

# **FOREST VISITOR SURVEYS 1995**

## **Summary Report**

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## Introduction

This report summarises the results of a wide variety of surveys that provide information about forest recreation in Great Britain. It covers all surveys that started in 1995 and are known to Forestry Commission HQ Statistics.

The report is divided into four sections:

- 1) Forestry Commission visitor surveys - grouped by FE region
- 2) Forestry Commission surveys at campsites and cabin sites
- 3) Household surveys
- 4) Other surveys providing information about forest visits

All survey summaries have the following structure: Title, file reference, type, date, topics, results, publication, comments. The file number (e.g. EPV 4/1) relates to files held by HQ Statistics, which may include tables for unpublished surveys. If you would like any of the publications mentioned in this report, please contact HQ Statistics who either hold copies or know where to obtain copies.

1995 was the first year in which Forest Enterprise (FE) headquarters co-ordinated a programme of surveys in Forest Districts throughout Great Britain, assisted by Forestry Commission HQ Statistics. Most surveys adopted a common style of questionnaire, with a standard first page of questions on the type of visitor, distance travelled to the site, previous visits made and frequency, length of stay and how they found out about the site; in the survey summaries the topics are just indicated as "standard first page". Selected results from these surveys are given in the summary on page 4.

In addition to the surveys listed, there may have been other surveys organised locally, and there may have been other surveys of forest visitors carried out by academic researchers. If any readers would like to provide information about any missing surveys, please contact HQ Statistics at the address given below.

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\* = Survey for which no report was published

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# 1. FC VISITOR SURVEYS

## Summary Results

Forest District	Location	% from home	Groups % with U-16s	Groups % with dogs	Sample size
<b>Scotland</b>					
Moray	Culbin 95/96	73	35	45	270
Fort Augustus	Glen Affric	10	27	n/a	319
Fort Augustus	Kylerhea Otter Haven	6	24	1	171
Tay	Tay FP	25	23	8	105
Aberfoyle	Q Elizabeth FP	65	27	16	139
Ae	Mabie	49	74	21	343
<b>England</b>					
Kielder	various	46	31	12	537
Lakes	various	29	n/a	n/a	708
Sherwood & Lincs	Blidworth	96	17	69	262
Sherwood & Lincs	Sherwood Pines FP	72	52	39	212
Sherwood & Lincs	Thieves Wood	98	24	67	348
East Anglia	Thetford High Lodge	76	53	11	531
Forest of Dean	various	65	17	23	485
Forest of Dean	Dean Cycling	71	18	4	113
Midlands	Delamere	95	40	36	201
Midlands	Delamere Cycling	97	39	2	95
Marches	Wyre	80	35	15	226
New Forest	Dog Walking 95/96	91	11	99	246
New Forest	various - Info boards	51	43	12	82
New Forest	various	46	50	12	534
Peninsula	Bellever	62	44	27	236
Peninsula	Haldon	65	24	7	130

Note:

n/a = information not available (either question not asked or problems in recording of data)

# NORTH SCOTLAND

## 1995/96 CULBIN (Moray)

EPV 4/18/5

**TYPE:** Interviewer

**DATE:** July - September 1995 and early 1996

**HOURS:** 130 hours

**NUMBER OF FORMS:**

270 forms	Cloddymoss	81
	Wellhill	189

**TOPICS:** Standard first page + activities, waymarked walks, environmental group, expectations, visitor levels, who runs forest, improvements.

**RESULTS:** Walking was the most common main activity at both locations. On average there were 3.4 people in a group at Cloddymoss and 2.5 at Wellhill. 48% of groups at Wellhill and 30% at Cloddymoss were just 2 adults, typically aged 25-59. 40% at Cloddymoss and 33% at Wellhill had children. There were few groups with senior citizens or young adults aged 16-24. Just under half at both locations had dogs.

The majority (73%) had come from home that day and most had come from within 15 miles of the site. 52% at Cloddymoss and 69% at Wellhill had been to the forest before. Most of these visited fairly frequently; around a third visited 1-3 times a week or more and around two thirds visited 1-3 times a month. Most had either always known about the forest, had heard about it through friends or relations or had found it through road signs. On average groups were staying 1.9 hours at Cloddymoss and 2.1 hours at Wellhill.

Over half (56%) at Wellhill had used the waymarked walks compared with 31% at Cloddymoss. Most rated the standard of route marking as satisfactory. The most common enjoyable aspect of the walk was the peace and quiet. The majority (68%) wanted more information. The most common topic suggested was "Birds". When asked what one improvement they would like to see, 21% at Wellhill wanted improvements to the toilets compared with 5% wanting this at Cloddymoss. 23% at Cloddymoss wanted improvements to the guides and leaflets compared with 13% at Wellhill. Virtually all at both locations would recommend the forest to friends and would be likely to come back in the future.

**PUBLICATION:** Bellringer, AJ, 'Culbin Visitor Survey 1995/96', June 1997.

**COMMENTS:** None.

## **GLEN AFFRIC (Fort Augustus)**

EPV 4/18/2

**TYPE:** Interviewer

**DATE:** July - August 1995

**HOURS:** 90 hours

**NUMBER OF FORMS:**

319 forms	Dog Falls	181
	Loch Affric	138

**TOPICS:** Where come from, is this a holiday, how often visit Highlands/Glen Affric, how found out about Glen Affric, who runs the forest, activities, facilities, information , parking fee, environmental group, improvements.

