2004/5'
<b>Topics covered:</b>	Standard demographics and details of visit including length of stay, activities, group size and expenditure.

## BUCHAN FOREST DISTRICT

### General Information

Buchan Forest district is located within Grampian and Moray Local Authority Areas. Forest Enterprise manages an area of around 22,000 hectares of land in the district. Some 500,000 people live within an hour's drive of the district estate.

Based in a predominantly farming/rural area, the forest district has some highly productive commercial woodlands as well as an increasing recreational demand and increasing community participation.

### Summary

The number of visitors that travelled to the site by car / van (91%) was highest in Buchan compared to the other forest districts surveyed. Almost half of visitors were on a local day trip and travelled less than 6 miles to the site (45%). A third of visitors (32%) stated that their only reason for visiting the area was to visit the forest.

### Results

	Total
Estimated number of visits (thousands)	694
Number of interviews	120
<b>Visitor profile</b>	
% of male visitors	51
% of senior citizens (aged 60+)	20
% of adults aged 25-59	64
% of young adults (aged 16-24)	2
% of children (aged < 16)	14
% from Scotland	98
% from England	1
<b>Trip Details</b>	
% on a local day trip who travelled less than 6 miles to the site	45
% on an overnight stay in area	3
% who travelled to the site by car or van	91
% who walked all the way	7
<b>Visit Details</b>	
% of repeat visitors	89
% who visit at least once a day	14
Average length of stay at site	1 hr 28m
% whose main activity was dog walking / other walking	52 / 39
% whose main activity was Cycling / MTB on waymarked tracks	1
<b>Value of forest</b>	
% whose only reason for visiting area was the forest	32
Average expenditure per visit (£)	5

## GALLOWAY FOREST DISTRICT

### General Information

Galloway Forest District is located in Southwest Scotland. Forest Enterprise manages 97,400 hectares of land in the district.

The district is home to a high proportion of the GB populations of red squirrel, black game and barn owl along with strategically important populations of other species. Galloway Forest Park covers 76,000 hectares and is a major player in British Timber production. The park is also the biggest single provider of outdoor recreational facilities in Southwest Scotland.

### Summary

Galloway Forest District had the highest proportion of regular, repeat visitors (91% repeat, 26% every day) and dog walkers (62%) across the five forest districts. Almost half of visitors (47%) stated that their only reason for visiting the area was because they were visiting the forest.

### Results

	Total
Estimated number of visits (thousands)	812
Number of interviews	138
<b>Visitor profile</b>	
% of male visitors	63
% of senior citizens (aged 60+)	16
% of adults aged 25-59	59
% of young adults (aged 16-24)	6
% of children (aged < 16)	19
% from Scotland	89
% from England	4
<b>Trip Details</b>	
% on a local day trip who travelled less than 6 miles to the site	47
% on an overnight stay in area	10
% who travelled to the site by car or van	84
% who walked all the way	13
<b>Visit Details</b>	
% of repeat visitors	91
% who visit at least once a day	26
Average length of stay at site	1 hr 42 m
% whose main activity was dog walking / other walking	62 / 25
% whose main activity was Cycling / MTB on waymarked tracks	2
<b>Value of forest</b>	
% whose only reason for visiting area was the forest	47
Average expenditure per visit (£)	4

## LOCHABER FOREST DISTRICT

### General Information

Lochaber Forest District is situated within the Highland Council local authority area of Lochaber, a predominantly mountainous region on the West Coast of Scotland. The size of the forest district is 45,000 hectares of which 24,000 hectares are woodland, with the remainder being open hill ground extending over 1000 metres in elevation.

The main population centre for this area is Fort William. The population of Lochaber is approximately 19,500 of which around 60% live in or around Fort William.

### Summary

Almost three-quarters of visitors travelled less than 6 miles to the site (71%) and by car / van (73%). Visitors have the shortest duration of visit (on average 1 hour 9 minutes) compared with the other surveyed forest districts. Half of visitors were on an overnight stay (51%).

