



**SHERWOOD PINES FOREST PARK
VISITOR SURVEY
2005**

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INTRODUCTION

Sherwood Pines Forest Park is the largest woodland open to the public in the East Midlands. There are over 1200 hectares of woodland and open heath and it offers a variety of recreation activities, including walking, cycling, and horse riding.

The information from this survey will be used as part of the continuing development of the forest park and to provide local managers with benchmark data on visitor profiles.

SUMMARY

A total of 191 questionnaires were completed at Sherwood Pines Forest Park between January and March 2005.

- There were 786 visitors in the 191 groups interviewed
- 57 % of visitors were male
- 58 % of groups included children
- 35 % of visitors were children.
- 1 % of visitors were non-white
- 51 % of visitors were locals
- 97 % travelled from home, 24 % travelled 5 miles or less, 90 % came by car or van
- 85 % had visited the site before. Of these, 51 % visited at least once a month
- 43 % of all visitors had always known about the forest
- 34 % of visitors came to the site for fresh air and exercise and 32 % for cycling
- 38 % of visitors stayed for around 2 hours

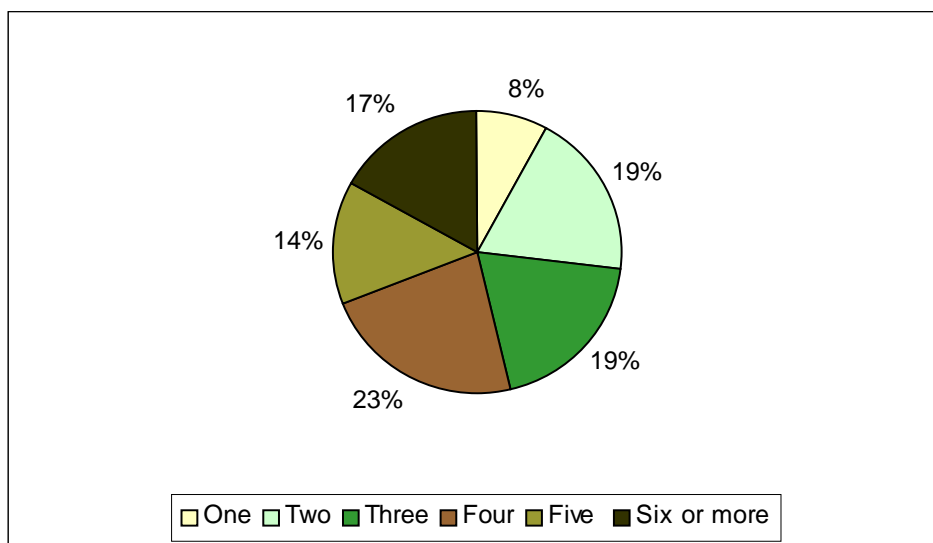
SHERWOOD PINES FOREST PARK VISITOR SURVEY 2005

Group composition

Overall, there were a total of 786 visitors in 191 groups interviewed. The average group size was 4.1 people. (3.6 people when groups of 10 or more are excluded)

Groups ranged in size from 1 to 28 people. 53 % of groups consisted of four or more visitors. Groups of two and three both consisted of 19 % of visitors while 8 % consisted of one visitor. (Figure 1)

