

**HIGH LODGE
EAST ANGLIA
VISITOR SURVEY
2000**

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INTRODUCTION

Thetford Forest Park is located in the heart of East Anglia on the Norfolk, Suffolk border, and extends over an area of 18,500 hectares. The Forest Park lies within the Breckland Natural Area. Breckland is characterised by calcareous and sandy heaths and has a distinctive flora and fauna. The geographical location of Breckland produces a semi-continental climate with marked extremes of temperatures.

Planning in Thetford Forest commenced in 1922 and by 1935, some 15,000 hectares had been established. Thetford Forest is the largest pine forest in lowland Britain. The main species is Corsican Pine (60 %), followed by Scots Pine (22 %), with other conifers comprising a further 5 % and broadleaves making up the balance of 13 %.

A series of Forest Design plans have been produced which demonstrate the commitment of Forest Enterprise to multi-purpose forestry. The design plans are due for review in 2000. The plans indicate how the forest will be managed over a 50 year period, and show; size and shape of felling coupe, period when felling is proposed, restocking plans and intended areas of open space. The commitment to conservation, heritage and recreation is clear within these plans.

The main recreation focus is around High Lodge Forest Centre. The Forest Centre was opened in 1992 and attracted around 140,000 visitors in 1999. The Forest Centre offers a large range of facilities; waymarked walks, cycle trails and cycle hire; adventurous play equipment (incl. a ropes course); giant maze (created out of a dense area of Scots Pine regeneration); picnic and barbecue areas; educational facilities, shop and restaurant; an events and live entertainment programme.

Other more specialist recreational activities within the forest include; cycle races, husky dog races, motor-cycle enduro and live role-play. Other facilities in the forest include an arboretum at Lynford and a number of car parks and picnic areas strategically located throughout the forest.

The survey was conducted at the High Lodge Forest Centre during the summer of 2000. The purpose of the survey was to assist the annual update of the recommendations the Thetford Forest Park Recreation Strategy and to compliment the previous survey conducted in 1998 to track any changes in customer base or requirement. To this end, the objective was to confirm:

- Who are customers are
- Why they visit High Lodge
- How they rate the facilities
- The effectiveness of our marketing and promotion
- Areas where they would prefer to see development

East Anglia Forest District

SUMMARY

This report provides results from a visitor survey that took place at East Anglia Forest District in the summer of 2000. A total of 331 questionnaires were completed at High Lodge.

26 % of the groups consisted of 4 people and 21 % of groups consisted of 3 people. A further 35 % consisted of 5 or more people. 88 % of groups included adults aged between 25-59 years, 84 % of groups included children, 14 % included senior citizens and only 6 % included young adults aged 16-24 years. 9 % of all groups had dogs with them, and 15 % of groups had bicycles with them.

Many visitors (89 %) had travelled from home that day. Of those who did not travel from home, one third were camping or caravanning.

More than a third of visitors had travelled over 25 miles to the site (38 %). A further 41 % had travelled 15 miles or less. The majority of respondents (92 %) had travelled by car or van to get to the woodland.

72 % of respondents had visited High Lodge before. Of those who had visited the woodland before, almost half visited between 1 and 3 times a year. 40 % found out about High Lodge through friends and relatives. 23 % had always known about the woodland.

30 % of groups were visiting High Lodge to relax or have a picnic. A further 27 % visited for another reason, mainly to have a day out with their children. Almost two-thirds (64 %) of respondents were staying for 4 or more hours.

Just over half of the visitors (54 %) had been in the visitor centre already that day, and more than two thirds (71 %) of those who had not yet done so, expected to visit later. Almost half the visitors who had been to the visitor centre had not been there before, and others tended to have visited a few times. At least 65 % of groups rated the facilities at the visitor centre as good or very good.

Other facilities at the centre were generally rated OK, good or very good, although visitors found the toilets and road signs less satisfactory with 15 % and 32 % respectively rating them poor or very poor.

Although 19 % of visitors were happy with the facilities, 34 % would like to see more toilets, and others would like a bigger café or more interpretation. 28 % of the visitors were happy with the level of facilities, but others would like to see more recreation equipment and picnic furniture.

HIGH LODGE FOREST, EAST ANGLIA VISITOR SURVEY 2000

The High Lodge Visitor Survey ran between July and September 2000. A total of 331 interviews were carried out. Visitor surveys were also carried out at High Lodge in 1998 and 1995. Where there are changes in the results between years, these are pointed out throughout this document.

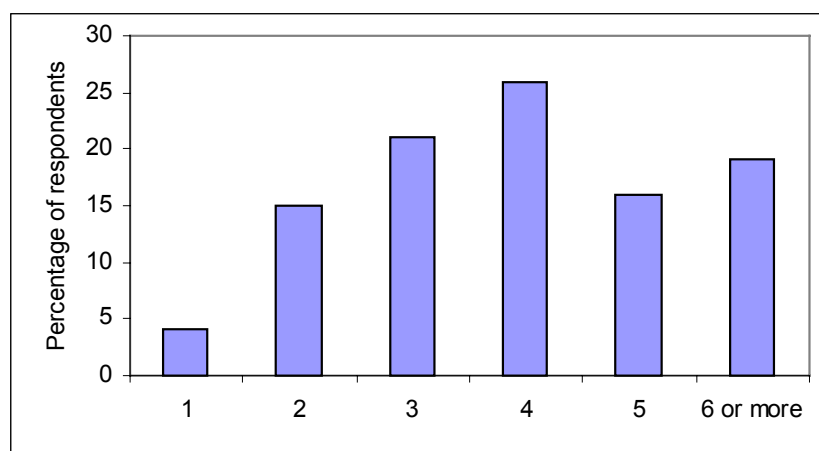
Group Composition

There were a total of 1614 visitors in the 331 groups were interviewed. 44 % of all visitors were male.

Figure 1 shows that 26 % of groups included 4 people, and 21 % consisted of 3 people. 35 % of groups consisted of 5 or more people.

Excluding groups of 10 or more, there were on average 4.1 people per group.

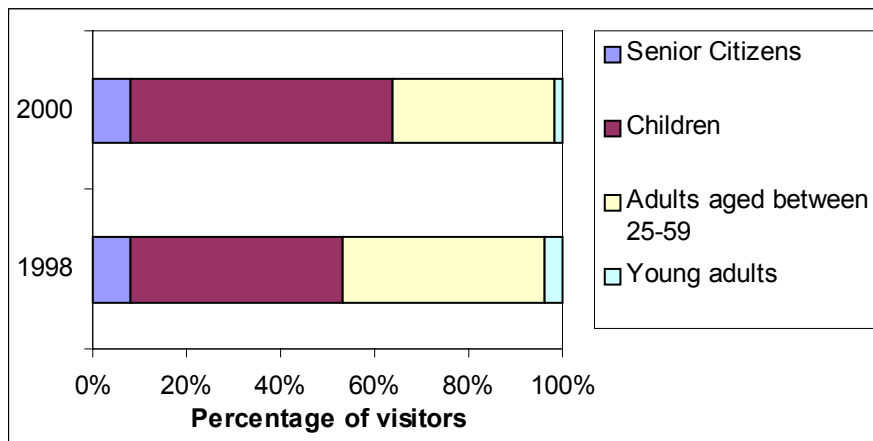
Figure 1: Size of groups visiting High Lodge Forest in 2000



Most groups contained adults aged between 25-59 years (88 %), and children (84 %). Only a small number of groups (14 %) included at least one senior citizen, and even fewer 6 % of groups included young adults.