### Results

	Total
Number of interviews	51
Estimated number of visits (thousands)	559
<b>Visitor profile</b>	
% of male visitors	46
% of senior citizens (aged 60+)	24
% of adults aged 25-59	58
% of young adults (aged 16-24)	9
% of children (aged < 16)	10
% from Scotland	67
% from England	22
<b>Trip Details</b>	
% on a local day trip who travelled less than 6 miles to the site	43
% on an overnight stay in area	51
% who travelled to the site by car / van	73
% who walked all the way	14
<b>Visit Details</b>	
% of repeat visitors	73
% who visit at least once a day	16
Average length of stay at site	1 hr 9 m
% whose main activity was dog walking / other walking	53 / 19
% whose main activity was Cycling / MTB on waymarked tracks	10
<b>Value of forest</b>	
% whose only reason for visiting area was the forest	14
Average expenditure per visit (£)	30

## SCOTTISH BORDERS FOREST DISTRICT

### General Information

Scottish Borders Forest District covers around 26,000 hectares in the Scottish Borders region. The forest district is a major producer of timber (about 26,000 tonnes per year), has 4 SSSIs and is a popular destination for tourists and day-trippers.

The recreation facilities within the forest district include the Tweed Valley Forest Park, which has seen a massive rise in visitor numbers since its launch in 2002. A major redevelopment of visitor services at Glentress is underway to cater for the rise in demand.

### Summary

The majority of visitors are on a day trip from a non-local base (60%). Visitors to Scottish Borders Forest District travel the furthest to reach the forest (44% over 25 miles), have the longest duration of visit (on average 2 hours 3 minutes) and the forest district has the highest proportion of cyclists / mountain bikers (47%).

### Results

	Total
Estimated number of visits (thousands)	1676
Number of interviews	268
<b>Visitor profile</b>	
% of male visitors	65
% of senior citizens (aged 60+)	10
% of adults aged 25-59	67
% of young adults (aged 16-24)	7
% of children (aged < 16)	16
% from Scotland	78
% from England	16
<b>Trip Details</b>	
% on a local day trip who travelled less than 6 miles to the site	23
% on an overnight stay in area	17
% who travelled to the site by car / van	84
% who walked all the way	15
<b>Visit Details</b>	
% of repeated visitors	84
% who visit at least once a day	7
Average length of stay at site	2 hrs 3 m
% whose main activity was dog walking / other walking	25 / 19
% whose main activity was Cycling / MTB on waymarked tracks	47
<b>Value of forest</b>	
% whose only reason for visiting area was the forest	40
Average expenditure per visit (£)	27

## WEST ARGYLL FOREST DISTRICT

### General Information

West Argyll Forest District is situated on the west coast of Scotland, stretching up from the southern tip of Kintyre Peninsula to the forests on the north-western shores of Loch Awe and the North of Loch Fyne. Forest Enterprise manages 64,000 hectares of land in the district, of which around 49,000 hectares is under woodland cover.

Forestry plays a very important part in the local economy with annual timber production nearing 400,00m<sup>3</sup>.

### Summary

Most visitors were on a local day trip (56%) or on an overnight stay (31%). A large proportion of visitors walk all the way to the forest (41%) and the proportion of walkers without a dog in the forest is highest amongst the five surveyed forest districts.

### Results

	<b>Total</b>
Number of interviews	32
Estimated number of visits (thousands)	292
<b>Visitor profile</b>	
% of male visitors	49
% of senior citizens (aged 60+)	7
% of adults aged 25-59	68
% of young adults (aged 16-24)	4
% of children (aged < 16)	21
% from Scotland	72
% from England	19
<b>Trip Details</b>	
% on a local day trip who travelled less than 6 miles to the site	56
% on holiday in area	31
% who travelled to the site by car or van	59
% who walked all the way	41
<b>Visit Details</b>	
% of repeated visitors	72
% who visit at least once a day	29
Average length of stay at site	1 hr 20 m
% whose main activity was dog walking / other walking	50 / 44
% whose main activity was Cycling / MTB on waymarked tracks	0
<b>Value of forest</b>	
% whose only reason for visiting area was the forest	0
Average expenditure per visit (£)	13