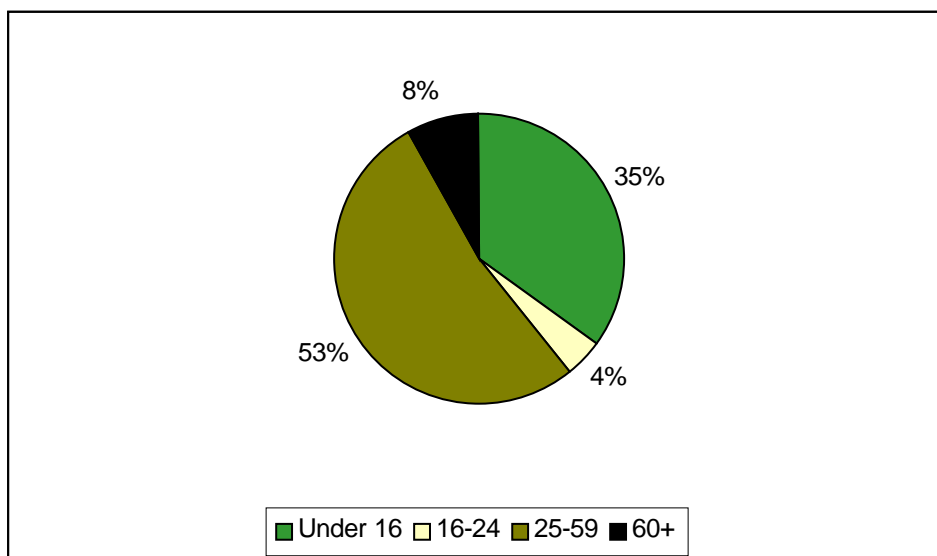
Figure 1: Group size



Overall, there were more male visitors (57%) than female (43%).

Over a third of all visitors (35%) were aged under 16 years of age. Just over half of the visitors were adults aged 25-59 years and they accounted for 53 % of all visitors, while 8 % were aged 60 or more. Young adults, aged between 16 and 24, made up 4% of visitors. (Figure 2)

Figure 2: Age group of visitors

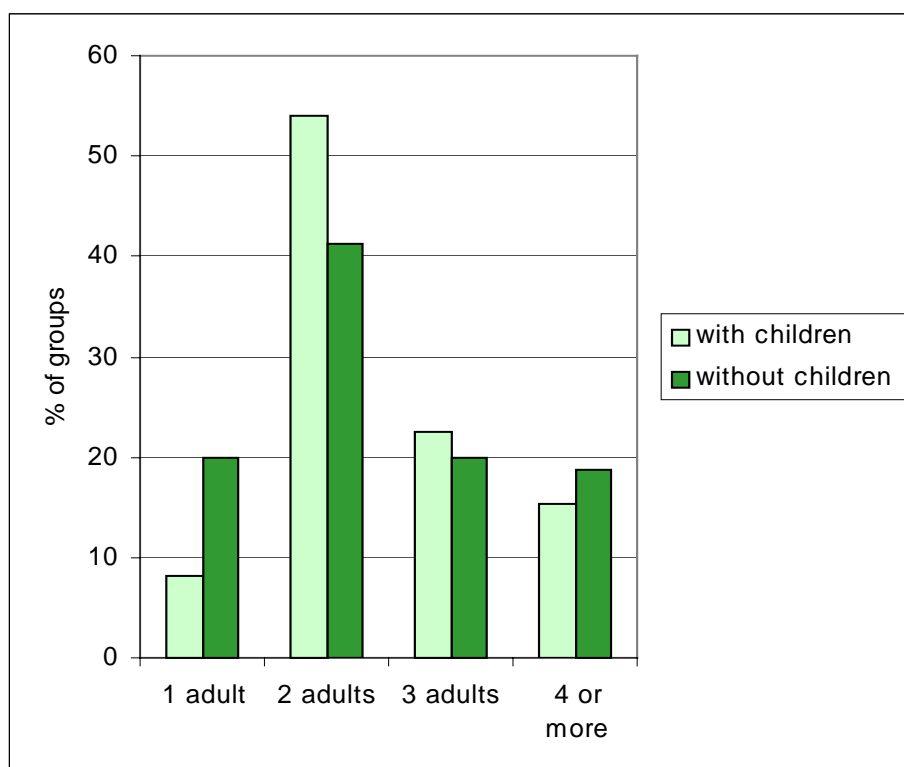


Groups with and without children

Just over two-fifths (42 %) of groups were without children. Of these groups without children, 41 % consisted of two adults, 20 % consisted of lone adults a further 20 % consisted of three adults and the remaining 19 % of four or more adults.

The remaining 58 % of groups were with children. Of these groups with children over half (54 %) were accompanied by two adults. Over a fifth (23 %) of groups were accompanied by three adults, 15 % by four or more adults and the remaining 8 % of groups of children by a lone adult. (Figure 3)

Figure 3: Children in the groups with and without adults



Ethnicity

Nearly all (99 %) visitors were from a predominantly white background.

Groups with dogs

There were 29 % of groups with dogs.