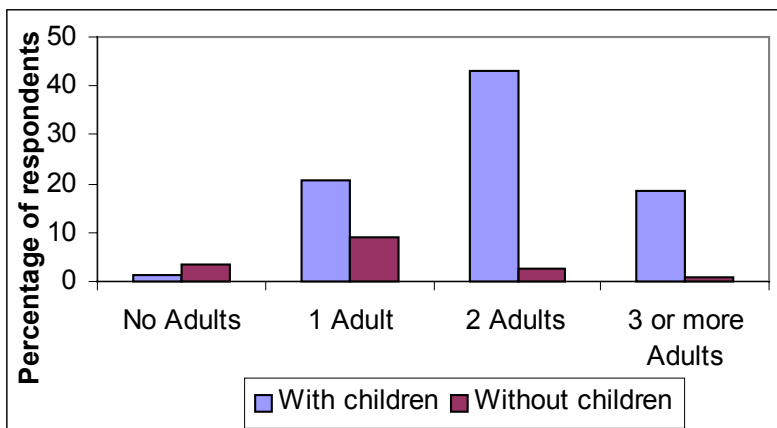
In terms of total visitors, adults aged between 25-59 years accounted for 35 % of all visitors. Over half of all visitors were children (55 %), 8 % were senior citizens, and only 2 % were young adults (Figure 2). In 2000 there were almost 10 % more children and 10 % fewer adults than in 1998.

Figure 2: Age distribution of the visitors to High Lodge Forest in 1998 and 2000



Only 16 % of groups were adults without any children. Just under half of the groups (43 %) consisted of two adults with children, 21 % one adult with children and 18 % three or more adults with children (Figure 3).

Figure 3: Composition of groups visiting High Lodge Forest in 2000



Groups with bikes and dogs

Only 9 % of all groups had dogs with them and 15 % of all groups were on or with a bike.

Visitor Profile

All of those interviewed were asked to provide their full home postcode.

Each of these postcodes was assigned an “ACORN” code. The Acorn classification was created using cluster analysis of the 1991 Population Census to divide almost all postcodes in 54 “types”. These types can be aggregated into 17 “groups” and the groups into 6 broad “categories” (A to F). Addresses in postcodes within any “type” will therefore tend to have a lot in common and can be given a label which describes the typical member of that “type”, e.g. “Wealthy suburbs, large detached houses”. Postcodes are reassigned acorn codes each year to represent demographic changes since 1991.

The table below shows the proportion of valid postcodes from the survey that fall into each group. This is then compared to the overall GB population using an index, to look for similarities and differences between the two. An index greater than 100 implies that more than the average number of people from that category are visiting the Forest District.

The table shows that the level of visits to the sites is high amongst the ‘Prosperous Pensioners, Retirement Areas’ (A3), ‘Affluent Greys, Rural Communities’ (A2) and ‘Comfortable Middle Agers, Mature Home Owning Areas’ (D9),

Table 1.2 Acorn coded postcodes

Acorn group	GB Population Base	Survey	Index
A1 Wealthy Achievers, Suburbia	15.0	19.0	126.9
A2 Affluent Greys, Rural Communities	2.1	6.0	284.3
A3 Prosperous Pensioners, Retirement Areas	2.5	7.8	313.4
B4 Affluent Executives, Family Areas	4.4	5.2	118.7
B5 Well-off Workers, Family Areas	7.3	10.1	138.0
C6 Affluent Urbanites, Town & City Areas	2.6	1.1	43.1
C7 Prosperous Professionals, Metropolitan Areas	2.0	0.4	18.7
C8 Better-off Executives, Inner City Areas	4.0	1.9	46.6
D9 Comfortable Middle Agers, Mature Home Owning Areas	13.0	23.1	178.0
D10 Skilled Workers, Home Owning Areas	12.7	10.8	85.2
E11 New Home Owners, Mature Communities	8.1	4.5	55.3
E12 White Collar Workers, Better-off Multi-Ethnic Areas	4.0	2.2	56.0
F13 Older People, Less Prosperous Areas	3.2	1.5	46.6
F14 Council Estate residents, Better-off Homes	11.2	4.5	40.0
F15 Council Estate residents, High Unemployment	3.0	0.7	24.9
F16 Council Estate residents, Greatest Hardship	2.5	1.1	44.8
F17 People in Multi-Ethnic, Low Income Areas	2.1	0.0	0.0
U Unclassified	0.2	0.0	0.0

Visitor Origin

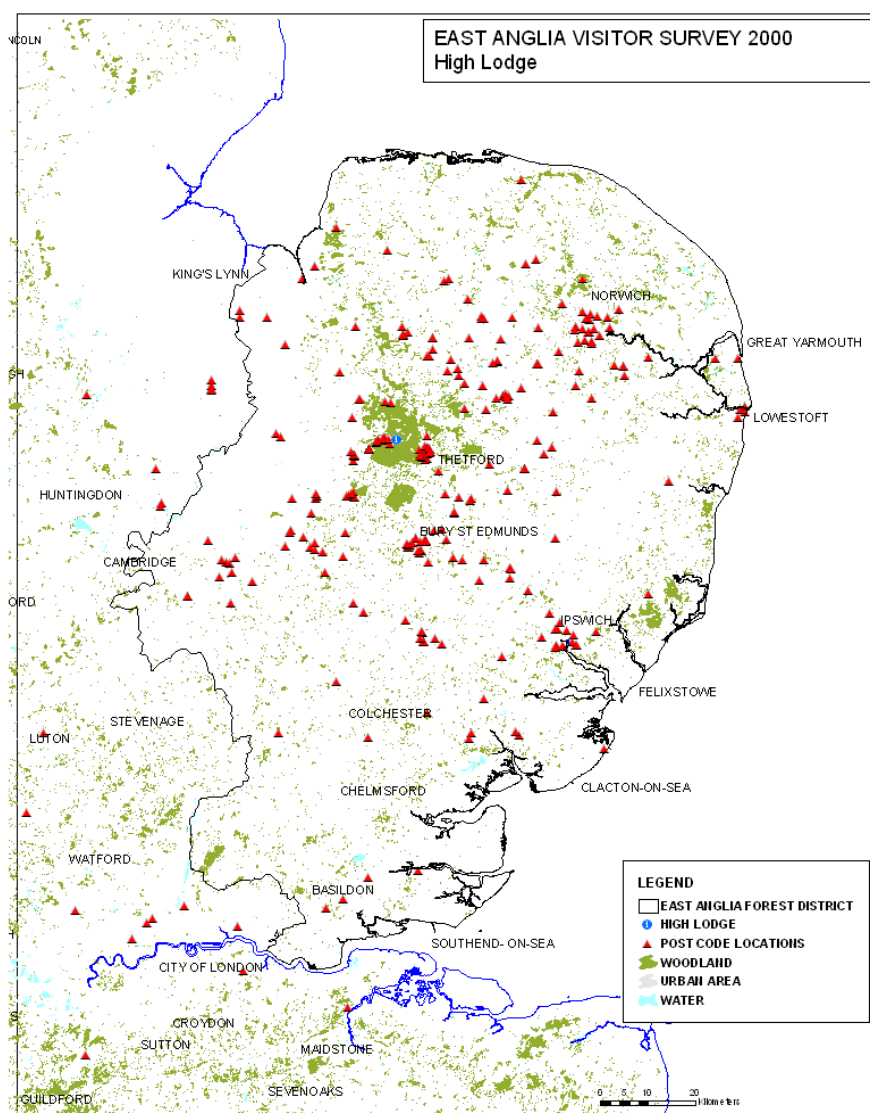
All those interviewed were asked to provide their full postcode. Table 1.3 shows the origin of visitors, based on the home postcodes and town/ country names supplied.