**RESULTS:** Most groups were there to relax/picnic, to admire the scenery, to take photos or to walk. Typically groups were 2 adults aged 25-59. Most were on holiday and just under half had come from overseas. Most holidaymakers were staying a week or less in the area. Around a third of all groups expected to spent half a day at Glen Affric and a third expected to spend the whole day. The majority were on their first visit and of those who were not, most came once a year or less. Facilities were mostly rated as "good", the highest rating.

The majority were aware that Glen Affric was a Caledonian Forest Reserve but did not know this before they came. Wildlife was the most popular topic for more information but "Identifying trees", "Plants & flowers" and the "History of Glen Affric" were also popular. Virtually all would pay for parking. Just under half of those prepared to pay, would pay £1 and a quarter would pay £2.

**PUBLICATION:** Bellringer, AJ, 'Glen Affric Visitor Surveys 1994/95', October 1996.

**COMMENTS:** None.

## **KYLERHEA OTTER HAVEN (Fort Augustus)**

EPV 4/18/3

**TYPE:** Interviewer

**DATE:** August - September 1995

**HOURS:** 40 hours

**NUMBER OF FORMS:**

171 forms	Weekday	140
	Weekend	31

**TOPICS:** Standard first page + activities, information, leaflets, who runs forest, environmental group, magazines read, wildlife seen, improvements.

**RESULTS:** The most popular activity was "walking". Groups typically had 2 people in them. The majority were on holiday and most of these stayed in self catering accommodation or were camping or in a B&B. Virtually all had come by car from a wide range of distances; a third had come from over 26 miles away, just over a quarter had come from between 16 and 25 miles away and a third had come from within 15 miles. The most popular origin of visitors was south east or northern England. Most expected to spend less than half a day at Kylerhea. Virtually all were on their first visit to Kylerhea.

The most popular topics for more information were "Where to go in the forest", "Early settlement/ancient hunting" and wildlife topics. Just over half belonged to an environmental group - mostly National Trust, NTS or RSPB. Just under half read wildlife magazines. Virtually all had seen wildlife; the most seen animal being the seal.

**PUBLICATION:** Bellringer, AJ, 'Kylerhea Visitor Survey 1995', October 1996.

**COMMENTS:** None.



## **TAY FOREST PARK**

EPV 4/18/4

**TYPE:** Interviewer

**DATE:** August - September 1995

**HOURS:** 25 hours

**NUMBER OF FORMS:**

105 forms	Allean	7
	Dalerb	25
	Faskally	25
	Queen's View	48

**TOPICS:** Standard first page + activities, rating of facilities, other visits, Visitor Centre, information, improvements.

**RESULTS:** Typically groups were 2 adults aged 25-59. Most were on holiday and were camping/caravanning or in a hotel or B&B locally. Most were staying around 1 or 2 hours at the site. Just under half had been before but most did not visit frequently. Most rated the facilities as "very good" or "good" though around a fifth rated them as only "OK" or "poor".

Apart from the interview sites, over half of visitors said they had visited Pitlochry Fishladder and Dam in the last year. Half had been in the Visitor Centre (the majority interviewed at that site had been in) and most had found it a helpful guide to further exploration of the Forest Park. Most were happy with the facilities there and additions such as interactive exhibitions and children's interpretation were popular.

**PUBLICATION:** Bellringer, AJ, 'Tay Forest Park Visitor Survey 1995', October 1996.

**COMMENTS:** Number of completed questionnaires at each location is too small to make comparisons between sites.

## SOUTH SCOTLAND

### QUEEN ELIZABETH FOREST PARK (Aberfoyle)

EPV 4/17/2

**TYPE:** Interviewer

**DATE:** July - October 1995

**HOURS:** 40 hours

**NUMBER OF FORMS:**           139 forms   Weekday   51  
  Weekend   88

**TOPICS:** Standard first page + shop, cafe, craft wing, facilities, parking fee, improvements.

**RESULTS:** Groups were typically two adults aged 25-59 on a day trip from the Glasgow area. Most groups had been before to the site but did not visit frequently. Generally, groups stayed up to half a day at the site and rated the facilities in and around the Visitor Centre highly. Under half would be prepared to pay more than the current parking fee of £1.

**PUBLICATION:** Bellringer, AJ, 'Queen Elizabeth Forest Park Visitor Survey 1995', October 1996.

**COMMENTS:** The number of completed questionnaires was smaller than expected because visitors tended to stay and chat to the interviewer, and few visitors passed by towards the end of the survey period.

## **MABIE (Ae)**

EPV 4/17/3

**TYPE:** Interviewer

**DATE:** August 1995

**HOURS:** 90 hours

**NUMBER OF FORMS:**

343 forms	Long	266
	Short	77

**TOPICS:** Standard first page + question on Friends of Mabie and whether assistant should be available, rating of facilities and equipment, level of visitors, improvements, play area, waymarked walks, cycle route, information, parking fee, visits to other sites.

**RESULTS:** Groups were typically two adults aged 25-59. Most had come from home, in the Dumfries area, by car and were staying around 1-3 hours at Mabie.

The car park, picnic area and information were mostly rated highly, but half of those who had used the toilets thought them only "OK" or "poor". The majority of those asked the questions on waymarked walks had used them, the Red walk being the most popular. Most thought the current parking fee of 50p was all right. The majority were happy with the level of visitors to the forest. Most had been to other Forestry Commission woodlands nearby; in particular Ae forest and Dalbeattie. The most popular topics for more information were "Identifying trees" and "Birds".