## SUMMARY OF RESULTS BY FOREST DISTRICT

	<b>Buchan</b>	<b>Galloway</b>	<b>Lochaber</b>	<b>Scottish Borders</b>	<b>West Argyll</b>
<i>Estimated total visits</i>	694,000	812,000	559,000	1,676,000	292,000
<i>Sex</i>	Fairly even male (51%) / female split.	Almost two in three visitors are male (63%).	Fairly even male (46%)/ female split.	Almost two in three visitors are male (65%).	Fairly even male (49%)/ female split.
<i>Age</i>	A fifth aged 60+ (20%).	19% of visitors aged under 16.	Large proportion aged 60+ (24%).	Large proportion aged 16 to 34 (35%).	Large proportion of children under 16 (21%).
<i>Type of trip</i>	About half on local day trips (45%), very few on overnight stays (3%).	About half on local day trips (47%).	Half on overnight trips (51%). Very few non-local day trippers.	Majority of visitors on day trips from non-local base (60%).	Most visitors on local day trips (56%) or on holiday (31%). Very few non-local day trippers.
<i>Travel to forest</i>	Almost a third travel 6 to 15 miles to forest (30%).	Half travel less than 6 miles (50%) but 11% travel over 25 miles.	Almost three quarters travel less than 6 miles to reach forest (71%).	Travel the furthest to reach forest (44% over 25 miles).	Three quarters travel less than 6 miles to reach forest (75%).
<i>Transport used</i>	Vast majority travel by car/van (91%).	Majority travel by car/van (84%) but 13% walk.	A fifth either walk (14%) or cycle (6%). Almost three quarters (73%) travel by car/van	Majority travel by car/van (84%) but 15% walk.	Large proportion walk all the way to forest (41%).
<i>Frequency of visits</i>	High proportion of repeat visitors (89%) but fairly infrequent visits.	Highest proportion of regular, repeat visitors (91% repeat, 26% every day).	High proportion of first time visitors (27%) and fairly infrequent repeat visitors (73%).	84% on repeat visits but lowest frequency of trips.	Mix of first time visitors (28%) and regular, repeat visitors (72% repeat, 28% every day).
<i>Duration of visits</i>	Average 1hr 28 mins.	Average 1hr 42 mins.	Shortest duration of visit – 1hr 9mins.	Longest duration of visit – 2hrs 3mins.	Average 1hr 20 mins.
<i>Activities undertaken</i>	Majority walking with or without a dog (52% and 39% respectively).	Highest proportion of dog walkers (62%).	Wide variety of activities – 53% dog walking, 29% other walking, 10% cycling, 8% seeing something in the forest.	Highest proportion of cyclists/ mountain bikers (47%). One quarter of people are dog walkers 25%, 19% other walkers.	Highest proportion of people walking without a dog (44%). Proportion walking with dog (50%).
<i>Expenditure per day</i>	£5	£4	£30	£27	£13

### 3.3. PUBLIC OPINION SURVEY

This household survey is run every two years on behalf of the Forestry Commission (FC) to obtain information about the public perception of forests and forestry-related issues. In 2005, four surveys were conducted. The main survey of 4,000 adults covered the whole of GB, while separate surveys of 1,000 adults each were run in Scotland, Wales and Northern Ireland.

#### GB 2005

The proportion of respondents who had seen or read about forests in the last year was 50%. The proportion of respondents who would like to see more woodland in their area continued to decrease (66%) compared to 67% in 2003 and the high of 83% in 1999. The proportion of respondents who visited woodland in last few years was lowest (65%) than in any of the previous public opinion surveys. The proportion of respondents who had heard of FC was lower than in any of the previous public opinion surveys, however the proportion who recognised FC as a government agency remained the same as the 2003 survey.