Table 1: Origin of visitors who provided a postcode, town or country location

Region	Percentage of respondents
East Anglia	84
Southeast England	9
Elsewhere in England	6
Outside England	1
All respondents	100% (=329)

Figure 4 shows the origin of visitors to the High Lodge forest who lived in the local area. The origin of visitors from the rest of GB is shown in Figure 5.

Figure 4: Map indicating the origin of visitors to High Lodge, East Anglia Forest District from the local vicinity, who gave a valid postcode



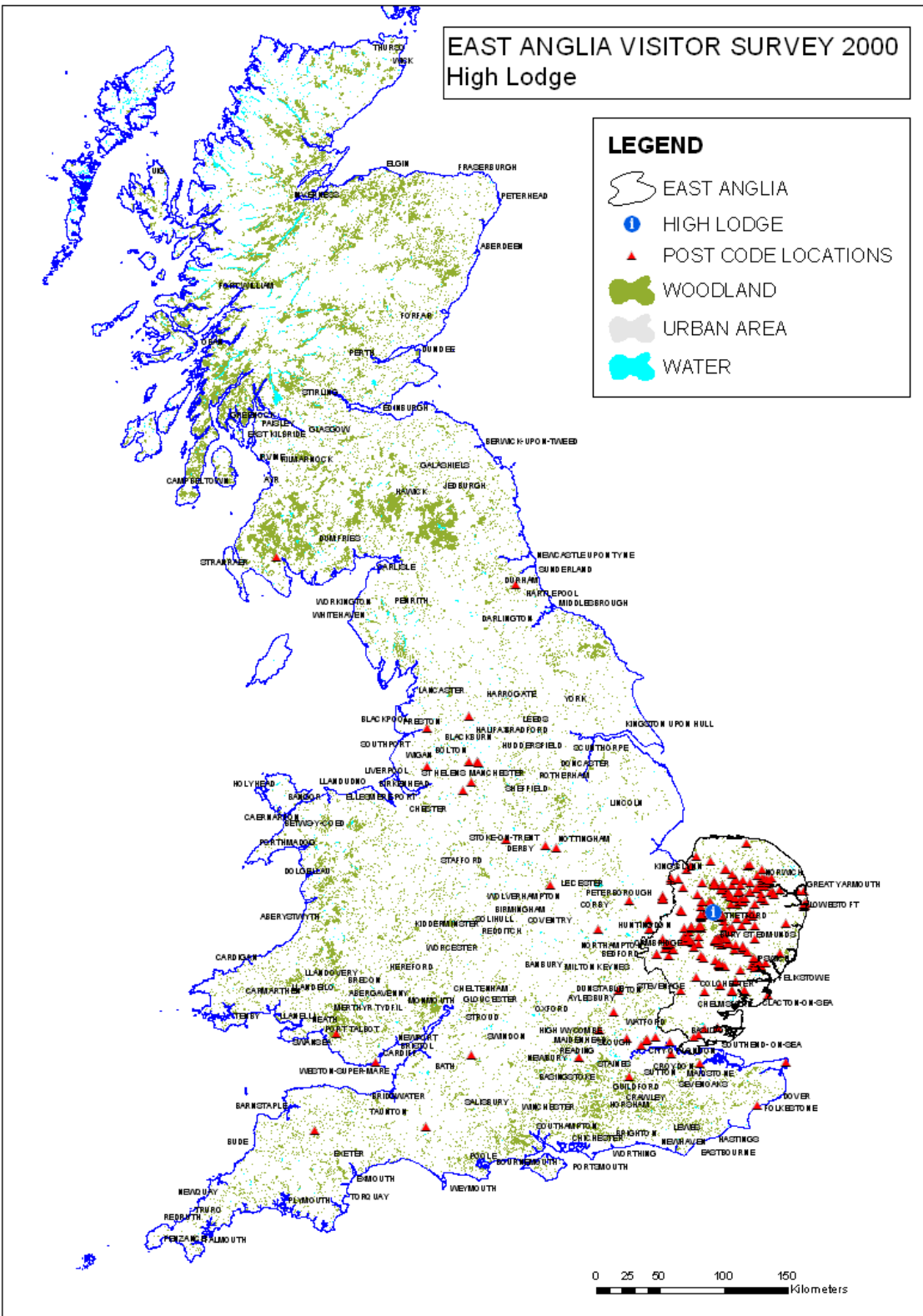
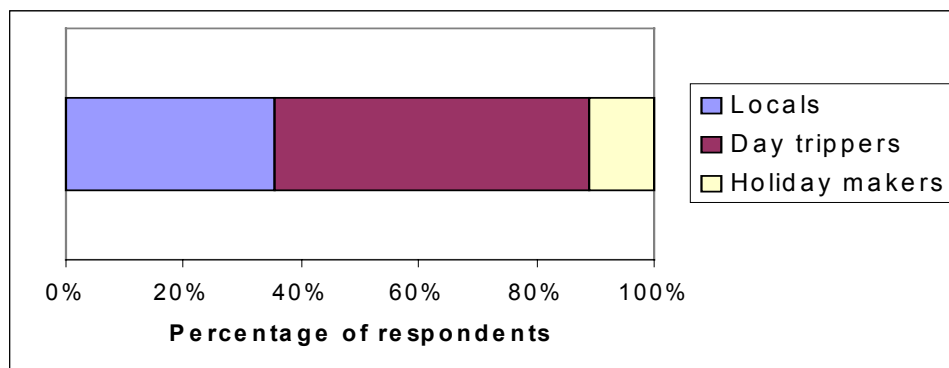


Figure 5: Map indicating the origin of visitors to the High Lodge forest from the rest of GB, who gave a valid postcode

Type of Visitor

Figure 6 shows that just over half (53 %) of respondents at High Lodge were day-trippers (i.e had travelled 15 miles or more from home that day), 35 % were locals, and only 11 % were holiday-makers. The 2000 results show that the proportion of visitors who travelled from home has again increased from 76 % in 1995, to 81 % in 1998 and is 89 % in 2000.

Figure 6: Type of visitor at High Lodge Forest in 2000



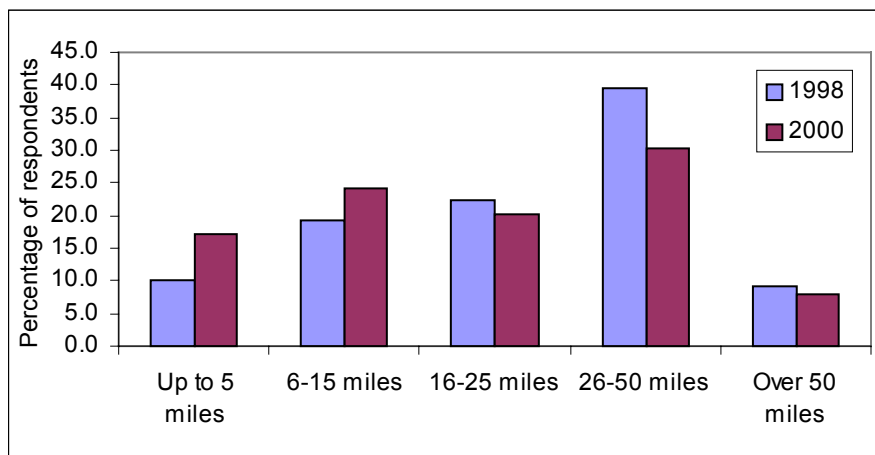
Type of Accommodation

As indicated above, only 11 % of visitors were holiday-makers. One third of those who had not travelled from home were camping/ caravanning. Others stayed with friends (21 %), in a hotel (16 %) or in self-catering accommodation (11 %). The 2000 survey shows that there were a smaller proportion of visitors camping or caravanning and more visitors staying in hotels or B&Bs than in 1998.