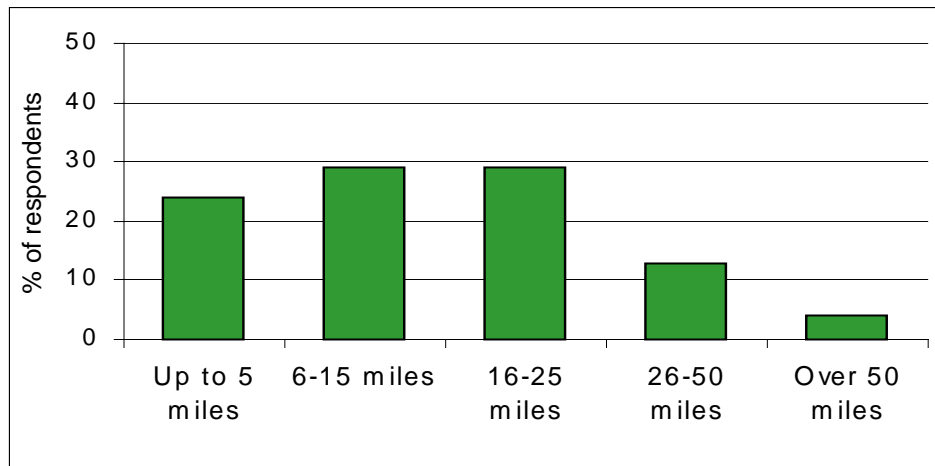
Type of visitor

Over half (51 %) of the visitors were locals (people who travelled up to 15 miles from home) and just under half (46 %) were day trippers (people who travelled more than 15 miles from home) with the remaining 3 % holidaymakers. Of the locals 53 % had always know about the site.

Travel to forest site

58 % of visitors travelled between 6 - 25 miles from their home. 24 % travelled 5 miles or less and a further 13 % travelled 26-50 miles to the site. 4 % travelled more than 50 miles. (Figure 4)

Figure 4: Distance travelled to site

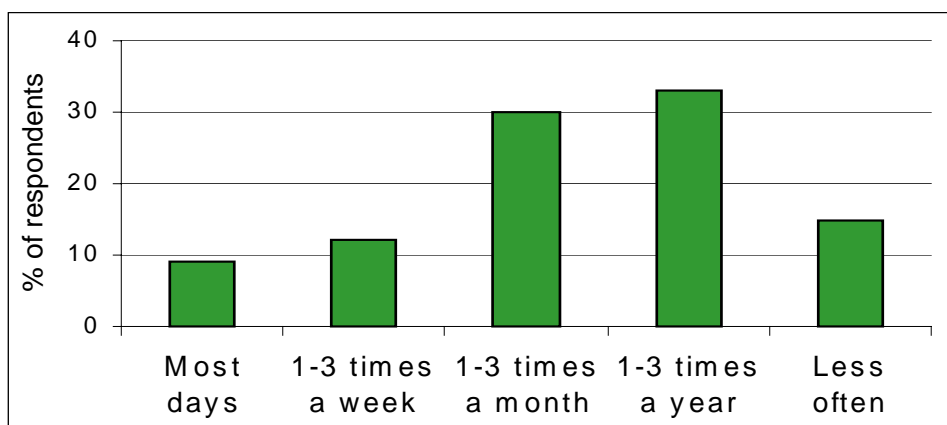


Over half of visitors (54 %) took less than half an hour to get to the site. 90 % travelled to the site by car or van.

Previous visits

The majority of visitors (85%) had been to the site before. Of these, 9 % visited most days while 12 % visited 1- 3 times a week. A further 30 % visited the site 1-3 times a month, while 33 % visited 1-3 times a year and the remaining 15 % visited less often. (Figure 5).