Just over half those asked the extra questions had used the children's play area and most of those said it was the main reason for their visit, though they did not frequently use it. Most pieces of equipment were rated as "very good" or "good". Just over half who had used the play area wanted more equipment, the most popular suggestion being a slide.

**PUBLICATION:** Bellringer, AJ, 'Mabie Visitor Survey 1995', October 1996.

**COMMENTS:** There were two surveys used; one was a short questionnaire asking about waymarked walks and the other was a similar questionnaire with a few extra questions

# **NORTH AND EAST ENGLAND**

## **KIELDER**

EPV 4/11

**TYPE:** Interviewer

**DATE:** Mid April - late September 1995

**HOURS:** 80 hours

<b>NUMBER OF FORMS:</b>	537 forms	Kielder Castle	167
		Leaplish	176
		Tower Knowe	194

**TOPICS:** Standard first page + ratings of facilities, children's play area, cycle hire, waymarked walks, ferry, fishing, Crazy Golf, visit other sites, route taken to forest, Forest Drive, improvements.

**RESULTS:** Most groups were 2 adults aged 25-59 and groups tended to be larger at Tower Knowe. Around half had not come from home that day and were staying in self-catering accommodation or in tents. Most lived in the North East region, particularly the Newcastle area. At Leaplish people were staying longer in the area than at the other 2 sites. Overall most were spending at least half a day in the area. Most visited the Visitor Centres, shop and toilets and thought them good but few had been to the café. Around half at each site said they would go on to visit the other sites.

**PUBLICATION:** Bellringer, AJ, 'Kielder Visitor Surveys 1994/95', October 1996.

**COMMENTS:** Survey ran in collaboration with Northumbria Water who manage Leaplish and Tower Knowe. Report also makes comparisons with a similar survey held in 1993.

## LAKES

EPV 4/13

**TYPE:** Interviewer

**DATE:** Summer 1995

**HOURS:** Not known

**NUMBER OF FORMS:** 708 forms

Dodd Wood	119
Ennerdale	117
Grizedale	251
Whinlatter	221

**TOPICS:** Type of group, type of visit, home, accommodation, facilities, activities.

**RESULTS:** Most visitors were adults aged 25-44, were working, and were classified as ABC1; few groups with children. Most visitors came by car. Most were on holiday, with a wide variety of different types of accommodation. Less than half mentioned an information source for the visit.

Facilities most used at Grizedale and Whinlatter were car park, shop/info centre and toilets. On average, most facilities received a rating of very good or good. The main reason for the visit was walking, followed by Visitor Centre at Whinlatter and cycling and sculptures at Grizedale. Most had not visited any other Forest Enterprise sites in the Lake District in the previous year.

**PUBLICATION:** Riley, S, (Lancaster Marketing Associates), 'Analysis of four visitor surveys for FE: Lakes Forest District', January 1996.

**COMMENTS:** Survey carried out by FE staff using questionnaire designed by Lancaster MA.

## **BLIDWORTH (Sherwood & Lincs)**

EPV 4/16/2

**TYPE:** Interviewer

**DATE:** 1995: July/Aug (Round 1), Sept (Round 2), Oct (Round 3)

**HOURS:** 108 hours

**NUMBER OF FORMS:**

262 forms	Weekday	122
	Weekend	140

**TOPICS:** Standard first page + waymarked walks, activities, information, who runs forest.

**RESULTS:** Most groups were mainly watching wildlife, dog walking or relaxing/picnicking at the site. Typically groups were 1 or 2 adults aged 25-59 with a dog. Most had come from home that day from within 15 miles. Most expected to stay less than an hour which may be explained by the high proportion of visitors dog walking at this site. Virtually all had been before and the majority visited 1-3 times a week or more.

Most were happy with the car parks at Blidworth though a quarter thought them only "OK". Around half had used the waymarked walks, the Blue walk being the most popular. "Wildlife" was the most popular topic for more information but "History of the forest", "Identifying trees" and "Forthcoming events" were also popular.

**PUBLICATION:** Bellringer, AJ, 'Sherwood Visitor Surveys 1995', October 1996.

**COMMENTS:** None.

## **SHERWOOD PINES FOREST PARK (Sherwood & Lincs)**

EPV 4/16/2

**TYPE:** Interviewer

**DATE:** July/August 1995

**HOURS:** 112 hours

**NUMBER OF FORMS:**

212 forms	Weekday	89
	Weekend	123

**TOPICS:** Standard first page + ratings of facilities, walks, activities, information, who runs forest.

**RESULTS:** Visitors were mainly relaxing/picnicking at Sherwood Pines. Groups were typically 2 adults aged 25-59 with children. Most had come from home, particularly at the weekend, from within 25 miles of the site. Virtually all were staying no more than half a day at the site; half were staying between 2 and 3 hours. Half had been before but a high proportion of these did not visit frequently.

Generally most were happy with the facilities at the site. Over a quarter suggested additional facilities; popular suggestions included more picnic tables and more litter bins. Around a half had used the waymarked walks, the Blue walk being the most popular, and peace and quiet was the most enjoyable aspect of the walk for most. "Wildlife", "History of the forest" and "Identifying trees" were the most popular topics for more information.