Distance travelled and mode of transport

As indicated above the majority of the visitors were day-trippers. This is reflected in the distance travelled to High Lodge forest (Figure 7), with more than a third (38 %) of respondents travelling over 25 miles to the site. 41 % had travelled 15 miles or less. In 2000 there were a higher proportion of visitors travelling shorter distances than in 1998.

Figure 7: Distance travelled to High Lodge Forest on the visit day in 1998 and 2000



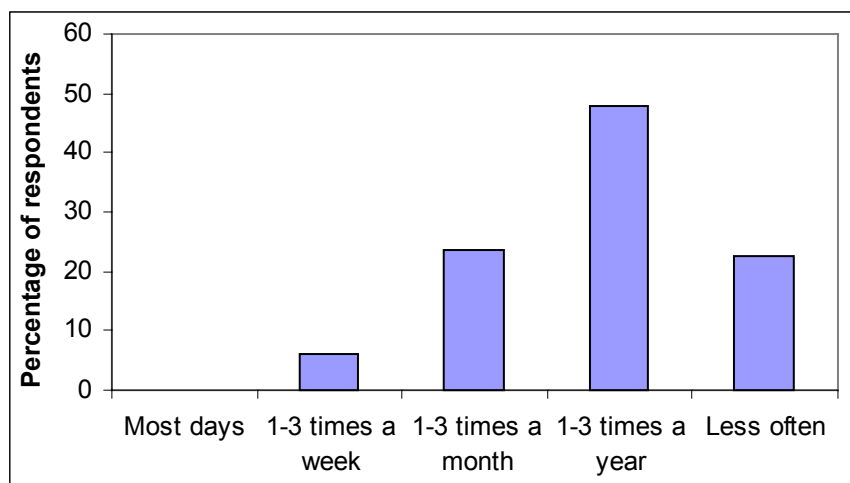
The majority of those interviewed travelled by car/van (92 %). Others came by minibus or coach (4 %), came by bicycle (3 %), or walked (1 %).

Previous Visits

In 2000, 72 % of visitors had been to High Lodge before. This is an increase from 1998 when only 63 % of visitors were repeat visitors.

Of the groups who had visited previously, almost half tended to come 1-3 times per year in 2000 (Figure 8). Very few visitors came more often than once per week (6 %).

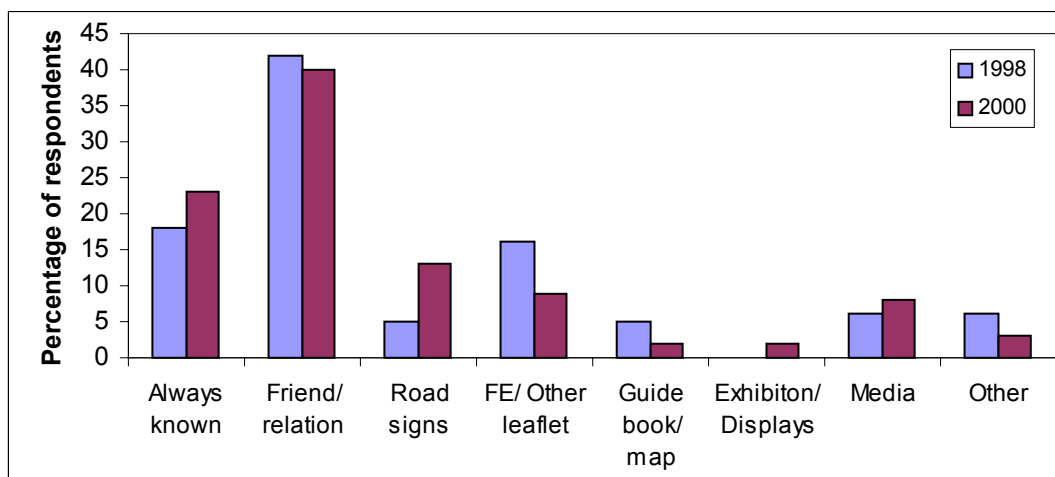
Figure 8: Frequency of visits to High Lodge Forest in 2000



Finding out about the site

A large number of the visitors (40 %) had found out about the woodland through friends or relatives and 23 % had always known about the woodland (Figure 9). A further 13 % had found out from the road signs, and 8 % had heard through some form of media. There has been a shift since 1998 from visitors finding out about the site from leaflets of guide books, to people who learn about the site from road signs, or have always known about the site.

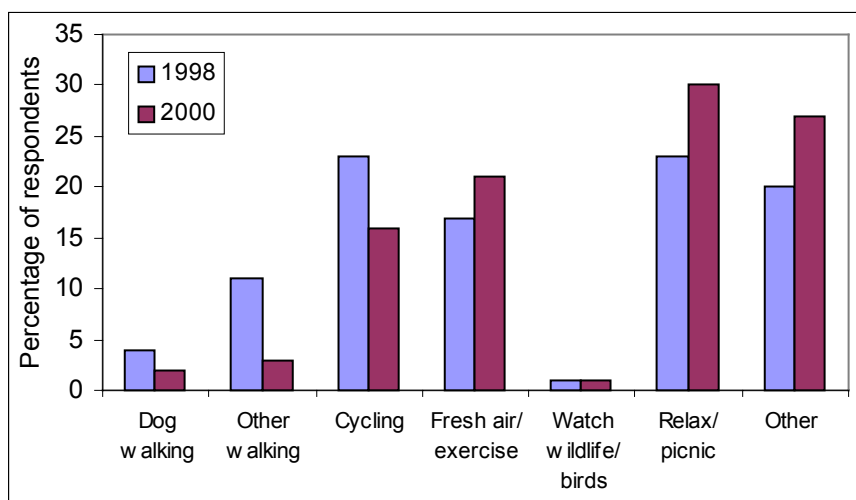
Figure 9: Method of finding out about High Lodge Forest in 1998 and 2000



Main purpose of visit

Figure 10 shows that a large number of groups at High Lodge (30 %) were visiting the site to relax or have a picnic in 2000. A further 27 % visited for another reason; this was mainly to have a day out with children. Others came for fresh air and exercise (21 %) or cycling (16 %). In 2000 there was a smaller proportion of visitors coming purely for walking or cycling, and a higher proportion of groups who visit High Lodge to relax, have a picnic, get fresh air and exercise and bring their children to play than in 1998.

Figure 10: Main reasons for visiting High Lodge Forest in 1998 and 2000

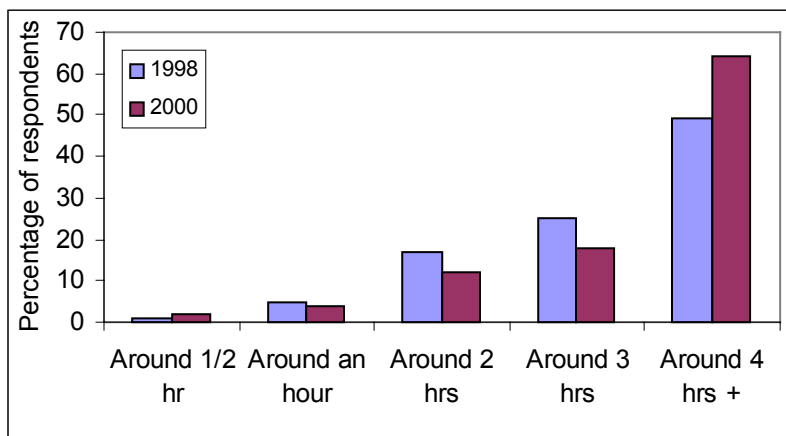


Visitors were also asked what attracted them to High Lodge Forest. Many visitors said that it was because it was a cheap and fun day out, especially with children due to the play facilities. Many groups also came to cycle. Many also thought it was a safe place to bring children. Others were attracted to High Lodge for the space and freedom, to see the wildlife, or because they lived locally.