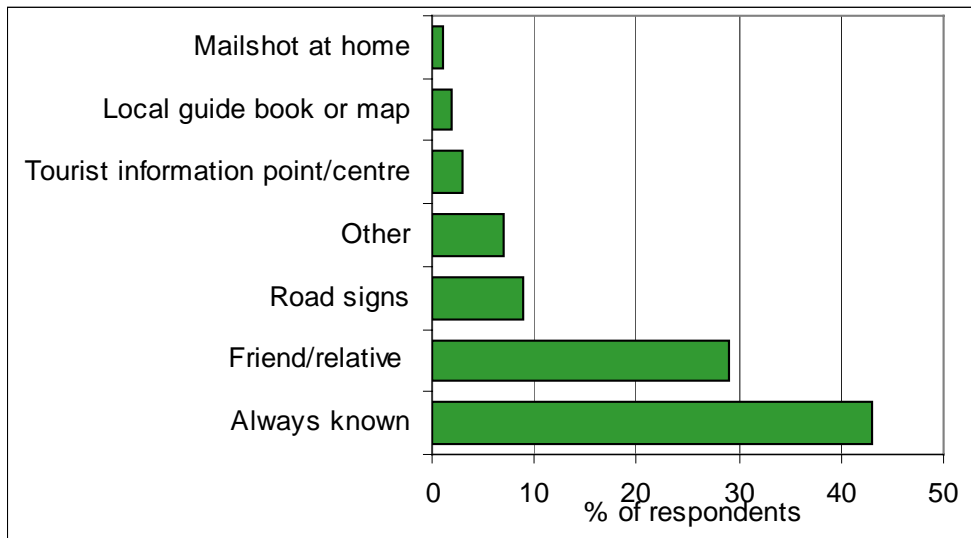
Figure 5: Frequency of visits to the site



Finding out about the forest

Just over two-fifths of visitors (43 %) had always known about the forest. A further 29 % found out about it by friends or relatives. Some 9 % of visitors came across the site from road signs and 3 % from the tourist information centre. A further 2 % used a local guide book or map and 1 % found out about the woodland from a mailshot at home. A further 7% discovered the forest through some other source like mountain bike book, rally, go ape or magazines. (Figure 6)

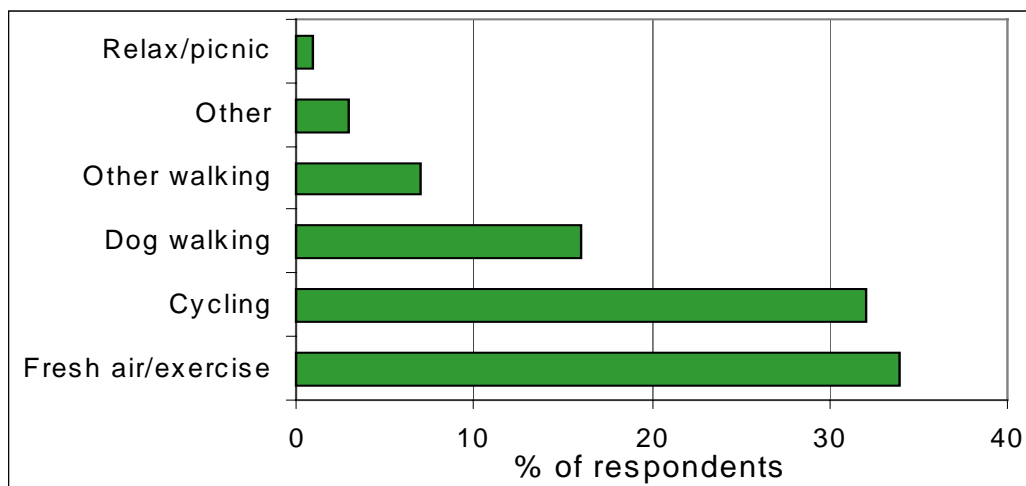
Figure 6: How visitor found out about the forest



Main purpose of the visit

The main reasons for visiting the site were for 'fresh air and exercise' (34 %) and for 'cycling' (32 %). 'Dog walking' accounted for 16 % of visitors and a further 7 % for other walking. 1 % of visitors visit was to relax or picnic and the remaining 3 % was for another purpose such as 'go ape', 'party' and 'activities'. (Figure 7).