**PUBLICATION:** Bellringer, AJ, 'Sherwood Visitor Surveys 1995', October 1996.

**COMMENTS:** None.

## **THIEVES WOOD (Sherwood & Lincs)**

EPV 4/16/2

**TYPE:** Interviewer

**DATE:** 1995: August (Round 1), September (Round 2)

**HOURS:** 90 hours

<b>NUMBER OF FORMS:</b>	348 forms	Weekday	168
		Weekend	180

**TOPICS:** Standard first page + waymarked walks, activities, information, who runs forest.

**RESULTS:** Groups were mainly relaxing/picnicking, watching the wildlife or dog walking. Typically groups were 1 or 2 adults aged 25-59 with a dog who had come from home within 15 miles away. Half expected to stay about an hour or less and few expected to stay more than half a day. Most had been before and visited 1-3 times a week or more, which may be explained by the high proportion of dog walkers at this site.

Most were happy with the car park but over a quarter thought it only "OK". Around half said they would like additional facilities; most wanted more toilets at the car park. About half had used the waymarked walks, the Blue one being the most popular. "Wildlife" and "History of the forest" were the most popular topics for more information. Other popular topics were "Identifying trees" and "Other woodlands".

**PUBLICATION:** Bellringer, AJ, 'Sherwood Visitor Surveys 1995', October 1996.

**COMMENTS:** None.



## **SHERWOOD PINES CYCLING SURVEY (Sherwood & Lincs)**

EPV 4/16/2

**TYPE:** Interviewer

**DATE:** Early September 1995

**HOURS:** 14 hours

**NUMBER OF FORMS:** 31 forms

**TOPICS:** Standard first page + how often cycle, waymarked trails, cycling club, magazines read, ratings for safety/off road areas etc., improvements, who runs forest, why come, Forest Holidays.

**RESULTS:** Too few to analyse.

**PUBLICATION:** None.

**COMMENTS:** A pilot survey. Full survey to run in Summer 1996.

## **SHERWOOD PINES SELF COMPLETION (Sherwood & Lincs)**

EPV 4/16/2

**TYPE:** Self completion, distributed at car park

**DATE:** Summer 1995

**NUMBER OF FORMS:** 200 distributed and around a 15% response rate

**TOPICS:** Ratings of Forest Park : agree strongly -- disagree strongly (5 point scale) that it is: attractive, noisy, interesting, crowded, clean, frightening, well maintained, over-developed.

**RESULTS:** Too few to analyse.

**PUBLICATION:** None.

**COMMENTS:** Survey was run to corroborate Sherwood Pines visitor survey results but discontinued because of poor response rate.

## **THETFORD HIGH LODGE (East Anglia)**

EPV 4/16/1

**TYPE:** Interviewer

**DATE:** 1995: May (Round 1), July (Round 2), September (Round 3)

**HOURS:** 108 hours

<b>NUMBER OF FORMS:</b>	531 forms	Arrivals	365
		Exits	166

**TOPICS:** Standard first page + activities, why come, who runs forest, Visitor Centre, guided walks, parking fee, visits to other sites.

**RESULTS:** There were two surveys: one was asked to visitors who were just arriving at the Centre and a similar one with a few extra questions was asked to visitors as they were leaving. The results show that the most popular activity at the site is walking. On average there were 3 people in a group, typically adults with children. Most were daytrippers who had come from the wide area surrounding the Forest Park. Virtually all groups stayed around half a day at the site. Half were on their first visit and of those who had been before, most had visited less than 1-3 times a year.

Most visitors rated the facilities in and around the Forest Centre fairly highly. There was a lot of interest in guided walks or special events and the most popular source suggested for where to find out about such activities was the local paper. Most thought the charge for the Forest Drive, the only vehicle access to the Forest Centre, was about right. Few suggested improvements to the site, but some suggested better signposting on the walks and more equipment in the play area. Overall, visitors were very happy with the site and general comments were very complimentary.

**PUBLICATION:** Bellringer, AJ, 'Thetford High Lodge Visitor Survey 1995', October 1996.

**COMMENTS:** None.

# **SOUTH AND WEST ENGLAND**

## **FOREST OF DEAN**

EPV 4/15/1

**TYPE:** Interviewer

**DATE:** 1995: May (Round 1), August (Round 2), October (Round 3)

**HOURS:** 110 hours

**NUMBER OF FORMS:** 485 forms

Beechenhurst 122, Mallards Pike 90, Speech House 79, Symonds Yat 119, Wenchford 75

**TOPICS:** Standard first page + picnic site, activities, other visits, attitudes to cycling / dog walking / horse riding, parking fee.

**RESULTS:** Different activities were popular at different sites. Fresh air and exercise was the most popular main activity at all 5 locations. Walking on forest trails was also popular at all locations, particularly at Beechenhurst and Speech House. Picnicking was more popular at Wenchford than the other locations. Dog walking was more popular at Mallards Pike, Speech House and Wenchford. Watching wildlife was more popular at Symonds Yat and Mallards Pike. Visiting the shop/café was more popular at Beechenhurst than Symonds Yat. Few were mainly cycling but of the 3 locations, Mallards Pike had the highest proportion of groups listing this as one of their 3 main activities.

The majority had travelled from home at all locations except Symonds Yat. Most had travelled from nearby, especially from Coleford, Lydney and Gloucester. Groups at Beechenhurst, Speech House, Symonds Yat and Wenchford were staying over 3 hours but no more than 5 hours that day. At Mallards Pike groups were staying slightly less time. The majority had been before to the locations but most had not been frequently. The facilities were generally rated as "very good" or "good" at all locations but at Mallards Pike just under half rated the picnic area as only "OK" or "poor". Also, more groups at Speech House and particularly at Wenchford rated the toilets as only "OK" or "poor" than elsewhere.