Length of Stay

Almost two-thirds (64 %) of respondents were staying at High Lodge for 4 or more hours (Figure 11). 30 % stayed 2-3 hours, and very few people stayed a shorter amount of time than this. Visitors tend to stay longer in 2000 than they had done in 1998.

Figure 11: Length of stay of visitors to High Lodge Forest in 1998 and 2000



The Visitor Centre at High Lodge Forest

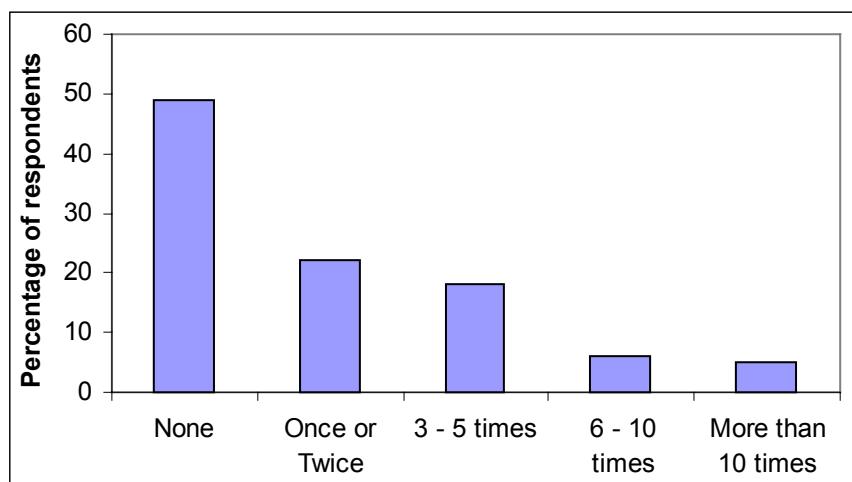
Just over half of the visitors at High Lodge (54 %) had been in the visitor centre. More than two thirds of those who had not been to the visitor centre (71 %) said that they would be going there later and 6 % said that they didn't have time. A further 17 % said that they had been before, and just 1 % said that they didn't enjoy their previous visit.

The following questions were only asked to the 179 groups who had been in the visitor centre on the survey day.

Frequency of visit to the visitor centre

Half of the groups (49 %) had not been to the visitor centre before the survey day (Figure 12). A further 22 % had been once or twice and 18 % had been 3-5 times before the survey day.

Figure 12: The number of times respondents had been to the Visitor Centre at High Lodge, previous to their visit on the survey day

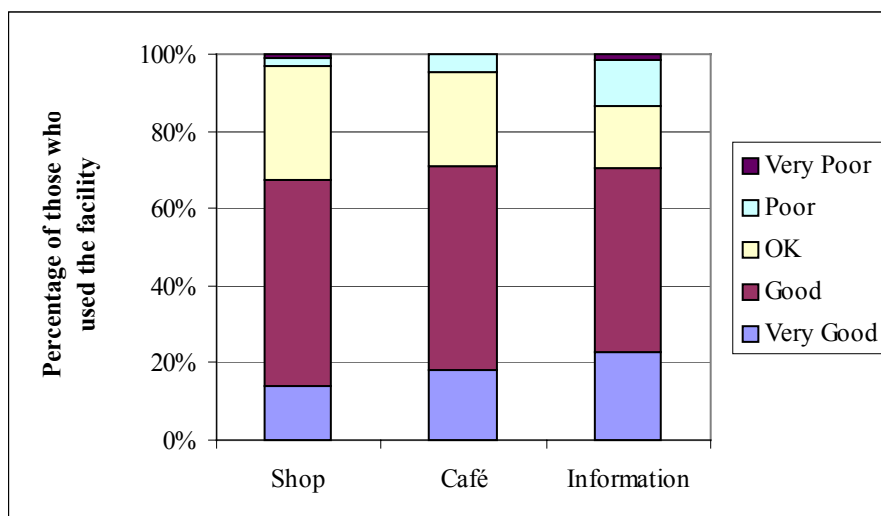


Ratings of the Visitor Centre Facilities

The respondents who had been into the visitor centre were asked to rate the facilities there which they had used (the shop, café and the information provided)¹. The groups were generally satisfied with the facilities with at least 65 % of the groups rating them as good or very good. However 13 % of visitors rated the information provided as poor or very poor, and 5 % thought the Café was poor.

The café received higher ratings than in 1998, when only 57 % rated it as good or very good. The information, however, received lower ratings than in 1998 when 84 % thought it was good or very good.

Figure 13: Ratings of the facilities in the Visitor Centre at High Lodge



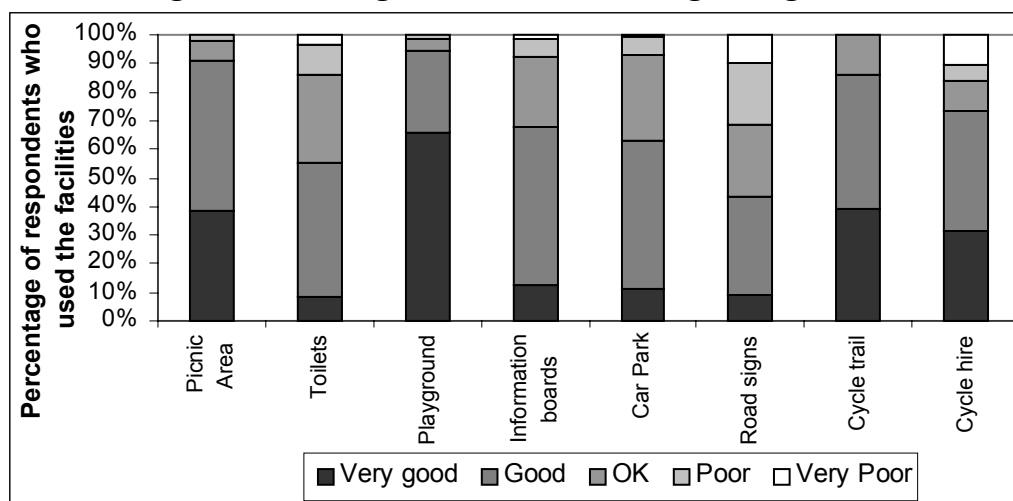
¹ 93 % of respondents had used the shop, 65 % the Café and 75 % the Information

Ratings of the other facilities at High Lodge

The results below present the ratings for each facility in terms of the proportion of visitors who expressed an opinion (i.e. the proportion who had used each facility and provided a rating for it).

Visitors were generally satisfied with most of the facilities at High Lodge² (See Figure 14). The playground was generally given the best ratings with 94 % of those who used it rating it as good or very good. The toilets were rated less highly with only 55 % of those who had used them rating them as good or very good, and 14 % rating them as poor or very poor. Visitors were even less impressed with the road signs with only 43 % rating them as good or very good and 32 % rating them as poor or very poor. Only 19 respondents had used the cycle hire, and 3 of those thought the facility was poor or very poor.

Figure 14: Ratings of the facilities at High Lodge Forest



The proportion of good and very good ratings appears to be down in 2000 (from 1998) for the toilets (by 9 %), the information boards (by 13 %), the car park (by 21 %) and the road signs (by 13 %).

Respondents were also satisfied with the management of the woodlands with 81 % of those who had visited the forest rating it as good or very good. No groups thought the woodland management was poor.