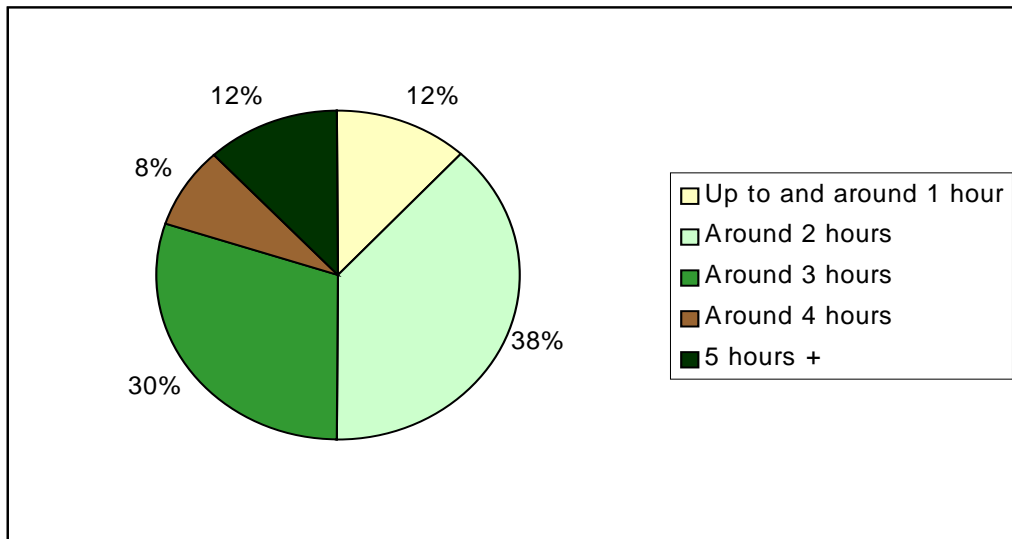
Figure 7: Main purpose of visit



Duration of the visit

The average length of stay of groups at Sherwood Pines Forest Park was 2.7 hours. Nearly two-fifths (38 %) of groups visited for around two hours while just under a third (30 %) visited for around three hours. 12 % of the visitors stayed at the site for five hours plus and a further 12 % stayed on the site up to and around an hour. The remaining 8 % stayed on site for around four hours. **(Figure 8)**

Figure 8: Length of stay at site



SHERWOOD PINES FP

QUESTIONNAIRE 2005

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. Group size - *enter number of people in each category in each box. (Estimate age group - don't ask)*

Male		Female
<input type="text"/>	Senior Citizens (Age 75+)	<input type="text"/>
<input type="text"/>	Senior Citizens (Age 60 -74)	<input type="text"/>
<input type="text"/>	Other Adults (Age 45-59)	<input type="text"/>
<input type="text"/>	Other Adults (Age 35-44)	<input type="text"/>
<input type="text"/>	Other Adults (Age 25-34)	<input type="text"/>
<input type="text"/>	Young Adults (Age 16-24)	<input type="text"/>
<input type="text"/>	Children (Under 16)	<input type="text"/>
<input type="text"/>	Predominantly White	<input type="text"/>
<input type="text"/>	Asian	<input type="text"/>
<input type="text"/>	Afro-Caribbean	<input type="text"/>
<input type="text"/>	Dogs	

2. Have you travelled from home today?

Circle One

Yes **1** *Skip to Q3*
 No **2** *Ask Q2a*

2a. 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

3. 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

3a How long has it taken you to get here today?

Under 15 minutes	1
15 to 29 minutes	2
30 to 59 minutes	3
1 to 2 hrs	4
Over 2 Hrs	5

4. 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

5. Have you been here before?

Circle One

Yes	1	<i>Ask Q5a</i>
No	2	<i>Skip to Q6</i>

5a. 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

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

(if answer 8 - 11 ask Q6a, all others skip to Q7)

Circle One

- Always known 1
- Friend/ relation 2
- Road signs 3
- Mailshot at home 4
- Tourist information point/centre 5
- Local guide book or map 6
- Exhibitions/ displays 7
- TV 8
- Newspaper 9
- Radio 10
- Website 11

Other 12

Please specify _____

6a. Can you say where you saw it? (i.e TV/ Radio programme or newspaper or website)

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

hours	mins

9. 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 Q17a.

9a. (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)

10. If you would like us to send you more information about events and activities at xxxxxxxx please give us your full name and address.

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

Sherwood Pines Forest Park Visitor Survey - 2005

Group size

Number in Group		
	Total	%
1	16	8
2	36	19
3	37	19
4	43	23
5	26	14
6 or more	33	17
Total	191	100

Number of Males		
	Total	%
0	9	5
1	55	29
2	61	32
3	34	18
4	18	9
5	5	3
6 or more	9	5
Total	191	100

Number of Females		
	Total	%
0	34	18
1	70	37
2	42	22
3	25	13
4	8	4
5	4	2
6 or more	8	4
Total	191	100