Generally, few had problems with cyclists but most thought there should be some controls on them, in particular allowing them on designated routes only. Similarly, most had not had problems with dogs though most (especially groups without dogs) at Speech House and Symonds Yat thought there should be controls, mainly in the form of clearing up their mess. Most had not encountered problems with horses but most thought they should be controlled, mainly in the form of allowing them on designated routes only. At Beechenhurst and Symonds Yat, where parking charges already exist, most thought there should be charges. The majority who thought there should be charges said they should be around £1-£1.50. At the other 3 locations most thought there should not be any parking charges.

**PUBLICATION:** Bellringer, AJ, 'Forest of Dean Visitor Surveys 1995', October 1996.

**COMMENTS:** None.

## **FOREST OF DEAN CYCLING SURVEY**

EPV 4/15/1

**TYPE:** Interviewer

**DATE:** August 1995

**HOURS:** 60 hours

<b>NUMBER OF FORMS:</b>	113 forms	Weekday	49
		Weekend	64

**TOPICS:** Standard first page + how often cycle, waymarked trails, cycling club, magazines read, type of bike, help maintain cycle trails.

**RESULTS:** The survey ran at 'Pedalabikeaway' cycle centre. Results show that the majority had come from home, within 15 miles away, and were staying between 3 and 5 hours. Most had been before and groups at the weekend came more frequently than those during the week. The main reason for cycling for most was to keep fit but the surrounding landscape and quietness were also popular reasons. The majority who cycled once a week or more for leisure in the summer came to the Dean rather than other forests.

Around a quarter said most or all of their cycling had been off road and most were using their own mountain bike. Few belonged to a cycle club and around a third read cycling magazines. Just under half would maintain the cycle trails if they were paid. Over half the groups during the week preferred waymarked routes to open cycling areas and over half at the weekend preferred open cycling areas. Around half during the week and a fifth at the weekend were not aware of the cycling codes.

**PUBLICATION:** Bellringer, AJ, 'Forest of Dean Visitor Surveys 1995', October 1996.

**COMMENTS:** None.

**DELAMERE (Midlands)**

EPV 4/15/7

**TYPE:** Interviewer

**DATE:** August - September 1995

**HOURS:** 40 hours

<b>NUMBER OF FORMS:</b>	201 forms	Weekday	85
		Weekend	116

**TOPICS:** Standard first page + where entered forest, activities, parking fee, how spent money, waymarked walks, improvements.

**RESULTS:** Visitors to Delamere were mainly just walking. Dog walking was the second most popular main activity. Virtually all had come from home that day. Most had come within 5 miles of Delamere, few had come from over 25 miles. Most were staying 1 or 2 hours at the site.

Most had been before and visited fairly frequently. Most would pay for parking and most of these were willing to pay 50p for each visit. Few groups had spent money that day but of those who had, food and drink was the category most had spent money on. Under half had used the waymarked walks and the Red walk was the one most had been on. Virtually all were satisfied with the standard of route marking.

**PUBLICATION:** Bellringer, AJ, 'Delamere Visitor Surveys 1995', October 1996.

**COMMENTS:** None.

## **DELAMERE CYCLING SURVEY (Midlands)**

EPV 4/15/7

**TYPE:** Interviewer

**DATE:** August - Sept/Oct 1995

**HOURS:** 40 hours

**NUMBER OF FORMS:**

95 forms	Weekday	41
	Weekend	54

**TOPICS:** Standard first page + how often cycle, waymarked trails, cycling club, magazines read, help maintain cycle trail, facilities to add, showers, cycle washing, cycle zones, permit.

**RESULTS:** Typically groups had 2 or 3 people in them. Virtually all had come from home that day from between 5 and 25 miles away. The majority were staying between 2 and 4 hours at the site. Most had been before and visited 1-3 times a month or more. The majority who cycle once a week or more for leisure in the summer came to Delamere forest.

Most had used the waymarked cycle trails and around a third said most or all their cycling had been off road. Just under half would be willing to maintain the trails as a volunteer. The majority were interested in some cycling facilities at Delamere; of those interested, most wanted cycling information, changing rooms, showers and cycle wash facilities. Most would cycle within specific zones and most would be willing to ride only on forest roads. Just under half would pay for an annual permit for cycling. Virtually all of those willing to pay would pay £25 or less.

**PUBLICATION:** Bellringer, AJ, 'Delamere Visitor Surveys 1995', October 1996.

**COMMENTS:** None.

## **WYRE (Marches)**

EPV 4/15/2

**TYPE:** Interviewer

**DATE:** July - August 1995

**HOURS:** 40 hours

<b>NUMBER OF FORMS:</b>	226 forms	Weekday	98
		Weekend	128

**TOPICS:** Standard first page + Visitor Centre, improvements, why come.

**RESULTS:** Typically groups were 2 adults aged 25-59. The majority had come from home that day by car from all over the surrounding region. Most were staying up to 2 hours and few were staying more than 5 hours. Most had been before to the site but did not visit frequently.

Around a third had been to the Visitor Centre that day and half had been on a previous occasion. Most were happy with the facilities in the Centre. The woodland and waymarked walks were the most important aspects of Wyre forest to most visitors. Half said what the main thing was that attracted them to Wyre and most of these said it was the walks and the closeness of the forest to their homes.

**PUBLICATION:** Bellringer, AJ, 'Wyre Visitor Survey 1995', October 1996.

**COMMENTS:** None.



## **CHRISTMAS TREE SURVEY (Midlands)**

EPV 4/15

**TYPE:** Interviewer

**DATE:** December 1995

**NUMBER OF FORMS:** 369 forms Cannock 125

Delamere 244

**TOPICS:** Group size, how found out about site, reasons for buying tree at the site, Santa's Grotto, other Christmas products, refreshments, improvements.