Visitors to High Lodge were also asked to rate the maze and the waymarked walks. Two-thirds of the visitors had used the maze, and 85 % of them thought it was good or very good. Only 3 % rated the maze as poor. Fewer groups had used the waymarked walks (44 %). However 77 % of them rated the walks as good or very good and only 2 % thought they were poor.

Again the proportion of good and very good ratings for these facilities appears to be down since 1998, when 91 % rated the maze as good or very good, and 96 % the waymarked walks.

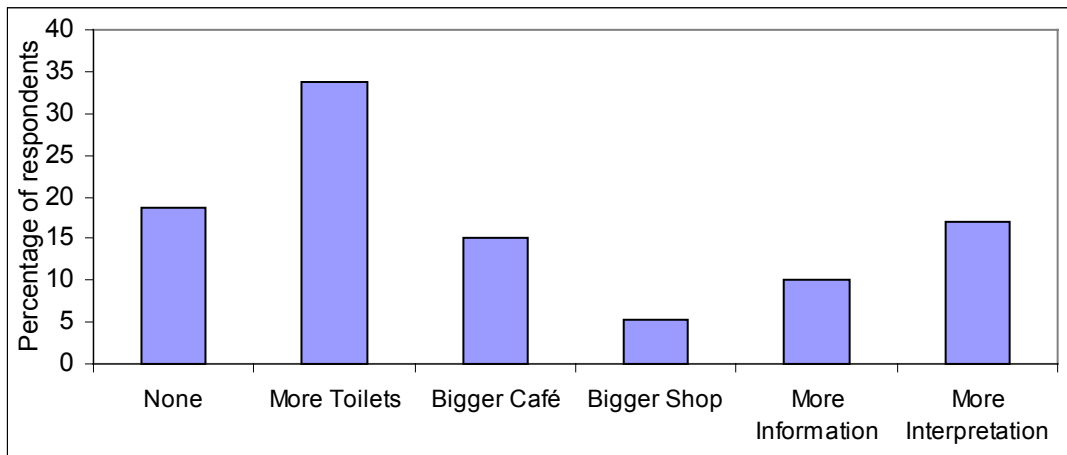
² Only 36 % of visitors had used the cycle trail, and 9 % the cycle hire

The High Lodge forest centre was judged as offering ‘value for money’ by 92 % of the respondents.

Improvements

Visitors at High Lodge were asked what improved facilities they would like to see. Figure 15 shows that 19 % of respondents said that they would not like to see any improvements suggested. A further 34 % suggested more toilets. Other groups would like to see more interpretation (17 %) and a bigger café (15 %).

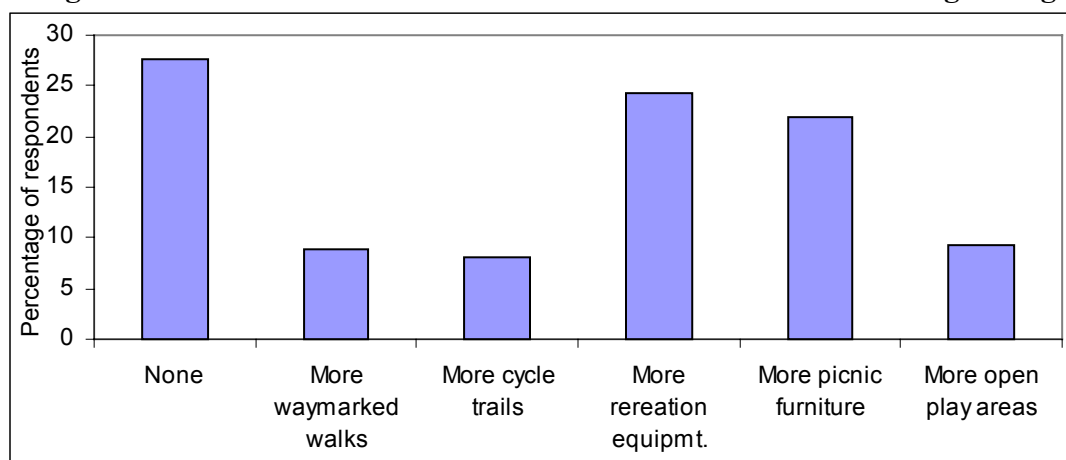
Figure 15: Improvements that visitors to High Lodge would like to see



When asked what one thing they would like to improve at High Lodge, 79 % of visitors gave a response. Many of these suggested increases in size and quality of the existing facilities, however a few new ideas were suggested; Many groups suggested that there should be a covered area for bad weather and several groups suggested a concessionary entrance price for children, OAPs and the disabled. Several groups would like to see more maps, possibly a free map included in the entrance fee. Other suggestions were for a barbeque area, a campsite, a boating lake and a bike-locking area.

Visitors were also asked if they would like to see any additional facilities. Almost one third of visitors (28 %) said that they would not like to see any more facilities (Figure 16). A quarter of respondents would like to see more recreation equipment, and 21 % would like to see more picnic furniture.

Figure 16: Visitors who would like to see additional facilities at High Lodge



Visitors with Disabilities or Special needs

At High Lodge there were 8 % of visitors who had a pushchair with them. A further 2 % had an obvious mobility problem. When groups were asked if they had any disability or special need, 3 % (10 groups) said that they did. 7 groups were with someone with a mobility problem, 2 groups had someone with a hearing problem. 2 groups had used the disabled parking facilities.

CONCLUSIONS

The survey has confirmed that High Lodge is already a major countryside tourist and repeat visitor destination within the Brecks and an important facility in East Anglia. The visitors survey has reiterated scope for significant further development that has already been acknowledged in the Thetford Forest Park Recreation Strategy.

Continued investment is seen as a stimulus for growth where the provision of infrastructure i.e. ‘Phase Two’ of High Lodge Centre, which plans to extend the restaurant and toilet capacity, and additional recreation equipment will ensure that High Lodge enhances its current status.

The intention is to be proactive in the development and marketing of the Centre to current and new market segments and we should especially be targeting the off-peak periods. With appropriate investment, growth trends can be maintained whilst also recognising that maximum capacity will be reached. To maintain the quality and standards and avoid user and environmental conflicts, then consideration should be given to developing other sites.

The overall vision for High Lodge is to maintain this ethos of providing low cost, good value recreation to our core customers with expansion to meet anticipated demands.

EAST ANGLIA FOREST DISTRICT

Batch

HIGH LODGE VISITOR CENTRE SURVEY - 2000

Form

Hello; I am carrying out a survey for Forest Enterprise, part of the Forestry Commission. Can you please spare a few minutes to answer some questions?

1. Have you travelled from home today?

Circle One

Yes **1** Skip to Q2
No **2** Ask Q1a

1a. What type of accommodation did you stay in last night?

Circle one

Bed & Breakfast/ Guest House **1**
Hotel **2**
Camping/ Caravan **3**
With friends/ relatives **4**
Youth Hostel **5**
Self Catering **6**
Other **7**

2. How far have you travelled to get here today?

Circle one

Up to 5 miles **1**
6 - 15 miles **2**
16 - 25 miles **3**
26 - 50 miles **4**
Over 50 miles **5**

3. What was the main type of transport you used to get here today? (The one used for the longest distance)

Circle one

Car/ van **1**
Minibus/ coach **2**
Public transport **3**
Bicycle **4**
On foot **5**
Other **6**

4. Have you been here before?

Circle One

Yes **1** Ask Q4a
No **2** Skip to Q5

4a. How often do you come here?