#### Results

	2005	2003	2001	1999	1997	1995
<b>Forests, woodlands and trees in the media</b>						
% who had seen or read about forests in last year	50	52	38	36	29	27
<b>Forest Management</b>						
% who selected at least one public benefit as a good reason to support forestry with public money	89	90	92	89	96	96
<b>Changes to woodland</b>						
% who thought woodland area had increased / decreased in the last 20 years	15 / 60	16 / 61	-	-	-	-
% who would like to see more woodland in their area	66	67	75	83	82	78
<b>Forestry Commission and other organisations</b>						
% who had heard of FC	61	63	72	72	77	76
% who thought FC was a government agency	60	60	62	62	61	47
<b>Woodland Recreation</b>						
% who visited woodland in last few years	65	67	72	67	75	71
% who visited at least once a month in summer / winter	60 / 28	62 / 29	59 / 27	59 / 26	60 / 27	65 / 27
% who thought they had visited FC woodland	36	40	41	46	51	-
% who use Tourist Information Centre / ask a friend for information regarding visit to new woodland	34 / 27	39 / 31	50 / 36	54 / 39	60 / 45	-
% who rate wildlife / attractive scenery as an important reason for visiting	64 / 58	65 / 62	-	-	-	-

**Timing of surveys:**

23<sup>rd</sup> March – 1<sup>st</sup> April 2005

**Type of surveys:**

In-home interview (CAPI)

**Publications:**

'GB Public Opinion of Forestry 2005'

**Topics covered:** Awareness of forestry items in media, perception of forest cover, perception of Forestry Commission and woodland recreation.

## SCOTLAND 2005

The proportion of respondents who had seen or read about forests in the last year (26%) was almost half of the proportion of respondents across GB. The proportion of respondents who would like to see more woodland in their area decreased from 58% in 2003 to 47% in 2005. The proportion of respondents who visited woodland in last few years (50%) was lower than that across GB. The proportion of respondents who selected at least one public benefit as a good reason to support forestry with public money also decreased, from 91% in 2003 to 79% in 2005.

### Results

	<b>2005 Total</b>	<b>2003 Total</b>
<b>Forests, woodlands and trees in the media</b>		
% who had seen or read about forests in last year	26	49
% who had heard of at least one promotion in last year	10	40
<b>Forest Management</b>		
% who selected at least one public benefit as a good reason to support forestry with public money	79	91
% who believe that the main benefit for supporting forestry with public money is to provide places for wildlife to live	39	50
% who rated the performance of Scottish forestry as very good / good	6 / 56	6 / 56
% who rated the performance of providing homes for birds and other animals as very good / good	8 / 56	8 / 60
<b>Changes to woodland</b>		
% who thought woodland area had increased / decreased over the last 20 years	7 / 33	14 / 51
% who would like to see more woodland in their area	47	58
<b>Wood Products</b>		
% who believed Scotland produced more / less wood than it uses	14 / 15	19 / 31
<b>Woodland Recreation</b>		
% who visited woodland in last few years	50	64
% who visited woodlands in the countryside / in and around towns	90 / 52	81 / 54
% who used Tourist Information Centre / ask a friend for information regarding visit to new woodland	25 / 48	31 / 43
% whose main reason for not visiting was that they were not interested in going	69	64

**Timing of surveys:** 11<sup>th</sup> March – 17<sup>th</sup> March 2005  
**Type of surveys:** In-home interview (CAPI)  
**Publications:** 'Public Opinion of Forestry 2005: Scotland'  
**Topics covered:** Various forestry related issues including awareness of forestry items in media, forest management, changes to woodland, wood products and woodland recreation.

## WALES 2005

The proportion of respondents who had seen or read about forests in the last year in the 2005 survey (51%) was greater than in the 2003 survey (43%) and greater than the proportion of respondents across GB. The proportion of respondents who would like to see more woodland in their area decreased from 59% in 2003 to 52% in 2005. The proportion of respondents who visited woodland in last few years (69%) was greater than the previous year (62%) and greater than the proportion of respondents across GB (65%).