**RESULTS:** Typically groups were 2 adults aged 25-59 with children. Just under half at Delamere also had dogs, few had dogs at Cannock. Most knew they could buy a tree at the site because they had come the previous year.

"Good price" and "enjoyable outing" were the two most popular reasons for buying a tree at Delamere; "Good quality" was the most popular reason at Cannock.

Around a quarter had visited Santa's Grotto and virtually all had enjoyed it. Most had not bought any other Christmas products. Around half at Delamere and around a quarter at Cannock had bought refreshments. Most did not give suggested improvements to the Sales Centre. Virtually all had travelled from within 25 miles of the sites.

**PUBLICATION:** None.

**COMMENTS:** Results analysed by HQ Statistics in January 1996, and provided to Forest District.

## **NEW FOREST DOG WALKING SURVEY**

EPV 4/15/4

**TYPE:** Interviewer

**DATE:** July 1995 and May-June 1996

**HOURS:** 46 hours

<b>NUMBER OF FORMS:</b>	246 forms	1995	128
		1996	118

**TOPICS:** Standard first page + use of other parts of New Forest, nuisance dogs, restrictions on dogs, improvements.

**RESULTS:** Typically groups were 1 or 2 adults aged 25-59. Virtually all had come from home that day and had used their car to get to the site. Most were staying around an hour or less at the site. Virtually all had been before and just over half (52%) of those visited most days and 32% visited 1-3 times a week. Most had either always known about the woodland or had found out from friends or relatives. The majority (65%) said they walked in other parts of the New Forest as well.

A slightly higher proportion of groups in 1996 (58%) than 1995 (50%) thought that dogs slightly harmed deer. Virtually all the rest thought they did not harm deer at all. 53% in 1995 and 52% in 1996 thought dogs slightly harmed the New Forest ponies. Virtually all the rest thought they did not harm them at all. Similarly, 48% in 1995 and 56% in 1996 thought dogs slightly harmed nesting birds.

The majority in 1995 (67%) and in 1996 (64%) said they would be willing to accept restrictions on dog walking. Most would not accept permanently defined dog walking areas but around half would accept seasonally defined areas. 51% in 1995 and 32% in 1996 would accept dog on lead areas. Asking dog walkers if they would accept seasonally defined dog on lead areas did not improve the support for such areas.

**PUBLICATION:** Bellringer, AJ, 'New Forest Dog Walking Survey 1995/96', October 1996.

**COMMENTS:** None.

## **NEW FOREST INFORMATION BOARD SURVEY**

EPV 4/15/4

**TYPE:** Interviewer

**DATE:** July - August 1995

**HOURS:** 12 hours

<b>NUMBER OF FORMS:</b>	82 forms	Bolderwood	23
		Bolton's Bench	23
		Cadnam Cricket Pitch	18
		Wilverley Plain	18

**TOPICS:** Standard first page + right information, usefulness, aware before of danger of ponies.

**RESULTS:** The majority had seen information boards and thought they were a good idea. Around a quarter said they had not provided the information they were looking for; most of these said it was because the boards lacked information on forest walks and needed a "You are here" pointer. Around a quarter did not know about the danger of the ponies before they read the boards.

**PUBLICATION:** Bellringer, AJ, 'New Forest Visitor Surveys 1995', October 1996.

**COMMENTS:** None.

## **NEW FOREST VISITOR SURVEY**

EPV 4/15/4

**TYPE:** Interviewer

**DATE:** July - August 1995

**HOURS:** 116 hours

<b>NUMBER OF FORMS:</b>	534 forms	Blackwater	140
		Bolderwood	214
		Whitefield Moor	180

**TOPICS:** Standard first page + rating facilities, waymarked walks, who runs forest, New Forest ponies, conservation, information, improvements.

**RESULTS:** Typically groups were 2 adults aged 25-59 with children. Around half had not come from home and most of these were camping/caravanning or in a hotel or B&B. Virtually all had come by car and most within 15 miles of the sites; in particular, visitors had come from the Bournemouth and Southampton areas. Visitors were generally staying between 2 and 3 hours. Most had been to the site before but visitors to Blackwater came more frequently than those at the other 2 locations.

Generally visitors at Whitefield Moor did not rate the facilities there as highly as visitors rated the facilities at the other sites. In particular, information was rated poorly, probably because of the lack of provision of leaflets or boards at Whitefield Moor. Most who had used the walks were satisfied with them. Over half at Whitefield Moor thought that the Forestry Commission owned the New Forest and under half thought this at the other locations. The majority at all locations thought that the New Forest ponies were owned by local people.

The majority, especially at Bolderwood and Blackwater, thought that the New Forest should primarily be a place where conservation came first. The New Forest was thought of as being of conservation importance nationally by around a half of visitors and some thought even internationally. Few thought it was locally or regionally important. The majority thought the Government should pay for conservation of the New Forest.

"Identifying trees" was a popular topic for information at Bolderwood and Blackwater and wildlife topics were particularly popular at Bolderwood. Visitors to Whitefield Moor were more interested in where to go and what to do in the forest.