Sherwood Pines Forest Park Visitor Survey - 2005

1. Number of Senior Citizens(75+)	Total	No.	%
0	187	98	
1	3	2	
2	1	1	
Total	191	100	

1. Number of Senior Citizens(60-74)	Total	No.	%
0	160	84	
1	15	8	
2	13	7	
4	2	1	
6 or more	1	1	
Total	191	100	

1. Number of Adults(45-59)	Total	No.	%
0	143	75	
1	28	15	
2	17	9	
5	2	1	
6 or more	1	1	
Total	191	100	

Sherwood Pines Forest Park Visitor Survey - 2005

Number of Adults(35-44)		
	Total	%
0	104	54
1	31	16
2	42	22
3	8	4
4	4	2
5	1	1
6 or more	1	1
Total	191	100

Number of Adults(25-34)		
	Total	%
0	111	58
1	29	15
2	33	17
3	10	5
4	4	2
5	3	2
6 or more	1	1
Total	191	100

Number of Young Adults(16, 24)		
	Total	%
0	171	90
1	10	5
2	7	4
3	3	2
Total	191	100

Sherwood Pines Forest Park Visitor Survey - 2005

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1. Number of Female Senior Citizens(60-74)	Total	
	No.	%
0	165,	86,
1	23,	12,
2	2,	1,
4	1,	1,

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1. Number of Male Other Adults(45-59)	Total	
	No.	%
0	154,	81,
1	32,	17,
2	3,	2,
5	2,	1,

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1. Number of Female Other Adults(45-59)	Total	
	No.	%
0	166,	87,
1	24,	13,
6 or more	1,	1,

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1. Number of Male Other Adults(35-44)	Total	
	No.	%
0	126,	66,
1	50,	26,
2	9,	5,
3	5,	3,
8	1,	1,

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Sherwood Pines Forest Park Visitor Survey - 2005

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1. Number of Female Other	Total	
Adults(35-44)		%
	No.	%
0	127	66
1	53	28
2	10	5
4	1	1

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1. Number of Male Other	Total	
Adults(25-34)		%
	No.	%
0	127	66
1	45	24
2	10	5
3	6	3
4	1	1
5	2	1

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1. Number of Female Other	Total	
Adults(25-34)		%
	No.	%
0	138	72
1	42	22
2	9	5
3	1	1
4	1	1

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1. Number of Male Young	Total	
Adults(16-24)		%
	No.	%
0	180	94
1	6	3
2	4	2
3	1	1

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Sherwood Pines Forest Park Visitor Survey - 2005

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1. Number of Female Young Adults(16-24)	Total	No.	%
0	178	93	
1	11	6	
2	1	1	
3	1	1	

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1. Number of Male Children(Under 16)	Total	No.	%
0	93	49	
1	61	32	
2	25	13	
3	5	3	
4	4	2	
5	1	1	
6 or more	2	1	

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1. Number of Female Children(Under 16)	Total	No.	%
0	124	65	
1	37	19	
2	20	10	
3	6	3	
4	2	1	
6 or more	2	1	

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Sherwood Pines Forest Park Visitor Survey - 2005

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1. Number of Predominately	Total	
White Visitors	‡ffffffff...ffffffff% No.	%
	~ffffffff~	~ffffffff% %
0	24	13
1	15	8
2	28	15
3	33	17
4	37	19
5	24	13
6 or more	30	16
Total	191	100
§ff<ffffffff<ffffffffE		

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1. Number of Non White	Total	
Visitors	‡ffffffff...ffffffff% No.	%
	~ffffffff~	~ffffffff% %
0	188	98
1	1	1
3	1	1
5	1	1
Total	191	100
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Number of Dogs	Total	
	‡ffffffff...ffffffff% No.	%
	~ffffffff~	~ffffffff% %
0	135	71
1	42	22
2	11	6
3	2	1
4	1	1
§ff<ffffffff<ffffffffE		

Sherwood Pines Forest Park Visitor Survey -

2005

7. Main purpose of visit?	No.	%
Dog walking	31	16
Other walking	13	7
Cycling	62	32
Fresh air/exercise	65	34
Relax/picnic	1	1
Other	9	5
Missing	10	5
Total	191	100

8. How long in total, are you staying at the site today?	No.	%
Up to around an hour	22	12
Around 2 hours	73	38
Around 3 hours	58	30
Around 4 hours	16	8
5 hours plus	22	12
Total	191	100