### Results

	<b>2005 Total</b>	<b>2003 Total</b>
<b>Forests, woodlands and trees in the media</b>		
% who had seen or read about forests in last year	51	43
<b>Forest Management</b>		
% who selected at least one public benefit as a good reason to support forestry with public money	88	86
% who believe that the main benefit for supporting forestry with public money is to provide places for wildlife to live	64	57
<b>Changes to woodland</b>		
% who have been / would like to be consulted regarding plans for creating or using woodland in their area	4 / 19	-
% who would like to see more woodland in their area	52	59
% who support replanting land with a mixture of conifers and broadleaves after clear-felling conifer plantations	36	-
% who would support the planting of new woodlands to reduce flooding	87	-
<b>Wood Products</b>		
% who had been shopping for wood products in last few years	50	-
% who are more / less likely to buy a product labelled as being made from welsh timber	23 / 2	31 / 3
% who use wood as a fuel	11	-
% whose main reason for not using wood as a fuel in your home was happy with existing system	40	-
<b>Woodland Recreation</b>		
% who visited woodland in last few years	69	62
% who visited woodlands in the countryside / in and around towns	79 / 50	89 / 35
% who rate wildlife / attractive scenery as important reasons for visiting	47 / 54	47 / 59
% whose main reason for not visiting was that they were not interested in going	36	31

**Timing of surveys:**

3<sup>rd</sup> March – 10<sup>th</sup> March 2005

**Type of surveys:**

In-home interview (CAPI)

**Publications:**

'Public Opinion of Forestry 2005: Wales '

**Topics covered:** Awareness of forestry items in media, forest management, changes to woodland, wood products and woodland recreation.

## NORTHERN IRELAND 2005

The proportion of respondents who had seen or read about forests in the last year (38%) was lower than the previous year (61%) and lower than the proportion of respondents across GB. Two thirds of respondents (66%) believe the management of public forests should remain with Forest Service. The proportion of respondents who visited woodland in last few years (67%) was less than the previous year (77%) and greater than the proportion of respondents across GB (65%).

### Results

	<b>2005 Total</b>	<b>2003 Total</b>
<b>Forests, woodlands and trees in the media</b>		
% who had seen or read about forests in last year	38	61
% who had heard of at least one promotion in last year	38	51
<b>Forest Management</b>		
% who believe management of public forests should remain with Forest Service	66	-
% who selected at least one public benefit as a good reason to support forestry with public money	87	98
% who believe that the main benefit for supporting forestry with public money is to provide places for wildlife to live	55	89
% who rated Northern Ireland's forestry as very good / good	17/47	4/13
% who rated the performance of Providing homes for birds and other animals as very good / good	25/51	19/38
<b>Changes to woodland</b>		
% who thought woodland area had increased / decreased over the last 20 years	15 / 54	13 / 72
% who would like to see more woodland in their area	75	82
<b>Wood Products</b>		
Who believe Northern Ireland produces more / less wood than it uses	12 / 39	-
<b>Woodland Recreation</b>		
% who visited woodland in last few years	67	77
% who visited woodlands in the countryside / in and around towns	83 / 47	89 / 54
% who use Tourist Information Centre / ask a friend for information regarding visit to new woodland	36 / 39	51 / 40
% whose main reason for not visiting was not interested in going	38	-

**Timing of surveys:** 21<sup>st</sup> March - 31<sup>st</sup> March 2005  
**Type of surveys:** In-home interview (CAPI)  
**Publications:** 'Public Opinion of Forestry 2005: Northern Ireland'  
**Topics covered:** Awareness of forestry items in media, forest management, changes to woodland, wood products and woodland recreation.

## ENGLAND 2005

The proportion of respondents who had seen or read about forests in the last year (50%) was the same as the proportion of respondents across GB. This is also true for the proportion of respondents who would like to see more woodland in their area, which decreased slightly from 67% in 2003 to 65% in 2005. The proportion of respondents who visited woodland in last few years was slightly under two thirds (65%) and was in line with the GB figures. The proportion of respondents who had heard of FC (60%) was similar to that in 2003 (61%), and the proportion that recognised FC as a government agency remained the same (59%).