**PUBLICATION:** Bellringer, AJ, 'New Forest Visitor Surveys 1995', October 1996.

**COMMENTS:** None.

**BELLEVER (Peninsula)**

EPV 4/15/3

**TYPE:** Interviewer

**DATE:** 1995: July (Round 1), August (Round 2)

**HOURS:** 56 hours

<b>NUMBER OF FORMS:</b>	236 forms	Weekday	140
		Weekend	96

**TOPICS:** Standard first page + rating facilities, improvements.

**RESULTS:** Typically groups at Bellever were 2 adults aged 25-59 with children. A higher proportion of groups at the weekend (around half) than during the week (around a fifth) had not come from home and most were staying in self catering accommodation. Most had been to the site before, though not frequently.

Virtually all groups were staying no more than half a day at the site. Overall, those who had seen or used the facilities at Bellever thought they were "very good" or "good".

**PUBLICATION:** Bellringer, AJ, 'Bellever Visitor Survey 1995', October 1996.

**COMMENTS:** None.

## **HALDON BIRD OF PREY (Peninsula)**

EPV 4/15/3

**TYPE:** Interviewer

**DATE:** 1995: July (Round 1), August (Round 2)

**HOURS:** 56 hours

**NUMBER OF FORMS:**

130 forms	Weekday	88
	Weekend	42

**TOPICS:** Standard first page + rating bird watching facilities, how often bird watch, wildlife, environmental group, magazines read, information.

**RESULTS:** Groups were typically 2 adults aged 25-59. Most had come from home that day and just over half had come from within 15 miles to the site. Just under half were staying between 1 and 2 hours and a quarter were staying around 3 or 4 hours at the site. Few were staying longer than this. Virtually all had been before and the majority did not visit frequently.

Most rated the facilities at the site as "very good" or "good". The majority regularly went bird watching but most of these said that they would not change the frequency of their bird watching as a result of their visit. The majority had seen interesting wildlife - half of these had seen birds of prey. More wanted more information than did not. Of those who wanted more information, the most popular topic was "plants and flowers".

**PUBLICATION:** Bellringer, AJ, 'Haldon Bird of Prey Visitor Surveys 1995', October 1996.

**COMMENTS:** None.

**WEALD**

EPV 4/15/5

**TYPE:** Interviewer

**DATE:** July-September 1995

**NUMBER OF FORMS:** 31 forms

**TOPICS:** Standard first page + ratings of facilities, improvements, visits to other FC woods, awareness of Forest Holidays.

**RESULTS:** Too few to analyse.

**PUBLICATION:** None.

**COMMENTS:** Survey planned for Orlestone was abandoned, but surveys were run at Butcher's Hole, Foggs Wood, Friston Forest and Lithlington Road.

## WALES

### NANT YR ARIAN (Ceredigion)

EPV 4/20

**TYPE:** Self completion issued with Forest Park Guide

**DATE:** Started late August 1995, continued until Summer 1996

**NUMBER OF FORMS:** 412 questionnaires

Sep - Dec	97
Jan - Apr	44
May	86
June +	185

**TOPICS:** Visits to woodland attractions, Other FE woods

**RESULTS:** Results show that the majority of respondents (61%) had picked up the leaflet at an FE Visitor Centre; of these most had picked it up at Nant yr Arian. Around a quarter of all respondents had picked up the leaflet at a Tourist Information Centre. Of these, around 20% had picked it up at Corris Information Centre. Over half the respondents (59%) had visited Nant yr Arian Forest Centre as a result of the guide.

Just under half (47%) had been on the Nant yr Arian trail. 26% had been on the Jubilee trail and 23% had been to the Arch.

The majority (62%) said that they intended to visit at least one of the listed attractions within a year. The majority (63%) said that they had visited other FE woodlands in the last year, though of these most (69%) had visited less than 5 other woods and 27% had visited between 5 and 10 other woods.

**PUBLICATION:** None.

**COMMENTS:** Analysed by HQ Statistics and comments sent to Wales Regional Office. No formal report written.



## 2. FC SURVEYS AT CAMPSITES AND CABIN SITES

### FOREST HOLIDAYS CABINS

EPV 2/2/3

**TYPE:** Self completion

**DATE:** June 1995 - November 1995 (Ongoing through 1996)

**HOURS:** N/A

<b>NUMBER OF FORMS:</b>	782 forms	Deer Park	251
		Keldy	306
		Loch Awe	107
		Strathyre	95
		Unknown	23

**TOPICS:** Length of stay, location, before departure, holiday choice, cabin site (facilities etc.), activities and overall impression, life-style (papers read etc.).

**RESULTS:** More than 60% of the groups consisted of 4 or more people, with about half having 2 adults aged 25-44, and about half having children aged 4-13. Less than 20% of groups included any senior citizens. More than 60% were there on their main holiday of the year. About 70% were staying for 7 nights, with 10% staying longer and the rest staying for shorter periods. One third had heard about Forest Holidays through a friend, and a further third through an advertisement. Around half had been on a Forest Holiday before, 10% having been 6 or more times. Less than 20% had been on a similar holiday with another operator, and about a third had gone on a camping holiday in Britain.

All the services and facilities were generally rated as excellent or good, with most getting this rating from over 80% of visitors. The most important factors in choosing a Forest Holiday were peace and quiet, choice of locations, value for money, and that it was in an interesting region and a good walking area. Almost all said that they had walked, mainly on forest trails, while more than a third reported bird watching and a third reported cycling. Around a third of visitors at Loch Awe and Strathyre had done some fishing, and boating was also done by a third of visitors at Loch Awe.

The Daily Mail (22%), Daily Telegraph (19%) and Times (14%) were the daily newspapers read by the largest numbers. The most popular Sunday papers were the Mail on Sunday (22%) and the Sunday Times (19%), but a third of visitors read no Sunday papers.