Circle one

Most days **1**
1 - 3 times a week **2**
1 - 3 times a month **3**
1 - 3 times a year **4**
Less often **5**

5. How long in total are you staying at this site today?

hours	Mins

6. How did you first find out about this woodland?

(if answer 4 - 8 ask Q6a, all others skip to Q7)

Circle One

Always known **1**
Friend/ relation **2**
Road signs **3**
Forest Enterprise leaflet **4**
Other leaflet **5**
Local guide book or map **6**
Exhibitions/ displays **7**
Newspaper/ TV/ Radio **8**
Other **9**

Please specify _____

6a. Can you say where you saw it? (i.e. where picked up leaflet, which guide book/ map or exhibition, which TV/ Radio programme or newspaper)

7. What is the main purpose of your visit today?

Circle one

Dog walking **1**
Other walking **2**
Cycling **3**
Fresh air/ exercise **4**
Watch wildlife/ birds **5**
Relax/ picnic **6**
Other **7**

Specify

8. Have you been into the Visitor Centre today?

Circle One

Yes **1** Skip to Q10
No **2** Ask Q9

ONLY THOSE WHO HAVE NOT BEEN IN THE VISITOR CENTRE

9. What was the main reason that you have not been in the Visitor Centre today?

Circle One

Going later **1**
Been there before **2**
Don't have time **3**
Don't know about it **4**
Didn't enjoy previous visit **5**
Other **6**

SKIP TO Q12

ONLY THOSE WHO HAVE BEEN IN THE VISITOR CENTRE

10. How many times have you been in the Visitor Centre before today?

Enter number of times in box, leave blank if none

11. I would like to ask you to rate the facilities that you have used in and around the Visitor Centre, on a scale of Very good, Good, OK, Poor or Very poor. What did you think of the...

(circle one number in each row)

	VG	G	OK	P	VP	Not used
Shop	1	2	3	4	5	6
Cafe	1	2	3	4	5	6
Information	1	2	3	4	5	6

12. I would like to ask you to rate any of the facilities that you have used here, on a scale of Very good, Good, OK, Poor or Very poor. What is your overall rating for:

(circle one number in each row)

	VG	G	OK	P	VP	Not used
Picnic area	1	2	3	4	5	6
Toilets	1	2	3	4	5	6
Playground	1	2	3	4	5	6
Information boards	1	2	3	4	5	6
Car park	1	2	3	4	5	6
Road signs	1	2	3	4	5	6
Maze	1	2	3	4	5	6
Waymarked walks	1	2	3	4	5	6
Cycle trail	1	2	3	4	5	6
Cycle hire	1	2	3	4	5	6

13. This is a Forestry Commission wood/ forest. On a scale of 1 to 5, where 1 means very good and 5 means very poor, how would you rate the management of this wood/ forest?

Circle One

Very Good	1
Good	2
OK	3
Poor	4
Very Poor	5
No opinion	6

14. Do you consider the Forest Centre offers good value for money?

Circle One

Yes	1
No	2

15. (Show card 1) Here is a list of improvements which could be made to the Visitor centre. Can you please tell me which of these improvements you would most like to see?

Circle One

None	1
More toilets	2
Bigger café	3
Bigger shop	4
More information	5
More interpretation	6

16. (Show card 2) Here is a list of outdoor facilities which could be added here. Can you please tell me which of these facilities you would most like to see?

Circle One

None	1
More waymarked walks	2
More cycle trails	3
More recreation equipment	4
More picnic furniture	5
More open play areas	6

17. If we could improve just one thing here, what would that be?

18. What is the main thing that attracted you this Forest?

19. To give us an idea of where visitors come from, can you tell me your postcode?

Yes: Record full postcode

No: Record part postcode if possible, then ask Q19a.

19a. (only ask if full postcode not given) Can you tell me instead which town or other area you live in?

Record name of town or other area (e.g. English/Welsh county, Scottish council area, or country if from abroad)

APPENDIX 1: High Lodge, East Anglia Forest District Questionnaire 2000

20. Special needs – indicate below whether anyone in the group has any obvious special need – **don't ask**

	<i>Circle all</i>
Wheelchair	1
Pram/ pushchair	2
Other mobility	3
Other	4
Specify	

21. Do you (or does anyone in your group) have any disability or special needs?

	<i>Circle One</i>	
Yes	1	<i>Ask Q22</i>
No	2	<i>Skip to end</i>

22. What type of special need is it?

	<i>Circle all</i>
Sight	1
Hearing	2
Mobility	3
Other	4
Specify	

23. Did you use any of the following facilities/ services for visitors with special needs?

	<i>Circle One</i>
Easi-riders	1
Disabled toilets	2
Easy access trail	3
Car parking for disabled	4
Easy access picnic benches	5
Baby changing	6
leaflets	7
Other facilities/ services	8
Specify	

Please indicate below the age and ethnic origin of the group – **don't ask!**

Group size - Please enter number of people in each category in each box

<i>Male</i>		<i>Female</i>
	<i>Senior Citizens (Age 60+)</i>	
	<i>Other Adults (Age 25-59)</i>	
	<i>Young Adults (Age 16-24)</i>	
	<i>Children (Under 16)</i>	
	<i>Predominantly White</i>	
	<i>Asian</i>	
	<i>Afro-Caribbean</i>	
	<i>Dogs</i>	
		<i>Bicycles</i>

That's all! Thank you very much for your time.

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

Number of interviews

	High Lodge
	No.
ALL	331

1. Have you travelled from home	High Lodge	
	No.	%
Yes	293	89
No	38	11
Total	331	100

(Those who have not travelled from home)

1a. Type of accomodation	High Lodge	
	No.	%
B&B/Guest House	3	8
Hotel	6	16
Camping/Caravan	12	32
With friends/relatives	8	21
Youth Hostel	2	5
Self Catering	4	11
Other	2	5
Missing	1	3
Total	38	100

2. How far travelled to get here	High Lodge	
	No.	%
Up to 5 miles	56	17
6-15 miles	81	24
16-25 miles	67	20
26-50 miles	100	30
Over 50 miles	27	8
Total	331	100

3. Main type of transport	High Lodge	
	No.	%
Car/Van	306	92
Minibus/coach	12	4
Bicycle	9	3
On foot	4	1
Total	331	100

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

4. Have you been here before	High Lodge	
	No.	%
Yes	238	72
No	93	28
Total	331	100

(Those who have been before)

4a. How often do you come here?	High Lodge	
	No.	%
Most days	1	0
1-3 times a week	14	6
1-3 times a month	55	23
1-3 times a year	112	47
Less often	53	22
Missing	3	1
Total	238	100

(Those who have been before)

5. Length of stay	High Lodge	
	No.	%
Missing	1	0
Around 1/2 hr	5	2
Around an hour	14	4
Around 2 hrs	40	12
Around 3 hrs	60	18
Around 4 hrs +	211	64
Total	331	100

6. How did you find out about this woodland	High Lodge	
	No.	%
Always known	76	23
Friend / relation	132	40
Road signs	42	13
Forest Enterprise leaflet	20	6
Other leaflet	9	3
Local guide book / map	7	2
Exhibition/Displays	7	2
Newspaper/TV/Radio	26	8
Other	11	3
Missing	1	0
Total	331	100

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

7. Main purpose of visit	High Lodge	
	No.	%
Dog walking	8	2
Other walking	10	3
Cycling	52	16
Fresh air/exercise	69	21
Watch wildlife/birds	3	1
Relax/picnic	99	30
Other	90	27
Total	331	100

8. Have you been in the Visitor Centre today?	High Lodge	
	No.	%
Yes	179	54
No	152	46
Total	331	100

(Only those who had not been in the Visitor Centre)

9. Main reason you have not been in the Visitor Centre today?	High Lodge	
	No.	%
Going Later	108	71
Been there before	26	17
Don't have time	9	6
Don't know about it	1	1
Didn't enjoy previous visit	1	1
Missing	7	5
Total	152	100