### Results

	<b>2005 Total</b>	<b>2003 Total</b>
<b>Forests, woodlands and trees in the media</b>		
% who had seen or read about forests in last year	50	48
% who had heard of at least one promotion in last year	18	38
<b>Forest Management</b>		
% who selected at least one public benefit as a good reason to support forestry with public money	89	91
% who believe that the main benefit for supporting forestry with public money is to provide places for wildlife to live	67	71
% who rated the performance of English forestry as very good / good	6 / 22	8 / 21
% who rated the performance of providing homes for birds and other animals as very good / good	18 / 26	21 / 24
<b>Forestry Commission and other organisations</b>		
% who had heard of FC	60	61
% who thought FC was a government agency	59	59
<b>Changes to woodland</b>		
% who have been / would like to be consulted regarding plans for creating or using woodland in their area	6 / 41	6 / 42
% who thought woodland area had increased / decreased over the last 20 years	15 / 60	16 / 61
% who would like to see more woodland in their area	65	67
<b>Woodland Recreation</b>		
% who visited woodland in last few years	65	66
% who visited woodlands in the countryside / in and around towns	82 / 52	65 / 50
% who used Tourist Information Centre / ask a friend for information regarding visit to new woodland	34 / 27	39 / 32
% whose main reason for not visiting was that they were not interested in going	33	29

**Timing of surveys:**

23<sup>rd</sup> February – 1<sup>st</sup> March 2005

**Type of surveys:**

In-home interview (CAPI)

**Publications:**

'Public Opinion of Forestry 2005: England'

**Topics covered:**

Various forestry related issues including awareness of forestry items in media, British forest management, changes

to woodland, Forestry Commission and other organisations and woodland recreation.

## ROBINWOOD

In 2005 and 2006, five separate public opinion of forest surveys were undertaken by the Robinwood project partner regions. The results of the surveys carried out in Brandenburg (Germany), Prešov and Košice (Eastern Slovakia), Liguria (Italy), Murcia (Spain) and Wales (United Kingdom) are described below.

### Summary

The proportion of respondents who had seen or read about forests in the last year was greatest in Brandenburg (96%). The proportion of respondents who would like to see more woodland in their area was greatest in Murcia (95%). Over half of respondents (51%) had been shopping for wood products over the last year in Wales.

### Results

	Wales	Murcia	Eastern Slovakia	Brandenburg	Liguria
<b>Forests, woodlands and trees in the media</b>					
% who had seen or read about forests in last year	51	68	93	96	-
% who had seen or read about forests and woodlands as places to visit in last year	21	34	79	70	-
% who rated the performance of forestry as very good / good	5 / 27	5 / 15	-	13 / 60	-
performance rating of opportunities for walking (and cycling) on a scale 1 (very good) to 5 (very poor)	2.2	2.9	-	2.5	-
performance rating of protecting the environment on a scale 1 (very good) to 5 (very poor)	2.5	3.2	-	2.7	-
<b>Changes to woodland</b>					
% who thought woodland area had increased / decreased	15 / 60	16 / 68	-	-	-
% who would like to see more woodland in their area	52	95	25	-	46
% who have been / would like to be consulted regarding plans for creating or using woodland	4 / 19	3 / 75	12 / 70	- / 48	5 / 43
% who suggested replanting clear felled area with either one conifer / broad-leaved species	13 / 24	42 / 4	13 / 11	-	-
% who suggested replanting clear felled area with a mixture of conifer and broad-leaved species	36	26	42	-	-
<b>Wood Products</b>					
% who had been shopping for wood products in last year	50	51	20	-	-
% who were more/less likely to buy domestic timber	23 / 2	26 / 33	31 / 10	68 / 7	52 / 9
% who would use wood as fuel	11	19	6	23	44
% who recognised FSC / PEFC logos on wood products	31	6	72	18	-
<b>Woodland Recreation</b>					
% who visited woodland recently	69	62	89	91	89

Timing of surveys:

Various

**Type of surveys:** Various  
**Publications:** Inter Regional Public Opinion Surveys

### 3.4. SCOTTISH RECREATIONAL SURVEY 2003/04

This survey was designed to measure levels of participation in a number of open air recreational activities in the countryside. Questions were inserted into the Scottish Opinion Survey during the period July 2003 to June 2004.

#### Summary

A total of 11,796 questionnaires were completed from which it was estimated that there were 199<sup>5</sup> million visitors to Scottish forests during July 2003 to June 2004. The total value of all trips is worth £4.2 billion to the Scottish Economy each year. Most of the results shown below relate to all outdoor recreation visits, although we are able to extract information on woodland visits.