**PUBLICATION:** None.

**COMMENTS:** Results tabled by HQ Statistics. Results used for performance indicators for cabin site managers. Survey ongoing.

### **3. HOUSEHOLD SURVEYS**

#### **1995 PUBLIC OPINION OF FORESTRY**

**TYPE:** Interviewer administered household survey throughout Great Britain, part of RSGB Omnibus

**DATES:** 8-12 February 1995

**NUMBER OF FORMS:** 1937

**TOPICS (Q12-Q15 only):** Whether visited woodland in last few years, reasons for not visiting, how often visited in summer and winter, improvements wanted, best woodlands to visit.

**RESULTS:** 71% said that they had visited forests or woodlands for walks, picnics or other recreation in the last few years; the figures were lower for those without a car (54%) , for social classes C2DE (63%) and also for Scotland (59%) and Wales (61%). No single reason was predominant among those who had not visited. The majority of visitors said that in the summer they visited once a month or more often; about a quarter said that they visited at least once a month in the winter.

The most popular improvements were more signposted walks, information about places to go and nature trails, each wanted by more than half those who had visited. Visitors rated woodlands owned by voluntary bodies as the best to visit, followed by Forestry Commission woodlands; both were rated well ahead of woodlands owned by local authorities and private owners.

**PUBLICATION:** 'Public Opinion of Forestry' by FC Statistics Branch (S Gillam & R Colombo), September 1995.

**COMMENTS:** Publication also covers many other topics that were included in 1995 Public opinion Survey, and comparisons with results of 1993 survey.

## 4. OTHER SURVEYS

### SOUTH DOWNS / HAMPSHIRE VISITOR SURVEY

EPV 4/15/8

**TYPE:** Interviewer

**DATE:** 1995

**HOURS:** 308 hours

<b>NUMBER OF FORMS:</b>	1139 forms	Odiham Wharf	189
(FE sites asterisked*)		Barton Mill	140
		Wellington CP	275
		*West Walk	110
		*Meon Valley	57
		*Creech	98
		Portsdown Hill	148
		Yateley Common	92
		Bishops Palace	30

**TOPICS:** All had standard first page + each had different extra questions.

**West Walk, Creech:** main purpose, opinions, improvements, other sites visited, opportunities for recreation in county, views on initiative to re-create Forest of Bere.

**Meon Valley Cycle Route** (at West Walk): how often cycle, membership of cycling club, opportunities for recreation in county, views on initiative to re-create Forest of Bere

**Other locations:** questions relevant to that location, and views on initiative to re-create ancient forest (either Bere or Eversley).

#### **RESULTS:**

**West Walk:** Mostly groups of 2 (38%) or 4 (21%); 39% of groups included children, 50% of groups had dogs with them. 90% had travelled from home, almost all from within 15 miles.

**Creech:** Mostly individuals (38%) or groups of 2 (39%), 22% of groups included children, 63% of groups had dogs with them. 95% had travelled from home, almost all from within 15 miles. About a third visit most days, and most others at least one a month.

**Meon Valley Cycle Route:** Mostly groups of 2 (61%) or 3 (28%); only 7% of groups included children, 40% of groups had dogs with them; only 33% of groups had cycles. 96% had travelled from home, almost all from within 15 miles.

**PUBLICATION:** None.

**COMMENTS:** Survey run in collaboration with Hampshire County Council, who also linked up with other organisations. Results tabled by HQ Statistics and sent to Forest District in September 1995. Report had been planned but none produced.

## FOREST OF DEAN VISITOR SURVEY 1995 - HEART OF ENGLAND TOURIST BOARD

**TYPE:** Interviewer

**DATE:** July-Oct 1995

**HOURS:** Total of 70 days

**NUMBER OF FORMS:** 1222 forms

*Symonds Yat	198
NBP Centre	177
*Beechenhurst	174
Christchurch Campsite	111
Dean Forest Railway	102
Dean Heritage Centre	101
Shambles	76
*Sculpture Trail	73
*Mallards Pike	59
Puzzle Wood	59
Clearwell Caves	57
Angora Goat Farm	18
*Wenchford Picnic Site	17

Survey run by Heart of England Tourist Board in the Forest of Dean area at 13 sites including some sites owned by Forestry Commission (marked by asterisk\*). Excluded local day visitors (those living in Dean).

**TOPICS:** Type of visitor, where from, overnight accommodation, previous visits, duration, transport, purpose of visit, activities, sources of information, attractions visited, rating of facilities, expenditure in Dean.

**RESULTS:** 40% of visitors were day visitors, 26% were touring and 34% were staying overnight. On average visitors were staying 4.4 hours in the Dean. 30% were on their first visit. 36% of visitors had children with them

The features visitors particularly liked about the Dean were the peaceful atmosphere, the scenic qualities, the trees/forest, the open space, the access, walking routes and the unspoilt character. Day visitors spent around £25 per group (£7 per person). 25% had (or intended to) visit Symonds Yat.

**PUBLICATION:** Heart of England Tourist Board Research Division, 'Forest of Dean Visitor Survey 1995', December 1995.

**COMMENTS:** . A further report 'Forest of Dean Visitor Surveys 1995 - Linked Analysis of the Forestry Commission and the Heart of England Tourist Board Surveys' (September 1996) was prepared by Caroline Whisker of FC HQ Statistics at the request of the Forest District (Forest of Dean). This used comparable subsets of data from the two surveys, limiting the HETB survey data to the 5 FC sites, and limiting the FC survey data to non-locals (i.e. excluding trips from home of less than 15 miles).