(Only those who have been in the Visitor Centre at High Lodge)

10. How many times have you been in VC before today	High Lodge	
	No.	%
None	87	49
Once or twice	40	22
Between 3 and 5 times	32	18
Between 6 and 10 times	11	6
Over 10 times	9	5
Total	179	100

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

(Only those who have been in the Visitor Centre)

11. Visitor Centre Ratings: Shop	High Lodge	
	No.	%
Very good	24	13
Good	87	49
OK	49	27
Poor	4	2
Very Poor	2	1
Not used	13	7
Total	179	100

(Only those who have been in the Visitor Centre)

11. Visitor Centre Ratings: Cafe	High Lodge	
	No.	%
Very good	22	12
Good	62	35
OK	28	16
Poor	5	3
Not used	62	35
Total	179	100

(Only those who have been in the Visitor Centre)

11. Visitor Centre Ratings: Information	High Lodge	
	No.	%
Very good	31	17
Good	63	35
OK	21	12
Poor	17	9
Very Poor	2	1
Not used	44	25
Missing	1	1
Total	179	100

12. Ratings: Picnic Area	High Lodge	
	No.	%
Very good	121	37
Good	169	51
OK	23	7
Poor	6	2
Not used	10	3
Missing	2	1
Total	331	100

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

12. Ratings: Toilets	High Lodge	
	No.	%
Very good	23	7
Good	133	40
OK	85	26
Poor	31	9
Very Poor	10	3
Not used	46	14
Missing	3	1
Total	331	100

12. Ratings: Playground	High Lodge	
	No.	%
Very good	190	57
Good	83	25
OK	12	4
Poor	3	1
Not used	40	12
Missing	3	1
Total	331	100

12. Ratings: Information boards	High Lodge	
	No.	%
Very good	25	8
Good	120	36
OK	52	16
Poor	14	4
Very Poor	4	1
Not used	114	34
Missing	2	1
Total	331	100

12. Ratings: Car Park	High Lodge	
	No.	%
Very good	35	11
Good	165	50
OK	97	29
Poor	20	6
Very Poor	3	1
Not used	9	3
Missing	2	1
Total	331	100

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

12. Ratings: Road signs	High Lodge	
	No.	%
Very good	23	7
Good	90	27
OK	67	20
Poor	56	17
Very Poor	26	8
Not used	67	20
Missing	2	1
Total	331	100

12. Ratings: Maze	High Lodge	
	No.	%
Very good	67	20
Good	118	36
OK	26	8
Poor	5	2
Not used	107	32
Missing	8	2
Total	331	100

12. Ratings: Waymarked walks	High Lodge	
	No.	%
Very good	24	7
Good	89	27
OK	27	8
Poor	4	1
Very Poor	1	0
Not used	183	55
Missing	3	1
Total	331	100

12. Ratings: Cycle trail	High Lodge	
	No.	%
Very good	45	14
Good	57	17
OK	16	5
Very Poor	1	0
Not used	209	63
Missing	3	1
Total	331	100

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

12. Ratings: Cycle hire	High Lodge	
	No.	%
Very good	20	6
Good	28	8
OK	8	2
Poor	3	1
Very Poor	6	2
Not used	261	79
Missing	5	2
Total	331	100

13. Rate the management of woodlands	High Lodge	
	No.	%
Very good	131	40
Good	109	33
OK	60	18
Not used	26	8
Missing	5	2
Total	331	100

14. Does the Forest Centre offer value for money	High Lodge	
	No.	%
Yes	303	92
No	22	7
Missing	6	2
Total	331	100

15. Improvement you would most like to see	High Lodge	
	No.	%
None	61	18
More toilets	110	33
Bigger cafe	49	15
Bigger shop	17	5
More information	33	10
More interpretation	55	17
Missing	6	2
Total	331	100

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

16. Additional facilities you would most like to see	High Lodge	
	No.	%
None	90	27
More waymarked walks	29	9
More cycle trails	26	8
More recreation equip	79	24
More picnic furniture	71	21
More open play areas	30	9
Missing	6	2
Total	331	100

(Includes multiple responses)

20. Obvious special needs (not asked)	High Lodge	
	No.	%
Pram/ pushchair	25	8
Other mobility	5	2
Missing	301	91
Total	331	100

21. Do you have any disability or special needs	High Lodge	
	No.	%
Yes	10	3
No	305	92
Missing	16	5
Total	331	100

(Includes multiple responses)

22. What type of special need is it	High Lodge	
	No.	%
Hearing	2	20
Mobility	4	40
Other	3	30
Missing	1	10
Total	10	100

23. Did you use any of the following	High Lodge	
	No.	%
Car parking for disabled	2	100
Total	2	100

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

Group size

Number in Group	High Lodge	
	No.	%
1	12	4
2	48	15
3	69	21
4	87	26
5	52	16
6 or more	63	19
ALL	331	100

Number of Males	High Lodge	
	No.	%
0	32	10
1	113	34
2	106	32
3	42	13
4	25	8
5	6	2
6 or more	7	2
ALL	331	100

Number of Females	High Lodge	
	No.	%
0	17	5
1	91	27
2	110	33
3	47	14
4	33	10
5	18	5
6 or more	15	5
ALL	331	100

Number of Adults	High Lodge	
	No.	%
0	4	1
1	81	24
2	173	52
3	51	15
4	15	5
5	2	1
6 or more	5	2
ALL	331	100

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

Number of Senior Citizens	High Lodge	
	No.	%
0	252	76
1	34	10
2	41	12
3	3	1
4	1	0
ALL	331	100

Number of Other Adults (16-24)	High Lodge	
	No.	%
0	40	12
1	104	31
2	158	48
3	17	5
4	8	2
6 or more	4	1
ALL	331	100

Number of Young Adults (16-24)	High Lodge	
	No.	%
0	312	94
1	14	4
2	4	1
3	1	0
ALL	331	100

Number of Children	High Lodge	
	No.	%
0	54	16
1	53	16
2	116	35
3	56	17
4	23	7
5	10	3
6 or more	19	6
ALL	331	100

Number of Male Senior Citizens (Over 60)	High Lodge	
	No.	%
0	283	85
1	45	14
2	3	1

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

Number of Female Senior Citizens (Over 60)	High Lodge	
	No.	%
0	256	77
1	72	22
2	3	1

Number of Male Other Adults (25-59)	High Lodge	
	No.	%
0	170	51
1	147	44
2	9	3
3	1	0
4	1	0
5	1	0
6 or more	2	1

Number of Female Other Adults (25-59)	High Lodge	
	No.	%
0	68	21
1	197	60
2	54	16
3	6	2
4	2	1
6 or more	4	1

Number of Male Young Adults (16-24)	High Lodge	
	No.	%
0	322	97
1	8	2
3	1	0

Number of Female Young Adults (16-24)	High Lodge	
	No.	%
0	318	96
1	12	4
2	1	0

APPENDIX 2: High Lodge, East Anglia Forest District Results 2000

Number of Male Children (Under 16)	High Lodge	
	No.	%
0	116	35
1	115	35
2	55	17
3	30	9
4	4	1
5	4	1
6 or more	7	2

Number of Female Children (Under 16)	High Lodge	
	No.	%
0	137	41
1	101	31
2	62	19
3	15	5
4	9	3
5	1	0
6 or more	6	2

Number of Bikes	High Lodge	
	No.	%
0	283	85
1	6	2
2	15	5
3	14	4
4	10	3
5	1	0
6 or more	2	1

Number of Dogs	High Lodge	
	No.	%
0	300	91
1	24	7
2	6	2
3	1	0