#### Results

	<b>Total</b>
Number of completed questionnaires	11,796
% who visited outdoors for leisure and recreational activities in the last 12 months	64
<b>Trip Details</b>	
% whose main destination was FC / FE managed woodland	8
% whose main destination was woodland managed by others or unknown manager	10
% whose visit included a visit to an FC / FE managed woodland	11
% whose visit included a visit to a woodland managed by others or unknown manager	15
% who travelled for less than 6 miles to reach site	34
% whose main means of transport used on last visit was car / on foot	64 / 25
<b>Visit Details</b>	
% who were on their first visit / visit at least once a month	10 / 50
Average number of visits in last four weeks	8.13
<b>Activities</b>	
% whose main activity was walking less than 2 miles / 2 - 8 miles during last visit	20 / 29
% who were on a family outing during their last visit	31
<b>Scottish Outdoor Access Code</b>	
% who had not heard about Scottish outside access code	82
% who had not encountered any access problems on their last visit	77
<b>Economic Benefits</b>	
% who spent something on their visit	61
Average expenditure on visits including those who spent nothing	22

**Timing of survey:** July 2003 – June 2004  
**Type of survey:** In-home interviews conducted using CAPI hardware  
**Publication:** TNS (2005). Scottish Recreation Survey: annual summary report 2003/04. Scottish Natural Heritage Commissioned Report No. 105 (ROAME No. F02AA614/2).  
**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

<sup>5</sup> This correction (from 189 million) appears in the technical report.

[http://www.forestry.gov.uk/pdf/SRSTechnicalReport2004-2005\\_FV.pdf/\\$FILE/SRSTechnicalReport2004-2005\\_FV.pdf](http://www.forestry.gov.uk/pdf/SRSTechnicalReport2004-2005_FV.pdf/$FILE/SRSTechnicalReport2004-2005_FV.pdf)



### 3.4. SCOTTISH RECREATIONAL SURVEY 2004/05

Questions were inserted into the Scottish Opinion Survey during the period July 2004–June 2005.

#### Summary

A total of 12,278 questionnaires were completed from which it was estimated that there were 214 million visitors to Scottish forests during July 2004 to June 2005. The total value of all trips is worth £3.6 billion to the Scottish Economy each year. Most of the results shown below relate to all outdoor recreation visits, although we are able to extract information on woodland visits.

#### Results

	Total
Number of completed questionnaires	12,278
% who visited outdoors for leisure and recreational activities in the last 12 months	64
<b>Trip Details</b>	
% whose main destination was FC / FE managed woodland	8
% whose main destination was woodland managed by others or unknown manager	8
% whose visit included a visit to an FC / FE managed woodland	11
% whose visit included a visit to a woodland managed by others or unknown manager	12
% who travelled for less than 6 miles to reach site	41
% whose main means of transport used on last visit was car / on foot	59 / 33
<b>Visit Details</b>	
% who were on their first visit / visit at least once a month	9 / 54
Average number of visits in last four weeks	8.62
<b>Activities</b>	
% whose main activity was walking less than 2 miles / 2 - 8 miles during last visit	22 / 29
% who were on a family outing during their last visit	32
<b>Scottish Outdoor Access Code</b>	
% who had not heard about Scottish outside access code	63
% who had not encountered any access problems on their last visit	79
<b>Economic Benefits</b>	
% who spent something on their visit	53
Average expenditure on visits including those who spent nothing	17

<b>Timing of survey:</b>	July 2004 – June 2005
<b>Type of survey:</b>	In-home interviews conducted using CAPI hardware
<b>Publication:</b>	TNS (2006). Scottish Recreation Survey: annual summary report 2004/05. Scottish Natural Heritage Commissioned Report No. 183 (ROAME No. F02AA614/3).
<b>Topics Covered:</b>	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

### 3.5. NEW FOREST VISITOR SURVEY PROGRAMME

Findings from a programme of research undertaken by Tourism South East on behalf of the PROGRESS project, led by the Forestry Commission. Among other activities, the research included on-site interviews (3,838 interviews) and observations and a household telephone survey (2,164 interviews).

#### Summary

Total visitor volumes using the New Forest Park were estimated at 13,555,400 visitor days, with associated spending of £115,329,000.

#### Results

	Total
<b>Visitor profile</b>	
% groups containing two adults	46
% in 'AB' socio-economic group	24
% of adults aged 65+	18
% of adults aged 25-64	59
% of young adults aged 16-24	5
% of children aged <16	18
<b>Trip Details</b>	
% day visitors from home locations elsewhere in Hampshire (outwith the New Forest)	52
Average length of overnight stays (nights)	5.4
Average dwell time in site (hours)	1.9
% who travelled by car/private vehicle to New Forest	78
% main reason for visiting dog walking	24
% main reason for visiting was to visit pub, café or tea room	18
% secondary reason for visiting was relaxing/views/picnicking	35
% secondary reason for visiting was watching wildlife/nature/ponies	29
% used car parks	83
% used waymarked footpaths	34
% used toilets	31
% used local shops	31
% nothing spoiled the enjoyment of their visit	79

**Timing of survey:** 2004-05  
**Type of survey:** On-site and telephone interviews  
**Publication:** <http://www.forestry.gov.uk/forestry/inf-d-6tlkny>

## 3.6. FOREST HOLIDAYS CAMPSITES

This survey took place at 20 Forest Holidays campsites. The summary data below collates the results from all 20 campsites.

### Summary

14% of respondents spent 7 or more nights at the campsite and 44% had stayed in a caravan or motor home.

### Results

	Total
Number of completed questionnaires	5,941
<b>Visit Details</b>	
% of repeat visitors to same campsite	51
% who brought dogs with them (Roundhill only)	14
% who heard about Forest holidays through a recommendation	25
% who heard about Forest holidays through Forest Holiday website	22
% who visited other FC sites in last 2 years	37
<b>Campsite</b>	
% staying in caravan / motor home	30 / 14
% staying in tent	52
% spending 7 or more nights at campsite	14
% season ticket holders	1
<b>Campsite Ratings<sup>6</sup></b>	
% satisfied with information at reception	98
% satisfied with welcome from site staff	96
% satisfied with availability of site staff during stay	97
% satisfied with helpfulness of site staff	96
% satisfied with cleanliness of site facilities	94

**Timing of survey:** February - September 2005  
**Type of survey:** Self-completion questionnaire  
**Publication:**

<sup>6</sup> Satisfaction rating expressed as a proportion of those who rated the facility. Visitors are classed as satisfied if they rate a facility as Excellent, Good or OK.

## CABINS

This survey took place at the three Forest Holidays cabin locations: Deerpark, Keldy and Strathyre. The summary data below collates the results from the three locations.

### Summary

100% of respondents were satisfied with the cleanliness of the cabin and 94% were satisfied with the booking service. 13% visited a Forestry Commission visitor centre during their holiday.

### Results

	Total
Number of completed questionnaires	1383
<b>Visit Details</b>	
% of repeat visitors to the same cabin	36
% who would considering staying again	93
% who have visited another cabin site	23
<b>Booking</b>	
% satisfied with information provided at time of booking	94
% satisfied with booking service	93
<b>Cabin Ratings<sup>5</sup></b>	
% satisfied with double bedroom	99
% satisfied with kitchen	99
% satisfied with lounge	99
% satisfied with shower room / toilet	95
% satisfied with interior decor	99
% satisfied with playloft / twin bedroom	98
% satisfied with balcony	99
% satisfied with spaciousness of cabin	99
<b>Other Ratings</b>	
% satisfied with information available at reception	99
% satisfied with information provided in their cabin	97
% satisfied with cleanliness of cabin	100
% satisfied with welcome from site manager	99
% satisfied with contact with site manager	98
<b>Activities</b>	
% who had visited a Forestry Commission visitor centre	13
% who had visited a historical/cultural attraction	24
% who had been walking	34
% who had been cycling	12
% who had been birdwatching	14

**Timing of survey:** Summer 2005  
**Type of survey:** Self-completion questionnaire  
**Publication:**